

ADV 343K/483-2 PORTFOLIO 1

(UNIQUE NUMBERS: 05915, 06160)

Who are you people?

Person 1: Ryan Romero
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Hours: Mondays and Wednesdays 11am - 1pm

Person 2: Victoria Long
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Office: Advertising Bullpen
Hours: TBD

Get it! Get it NOW!

Pre-Req:

Hey Whipple, Squeeze This
by Luke Sullivan

Required:

The Advertising Concept Book (3rd Ed)
by Pete Barry

Highly Suggested:

Read Me.
by Horberry and Lingwood

A note on books: If this is your chosen profession, this isn't like any other book list you've ever been handed. These are books that will sit on your shelf (or in your device) and you will go back to again, and again, and again. Whether for inspiration, to get you out of a rut, or just to get your dumb ol' brain moving. Trust me. Buy them all. Read them 6 times. Follow their instructions and you'll do a billion times better in here and in your career. No joke.

Man, what did I sign up for?

Prerequisite: ADV 325 with a grade of at least a “B-” and admission to the Texas Creative program. Of course, you’ve done this already. So, go you. Now you’re here to practice basic creative skills, “big idea” thinking, conceptualization and other multisyllabic words associated with being on the hip and happening side of “the biz”.

“Creative” as a noun

You’ve joined a club. If you’re like most of our other members, it’s probably the only one that would have you. By choosing to call yourself a creative and pursue a life of long hours, bocce ball tournament Tuesdays, tight deadlines, and throwing fruit off of tall buildings, you’ve picked a career that will be the envy of the friends who stick around despite your constant inattention.

From here on in, unless you bail (and you may choose to do so, no judgment), you are officially a copywriter or an art director. We’ll joke a lot, we’ll have fun, but you will be judged at and so expected to perform at a professional level. Seriously.

The P1 experience...of a lifetime

This class is basically an ad agency. We say “basically” because there will be far less alcohol (read “none”) and the client is very, very quiet. You will choose clients/products to work on, go forth to create advertising campaigns for them, and then put said solutions on the wall, in front of everyone, for evaluation and occasional ridicule through class critique.

NOTE: Thicker skin through advertising

Advertising is not a private endeavor. Your work will be seen and judged, sometimes harshly, by your colleagues and me. We improve by sharing our ideas early and often with other creatives. Fair and honest critique can be brutal if you’re not ready for it. Don’t take things personally, keep your cool and know that very few ideas make the final cut.

You will fully execute the best of the best ideas using all digital, manual, bought, borrowed and stolen methods available. In final critique you will show a minimum of 12 pieces. Most likely, that means 3 campaigns, each containing at least 4 pieces. Don’t worry, you’ll get it done. Remember, this is not a “work done in class” type of deal. You will be busy, on your own, out there in the real

world [insert *I Believe I Can Fly* chorus here].

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 that's basically an impossibility. I must see and approve all portfolio work prior to the final show. WORK SHOWN WITHOUT MY APPROVAL MAY BE REMOVED. 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 D, or F) and goodbye to Mr. P2.

Don't know how to push pixels? You will. One of the "required texts" for this course are mandatory online classes from Lynda.com. The sooner these are taken care of, the better off you'll be. Guidelines to come, but mostly the classes are your choice. It may seem like more work, but you'll thank me when your final executions look all...final-y.

The process is frustrating at times. 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 soon enough. Love them. Fear them. Respect them. You're all in this together.

You will learn the business. Read the industry mags, follow the blogs..in general learn stuff about the world you're about to enter into.

Go buy this stuff (or be damn sure you can borrow it):

- › 500 sheets of white copy paper (cheap is good)
- › A stack of Sharpie Fine Point markers (the most common point, not like a pen)
- › 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)
- › One black queen-size FLAT bed sheet (lowest thread count wins)

Grades

Your final course grade will be calculated by my big ol' brain like so:

60% = Final Portfolio (12 pieces minimum)

10% = Final Critique

10% = Industry awareness assignment (Pinterest)

10% = Lynda Courses

10% = 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.

Grades are true to form. You earn a C by being average. That means doing all your work and doing it correctly. 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

As a budding professional in a deadline-driven industry, you are expected to complete every project on time – no exceptions. That means you will hang at least the minimum amount of work during class on the date indicated on the calendar and to do that you have to be there. I'm not heartless. If grandma is sick, let me know. If your chihuahua explodes and you need the day off, lemme know. If your lack of dedication becomes apparent you will not move forward and risk failing the class. You read that correctly. That doesn't just hurt you in this class. That could mean bye-bye ADV major. So, I suggest you commit.

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 P2

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 2. Earning a "B-" or better DOES NOT guarantee your progression to P2. Evidence of exceptional work, mastery of concepts, 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, 8/29 Welcome: Syllabus, Introductions, etc. (you know...first day stuff)

M, 9/3 Labor Day Holiday

W, 9/5 5/5/5 Discussion

M, 9/10 Top 10 Product List **DUE** - I pick, you research.

W, 9/12 Class exercise - How to write briefs

M, 9/17 Campaign 1 **DUE** - 100 Thumbnails (A folks)

W, 9/19 Campaign 1 **DUE** - 100 Thumbnails (B folks)

M, 9/24 Campaign 1 **DUE** - 15 Roughs - 3 big ideas at least 5 roughs each (A folks)

W, 9/26 Campaign 1 **DUE** - 15 Roughs - 3 big ideas at least 5 roughs each (B folks)

M, 10/1 Campaign 1 **DUE** - 6 Revised Roughs - Bring flair (A folks)

W, 10/3 Campaign 1 **DUE** - 6 Revised Roughs - Bring flair (B folks)

M, 10/8 Flexi-week - More Campaign 1 work or kick off Campaign 2 early

W, 10/10 Flexi-week - More Campaign 1 work or kick off Campaign 2 early

Sunday, 10/14 Lynda Hours Due!

M, 10/15 Team Campaign 2 **DUE** - 15 Roughs - 3 big ideas at least 5 roughs each

W, 10/17 Team Campaign 2 **DUE** - 15 Roughs - 3 big ideas at least 5 roughs each

M, 10/22 Team Campaign 2 **DUE** - 6 Revised Roughs - Bring flair

W, 10/24 Team Campaign 2 **DUE** - 6 Revised Roughs - Bring flair

M, 10/29 Team Campaign 3 **DUE** - 15 Roughs - 3 big ideas at least 5 roughs each

W, 10/31 Team Campaign 3 **DUE** - 15 Roughs - 3 big ideas at least 5 roughs each

M, 11/5 Team Campaign 3 **DUE** - 6 Revised Roughs - Bring flair

W, 11/7 Team Campaign 3 **DUE** - 6 Revised Roughs – Bring flair

M, 11/12 Any Campaign **DUE** - 3-5 Computer Comps

W, 11/14 Any Campaign **DUE** - 3-5 Computer Comps

M, 11/19 Any Campaign **DUE** - 3-5 Computer Comps

W, 11/21 **Thanksgiving Holiday**

Sunday 11/25 Pinterest Boards Due!

M, 11/26 Any Campaign **DUE** - 3-5 Computer Comps

W, 11/28 State of the Book Review

M, 12/3 Present, polish, perfect - All campaigns

W, 12/5 Present, polish, perfect - All campaigns

M, 12/10 Present, polish, perfect - All campaigns

W, 12/12 **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.