ADV 4711 - 51  
ADVANCED CREATIVITY: PORTFOLIO WORKSHOP – SPRING 2016  
MONDAY 1:00 P.M. – 3:45 P.M.

INSTRUCTOR: MARGO BERMAN  
OFFICE: AC II 325  
PHONE: 305-919-5520

OFFICE HOURS:  
MON 12:00 – 1:00 P.M.  
WED 4:00 – 4:30 P.M.  
OTHER TIMES BY APPOINTMENT

E-MAIL bermanm@fiu.edu

IMPORTANT DATES
Jan. 10: Last day for returning students to pay tuition and fees to avoid cancellation of enrollment.
Jan. 10: Last day for returning students to register without incurring a $100.00 late registration fee.
Jan. 19: Last day to drop courses or withdraw from the University without a financial penalty.
Feb. 5: Last day to withdraw from the University with a 25% refund of tuition.
March 21: Last day to drop a course with a DR grade/last day to withdraw from the University with a WI grade.

COURSE DESCRIPTION:
Focus will be directed on building creative portfolio pieces for multiplatform campaigns. These include a range of client interactions from meetings, discussions and presentations to critiques and revisions. A great deal of time will be dedicated to analysis of on-target and on-strategy messaging to develop critical thinking skills, In class, you will be part of an interactive workshop and engaged in real-world, client experiences.

Course prerequisites: MMC 3104C (with a “C” or better), ADV 3000 and ADV 3200 (with a grade of “B” or better) and full admission into upper division program.

COURSE OBJECTIVES:
The emphasis of this course is on the visual concepting and copy strategy. Students will learn various real-world skills, including client-meeting protocol, presentation techniques, analysis and interpretation of client needs, audience insight and messaging, acceptance of client criticisms and effective group-interaction.

In addition, they will integrate myriad media to solve client problems, including interactive, digital mobile, social media, emerging media, as well as print, television and radio. They will be assisted in the development of a print portfolio.

Students should expect to be creatively challenged.

Course content focuses on how to:
• Regard media as a synthesis of both written and graphic expression
• Understand strategic product positioning, style, tone of voice, form and format
• Create on-strategy and on-target campaigns
• Develop messages for print, broadcast, social media, digital, mobile and interactive vehicles
• Design multiplatform touchpoints that answer specific client needs
• Develop portfolio-worthy work
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**LEARNING OBJECTIVES:**
Students will design relevant messages with visual and verbal unity. At the end of the course, students will be able to:

- Engage with and present to clients
- Access client needs
- Create target-specific, relevant communication
- Design multiplatform campaigns
- Develop materials that are on-strategy

In addition, students will be able to:

- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Think critically, creatively and independently.

**RESEARCH:**
There may be assignments to collect client data or audience- and/or media-specific examples to guide client solutions. These assignments are designed to sharpen your advertising judgment.

**REQUIRED TEXTS – THREE BOOKS:**


**REQUIRED - FREE APPS:**


**RECOMMENDED TEXTS (EBOOKS):**


COURSE REQUIREMENTS: Grades for this course are given on the following basis:

1. **Homework assignments** (equal weight: 33.33% each) 90%
   a) Portfolio piece #1 (Feb. 8)
   b) Portfolio piece #2 (March 7)
   c) Portfolio #3 + presentation / client presentations (April 11)
   **ALL DUE DATES ARE SUBJECT TO CHANGE.**

2. **Client research, meetings and presentations** 10%

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.

CLIENT MEETINGS:
Students are required to attend all client meetings. They are expected to be respectful attentive listeners, fully focused on client input. All digital devices must be off during client meetings. Missing a client presentation or meeting will result in an F on that assignment. Missing these in an agency or company would, most likely, lead to being fired.

FINAL PROJECT AND CLIENT PRESENTATIONS: You are required to present your Final Project and all client work in person in class on the assigned day. You are required to sit through all other presentations. These may be self-promotions, portfolios in any medium and/or client materials.

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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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>92-100</td>
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<tr>
<td>A-</td>
<td>90,91</td>
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<tr>
<td>B+</td>
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<td>B-</td>
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<td>C+</td>
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<td>D</td>
<td>62-66</td>
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<tr>
<td>D+</td>
<td>67-69</td>
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<tr>
<td>F</td>
<td>59-0</td>
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</tbody>
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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. LATE ASSIGNMENTS. 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. Type the copy for all projects. Only storyboards may include handwritten text. Review all assignments, portfolio and client pieces for typographical errors before they are submitted or presented.

   Portfolio pieces: Your portfolio is your sales tool. Ask yourself: Would you hire you?

   Client work: Pretend you own this company or service. Did you do your best work for this account? How could you improve it? Would your campaign drive you to make a purchase? If not, fix it.

Check the correct spelling of the names of brands and clients. If the brand’s name is misspelled, including hyphens, accent marks, or apostrophes, you will receive an “F” for that assignment.

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.

