

Cover Sheet: Request 12060

ADV 4XXX Creative Advertising Competitions.

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Jennifer Goodman jgoodman@jou.ufl.edu
Created	11/15/2017 2:41:45 PM
Updated	11/20/2017 1:35:24 PM
Description of request	Students create a creative campaign for either a real-world client or participate in an creative advertising competitions. Students hone creative skills and learn to prepare professional pitches or presentations.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Jennifer Goodman		11/20/2017
creative ad competition syllabus2.pdf					11/15/2017
College	Approved	JOU - College of Journalism and Communications	Jennifer Goodman		11/20/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/20/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 12060

Info

Request: ADV 4XXX Creative Advertising Competitions.

Description of request: Students create a creative campaign for either a real-world client or participate in an creative advertising competitions. Students hone creative skills and learn to prepare professional pitches or presentations.

Submitter: Thomas Kelleher tkell@ufl.edu

Created: 11/20/2017 12:56:03 PM

Form version: 2

Responses

Recommended PrefixADV

Course Level 4

Number XXX

Category of Instruction Advanced

Lab Code None

Course TitleCreative Advertising Competitions

Transcript TitleCrea Adv Competition

Degree TypeBaccalaureate

Delivery Method(s)4136On-Campus

Co-ListingNo

Effective Term Earliest Available

Effective YearEarliest Available

Rotating Topic?Yes

Repeatable Credit?Yes

If repeatable, # total repeatable credit allowed1

Amount of CreditVariable

If variable, # min 1

If variable, # max3

S/U Only?No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description Students either create a competitive creative campaign for a real-world client or participate in a creative advertising competition. Students hone creative skills and learn to prepare professional pitches or presentations.

Prerequisites ENC 3254

Co-requisites There are no co-requisites.

Rationale and Placement in Curriculum The course will serve as an immersion experience for students under our new advertising curriculum. Additionally, this course has been offered for many years as a 4930, and we want a permanent course number. It provides creative students competitive environments to learn in, deal with clients, and test ideas. It also provides national visibility of both the College and UF as the products from this class win national awards and are often seen on TV.

Course Objectives • to create a creative campaign for either a real-world client or participate in an advertising creative competition

- to apply and hone creative skills
- to apply creative strategy to a real-world problem
- to prepare a professional pitch for a client and/or create a professional presentation package

Course Textbook(s) and/or Other Assigned ReadingNone

- Weekly Schedule of Topics**
1. Client briefing
 2. Working on teams and project management
 3. Researching client problems
 4. Creative concepts
 5. Creative roughs

6. Client presentation

NOTE: this is not a typical lecture course. This course brings together knowledge they've learned in other advertising courses and has them apply it to a real-world creative advertising problem. It is more of a studio-style course (like fine arts would have) in which there are due dates each week and the student or student team meets one-on-one with the instructor for critique.

See sample syllabus.

Links and Policies statements on students with disabilities, absences, student complaint process and the honor code.

See sample syllabus.

Grading Scheme peer evaluation: 30%

There are 2 evaluations. One at mid-term and one for the end of the course. Students grade each other on quality, quantity of work, contribution of useful ideas, participation in group discussions/meetings, and dependability. In addition, they detail everything they did for the project.

rough drafts of materials: 20%

Students create a rough draft of their "book" for their project. This includes both primary and secondary source client-related research (about the industry, the client, competitors and target market). They do surveys or focus groups for primary research and use MRI or Simmons along with additional library resources for secondary research. Besides the research, they present their advertising campaign and explain to the client, based on research, why they feel their idea is the best. The draft also includes all project deliverables. These vary given the project but often include TV spots, print ads, outdoor ads, social media ads.

presentation: 20%

They create a 20 minute presentation for their client to sell the client on their work. They do a dry run through with the instructor and receive critique. Then they fix the presentation and actually present to the client.

final project: 20%

The finalized version of their rough draft.

attendance: 10%

Instructor(s) Robyn Goodman



**adv XXXX creative
advertising competitions**

dr. goodman • 2076 Weimer • 392-2704 • rgoodman@jou.ufl.edu

office hours:

objective

- to create a creative campaign for either a real-world client or participate in an advertising creative competition
- to hone creative skills
- to prepare a professional pitch for a client and/or create a professional presentation package

this course is meant to inspire creativity and work more like a studio portfolio class than a typical lecture course.

there is no textbook for this course.

