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UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT
DESIGN EVENT POSTER

Program Name: BCA

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

Submitted by: Submitted to:

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BCA – 3 "A"

Task: Design a Traveling Poster in Adobe Photoshop

Result/Output:

A visually appealing traveling poster showcasing a specific destination, complete with engaging visuals, typography, and color schemes that capture the essence of the place. The poster may include images, text (like a catchy slogan), and essential travel information.

Summary:

1. Concept Development:

- Choose a destination (e.g., Paris, Tokyo, or a national park).
- Gather inspiration from existing travel posters.

2. Gather Resources:

- Collect high-quality images (either personal photos or stock images).
- Choose a color palette that reflects the destination's vibe.

3. Setup in Photoshop:

- Create a new document with the desired dimensions (e.g., 24x36 inches).
- Set up guidelines for layout consistency.

4. Design Elements:

- Background: Use a captivating image or gradient that sets the tone.
- Images: Incorporate photos of key landmarks or attractions.
- Text: Add a catchy title, travel slogan, and essential details (like dates or travel tips).
- Typography: Select fonts that complement the theme—bold for titles, legible for body text.

5. Final Touches:
- Adjust the color balance and contrast for visual impact.

- Add effects like shadows or highlights to give depth.

- Ensure all elements are aligned and balanced.

6. Export: Save the final design in a suitable format (like JPEG or PDF) for printing or digital sharing.

Learning Outcomes:

Adobe Photoshop Skills: Enhanced proficiency in using layers, blending modes, and text formatting.

Design Principles: Understanding of composition, color theory, and typography in poster design.

Creativity: Ability to conceptualize and visualize travel experiences in a compelling way.

Project Management: Experience in planning and executing a design project from concept to completion.

Features of a Traveling Poster

1. Visual Imagery:
    o High-quality, cap va ng images of the des na on (landmarks, landscapes, cultural elements). o Use of vibrant colors that evoke the feel of the place.

2. Typography:
    o A en on-grabbing tle or slogan that reflects the essence of the des na on. o Clear, legible fonts for essen al informa on (dates, ac vi es, ps). o Crea ve font pairing that enhances the visual appeal.

3. Color Scheme:
    o A cohesive color pale e that resonates with the des na on

(e.g., warm tones for tropical locales, cool hues for winter des na ons). ₒUse of contrast to make key informa on stand out.

4.   Layout and Composi on:

ₒBalanced arrangement of images and text for visual harmony. ₒ Effec ve use of white space to avoid clu er and guide the viewer's eye.

5.   Branding Elements:

ₒ Inclusion of logos or branding for tourism boards or travel agencies, if applicable. ₒConsistent style that aligns with the des na on's promo onal materials.

6.   Informa ve Content:

ₒ Essen al travel details (best mes to visit, travel ps, mustsee a rac ons). ₒQR codes or links for more informa on, connec ng viewers to digital resources.

7.   Call to Ac on:

ₒ Encouraging phrases like "Book Now," "Explore More," or "Visit Today" to mo vate poten al travelers.

8.   Cultural References:

ₒ Incorpora on of local symbols, tradi ons, or cultural highlights to give depth and context. ₒIllustra ve elements that represent the des na on's iden ty (e.g., food, fes vals, wildlife).

9.   Visual Hierarchy:

ₒ Strategic placement of elements to guide the viewer's focus from the most important informa on to suppor ng details.

10.   Special Effects:

o Use of textures or overlays to add depth (e.g., vintage effects for a nostalgic feel).