



PROJECT TITLE

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Branch: BCA

Semester: 3

Subject Name : Dekstop Publishing Lab

UID: 23BCA10200

Section/Group: 23BCA2/B

Date of Performance: 29 OCT

Subject Code: 23CAP204

Aim/Overview of the project: Prepare a poster for university event.

Task to be done:

Step 1: Set Up the Document

1. Open Photoshop, go to File > New.

2. Set the dimensions to a poster size, such as 1080x1350 pixels or 1920x1080 pixels if you want a landscape layout.

3. Set the background color to a dark gradient (dark brown to black) to match the invitation style.

To create a gradient, use the Gradient Tool (shortcut: G). Select a gradient from the options at the top, and drag from top to bottom on the canvas.

Step 2: Add University Logo

1. Import the Chandigarh University logo by going to File > Open & Place.

2. Place the logo in the top-left corner.

3. Use the Move Tool (shortcut: V) to position and resize the logo.

Move Tool: This tool helps reposition, rotate, and resize elements.



Step 3: Add the Title Text ("CHANDIGARH UNIVERSITY INVITES YOU")

- 1. Select the Type Tool (shortcut: T) and click on the canvas to add text.**
- 2. Type "CHANDIGARH UNIVERSITY INVITES YOU" in uppercase.**
- 3. Set the font style to a classic serif, color to white, and align it to the top center of the design.**

Type Tool: Allows you to add and edit text layers with customizable fonts, colors, and sizes.

Step 4: Create the Circular Image Frame

- 1. Select the Ellipse Tool (found under the Shape Tool dropdown).**
- 2. Hold Shift and draw a circle in the center of the canvas.**
- 3. Go to Layer > Layer Style > Stroke and set a gold stroke around the circle to create a golden frame.**

Ellipse Tool: This is used to create circular shapes. Adding a stroke gives it a border.

Stroke Layer Style: Adds an outline to any shape or text.

Step 5: Insert Graduation Image

- 1. Import a graduation photo by going to File > Open & Place.**
- 2. Resize the image to fit within the circular frame, making sure it is centered.**
- 3. In the Layers panel, right-click on the graduation image layer and select Create Clipping Mask to make it appear within the circle.**

Clipping Mask: This technique confines a layer to the boundaries of the layer below it, useful for shaping



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images within a frame.

Step 6: Add the "Class of 2024" Badge

1. Use the Ellipse Tool to create a small circle, fill it with a gold color, and place it on the top left of the main image circle.
2. Use the Type Tool to add "Class of 2024" text inside this circle, adjusting the font size and alignment as necessary.

Step 7: Add Decorative Elements Around the Image

1. Use the Custom Shape Tool or find a laurel leaf PNG image to add the gold leaf decorations on both sides of the circular image.
2. Duplicate or mirror the laurel leaf to have symmetrical leaves on each side.

Custom Shape Tool: Allows you to add predefined shapes, which can be great for decorative elements.

Step 8: Add Main Event Title ("Graduation Party")

1. Use the Type Tool to add the text "Graduation Party" below the circular image.
2. Select a cursive or script font in a gold color to give it an elegant look, and increase the font size to make it stand out.
3. Apply Layer Styles > Drop Shadow for a subtle shadow effect.

Step 9: Add Event Details

1. Use the Type Tool again to add the invitation message below the "Graduation Party" text. Use a smaller font size and align it to the center.
2. For the date and time, add "SUNDAY, 18 JULY 2024 | 07.00PM - END" in a bold, serif font in gold, placing it below the main invitation text.



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3. Add a horizontal line with small decorative elements on both ends.

To draw a line, use the Line Tool or Rectangle Tool with a thin stroke.

Step 10: Add Venue Information

1. At the very bottom, use the Type Tool to add "E2 Block, University Institute of Computing" in gold.

2. Use a smaller font size and add any decorative elements or dots above it, as shown in the original.

Step 11: Final Touches

1. Adjust the alignment and spacing for a balanced look.

2. Add Layer Styles (like Outer Glow or Gradient Overlay) to enhance the gold elements for a luxurious effect.



Learning outcomes (What I have learnt):

1. Understanding Composition and Layout Principles: Learn to organize elements using balance, contrast, alignment, and hierarchy for clear communication.
2. Mastering Adobe Tools and Techniques: Develop skills with essential tools (selection, layers, effects, and type) for versatile design capabilities.
3. Developing Typography Skills: Practice font selection, spacing, and alignment to enhance readability and impact.
4. Applying Color Theory and Psychology: Understand color choices to convey mood and message effectively, using cohesive color schemes.
5. Creating a Cohesive Visual Identity: Design with consistency to align elements with the intended brand or theme for a memorable look.



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Evaluation Grid:

Sr. No.	Parameters	Marks Obtained	Maximum Marks
1.	Demonstration and Performance (Pre Lab Quiz)		5
2.	Worksheet		10
3.	Post Lab Quiz		5