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 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  10.03  Concept Development
          Brainstorm & Thumbnail sketch ideas for layouts
          Select one sketch; enlarge to full size and add details

          10.10  No Class | Monday Schedule

          10.17  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

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

          10.31  Submit Project 2