



**CHANDIGARH
UNIVERSITY**

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UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT ON POSTER TO ADVERTISE AN EVENT

Program Name: BCA

Subject Name/Code: Desktop Publishing (23CAP-204)

Submitted by:

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UID: 23BCA10256

Section: BCA – 3 “A”

Submitted to:

Name: Mrs. jasleen kaur

Designation: Asst prof

ABSTRACT

Introduction:

Get ready to dive into the future of technology! Join us for an exciting evening of insightful talks, thought-provoking discussions, and networking opportunities at the Tech Talk. This event is your chance to learn from industry experts, explore the latest trends, and connect with like-minded individuals. Don't miss this opportunity to shape the future of technology with us!

Technique:

- **Bold Typography:** The large, bold font for "Tech Talk" immediately draws the eye, making it the focal point of the design.
- **High Contrast:** The dark background creates a strong contrast with the light text and imagery, enhancing visibility and readability.
- **Minimalist Color Palette:** The use of a limited color palette (primarily black, white, and shades of gray) creates a clean and modern aesthetic.
- **Abstract Imagery:** The abstract 3D shapes add visual interest and evoke a sense of innovation and technology, aligning with the theme of the event.
- **Clear Call to Action:** The "Register Now" button and website URL are prominently displayed, encouraging viewers to take action and sign up for the event.
- **Balanced Layout:** The elements are arranged in a balanced and harmonious manner, creating a visually pleasing composition.

System Configuration:

- **OS:** Windows 11
- **Processor:** Intel Core i3 (minimum); Core i5 or higher recommended
- **RAM:** 4 GB (minimum); 8 GB recommended

SUMMARY

Input:

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Process:

- **Define the Target Audience and Event Goals:**
 - Identify the target audience for the Tech Talk event.
 - Set clear goals for the poster, such as attracting attendees and conveying the event's theme.
- **Develop a Strong Visual Concept:**
 - Choose a color palette and typography that aligns with the tech theme, such as using bold sans-serif fonts and a minimalist color scheme.
 - Select abstract 3D shapes as the main visual element to symbolize innovation and complexity.
- **Create a Balanced Layout:**
 - Design a clear and visually appealing layout, ensuring that the key information (event title, date, time, location, and call to action) is easily visible.
 - Use a grid system to maintain consistency and proportion throughout the design.



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OF TECHNOLOGY

[NOV 15] / [5PM-7PM]

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