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
   Complete photo in Photoshop

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

   2.24  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

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

   3.10  No Class | Spring Break!

   3.17  Submit Project