

Boston University
College of Communications
Design & New Media
CM323 SAI M/W
Summer 2018

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Project 2 Snack 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

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