Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). No incompletes will be given for this course.

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation
requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.
Course Description
This studio course explores copywriting for design, advertising and media. Students will learn to write copy that yields results. By learning to apply strategy to copywriting, students will enhance their ability to solve problems creatively and craft effective messages.
Minimum Course Prerequisites: GRDS 1301, 1302.

Course Objectives & Purpose
- To learn to apply creative strategy to copy writing
- To create effective and appropriate messaging
- To understand how to write copy for various media
- To learn to identify effective copy in advertising and media
- To conduct comprehensive audience and market research
- To create effective advertisement layouts with influential copy elements
- To learn to write engaging narrative for various media

Course Pre-Requisites
Experience in Adobe Creative Suite

Required Texts
Advertising: Concept and Copy (3rd edition), George Felton, W. W. Norton & Company

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox Account
- 1 inch 3 ring binder to document process

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Creative Projects :: An overview
The majority of the course grade points will be will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.
Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism and participate in the critical analysis of peer work. Final grade evaluation will be determined by the Professor on creative projects using the project’s outlined grading rubric.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 100 points of your final grade.
- Bonus projects are available for up to 10 additional grade points.

Project 1: My SWIPE File (10 pts.)
Over the course of the semester, the student will collect up to 25 samples of effective copy writing in various media. They must collect 5-20 print ad samples, 5-15 web or digital samples (including social media), 5-10 broadcast samples (radio and television). The student must compile all samples into a multipage document or Pinterest board. 5 samples must be supported by a well written one paragraph rationale as to why the chosen samples are effective. Course texts, resources and outside resources must be referenced to support rationale. All referenced resources must be properly cited in APA format.

Project 2: Infographic (15 pts.)
The student will create an infographic based on their preliminary research for their chosen non-profit organization. The main points of the graphic must be clearly and concisely supported by engaging copy points.

Bonus Project Option 1: Animated Infographic (10 pts.)
Up to 10 points available for animation of infographic from Project 2. The student can elect to do either Bonus Project Option 1 or Option 2, not both.

Project 3: 3 Ad Series (15 pts.)
The student will create a series of 3 print advertisements for their chosen non-profit organization. A mix of digital media can be substituted for the 3 print ads, but the determined touch-points must prominently feature copy as a persuasive component in the composition. The headlines, body copy, testimonial copy and the tagline will be developed throughout the semester. These elements will be combined with appropriate and effective imagery and visual elements for the final ad composition.

Project 4: One Title, 3 Movies (10 pts.)
Write three different narratives for a fictional movie. Choose a title from the google doc. Each narrative should be based on a different movie genre. Remember that you will be developing a poster for one film, based upon these narratives.

Bonus Project Option 2: Poster Series (10 pts.)
Up to 10 points available for developing the entire series of 3 posters from Project 4.

Other graded work will include
- QUIZ: Felton reading & class topics (10 pts.)
- Assignment: 5 Headline Samples in Advertising (5 pts.)
- Assignment: Psychology in Advertising Samples (5 pts.)
- Assignment: Organization and Competitive Research Worksheet (5 pts.)
- Assignment: Target Persona Profile (5 pts.)
- Assignment: 5 Headline Options – Your Organization (5 pts.)
- Assignment: 5 Body Copy Options – Your Organization (5 pts.)
- Assignment: Target Persona Testimonial Ad (5 pts.)
- Assignment: Taglines – Your Organization (Wag the Tagline) (5 pts.)
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 JAN 14/16 Introduction, Syllabus, Course Overview.
- Introduction :: Syllabus, Course Overview
- Homework :: Purchase Text :: Advertising: Concept and Copy (3rd edition), George Felton
  - Discuss :: Grammar Basics
  - Discuss :: Copywriting Resources
  - Exercise :: Cliché Workshop

WEEK 2 JAN 21/23
What is advertising?
- Lecture :: Advertising Basics
- Lecture :: Branding / Marketing / Advertising What’s the difference?
- Lecture :: Writing Copy for various media types

Advertising Strategy
- Lecture :: Identifying your business needs and goals
- Lecture :: Identifying your audience
- Lecture :: Persuading your audience to solve your goals
  - Lecture :: APA Citation. How it’s done.
- Lecture :: Process Documentation
- Assignment :: Project 1 :: My SWIPE File (10 pts.) Due Week 9
- Homework :: Reading: Felton, Understanding Consumer Behavior pp. 22-32

