



PROJECT TITLE

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1. Aim/Overview of the Project

- **Project Goal**

The goal of this project is to design a visually appealing and informative travel poster that captures the essence of the chosen destinations—Manali, Dharamshala, and Kasol. By emphasizing the cultural, historical, and natural attractions, the poster will inspire potential travelers and promote tourism.

- **Target Audience**

The poster is aimed at adventure seekers, families, nature lovers, and cultural explorers who are interested in visiting unique and diverse destinations in the Himalayas.

- **Tourism Promotion**

This project intends to showcase each destination's highlights to increase awareness and interest. The poster will encourage both local and international tourists to explore these regions, boosting tourism and supporting local economies.

- **Visual and Informational Balance**

The poster will combine striking visuals with concise, engaging text to present a balanced overview that is both informative and eye-catching. The design will also focus on readability and aesthetic appeal.

2. Task Breakdown

- **Pick a Destination**

- Select locations that have unique attractions and are popular among travelers. Manali, Dharamshala, and Kasol were chosen for their cultural richness, scenic landscapes, and adventure opportunities.

- **Research the Destination**

- Collect detailed information on each location's top attractions, historical significance, cultural aspects, and travel tips.
- Research current trends, activities, and landmarks to include up-to-date and relevant information that would appeal to the audience.

- **Design the Poster**

- Use design tools like Adobe Photoshop to arrange visuals and text in a balanced, engaging way.
- Choose a color palette that reflects the vibe of each destination (e.g., earthy tones for Dharamshala's spirituality, vibrant colors for Manali's adventure theme).
- Include icons or symbols that represent each location, such as mountains for trekking or religious symbols for spiritual sites.

- **Get Feedback**

- Share the initial design with peers, teachers, or friends to gather feedback on readability, visual impact, and overall appeal.
- Make adjustments based on their suggestions to improve the design's effectiveness and appeal.

- **Present Your Work**

- Prepare to share the final poster in class, explaining the design choices and why these destinations were chosen.
 - Describe the process and highlight the main features of the poster to engage the audience and answer any questions they may have.
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3. Steps Followed in Making the Project

- **Choose a Destination**

- Selected Manali, Dharamshala, and Kasol for their unique combination of adventure, culture, and natural beauty.
- Considered what would make each destination attractive to travelers, such as activities and scenic views.

- **Research the Location**

- Gathered information on the main attractions, cultural landmarks, and travel tips for each location.
- Researched interesting facts and historical background to provide travelers with more context on each place.

- **Identify the Audience**

- Defined the target audience as families, solo travelers, and adventure enthusiasts who would appreciate the cultural and natural attractions of these destinations.
- Tailored the content and visuals to appeal to a diverse audience by showcasing various activities and experiences.

- **Collect Visuals**

- Sourced high-quality images that showcase the landscapes, culture, and attractions of each destination.
- Selected images that are visually engaging and represent the atmosphere of each location—snow-capped mountains for Manali, monasteries for Dharamshala, and riverside views for Kasol.

- **Create a Draft Layout**

- Planned the arrangement of text and images, focusing on a balanced layout that is easy to follow.
- Positioned key information at the top and visuals in the center to draw attention, with additional details in a logical flow.

- **Design the Final Poster**

- Used Photoshop to finalize the layout, adding color accents and choosing fonts that match the theme of each destination.

- Emphasized readability by adjusting font sizes and choosing contrasting colors for text and background.
 - **Review and Present**
 - Made final revisions based on feedback, ensuring all elements were visually cohesive and aligned.
 - Prepared to present the final poster to the class, ready to discuss the design process and the unique qualities of each destination.
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4. Result/Output/Writing Summary

- **Project Outcome**

The final travel poster showcases the unique appeal of Manali, Dharamshala, and Kasol, each location highlighted for its defining characteristics. Manali is portrayed as an adventure destination with opportunities for skiing, trekking, and mountain exploration. Dharamshala is presented as a spiritual center with Tibetan cultural sites and serene landscapes, while Kasol captures a laid-back, scenic vibe with its riverside cafes and hiking trails.

- **Visual Composition**

The poster balances captivating images with informative text, creating a visually appealing design that also provides essential information about each destination. A cohesive color palette ties the elements together, while clear headings and icons make it easy to navigate.

- **Inspirational Message**

The poster aims to inspire travelers by emphasizing the diversity and beauty of the Himalayas, inviting them to explore the unique experiences offered by each destination. This serves as an effective promotion of local tourism.

- **Project Skills Gained**

Through this project, I enhanced my skills in research, design, and layout, learning how to create a visually attractive and informative poster that can appeal to a broad audience.

5. Learning Outcomes

- **Graphic Design Skills**

- Developed skills in Adobe Photoshop, mastering the use of layers, color adjustments, and image placement to create a professional and engaging design.

- **Image Editing**

- Improved techniques in image cropping, resizing, and color correction, enhancing the visual quality and cohesion of the poster.

- **Typography**

- Learned about font selection, spacing, and placement, ensuring readability and aesthetic appeal across the poster design.

- **Layer Management**

- Gained experience organizing multiple layers, making it easier to adjust elements individually without disrupting the overall design.

- **Creative Problem-Solving**

- Enhanced my ability to find creative solutions for design challenges, such as balancing text and visuals, managing space, and choosing complementary colors.

- **Audience Awareness**

- Learned to consider the audience's preferences, adjusting the content and visuals to suit their interests and ensuring the design resonates with potential travelers.

- **Visual Storytelling**

- Developed an understanding of how to convey a story or theme through images, colors, and text, creating an immersive experience for viewers.