





Design Workshop

Day 2

- Nibida Ghimire

Topics Covered



Color Theory

Branding

Fundamentals of Poster Design

Hands on Poster Design

Topics Covered

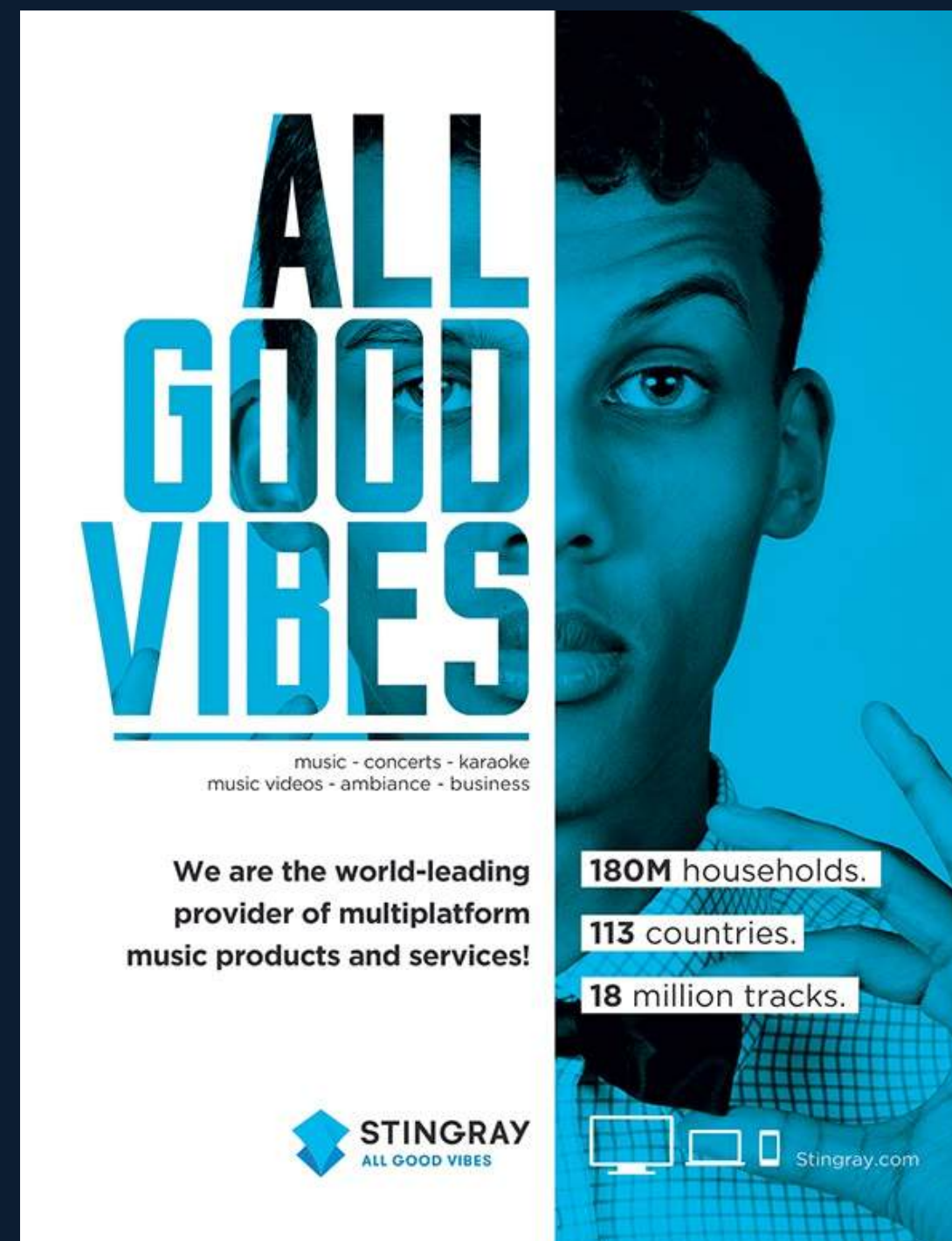


Color Theory

Branding

Fundamentals of Poster Design

Hands on Poster Design



