

# The Cannes Lions Experience

## ADV 4930 / RTV 4930 / MMC 6936

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### **Class Format:**

- Online synchronous via Zoom from May 14-June 5.
- Fly June 7. Study abroad from June 8-24.
- Final assignments due July 12.

**Class Time for May 14-June 5:** 11:00-12:15 on Tuesday, Wednesday, Thursday via Zoom.

**Course Website:** Course information will be posted on Canvas.

This interdisciplinary course is part of the UF in Cannes Study Abroad program. Students will immerse themselves in French culture through an 18-day study abroad experience. You will visit production studios and universities in France, along with museums and cities in the South of France. The final week culminates in attendance to the Cannes Lions International Festival of Creativity, featuring the who's who of the world's advertising, PR, marketing, design, digital, and production professionals.

### **Objectives**

- Reflect on your cultural immersion experience, including similarities and differences between French culture and your own.
- Reflect on your own cultural background and how it impacts your own beliefs, assumptions and values.
- Understand cultural differences and nuances in creative communication.
- Learn cross-disciplinary perspectives on creative communication.
- Identify, describe and explain global and intercultural interdependencies.
- Network with professionals in advertising, PR, production and other creative industries.
- Analyze and interpret criteria for award-winning work.
- Reflect on what you learned about your industry, about creativity, and about international communication campaigns.
- Respect and understand the values, beliefs and perspectives of other cultures.

### **Course Policies**

- Attend all excursions. Be ON TIME. We won't wait, and it will impact your final grade.
- Be a good and respectful roommate.
- Travel in pairs.
- Be professional at all times. You are representing UF and CJC.
- Must tell us if you are leaving town, where you are going, when you will be back, and who you are going with.
- Must have cell numbers for everyone.

## Assignments and Grading

Assignment	Points	Type of Assignment
Attendance, Timeliness and Responsible Behavior	20	Individual
Cultural Scavenger Hunt	10	Group
Reflections on Cultural Immersion	25	Individual
Reflections on the Cannes Lions Festival	25	Individual
Final Reflection Paper	20	Individual

### Brief Description of Assignments

- **Attendance, Timeliness and Responsible Behavior:** Students should attend all planned events during the Study Abroad experience. Students should arrive on time and act responsibly.
- **Cultural Scavenger Hunt:** Working in teams, you will participate in a scavenger hunt to get you familiar with Cannes and acclimated to aspects of the culture.
- **Reflections on Cultural Immersion:** At the end of the first week of cultural immersion, students will reflect on your cultural immersion experience, including similarities and differences between French culture and your own. See assignment details.
- **Reflections on the Cannes Lions Festival:** Students will complete a daily reflection video once a day for each day of the Cannes Lions Festival. See assignment details.
- **Final Reflection Paper:** Upon completion of Study Abroad Experience, students will complete a final reflection paper on the two phases of their study abroad experience.

### Grading Scale

	94.00 and above = A	90.00 – 93.99 = A-
87.00 – 89.99 = B+	84.00 – 86.99 = B	80.00 – 83.99 = B-
77.00 – 79.99 = C+	74.00 – 76.99 = C	70.00 – 73.99 = C-
67.00 – 69.99 = D+	64.00 – 66.99 = D	61.00 – 63.99 = D-
60.99 and below = E		

## Course Schedule

<b>Date</b>	<b>Topic</b>	<b>Assignments Due</b>
	<b>Part 1: Cultural Immersion</b>	
Sun, 6/9	Cultural Scavenger Hunt	Cultural Scavenger Hunt
Mon, 6/10- Thurs 6/13	Cultural Immersion	
Thurs 6/13	Cultural Immersion Reflection Due	Cultural Immersion Reflection Due
	<b>Part 2: Cannes Lions Festival Experience</b>	
Mon 6/17- Fri 6/21	Cannes Lions Festival Experience	Daily Reflection Videos Due
	<b>Part 3: Final Reflection</b>	
Fri 7/12	Final Reflection Due	Final Reflection Due