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