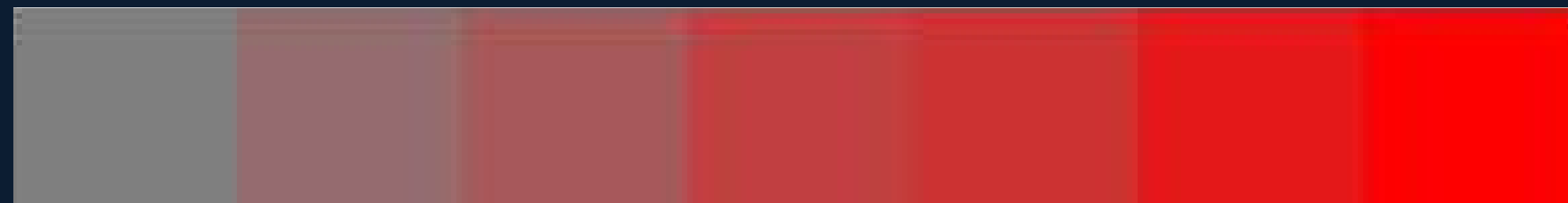
HSL- Hue, Saturation, Lightness



Hue

Actual Color

HSL- Hue, Saturation, Lightness



Saturation

Intensity

HSL- Hue, Saturation, Lightness



Tint = Lightness

Shade = Darkness

HSL- Hue, Saturation, Lightness



RGB

