



Prepare a Poster to Advertise an Event

Student Name: Lhawang Jamtsho

UID: 23BCA10452

Branch: 23BCA

Section/Group: 23bca7 "A"

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Aim/Overview Of The Project

The aim of this project is to design an engaging and informative poster that effectively promotes a specific event. This involves applying principles of desktop publishing to create a visually appealing layout, utilizing appropriate graphics and typography, and conveying essential event details. The goal is to attract potential attendees and generate interest in the event, showcasing the importance of effective communication through visual media.

The objective of this project is to design a captivating and informative poster to promote a specific event, using Adobe Photoshop as the main design tool. This includes:

- i. **Effective Communication:** The project seeks to demonstrate how visual design can communicate information clearly and concisely. The poster will convey essential details such as the event **name, date, time, and location** ensuring that the target audience can easily understand and engage with the content.
- ii. **Design Principles:** The project will apply fundamental of adobe photoshop design principles, including balance, contrast, alignment, and repetition. These principles will guide the layout and aesthetic choices, enhancing the visual appeal of the poster and making it more effective in capturing attention.
- iii. **Audience Engagement:** The poster will be tailored to appeal to the intended audience, incorporating elements that resonate with them. This includes selecting appropriate images, colours, and fonts that align with the event's theme and objectives, thereby fostering interest and encouraging attendance.
- iv. **Creativity and Innovation:** This project provides an opportunity to showcase creativity in design. By exploring different design concepts and experimenting with various layouts and visual elements, the aim is to produce a unique poster that stands out in a crowded visual environment.
- v. **Promotion of the Event:** Ultimately, the poster aims to effectively promote the event, raising awareness and generating excitement. By combining attractive visuals with compelling text, the project will seek to motivate individuals to participate, thus achieving the event's goals.

Task to be done

For my project on preparing a poster to advertise an event, here are the key tasks I should complete:

- i. Gather event details by confirming the event title, date, time, and location to ensure accuracy.
- ii. Identify the target audience by determining who the event is aimed at, such as students or professionals, to tailor the message.
- iii. Design elements by choosing a colour scheme that fits the event theme to make the poster visually appealing and select fonts for the title and body text, ensuring they are clear and readable.
- iv. Create visuals by finding or creating images and graphics to include on the poster that relate to the event's theme and deciding on the layout, considering where to place text and images for balance.
- v. Write content by drafting engaging text for each section, including the title to make it catchy and relevant, the date and time to clearly state when the event will take place, the location to include the venue name and address, a description to provide a brief overview of the event, activities to highlight key activities and special guests, registration info to include details on how to register or RSVP, and contact info to provide a way for people to reach out with questions.
- vi. Design the poster using design software or online tools, like Canva or Adobe Spark, to create the poster and arrange your text and visuals according to your planned layout for optimal clarity.
- vii. Review and revise by checking for spelling and grammar errors to maintain professionalism, ensuring all information is accurate and clear, and getting feedback from peers or instructors.

Steps followed in making the project

To start, I made the size of the canvas before beginning to design the poster. This step is crucial as it ensures that the dimensions fit the intended display or print size. I set the canvas size to 61x91 cm, which is a standard poster size.

Next, I selected an image to use as the background for my poster. After placing the image on the canvas, I applied a colour overlay to darken it slightly. This adjustment made the background less distracting and ensured that the text and other elements would stand out more clearly against it.

Once the background was set, I used the **Eraser Tool** to carefully remove any unwanted parts of the image that didn't fit the design. This helped to refine the look of the background, making it more focused and cohesive.

Following that, I utilized the **Shape Tool** to create several shapes along the bottom edge of the canvas. These shapes served as decorative elements and also provided a space for additional information. I chose different colours for the shapes to add visual interest to the poster.

After creating the shapes, I clicked on "**File**," then selected "**Place Embedded**" to import multiple photos into the document. This feature allowed me to add various images that complemented the event theme. Once the images were imported, I used the **Clipping Mask Tool** to insert these images inside the shapes I had created. This technique made the images fit perfectly within the shapes, enhancing the overall design.

I then added the university logo and the Sunburn logo to the top left and right corners of the poster. Positioning these logos strategically helped to brand the event and gave it a professional look.

To provide all the necessary details about the event, I used the **Text Tool**. I applied my typography skills to choose appropriate fonts, colours, and sizes for the text. I varied the font styles to create a hierarchy of information, making the event title prominent while keeping details like the date and location clear and easy to read.

Once all elements were in place and I was satisfied with the overall design, I exported the file. This final step saved my poster as a png.



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Result/Output

CU FESTIVAL
2024

SATURDAY, NOVEMBER 25, 2023
2:00 PM - 5:00 PM

CHANDIGARH UNIVERSITY, PUNJAB
Chandigarh University, NH-05, Ludhiana, Highway, Chandigarh State, Punjab 140413

Learning outcomes (What I have learnt):

Through creating the event poster, I learned a lot about graphic design. I became more familiar with Adobe Photoshop and how to use its tools, like the Eraser Tool and Shape Tool. I practiced editing images by applying colour overlays and removing parts I didn't want. I also improved my typography skills, choosing different fonts, sizes, and colours to make the text stand out. Adding logos helped me understand the importance of branding in design. I learned how to organize layers effectively so I could edit my work easily. Additionally, I figured out how to save my poster in the right formats for printing and sharing. Overall, I developed my creative thinking by figuring out how to arrange different elements in a way that looked good together; while also making sure everything was clear and free of mistakes. This project also taught me how to use my time wisely so I could complete everything on schedule.