

**PROJECT REPORT****ON****Prepare Design for a Flex for University Fest****Program Name: BCA****Subject Name/Code : Desktop Publishing Lab****Code: 23CAP-204****Submitted by:****Submitted to:****Name: Aryan Chauhan****Name: Mr. Suman Acharya****UID: 23BCA10527****Section: BCA -- 5 'B'****Aim/Overview**

The aim of this project is to design and create a visually engaging and professional flex banner for the university fest, utilizing desktop publishing tools to produce a high-quality promotional material. The design will emphasize key features such as event highlights, dates, prize information, and registration details. Through this project, the flex aims to effectively represent the fest's theme, enhancing visibility and encouraging participation.

**Tasks to be Done**

1. **Conceptualize the Banner Layout:** Plan the overall layout by determining where each element (logo, event details, visuals) will be positioned for optimal readability and aesthetic appeal.
2. **Design the University Fest Flex Using Photoshop:** Utilize Photoshop tools to design each section, incorporating color schemes and font choices that reflect the fest's theme and attract the target audience.
3. **Include Essential Event Details:** Ensure the design clearly displays event name, dates, venue, prizes, and a "Register Now" call-to-action.
4. **Align with University Branding:** Use university-approved logos, colors, and fonts to align with official branding guidelines, maintaining a cohesive look.
5. **Proof and Finalize:** Review the design for any text or layout adjustments, ensuring everything is clear and visually balanced for the final print.

## Steps Followed:

- 1. Research and Planning:** Gathered details about the university fest theme, event dates, prize information, and university branding guidelines to understand the requirements.
- 2. Setting Up Document in Photoshop:** Created a new document with dimensions suited for a large flex banner (e.g., 6x4 feet).
- 3. Dividing Layout into Sections:** Divided the flex into sections for each element, like title, event details, and university branding, using guides to maintain symmetry.
- 4. Adding Text and Visual Elements:** Used the Type Tool to add titles, dates, prizes, and added icons or images representing the university or fest theme.
- 5. Design and Styling:** Applied relevant colors, fonts, and styling choices (like shadows or borders) to create a cohesive and appealing design.
- 6. Final Touches:** Included a "Register Now" button, website link, and any final decorative elements or icons to complete the design.
- 7. Exporting for Print and Digital:** Saved the design in high-quality formats (JPEG/PNG) suitable for print and for any digital sharing needs.

## Result/Output:

- The project outcome is a **high-quality, visually striking flex banner** that encapsulates the fest's spirit. It effectively communicates event information in an attractive layout, designed for easy readability and visual appeal. The finalized flex is ready for printing and distribution across campus and online platforms, promoting the event to the university community.



# INNOVATION & TECHNOLOGY

LET'S TALK  
ABOUT THE  
FUTURE

CHANDIGARH UNIVERSITY  
TECH FEST IS THE ULTIMATE  
BLEND OF INNOVATION  
COMPETITION, AND LEARNING!  
DIVE INTO HACKATONS,  
ROBOTICS BATTLES, AND  
EXPLORE THE LATEST AND  
CONNECT WITH TOP MIND.  
DONT MISS THE  
CHANCE THE  
FUTURE ONLY AT  
CU..



Free Online Seminar

**ARYAN  
CHAUHAN**

**7 NOVEMBER  
12: 00 PM**

## Learning Outcomes:

- 1.Developed proficiency in Photoshop for creating professional, large-scale designs.
- 2.Enhanced ability to balance text and visuals in a layout for clarity and engagement.
- 3.Gained experience in adhering to university branding requirements.
- 4.Improved understanding of organizing information effectively in limited space.
- 5.Strengthened knowledge in using desktop publishing tools for promotional material creation.



**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