



copy & viz

adv 4101 • fall 2013

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office hours: Tues. 6-7th

Thurs. 3-4th



**“Curiosity about life in all of its aspects, I think,
is still the secret of great creative people.”**

Contacting the professor

The best way to contact me is via email. I check that a lot. However, I rarely check email outside of business hours, so don't expect replies on weekends or evenings. I don't check my voicemail much and can't check it when I'm working away from the office, so if you need a response from me, don't leave a voicemail. Email me instead. That is your best guarantee of a response.

Prerequisite

3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023 and ADV 3203.
Coreq: ADV 3501.

Course Description

Application of creative strategy for print, electronic and “new” media. Required preparation of advertisements, including rough layouts and storyboards. Plus development of your aesthetic sophistication, so you'll know not only how to make an effective ad, but an effective ad that people will enjoy seeing/hearing. That means that I'll be pushing the limits of your creativity and challenging you to enlighten, entertain, enrage, and engage us with your work.

Objectives:

- Learn how to create strategic, memorable persuasive messages for a variety of media.
- Gain new insights into the creative process.
- Enhance ability to generate ideas individually and as part of a creative team.
- Develop/improve creative presentation skills.
- Acquire essential design principles and layout skills.
- Learn more basics of computer graphics and layout applications.
- Learn how to create advertisements for multicultural and/or international audiences.
- Constructively evaluate your own work and the work of others.
- Explore and learn more about emerging technologies in advertising.

Required materials

IMPORTANT! By the second class, you need to have the following items:
Flash drive; Fat, black magic marker; One pad unlined paper that is 11x14
(NOT 8.5x11). You'll be buying new paper if you don't buy the right size.

Textbooks

Required: access to InDesign and Photoshop (Adobe offers Creative Cloud for \$20 a month)

Recommended: *Advertising: Concept and Copy 2nd edition (or later)*/G. Felton

Suggested Readings: *How*, One Show Awards books, *Communication Arts* magazine (If you're serious about design, get a subscription. They have student rates of \$39 per year. Call 1.800.258.9111 or visit their website at www.commarts.com).

- *The Advertising Concept Book* by Barry
- *Made to Stick* by Heath and Heath

Evaluation

The major campaign you turn in at the end of the term will serve as your final. It will represent the culmination of everything you've learned this semester. Expect to spend many hours outside class working on it. Your class grade will be derived from your performance on the following projects:

1. Two scheduled exams (100 points each)	200
2. Quizzes	15
3. Homework/exercises/critiques	75*
4. Practice Creative (2 @ 50 pts; 1@25 pts)	125
5. Brand You campaign presentation	50
6. Portfolio	
Brand You campaign	100
Mini campaign	75
Major campaign	300

Exams & Quizzes. You will take two scheduled exams and two quizzes over class lectures and materials. Computer programs (InDesign, Photoshop) will not be on exams or quizzes. Exams and quizzes include short answer, T/F, and short essay items. NO MULTIPLE CHOICE.

Homework/exercises. You receive credit for on-time class participation. Throughout the semester, you will be required do homework, make presentations, and create initial concepts. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, you will be penalized (depends on the assignment). You may not give me your ad to present in lab ahead of time; you must be physically present to present ads in lab. Furthermore, **missing a lab for an unexcused reason will not only lose you attendance points, but you will also lose 10 points for not being in class and prepared.** Points per assignment, as indicated in syllabus schedule. *These points may increase or decrease over the semester depending on our time management in class.

Critiques. You will also receive credit for your critiques of your classmates' work in class. I will award these points on the spot in class: 1 point for each helpful comment. 10 pts total

Practice creative. These are pieces that you will create in and out of class, on deadline, putting into practice the lessons of the week. **EVERY ONE OF THESE PRACTICE CREATIVES WILL BE DONE USING THE SAME PRODUCT, WHICH I LOVINGLY CALL "YOUR FUN PRODUCT."** Therefore, choose your "fun product" wisely, so you won't be bored or run out of ideas. You will develop your mini campaign from this initial work. See schedule for how many points each one is worth.

Brand You Presentation. You will make a professional-quality, 10 minute presentation of your finished Brand You campaign before the class. I will provide the presentation order and an outline of the presentation format later in the semester.

"I'm not really an ad man. I'm just a guy who likes to write about cool things."





