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

03.03  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

3.10  No Class
3.17  Layout | Integrate Type and Image | Critique
      Place completed ad into an iPad frame

3.24  Submit Project 2