Project 2  Candy 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 candy to advertise
          Concoct a connection between the candy 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

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

03.02  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

03.09  No Class | Spring Break!

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

03.23  Submit Project 2