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DESKTOP PUBLISHING PROJECT



BIOGRAPHY OF RATAN TATA

Student's Name : Adhiakansh Mishra

Class : 23BCA-1(A)

UID : 23BCA10159

Submitted TO : Shivani Chadha Ma'am

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PROJECT

AIM: Choose a theme (e.g., comic book, magazine, etc.) for your 5-6 page design using Adobe Photoshop.

TASK TO BE DONE: Design 5-6 visually consistent and creative pages based on your theme.

Tools & Techniques: Use various Photoshop tools like layers, filters, text effects, and document them.

STEP BY STEP GUIDE:

1. Plan the Content and Layout

- **Outline the biography:** Break down the content into six sections (e.g., early life, education, career highlights, personal achievements, challenges, etc.).
- **Determine the visual style:** Decide on fonts, color schemes, image placement, and any design elements (borders, icons, or patterns).
- **Page dimensions:** Choose the size of the book (e.g., A5, A4, or custom size). Ensure consistency for all pages.

2. Set Up the Document

- **Create a new file:** Go to File → New. Set the document size (e.g., 8.27 x 11.69 inches for A4) and resolution (300 DPI for print quality).
- **Set Margins and Guides:** Use rulers (Ctrl + R) and guides to ensure consistent margins and alignment throughout the pages.

3. Design the Cover (Page 1)

- **Create the front cover:** Use attractive fonts for the title of the biography and add a subtitle if necessary.
- **Add a photo:** Include an image of the person (centered or off-center based on your design) on the cover.
- **Design elements:** Add shapes, borders, or decorative elements to make the cover appealing. Keep it simple and visually impactful.

4. Create Inside Pages (Pages 2–5)

- **Text and Images Layout:**
 - For each page, create a layout combining text and images.
 - Add 2–3 images per page to break the text and enhance visual appeal.
 - Use Text Tool (T) to add your written biography content in appropriate font sizes (e.g., 14-18pt for body text, 24-30pt for headers).
- **Consistency:** Use consistent fonts, spacing, and alignment across all pages.
- **Visual Elements:** You can add page numbers, decorative lines, or other graphic elements to keep it cohesive.

5. Design the Back Cover (Page 6)

- **Add additional details:** This could include a short blurb about the biography or a quote from the person.
- **Author information or publishing details:** Add your name, logo (if relevant), and publishing date.
- **Simplified design:** Keep the back cover less busy than the front, with a focus on text.

6. Finalizing and Saving

- **Check for consistency:** Review font sizes, alignments, and the overall flow of text and images.

- **Save as PSD:** Keep the layers editable by saving the project as a PSD file (File → Save As).
- **Export for Print:** When finished, export the file as a PDF or image format for printing (File → Export → Export As or Save a Copy).
 - Choose PDF with print settings to maintain high resolution.

LEARNING OUTCOME:

➤ **Mastery of Layout Design:**

Learn to effectively arrange text and images for a visually appealing biography layout.

➤ **Proficiency in Photoshop Tools:**

Gain hands-on experience with essential Photoshop tools for design.

