COURSE DESCRIPTION:
Advanced copywriting and graphic design. Lab exercises focusing on concept, layout, type specification and mechanical preparation to print advertising including outdoor and direct response. Prerequisite: ADV 3000; ADV 3200, with a “B” or better; and MMC 3104C, with a “C” or better.

COURSE OBJECTIVES:
The emphasis of this course will be on the actual creation of print advertising (magazine ads), collateral pieces, direct response, out-of-home, interactive, ambient and other media. Emphasis will be placed on visual concepting and copy strategy. In addition, students will be assisted in the development of a print portfolio.

They will also learn to:
• Regard the print media as a synthesis of both written and graphic expression
• Understand strategic product positioning, style, tone of voice, form and format
• Create print advertisements for various target audiences

STUDENT LEARNING OBJECTIVES

1. Understand concepts and apply theories in the use and presentation of images and information.
2. Think critically, creatively and independently.
3. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
4. Apply tools and technologies appropriate for the communications professions in which they work.

RESEARCH:
There will be assignments to collect data or print examples to reflect areas covered in class lectures. These assignments are designed to sharpen your advertising judgment and presentation skills.
REQUIRED TEXTS – THREE BOOKS:


SUGGESTED READING:

- How to Market to People Not Like You: “Know It or Blow It” Rules for Reaching Diverse Customers. Kelly McDonald.
- Facebook Marketing: Leverage Social Media to Grow Your Business. Steven Holzner.
- ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income. 2nd ed., Darren Rowse and Chris Garrett.
- Strategic Uses of Alternative Media: Just the Essentials. Robyn Blakeman.
- Blink. Malcolm Gladwell.
- Who Moved My Cheese? Spencer Johnson.

GRAPHIC REFERENCES: (Award Show Annuals and Trade Publications)

IMPORTANT DATES

January 10, 2016: Last day for returning students to register without incurring a $100.00 late registration fee.
January 19, 2016: Last day to add, drop or swap courses without incurring a financial penalty.
January 20, 2016: Payment due date.
February 5, 2016: Last day to withdraw from the University with a 25% refund of tuition.
March 21, 2016: Last day to drop a course with a DR grade/last day to withdraw from the University with a WI grade.
**COURSE REQUIREMENTS:** Grades for this course are given on the following basis:

1. **Homework assignments** (equal weight: 3 @ 25% each) 65%
   a. Diesel Jeans creative brief, ad & mobile message (January 28, 2016)
   b. Jaxson's Ice Cream & Restaurant (Dania Beach) creative brief, ad, brochure, interactive idea (February 25)
   c. Self-promotion (April 21)

2. **Quizzes and/or class assignments** (all equal weight) 25%

3. **In-class weekly examples** (each week, each student is expected to present one example of a campaign that is relevant to the topic for that week) 10%

4. **Research assignments** – Quality of work may increase your final grade by one point.

*The professor reserves the right to adapt and/or change this syllabi as needed throughout the semester.*

**ATTENDANCE:**
Attendance is REQUIRED. All students are excused from class on religious holidays. You are given one free late. After that, you will receive a one-point deduction off your final grade for every tardy and two points off your final grade for every unexcused absence.

**EXCUSED ABSENCES:**
Excused absences, which must be approved by the instructor, are only given in these three situations:
1. Personal or family health conditions, certified by a physician or counselor
2. Personal or family legal conditions, warranting your attention during class time and certified by an attorney or judge
3. University business, certified by a university official
4. Religious holidays

**GRADING:** Grades for this course are determined as follows:

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<tr>
<th>Grade</th>
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<tr>
<td>A</td>
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**Grades for assignments are as follows:** 94 A, 90 A-, 88 B+, 84 B, 80 B-, 78 C+, 74 C, 70 C-, 68 D+, 64 D, 60 D- 59 and below F

**INCOMPLETES:**
Incompletes will be granted only under circumstances where a student experiences a major unanticipated event disruptive to his/her continuing in this course after having satisfactorily completed at least half the term. A student requesting an incomplete must present a written explanation detailing the circumstances that necessitate that request as well as an explanation as to how he/she will eventually complete the course requirements. Incompletes are not given to students as a way to avoid receiving a failing grade.
COURSE STANDARDS:

1. MAKE-UP EXAMS/LATE PAPERS. There will be no make-up tests. All assignments are due at the beginning of class. Late assignments will receive a full letter grade deduction and must be turned no later than 1 week from the assigned date to receive any credit. There is no extension on the last assignment.

