Boston University
College of Communications
Design Strategy & Software
CM501 C1 Tuesday
Spring 2024
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Project 2	Snack Advertisement for the College Demographic
Objectives	Concept development	Image selection & reproduction
	Layout Design	Integrate type and image	Visual Hierarchy
Format	Widescreeen (16:9) Landscape (1280 px X 720 px)
Color	Full
Copy	Headline, product package or logo, and a 2-4 sentence 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
      Read Chapter 4 Graphic Design Essentials
      Don't compromise on content and quality.
3| Layout
      Thumbnail sketches
4| Edit Photo in Photoshop if necessary (Edit in .psd Make a copy 1280x720px jpg)
5| Place your jpg image in Illustrator to add copy (File format 1280x720 ai
6| Save as a pdf for the Google Share Drive

Final Presentation   PDF (1280 X 720 px) Upload to our Google Share Drive before class begins.

Schedule
HW

3.05	Illustration and Photography	Concept Development
	Read Chapter 4 Graphic Design Essentials
	Brainstorm & Thumbnail sketch ideas for layouts
	Select one sketch; enlarge to full size and add details
	Find and edit photos for the ad
	Optimize or edit the photo in Photoshop
	Place the jpg in Illustrator to add the copy
	In Illustrator, after adding copy, save as a pdf for the critique
3.12	No Class	Spring Break!

HW

3.19	Layout	Integrate Type and Image	Critique Project 2
	Read Chapter 5 Graphic Design Essentials
	Final revisions and prepare presentation for Project 2
3.26	Submit Project 2