



POSTER TO ADVERTISE AN EVENT

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Branch: bca

Semester: 3rd

Subject Name:DESTOP PUBLISHING

Subject Code:23CAP-204

UID:23BCA10568

Section/Group- 1A

Date of Performance: 24 OCT

1. Aim/Overview of the project:

The aim of this project was to design a visually engaging poster for the "Film Festival 2024" hosted by Hanover and Tyke. The goal was to create an eye-catching promotional material that conveys key event details, such as the festival dates, time, venue, and event theme. The poster serves as a marketing tool to attract potential attendees to the event.

2. Task to be done:

- Create a film festival poster with a professional and modern design.
- Include important event details like the title, date, location, and time.
- Use an image that conveys the essence of filmmaking.
- Ensure the design follows a clear hierarchy to highlight key information.
- Make the poster suitable for both print and digital formats.

1. Steps followed in making the project:

- **Conceptualization:** Determine the design theme. A bold, cinematic look was chosen, with a focus on a camera to symbolize filmmaking.
- **Gathering Assets:** Collect high-quality images related to film production, such as cameras or film reels, to include in the design.



- **Color Scheme:** A dark background with white text was selected to create contrast and readability. The use of subtle colors complements the overall professional tone.
- **Information Hierarchy:** Organize information so that the date, time, and venue are easy to find. Key phrases such as "Film Festival 2024" and "Mark the Date" were emphasized to grab attention.

2. Result/Output/Writing Summary:

The final result is a professional and visually appealing poster for the "Film Festival 2028" event, scheduled for November 10-14, 2024, in Chandigarh, CU City. The poster effectively highlights all the necessary information while maintaining an aesthetic balance between images and text. The design is versatile enough to be used in both print and digital formats for marketing purposes.

Learning outcomes (What I have learnt):

1. Design Fundamentals
2. Use of Graphic Design Tools
3. Typography and Layout
4. Effective Communication
5. Event Promotion Strategy



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Evaluation Grid:

RIMBERIO ART CLUB PRESENTS

MAY EVENT 2024

PHOTOGRAPHY *Exhibition*

Explore the artistry behind the lens and immerse yourself in captivating stories through each pictures.

**08-11
MAY 2024**

**AT RIMBERIO GALLERY,
123 CHANDIGARH ST., CU
CITY**



EXHIBITION HIGHLIGHTS:

- Photography Talks
- Photography Competition
- Photo Gears Bazaar

**FREE
ENTRY**

FURTHER INFORMATION:

WWW.REALLYGREATSITE.COM

HANOVER AND TYKE

FILM FESTIVAL 2028

Welcome to our film festival where every frame tells a story and every story has the power to change lives.



MARK THE DATE!

10-14
NOV 2024

START FROM
19.00 - 23.00

123 CHANDIGARH, CU CITY, ST 12345



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SPECIAL SHOW

2024 MUSIC FESTIVAL

FREE ENTRY

10.07.2025

8:30PM

123 CHANDIGARH, CU City,
ST 12345





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