“There is no such thing as a Mass Mind. The Mass Audience is made up of individuals. When advertising is aimed at millions, it rarely moves anyone.”

Portfolio. Your portfolio consists of three parts/campaigns. The first campaign will be Brand You. The second campaign is your mini campaign, which will be for a “fun” product of your choice. For your major campaign, you may choose a product that fits into one of the categories below or another category expressly approved by me. For example, you could choose to do a campaign Breck shampoo (category 1) or the Windex (category 4). NO CAMPAIGN may be targeted to 18-24 year old college students. Remember that most of the world does not fall into this category, so you need to expand your horizons. **NO ADS FOR LOCAL OR REGIONAL BUSINESSES. NO ADS FOR RESTAURANTS.**

Product categories:

1. Any kind of toiletry (shampoo, toothpaste, etc.)
2. Any over-the-counter medication
3. Any kind of car
4. Any kind of household product
5. Airlines or other kinds of services
6. Any kind of packaged food item (gum, cereal, etc.)
7. Cosmetics
8. Beverages
9. Electronics
10. Other ideas that are approved by your instructor.

YOU MAY NOT DO A CAMPAIGN FOR: condoms, water pipes, and the like. Use common sense!

Your portfolio will contain 3 campaigns.

Brand You campaign (campaign 1) consists of a self-branded about me statement (see SAKAI), personal logo, resume, letterhead, business card, and the website itself. Ultimately you will use this site to upload portfolio items. You will receive up to 3 point extra credit if you include a video resume (often posted on YouTube). I will grade this video resume and assign points so don't do a poor job and expect to get 3 pts. 100 pts.

Mini Campaign consists of a creative brief, one print execution, one TV execution, and one nontraditional execution. 75 pts.

Major Campaign consists of a creative brief, one print execution, one outdoor ad (billboard, transit, etc.), one banner ad, one TV/radio execution, one social media idea, and one nontraditional type of execution (the nontraditional cannot be another social media idea). 300 pts

Start working on your major campaign by mid-semester.

You may work with a partner to develop your major campaign for your final evaluation. If you use a partner, you will work together on the entire campaign. Partners receive the same grade for their work. No excuses if a partner fails to turn in the project or do his/her share of the work. The team will turn in one campaign and make it clear who you worked with.

Concepts will be graded on:

Research. Do you have the requisite knowledge to speak credibly about the products and services you have chosen? Have you learned about the target market, what motivates them, and what doesn't?

Strategy. Do you have a good plan for positioning your product in the marketplace? How will you use media to get your message across? Should you use alternative media?

Concept. Is your idea fresh? Extendible? Effective? Appropriate for a campaign or a stand-alone ad?

Craft. Is your layout well-designed? Is your body copy tight, memorable, and evocative? Do the layout and copy work well together? Is the material presentation of your work attractive? Does the typography work? Does your design and copy fit your target audience and the product? Is/are your visuals appropriate and arresting?

Presentation. Were you professional, enthusiastic, thorough, clear, and compelling?

Originality. Do I want to run down the hall and show your work to every person I see? Can you create a unique, interesting way of looking at the product or service, so that people actually want to hear what you have to say about it?

Grade Scale

A+	97-100	Your work was consistently the best in the class. (In reality UF does not allow A+ grades)
A	95-96.9	Outstanding work. Unexpected, well crafted, on time.
A-	90-94.9	Very good work. Not exactly the most creative idea though. Well-crafted and on time.
B+	86-89.9	Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
B	83-85.9	Good work. Seldom unique, but well-crafted and on time.
B-	80-82.9	OK work. Not unique. Many problems but some promise.
C+	77-79.9	Expected executions; craftsmanship problems; other flaws
C	73-76.9	Expected executions; lapses in craftsmanship, flawed
C-	70-72.9	Expected executions; lapses in craftsmanship and major flaws
D+	66-69.9	Major flaws, with some redeeming characteristic. On time.
D	63-65.9	Little effort. No idea. Poor writing. Messy. On time.
D-	60-62.9	Little effort. No idea. Poor writing. Messy. On time.
F	0-59.9	No effort. Late. Didn't follow assignment or instructions. NO UPGRADE AVAILABLE IF LATE.

Re-do Did not follow assignment or ad doesn't fit the creative type (e.g., demonstration) so must re-do. Due the following week.

Other grading factors

I will also take into account attitude, behavior, effort, and the like in your final grade, which may result in a higher or lower grade. So if I see that you're texting in class or the like, that will reflect in your final grade.

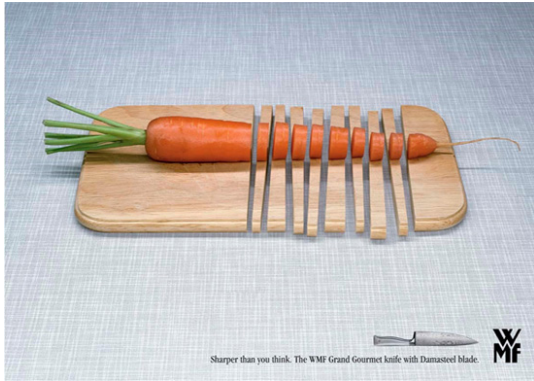
Absences

There is a high correlation between regular class attendance and the best grades. I reserve the right to reduce your final grade 1/2 a letter grade for each unexcused absence. We only meet twice a week so come to class.

An absence is excused for **urgent** personal or family health conditions certified by a physician or counselor, *religious holiday*, *certified University business or participation in a University sporting event*, or a certified military obligation. (Italicized must be pre-approved by the instructor one week in advance of the event.) In all other cases, you must notify the professor by noon on that class day that you will be or were absent in order to be excused. **DON'T SCHEDULE NON-URGENT DOCTOR'S APPOINTMENTS (YEARLY DENTAL CHECK-UP,**

“Images call on the emotion rather than the intellect.”





A copywriter, like a lawyer, builds cases for clients by selecting truths that are positive and omitting truths that aren't."

PHYSICALS, ETC.) DURING CLASS TIME; THESE WON'T BE EXCUSED. If you know you're going to miss class, you must tell me in writing. I need written records, and I quite honestly can't keep track of everything that is told to me.

What doesn't count for excused absences? Entertaining out-of-town guests, missing airplanes, sick roommate/pet, etc. If it isn't mentioned in the paragraph above, it isn't excusable.

If you leave class before it ends without my OK, you may be counted as unexcused. If you read a newspaper, play on the Internet, etc. during critiques, you will be deducted 10 points from your participation score.

Makeup work for excused absences will be due the **next class or lab period**. Turn it in the minute you walk in the door; I will not ask for it. Make sure this work is clearly marked "Makeup" at the top center of the page. Also if you missed class and it was an excused absence, it is your responsibility to ask for any assignments, handouts, etc. in the following class period and not right before the exam. If you have an unexcused absence, I WILL NOT provide you with copies of handouts, etc.

If you miss class/lab, you will not receive credit for work missed and no makeups will be offered. I will not review material that has already been covered in class. If you miss class, it is your responsibility to acquire missed handouts, notes, and/or explanations of missed material from your classmates. Also, I will not go over the computers again even if you have an excused absence.

NOTE: YOU WILL LOSE 20 POINTS ON YOUR GRADE FOR ANY LAB THAT YOU COME TO UNPREPARED (MEANING WITHOUT YOUR AD/CONCEPTS READY TO PRESENT). I ALSO RESERVE THE RIGHT TO TAKE OFF POINTS IF, IN MY OPINION, YOU THREW YOUR AD TOGETHER BEFORE CLASS.

Late Policy

I know we all are late from time to time, but now is the time to get used to getting to meetings (class) on time. You will have 10 points deducted from your attendance points for *each* time you're late after two late class periods. If you come to class more than 20 minutes late, you will not be counted as having attended class that day.

Other expectations

I expect you to turn off your cell phone in class and not to work on the computers when I am or others are talking.

Execution

Usually, thumbnails or rough marker comps—just enough to convey the idea—accompanied by typed copy by due date for roughs. Final layouts should all be done on the computer, preferably in InDesign. No restrictions on medium or color—whatever works. You will learn how to use computers for layout, but in the first few weeks, the computer is a hindrance to good idea generation. I'd rather you use your time to develop great concepts, not computer layouts. If you come up with ideas you feel are worthy of taking to a finished comp stage, we'll get it done. Writing assignments and scripts

must be typed (the proper format will be provided). Handwritten scripts will not be graded resulting in an E.

