**UNIVERSITY INSTITUTE OF COMPUTING**

**PROJECT REPORT**

**ON**

Website template

Program Name: BCA

Subject Name: Desktop Publishing Lab

**Submitted by: Submitted to:**

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ABSTRACT

Introduction:

Adobe Photoshop is one of the most popular tools for creating high. ality mockups, which are visual representations of a website, app, or product design. Mockups are useful for showcasing design concepts, esting layout ideas, and communicating design intentions to clients or team members before moving on to the development phase. Here's an entroduction to creating mockups in Photoshop and the key concepts to understand.

Technique:

Step 1: Setting Up the Canvas

1. Open Photoshop and create a new document. Set dimensions: Width = 1920 px, Height = 1080 px, and Resolution = 72 DPI (for web).

• Ensure the Color Mode is set to RGB for screen display.

2. Add Guides to create a grid structure.

Go to View > New Guide Layout.

Choose a 12-column grid with 30 px margins to ensure consistent spacing across elements.

Step 2: Create the Header

1. Draw the Header Background:

Select the Rectangle Tool (U) and draw a rectangle across the top of the canvas. Set its height to about 100 px.

enpert product images, convert them to Smart Objects, and place them

athin each container Besize and position images as needed.

Product Details the the Type Tool to add product names, prices,

to Cart") below each image. and a CTA (e.g., "Add Style the CTA button with a background color (e.g., red) and rounded edges

et Brand Logos

da Divider Line:

Draw a horizontal line beneath the featured products section to separate it from the brand logos.

Insert Brand Logos:

Import each brand logo as a Smart Object and place them in a row. Use guides to align the logos consistently.

Design the Latest Products Section

Add a Section Title:

Below the brand logos, use the Type Tool to add "Latest".

• Create Product Cards:

Repeat the process from the featured products section, but add six product cards in this row.

Include pagination buttons beneath these products by creating small circles with the Ellipse Tool and arranging them in a row.

Design the Footer

1. Draw Footer Background:

Use the Rectangle Tool to create a rectangle at the bottom of the canvas. Fill it with a beige or light yellow color.

2. Add Footer Links:

e the Type Tool (1) to add the text logo (eg., "Bonfire"). Customize the font, stre, and color to make it stand out (white or light

pow works well Crew Navigation Links:

Use the Type Tool (T) to add each navigation item (eg., "Desktops," Laptops & Notebooks"

Position the links evenly across the header.

Adit a dropdown menu for one of the items using Rectangle Tool for background and Text Tool for options (e.g., "Samsung," "Android").

And the Hero Banner

Draw the Banner Background:

Create a rectangle below the header with a light gray color (#f2f2f2).

Set the height to about 400 px to make it prominent.

Insert the Hero Image:

Import an image (use a placeholder if needed), convert it into a Smart Object, and position it within the banner

Resize and center-align the image.

Use the Type Tool to add bold text, such as "Childish Gambino".

Add Text and Call-to-Action (CTA):

Below this, add a tagline or CTA button with "Shop Now." Style the CTA with a contrasting background color (e.g., teal) and ad

rounded corners using Rectangle Tool.

Create the Featured Products Section

add a Section Title:

Use the Type Tool to write "Featured" in bold

2. Design Product Cards:

Rectangle Tool to create a container (about 200x250 px) for each product.

3. Add Product Images:

Duplicate this container to create four product slots in a row.

Use the Type My Accadd categories like "About Us" "Customer Service," and

Social Media Icons:

layout for better organization.

import icons for social media (Facebook, Twitter, etc.) and place them in the footer.

Touches

apply Drop Shadows:

Add subtle drop shadows to elements like product cards and buttons to make them stand out.

Refine Text and Color:

Adjust the font sizes and colors to ensure readability and visual harmony.

Check Alignment:

Use Photoshop's Align Tools to ensure that elements are perfectly aligned with the grid.

Save and Export:

Save your mockup as a PSD file for future editing.

Use Photoshop's Align Tools to ensure that elements are perfectly aligned with the grid

Save and Export:

Save your mockup as a PSD file for future editing.

Export as a JPEG or PNG to share with clients or team members.

SUMMARY

Header:

Contains the logo, navigation links, and a shopping cart icon. The header background color (orange) is likely a solid color fill layer.

• Main Navigation:

Uses text layers and dropdown menus created with the shape and text tools. The navigation links are evenly spaced, with a hover effect using a color overlay or underline.

Hero Banner:

Features a central image, overlay text, and a call-to-action button. This banner uses a combination of Smart Objects, layer styles (drop shadow or gradient overlay), and masks for image adjustments and text prominence.

• Product Display Sections:

Featured Products: Each product card is a group of layers containing a product image text, and buttons. Drop shadows or strokes are applied to make products stand out.

Brands Section: Logos are placed in a grid format with consistent spacing, likely organized using the alignment tools. Latest Products: Similar to the featured products section, but with a pagination bar at the bottom created with the shape tool and filled circles.

• Footer:

Contains links organized in columns for accessibility. Background fill and text are designed with the text and shape tools, and alignment tools ensure consistency across columns.

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output