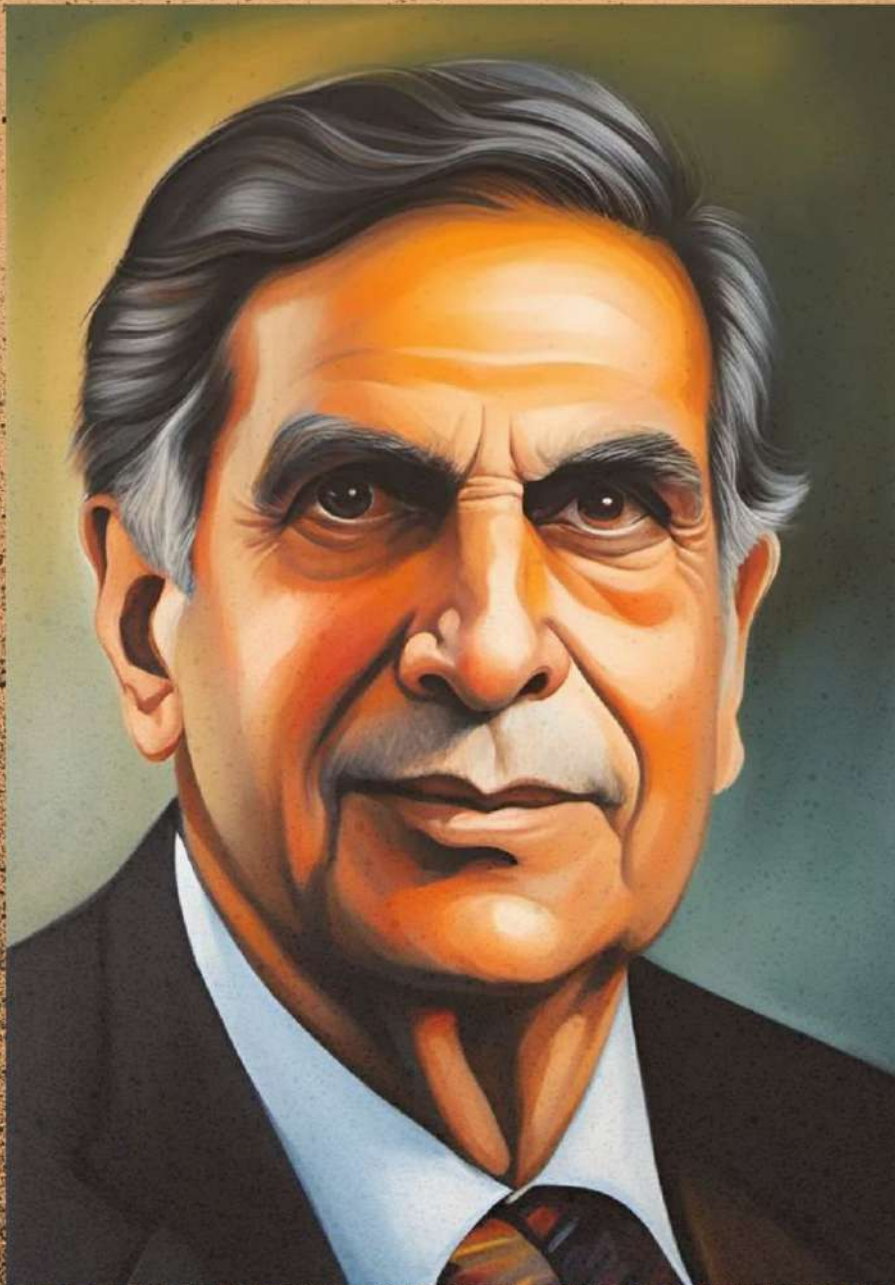
➤ **Typography Skills:**

Understand font selection, size, and hierarchy for balanced and professional designs.

➤ **Image Editing and Placement:**

Enhance and position images harmoniously using Photoshop's editing features.

THE WIT & WISDOM OF
**RATAN
TATA**



RATAN TATA

RATAN TATA (DECEMBER 28, 1937 – OCTOBER 9, 2024) WAS AN ICONIC INDIAN BUSINESSMAN AND FORMER CHAIRMAN OF THE TATA GROUP. REVERED FOR HIS ETHICAL LEADERSHIP AND PHILANTHROPY, TATA'S INFLUENCE EXTENDED BEYOND CORPORATE SUCCESS, POSITIVELY IMPACTING MILLIONS OF LIVES. HE RECEIVED INDIA'S HIGHEST CIVILIAN HONORS, THE PADMA BHUSHAN (2000) AND PADMA VIBHUSHAN (2008), AND IS REMEMBERED FOR HIS VISIONARY LEADERSHIP AND COMPASSIONATE LEGACY.

THE FIRST FAMILY OF INDIA INC.

RATAN TATA BELONGED TO THE TATA FAMILY, A PROMINENT INDUSTRIALIST AND PHILANTHROPIC DYNASTY IN INDIA. HIS GREAT-GRANDFATHER, JAMSETJI TATA, FOUNDED THE TATA GROUP IN 1868, WHICH PLAYED A CRUCIAL ROLE IN INDIA'S INDUSTRIALIZATION POST-INDEPENDENCE. RATAN'S UNCLE, J.R.D. TATA, FURTHER EXPANDED THE GROUP WITH ICONIC VENTURES LIKE TATA CONSULTANCY SERVICES, TATA MOTORS, AND TATA SALT. THE TATA GROUP'S PIONEERING ACHIEVEMENTS INCLUDE THE TAJ MAHAL PALACE HOTEL (1903), AIR INDIA (1932), AND INDIA'S FIRST INDIGENOUS COSMETICS BRAND, LAKMÉ (1952).



