

INTEGRATED EDCOMMUNICATIONS: SCAMPAIGNS: VIDEO EDITION

ADV 373, SPRING 2018

M/W 5:00-6:15PM

Sean

LaBounty

4.310 BMC. BY APPOINTMENT

TAYLOR NELSON, TA

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PREAMBLE

Welcome.

This is a big deal. It's the capstone class. The place where you get to show off everything you've learned so far, learn a few new tricks, and put your education to the test with real world applications.

This course is designed to be a rigorous process that transitions you from academic to professional life. Additionally, it will familiarize you with the process of formulating integrated communications campaigns, from identifying the problem and developing the strategy to producing and distributing the creative content through social and earned media – in real time.

The goal of this course is to mirror what's happening out there in both popular culture and the advertising industry. Effective communications are no longer created in silos. Collaboration amongst all disciplines rules the day. Big agencies with even bigger budgets are no longer required to produce big, world-changing ideas. Only creative problem solving, resourcefulness, and resolve are needed.

It will not be easy. You'll spend a lot of time researching, studying, ideating, writing, experimenting, producing, directing, managing, promoting, and presenting. And you'll spend time working together in agency-like teams with people you might not get along with on tasks you might not like or feel comfortable doing. Otherwise known as personal growth.

When the dust clears, you'll walk away with more than something you'll be proud of and something tangible that will get you one step closer to landing your dream job.

HOW

This is the real world, packaged into a class. As such, it is designed to be flexible and ready for change at a moment's notice. We'll have meetings as a full class, and we'll have private team check-ins online and in my office. Additionally, you'll be working with your teams, both in and out of class, for several hours a week.

We will have guests lecturers and/or meet off campus with working professionals. We will have to accommodate their busy schedule. So our meetings with them may occur at times outside of class. Every effort will be made to notify you of these meetings ahead of time. But, as is common in our industry, things change. Be prepared.

Sure, I'll lecture some, and I'll serve as a moderator and facilitator. But I prefer classes to be intelligent discussions between smart professionals. So let's make it a conversation with many sides. Speak up. Your opinion is welcome, valid, and always interesting. And it's the vocal ones with smart perspectives that do well in this business.

The class will be intensive and demanding. That's life in this business. Canvas will be our support system. It will host links, readings, and other course materials. It is your responsibility to ensure that the email address listed on Canvas is correct, as it is at this address that you will receive all pertinent class announcements and directives over the course of the semester.

While some of your assignments will be done individually, your major assignments will be done as a member of a team. Once you have been assigned to a team, you must stay in that team for the duration of the semester. There will be no switching at any time. You will be assigned to a team to ensure that we have a number of well-rounded and balanced teams.

MUSTS

You will be responsible for a wide range of assignments and experiences throughout the semester. Initial due dates are listed in the schedule at the end of this syllabus. More assignment details will be distributed at the appropriate time. But as a preview, you'll be responsible for the following:

1 VIDEO CONTENT

While you may create other media to support your campaign, video is the heart of this class. And it's a long process. Each team will be expected produce and post online. The video(s) you create is essentially the product you are selling to consumers. Without a well-crafted product to distribute and promote, it will not succeed. It is a team effort and requires everyone to help out in a variety of roles that haven't done before.

2 FINAL PRESENTATION + CASE STUDY

You will have mini-presentations along the way, but the final presentation and digital case study of the campaign you hand in will be a large chunk of your grade. You won't be presenting to a client what you think they should do, but to industry experts what you've done and why it was or was not a success.

3 MINI-ASSIGNMENTS

The process for creating integrated video campaigns has been broken up over 15 weeks. You may be presenting or handing in materials at the beginning or end of each stage individually or as a group. There will be reading assignments and online tutorials via sites like Lynda.com, Udemy, YouTube, Vimeo, No Film School, etc. You will be asked to write and/or present your findings. While there is no required textbook in this class, be prepared to spend \$50-\$100 each.

4 PARTICIPATION

Advertising is a team sport and a team is only as strong as it's weakest link. I will not be taking roll call, but class attendance and participation on the days we meet as a class are critical and mandatory, as is lively discussion. How you perform with your teammates will significantly weight your grade in this course. Peer evaluations will be given at the end of the semester and will be 15% of your grade. This grade cannot be changed. If you are fired from your team, you will fail this course.