- Primary colors of light
- Used to display on computer screen

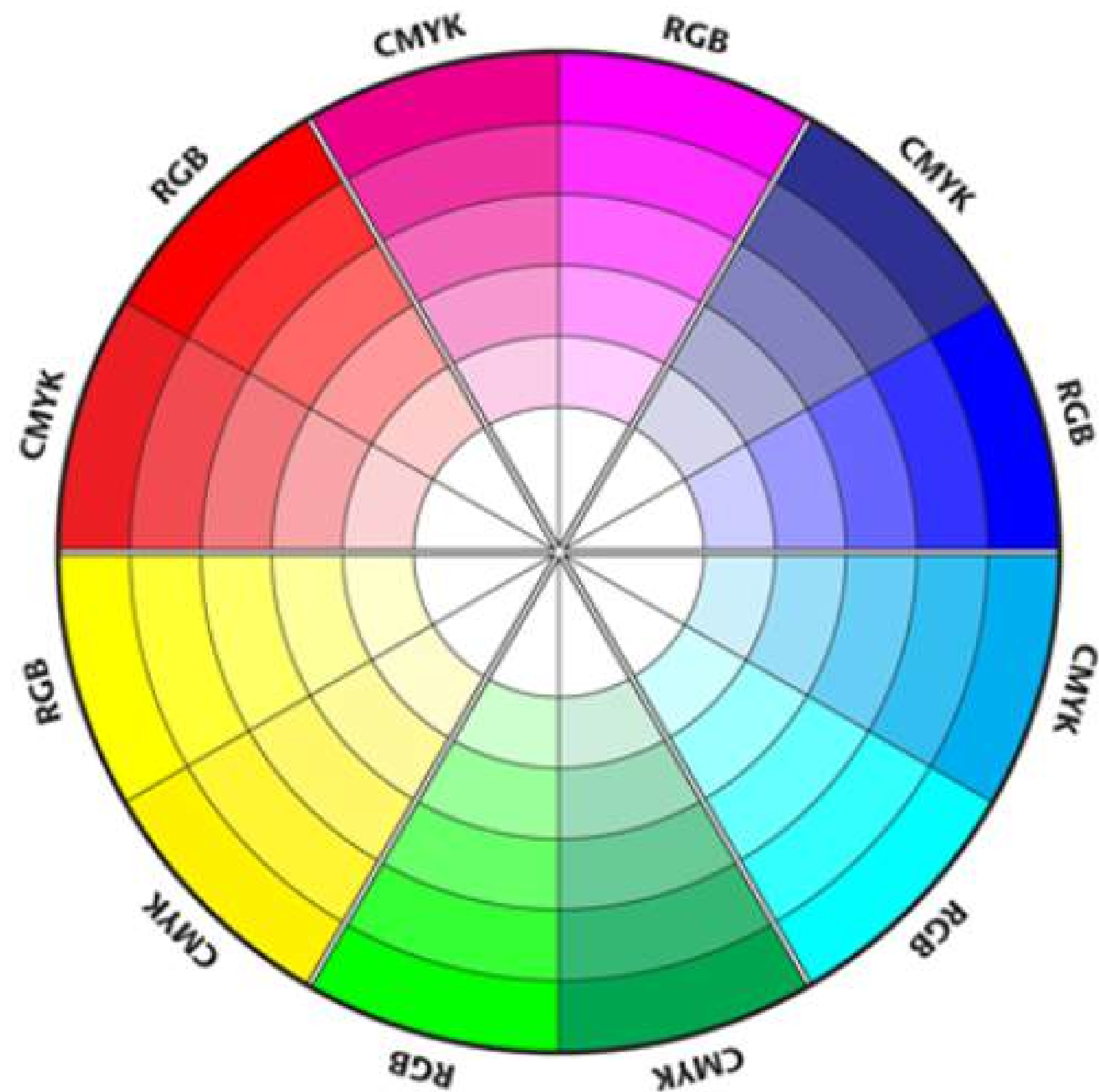
Red, Green, Blue

CMYK

- Primary colors of printing

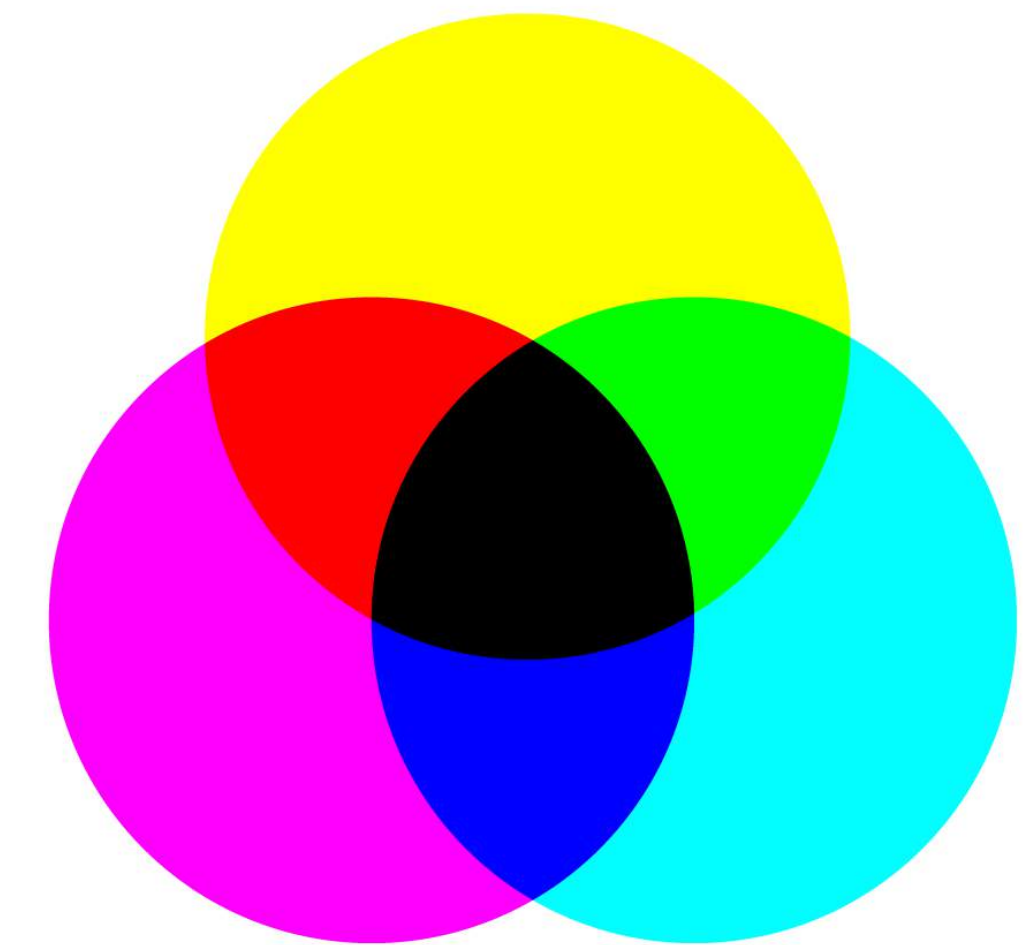
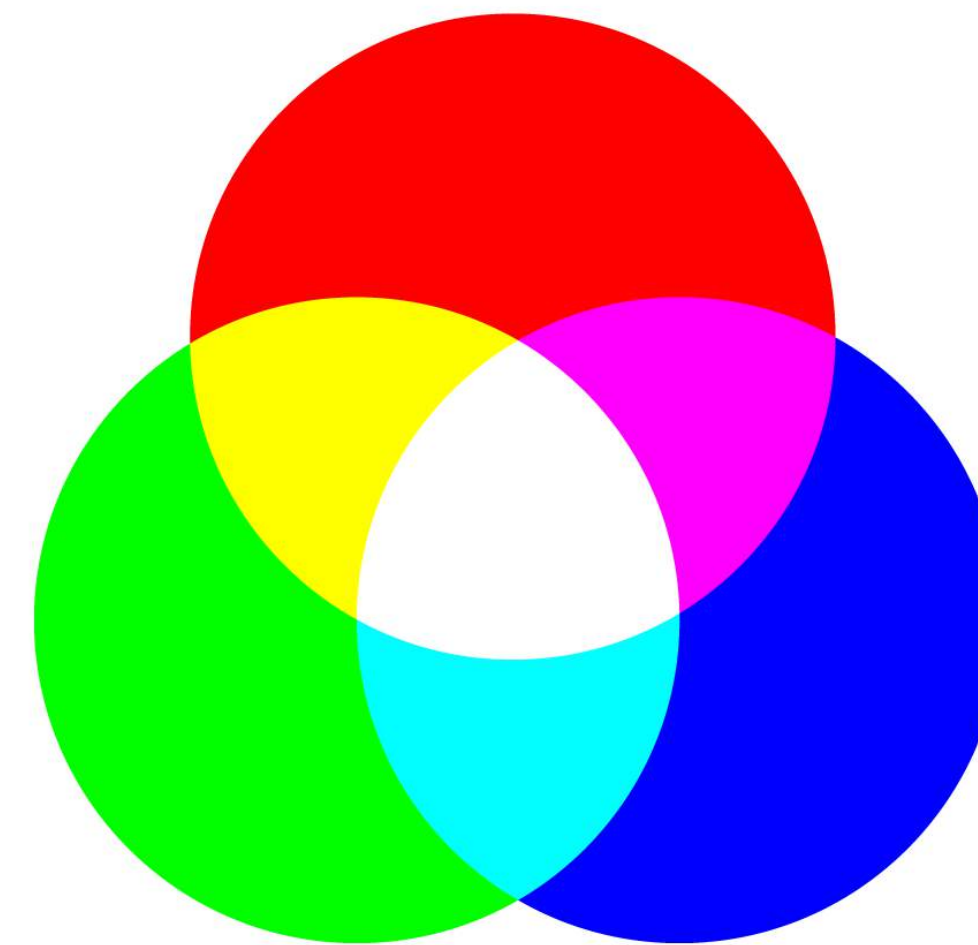
Cyan, Magenta, Yellow, Key(Black)

Color Modes



RGB

CMYK



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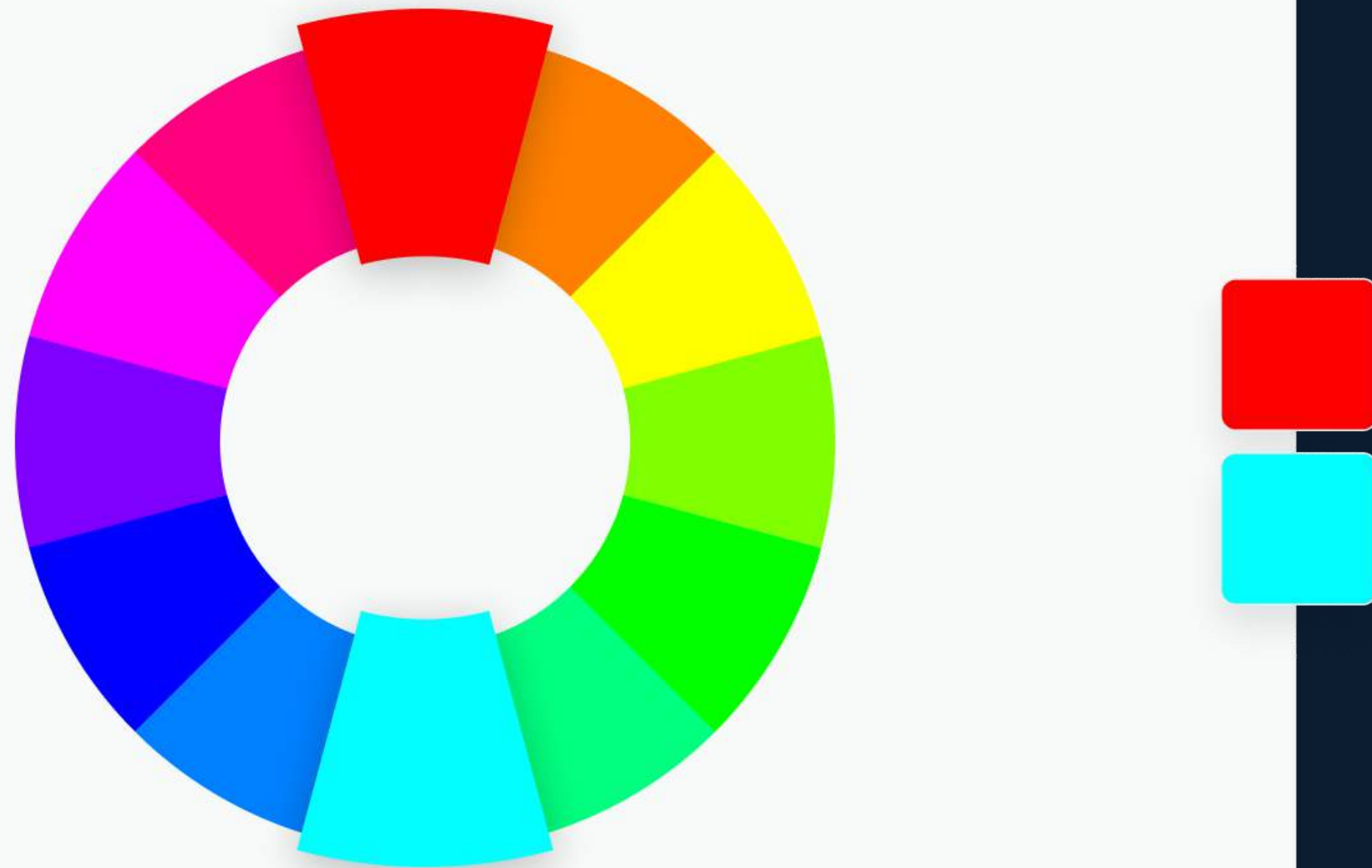
Additive

Subtractive

Fun Fact

Magenta - The color that DOESN'T EXIST

Color Combinations



Complementary

High contrast, bold combinations.



