MINOR

PROJECT

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Branch: BCA

Section/Group: 4(A)

Semester: 3rd

Date: 4th **Nov,2024**

Subject Name: Desktop Publishing Lab

Subject Code: 23CAP-204

Submitted to: Mrs.Shivani Chadda Mam

Aim/Overview of the Practical:

Design a professional book cover(front & back).

Objective**: Design a professional book cover for "Business Studies 2024-2025" with emphasis on business marketingstrategies.**

Purpose**: To create a visually appealing and informative coverthat captures the subject's essence and academic value.**

Task to be Done:

- **Design a front and back cover for a Business Studies book.**

- **Include key elements such as the title, author'sname, andrelevant imagery to reflect the**

book'   **s**

theme.

- **Use Photoshop tools for layout, typography, coloradjustments,and adding images.**

Algorithm:

Front Cover (1st Image)

1. Setup the Document

Open Photoshop.

Go to File > New and set the document to A4 size (8.27x

11.69 inches) with 300 DPI for print quality.

2. Create a Gradient Background

Select a light gray to white gradient with the Gradient Tool.

Apply the gradient on the background layer to giveit aclean, professional look.

3. Add Diagonal Shapes

Use the Shape Tool or Polygonal Lasso Tool to createdarkblue and purple diagonal shapes in the top left.

Layer and overlap these shapes for a dynamic design.

4. Add Circular Image Placeholders

Use the Ellipse Tool to create two circles, one above theother, as placeholders for images.

Import relevant images (e.g., a handshake,people indiscussion).

Place each image above a circle layer, then right-clickonthe image layer and select Create Clipping Mask to fit it within the circle shape.

5. Insert Text

Main Title ("BUSINESS STUDIES"):

   o **Use the Text Tool to add "BUSINESS STUDIES."**

   o **Choose a bold, sans-serif font, set the color todarkblue, and make it large and centered.**

Year ("2024-2025"):

   o **Below the main title, add "2024-2025" in asmallerfont.**

   o **Align this with the main title for a cohesive look.**

Subtitle ("BUSINESS MARKETING STRATEGIES"):

- o **Add "BUSINESS MARKETING STRATEGIES"below the year to specify the book's focus.**

  Company Name ("Sehaj & Co."):

  - o **Add "Sehaj & Co." at the top of the cover as the branding element. You can add a simple businessiconnext to it if desired.**

6. Finalize and Export

   Check alignment, spacing, and color balance.

   Go to File > Export > Export As and save as ahigh-qualityPNG or PDF for print.

Back Cover (2nd Image)

1. Setup the Document

   Open Photoshop and set up a new documentwith A4dimensions (8.27 x 11.69 inches, 300DPI).

2. Create Background

   Choose a deep blue background color.

   Use the Paint Bucket Tool to fill the background layer withthis color.

3. Add Geometric Shapes

   Triangles:

o **Use the Shape Tool to draw a yellow triangle onthelower left side.**

o **Duplicate it and adjust the color to a lighter blue, positioning it near the yellow triangle forcontrast.**

Lines**:**

o **Use the Line Tool to create diagonal lines in blueandcyan near the triangles to add layers and visual interest.**

4. Add Background Image Overlay (Optional)

If you want the subtle building background:

o **Import a low-opacity city/building image.**

o **Set the Blend Mode to Overlay or Soft Light toblendit smoothly with the blue background.**

5. Insert Text

Book Title ("BUSINESS STUDIES 2024-2025")**:**

o **Use the Text Tool to add "BUSINESS STUDIES2024-2025" in the center.**

o **Choose a bold, sans-serif font and set "BUSINESS"towhite and "STUDIES" to yellow for contrast.**

Author Name ("BY Gagandeep kaur")**:**

o **At the bottom, add the author's name in**

asmallerwhite font.

Website ("www.businessstudies.com"):

- o **Below the author's name, add the websiteURL insmaller text.**

6. Finalize and Export

Ensure alignment and spacing are visually balanced.

Go to File > Export > Export As and save in a suitableformat (PNG or PDF) for printing.

