ADV 4711 - B51
ADVANCED CREATIVITY: PORTFOLIO WORKSHOP - SPRING 2018
Monday 12:00 p.m. – 2:45 p.m.

INSTRUCTOR: MARGO BERMAN OFFICE HOURS: WED
OFFICE: AC II 325 Noon – 1:00 p.m.
PHONE: 305-919-5520 OTHER TIMES BY APPOINTMENT
E-MAIL bermanm@fiu.edu

IMPORTANT DATES
Jan. 7: Last day to register without incurring a $100.00 late registration fee.
Jan. 15: Last day to drop courses or withdraw from the University without a financial penalty.
Feb. 2: Last day to withdraw from the University with a 25% refund of tuition.
Feb. 2: Last day apply for SPRING 2018 graduation
March 19: 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 ideation 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 multiplatform 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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Students should expect to be creatively challenged.

**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 multiphase 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 data or print examples to reflect areas covered in class lectures. These assignments are designed to sharpen your advertising judgment.

**REQUIRED TEXTS – FOUR BOOKS:**


**REQUIRED - FREE APPS:**


   Google Play: [http://tinyurl.com/q7ml8ys](http://tinyurl.com/q7ml8ys)
RECOMMENDED EBOOKS:

COURSE REQUIREMENTS: Grades for this course are given on the following basis:
Homework assignments (equal weight: 4 @25 each =100%) ALL DUE DATES: TBA
- Three client projects (OR two client projects and a self-promotion)
- One self-reflective video, 2-3 minutes long: Discuss what you learned in the course.
In addition: One group video, combining all the individual videos.

How your client project work is graded: (ALSO SEE PAGE 8.)
1. Did the app, website, logo, graphics and social media campaign effectively solve the problem?
2. Was the campaign on-target and on-strategy?
3. Was it conceptually, verbally and visually creative?
4. Was it executed on a professional level?
5. Was it usable by the client?
6. Was it portfolio-worthy?

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 PRESENTATIONS AND 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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<tr>
<th>Grade</th>
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<tr>
<td>A</td>
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<td>C+</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, 64 D, 59 and below F
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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 before client presentation dates (TBA).

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 typos, spelling and grammatical 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 clients’ or brands’ names are misspelled, including hyphens, accent marks, or apostrophes, you will receive an “F” for that assignment.

Each assignment should be considered work destined for your portfolio.

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.

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.

To be marketable, it is important to be familiar with InDesign, as well as Photoshop.
5. **FIELD TRIPS:** If you attend a field trip, you will be required to turn in your signed release form before the trip.

6. **IN–CLASS CONDUCT IN 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

A great deal of time will be dedicated to analysis of broadcast techniques to develop your creative 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.

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

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**Jan. 8**

**CLIENT MEETING: INSPICIO (Raymond Elman)**

**THE CREATIVE BRIEF, AUDIENCE AND MESSAGING STRATEGY**

**Read Brains – Ch. 1, Toolkit – Ch. 1 and Blueprint – Ch. 1**

**APPS: Copywriting and Advertising tactikPAK™** Select your personal, must-read chapters.

**Jan. 15**

**NO CLASS – MARTIN LUTHER KING DAY**

**Jan. 22**

**CLIENT MEETING: (TBA)**

**In-Class Assignment: Work on client project – TBA (Clients set deadlines.)**

**Read Street – Ch. 1, Toolkit – Ch. 2 and Blueprint – Ch. 2**

**APPS: Copywriting and Advertising tactikPAK™** Read your selected chapters.

**Jan. 29**

**IDEA DEVELOPMENT: BROADCAST AND MULTIPLATFORM STRATEGY**

**ANALYSIS OF TYPES OF MESSAGING**

**Read Brains – Ch. 2-3 Street –Ch. 5, Toolkit – Ch. 3 & 6 and Blueprint – Ch. 3 & 4**

**APPS: Copywriting and Advertising tactikPAK™** Read your selected chapters.

**TEAMS: Work on client projects – TBA (Clients set deadlines.)**
VISUAL COMMUNICATION AND CONTENT

Read Brains – Ch. 6, Toolkit – Ch. 7 and Blueprint – Ch. 6
APPS: Copywriting and Advertising tactikPAK™ Read your selected chapters.

Assignment #1: CLIENT PROJECT: TBA. (Clients set deadlines.)

ENGAGEMENT TECHNIQUES: SOCIAL MEDIA

Read: Street – Ch. 5, Toolkit – Ch. 4 and Blueprint – Ch. 7
APPS: Copywriting and Advertising tactikPAK™ Read your selected chapters.

TEAMS: Work on client project(s) - TBA (Clients set deadlines.)

