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

10.09  No Class | Monday Schedule

10.16  Design & Software Workshop for Project 1
       Final Revisions for Project 1

10.23  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

10.30  Guest Speaker | Rob Schmidt

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

11.13  Submit Project 2