



PROJECT TITLE

Student Name: Syed Nameera

Branch: BCA

Semester: 3

Subject Name : Dekstop Publishing Lab

UID: 23BCA10028

Section/Group: 23BCA2/B

Date of Performance: 29 OCT

Subject Code: 23CAP204

Aim/Overview of the project: Prepare a design for a flex for university fest **Task**

to be done:

1. Setting Up the Document

- Open Adobe Illustrator or Photoshop.
- Set the dimensions based on your flex size requirements (e.g., 36x24 inches).
- Set the resolution to at least 300 DPI for clear print quality.

2. Title/Header Section

- Use the Type Tool (T) to create the fest title at the top.
- Choose a bold, modern font that conveys excitement, like Impact, Bebas Neue, or Montserrat
- Apply layer styles in Photoshop or effects in Illustrator to add a glow or shadow for emphasis.

3. Date, Time, and Venue

- Place this information under the title in a slightly smaller font size.
- Add small icons next to the date and time for a visual cue. Use Adobe's icon library or create simple shapes for a clock and calendar.

4. Theme of the Fest

- Add a theme tagline just below the date and time.



- To convey the fest's vibe, add themed graphics or a background that aligns with the theme.
- Use blending modes in Photoshop (e.g., Multiply or Overlay) for subtle effects or overlays.

5. Event Highlights

- List out main events (like Concert, Workshops, Art Shows) with small icons.
- Use Shape Tools (rectangle, circle) to create icons or import vector icons.
- Arrange events neatly in columns or rows for easy readability.

6. Registration and QR Code

- Place the QR code for registration on the lower part of the flex.
- Add a call-to-action like "Scan to Register!" near the QR code.
- Use bright colors or a small border to make it stand out.

7. Sponsor Logos

- Place sponsor logos at the bottom. Keep them slightly transparent so they don't overpower other elements.
- Use Align Tools to keep them neatly aligned.

8. Contact Details and Social Media

- Include contact info using smaller font size for secondary details.
- Add icons for social media (use vector shapes or downloaded icons) with handles for easy access.

9. Final Touches

- Add subtle patterns or gradient overlays in the background for depth.
- Adjust brightness, contrast, and color balance to make colors pop.
- Export as a high-quality *PDF* or JPEG for printing. Ensure "CMYK" color mode for print-ready colors.



Steps followed in making the project:

Here's a step-by-step breakdown of the process for designing a flex for a university fest in Adobe Illustrator or Photoshop:

Step 1: Set Up Your Document

- Open Adobe Illustrator or Photoshop and create a new document.
- Set the dimensions according to the flex size required, e.g., 36x24 inches, with a 300 DPI resolution (for high-quality print).
- Choose CMYK color mode if you're preparing the flex for printing, as it's optimal for print colors.

Step 2: Create the Header

- Use the Type Tool (T) to type the title of the university fest.
- Set it in a bold, eye-catching font like Impact, Bebas Neue, or Montserrat.
- Adjust font size and color to make the title stand out; add effects like a shadow or glow to enhance visibility.

Step 3: Add Event Details (Date, Time, Venue)

- Insert the date, time, and venue directly below the title in a slightly smaller font.
- Add small icons next to each detail to visually organize the information.
- Adjust font styles for consistency, ensuring the text remains readable from a distance.

Step 4: Insert the Theme and Highlights

- Write a theme tagline below the event details.
- Add a subtle background graphic or pattern that matches the theme for cohesion.
- List key event highlights, such as Workshops, Concerts, or Art Shows, and include small icons to represent each activity.
- Arrange the highlights in columns or rows, using Shape Tools to add icons for visual interest.



Step 5: Add Registration and QR Code

- Place a QR code at the bottom or corner of the flex for easy accessibility.
- Include a call-to-action, like “Scan to Register!”, in a contrasting color for visibility.
- Use a bright color background or small border around the QR code to make it stand out.

Step 6: Insert Sponsor Logos

- Place sponsor logos at the bottom of the flex, ensuring they're aligned.
- Use the Transparency Tool to make them slightly transparent, so they don't distract from the main content.
- Use Align Tools to keep all logos neatly organized.

Step 7: Add Social Media and Contact Information

- Include social media handles and contact details, using icons for platforms like Instagram, Facebook, and Twitter.
- Add a small font size for secondary information like phone numbers and email addresses.

Step 8: Enhance Background and Apply Final Touches

- Add subtle patterns or gradient overlays to the background to make the design vibrant without overpowering text.
- Adjust brightness, contrast, and color balance for consistent, eye-catching colors.
- Use tools like Layer Styles and Blending Options for final enhancements.

Step 9: Save and Export

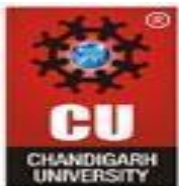
- Save your project as an Adobe file (PSD or AI) for future edits.
- Export the final design as a PDF or high-quality JPEG in CMYK mode to ensure print quality.



Following these steps, you'll achieve a professional, vibrant flex design for your university fest, complete with organized information, attractive visuals, and clear readability.

Learning outcomes (What I have learnt):

1. Understanding Composition and Layout Principles: Learn to organize elements using balance, contrast, alignment, and hierarchy for clear communication.
2. Mastering Adobe Tools and Techniques: Develop skills with essential tools (selection, layers, effects, and type) for versatile design capabilities.
3. Developing Typography Skills: Practice font selection, spacing, and alignment to enhance readability and impact.
4. Applying Color Theory and Psychology: Understand color choices to convey mood and message effectively, using cohesive color schemes.
5. Creating a Cohesive Visual Identity: Design with consistency to align elements with the intended brand or theme for a memorable look.



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Evaluation Grid:

Sr. No.	Parameters	Marks Obtained	Maximum Marks
1.	Demonstration and Performance (Pre Lab Quiz)		5
2.	Worksheet		10
3.	Post Lab Quiz		5



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NAAC
GRADE A+
ACCREDITED UNIVERSITY

OUTPUT:



CLASS OF 2023 GRADUATION

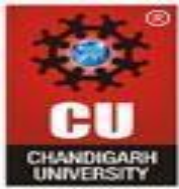
THE LUMINATION OF YEAR'S OF HARD
WORK AND LEARNING

DATE : MAY 26
TIME : 1:00 PM - 5:00 PM
LOCATION : 123 PITONG GATANG ST., ANY CITY



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