Project 2  Candy Advertisement for Young Professionals 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 young professionals
            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  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

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

3.10  No Class | Spring Break

3.16  Submit Project 2