2. ASSIGNMENTS. Advertising is an image business. Although great ideas and concepts are critically important, presentation must not be overlooked. All copy must be typed in required format: double spaced, with one-inch margins on all sides. Papers should be edited for typos and spelling errors before they are submitted. Layouts must be free of visible corrections.

DEPARTMENTAL WRITING POLICY:
Good writing is vital in every career field. Accordingly, all students will be held to a uniform writing standard. All assignments, proposals and presentations will first be graded for content. Following that, the assignment will be reviewed for writing. Should an assignment contain six or more errors, the work will automatically lose 10 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.

This professor reserves the right to reduce your grade by one full letter grade on any assignment with 3 or more typographical errors. Assignments should be edited for typos and spelling errors before they are submitted.

You will turn in a printed copy of the brand’s homepage for all assignments. If the brand’s name is misspelled, including hyphens, accent marks, or apostrophes, your grade will be lowered for that assignment.

3. CONTENT OF ASSIGNMENTS. All course work must be appropriate for the classroom and will be free of pornographic images or sexual explicitness. Student work may be shown to the class at any time.

4. LEVEL OF PERFORMANCE. At the end of the course, you will understand the role of the creative advertising person. You also will develop the skills needed to create and execute concepts. In addition, your creative judgment will be honed and fine-tuned.

Plagiarism will cause a student to automatically fail the course and may lead to disciplinary action.

5. FINAL PROJECT PRESENTATIONS. You are required to present your Final Project in person in class on the assigned day. You are required to sit through all other presentations.

If you are late or leave early on the day of Final Project Presentations, you will automatically receive and “C-“ (worth 70 points) or your completed Final Project. If you are absent, without an approved excuse, you will receive an “F” (worth 0 points).

6. HOMEWORK. Assignments are due at the beginning of class and cannot be printed out during class.

7. IN-CLASS CONDUCT.
   a. ALL PHONES MUST BE TURNED OFF. If the phone accidentally, the student will leave class, handle the call.
b. STUDENTS ARE TO REMAIN OFF THE COMPUTERS UNLESS THEY ARE ON AN IN–CLASS ASSIGNMENT. Students will receive 1 point off your final grade if they are wandering on the Internet or doing non–assigned work while the professor is lecturing.

c. ABOUT THE COMPUTER LAB:
Students are expected to treat all hardware and software in the labs with care. You will be removed from the course, given a failing grade and face possible university disciplinary action and criminal prosecution if you:
- Intentionally damage the equipment
- Knowingly infect a computer with a virus
- Destroy or tamper with the lab computer programming
- Duplicate software in a lab

The SJMC considers graphics software a tool, which is learned by repeated practice. The programs are available for student use in the SJMC Student Resource Center on the third floor.

Academic Honesty
In meeting one of the major objectives of higher education, which is to develop self-reliance, it is expected that students will be responsible for the completion of their own academic work. The use of literature, notes, aids, or assistance from other sources should be clearly identified with respect to all course assignments and examinations. In addition, students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. They should also refrain from falsification of records, attend class as required, and participate in the educational process without disrupting the orderly processes and functions of the University.

A great deal of time will be dedicated to idea generation, presentation and peer evaluation. This process is designed to develop your creative, presentation and judgment skills and help prepare you to function as a professional in the advertising arena. In class, you will experience the creative process with hands–on projects from a real–world perspective.

Student with disabilities: If you have any special circumstances, please make me aware of them so that you may be better accommodated. For questions and information about support services, please call the FIU Office of Disability Services at 305-348-3532 (University Park Campus: GC 190) or 305-919-5345 (Biscayne Bay Campus: WUC 139).

Reading: 1) “Street” = Street-Smart Advertising, 2) “Brains” = The Brains Behind Great Ad Campaigns, and 3) “Copy” = The Copywriter’s Toolkit
NOTE: BE SURE TO REVIEW "TERMINOLOGY" WORDS THROUGHOUT THE COURSE.