INTERACTIVE TOUCHPOINT CAMPAIGNS: GAMING, APPS, CODES, CONTESTS

Read Brains – Ch. 3, Toolkit – Ch. 12 and Blueprint – Ch. 8
APPS: Copywriting and Advertising tactikPAK™ Read your selected chapters.

Assignment: #2 FOR A GRADE: CLIENT PROJECT: TBA. (Clients set deadlines.)

USING THE SENSES WITH SIGHT (VISUALS), SOUND (MUSIC), SCENT, TOUCH AND TASTE (FREE PRODUCT SAMPLES) IN MYRIAD TOUCHPOINTS

Read: Street – Ch. 10, Brains – Ch. 6, Toolkit – Ch. 8 and Blueprint – Ch. 3
APPS: Copywriting tactikPAK™ and Advertising tactikPAK™ Read your selected chapters.

TEAMS: Work on client projects – TBA (Clients set deadlines.)

STORYTELLING IN MULTIPLE FORMATS (SCRIPTS, TV STORYBOARDS, VIDEOS, ETC.)

Read: Street – Ch. 6, Brains – Ch. 5 and Blueprint – Ch. 5
APPS: Copywriting and Advertising tactikPAK

Assignment: #3 FOR A GRADE: CLIENT PROJECT: TBA. (Client sets deadlines.)

SPRING BREAK
**SUCCESSFUL STRATEGIES FOR MULTIPLATFORM CAMPAIGNS**

1. New uses of traditional media (3-D and blow-up print ads, scent floor stickers, etc.)
2. Social media interaction
3. Interactive engagement
   a. Games
   b. Apps
   c. Ambient ("Drinkable Coke" interactive billboards, magazine inserts)
   d. Try/buy technology (Guess sunglasses)
5. Traditional: broadcast examples
   a. Testimonials, endorsements and spokespeople (L’Oréal “Because I’m worth it.”)
   b. Slice-of-Life or Vignette (A little story where product solves problem – Heineken “Closet”)
   c. Lifestyle (How product fits into someone’s lifestyle – Subaru “Love” (It’s not a story, just a snapshot.)
   d. Musical messaging and jingles (Smirnoff “Tea Partay” Rap)
   e. Humor (Budweiser “Beer House”)
   f. Continuing Characters (Mr., Clean, Snuggles the Bear, etc.)
   g. Anthropomorphism (Portraying animals with human emotions: Budweiser Clydesdales and puppies)
   h. Role Reversal (Doritos “Keep Your Hands off My Mama”)
   i. Cultural impact (Budweiser “Whassup!”)
6. Transit
7. Out-of-home
8. Ambient – reaching consumers in unexpected places

**Read:** Street – Ch. 9, Brains – Ch. 7, Toolkit – Ch. 9
**APPS:** Copywriting and Advertising tactikPAK™ Read your selected chapters.

**March 26**

**UNIFYING CAMPAIGN TECHNIQUES, ENGAGEMENT + BRAND BONDING**

**Read:** Street – Ch. 11, Toolkit – Ch. 11 & 13 and Blueprint – Ch. 9
**APPS:** Copywriting and Advertising tactikPAK

**TEAMS:** Work on client projects – TBA (Clients set deadlines.)

**April 2**

**REVISE CLIENT PROJECTS**

**Review previous readings**
**Review:** Copywriting tactikPAK™ and Advertising tactikPAK™

**April 9**

**FINAL PRESENTATIONS OF CLIENT PROJECTS**

**COMPLETE** team client project(s), VIP Poster, PowerPoint, videos and individual papers

**April 16**

**CLIENT MEETING AND/OR PRESENTATION REVIEW**

**April 23**

**TBA:** VIP PROJECT SHOWCASE
HOMEWORK ASSIGNMENT GRADING POLICY- ADV 4711

All graded assignments will be judged on the following criteria. (#1 = 25 points, #2 =15 points each, #3 -#7 = 12 points)

1. Concept - message relevance and continuity (one big idea that can spin out) – 25 POINTS
   Overall strength and memorability of message

2. Multiplatform use - demonstration of innovative media choices, if relevant – 15 POINTS
   a. digital  b. social media  c. overall strategy

3. Audience(s) – specific target –12 POINTS

4. Audience benefits (What’s in it for me?) and brand features (Why buy?) – clear descriptions –12 POINTS

5. Copywriting – clarity and strategy of message expressed using –12 POINTS

   a. Use of typography - strong choice of fonts, sizes and placement in all media
   b. Use of visuals - attention getting and appropriateness
   c. Use of space - balance and composition

7. Positioning - uniqueness, distinctive impression in audience’s mind –12 POINTS

CLIENT PROJECT GRADING POLICY- ADV 4711

How your project work is graded

1. Did the app, website, logo, graphics and social media campaign effectively solve the problem?
2. Was the campaign on-target and on-strategy?
3. Was it conceptually, verbally and visually creative?
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