ADVG 4100 Creative Collective and Freelancing

Professor: Jeff Baum [he/him)]	**Email**: jeff.baum@unt.edu
Office: NA	**Office Hours**: By Appointment
Semester: Fall 2026	**Classroom**: SYMR 203
Class Times: 6:30 PM - 9:20 PM	**Modality:** Face-To-Face

Teaching Assistant: NA **Email Address**: NA

COURSE DESCRIPTION:
Hone advanced skills through special, student-selected projects to prepare for advertising work outside a traditional agency setting. Designed to support rigorous applications to advertising awards and leadership programs.

BY THE END OF THIS COURSE, STUDENTS WILL BE ABLE TO DO THE FOLLOWING:
1. Construct original advertising portfolio website work based on student-proposed ideas and projects
2. Create and manage large-scale project timelines
3. Develop persuasive presentations to delineate your ideas, status, and final products

PRE-REQUISITES:
ADVG 1000, 1100, 2000, and 2100 (Foundational Courses); 12 hours of upper-division advertising tract elective courses.

This is a Senior Experience Advertising (SEA) course created to prepare advertising students for the job market and a long-term career in advertising or other creative, client-based professions.

REQUIRED TEXT/MATERIALS:
You will be required to purchase a website domain which vary in price but do not exceed $50 per year. You will also need to purchase a Wix pro subscription which is approximately $20 per month. You are required to purchase this to publish your website.

GRADES:
In this course, you can earn up to 100 points. For more information about how many points each assignment is worth, please see the next section, ASSIGNMENTS. Please note that I make the determination of your final grade. Please do not contact me asking to change your grade unless you believe there is an error to the posted grade. Final course grades will be awarded as follows:

Total Points	Letter Grade Received
90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
50 – 59	F

ASSIGNMENTS: 100 points total
In this course you will demonstrate your growing knowledge of the world of advertising and brand communications by creating a professional website portfolio through a series of challenging assignments. These include:

Personal Statement and Branding Reflection

- **Details:** Write a 1-page personal statement reflecting on your professional identity and branding goals.
- **Point Value:** 5 points

Comprehensive Professional Self-Reflection Presentation

- **Details:** Deliver a *5–7* minute presentation reflecting on your professional journey, goals, and personal branding.
- **Point Value:** 10 points

Domain Proof Submission

- **Details:** Purchase a domain for your portfolio and submit proof of purchase.
- **Point Value:** 5 points

Portfolio Site Analysis Discussion Post

- **Details:** Submit a 300-word analysis of an excellent portfolio site.
- **Point Value:** 10 points

Website Peer Review Write-Up (Mid-Semester)

- **Details:** Review a peer's website progress and submit a 1-page write-up with feedback.
- **Point Value:** 10 points

Mid-Point Website Presentation

- **Details:** Present your website's progress to the class, showcasing key elements and branding decisions.
- **Point Value:** 15 points

Final Website Peer Review Write-Up

- **Details:** Conduct a peer review of an updated website and submit a 1-page feedback document.
- **Point Value:** 10 points

Final Website Presentation (Final Project)

- **Details:** Present your fully polished website, showcasing key sections and explaining its alignment with your professional branding.
- **Point Value: 35 points**

- **Attendance**: Everyone in this class has an extremely important role. As a class we will rely on your insight to contribute to our group's "bigger picture." If you foresee any event compromising your ability to complete work for this class, please let me know right away. You are permitted three excused absences throughout the semester without penalty. Beginning with the fourth absence, each absence deducts 5 points from your final course total. Attendance will be taken at every class period through an online survey that will ask you to provide an answer to a topical advertising question.

COURSE CALENDAR:
Please note that this schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule. Please see the ASSIGNMENTS section for more details about each assignment.

Class Dates

Week 1:

Class Day:

- **Assignment 1: Personal Statement and Branding Reflection**
  - **Details:** Write a 1-page personal statement reflecting on your professional identity and branding goals. Discuss your strengths, areas for growth, and how you plan to position yourself as a professional. Use 12 pt. font, single-spacing.
  - **Submission:** Upload your document as a Word file titled: **lastname, firstname, personal statement and branding reflection, ADVG 4100.**
  - **Grading Criteria:**
    - Clarity of goals and professional identity (30%)
    - Thoughtfulness and self-reflection (40%)
    - Writing quality (30%)
- **Activity 1:** Introduction to using AI tools in advertising.
- **Activity 2:** Set up a Wix account for portfolio creation.

Week 2:

Class Day:

- **Assignment 2: Comprehensive Professional Self-Reflection Presentation**
    - **Details:** Create and deliver a 5–7 minute presentation reflecting on your professional journey, goals, and personal branding. Include slides with visuals to enhance your narrative.
    - **Submission:** Submit your slides and any speaker notes as a Word document or PDF titled:
      lastname, firstname, professional self-reflection presentation, ADVG 4100.
    - **Grading Criteria:**
        - Relevance and depth of content (40%)
        - Visual slide design (30%)
        - Presentation delivery (30%)

Week 3:

Class Day:

- **Assignment 3: Domain Proof Submission**
    - **Details:** Purchase a domain for your portfolio website. Submit proof of purchase (e.g., a receipt or confirmation email) in a Word or PDF document. Include a brief explanation (100–150 words) of your domain choice and its alignment with your professional branding.
    - **Submission:** Save and upload your file titled:
      lastname, firstname, domain proof submission, ADVG 4100.
    - **Grading Criteria:**
        - Domain alignment with professional branding (50%)
        - Clear and complete documentation of purchase (50%)
- **Activity 3:** Complete Wix Lesson 1.

Week 4:

Class Day:

- **Activity 4:** Portfolio Day:
    - Bring all projects saved in **one Google Drive folder or flash drive**.
    - Work in pairs to select your top 4–5 projects to feature in your portfolio.
    - Review selections with Professor Sanchez.

Week 6:

Class Day:

- **Activity 5:** Complete Wix Lesson 2.
- **Activity 6:** Website workshop and updates.

Week 7:

Class Day:

- **Assignment 4: Portfolio Site Analysis Discussion Post**
  - **Details:** Find one outstanding portfolio website. Write a 300-word discussion post analyzing its strengths, including design, usability, and presentation of work. Use specific examples to support your analysis.
  - **Submission:** Submit your discussion post as a Word document titled: **lastname, firstname, portfolio site analysis, ADVG 4100.**
  - **Grading Criteria:**
    - Depth of analysis (40%)
    - Use of specific examples (30%)
    - Writing quality (30%)
- **Activity 7:** Review submitted portfolio websites as a class.
- **Activity 8:** Complete Wix Lesson 3.

Week 8:

Class Day:

- **Assignment 5: Website Peer Review Write-Up**
  - **Details:** Pair with a classmate to review their website progress. Write a 1-page review (12 pt. font, single-spaced) highlighting strengths, areas for improvement, and constructive feedback.
  - **Submission:** Save and upload your file titled: **lastname, firstname, website peer review write-up, ADVG 4100.**
  - **Grading Criteria:**
    - Depth of feedback (50%)
    - Constructiveness and tone (30%)
    - Writing quality (20%)

Week 9:

Class Day:

- **Assignment 6: Mid-Point Website Presentation**
    - **Details:** Present your website to the class, showcasing the homepage, selected projects, and any additional pages. Explain your design and branding decisions in a 5-minute presentation.
    - **Submission:** Submit your slides as a Word document or PDF titled: **lastname, firstname, website mid-point presentation, ADVG 4100.**
    - **Grading Criteria:**
        - Quality of website design and content (50%)
        - Clarity and professionalism of presentation (30%)
        - Alignment with branding goals (20%)

Weeks 10–

11: Class

Days:

- **Activity 9:** Website workshops to refine and polish projects.

