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UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT ON DESKTOP PUBLISHING (FLEX FOR UNIVERSITY EVENT)

Program Name: BCA

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

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ABSTRACT

Aim

The primary aim of this project is to design and produce a visually appealing and informative flex that effectively promotes the upcoming university event. The flex should capture the attention of the target audience, convey essential information about the event, and encourage participation.

Task to be done:

To create a flex for a university event, start by gathering essential event details, including the name, date, time, venue, and target audience. Next, determine the flex's design specifications, such as size and material. Create a layout that includes key information, visuals, and a clear call to action.

Steps followed in making the project:

1. Set Up the Document:
 - Open Adobe Photoshop and create a new document.
 - Set the dimensions according to the desired size of the flex (e.g., 4 feet by 2 feet) and ensure the resolution is set to 300 DPI for high-quality printing.
2. Background Design:
 - Choose a background color or image that aligns with the event theme and university branding.
 - Use the Paint Bucket tool or import a background image, adjusting its size and position as needed.
3. Add Text Elements:
 - Use the Text Tool (T) to add the event title, date, time, and venue information.
 - Select appropriate fonts, sizes, and colors to ensure readability and visual appeal.
4. Incorporate Visual Elements:
 - Import logos, images, or graphics relevant to the event by dragging them into the canvas.
 - Use the Transform tool (Ctrl + T) to resize and position these elements effectively.
5. Create Layout and Hierarchy:
 - Arrange the text and images in a logical flow, ensuring a clear hierarchy (e.g., event title should be prominent).
 - Use guides and alignment tools to maintain balance and symmetry.
6. Add Design Elements:
 - Include decorative elements such as borders, shapes, or icons that complement the overall design.
 - Experiment with layer styles (shadows, gradients) to enhance visual interest.

7. Review and Edit:

- Check for spelling or grammatical errors and ensure all information is accurate.
- Adjust colors, contrasts, and layouts as necessary for clarity and impact.

8. Prepare for Printing:

- Save the final design as a Photoshop (PSD) file for any future edits.
- Export the file as a high-resolution PDF or TIFF format suitable for printing.

9. Print and Setup:

- Send the file to a professional printing service and confirm the print specifications.
- Once printed, ensure the flex is properly displayed at the event venue.

Tools Used:

- Text Tool (T) – Used for all text-based elements.
- Rectangle Tool (U) – For borders, buttons, and dividing sections.
- Ellipse Tool (U) – For circular elements or highlighting areas.
- Move Tool (V) – To position and align elements.
- Layers Panel – For organizing and managing all layers.
- Bucket tool-to fill the colors
- Object Selection Tool- To cut and select our objects for matte painting.

System Configuration:

- **OS:** Windows 10 or MACOSX
- **Processor:** Intel Core i3 (minimum); Core i5 or higher recommended
- **RAM:** 4 GB (minimum); 8 GB recommended
- **Development Environment:** Adobe Photoshop, Adobe Illustrator.
- **Extras:** Pen Tablet, 100% SRGB monitor.

Learning Outcomes:

1. Mastery of Adobe Photoshop Tools

Outcome: Gained hands-on experience with essential Photoshop tools like the Text Tool, Shape Tools, Layer Management, and Blending Options.

Skills Gained: Learned how to work with layers, add effects such as shadows and strokes, enhancing the visual appeal of the storyboard.

2. Use of Branding Elements

Outcome: Understood the importance of consistent branding, using the same colors, fonts, and styles for a cohesive look.

Skills Gained: Gained insight into how to represent personal or professional qualities visually.

3. Effective Communication of Skills and Experience

Outcome: Developed the ability to present skills and experience concisely, making information accessible and easy to understand for viewers.

Skills Gained: Practiced summarizing skills and highlighting key competencies that align with industry needs.

Output:



