

Boston University  
College of Communications  
Design Strategy & Software  
CM323 SAI M/W  
Summer 2020

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<b>Project 2</b>	Snack Advertisement for the College Demographic
<b>Objectives</b>	Concept development   Image selection & reproduction Layout Design   Integrate type and image
<b>Format</b>	Portrait or Landscape (8.5 in X 11 in)
<b>Color</b>	Full
<b>Copy</b>	Headline, product name or logo, and a short paragraph.
<b>To start</b>	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
<b>Final Presentation</b>	PDF (8.5 in X 11 in)
<b>Schedule</b>	6.10 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 to add the copy 6.15 Layout   Integrate Type and Image Final revisions and prepare presentation for Project 2 6.17 Submit Project 2