

Boston University
College of Communications
Design Strategy & Software
CM501 GI Thursday
Fall 2023
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- 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**
- HW**
- 10.12 Illustration and Photography | Concept Development
Read Chapter 4 Graphic Design Essentials
Brainstorm & Thumbnail sketch ideas for layouts
Select one sketch; enlarge to full size and add details
Find and edit photos for the ad
Optimize or edit the photo in Photoshop
Place the jpg in Illustrator to add the copy
In Illustrator, after adding copy, save as a pdf for the critique
- HW**
- 10.19 Layout | Integrate Type and Image | Critique Project 2
Read Chapter 5 Graphic Design Essentials
Final revisions and prepare presentation for Project 2
- 10.26 Submit Project 2