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