

**Boston University**  
**College of Communications**  
**Design & New Media**  
**CM323 SAI M/W**  
**Summer 2019**

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**Project 2** Snack 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**

- 6.10 Illustration and Photography | Concept Development
  - Brainstorm & Thumbnail sketch ideas for layouts
  - Select one sketch; enlarge to full size and add details
  - Find and edit photos for the ad
  - Complete photo in Photoshop
  - Place the image in Illustrator or InDesign to add the copy
- 6.12 Layout | Integrate Type and Image
  - Critique
  - Place completed ad into an iPad frame
- 6.17 Submit Project 2