You are ultimately entering the field of communication. Therefore, spelling and grammar do count. You will be penalized 10 points for every misspelled word (including mixing up homonyms such as it's and its) and 5 points for every grammar/punctuation error. These points will be doubled on the final portfolio.

Always make a backup copy of your work—lost originals are not an acceptable excuse for missed deadlines.

Think you're not creative?

For many of you, the idea of “being creative” may be uncomfortable. However, while some people may be more creatively gifted than others, anyone can develop their creativity to a greater degree. You WILL NOT fail this course if you try to do a good job. Let's establish collaborative relationships—critique and guide one another. Your work will be better for it.

Try to develop a thick skin quickly. Critiques aren't meant to hurt you; they're to help you learn. The people who do the best work solicit criticism and make their work better as a result of it. If you hide from criticism or refuse to respond to it, your work cannot improve. EVERY ONE OF YOU WILL GET FEEDBACK ON EVERY PIECE OF WORK YOU DO IN THIS CLASS. It may come from me or from peers. Welcome it. It's necessary for your creative growth.

Students with disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. If your disability requires special testing arrangements (e.g., extra time, quiet environment), you will be taking your exams at the disability office and not in the building. You will also need to keep track of the appropriate paperwork for this.

The Honor Code

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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.”

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

You can review UF's academic honesty guidelines in detail at:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

“Advertisers are an uninvited guest in the living room of a prospect who has the magical power to make you disappear instantly.”





“Just because your ad looks good is no insurance that it will get looked at. How many people do you know who are impeccably groomed...but dull?”

FAQs

1. Q: “I have no desire to pursue a creative career. Why do I have to take this course?”

A: No matter what avenue of advertising you ultimately pursue, you will need the creative thinking skills you develop in this class. You will need to understand how advertising is “constructed” and what differentiates good creative from bad. Finally, you may discover a talent for creative that you did not know you had. Frequently, students decide on creative careers as a result of taking this class.

2. Q: “Is this an easy class, because I’m taking a full load/working/not very motivated?”

A: This class requires you to work outside the classroom to complete assignments. If you use your lab time wisely, this outside time can be minimized but not eliminated. There is no short-cut to learning how to create arresting, quality advertising. This class requires concentrated effort. Please plan your schedules accordingly.

3. Q: “Isn’t creative totally subjective?”

A: No, not totally. Good writing is good writing. You either grab attention, or you don’t. Your design either uses/maximizes design principles or not. Your campaign is either cohesive or not. However, ultimately I am the one that judges just how creative your idea is. Remember, I’ve been doing this for a long time and have seen tons of ads. I also tend to see the same ad ideas over and over for similar products. These ideas may be “solid” but aren’t creative.

Class schedule follows on next page.

Syllabus is subject to change with instructor notification. There may be extra credit opportunities related to research studies.

**“There is no such thing as long copy.
There is only too-long copy. And that can be two words,
if they’re not the right two words.”**

course schedule

for every assignment, presentation, exam, etc., there are specific instructions on SAKAI in the assignment folder. you are responsible for reading these instructions.

date	to do
Thurs., Aug. 22	<p>Go over syllabus. Fill out information sheets.</p> <p>Discuss Identity system design. Branding exercise (for self)</p> <p><i>Suggested: Read Chps. 1-6, 13, Robin Landa piece on elearning.</i></p> <p><i>Ad for you due in lab next week.</i></p> <p><i>Look at the resume lecture on SAKAI and take Resume Quiz for 8/26.</i></p>
Mon., Aug. 26	<p>Creativity, strategy & brainstorming lecture</p> <p>Declare fun product today</p> <p>**Resume quiz due (5 pts) on SAKAI**</p> <p><i>20 thumbnails of personal logo due in lab this week</i></p> <p><i>Watch Creative Tools lecture on SAKAI and take quiz by 9/9. Prepare Mood Board for Brand You.</i></p>
Thurs., Aug. 29	<p>Finish lecture if necessary. Go over WIX. InDesign tutorials</p> <p><i>Suggested: Read Chps. 7-9, 14-20 for 9/9</i></p> <p>**Present ad for you (5 pts)**</p> <p>**Mood Board for brand you due at beginning of class, turn in hard copy (5 pts)**</p> <p><i>Work on Lifestyle Board for next lab.</i></p>
Mon., Sept. 2	NO CLASS. LABOR DAY.
Thurs., Sept. 5	<p>Photoshop Tutorials*</p> <p><i>Begin working on creative briefs for fun product.</i></p> <p>**Lifestyle Board for fun product due at beginning of class, turn in hard copy (5 pts)**</p> <p>**Due: 20 thumbnails for personal logo. Will turn in hard copy at beginning of class (5 pts)**</p>
Mon., Sept. 9	<p>Copywriting lecture</p> <p><i>Work on resume due in lab.</i></p> <p><i>Work on headline writing and rewriting exercises due next week.</i></p> <p>**Creative brief due on SAKAI at beginning of class. (10 pts)**</p> <p>**Creative tools lecture quiz due on SAKAI at beginning of class (10 pts)</p>

