



POSTER FOR AN EVENT

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Branch: BCA (UIC)

Semester: 3rd

Subject Name: Desktop Publishing

UID: 23BCA10301

Section/Group: 2'B'

Date of Performance: 25/10/24

Subject Code: 23CAP-204

1. Aim/Overview of the project:

The goal of this project is to design a visually appealing and informative poster for an upcoming event. The poster should effectively communicate key details about the event, such as its theme, date, time, location, and main activities, in a way that attracts and engages the target audience. This project will focus on using design principles, color schemes, and typography to create a cohesive and eye-catching poster that reflects the event's theme and encourages participation. The process will begin with brainstorming and selecting a theme that suits the event (e.g., festival, workshop, concert), followed by creating a rough layout to organize text and visuals. Key steps include choosing a background, adding event details, arranging elements for clarity, and applying decorative effects or icons that represent the event's vibe. The final poster will balance aesthetics with functionality, ensuring readability and visual impact.

2. Task to be done:

Here's a list of tasks to complete for the project "Design a Poster for an Event":

1. Define Event Details
2. Research and Inspiration
3. Set Up the Canvas in Photoshop
4. Add Event Title and Key Details
5. Design Layout and Arrange Elements
6. Choose Color Scheme and Typography
7. Review and Refine
8. Export the Poster

Save the project as a PSD file for future edits.

These steps will help in creating a professional and visually appealing event poster.

3. Steps followed in making the project:

Set Up the Canvas:

Open Photoshop, go to File > New, and set the dimensions of your poster. Standard poster sizes include A4 (8.3 x 11.7 inches) or larger.
Set the resolution to 300 dpi for high-quality printing.

Create the Background:

Import your colorful holiday background by dragging it onto the canvas, or create one by choosing vibrant colors that reflect the festival theme. Adjust the background by resizing it (Ctrl+T or Command+T on Mac) to fit the entire canvas.

Add a Color Overlay (Optional):

If you want a more unified look, apply a transparent color overlay. Go to Layer > New Fill Layer > Solid Color, choose a color, and set the layer's Opacity to 30-50% in the Layers panel.

Add Text for Event Title:

Select the Type Tool (T) and type "Rang Barse" or your main event title.
Choose a bold and festive font, and set a large font size to make it stand out.
Adjust the color to something that contrasts well with the background (e.g., white or bright colors)

Insert Event Details:

Add text for details like date, time, and location using the Type Tool.
Arrange the text in an organized manner, perhaps with bold for headers like "Date" and smaller text for details.

List Activities:

Create a list of activities that will take place during the event. For better readability, consider using icons next to each activity or bullet points.
Arrange the text to fit within the design without overcrowding.

Add Decorative Elements:

To give the poster a festive vibe, consider adding small decorations or graphics like color splashes, confetti, or powder bursts.

Use free PNG files or Photoshop's built-in shapes and brushes to add these details around the text.

Enhance with Effects (Optional):

Apply effects to specific text or layers for extra vibrancy. For example, you can add Gradient Overlay to the title or Drop Shadow for a 3D effect.

Go to Layer > Layer Style to add effects.

Check and Finalize:

Zoom out to view the entire poster and make adjustments to ensure readability and alignment.

Ensure there's enough contrast between the background and the text.

Save Your Poster:

Go to File > Save As, save as a PSD (for future edits) and as a PNG or JPEG for printing or sharing online.

Use File > Export > Export As if you need a specific size or format for social media.

