

**Boston University**  
**College of Communications**  
**Design Strategy & Software**  
**CM323 FI Tuesday**  
**Spring 2020**  
**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**

2.25	Concept Development
	Brainstorm
	Thumbnail sketch ideas for layouts
03.03	Illustration and Photography
	Find and edit photos for the ad
	Complete photo in Photoshop
	Place the image in Illustrator to add the copy
3.10	No Class   Enjoy Spring Break!
3.17	Layout   Integrate Type and Image   Critique
	Place completed ad into an iPad frame
3.24	Submit Project 2