AGENCY BRAND CONTENT CREATION – RTV 4930

COURSE INFO

Class: #30164 | Section: AGEN

Meeting time: Wednesdays, Periods 6-8; 12:50 PM – 3:50 PM

Meeting place: The Agency

Instructors: **Kim Fowler** | Office: 1011 Weimer | Phone: 352-273-4179 | k.fowler@ufl.edu

Office hours: Tuesdays, 1:30 PM-2:30 PM and Wednesdays 11:30 AM-12:30 PM

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Office hours: Mondays 12:00 PM-2:00 PM

COURSE DESCRIPTION

This course immerses students in the world of brand video production. Students explore fundamental branding principles and how they are integrated into visual storytelling. Throughout this course, students will explore creative techniques to develop powerful brand content and expand their creative and production portfolios.

COURSE OBJECTIVES

The purpose of this class is to introduce students to branded content creation and visual storytelling produced for multiple media types. By the end of the course, students will be able to demonstrate and apply knowledge in the following areas:

- Understand and apply fundamental branding principles effectively in creating impactful branded visual content.
- Develop skills in constructing dynamic, targeted brand content using visual, audio and design elements.
- Utilize visual communication principles and terminology proficiently in branding production.
- Design branded visual content strategically tailored to resonate with the intended audience.
- Execute branded videos that support underlying concepts, values, or messages while aligning with the audience.
- Demonstrate proficiency in using multiple video production equipment types as well as industry-standard design and editing software.
- Understand the roles of brand managers, creatives, producers, and directors throughout the advertising and film production industries, including their responsibilities and collaborative dynamics.

COURSE SCHEDULE

Week 1	Module 1	Branding Fundamentals and Elements
Week 2	Module 2	Brand Values and Storytelling
Week 3	Module 3	Using Emotion to Convey Values
Week 4	Module 4	Storytelling Narratives
Week 5	Module 5	Integrating Brand Elements into Storytelling
Week 6	Module 6	Setting the Scene and Writing a Script
Week 7	Module 7	Visual and Audio Elements in Branded Content
Week 8	Module 8	Advanced Production Techniques
Week 9	Filming	Filming
Week 10	Filming	Filming, cont.
Week 11	Module 9	Editing Techniques
Week 12	Module 10	Evaluating Effectiveness of Brand Content/Media Strategies
Week 13	Editing/Finalizing Projects	
Week 14	Finalizing Projects	
Week 15	Final Presentations	

- Syllabus subject to change as needed. Students will be informed of any changes in a timely manner.

GRADING

Grades will be determined by a mix of projects, in-class work, discussions, and participation, including peer evaluations for group-work and attendance. We will be covering a lot of important aspects in each class, so attendance is imperative for understanding the different concepts and elements that go into brand storytelling and content creation.

The breakdown of grades is as follows:

- Projects   40%
- In-class work   30%
- Discussions   15%
- Participation   15%

Final Percent   Letter (%)

A   92.5-100%
A-   89.5-92.4%
B+   86.5-89.4%
B   82.5-86.4%
B-   79.5-82.4%
C+   76.5-79.4%
C   72.5-76.4%
C-   69.5-72.4%
D+   66.5-69.4%
D   62.5-66.4%
D-   59.5-62.4%
F   59.4% and below

COURSE COMMUNICATION

Communication is an important aspect of working in a professional setting, both in production houses and in advertising agencies or in client marketing teams. Students are encouraged to ask questions and offer observations in class. While it can be intimidating to share ideas and it can feel vulnerable to ask questions, we want this to be a safe place for students to learn – both from your instructors *and* each other. Additionally, your input is important! It not only helps guide our discussions, but it also makes our class more interesting. Second, communicating in group settings will help prepare you for future work situations where conversations are used to help solve challenges. Importantly, communication in class, in group-work, and via emails or in peer evaluations should always be respectful and purposeful.

Students are encouraged to reach out to instructors if there are any concerns, questions, or conversations that need to be had outside the classroom. The best way to reach the instructors outside of class meeting times is via email or during office hours. If you cannot meet during office hours, please do not hesitate to request a time to meet at a different time. Please email via [Canvas](#) or UF email.

COURSE POLICIES

ATTENDANCE

Attendance is mandatory as this course only meets once per week. Please plan to attend all meetings as we will work on projects inside and outside of class time and it will be very difficult to catch up on missed classes. If you are not able to attend a class meeting for a serious reason,

please notify the instructors before class via Canvas or Email and refer to the UF attendance [policy on excused absences](#). Failure to attend class will affect your participation grade.

COMPUTER AND SOFTWARE

Weekly meetings will take place in person in the Agency on the first floor. If you have a laptop, please bring to class as there will be times we will be working interactively during class. It is strongly recommended that students have Adobe Creative Cloud, Premier Pro in particular. Students will have access to the Mac editing lab as well.

TEXTBOOK AND READING MATERIALS

There is no required textbook for this course. Any reading materials will be provided via Canvas.

UF POLICIES

ACADEMIC HONESTY

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the [UF Student Honor Code](#)

University Policy on Plagiarism

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

· Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
· Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
· Unauthorized use of materials or resources.
· Prohibited collaboration or consultation.
· Submission of paper or academic work purchased or obtained for an outside source.

Students should be familiar with and understand UF's Plagiarism Policy as found in the [UF Student Honor Code](#).

EVALUATIONS

As instructors, we appreciate your feedback on this course. Respectful and purposeful feedback is encouraged and can be provided online through [online course evaluations.](#) Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or [online](#). Summaries of [course evaluation results](#) are available to students.

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

INCLUSIVITY STATEMENT

We understand that our members represent a rich variety of backgrounds and perspectives. The College of Journalism and Communications is dedicated to providing an atmosphere for learning that respects diversity. While working together to build this community, we ask all of you as members to:

- Share your unique experiences, values and beliefs.
- Be open to the view of others.
- Honor the uniqueness of your colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

STUDENT RECORDING OF LECTURES

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section.

Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services.

A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code."

STUDENT RESOURCES

ACADEMIC RESOURCES

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Students will be required to use various databases found in the library and used by industry professionals, such as, AdSpender, Census Bureau, Demographics Now, Hoovers, IBISWorld, MarketReseardi.com, Mintel, Simmons, Simply Analytics, Statista, etc.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

HEALTH AND WELLNESS RESOURCES

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575, or visit UMatter, We Care website to refer or report a concern and a team member will reach out to the student in distress so that a team member can reach out to the student.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

University of Police Department: 352-392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161 University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.