

Boston University
College of Communications
Design Strategy & Software
CM501 SA2 T/Th
Summer 2022

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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 Widescreen (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

6.09	Illustration and Photography Advanced Photoshop HW due next class: Read Chapter 4 & First draft of Project 2 (pg 146 examples)
6.14	Critique Project 2 HW due next class: Read Chapter 5 & Final revisions for Project 2
6.16	Submit Project 2