

ADV 468K/483-3 PORTFOLIO 2

(UNIQUE NUMBERS: 06600, 06415)

Who are you people?

Person 1: Ryan Romero
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Office: BMC 4.306
Hours: T/R @ 11-12:15, 2-3
M/W @ 3:30 - 4:30

Person 2: Keke Zhang
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Office: ADV Bullpen
Hours: TBD

Second verse same as the first

Well, almost. You've done it before, now we're going to do it again only bigger, better, and creative...er. You're going to come up with big ideas that don't only work once, but multiple times, in multiple directions, on multiple media. Your design must be better. Your execution must be better. Your copy must be better. Your YOU must be better.

Trading books for tiny statues

While most classes require books and course packets that could cost you hundreds of dollars, P2 mostly just costs all of your free time (and then some). However, we highly encourage you begin setting aside money for entry, tickets, postage, etc. for work you wish to submit to award shows. Depending on the semester, you may wish to enter several pieces of work in anywhere from 2 to 4 award shows. For reference, the local Addy Awards usually costs \$35-\$45 per entry/category, with tickets to see the show around \$50 for students. So, save those pennies.

Stand and deliver

You'll be presenting more than simply hanging stuff up on walls, though that happens as well. This means you'll need a more final idea before you stand in front of the class and make a fool of yourself. How much sleep did you think you were getting this semester? Might want to rethink that. Half-baked ideas will not be critiqued. Bring your A game.

Final critique, take 2

As before you are expected to fully execute the best of the best ideas using all digital, manual,

bought, borrowed and stolen methods available. Unlike before, the expectation is higher. In final critique you will show a MINIMUM of 15 pieces and a minimum of 4 campaigns. Even more so than in P1 you'll be working on your projects in your "free" time. Don't underestimate the commitment. P3 is not a given.

NOTE: The lightnin' round

If you don't show the required work in final critique you cannot earn a grade higher than a 80, and an 80 would mean you had a perfect book otherwise (read: not gonna happen). I must see and approve all portfolio work prior to the critique. I reserve the right to remove work shown without my approval. If I remove work and you don't meet the minimum requirements you may not participate. If you can't participate, chances are you'll be saying hello to Mr. C (or even Mr. D) and goodbye to P3.

Push your pixel pushing skills. What passed for quality in P1 won't in P2. You have to grow. Though it's no longer mandatory, Lynda classes and the like are highly encouraged.

Remember, advertising is subjective. There are no right answers. Do better each time and play nice with others. The ad biz is small and incestuous. Your friends here will be your colleagues, competitions, and cohorts. Love them. Fear them. Respect them. You're all in this together.

Go buy this stuff...again (yes, that means you're mounting work):

- 500 sheets of white copy paper (cheap is good)
- Black Sharpie fine-tip markers (A stack of them. They tend to get lost.)
- 1-2 Sheets of black on black foam core board
- A fresh X-Acto #1 knife + pack of extra blades (borrowable/shareable)
- A metal straightedge ruler (borrowable/shareable)
- A can or 2 of 3M Spray Mount (NOT Super 77)
- **TWO (2) black queen-size FLAT bed sheet (lowest thread count wins!)**

Final Grades

65% = Final Portfolio (15 pieces minimum)

20% = Final Critique

15% = Participation, attitude, and professionalism

Note that there is a catalog requirement for all Advertising and PR majors to have a minimum grade of C in all communication courses and all courses required and electives for their major. I believe that grade is a B for graduate students.

Grades are true to form. You earn a C by being average. That means you showed up and checked all the boxes. Impress me and get a B. If I think you could start a business with me tomorrow you might just be gunning for an A.

How to succeed

- Treat this like it's already your job.
- Fail big! Make mistakes and own them. We all learn from them.
- Play nice. Be a good partner. Seriously. Do your end and then some.
- Spend at **LEAST** 10 hours outside of class for every one hour in class. No, really. Do it.
- Study award shows and latest work, seek out all kinds of existing and emerging creativity,

and develop your skills. Keep your eyes open.

▸ Seek a balance. Absorb advertising and culture as much as possible but leave yourself time for your own contributions. Remember, you're a creative now. Create.

Legal stuff. Read it anyway.

Attendance + Late Work

You are a budding professional in a deadline-driven industry. That means you are expected to do all of the work all of the time. That means showing up ready to present in every class. If I decide to call on you or your partner to show me what you're up to, you better have something to say. If the class, as a whole, does not have work enough prepared for class then class may just be cancelled. And trust me, you need every bit of class time you can get each semester.

Cheating

The usual university rules apply to cheating and plagiarism. When in doubt, refer to Wheaton's law. If you are caught doing either, you will automatically fail this course. Please familiarize yourself with the university's policy on plagiarism [here](#).

Moving on to P3

To move forward in the highly competitive Texas Creative sequence, you must earn at least a "B-" in this class (79.5% or higher) to be eligible for admission to Portfolio 3. Earning a "B-" or better DOES NOT guarantee your progression. Evidence of exceptional work, mastery of concepts, growth from previous semesters, and professionalism is also required.

E-Mail and Canvas

In this course, email and Canvas will both be used to communicate. I'm very reachable on my email. So you will be as well. Make sure your Canvas email is updated to a current, reachable account. You will be responsible for checking it regularly for class work and announcements.

It's tough out there

The world is a little more stressful than usual lately. So, if stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, UT has options available for support. Our CARE Counselor in the Moody College of Communication is:

Abby Simpson, LCSW | CMA 4.134 | 512.471.7642 (leave a message if she is unavailable)

Need Immediate Help?

- Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471- 3515 | cmhc.utexas.edu
- CMHC Crisis Line: 24/7 | 512.471.2255 | cmhc.utexas.edu/24hourcounseling.html

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY.

But, when? WHEN?! (subject to change)

W, 1/23	Welcome: Syllabus, Introductions, etc. (you know, first day stuff)
M, 1/28	Have your books online and available to discuss.
W, 1/30	Wrap up looking at everyone's books.
M, 2/4	Project 1. Choose Project 2
W, 2/6	Project 1. Choose Project 2
M, 2/11	Project 2
W, 2/13	Project 2
M, 2/18	Project 1
W, 2/20	Project 1
M, 2/25	Project 2
W, 2/27	Project 2
M, 3/4	Any Project
W, 3/6	Any Project
M, 3/11	Any Project. Choose Project 3
W, 3/13	Any Project. Choose Project 3
3/18 - 3/22	Spring Break
M, 3/25	Project 3. Choose Project 4
W, 3/27	Project 3. Choose Project 4
M, 4/1	Project 4
W, 4/3	Project 4
M, 4/8	Project 3
W, 4/10	Project 3
M, 4/15	Project 4
W, 4/17	Project 4
M, 4/22	Any Project
W, 4/24	Any Project
M, 4/29	Any Project
W, 5/1	Any Project
M, 5/6	Any Project

W, 5/8

Any Project

R, 5/16

Final Critique!

8:00am

- Doors open and setup.

8:30am

- Doors close. You're there or you don't participate.

9:00am

- Tables finished. You leave.

12:00pm

- Doors reopen. Late students do not advance.