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  
10.01  Concept Development  
       Brainstorm and thumbnail sketch ideas for layouts  
       Select one sketch; enlarge to full size and add details

10.08  Illustration and Photography  
       Find and edit photos for the ad  
       Optimize the photo in Photoshop  
       Place the image in Illustrator for first draft Project 2

10.15  No Class | Monday Schedule

10.22  Layout | Integrate Type and Image  
       Critique Project 2  
       Place completed ad into an iPad frame

10.29  Submit Project 2