UNIVERSITY INSTITUTE OF COMPUTING PROJECT REPORT

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Branch: UIC

Section/Group: 5B

Semester: 3rd

Date of Performance: 7-11-24

Subject Name: Desktop publishing lab

Subject Code: 23CAP-204

Aim/Overview of the Project:

The aim of this project is to design a visually appealing travel poster to promote a specific destination. This project will help in understanding the fundamental design principles and using Adobe Photoshop to create graphics that effectively capture the essence of the destination.

TASK TO BE DONE:

1. Research and select an appealing travel destination.

Collect or create suitable images, graphics, and text for the poster.

2. Use Adobe Photoshop to design the layout and arrange elements.
3. Apply color schemes, fonts, and effects that enhance the visual appeal of the poster.
4. Finalize and save the poster in the required format.

STEPS FOLLOWED IN MAKING THE PROJECT:

- **Research and Planning:** Selected a destination and identified key attractions or highlights that would appeal to travelers.
- **Gathering Resources:** Collected high-resolution images of the destination, relevant icons, and fonts.
- **Setting Up in Photoshop:** Created a new document with the poster dimensions and set a background color or image that represents the destination's ambiance.

- **Adding Text and Images:** Arranged images and added eye-catching text, including the destination's name and a catchy tagline.
- **Applying Effects and Adjustments:** Used Photoshop tools like filters, gradients, shadows, and layers to enhance visuals.
- **Final Touches:** Checked alignment, color balance, and overall visual harmony before exporting the final design.

RESULT/OUTPUT/WRITING SUMMARY:

The travel poster effectively captures the essence of the chosen destination, using vibrant colors, engaging visuals, and an inviting tagline.

It serves as an attractive promotional tool that can appeal to potential travelers.

Learning Outcomes :

Enhanced understanding of design principles like color theory, typography, and layout.

Gained hands-on experience using Adobe Photoshop for professional graphic design.

Improved skills in visual storytelling through imagery and text.

Learned how to create balance and harmony in design elements.

OUTPUT: