

**ADV 4951 SECTION S2J4**

**SPRING 2025**

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# PORTFOLIO III

**MAKING THE BEST, BETTER**



# SYLLABUS

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**ADV 4951 SECTION S2J4**

# PORTFOLIO III

**MAKING THE BEST, BETTER**

**SPRING 2025**

**INSTRUCTOR:** [juan.segui@ufl.edu](mailto:juan.segui@ufl.edu)

**THE BEST WAY TO REACH ME IS VIA E-MAIL**

**IN PERSON AND ONE-ON-ONE ZOOM MEETINGS**

**available whenever you need them, just send me an e-mail  
and I will set a meeting. I'm here for you.**

# SYLLABUS

## COURSE DESCRIPTION

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**This course is the end of the ride.**

**The main goal is to win an AD Competition Award (TWO)**

**and help you to have bullet-proof ideas in solid portfolios.**

**Professors will review all your portfolios and ideas for Competition that can be improved.**

**The work will be very personalized and include many one-on-one sessions.**

**Doing and redoing the job is expected.**

### ✔ **PORTFOLIO III**

**Is a hands-on course. You will be enhancing your actual work and making it good enough to get a job and worthy for student competitions.**

### ✔ **PORTFOLIO III**

**Is for people who never give up, is for doers and thinkers who want to be part of the A-Game in advertising. You'll think and you'll create compelling work. You'll see great ads and you'll be able to shine with yours too. You'll do presentations... YOU'LL NEVER WORK ALONE.**

# SYLLABUS

## COURSE DESCRIPTION

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**Please keep in mind that this course will be about improving ideas and ideas are not mathematics, so you should be open to criticism, to listen to different points of view, to be open minded, to rectify, to insist if you think what you have is good, to convince people who think different, to interact with your peers and instructor.**



**LET'S DO SOME TEAM WORK AND CONSTRUCT TOGETHER**

# SYLLABUS

## STRUCTURE

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### **COMPETITION #1** *Due February 11th - Four weeks*

**1st MEETING: REVIEW FIRST IDEAS/CONCEPTS**

**2nd MEETING: REVIEW MORE IDEAS**

**3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING**

**4th MEETING: FINAL PRESENTATION**

### **COMPETITION #2** *Due March 11th - Four weeks*

• **1st MEETING: REVIEW FIRST IDEAS/CONCEPTS**

• **2nd MEETING: REVIEW MORE IDEAS**

• **3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING**

• **4th MEETING: FINAL PRESENTATION**

# SYLLABUS

## STRUCTURE

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### REVIEW PORTFOLIO

Select the projects improve the campaign/idea:

- **1st MEETING: REVIEW FIRST IDEAS/CONCEPTS**
- **2nd MEETING: REVIEW MORE IDEAS**
- **3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING**
- **4th MEETING: FINAL PRESENTATION**

### FINAL PORTFOLIO PRESENTATION

**Review the portfolio and how is being presented at the end of semester.**

**NOTE: CONSIDER HAVING AWARDED CREATIVE DIRECTOR FROM AGENCIES REVIEWING YOUR PORTFOLIO.**

**Generate and develop work that is strategic, memorable, and persuasive.**

**Submit great work to real AD Competitions**

**Keep building your Portfolio.**

**Enhance your ability to generate ideas in teams.**

**Develop emotional intelligence.**

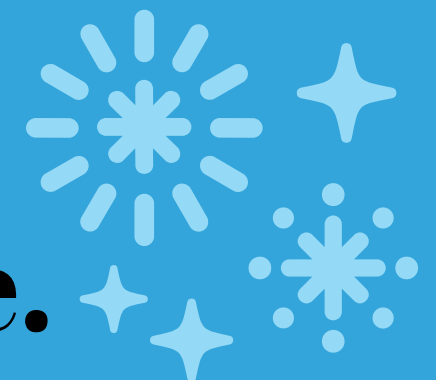
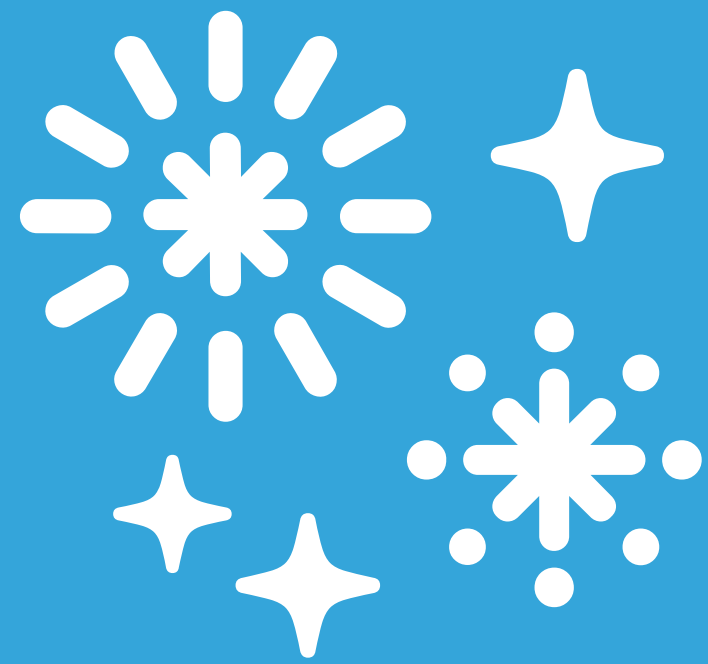
**Judge creative work and accept a critical appraisal of your own.**