Color Combinations



Monochromatic

Creates a clean, elegant look.



Color Combinations

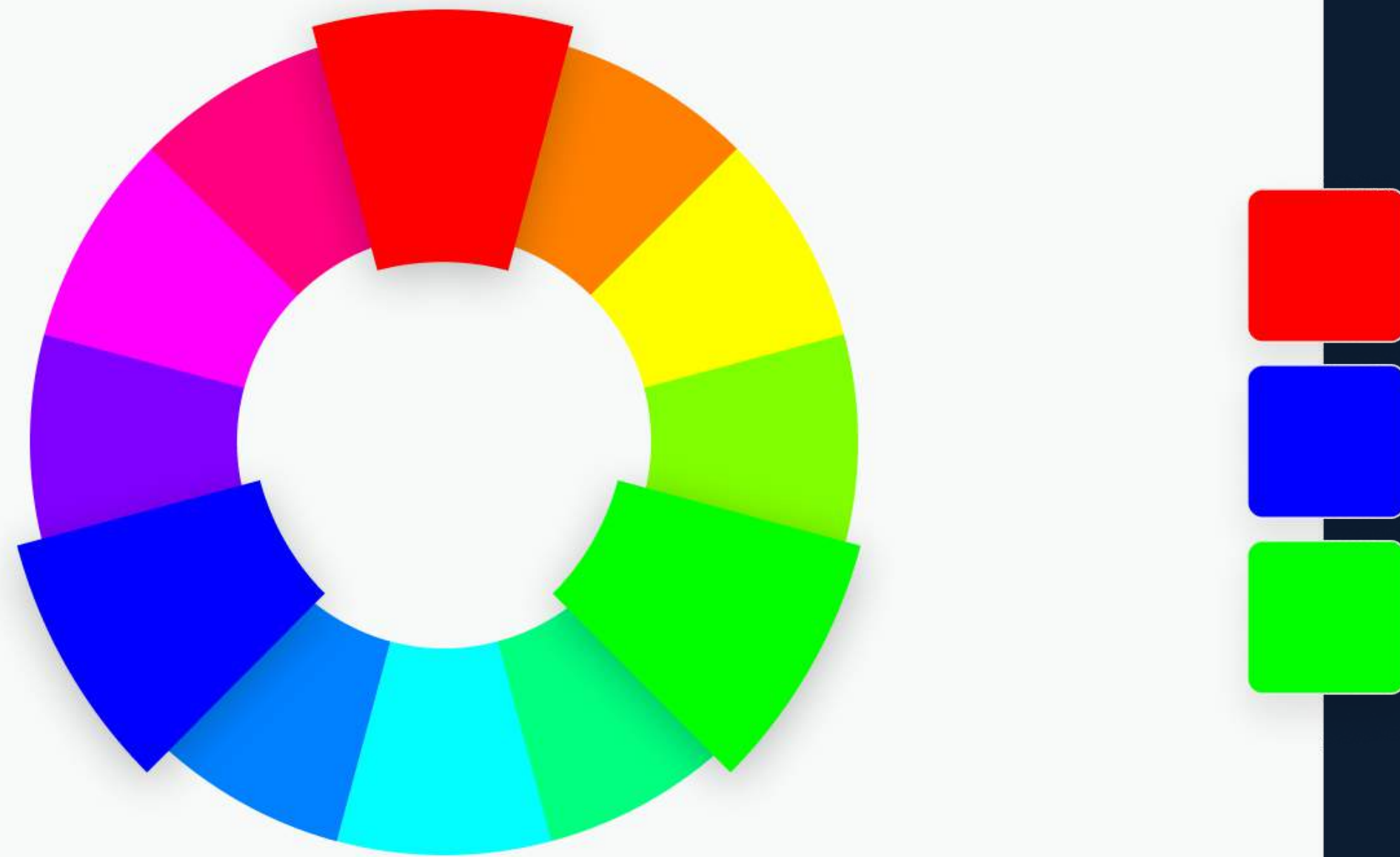


Analogous

Smooth, harmonious combinations.



