



PROJECT TITLE

Student Name: Nidhi Gera

Branch: BCA

Semester: 3

Subject Name : Dekstop Publishing Lab

UID: 23BCA10010

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:

Step 1: Set Up the Document

1. Open Photopea and go to File > New.
2. Set the dimensions to something wide, like 1920x1080 pixels.
3. Set the background color to light pink by choosing a custom color in the Background Contents option.

Step 2: Add University Logo

1. Go to File > Open & Place to import the Chandigarh University logo.
2. Position the logo in the top-left corner. Use the Move Tool (shortcut: V) to drag and place the logo.

Move Tool: This tool lets you reposition layers by clicking and dragging.

Step 3: Add Text Layers

1. "CHANDIGARH UNIVERSITY PRESENTS"



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Select the Type Tool (shortcut: T) and click on the canvas to create a text box.

Type "CHANDIGARH UNIVERSITY PRESENTS" and use a serif font in dark red. Adjust font size as needed.

Position this text at the top-center.

Type Tool: This tool allows you to add text to your project. You can customize font style, size, color, and alignment.

2. "ENCORE 2024"

Use the Type Tool again to add "ENCORE 2024" in a large, decorative font.

To add emphasis, go to Layer > Layer Style > Drop Shadow to add a shadow effect.

Layer Style: This menu lets you add effects like shadows, glows, and gradients to enhance text and images.

3. "GET READY TO UNLEASH THE FUN OF ENCORE 2024"

Use the Type Tool again for this text. Choose a smaller font size, similar to "CHANDIGARH UNIVERSITY PRESENTS."

Position it below "ENCORE 2024" in uppercase and set it in the same color.

Step 4: Create the Ribbon Background

1. To make a ribbon-like effect, use the Brush Tool (shortcut: B) and set the Brush Settings to a wavy shape.



2. Draw colorful ribbons behind "ENCORE 2024."

Brush Tool: This tool is used for freehand drawing and painting. You can adjust its size, shape, and hardness in the Brush Settings panel.

---Step 5: Date and Event Details Box

1. Select the Rectangle Tool (found in the Shape Tools) and draw a box.

- 2.

Set the Fill color to a light pink or muted red in the Properties panel on the right.

Rectangle Tool: Part of the Shape Tools, this allows you to draw rectangular shapes. You can change its fill and stroke color.

2. Use the Type Tool to add the dates "15 NOV-18 NOV" inside the box in bold.

3. Below this box, add smaller text, "Participate Now and Win Cash Prizes Worth 1 La

Step 6: Add Microphone and Crowd Images

1. Go to File > Open & Place to import PNG images of a microphone and a crowd. Position these at the left side and bottom of the banner, respectively.

- 2.

2. Resize as needed with the Transform Controls (enable Show Transform Controls in the top toolbar).

Transform Controls: These let you resize, rotate, and skew images or shapes directly on the canvas.



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Step 7: Add QR Code

1. Import the QR code image using File > Open & Place and position it in the bottom-right corner.
2. Add the text "Scan Now" using the Type Tool next to the QR code.

Step 8: Final Touches

1. Use the Align Tool to adjust the layout and make sure everything is centered or aligned properly.

Align Tool: This tool aligns selected layers to the canvas or other layers, helping maintain a balanced layout.

2. Add additional effects like Drop Shadow or Outer Glow to make text and graphics stand out.

Following these steps, we'll achieve a professional, vibrant flex design for your university fest, complete with 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