

Boston University  
College of Communications  
Design Strategy & Software  
CM501 il Wednesday  
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**
- HW**
- 2.28 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**
- 3.06 Layout | Integrate Type and Image | Critique Project 2  
Read Chapter 5 Graphic Design Essentials  
Final revisions and prepare presentation for Project 2
- 3.13 No Class | Spring Break!
- 3.20 Submit Project 2