ADVRT 436
Advertising Portfolio Practicum

Michael Wigton + 211C Hamilton Hall + wigton@iastate.edu
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Instructor Information

Michael Wigton
211C Hamilton Hall
wigton@iastate.edu
“Wigton’s ISU Classes” (Facebook)
@wigton (Twitter)
Appointments: www.calendly.com/wigton

Please set up time with me to ask questions about course materials, projects, or career guidance. Do not wait until assignment deadline to seek me out. The best way to ensure I am available is to schedule an appointment via my online calendar at the Calendly link above.
My Background
As an advertising/PR professional, I have over 20 years of experience working at agencies such as Carmichael Lynch (Minneapolis), Arnold Worldwide (Washington, DC) and VML (Kansas City). My clients have included Northwest and Delta Airlines, The Islands of the Bahamas, Amtrak, PBS, Children’s National Medical Center and Boy Scouts of America, to name a few. It is my mission to make this course as “real-world” as possible. We will have a lot of fun in this class, but you will work hard. Deadlines will be tight and your work must be strategic.

Course Goal
This course is focused on the development of an integrated advertising campaign to be entered in a national competition. Secondary focus will be to create an online portfolio to help you secure a job in advertising. This class will help you develop creative thinking techniques toward the execution of advertising materials. You will practice writing and designing effective advertising for a variety of media. You will learn how to apply strategies toward the production and execution of complete campaigns. This course is designed to help you think critically and evaluate your own work as well as that of others.

Learning Objectives
• Develop creative thinking techniques that produce great advertising materials.
• Learn how to write/design effective ads for a variety of media and diverse audiences.
• Review and evaluate the merit of creative executions from a strategic and ethical perspective.
• Persuade a variety of diverse audiences, including client and agency colleagues, to agree with your creative recommendations through written and verbal communication.
• Build an online portfolio of creative work to help obtain a job in advertising.
• Develop and sharpen interpersonal and presentation skills.

Accreditation Council on Education in Journalism and Mass Accreditation Core Values and Competencies (Those checked are covered in this class.)
✓ To understand the role of communication as it relates to the mission and goals of the employing organization.
✓ To work ethically in pursuit of truth accuracy, fairness and diversity.
✓ To show sensitivity to diversity and cultural issues in verbal and visual communication.
✓ To think critically and independently.
✓ To write correctly and clearly in appropriate forms and styles.
To understand and/or use good visual communication concepts and techniques.
To demonstrate creativity in completing assignments.
To demonstrate adequate skills in appropriate technology and software.
To demonstrate research/fact finding skills.
To critically evaluate one’s own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Prerequisites
ADVRT 334

Required Materials and Texts
You will be required to do b&w/color printing throughout the semester and of final materials. There is no text for the course. Handouts and other online readings will be required throughout the semester.

Required Social Media
• Facebook Page: “Wigton’s ISU Classes”
• Twitter: TBD hashtags with discussion topics at #Wigton436

Just as in a real agency environment, this creative advertising class will interact with other advertising disciplines. A Facebook page has been set up for this interaction among this class, my two sections of ADVRT 334, 336 and 434 classes to share ideas, information, and critique campaigns. Discussions are to take place and will be graded. Substantive posts will be required as indicated in the coursework schedule.
A substantive post is one in which you contribute your ideas, add new information, pose questions to your fellow students, offer personal experiences to illustrate a point, or otherwise demonstrate that you understand and can apply the content of the course. A reply that simply states, “Good question,” or “Great post,” or “I agree,” or “Good job,” may be appropriate at times, but does not count as a substantive posting.

**Recommended Blogs for Posts and Class Discussion:**

1. Ad Age: [http://adage.com](http://adage.com)
2. Adweek: [http://adweek.com](http://adweek.com)
4. Creativity: [http://creativity-online.com/](http://creativity-online.com/)
8. Social Media Alltop: [http://social-media.alltop.com](http://social-media.alltop.com)

- Additional articles and handouts will be posted on Canvas for students to access during the course.
- Lists of web and hard copy resources will be provided to students as needed during the course.

**Coursework Summary and Point Potential**

The grade for this class will primarily be determined by your team’s entry in the North America Collegiate Effie competition. Details for this competition should be released mid-January 2018 and due sometime in April. I will pass along details/timelines/etc. when they are made available.

The balance of your grade will be the development of advertising materials for campaigns of your choice (with instructor approval), building/updating an online portfolio, peer evaluations and class attendance/participation.

ADVRT 436 is designed to provide a realistic setting for the creative agency work environment. It is an opportunity for you to incorporate all of your knowledge and writing skills into the execution of real campaign materials for your portfolio.
Participation/Attendance/Various Daily Assignments (10%)  
You are expected to attend class every single day. I will take attendance and note class participation. You are allowed 2 unexcused absences before points are taken off. Most often you will be working in a group and it is an unfair burden on your other team members when you are not there. If you are unable to attend you MUST contact me as your supervisor and explain. Just as in the real world, you need to show up for “work” every day and contribute. You cannot just miss a day of work without reason. Additionally, I am looking for you to contribute to class in a thoughtful and productive way. There will be times where you will need to complete an exercise, work in your group, create a post for our Facebook page, think about an answer to a creative problem, contribute knowledge of a news event, or bring in other homework. Always be prepared.

Creative Assignments and Online Portfolio (20%)  
Throughout the semester, several projects will be assigned that utilize creative development principles put forth in class. A multitude of media will be covered including TV, radio, print, interactive, out-of-home, and web pages.

Final – Effie Project (60%)  
Approximately 60% of your grade will be the Effie entry. Deliverables for this semester-long project will be detailed in class.

Peer Evaluation (10%)  
Throughout the semester there will be evaluations submitted from your team members. These will add/subtract from your point total for the semester. You are expected to participate fully in your group and all work equally towards the completion of your project.
Grading Scale

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<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
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<tbody>
<tr>
<td>A</td>
<td>94 – 100%</td>
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<tr>
<td>A-</td>
<td>90 – 93%</td>
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<tr>
<td>B+</td>
<td>87 – 89%</td>
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<tr>
<td>B</td>
<td>83 – 86%</td>
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<tr>
<td>B-</td>
<td>80 – 82%</td>
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<tr>
<td>C+</td>
<td>77 – 79%</td>
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<tr>
<td>C</td>
<td>73 – 76%</td>
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<tr>
<td>C-</td>
<td>70 – 72%</td>
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<tr>
<td>D+</td>
<td>67 – 69%</td>
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<tr>
<td>D</td>
<td>63 – 66%</td>
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<tr>
<td>D-</td>
<td>60 – 62%</td>
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<td>F</td>
<td>0 – 59%</td>
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Course Policies

1. **No electronic devices.**
   No phones, no laptops. You may use lab computers only during class. If it is important, please leave the room.

2. **Attendance is graded.**
   You are allowed 2 unexcused absences before losing points. Excessive tardiness (3+ times) will greatly affect your grade.

   You must be present in order to receive credit for work you are submitting. Attendance is mandatory on days where you are expected to present and on all days of project presentations. Not attending on days when you present will result in a zero for the assignment, your grade will be lowered one letter grade for each day of class presentations missed. Students who are not in attendance during these times will receive a zero for the assignment.

3. **Participation is required.**
   Please come to class prepared to discuss the topic for the day, including assigned readings and/or exercises. Each day we will discuss the assignments for the next class.

4. **There are two due-dates: on time and early.**
   Assignments will be collected at the beginning of class on the specified due date (this means you must come to class to turn it in or via Blackboard). Turning in an assignment late will result in zero credit for that assignment. Please come see me before an assignment is due if you will be unable to turn the work in on time.
5. **Always act as the ambassador for your agency and a steward of the brand.**
Look professional. There will be times where you are expected to present to the class. Please treat this as an opportunity to present in front of a “client” and put as much thought into the presentation of the assignment as the assignment itself. When you present, you will have a limited amount of time to make your points, so please rehearse what you want to say before you get to class.

Presenting is an important part of working in the field of communications. Good presentation skills will allow you to effectively communicate your ideas, organize your thoughts, inspire or persuade a consumer, client, team, or boss. This is a learning experience, any student who would like advice on presenting please feel free to come see me.

6. **Motivate and inspire your team to do their best.**
Through role-plays or team exercises you have the opportunity to learn from each other and get practice in team working arrangements you will experience on the job. Please take this responsibility to each other very seriously. There will be times where we disagree or have differing points of view; there may not always be “one right answer” as some problems have many solutions. Please be respectful of opinions that differ from your own.

7. **Check your work and check it again.**
All work should be “client ready” and error free of typos and other grammar issues.

