

Boston University
College of Communications
Design Strategy & Software
CM323 SA2 Tu/Th
Summer 2020

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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	Portrait or Landscape (8.5 in X 11 in)
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
Final Presentation	PDF (8.5 in X 11 in)
Schedule	6.09 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 6.11 Layout Integrate Type and Image Final revisions and prepare presentation for Project 2 6.16 Submit Project 2