WEEK 3 JAN 28/30
- Lecture :: Psychology in Copywriting
- Assignment :: Psychology in Advertising Samples (5 pts.)
  - DUE :: Assignment: Psychology in Advertising Samples • Class discussion 2 of your 3 samples
- Homework :: Reading: Felton, Strategy & Research pp. 8-21, 32-66

WEEK 4 FEB 4/6
Research in Copywriting
- Discussion :: Process leading up to Project 3: 3 Ad series (15 pts)
- Lecture :: Organization research and identification of business goals, SWOT analysis
- Assignment :: Organization and Competitive Research Worksheet (5 pts.)
- Homework :: Reading :: Felton, Marketplace, Approach, Creative Briefs pp. 8-21, 32-68
  - Lecture :: Target Audience research
  - Assignment :: Target Persona Profiles Worksheet (5 pts.)

WEEK 5 FEB 11/13
Infographics
- DUE :: Research Worksheets and Target Persona Profile Worksheet
- Discussion :: Creating Infographics, Concise but engaging informational points
- Assignment :: Project 2 :: Infographic based on research (15 pts.)
• Working Day :: Infographic (collect and refine data)

WEEK 6 FEB 18/20
• Working Days :: Infographic layout
• Homework :: Reading :: Felton, Being Creative, pp.185-218

WEEK 7 FEB 25/27
• Working Days :: Infographic
• Working Days :: Infographic finalize and print

WEEK 8 MAR 4/6
• DUE :: Project 2: Research Infographic Critique
• Assignment :: Bonus Project Option 1: Animated Infographic (10 pts.)
• Lecture :: Writing Marketing Copywriting
• Assignment :: 5 Headline Samples in Advertising (5 pts.)
• Homework :: Reading :: Felton, Thinking in Words pp. 81-91, Human Truth pp. 293-298,
  Reading (Online) :: Common Copywriting Problems

WEEK 9 MAR 11/13
• Lecture :: Writing Marketing Copywriting: Headlines
• DUE :: 5 Headline Samples in Advertising / Class Discussion
• Exercise :: Headline stand off
• Assignment :: Project 3: 3 Ad Series (15 pts.)
• Homework :: Reading :: Felton, Establishing Voice pp.115-128
• Assignment :: 5 Headline Options – Your Organization (5 pts.)
• Working Day :: 5 Headlines for your organization, start exploration of assets for Project 3: 3 Ad Series

WEEK 10 MAR 18/20 Spring Break
• Homework :: Bonus Project Option 1: Animated Infographic
• Homework :: SWIPE file

WEEK 11 MAR 25/27
• DUE :: Project 1 :: Hand in SWIPE file
Writing Marketing Copywriting: Body Copy
• DUE :: 5 Headline Options – Your Organization (5 pts.)
• Lecture :: Writing Effective Body Copy
• Assignment :: 5 Body Copy Options – Your Organization (5 pts.)
• Working Day :: Compile ads for Project 3: 3 Ad Series
• Homework :: Reading :: Felton, Taglines pp. 219-232
WEEK 12 APRIL 1/3
Writing Marketing Copywriting: Taglines & Testimonial
• DUE :: 5 Body Copy Options – Your Organization (5 pts.)
• Discussion :: Taglines
• Assignment :: Your Organization’s Tagline (Wag the Tagline) (5 pts.)
• DUE :: Assignment: Your Organization’s Tagline (Wag the Tagline) (5 pts.) (Top 3 Choices in Bold, Class Discussion)
• Discussion :: Testimonial in Advertising
• Assignment: Target Persona Testimonial Ad (5 pts.)
• Working Day :: Compile all ads for Project 3

WEEK 13 APRIL 8/10
• DUE :: Assignment: Target Persona Testimonial Ad
• Final Working Day :: Project 4 Due next class
• DUE :: Project 3: Final Ad Series
• Assignment :: Project 4: One Title, 3 Movies, DUE at Final

WEEK 14 APRIL 15/17
• Working Days :: Project 4: One Title, 3 Movies
• DUE :: Project 4, 3 Plot Narratives (text only) for 3 Movie Genres

WEEK 15 APRIL 22/24
• QUIZ :: Felton reading & class topics (10 pts.)
• Working Days :: Project 4: One Title, 3 Movies
• DUE :: Bonus Project Option 1 :: Animated Infographic

WEEK 16 APRIL 29/MAY 1
• Final Working Days :: Project 4: One Title, 3 Movies, finalize and print

FINAL MAY 8 8am
• DUE :: Project 4: One Title, 3 Movies
• DUE :: Bonus Project Option 2 :: Movie Poster Series
  Present your final film narrative, poster design solution and design rationale