GRADES

Client Presentations	35%
Pitch Decks/Video	30%
Mini-Assignments	20%
Participation / Peer Evaluation	15%

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.

Final letter grades are calculated as follows:

A 93.5 to 100 A- 89.5 to 93.4 B+ 86.5 to 89.5 B 83.5 to 86.4 B- 79.5 to 83.4 C+ 76.5 to 79.4 C 73.5 to 76.4 C- 69.5 to 73.4 D+ 66.5 to 69.4 D 63.5 to 66.4 D- 59.5 to 63.4 F 0 to 59.4

Questions about grades must be submitted in writing via email within 5 days of when the grade is posted.

The digital time stamp when you post work on Canvas will be considered the time you handed it in. That item must be complete. Errors in uploading, corrupted files, or missing emails are not excused. Technology can be challenging, so plan ahead. **Assignments turned in late will receive a zero.** The work cannot be made up. I expect your work to be of the highest professional grade. This includes your writing style, your presentation skills, and your ability to put a beautiful campaign case study together.

Please treat this class as an internship, and one of the last stops to polish your skills on your way to a fine career. And please familiarize yourself with the university policy regarding academic dishonesty. I take this policy very seriously.

RESOURCES

There are no required textbooks in this class, but you can expect to spend roughly \$50-\$100 on various resources, if you can't get them for free. This is by no means an exhaustive list and will grow over the course of the semester.

Books:

- A Technique for Producing Ideas by James Webb Young
- Video Content That Doesn't Suck by Steve Stockman
- The Digital Filmmaking Handbook by Sonja Schenk
- The Pitch Perfect by John Steel

Tutorials:

Lynda
Udemy
SkillShare
Creative Live
Master Class
No Film School

Social:

Whatever works (FB, Instagram, Snapchat, Twitter, etc.)
Hootsuite (Free for 3 accounts)

Stock Film/Music:

Envato Market

Misc:

Slack

INFO

Student Responsibilities:

1. Students are responsible for all material covered in class and all assigned readings and viewings.
2. Students must complete readings and assignments by the times specified.
3. Check Canvas frequently, and make sure your e-mail address is current with the University so that you can receive emails sent through Canvas. It is the student's responsibility to maintain this email address and ensure that it is correct and able to receive messages. Check your junk mail too.
4. Any questions about grades must be submitted in writing within 5 days of when the grade is posted to Canvas.
5. This course upholds the values of the University Policy of Scholastic Dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information, http://deanofstudents.utexas.edu/sjs/scholdis_whatish.php.
6. Technology can be a pain. So plan ahead. Do not wait until the last minute, or even hour. Work posted or handed in late is late, regardless of technology errors, computer crashes, corrupt files, or lack of internet access. I honor the Canvas or email timestamps, depending on the specified submission format. Forgetting to attach files, or email bounce-backs, are not excuses.

Writing

This course carries the Writing Flag. Writing Flag courses are designed to give students experience with writing in an academic discipline. In this class, you can expect to write regularly during the semester, complete substantial writing projects, and receive feedback from your instructor to help you improve your writing. You will also have the opportunity to revise one or more assignments, and you may be asked to read and discuss your peers' work. You should therefore expect a substantial portion of your grade to come from your written work. Writing Flag classes meet the Core Communications objectives of Critical Thinking, Communication, Teamwork, and Personal Responsibility, established by the Texas Higher Education Coordinating Board.

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community. <http://catalog.utexas.edu/general-information/the-university/#universitycodeofconduct>

Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

Scholastic Dishonesty Statement

The Department of Advertising has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the College of Communication. By enrolling in this class, you have agreed to observe all of the student responsibilities described in

that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Campus Policy on Holy Days:

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Resources for Learning & Life at UT Austin

The University of Texas has numerous resources for students to provide assistance and support for your learning.

The UT Learning Center: <http://www.utexas.edu/student/utlc/>

Undergraduate Writing Center: <http://uwc.utexas.edu/>

Counseling & Mental Health Center: <http://cmhc.utexas.edu/>

Career Exploration Center: <http://www.utexas.edu/student/careercenter/>

Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

Behavior Concerns Advice Line (BCAL): 512-232-5050

Use of E-Mail for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your email address. You should check your e-mail regularly and frequently—I recommend daily—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

Emergency evacuation recommendations:

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building. In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

Information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency

Policy on Campus Carry:

In the development of the policies adopted by President Fennes to comply with the law in a way that prioritizes the safety of everyone on the campus, the concealed carry of handguns is strictly prohibited in my office.