Week 12:

Class Day:

Week 13:

Class Day:

- **Assignment 7: Final Website Peer Review Write-Up**
    - **Details:** Repeat the peer review process from Week 7 with updated websites. Write a 1-page review (12 pt. font, single-spaced) highlighting improvements, remaining suggestions, and overall feedback.
    - **Submission:** Save and upload your file titled: **lastname, firstname, final website peer review write-up, ADVG 4100.**
    - **Grading Criteria:**
        - Insightfulness of feedback (50%)
        - Constructiveness and tone (30%)
        - Writing quality (20%)

Week 14:

Class Day:

- **Activity 12:** Final opportunity for pre-review with Jeff Baum.
- **Activity 13:** Fully polished website workshop.

Week 15:

Finals Day

- **Assignment 8: Final Website Presentation**
  - **Details:** Present your fully polished website to the class. Include a walkthrough of key sections and explain how your site aligns with your professional branding. Presentations should last 5–7 minutes.
  - **Submission:** Submit your slides or presentation file as a Word document or PDF titled:
    lastname, firstname, final website presentation, ADVG 4100.
  - **Grading Criteria:**
    - Quality and professionalism of the website (50%)
    - Clarity and polish of presentation (30%)
    - Alignment with personal branding goals (20%)

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that

course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Jeff Baum

Jeff.Baum@unt.edu

OFFICE HOURS

I have no on-campus office. I will be available for up to 30 minutes after class and by appointment via Zoom for office hours.

ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.
Please visit UNT Financial Aid (https://financialaid.unt.edu/satisfactory-academic-progress-requirements) for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring

semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. student's responsibility to ensure all payments have been made.

Adobe Access

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html

The email address for students to ask questions or report problems is adobe@unt.edu.

JOURNALISM EQUIPMENT CHECK OUT

Checkout length for the **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out up to 72 hours.

To checkout a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours.

To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: **mayborn-equipment@unt.edu**

Journalism Equipment Room - Location and Contact Information

The Journalism equipment room is located at **Chilton Hall 410 S. Ave. C, Room 155.**

Equipment room phone number is **940-565-3580.**

Equipment room email is **mayborn-equipment@unt.edu.**

Equipment room supervisor can be reached at **ladaniel.maxwell@unt.edu**

Journalism Equipment Room - Operating Hours

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

https://forms.office.com/r/q9fakNFTM8

This form should be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room.

For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account.

If you are going to be late or unable to return equipment that you checked out on time, please email **mayborn-equipment@unt.edu** or **ladaniel.maxwell@unt.edu**

with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the My.UNT site (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the Eagle Connect website for more information (http://eagleconnect.unt.edu/) including tips on how to forward your email.

Courses in a Box

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

Important Notice for F-1 Students taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course,

students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the Dean Of Students website (www.deanofstudents.unt.edu).

Classroom Policies

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional

damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness Center
(https://studentaffairs.unt.edu/student-health-and-wellness-center#programs)
1800 Chestnut St. (Chestnut Hall)
940-565-2333
M-Th, 8 a.m. to 5 p.m.

2. Counseling and Testing Services – Free to UNT Students
(https://studentaffairs.unt.edu/counseling-and-testing-services)
801 N. Texas Blvd., Suite 140 (Gateway Center)
940-565-2741
M-F, 8 a.m. to 5 p.m.

3. UNT CARE Team – Free to UNT Students
(https://studentaffairs.unt.edu/care)
Dean of Students, University Union
940-565-2648
careteam@unt.edu

4. Psychiatric Services
(https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

940-565-2333

5. Individual Counseling – Free to UNT Students
(https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)
940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
    - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
    - After hours: Call 940-565-2741
    - Crisis Line: Text CONNECT to 741741
    - Live chat: (http://www.suicidepreventionlifeline.org)

STATEMENTS OF STUDENT LEARNING OUTCOMES

- € Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- € Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- € Demonstrate an understanding of diversity in domestic society in relation to mass communications
- € Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- € Understand concepts and apply theories in the use and presentation of images and information
- € Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- € Think critically, creatively and independently
- € Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- € Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- € Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- € Apply basic numerical and statistical concepts

- Apply tools and technologies appropriate for the communications professions in which they work