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 writer and art director. You also will develop the skills needed to create, present and execute multiplatform messages. In addition, your conceptual skills in all media will be honed and fine-tuned.

Plagiarism will cause a student to automatically fail the course and may lead to disciplinary action.
5. FIELD TRIPS: If you choose not to attend a field trip, you will be required to write an additional paper, and/or radio and TV commercial. Turn in your signed release form for field trips.

6. IN–CLASS CONDUCT. 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

**Reading Abbreviations:**
1) “Street” = Street-Smart Advertising,
2) “Brains” = The Brains Behind Great Ad Campaigns,
3) “Copy” = The Copywriter’s Toolkit,
4) “Copy tactikPAK” = Copywriting tactikPAK™ app
5) “Adv tactikPAK = Advertising tactikPAK™ app or ebook

**NOTE: LEARN AND USE INDUSTRY TERMINOLOGY THROUGHOUT THE COURSE.**

**Jan. 11**  
THE BASICS OF A PORTFOLIO: THE PURPOSE  
**ASSIGNMENT #1:** Create piece for your portfolio. Choose the client and medium/platform.  
**DUE FEB 8**

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

**Jan. 18**  
NO CLASS – MARTIN LUTHER KING HOLIDAY

**Jan. 25**  
CLIENT MEETING

**Feb. 4**  
PROMOTING YOU: WHICH PLATFORMS? WHICH CONTENT?

Read: Brains – Ch. 1, Toolkit – Ch. 2, Copy tactikPAK™ app – Ch. 2

**Feb. 8**  
USP: IDENTIFYING WHAT MAKES YOU (OR A BRAND) UNIQUE
How to think more creatively: working in teams.

Read: Brains – Ch. 2, Toolkit – Ch. 3, Copy tactikPAK™ app – Ch. 3

**DUE TODAY - ASSIGNMENT #1: Portfolio piece**

**Feb. 15**  
MESSAGING: WRITING THE STORY (YOURS OR THE CLIENT’S)
In-Class Assignment: Positioning you (or brand) to the specific audience

Read: Street – Ch. 5, Toolkit – Ch. 5, Copy tactikPAK™ app – Ch. 5
Feb. 22  WORK IN TEAMS ON CLIENT PROJECT OR HOMEWORK
ASSIGNMENT #2: Create piece for your portfolio. Choose the client and medium/platform
Due March 7

IMPORTANT FOR CAMPAIGN BUILDING:
Read: *Street* – Ch. 10, *Toolkit* – Ch. 13, *Copywriting tactikPAK™* app – Ch. 13

Feb. 29  BRANDING: THE BACKBONE OF PROMOTION

Read: *Brains* – Ch. 8, *Toolkit* – Ch. 8 and 9, *Copy tactikPAK™* app – Ch. 8 and 9, *Adv tactikPAK™* app – Ch. 8

March 7  BRAND POSITIONING
DUE TODAY - ASSIGNMENT #2: Portfolio piece

Read: *Street* – Ch. 6, *Toolkit* – Ch. 4, *Brains* – Ch. 8, *Copy tactikPAK™* app – Ch. 4

March 14  SPRING BREAK – NO CLASS

March 21  IMAGE IMPACT: THE POWER OF VISUAL BRANDING

Read: *Brains* – Ch. 6, *Toolkit* – Ch. 8, *Copy tactikPAK™* app – Ch. 8

March 28  MULTIPLATFORM BRANDING: SOCIAL MEDIA AND MORE
How one concept can spin out to various media

ASSIGNMENT #3: Portfolio / Client project presentations Due April 11
Create piece for your portfolio. Choose the client and medium/platform.

Find examples of interactive, multiplatform campaigns for inspiration.

Read: *Street* – Ch. 9, *Toolkit* – Ch. 12, *Copy tactikPAK™* app – Ch. 12

April 4  TWEAKING THE BRAND MESSAGE
Work on portfolio / client project

Read: *Street* – Ch. 10, *Toolkit* – Ch. 13, *Copywriting tactikPAK™* app – Ch. 13

April 11  CLIENT / PORTFOLIO PRESENTATIONS
DUE TODAY - ASSIGNMENT #3 (or client project)
April 18  FINE-TUNING PORTFOLIO PIECES

ASSIGNMENT: Revise and finalize portfolio/client work.

April 25  PORTFOLIO REVIEW - MEET WITH PROFESSOR ONE-ON-ONE (NO EXAM)

ASSIGNMENT GRADING POLICY- ADV 4711

All graded portfolios materials and/or client projects will be judged on the following criteria. (#1 and 4 =18 points each, #2-3 and #5 =12 points each, #6 = 28 points

1. Brand USP - depicts what separates you (or brand) from competitors

2. Benefit – identifies what you (or brand) bring to audience

3. On-strategy message – clearly presents purpose of promotion

4. On-target copy and visual – communicates specifically to the designated audience

5. Positioning – explains what audience should think about you (or the brand)

6. Creativity – demonstrates your (or brand’s) position in a memorable way