date	to do
Thurs., Sept. 12	Extending campaigns. Branding exercise. Ad Immersion **Resume due at beginning of class on SAKAI (10 pts)**
Mon., Sept. 16	Design/Layout lecture **Headline writing (5 pts) and rewrite copy (10 pts) exercises due on SAKAI at beginning of class.** <i>For Lab: Present creative concepts in lab. Photoshop extra credit due.</i>
Thurs., Sept. 19	Present 6 creative concepts for fun product. Photoshop Soda Ad due at beginning of class (3 pts extra credit) <i>Study for EXAM 1. Covers creativity/brainstorming/strategy, copywriting, and creative tools.</i>
Mon., Sept. 23	Radio lecture (suggest reading chp 11) **EXAM 1 (100 pts). Covers creativity/brainstorming/strategy, copywriting, and creative tools. This is an open book exam so you'd better bring your notes. NO SHARING! (Sidenote: you cannot "play" the Creative Tools lecture so you'll need the accompanying Powerpoint notes) <i>Work on fun product print ad using creative concept for lab.</i>
Thurs., Sept. 26	Present a print ad for your fun product using your campaign's creative concept. <i>Brand You WIX website (rough draft) due on Monday</i> <i>Suggested: Read Chp. 10 for next week.</i>
Mon., Sept. 30	Television lecture (read chp 12) **Brand You WIX website (rough draft) due on SAKAI (5 pts)** <i>Prepare TV spot for fun product using creative concept for lab. Also final print ad is due on Thursday.</i>
Thurs., Oct. 3	Present a TV spot for your fun product using your campaign's creative concept. **Final print ad due on SAKAI at beginning of class (50 pts)**
Mon., Oct. 7	Nontraditional ads lecture <i>Final TV spot for fun product due Thursday.</i>
Thurs., Oct. 10	Work day for Campaigns **Final TV spot due on SAKAI at beginning of class (50 pts)** <i>Photoshop web ad due next lab.</i>

date	to do
Mon., Oct. 14	Nontraditional ads lecture finished <i>Prepare nontraditional ad for fun product using campaign concept for lab.</i>
Thurs., Oct. 17	Present nontraditional ad for your fun product using your campaign's creative concept. **Photoshop web ad due on SAKAI at beginning of class**
Mon., Oct. 21	**Brand You Presentations Numbers 1-10 (50 pts).** **DUE: Brand You Campaign. Post to SAKAI. Due at beginning of class. (100pts)**
Thurs., Oct. 24	**Brand YOU Presentations Numbers 11-20.** **Nontraditional ad for fun product due on SAKAI at beginning of class (25 pts)** Work day if time permits
Mon., Oct. 28	Present campaign concepts for major campaign. **Creative Brief for major campaign due on SAKAI at beginning of class (10 pts).**
Thurs., Oct. 31	Work Day **Mini campaign for fun product due on SAKAI by end of lab (75 pts).**
Mon., Nov. 4	**EXAM 2 (100 pts.). Covers TV, radio, nontraditional, design/layout. This is an open book exam so you'd better bring your notes.
Thurs., Nov. 7	Work Day **Have at least one ad for major campaign completed to show me.**
Mon., Nov. 11	No class. Veteran's Day
Thurs., Nov. 14	Work Day. **Have at least one ad for major campaign completed to show me.**
Mon., Nov. 25	Work on final portfolio on your own.
Thurs., Nov. 28	No class. Thanksgiving.
Mon., Dec. 2	Work on final portfolio on your own.

**FINAL PORTFOLIOS ARE DUE Friday, Dec. 6 by Noon on SAKAI.
NO LATE WORK IS ACCEPTED.**