



FLEX FOR UNIVERSITY EVENT

Student Name: Damanpreet Kaur

Branch: BCA (UIC)

Semester: 3rd

Subject Name: Desktop Publishing

UID: 23BCA10299

Section/Group: 2-B

Date of Performance: 25/10/24

Subject Code: 23CAP-204

1. Aim/Overview of the project:

*** 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.**

2. 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.

3. 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.

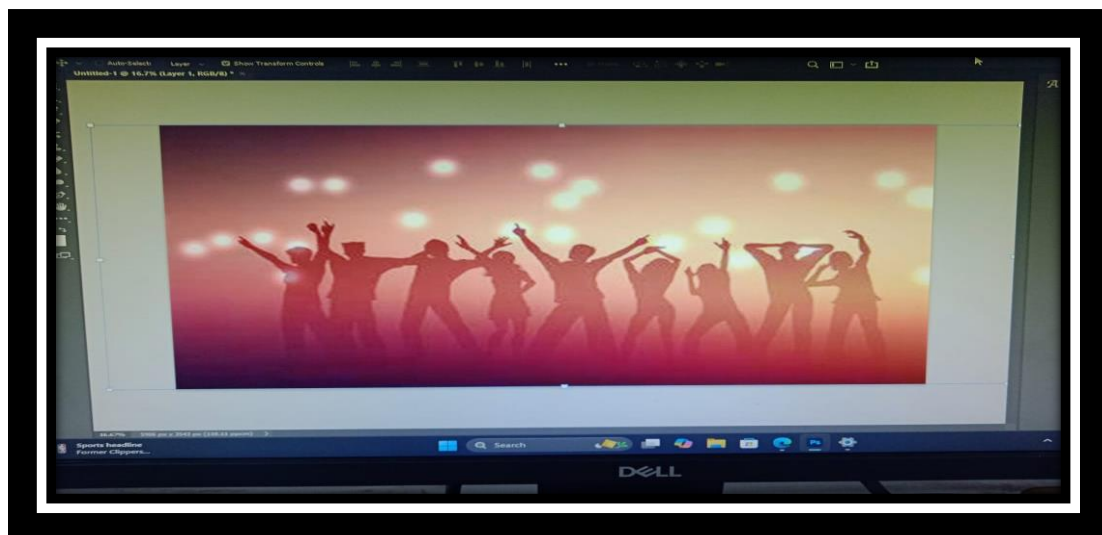
8. Prepare for Printing:

