Boston University
College of Communications
Design Strategy & Software
CM323 Thursday
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

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