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UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT ON CHAINED TO THE SCREEN THE REALITY OF SOCIAL MEDIA ADDICTION

Program Name: BCA

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

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ABSTRACT

Introduction:

In the digital age, social media has become an integral part of daily life, connecting people across the globe in ways previously unimaginable. However, this constant connection comes with a hidden cost. Social media addiction has emerged as a growing concern, as individuals, especially the younger generation, find themselves spending more time online than they might realize or desire. What once started as a tool for communication and entertainment has transformed into a powerful force that influences behaviour, emotions, and even mental health.

The effects of social media addiction are profound. Beyond time loss, it impacts mental health, leading to increased levels of stress, anxiety, depression, and even sleep disturbances. Physically, excessive screen time contributes to eye strain, disrupted sleep, and a sedentary lifestyle. Socially, relationships can suffer as individuals replace in-person interactions with screen time, leading to feelings of isolation and a distorted sense of self-worth fueled by online comparisons.

Technique:

To create a visual for "Chained to the Screen - The Reality of Social Media Addiction" in Adobe Photoshop, follow these techniques:

- **Layering and Compositing:** Multiple layers were used to position and arrange elements like the figure, chains, and smartphone screen, forming a unified scene. This involved adjusting each element's size and position to make the composition realistic and balanced.
- **Blending Modes and Transparency:** Various blending modes, layer masks, and opacity adjustments created a seamless integration of the chains with the screen. This added to the impression that the person is physically bound to the screen.
- **Color Correction and Detailing:** Adjustments to brightness, contrast, and color saturation unified the color scheme and gave the image a dark, intense atmosphere. Additional details like shadow effects and highlights helped enhance depth and realism.

System Configuration:

- Software: Adobe Photoshop (Version 2019 or later)
- Operating System: Windows 10 or macOS Mojave (or newer)
- Processor: Intel Core i5 (8th generation) or AMD equivalent
- RAM: 8 GB (16 GB recommended for optimal performance)
- Graphics Card: NVIDIA GTX 1050 or AMD Radeon RX 560 (or better)
- Storage: At least 5 GB free space

SUMMARY

Input:

Image Selection Tools:

- **Pen Tool:** For precise selection around the person, smartphone, and chain elements.
- **Quick Selection Tool:** Used for larger areas, like the background.
- **Magic Wand Tool:** For similar color areas, like the screen or background shadows.

Layer Manipulation Tools:

- **Layers Panel:** Organized and managed each element separately.
- **Layer Masks:** Selectively hid or revealed parts of each layer for seamless blending.
- **Layer Blending Modes:** Blended layers to create realistic light and shadow effects.

Color Correction and Adjustment Tools:

- **Curves:** Adjusted the tonal range of the image to add depth.
- **Levels:** Improved overall brightness and contrast.
- **Hue/Saturation:** Enhanced color vibrancy where needed.

Other Tools:

- **Transform Tool:** Resized and skewed elements, like the chains, for perspective accuracy.
- **Brush Tool:** Added details and texture.
- **Smudge Tool:** Blended edges for smoother transitions.
- **Filter Gallery:** Applied filters, such as blur, to add emphasis and focus.

Process:

1. Image Selection:

- Chose images with a consistent color palette and mood, such as chains and a smartphone.

2. Image Preparation:

- Resized and cropped images for fitting the composition.
- Adjusted color contrast with Levels and Curves.

3. Background Creation:

- Created a background layer with a gradient or dark hue to emphasize focus on the central elements.

4. Adding the Smartphone:

- Positioned the phone centrally, adding a soft glow effect to make it appear as the source of light.

5. Adding Chains:

- Carefully layered chains around the person's hands and phone screen, adjusting their opacity and blending modes to simulate physical attachment.

6. Detailing the Person:

- Applied shadow effects and added highlights to depict a realistic connection between the person and their phone.

7. Final Adjustments:

- Added adjustment layers like Curves and Color Balance to enhance the cohesive look.
- Added atmospheric shadows and haze to further enhance the mood.
- Used the Clone Stamp Tool and Healing Brush for any imperfections.
- Sharpened the image slightly to improve the final detail quality.

OUTPUT:

