

Boston University
College of Communications
Design & New Media
CM323|CM741
Spring 2018 Tuesdays
Prof. Joyce Walsh

Project 2	Snack Product Advertisement for the College Demographic
Objectives	Concept development Image selection & reproduction Layout Design Integrate type and image
Format	Tablet Display iPad format Portrait or Landscape
Color	Full
Copy	Headline, product name or logo, and a short paragraph.
To start	1 Concept development Brainstorm! Select a snack product to advertise Concoct a connection between the snack and the college crowd Write a short headline and add a short paragraph 2 Search for photos for your design Don't compromise on content and quality. 3 Layout Thumbnail sketches 4 Edit Photo in Photoshop if necessary 5 Place image in Illustrator to add copy 6 Copy ad into an iPad frame
Final Presentation	Full color, full size printout, trim to edges. Mount on an 11" X 14" presentation board
Schedule Snow Day Revision	2.27 Concept Development Brainstorm Thumbnail sketch ideas for layouts Select one sketch; enlarge to full size and add details 3.06 No Class Spring Break! 3.13 Snow Day Class Cancelled 3.20 Illustration and Photography Find and edit photos for the ad Complete photo in Photoshop Place the image in Illustrator or InDesign to add the copy 3.27 Layout Integrate Type and Image Critique Place completed ad into an iPad frame 4.03 Submit Project 2