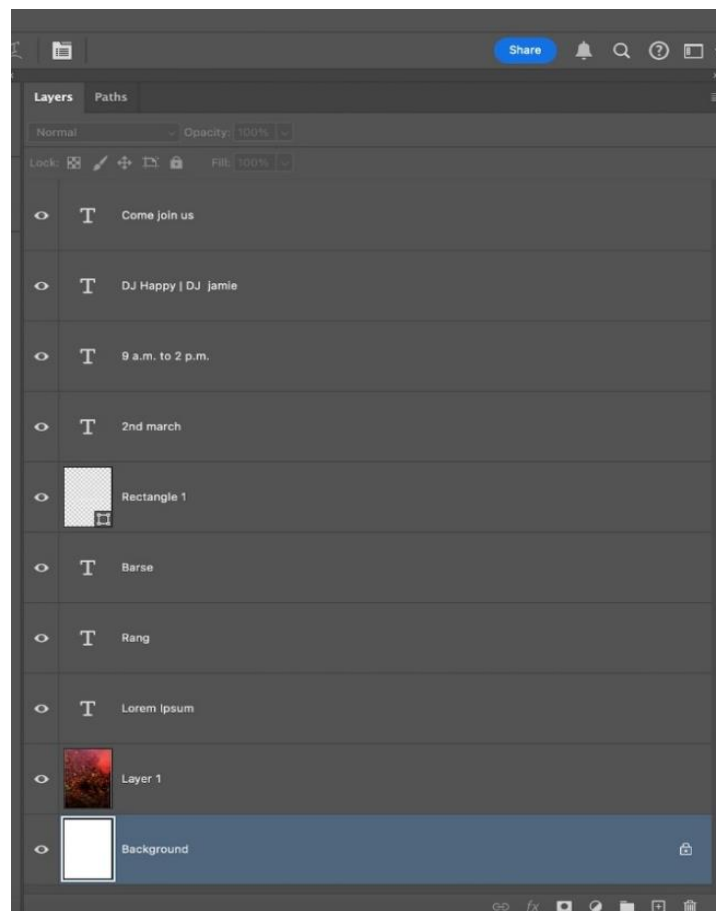
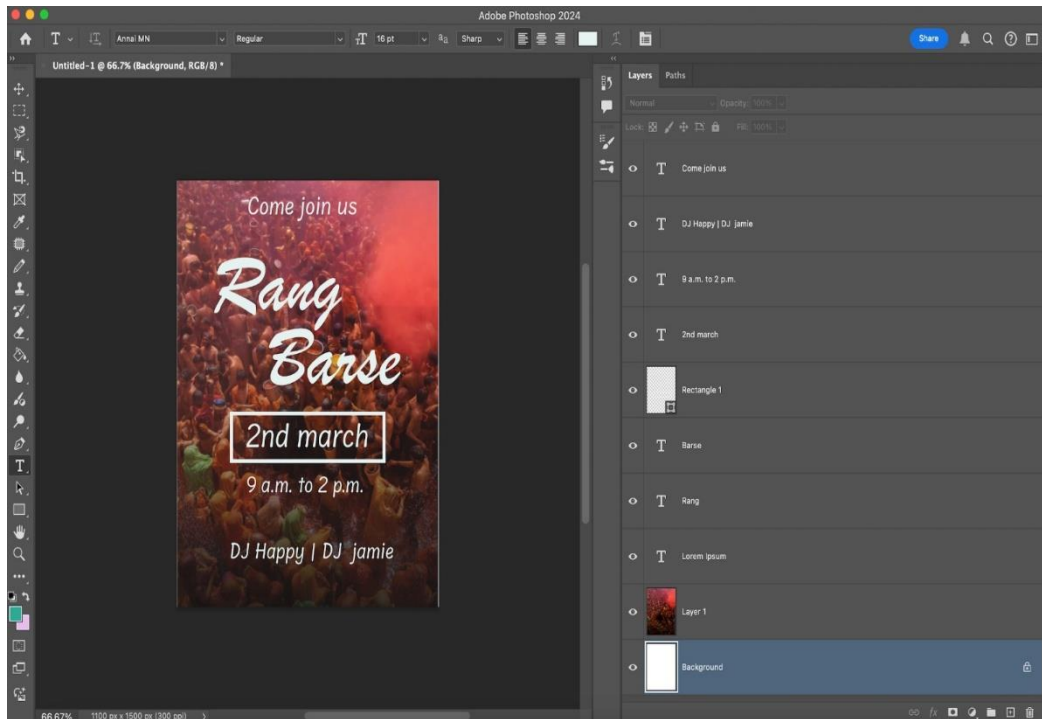
4. Result/Output/Writing Summary:

In completing this project, you'll produce a polished event poster that effectively communicates essential details (event name, date, time, location) in an eye-catching design. You'll demonstrate proficiency in Photoshop, applying design principles like contrast, alignment, and balance to create a visually engaging layout. You'll also show skill in using color schemes, typography, and decorative elements to enhance the poster's appeal and reflect the event's theme. This final output will not only be ready for print or digital display but will also showcase a strong understanding of audience-focused design and visual storytelling.



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Learning outcomes (What I have learnt):

Understanding Design Principles

Develop an understanding of key design principles like balance, alignment, contrast, and hierarchy, which are essential for creating visually effective posters.

Proficiency in Photoshop Tools

Gain hands-on experience with Photoshop tools such as the Type Tool, Layer Styles, Selection Tools, and Image Adjustment options, enhancing digital design skills.

Effective Use of Color and Typography

Learn how to select appropriate color schemes and fonts that reflect the event's theme and create a cohesive, visually appealing design.

Layout and Composition Skills

Practice arranging text and visual elements in a way that ensures readability and effective communication, honing skills in layout design and spatial organization.

Attention to Target Audience

Develop the ability to tailor design choices to appeal to a specific target audience, based on the event's purpose and theme.

Creativity and Visual Storytelling

Enhance creativity by choosing decorative elements, background, and images that visually convey the mood or essence of the event.

Time Management and Project Planning

Learn to organize and prioritize design tasks efficiently to complete the poster in a timely manner, reinforcing project management skills.

Technical Skills in Exporting and Finalizing Designs

Acquire knowledge of export settings and file formats suitable for print and digital platforms, ensuring the final product meets quality standards.

Critical Thinking and Problem-Solving



Develop the ability to identify and resolve design challenges, such as balancing text with images and ensuring clarity of information.

Receiving and Applying Feedback

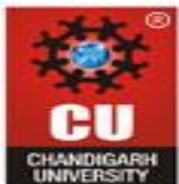
Understand how to review and refine design work

Improving Visual Hierarchy

Develop skills in creating a clear visual hierarchy that guides the viewer's eye to the most important information first, ensuring that event details are easy to find and understand at a glance.

CONCLUSION:

In conclusion, designing an event poster offers valuable experience in applying design principles, using software tools like Photoshop, and enhancing visual communication skills. Through this project, you gain a deeper understanding of creating an appealing layout, selecting appropriate colors and fonts, and organizing information for readability. Additionally, focusing on audience engagement and brand consistency enriches your ability to create professional, cohesive designs. The final poster reflects not only the technical skills acquired but also a creative approach to conveying an event's essence in a visually compelling way. This project lays a solid foundation for future design work, combining creativity with functionality to achieve impactful results.



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