UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT
ON
FLEX FOR UNIVERSITY EVENT

Program Name: BCA

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

Submitted by: **Submitted to:**

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<u>Overview of the project:</u>

Create a vibrant and engaging flyer for CU Fest 2024, Chandigarh University's mega national cultural fiesta, using Adobe Photoshop. The flyer will capture attention through energetic colors, clear typography, and compelling visuals that represent the event's theme. It will include crucial information like the event dates, main highlights, and registration details.

<u>Task to be done:</u>

1. **Objective:**

Create an appealing flyer for CU Fest 2024 at Chandigarh University, showcasing it as a vibrant cultural event with highlights, dates, and registration details.

2. **Visual Appeal:**

•Use high-quality graphics, colors, and icons that represent the cultural essence of the festival.

•Include a clean and bold event title, CU Fest 2024, prominently displayed to grab attention.

•Keep the layout organized and easy to read, with a cohesive color scheme and consistent font style.

3.   Key Information:

•Clearly present the following details on the flyer:

•Event Name: CU Fest 2024

•Dates: 10th nov 2024

•Location: Chandigarh University

•Highlight: Live DJ Night

•Include any additional event highlights or special attractions if applicable.

•Add a QR code for registration, making it easy for students to sign up.

4.   Call to Action:

•Encourage the audience to register by using phrases like "Don't Miss Out!" or "Register Now!"

•Display the QR code prominently, along with a brief instruction such as "Scan to Register."

5.   Target Audience:

•Tailor the flyer's visual style and messaging to appeal to university students and young attendees.

•Use energetic language and images that resonate with the excitement and diversity of a cultural fest.

<u>Steps followed in making the project:</u>

1. **Set Up the Document:**Open photoshop and create a new document.Go to File > New.

2. **Set the dimensions:**Set the dimensions for the standard university flex.

3. **Resolution:**Set resolution for flex.(Set 300 dpi).

4. **Add background:**Add a festive background image that matches the theme of the fest using place embedded and resize it to fit the canvas.

5. **Add the University logo:**Import the university logo and place it at the top left corner.Use File > Place Embedded to add the logo as smart object.

6. **Add Fest title:**Use place embedded option can add fest title

7. **Add date and time:**Use the text tool(T) to add the title.Use Bold,easily readable fonts and ensure the title stands out.

8. **Customize the text:** Customize the text by adjusting the font size,color and effects through layer > layer style.

9. **Add Scanner:** Add scanner at the right bottom corner of the document using place embedded option.

10. **Final adjustments:**Make sure all elements are properly aligned.Double check that the colors looked good.

11. **Save and export:**Save the PSD(File > Save As).Export the final flex.

<u>Learning Outcomes</u>

1.Understanding Design Principles:

•Gain a strong understanding of essential design principles, such as layout composition, visual hierarchy, and color harmony, which help in creating visually appealing flyers.

2.Proficiency in Design Software:

•Develop skills in using Adobe Photoshop or similar design tools for creating professional-quality marketing materials.

•Learn to set up documents, work with layers, and apply various tools to enhance visual impact.

3.Effective Communication Through Visuals:

•Learn how to communicate event details clearly and attractively through visual elements and typography, making it easy for the audience to understand and engage.

4.Target Audience Analysis:

•Develop an ability to tailor designs according to the preferences and interests of a specific audience—in this case, university students and young attendees.

5.Incorporating Key Information:

•Understand how to prioritize and organize essential information (dates, venue, highlights) to ensure clarity and prevent overcrowding in the design.

6.Using Call-to-Action Techniques:

•Learn how to incorporate a strong call to action (e.g., "Register Now!" with a QR code) to effectively encourage audience participation.

7.   Attention to Detail in Design:

8. •Improve attention to detail by ensuring accuracy in text, alignment, and color consistency, resulting in a polished, professional flyer.

OUTPUT:-