evaluation

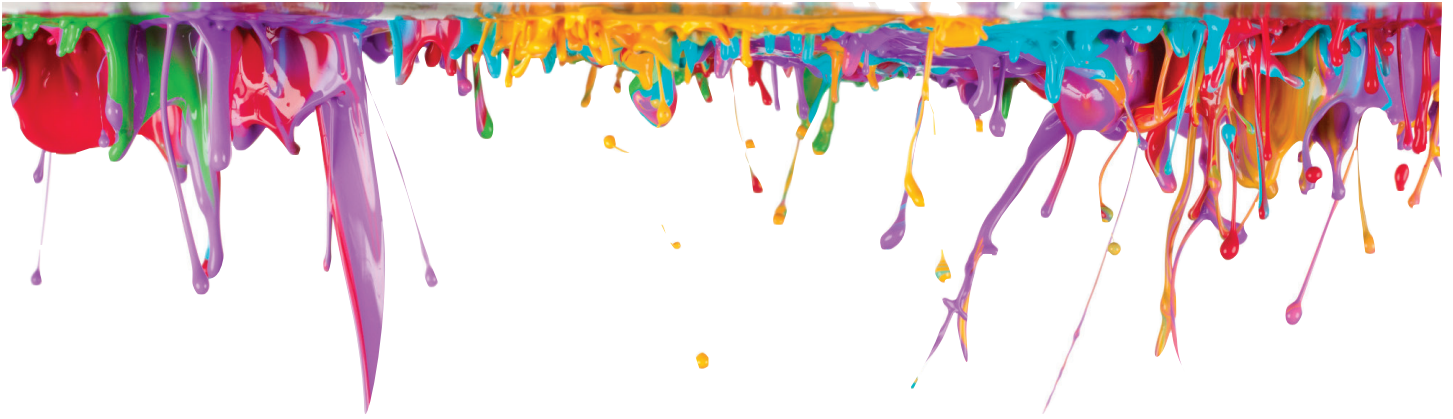
peer evaluation	30%
rough drafts	20%
final presentation	20%
deliverables to client or competition (final project)	20%
attendance (at meetings/class)	10%

attitude, effort, being late, etc. can either increase or decrease your grade. keep in mind the client's impression of your work will weigh heavily on your final grade. you must attend meetings with the client (unless excused ahead of time by me).

grade scale

- A+ 97-100 Your work was consistently the best in the class.
- A 93-96 Outstanding work. Unexpected, well crafted, on time.
- A- 90-92 Very good work. Not exactly the most creative idea though. Well-crafted and on time.
- B+ 87-89 Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
- B 83-86 Good work. Seldom unique, but well-crafted and on time.





- B- 80-82 OK work. Not unique. Many problems but some promise.
- C+ 77-79 Expected executions; craftsmanship problems; other flaws
- C 73-76 Expected executions; lapses in craftsmanship, flawed
- C- 70-72 Expected executions; lapses in craftsmanship and major flaws
- D+ 67-69 Major flaws, with some redeeming characteristic. On time.
- D 63-66 Little effort. No idea. Poor writing. Messy. On time.
- D- 60-62 Little effort. No idea. Poor writing. Messy. On time.
- F 0-59 No effort. Late. Didn't follow assignment or instructions.

additional information of the UF grading policy may be found at:

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

the nature of this project for this class may be confidential and the information proprietary (instructor will tell you if this is the case). If it is confidential information, it should not be discussed by any of you outside of class or on social media. Any needs to use outside resources that might require disclosing any components of this class project must be discussed with me prior to proceeding.

tentative deliverables (varies based on project)

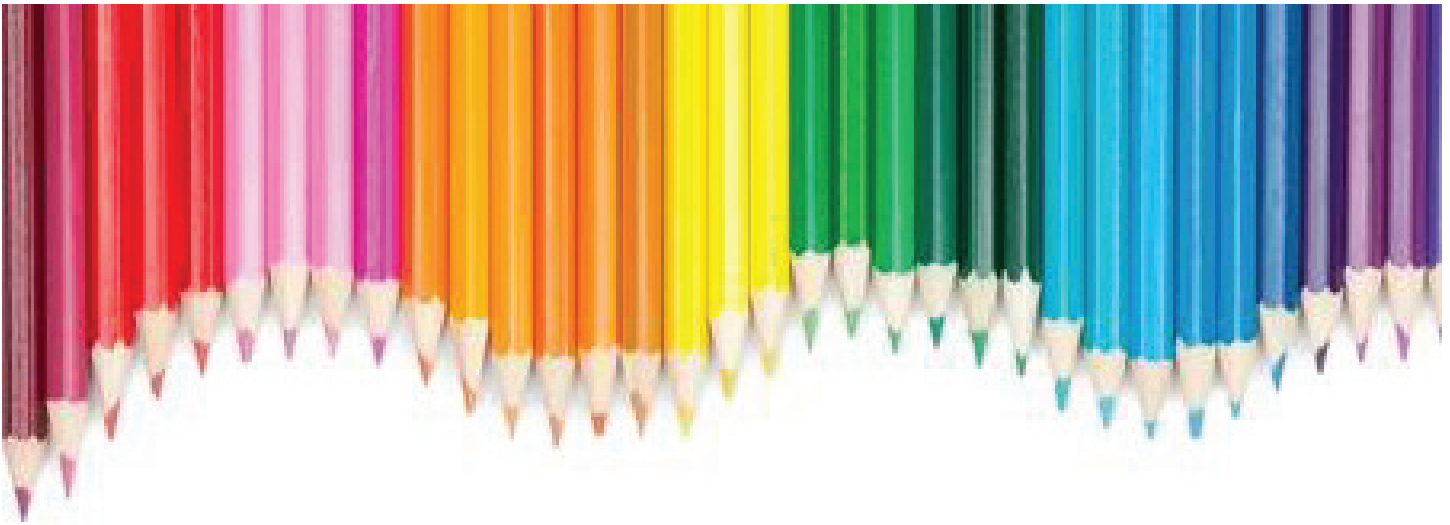
you are going to spend more time working on the project outside the classroom so it is EXTREMELY important that you understand the processes and deliverables that you should submit on time. missing deadlines is not acceptable! if you miss a deadline in the industry, you're out.