**Develop your copy, design, and presentation skills.**

**Learn how to feel comfortable out of your comfort zone.**

**Learn what agencies and creative directors expect to see in a portfolio.**

**Be ready to face the real advertising world.**





# PROJECTS

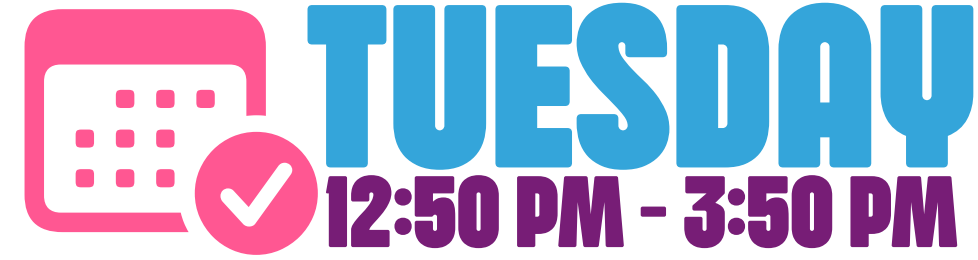
**1st Competition**

**2nd Competition**

**Improve Portfolio**

**Final Portfolio & Review**

# SYLLABUS COURSE CALENDAR



## JANUARY 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## FEBRUARY 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

## MARCH 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Spring Break

## APRIL 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# SYLLABUS

## COURSE RESOURCES

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YOU ARE ENCOURAGED TO KEEP UP WITH CURRENT TRENDS IN ADVERTISING. YOU ARE ENCOURAGED TO SEE AND WATCH AS MANY GOOD ADS AS POSSIBLE. YOU ARE ENCOURAGED TO BE CURIOUS AND FIND INSPIRATION OUT OF ADVERTISING.

**YOU SHOULD PERIODICALLY VISIT THE FOLLOWING FREE WEBSITES:**

**fubiz.net (INSPIRATION)**

**mashable.com (INSPIRATION)**

**adsoftheworld.com (INSPIRATION)**

**radiomercuryawards.com (WINNERS. ONLY RADIO)**

**awwwards.com (WEB)**

**oneshow.org (WINNERS)**

**dandad.org (WINNERS)**

**adlatina.com (HISPANIC ADVERTISING)**

**wersm.com (SOCIAL MEDIA)**

**digitalbuzzblog.com (DIGITAL)**

**joelapompe.net (COINCIDENCES?)**



# SYLLABUS

COURSE RESOURCES

I RECOMMEND SUBSCRIBING TO:

# LUERZER'S ARCHIVE

[luerzersarchive.com](http://luerzersarchive.com)

THEY HAVE STUDENT RATE. GOOD FOR PRINT, TV AND ONLINE





## Adobe Express

**IF YOU DON'T HAVE ANY ADOBE EXPERIENCE I RECOMMEND**

**[www.adobe.com/express](https://www.adobe.com/express)**

**FREE ONLINE SOFTWARE**

**<https://software.ufl.edu/adobe-offering/>**

# SYLLABUS

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# TEAMMUP

**WE ARE GOING TO TEAM-UP IN GROUPS OF 2**  
**(Portfolio you work individually)**



# **SYLLABUS** EVALUATION

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- ✓ **The grading system will split between class participation and your own creative work in the form of multiple projects.**
- ✓ **I WILL ALSO TAKE INTO ACCOUNT ATTITUDE, BEHAVIOR AND EFFORT.**
- ✓ **So, if I see that you are not participating in class, distracted, not providing feedback to peers or working on something other than class work, it will reflect poorly in your final grade.**
- ✓ **PROFESSIONALISM PLAYS A ROLE IN YOUR PARTICIPATION GRADE.**
- ✓ **Remember, treat this course and your time in the classroom like you would if you were in a job setting. Be professional.**

