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  10.04  Concept Development
           Brainstorm
           Thumbnail sketch ideas for layouts
           Select one sketch; enlarge to full size and add details

           10.11  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

           10.18  Layout | Integrate Type and Image
                   Critique
                   Place completed ad into an iPad frame

           10.25  Submit Project 2