Color Combinations

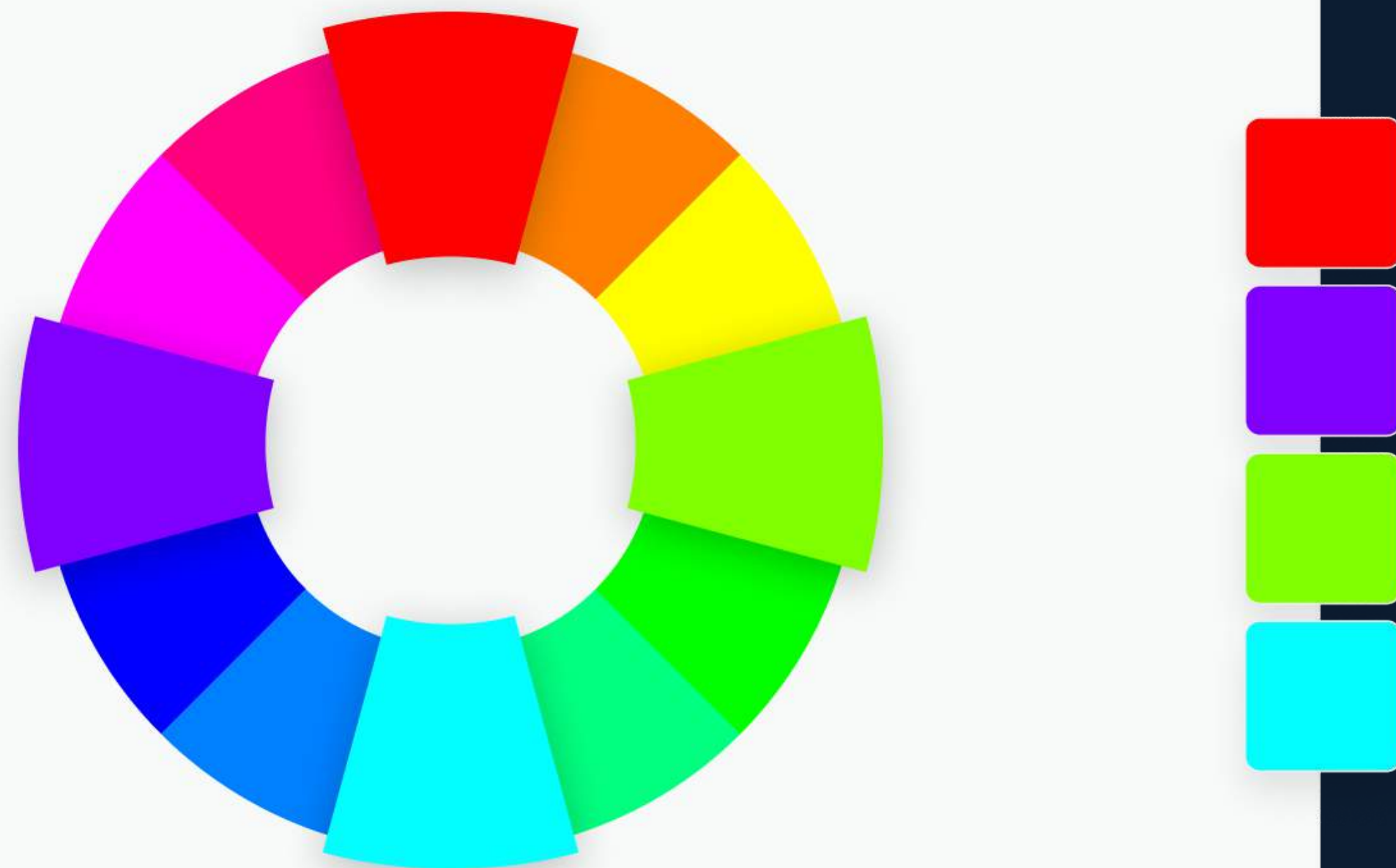


Triadic

Balanced, vibrant, and visually engaging



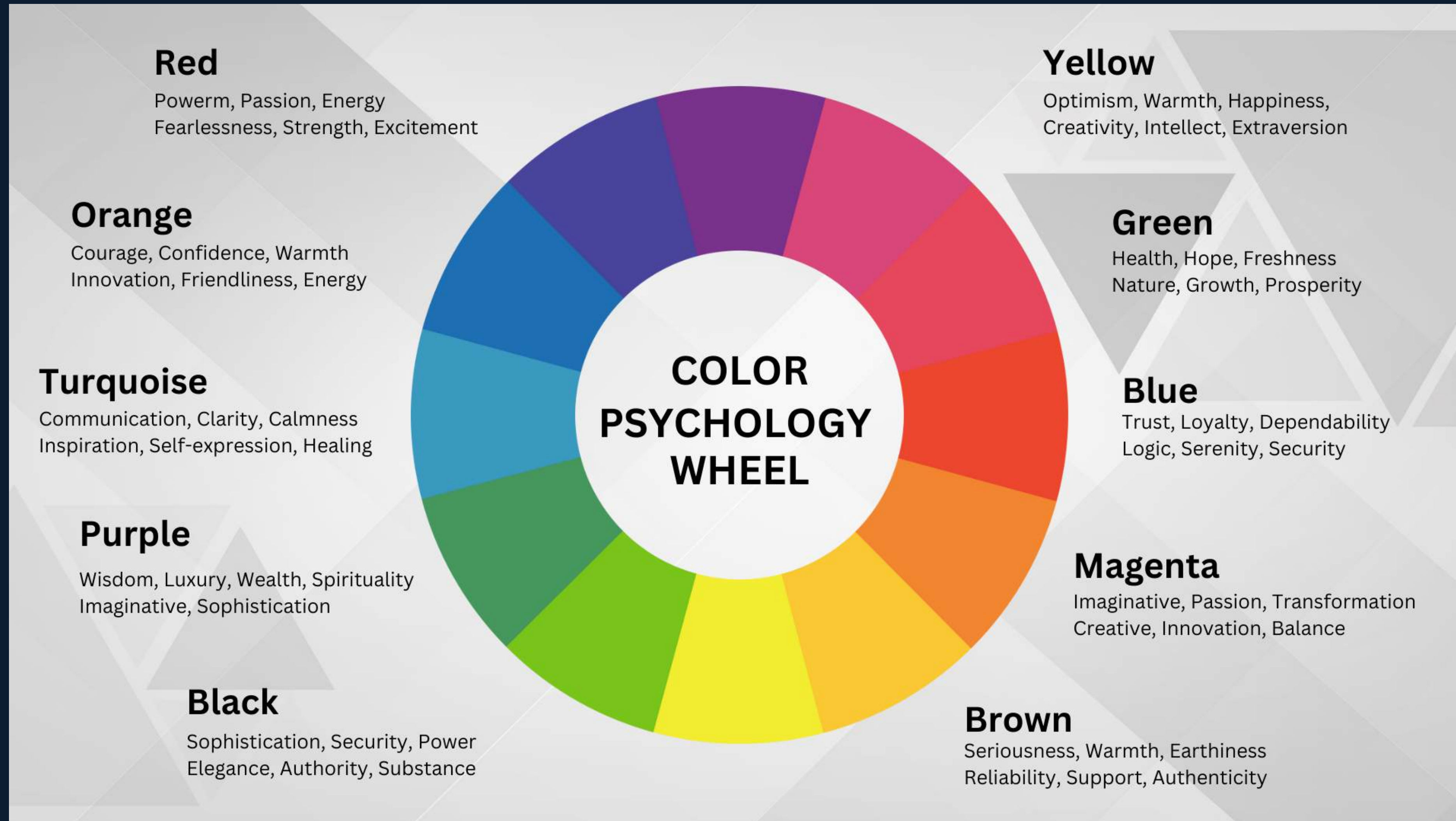
Color Combinations



Tetradic

Dynamic Color Combination





Branding



2 Main, 1 accent, 2 neutral

A vibrant poster for a Design Workshop. It features a central illustration of a person in a yellow shirt and blue pants, holding a large black pen and a tablet, surrounded by colorful geometric shapes and design tools. The background is a dark gradient with purple and blue accents.

IT Club

Design Workshop

Details:

Magh 27 - Falgun 1 📅

7:30 AM - 9:30 AM ⌚

DoECE, Pulchowk Campus 📍

Registration: **Free**

Syllabus

Register Here

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Branding





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Workshop on

LLM & RAG



Details:

Magh 7-9 

6:00 PM - 7:00 PM 

Online 

Registration: **Free**

Syllabus




Register Here




 /itclubpulchowk

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 /c/ITClubPulchowk





Exploratory Data Analysis



Details:


Poush 12 - 14 

7:00 PM - 8:30 PM 


Online 


Registration: **Free**


Syllabus




Register Here



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Branding





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Exploratory Data Analysis







Details:
Poush 12 - 14
7:00 PM - 8:30 PM
Online
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Syllabus



Register Here



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Accent Color is Flexible!