1. Problem solving
2. What we’re trying to convey
3. The big connection – 2 things that don’t necessarily go together
   (CREATIVE VISUALIZATION TECHNIQUES)
4. Relaxation in creative process

Read Street – Foreword, Intro, Ch. 1 and Toolkit – Ch. 1

ASSIGNMENT #1 FOR A GRADE - DIESEL JEANS = Work in teams of 2: art director and copywriter. DUE January 28

Part One: Create a brief.
Part Two: Develop the headline, tagline, visual and body copy and mobile message concept for Diesel Jeans ad. Include one additional creative idea that includes printed material in a different medium.
Target audience: 18-24 plus.
Tone of voice: flirty.
Message: How to look and feel sexy – BE CREATIVE AND CLASS APPROPRIATE

BASED ON 5 KEY POINTS:
1. Objective – What we’re trying to say
2. Target audience – Whom we’re talking to
3. Main consumer benefit – Why they should buy it
4. Why they should believe it
5. Tone of voice – Personality of product and ad

January 14 THE BIG PICTURE – CONCEPT
1. Target
2. Big idea
3. Tone of voice
4. Approach (testimonial, hard sell, clever)
5. Unique selling proposition
6. Marriage of visual and copy
7. Point of view
8. Product positioning

Read Street – Ch. 6, Brains – Ch. 1

January 28 BASICS OF ADVERTISING.
1. The headline - main message
2. The benefit (W–I–I–F–M)
3. The offer (promotion)
4. The body copy (ABA format)
5. The tagline (slogan)
6. The call to action
7. The creative brief
8. The big idea that spins out


Read Street – Ch. 9, Toolkit – Ch. 2 Brains – Ch. 2

DIESEL JEANS ASSIGNMENT #1 DUE TODAY, JANUARY 28
Feb 4  **CAMPAIGN STRATEGY. Possible Speaker**
Discussion of advertising in the marketplace; analyzing what works, what doesn’t
1. Position product in market & in mind of consumer
2. Defining product
3. Identifying end-user
4. Determining product advantage (What makes it stand out – USP?)

**Toolkit – Ch. 3 Read Street – Ch. 12, Brains –10**

Feb. 11 **TYPOGRAPHY AND DESIGN: ADS AND BROCHURES. Possible Speaker**
1. Use of design element
2. Composition & balance
3. Emphasis & order
4. Visuals: illustration, photography and graphics
5. Typography
6. Unity

*Read Street – Ch. 2 & 3, Brains – Ch. 6,*

Feb. 18 **AD CAMPAIGNS & BROCHURES. The integration of layout, design and copy.**

**COPY:**
1. Overall assembling of facts
2. Creation of headline & subheads
3. Organization
4. Connection to heads & subheads
5. Strong headline concept that spins out into campaign
6. Reread & reread aloud for:
   a. overall flow
   b. Typos
   c. unclear passages

**Toolkit – Ch. 8, Ch.13 and 14**

**Assignment: #2 FOR A GRADE - PRODUCT:** Jaxson’s Ice Cream & Restaurant (Dania Beach).
Target families with children.  **DUE February 25 Work in teams of 2: art director and copywriter.**

**Part One:** Develop a creative brief.
**Part Two:** Create headline, tagline, visual and body copy.
**Part Three:** Design an interactive campaign idea. In one or two sentences only explain your idea.
**Part four:** Create brochure layout that relates to ad and interactive idea. It should include:
1) cover, 2) headline 3) subheads and 4) visuals. Body copy is not required.
**SIZE:** 8.5” x 11:” in a two-sided fold over or your choice of layout.

