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

11.06 Submit Project 2