



MASC 451 ♦ 1142 TEMPLE ♦ TUE / THU 9:30 AM – 10:45 AM

### AND THEN WE CAME TO THE END

This is your final step in the preparation of your advertising portfolio. You'll leave this class with a fully developed digital portfolio that is a reflection of your tastes, talent and point of view. This is what will take you from being a student to being a creative professional or post-graduate student. Its quality will directly impact the quality of the job offer you receive. The more inventive your work, the more you stand out. It's my job to raise the bar for you.

You'll be challenged to solve problems with unexpected creativity. You'll think in big, creative and strategic concepts then produce campaigns across a variety of mediums. This course culminates in a formal portfolio review with professionals from the advertising industry. Do everything right and you may walk away with a job offer. At the bare minimum you will have made some connections with folks in the industry.

### WHAT YOU NEED

This comes as no surprise: a sketchbook, lots of paper and black Sharpies. Also required: collaboration, positive attitude, strong work ethic and thick skin.

### YOUR GRADE

Don't take this course for a grade. Do it for the experience. Work hard and the grade will take care of itself. However, if you must know the details I'll be looking for these criteria:

How strong is the idea? How unexpected is it? How far has the work progressed from the first round? Is the writing smart, intriguing, funny, insightful or clever? Is the art direction, design and execution cohesive? Does it bring the idea to life? Have you tried everything that you can to make the idea as great as it could be? Have you tried innovative solutions whenever possible?

### PROJECT WORK 75%

You'll be working on multiple creative projects this semester. You'll be paired with partners and collaboration is a key element. Make the most of this partnership and you'll both end up with something great. I hope to see work that is smart. And I'll be looking to see executions that are fresh, inviting, and communicate well to the intended audience. Pay special attention to the craft and the presentation of your ideas, it counts.

Following assignment guidelines is critical. When the work is due be sure that everything is organized and clear.

### THE BRAND YOU 25%

Creating a brand for yourself may be one of the hardest tasks you'll face in your career. The individual component for this course is to create a logo and a complimentary design system that can be applied to your collateral materials: your digital portfolio, resume and business cards. Hopefully you already have most of these collateral materials so let's make them better.

### EXTRA CREDIT

There will be no extra credit assignments given in this course.

### DEADLINES

In your professional careers you will have numerous deadlines. It is extremely important for you to hit these deadlines on time or finish up early. The same rules apply for this course. Late work will be penalized as follows:

Under 1 hour late:	3 points off
1 to 2 hours late:	5 points off
2 to 24 hours late:	10 points off
Each additional 24 hours:	10 points off

## GRADING SCALE

100	A+
95	A
91.5	A-
88.5	B+
85	B
81.5	B-
78.5	C+
75	C
71.5	C-
68.5	D+
65	D
61.5	D-
0-59	F

## CLASSROOM RULES

- 1 Presentations and lectures need everyone's attention and contribution. Electronics use during these times will result in a one-point deduction on the course grade.
- 2 Be on time every time. One-point deduction on the course grade for each late arrival.
- 3 Show up to every class. Two missed classes = 3-point reduction in the course grade. Three missed classes = 10-point reduction in the course grade. After three missed classes, the course grade will be lowered 10 points for each missed class. Arriving late or leaving early = half absence. If you have any concerns or problems coming to class, be as proactive as possible. If accommodations are warranted, make ups will address all missed class time.

## COURSE DESCRIPTION FROM VCU BULLETIN

Semester course; 3 lecture hours. 3 credits. Prerequisite: MASC 450 with a minimum grade of C. For mass communications majors only. An advanced, intensive study of inventiveness in the creative process. Emphasis on strategic and creative development of advertising campaigns that builds on what students learned about advertising style in MASC 450. Prepares students for post-graduate work or study. Students will conceptualize and produce advertising campaigns and assemble a final portfolio. Culminates in a formal portfolio review with professionals from the advertising industry.

## CLOSING THOUGHTS

Advertising can be an extremely exciting and rewarding career. You have to love the process of making ads - from the early conceptualizing stages to the tweaking and fine-tuning during the execution stages. If you have fun during the process, if you truly enjoy the journey, the work will be better.

Respect each other. Don't talk while someone else is talking. Pay attention and actively participate in discussions and critiques. There's a lot to learn from each individual in our classroom.

The creative critiques and feedback can sometimes be harsh. Don't take it personal. It is all about the work. The more honest the feedback the better the work will be.

Follow the above rules and you'll (probably) sleep better at night.

## SYLLABUS STATEMENT FROM VCU

[go.vcu.edu/syllabus](http://go.vcu.edu/syllabus)



## OFFICE HOURS

TUE / THU 12:15 PM - 2:45 PM

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The VCU Richard T. Robertson School of Media and Culture is one of 113 schools of journalism and mass communications accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Every six years the School's faculty and curricula undergo rigorous examination from a team of educators and professionals who visit the campus; this is happening during the 2017-2018 academic year. Learn more about ACEJMC, its required professional values and competencies and the Robertson School's accreditation efforts at <http://robertson.vcu.edu/about/accreditation-and-assessment/>.