Boston University
College of Communications
Design Strategy & Software
CM323 Tuesday
Fall 2018
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   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   Gues 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