- 3 TV spots (:30 or :15)
- Outdoor: 2 out of home (billboard, transit, etc)
- 1 nontraditional idea
- 2 promotional ideas
- at least 2 ideas/suggestions for the best use of social media

peer evaluation

at mid-term and the end of the semester, you will be evaluated by your teammates using the following items: quality and quantity of work, participation in team meetings, contribution of useful ideas, willingness to help others and/or do difficult tasks, respectful of others, and dependability. quality/quantity, contribution, and willingness count for double [i.e., more weight].

Generally peer evaluation are very good. However, when they aren't, they should impact your final grade. Your project is, after all, the most important assignment and acts as a final exam. You will evaluate your team members AND list exactly what you did to contribute to the project. I look at what you did on the project if there are disputes on peer evaluations.



93.1-100	Project grade is unaffected
90.1-93	Minus 5% off final course grade.
88.1-90	Minus 10% off final course grade
80-88	Minus 15% off final course grade

These will continue to increase in 5% increments. So those whose evaluations are in the C+ range will have minus 20% and so on. I also use a mid-point evaluation. This one IS NOT punitive. It serves as a warning if you aren't pulling your weight.

rough drafts

at several points during the semester, I will ask for rough drafts (checkpoints) of your work, which you will bring to your team's meeting with me. these drafts must be complete and not just "here's the general idea." if it looks like you threw it together at the last minute, you will not receive credit for it. the rough drafts of individual pieces are graded pass/fail. the final project and presentation will be standard letter grades.

attendance/team meetings

you must attend class. most of the semester will be team meetings with me. missing a meeting for an unexcused reason (so you need a doctor's note, funeral notice, etc. to be excused—see University Policy) results in loss of 1/2 letter grade for each occurrence. you **are required** to attend all team and client meetings. keep in mind team meetings will be weekly at the same time so don't blow them off and schedule something else during that time. sometimes students think these are optional because of the laid back nature of the class. they're not. also keep the assigned course times open for client meetings. requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

final project

you will prepare polished, professional deliverables for the client using your creative concept. this will be done as a "book" just like in advertising campaigns.. a more detailed specification will be handed out in class during the first two weeks.

final presentation

you will be either making a professional presentation to the client or creating a presentation to submit to an awards competition. this presentation will take place toward the end of the semester (either March

or April). if you have a live presentation, you will have a dress rehearsal with me to help you improve your presentation skills. we will talk about presenting creative at a later date.

students with disabilities

students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. students with disabilities should follow this procedure as early as possible in the semester.”

student evaluation of course

students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Student complaint process

Student complaint process is at: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

week

what we're doing/what's due

January 12

“speed-teaming,” client briefing

January 19

NO CLASS OR MEETINGS. work on research, creative concepts and slogans with your team. complete 2 creative concepts and slogans this week.



January 26 research on client due. report to me. 8 slogans and accompanying creative concepts are due for team meeting (2 from previous week plus 6 new ones). Final slogan and creative concept decided February 2 2 outdoor roughs due at meeting.

February 9 3 TV spot roughs due at meeting.

February 16 2 ideas/suggestion for the best use of social media due this week at meeting. updated TV spots also due

February 23 1 nontraditional ideas and 2 promo ideas due this week at team meeting. Work on final ads so you can enjoy Spring Break

March 2 SPRING BREAK

March 9 Finalized ads in your rough book due on Wednesday AT noon IN MY OFFICE. **NO team meetings this week**





- March 16 Practice (mock) client presentation. Will get critiques and feedback. Rework ads in book.
- March 23 Finalize your books. Will need 3 copies. Rework presentations.
- week of March 30 Present to client***(subject to change)

The remainder of the semester depends on the client. We hopefully will begin professional production. For industry competition courses (e.g., D&AD, One Show), we wait until finalists are announced. In many cases, winners are invited to attend ceremonies, festivals and academies.

student honor code

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class."