Counseling and Mental Health Services

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For immediate support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | [512-471-3515](tel:512-471-3515) | cmhc.utexas.edu

- CMHC Crisis Line: 24/7 | [512.471.2255](tel:512-471-2255) | cmhc.utexas.edu/24hourcounseling.html

CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW

- M-F 8-5p | CMA 4.134 | [512-471-7642](tel:512-471-7642) (Please *leave a message* if she is unavailable)

FREE Services at CMHC:

- Brief assessments and referral services
- Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html
- MindBody Lab - cmhc.utexas.edu/mindbodylab.html
- Classes, workshops, & groups - cmhc.utexas.edu/groups.html

WHEN* (*subject to change)

MONDAYS

WEDNESDAYS

	23 JAN Intro, Q&A
28 JAN Lecture, Main Assignment	30 JAN <u>Client Kickoff</u>
----- Research / SWOT -----	
Must Have At Least 1 Check-in Before 2/14	
04 FEB Lecture	06 FEB No Class/Office Hours
11 FEB No Class/Office Hours	13 FEB No Class/Office Hours, <u>Creative Brief Due to Client</u>
	16 FEB <u>Creative Brief Feedback from Client</u>
----- Big Idea / Campaign Board -----	
18 FEB No Class/Office Hours	20 FEB Big Ideas Due
----- Campaign Strategy + Development (Creative, Media, PR, Social) -----	
Must Have At Least 1 Check-in Before 3/4	
25 FEB No Class/Office Hours	27 FEB No Class/Office Hours
04 MAR No Class/Office Hours	
----- Presentation -----	
06 MAR <u>Group A – Client Presentation</u>	10 MAR <u>Creative Brief Feedback from Client</u>
Peer Evals Due	
11 MAR No Class/Office Hours	13 MAR No Class/Office Hours

18 MAR Sprang Brrreak	20 MAR Sprang Brrreak
----- Pre-Production -----	
Must Have At Least 1 Check-in Before 3/28	
25 MAR Lecture	27 MAR No Class/Office Hours <u>Final Scripts & Budget Due to Client</u>
	29 MAR <u>Script Feedback from Client</u>
----- Production -----	
Must Have At Least 1 Check-in Before 4/12	
01 APR No Class/Office Hours	03 APR No Class/Office Hours
08 APR No Class/Office Hours	10 APR No Class/Office Hours

----- Post Production -----

15 APR No Class/Office Hours

17 APR Videos to Client

19 APR Video Feedback from Client

22 APR No Class/Office Hours

24 APR No Class/Office Hours

----- Final Deck + Presentation -----

Must Have At Least 1 Check-in Before 5/01

29 APR No Class/Office Hours

01 MAY No Class/Office Hours

06 APR Client Presentations, Pitch Decks Due, Peer Evals Due

WHO

SEAN LaBOUNTY

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BMC 4.302

Education:

Bachelor of Arts, Science, May 1997

NYU Film 2003

Dimassimo (DIGO)

1997– 1998 Art Director / Crunch Fitness, Game Shark, Solgar Vitamins

Kirshenbaum & Bond

1998-2002 Art Director / Target, Sony, Hennessy, Moet, Olympics

NYU Film / Started Fashion Label / Freelance

2002-2004 Freelance A.D. for Cliff Freeman, Wieden and Kennedy, SS+K and EVB

Mohegan Sun, ESPN, Fathead, Michael Jordan

Hanft Raboy

2004-2006 Creative Director / Match.com, Hertz, Chemistry.com

Leo Burnett NY

2006-2007 VP/Creative Director / Global Samsung

Young & Rubicam NY

2007-2011 Creative Director / LG, Land Rover, Dell, Met Life

DDB

2011-2012 Creative Director / NY Lottery, NYC Ballet, Drugfree.org

GSD&M

2012-2014 Creative Director / Southwest, Seton, Jarritos, Walgreen's, PGA

McCann

2014-2015 Creative / Cuervo, Bushmills, Microsoft, Nikon

Awards: CANNES LIONS, D&AD, ONE SHOW, CLIOS, AICP, AICP NEXT, NEW YORK FESTIVALS, YGA.