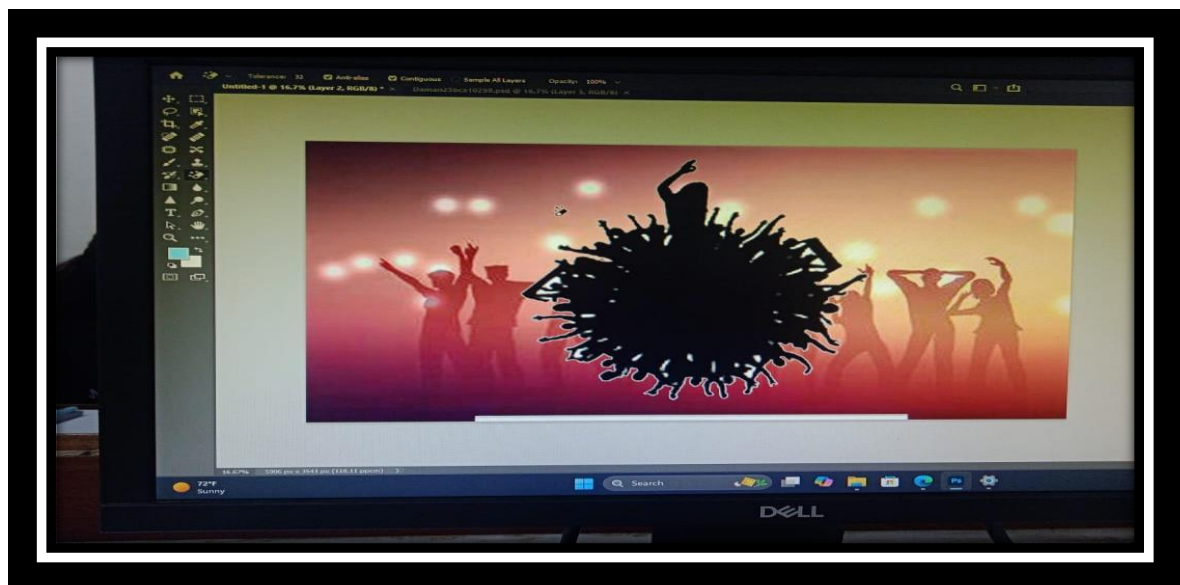
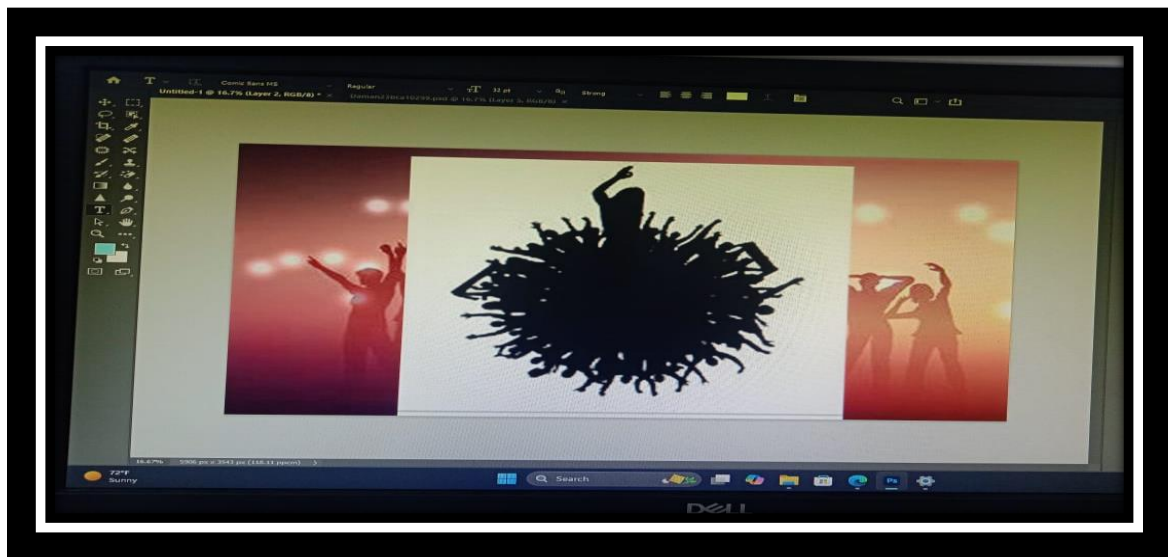
- Save the final design as a Photoshop (PSD) file for any future edits.
- Export the file as a high-resolution PDF or TIFF format suitable for printing.

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.

4. Result/Output/Writing Summary:





Learning outcomes (What I have learnt):

- 1. Graphic Design Skills:** Gain proficiency in using Adobe Photoshop tools and features to create visually appealing designs.
- 2. Layout and Composition:** Learn to organize elements effectively, ensuring a clear visual hierarchy and balanced composition.
- 3. Typography:** Understand the importance of font selection, size, and color for enhancing readability and conveying the event's tone.
- 4. Color Theory:** Develop an understanding of color schemes and their emotional impact on the audience.
- 5. Image Manipulation:** Acquire skills in importing and editing images, including resizing and applying effects to enhance the overall design.
- 6. Attention to Detail:** Cultivate the ability to review designs for accuracy, ensuring all information is correct and visually cohesive.
- 7. File Preparation for Print:** Learn how to prepare and export files in the correct formats and resolutions for professional printing.
- 8. Project Management:** Understand the steps involved in managing a design project, from concept to completion, including feedback and revisions.
- 9. Creative Problem Solving:** Develop skills to creatively solve design challenges and adapt ideas based on feedback.
- 10. Collaboration:** Experience working collaboratively with stakeholders to gather input and make design decisions that meet event goals.



EVALUTION GRID:

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