8. **Be open-minded – you never know from where a good idea will come.**
Please respect other students, opinions differing from your own, and different presentation styles. If you believe any teacher or fellow student is disregarding these standards, please notify me immediately.

**Academic Dishonesty**
The class will follow Iowa State University’s policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office.
http://www.dso.iastate.edu/ja/academic/misconduct.html
Disability Accommodation
Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. All students requesting accommodations are required to meet with staff in Student Disability Resources (SDR) to establish eligibility. A Student Academic Accommodation Request (SAAR) form will be provided to eligible students. The provision of reasonable accommodations in this course will be arranged after timely delivery of the SAAR form to the instructor. Students are encouraged to deliver completed SAAR forms as early in the semester as possible. SDR, a unit in the Dean of Students Office, is located in room 1076, Student Services Building or online at www.dso.iastate.edu/dr/. Contact SDR by e-mail at disabilityresources@iastate.edu or by phone at 515-294-7220 for additional information.

Dead Week
This class follows the Iowa State University Dead Week policy as noted in section 10.6.4 of the Faculty Handbook http://www.provost.iastate.edu/resources/faculty-handbook.

Harassment and Discrimination
Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact his/her instructor, Student Assistance at 515-294-1020 or email dso-sas@iastate.edu, or the Office of Equal Opportunity and Compliance at 515-294-7612.

Religious Accommodation
If an academic or work requirement conflicts with your religious practices and/or observances, you may request reasonable accommodations. Your request must be in writing, and your instructor or supervisor will review the request. You may also seek assistance from the Dean of Students Office or the Office of Equal Opportunity and Compliance.

Contact Information
If you are experiencing, or have experienced, a problem with any of the above issues, email academicissues@iastate.edu.
**Special Situations in this Course**

You will be asked to create materials for a specific company as a course project. You should feel free to visit a company website for ideas and artwork such as logos, trade characters, etc. (this is fair use to use for educational purposes). As an agency consultant or working professional, you would be given permission to use these materials from the company that hired you. You are encouraged to visit a website for factual information such as product specifications, details, hours of operation, etc. Remember though, the purpose of this course is for you to learn how to write copy, how you choose words and put them together into messages. You may not pick up sentences and blocks of copy and call it your own work, although you may use company slogans. Some copywriter has done that work and you may not pass it off as your own. The same applies to design. You may look to a company page for ideas or to follow a theme they have adopted (it should look like it belongs to the corporate “look” in some cases) but you must use your own creativity and design. Finally, if in doubt…ASK.
Course Schedule

Following is a list of topics in the general order they will be covered in class. Part of working in an agency is to plan for the unexpected. There will be some unpredictability in topics discussed on any given day or week. As a group, it will be up to you to determine your due dates on various phases of the campaign development. I let each team determine their own fate. The final date is set in stone, so that is what each team will be working towards: presenting their campaign. Each class I will announce what is planned for the next class(es). It will be up to you to stay informed.

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<tr>
<th>Course Outline</th>
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<tr>
<td>- Effie competition overview</td>
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<tr>
<td>- Effie case study review</td>
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<td>- Confirm brand choice</td>
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<td>- Fill out NDA and Intent form on Effie.org</td>
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<td>- Secondary research</td>
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<td>- Prepare strategy: preliminary Objectives/Strategies/Tactics</td>
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<td>- Situation Analysis</td>
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<td>- Target Audience analysis</td>
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<td>- Primary research plan</td>
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<td>- Develop creative brief</td>
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<td>- Creative development</td>
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<td>- Draft entry form</td>
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<td>- Develop video</td>
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<tr>
<td>- Prepare final materials</td>
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<td>- Final revision to entry form</td>
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<td>- Materials submitted to Effie</td>
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<td>- In-class Effie presentations</td>
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<td>- Official kick-off integrated campaigns</td>
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<tr>
<td>- Development of creative work:</td>
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<tr>
<td>* Individual Projects x 3</td>
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<tr>
<td>* Online Portfolio</td>
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<tr>
<td>- Final Presentations</td>
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<tr>
<td>* Integrated campaign</td>
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<tr>
<td>* Individual projects #1 and #2</td>
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<tr>
<td>* Online portfolio</td>
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Key Dates:

- 1/15 Monday: No Class for MLK Day
- w/o 3/12: No Class for Spring Break
- 3/12 Friday: Midterm grades due
- w/o 4/27: Final Presentations during regular class times
- w/o 4/30: Final Week – no required meetings