# SYLLABUS EVALUATION

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**STUDENTS WILL BE EVALUATED IN 3 DIFFERENT WAYS:**

**3 PROJECTS 75%**  
**PARTICIPATION 10%**  
**PORTFOLIO 15%**







**EVERY STUDENT CAN TAKE TWO PERSONAL DAYS DURING THE SEMESTER.**

**FAILING MORE THAN THAT WITH NO JUSTIFICATION WILL MEAN A 5% DECREASE IN THE FINAL GRADE for each unexcused absence beyond your personal days.**

# SYLLABUS

## GRADING POINTS

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**940-1000**

**900-939**

**870-899**

**830-869**

**800-829**

**770-799**

**730-769**

**700-729**

**670-699**

**630-669**

**600-629**

**000-599**

**A**

**A-**

**B+**

**B**

**B-**

**C+**

**C**

**C-**

**D+**

**D**

**D-**

**E**



# SYLLABUS

## ATTENDANCE & ABSENCES

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**YOU HAVE TWO PERSONAL DAYS DURING THE SEMESTER.**

**IF YOU TAKE A PERSONAL DAY, THE WORK THAT WAS DUE IS STILL DUE.  
(SO NO EXTENSION FOR TAKING A DAY OFF)**

**I WILL REDUCE YOUR FINAL GRADE 5% FOR EACH UNEXCUSED ABSENCE BEYOND YOUR PERSONAL DAYS.**

**IF YOU ARE SICK, PLEASE NOTIFY ME PRIOR TO CLASS VIA EMAIL AND I WILL EXCUSE YOUR ABSENCE  
IF YOU BRING IN A MEDICAL EXCUSE.**

**ADDITIONAL INFORMATION IS AVAILABLE AT:**

**<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>**

**THESE REGULATIONS INCLUDE EXCUSING STUDENTS FOR RELIGIOUS HOLIDAYS,  
DEATHS IN THE FAMILY, JURY DUTY AND EXTREME ILLNESS.**

**YOU MUST EMAIL ME BEFORE CLASS TO LET ME KNOW THAT YOU WON'T BE THERE  
IF YOUR ABSENCE QUALIFIES AS AN EXCUSED ABSENCE.**

**YOU WILL ALSO HAVE TO PRODUCE DOCUMENTATION TO SUPPORT THE ABSENCE.**

**IF YOU LEAVE CLASS BEFORE IT ENDS WITHOUT MY OK, YOU MAY BE COUNTED AS UNEXCUSED.**

**IF YOU MISSED CLASS AND IT WAS AN EXCUSED ABSENCE,  
IT IS YOUR RESPONSIBILITY TO ASK FOR ANY MISSED WORK IN THE FOLLOWING CLASS PERIOD  
AND NOT RIGHT BEFORE THE EXAM. UNFORTUNATELY, I CANNOT REVIEW MATERIAL  
THAT HAS ALREADY BEEN COVERED IN CLASS.**

**I KNOW WE ALL ARE LATE  
FROM TIME TO TIME,  
BUT YOUR BOSS  
AND YOUR PARTNERS,  
EXPECT YOU TO BE ON TIME  
FOR YOUR JOB.**



**IF YOU COME TO CLASS MULTIPLE TIMES LATE,  
I reserve the right to count this as an absence.**





**please please please...**

**LEAVE THE CAMERA CONNECTED**

**WHILE WE ARE IN CLASS**

# **SYLLABUS** INCLUSIVITY STATEMENT

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**WE UNDERSTAND THAT OUR MEMBERS REPRESENT A RICH VARIETY OF BACKGROUNDS AND PERSPECTIVES.**

**THE COLLEGE OF JOURNALISM AND COMMUNICATIONS AND THE DEPARTMENT OF ADVERTISING PROVIDE AN ATMOSPHERE FOR LEARNING THAT RESPECTS DIVERSITY.**

**WHILE WORKING TOGETHER TO BUILD THIS COMMUNITY, I 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 MUST 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.**

# SYLLABUS

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## UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

**STUDENTS REQUESTING ACCOMMODATION FOR DISABILITIES MUST FIRST REGISTER WITH THE DEAN OF STUDENTS OFFICE**

<http://www.dso.ufl.edu/drc/>

**THE DEAN OF STUDENTS OFFICE WILL PROVIDE DOCUMENTATION TO THE STUDENT WHO MUST THEN PROVIDE THIS DOCUMENTATION TO THE INSTRUCTOR WHEN REQUESTING ACCOMMODATION. YOU MUST SUBMIT THIS DOCUMENTATION PRIOR TO SUBMITTING ASSIGNMENTS OR TAKING THE QUIZZES OR EXAMS.**

**ACCOMMODATIONS ARE NOT RETROACTIVE; THEREFORE, STUDENTS SHOULD CONTACT THE OFFICE AS SOON AS POSSIBLE IN THE TERM FOR WHICH THEY ARE SEEKING ACCOMMODATIONS.**

