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  
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  
   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

3.20  
   Layout | Integrate Type and Image  
   Critique  
   Place completed ad into an iPad frame

3.27  
   Submit Project 2