

Boston University
 College of Communications
 Design Strategy & Software
 CM501 BI Thursday
 Spring 2024
 Prof. Joyce Walsh
 joycew@bu.edu

Project 2 Snack Advertisement for the College Demographic

Objectives Concept development | Image selection & reproduction
 Layout Design | Integrate type and image | Visual Hierarchy

Format Widescreen (16:9) Landscape (1280 px X 720 px)

Color Full

Copy Headline, product package or logo, and a 2-4 sentence 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
 - Read Chapter 4 Graphic Design Essentials
 - Don't compromise on content and quality.
- 3| Layout
 - Thumbnail sketches
- 4| Edit Photo in Photoshop if necessary (Edit in .psd Make a copy 1280x720px jpg)
- 5| Place your jpg image in Illustrator to add copy (File format 1280x720 ai)
- 6| Save as a pdf for the Google Share Drive

Final Presentation PDF (1280 X 720 px) Upload to our Google Share Drive before class begins.

Schedule	02.22.24	Illustration and Photography Advanced Photoshop
	HW	Read Chapter 4 & First draft of Project 2 (P2) (pg 146 examples)
	02.29.24	Critique Project 2 UX/UI Introduction
HW		Revise Project 2
	03.07.24	Layout Integrate Type & Image Illustrator & Photoshop
HW		Read Chapter 5 & Final revisions for Project 2
	03.14.24	No Class Spring Break
	03.21.24	Submit Project 2