Feb. 25 **WRITING TECHNIQUES**
1. Writing style
2. Tying back to the headline
3. Simple sentences
4. Clear, descriptive copy
5. Using ABA
6. Weaving
7. Connectors
8. Contractions
9. Alliteration
10. Buttons
11. Parallel construction
12. Vernacular

**Street Ch. 4 and Ch. 7 Brains – Ch. 4,**

**JAXSON’S ICE CREAM PARLOR & RESTAURANT ASSIGNMENT #2 DUE TODAY, FEB. 25**
Mar. 3
**CAMPAIGN TECHNIQUES.** The basics.
1. Demonstrations – show product advantage (detergents)
2. Testimonials – for believability (weight loss programs)
3. Spokespeople – for awareness (Catherine Zeta-Jones – T-Mobile)
4. Slice of life – emotional sell (Hallmark)
5. Lifestyle – product in use – (mini vans)
6. Animation – for special communication (Little Caesar’s Pizza! Pizza!)
7. Humor – for entertainment
8. Sex – to sell sexy products (swim suits, tanning lotions)
9. Music – reinforcement of message
10. Eccentric casting/character – to stand out (Aflac duck, Geico gecko)
11. Unusual viewing techniques – to drive message home

*Read Street* – Ch. 5 *Brains* – Ch. 4 and Ch. 5

Mar. 10
*Read Toolkit Ch. 4 and Ch. 9 Street* – Ch. 8.

Mar. 17
**POSSIBLE GUEST SPEAKER**

**DISCUSS FINAL PROJECT: A SELF-PROMOTION CAMPAIGN**

Mar. 24
**ON-STRATEGY, ON-TARGET CREATIVE CAMPAIGNS**

*Brains* – Ch. 7, *Toolkit* – Ch. 10

**MEET WITH PROFESSOR ONE-ON-ONE IN CLASS TO DISCUSS SELF-PROMOTIONS**

Mar. 31
**POSSIBLE GUEST SPEAKER**

**Q&A ON FINAL PROJECT (SELF-PROMOTION CAMPAIGN)**

Apr. 7
*Read Street* – Ch. 10, *Brains* – Ch. 8, *Toolkit* – Ch. 11

Apr. 14
*Read Street* – Ch. 11, *Brains* – Ch. 9, *Toolkit* – Ch. 12

Apr. 21
**Wrap-Up**

Apr. 28
**SELF-PROMOTION PRESENTATIONS**

**REMINDER NOTE:** FINAL PROJECT PRESENTATION ON **April 21**

**REMEMINDER:**

1) **PRESENTATION SHOULD BE IN POWERPOINT OR ONE NOTE FORMAT.** SHOULD INCLUDE HIGHLIGHTS OF THE CREATIVE BRIEF, LOGO, AND BRAND SLOGAN. BE PREPARED TO ANSWER QUESTIONS AS TO WHY THAT ITEM WAS CHOSEN.

2) **BRING 2 COPIES OF YOUR SELF PROMOTION CAMPAIGN.**

3) **WEAR BUSINESS ATTIRE**

3) Write critique of other presentations with actual notes of each presentation.
4) Bring a printed copy of the creative brief.

DISCUSSION AND CRITIQUES OF FINAL ASSIGNMENT

May 5  NO FINAL EXAM - MEET WITH PROFESSOR ONE-ON-ONE
ASSIGNMENT GRADING POLICY - ADV 4101

All graded assignments will be judged on the following criteria. (#1, 4 and #5 = 13 points each, #2-3 and #6 = 11 points each, #7 = 28 points)

1. Concept - message relevance and continuity (one big idea that spins out)
   a. Point of view - choice of voice
   b. Overall strength of message
   c. Memorability

2. Audience(s) - clear definition, appropriateness, feasibility and justification

3. Benefits - identification, clarification and responsiveness to audience needs
   Reason why - accuracy, relevance and value to audience

4. Copywriting - clarity of message,
   a. Flow
   b. Weave of concept
   c. ABA
   d. Alliteration, parallel construction, connectors
   b. Tone of voice - appropriate for brand and audience
   e. Headline

5. Layout - effectiveness in communicating message
   a. Use of typography - strong choice of fonts, sizes and placement
   b. Use of visuals - attention getting and appropriateness
   c. Use of space - balance and composition

6. Positioning - uniqueness, distinctive impression and recognition in consumer’s mind
   Memorable tagline

7. Creativity - demonstration of imaginative, original thought and feasibility of ideas in choice of:
   a. audience
   b. alternative media
   c. overall strategy