

**Boston University**  
**College of Communications**  
**Design Strategy & Software**  
**CM741**  
**Fall 2019**  
**Prof. Joyce Walsh**

**Project 2** Snack Product Advertisement for the College Demographic

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

**Format** Tablet Display iPad format  
Portrait or Landscape

**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
- 6| Copy ad into an iPad frame

**Final Presentation** Full color, full size printout, trim to edges.  
Mount on an 11" X 14" presentation board

**Schedule**

**Snow Day Revision**

10.02	Concept Development
	Brainstorm
	Thumbnail sketch ideas for layouts
	Select one sketch; enlarge to full size and add details
10.09	Illustration and Photography
	Find and edit photos for the ad
	Complete photo in Photoshop
	Place the image in Illustrator or InDesign to add the copy
10.16	Layout   Integrate Type and Image
	Place completed ad into an iPad frame
10.23	Submit Project 2