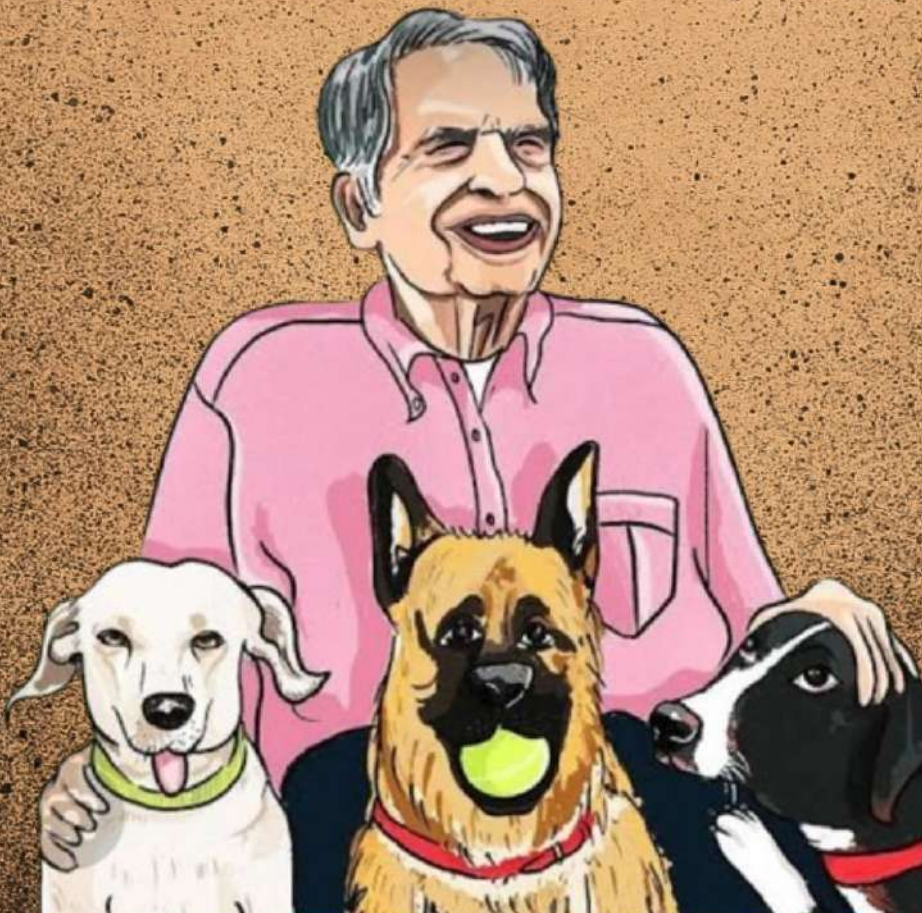
EDUCATION AND EARLY LIFE

RATAN TATA COMPLETED HIGH SCHOOL IN NEW YORK CITY IN 1955 AND EARNED A B.S. IN ARCHITECTURE FROM CORNELL UNIVERSITY IN 1962. AFTER RETURNING TO INDIA, HE GAINED BUSINESS EXPERIENCE ACROSS TATA GROUP COMPANIES AND WAS APPOINTED DIRECTOR IN CHARGE OF NATIONAL RADIO AND ELECTRONICS CO. IN 1971. A DECADE LATER, HE BECAME CHAIRMAN OF TATA INDUSTRIES AND SUCCEEDED HIS UNCLE, J.R.D. TATA, AS CHAIRMAN OF TATA SONS IN 1991.



LOVE FOR ANIMALS

TATA WAS KNOWN FOR HIS LOVE OF ANIMALS, DOGS IN PARTICULAR. IN 2018 HE DROPPED OUT OF AN EVENT IN HIS HONOR THAT WAS TO BE HOSTED BY BRITISH MONARCH KING CHARLES III (THEN THE PRINCE OF WALES) AT BUCKINGHAM PALACE, LONDON. TATA, WHO WAS TO RECEIVE AN AWARD FOR LIFETIME ACHIEVEMENT, OPTED TO CANCEL HIS TRIP WHEN HIS PET DOG FELL ILL SOME DAYS BEFORE THE CEREMONY.



AWARDS AND GLOBAL RECOGNITION

RATAN TATA RECEIVED NUMEROUS GLOBAL RECOGNITIONS FOR STRENGTHENING ECONOMIC TIES BETWEEN INDIA AND OTHER COUNTRIES. THESE INCLUDE THE MEDAL OF THE ORIENTAL REPUBLIC OF URUGUAY (2004), HONORARY KNIGHT COMMANDER (KBE, 2009) AND HONORARY KNIGHT GRAND CROSS (GBE, 2014) OF THE ORDER OF THE BRITISH EMPIRE, JAPAN'S GRAND CORDON OF THE ORDER OF THE RISING SUN (2012), FRANCE'S COMMANDER OF THE LEGION OF HONOR (2016), AND AUSTRALIA'S HONORARY OFFICER OF THE ORDER (2023).

TATA PASSED AWAY ON OCTOBER 9, 2024, AFTER BEING BRIEFLY HOSPITALIZED FOR AGE-RELATED ISSUES.