# **SYLLABUS** UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

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**ACADEMIC HONESTY AND INTEGRITY ARE FUNDAMENTAL VALUES OF THE UNIVERSITY COMMUNITY. STUDENTS SHOULD BE SURE THAT THEY UNDERSTAND THE UF STUDENT HONOR CODE AT**

**<https://sccr.dso.ufl.edu/process/studenthonor-code/>**

## **THE HONOR PLEDGE:**

**WE, THE MEMBERS OF THE UNIVERSITY OF FLORIDA COMMUNITY, PLEDGE TO HOLD OURSELVES AND OUR PEERS TO THE HIGHEST STANDARDS OF HONESTY AND INTEGRITY BY ABIDING BY THE HONOR CODE.**

**ON ALL WORK SUBMITTED FOR CREDIT BY STUDENTS AT THE UNIVERSITY OF FLORIDA, THE FOLLOWING PLEDGE IS EITHER REQUIRED OR IMPLIED:**

**“ON MY HONOR, I HAVE NEITHER GIVEN NOR RECEIVED UNAUTHORIZED AID IN DOING THIS ASSIGNMENT.”**

**TO READ THE ENTIRE HONOR CODE, PLEASE VISIT**

**<https://sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/>**

**FURTHERMORE, YOU ARE OBLIGATED TO REPORT ANY CONDITION THAT FACILITATES ACADEMIC MISCONDUCT TO APPROPRIATE PERSONNEL.**

**FEEL FREE TO CONSULT ME IF YOU HAVE ANY QUESTIONS OR CONCERNS.**



**STUDENTS EXPERIENCING CRISES OR PERSONAL PROBLEMS THAT INTERFERE WITH THEIR GENERAL WELLBEING ARE ENCOURAGED TO UTILIZE THE UNIVERSITY'S COUNSELING RESOURCES.**

**THE COUNSELING & WELLNESS CENTER PROVIDES CONFIDENTIAL COUNSELING SERVICES AT NO COST FOR CURRENTLY ENROLLED STUDENTS.**

**RESOURCES ARE AVAILABLE ON CAMPUS FOR STUDENTS HAVING PERSONAL PROBLEMS OR LACKING CLEAR CAREER OR ACADEMIC GOALS, WHICH INTERFERE WITH THEIR ACADEMIC PERFORMANCE.**

**UNIVERSITY COUNSELING & WELLNESS CENTER**  
**3190 RADIO ROAD, 352-392-1575**  
[www.counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc)

**U MATTER WE CARE**  
[www.umatter.ufl.edu](http://www.umatter.ufl.edu)

**CAREER RESOURCE CENTER, FIRST FLOOR JWRU, 392-1601,**  
[www.crc.ufl.edu](http://www.crc.ufl.edu)

# SYLLABUS SUPPLEMENTARY INFORMATION

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**SUPPLEMENTARY INFORMATION, ANNOUNCEMENTS, REMINDERS, SAMPLE TEST QUESTIONS, AND CRITICAL THINKING EXERCISES WILL BE POSTED ON E-LEARNING IN CANVAS OR THE CLASS LISTSERV SENT VIA EMAIL TO YOU.**

**PLEASE CHECK BOTH REGULARLY.**



**LECTURE MATERIAL AND INFORMATION ARE THE PROPERTY OF THE UNIVERSITY OF FLORIDA AND THE COURSE INSTRUCTOR AND MAY NOT BE USED FOR ANY COMMERCIAL PURPOSE. STUDENTS FOUND IN VIOLATION MAY BE SUBJECT TO DISCIPLINARY ACTION UNDER THE UNIVERSITY'S STUDENT CONDUCT CODE.**



**ONLY STUDENTS FORMALLY REGISTERED FOR THE COURSE ARE PERMITTED TO ATTEND LECTURES.**

# SYLLABUS SOFTWARE USE

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**ALL FACULTY, STAFF AND STUDENTS OF THE UNIVERSITY ARE REQUIRED AND EXPECTED TO OBEY THE LAWS AND LEGAL AGREEMENTS GOVERNING SOFTWARE USE.**



**FAILURE TO DO SO CAN LEAD TO MONETARY DAMAGES AND/OR CRIMINAL PENALTIES FOR THE INDIVIDUAL VIOLATOR.**



**BECAUSE SUCH VIOLATIONS ARE ALSO AGAINST UNIVERSITY POLICIES AND RULES, DISCIPLINARY ACTION WILL BE TAKEN AS APPROPRIATE.**



**ACCESS TO ADOBE CREATIVE SUITE IS \$77 FOR THE SEMESTER OR \$144 FOR THE YEAR.**

**[HTTPS://SOFTWARE.UFL.EDU/ADOBE-OFFERING/](https://software.ufl.edu/adobe-offering/)  
FOR MORE INFORMATION & ADOBE SPARK**

SEE YOU

Thx!

*Next week...*