



PORTFOLIO II

COMM389 CORBOY ROOM 203

WHERE THE RUBBER MEETS THE ROAD.

This is it. Your last chance to get it together. To figure out what works, what doesn't. To use all the skills you've been honing to pull your book together and get that coveted job. You know by now it isn't easy. The competition is fierce. But you can do it. Because you've done the work before. Now just do it better. And then do it better than that.

In this class, you're going to be pushed to do your very best. You'll be given briefs as in Portfolio I and work with a partner. Expect very honest and constructive critiques. Expect to be challenged. There is no one who wants you to succeed at this more than me.

We'll also work together on helping build your online portfolio, getting it as good as possible with not just the work but the overall look and your personal brand.

This class is going to make you sweat. And that's a good thing.



WHAT YOU'LL GAIN FROM THIS CLASS:

- Skills necessary to create and polish creative ad ideas for a portfolio
- Further ability to discern good from bad ideas
- Basic design skills
- Inside knowledge of ad agency creative recruiters' expectations
- Confidence in presenting your ideas

Instructor: Bob Akers
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Email: rakers@luc.edu

Office Hours: Tues. & Thurs
8:30-9:45 am and by appointment*

Heed this:

Attendance

The director Woody Allen once said showing up is 80% of life. Class will start promptly at 10:00. You should be in your seat and ready to begin at this time. Because discussions, activities and assignments will often be based on presentations shown in class, it will be critical that you arrive on time so as not to miss the point of discussion. Class ends at 3:45. Packing up your things early is disruptive to others and to me.

Excused Absences

Think about it this way, if you don't go to your job, you get fired. Same deal here. Well, you won't get fired, but if you don't attend class, you're going to be at risk of failing. Keep in mind that for much of the work for this course, you'll be working with a partner. Missing classes will adversely affect not only you but your partner. Any assignments given during any missed period must be turned in by the date assigned and it is the responsibility of the student to obtain information on any missed assignments.

If it is necessary for a student to miss a class due to a legitimate excuse, such as a major illness or true family emergency, it is the responsibility of the student to contact the instructor as soon as possible with written substantiation. Completing any missed work will be discussed at that time.

Phones, Tablets, Laptops & Other Techie Things

Laptops and iPads may only be used for certain in-class activities. At all other times, they must be stored away. Use of phones is not allowed including checking text messages, etc. as they are distracting to the

Paperless Class

No homework assignments will be accepted on paper. Submit all work on Sakai before the deadline. Any homework sent to my email will not be graded. All materials presented in class will be posted on Sakai after class as will all the instructions for homework.

Late Work

In the real world, late work means you lose your job or the agency loses the client. In this class, late work will mean you get a goose egg. Zero. Nada. I will not open Sakai if you're late. Please get it posted before the beginning of class.

**WHETHER
YOU THINK YOU
CAN OR THINK
YOU CAN'T,
YOU'RE RIGHT.**

--Henry Ford

Grading

Grading will emphasize presentations and contributions during class, along with writing exercises of varying length. It will also emphasize weekly outsidewritten assignments of varying lengths and the presentation of a term project. Specifically, course work will include individually-written papers, multiple in-class and outside-of-class exercises working as a two-person team as in the real world and a final in-class presentation of the summation of your semester of work. Also, as in the real world, students will be given the opportunity to work with different partners throughout the course. You will be graded on the lessons you absorb and apply to your work through your writings and ideas, the demonstration of your understanding of the methods and principles learned in class, and the overall progress you make; as well as the quality of your ideas and the effort you put into them.

Grading Scale: A: 100-95 A-: 94-90 B+: 89-87 B: 86-83 B-: 82-80 C+: 79-77 C: 76-73 C-: 72-70 D+: 69-67 D: 66-64 D-: 63-60 F: Less than 60

Grade Weights

- 40%** Homework. This will include all the written work (except for the final presentation) which will include several one page assignments and several longer assignments. As in the real world, the emphasis will be on the quality and the presentation of the content.
- 20%** Classroom Contributions: This would include what you say and how often you contribute in class. Raise your hand. Ask questions. Answer my questions. Ask our guests questions. Use every class as an opportunity to contribute to our collective learning.
- 40%** Final Term Presentation. This is the culmination of the best of what you've worked on all semester, presented in an online portfolio format with an eye toward making sure your "book" has a unique viewpoint.

Weekly Schedule*

Week #1
Intro to course
Writing exercise
Brief for National Parks

Week #2
Teams present work on National Parks

Week #3
Teams present work on National Parks
New Brief: Nytol

Week #4
Teams present work on Nytol

Week #5
Guest speaker
Teams present work on Nytol

Week #6
New Brief: First Response

Week #7
Teams present First Response
Writing exercise

Week #8
Spring Break

Week #9
Teams present First Response

Week #10
New brief: Roto-Rooter

Week #11
Students present Roto-Rooter

Week #12
Students present Roto-Rooter
New brief: TBA

Week #13
Teams present latest campaign

Week #14
Pulling it all together

Week #15
Teams polish semester work

The Fine Print

Cheating, Plagiarism and All Those Other Things You Really Don't Want To Do.

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

Sexual Harassment and Discrimination Policy

Loyola University Chicago is committed to maintaining an environment which respects the dignity of all individuals. Accordingly, Loyola University will not tolerate sexual harassment by or of its students, faculty, or employees. To the extent practicable, Loyola University will attempt to protect the Loyola community from sexual harassment by vendors, consultants, and other third parties who interact with the Loyola community. Loyola University is promulgating this policy to reaffirm its opposition to sexual harassment and to emphasize that learning opportunities and employment opportunities must not be interfered with by sexual harassment. Deal with individuals found to have engaged in harassment, discrimination and/or retaliation in violation of this policy. For more information on this policy please visit: http://www.luc.edu/hr/policies/policy_sexualharassment.shtml

Final Thoughts

As any student who has taken my classes has heard me say, settling on the first idea that comes to mind is not the way to get the very best idea you're capable of. The more ideas you throw upon the wall, the better your work will be and the better you'll become at making ads.

My hope is that through this class, you'll be farther along with a portfolio that will stand out from the crowd. But that will only happen if you're willing to put effort into the work.