<https://colors.co/>

<https://color.method.ac/>

Funamentals of Poster Design

Purpose & Audience

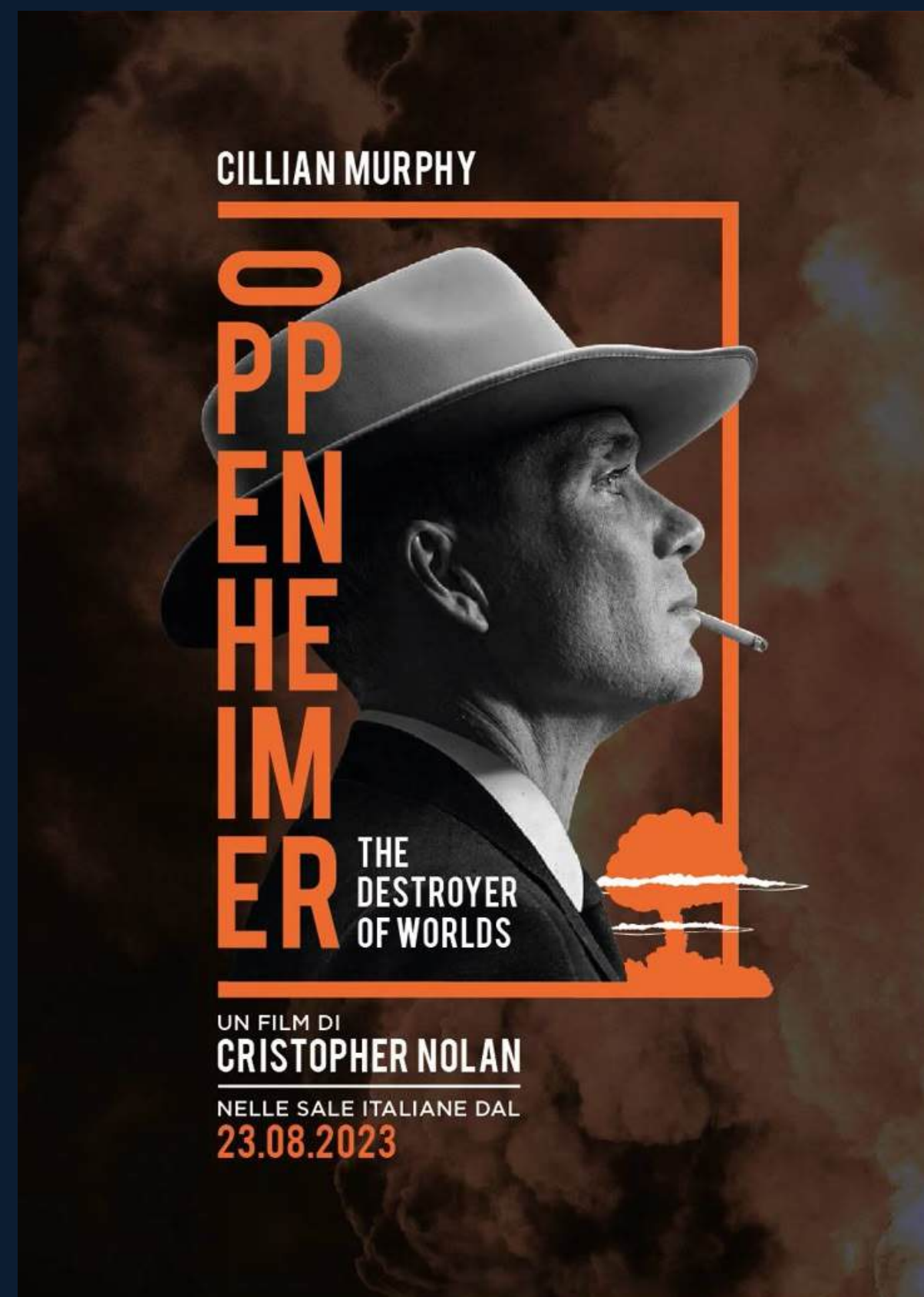
Hierarchy & Layout

Visual Elements or Graphics

| Purpose | Audience |
|-------------|--------------------|
| Informative | Students |
| Promotional | Professionals |
| Persuasive | Public |
| Educational | Children |
| | Social Media Users |

Purpose

Promotional



Informative



Visual Elements or Graphics

Icons



Images



Illustrations



Visual Elements or Graphics

Icons

Illustrations

- **Freepik**
- **Undraw.co**

Images

- **Unsplash**
- **Pexels**
- **Pixabay**

Hierarchy & Layout

Guide Viewers Eye in a Structured way



@aprilpixels03



YOU WILL READ THIS FIRST

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a lightweight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph

Read caption



Reach Us
Today

+233599181438



@aprilpixels03

Hierarchy & Layout

Typography

Color & Contrast

Size and Scale

Spacing

Alignment

**Bold Typography
& Contrast**



@aprilpixels03



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Reach Us
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@ aprilpixels03

Establishes a reading order



@aprilpixels03



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@ aprilpixels03

Skipped?
Large text,
Less dominant lightweight font



@aprilpixels03



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Read caption



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@ aprilpixels03

Subtle pink highlight



@aprilpixels03



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Read caption



- Adds artistic touch without overpowering the text

- Matches pink text
- Balances text in left

Reach Us
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+233599181438

@aprilpixels03



@aprilpixels03



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You'll probably read this before the paragraph



Read caption

Reach Us
Today

+233599181438

@ aprilpixels03

Call to Action

- Text:
- Left Aligned
 - Consistent spacing

Margin

@aprilpixels03

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You'll probably read this before the paragraph

Read caption

Reach Us Today

+233599181438

@ aprilpixels03

Good Amount of White Spaces

Visual Element Complements the text



How do you Learn to Design?


How do you Learn to Design?

Start Creating


ALL GOOD VIBES




music - concerts - karaoke
music videos - ambiance - business

**We are the world-leading
provider of multiplatform
music products and services!**



STINGRAY
ALL GOOD VIBES






Stingray.com

180M households.

113 countries.

18 million tracks.



LOCUS 2025
21st National Technological Festival

CLASH ROYALE

Registration Open

 Pulchowk Campus

 Magh 11, 12, 13

 11 AM to 4 PM

Registration Fee: Rs 200
Deadline: Magh 11
Prize Pool: Worth Rs 5K+

Register Here:
<https://bit.ly/LocusgamingClash-royale>



For more information:
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 Pawan Kharel 9824045736



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