Dataset:

Element	Details	Design Choice	Purpose
Title	"Business Studies 2024-2025"	Bold font, white/yellow contrast	Clear, professional look
Author	Sehajpreet Singh	Small font at bottom	Professional attribution
Color Scheme	Blue, Yellow, White	Cool, professional tones	Modern, academic appeal
Background	Abstract city buildings	High-opacity	Adds depth, business theme
Logo/Brand	"Sehaj & Co." + Icon	Top placement	Branding
Key Focus	Business Marketing Strategies	Text emphasis	Highlights main focus
Layout	Symmetrical with circles/lines	Balanced, clean look	Visual appeal, readability
Images	Meeting & handshake photos	Circular frames	Emphasizes collaboration

Code for Experiment/Practical:

Photoshop Tools/Techniques:
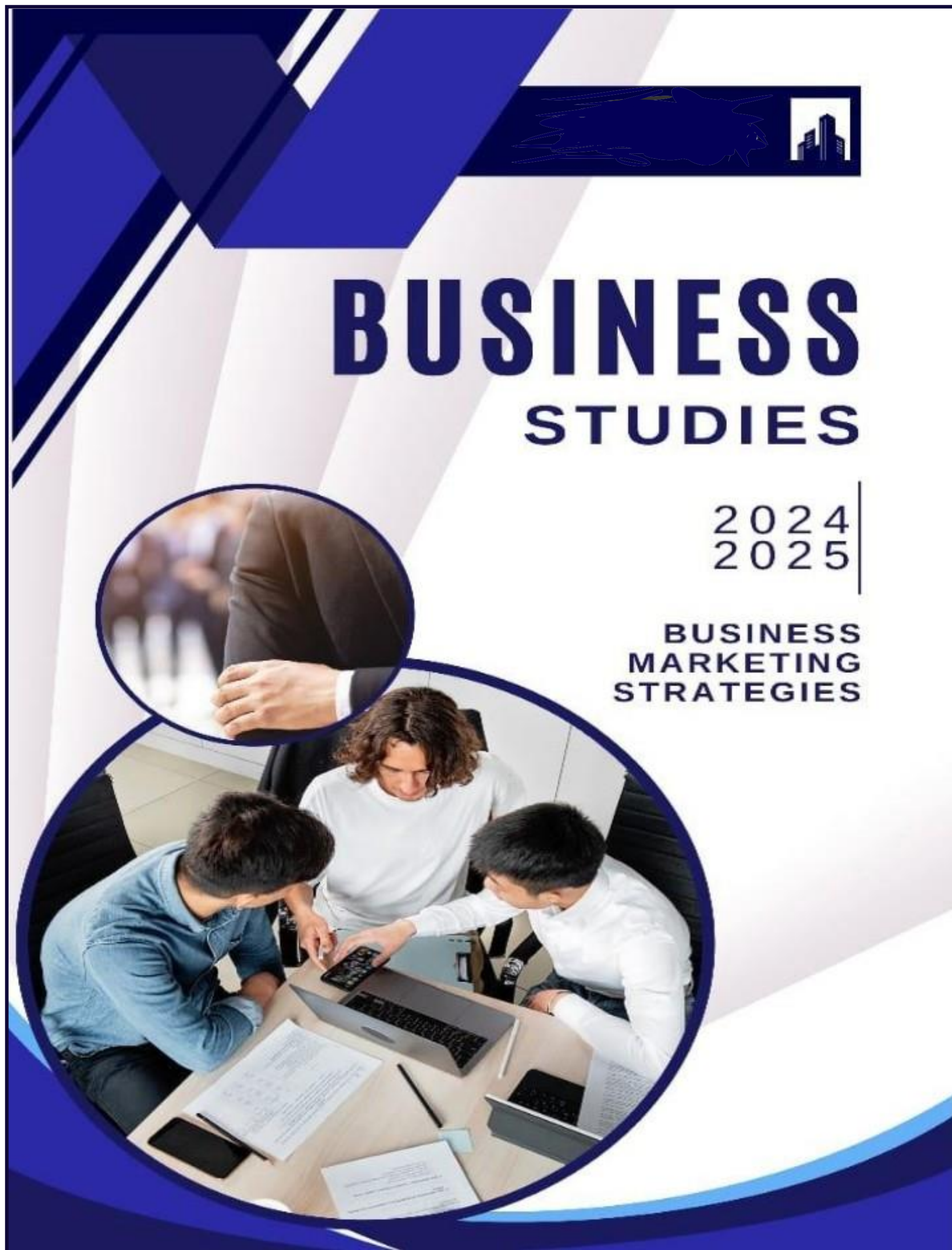
Text Tool for adding the title and author information. Shape Tool to create background shapes and visual elements.Layer Masking to blend images.

Adjustment Layers (like Hue/Saturation) for color correction.Smart Objects to maintain image quality while resizing.

Blending Options for shadows or gradients

toenhance textvisibility.

Result/Output:

FRONT COVER:

BACK COVER:

Learning Outcomes (What I have learnt):

1. **Practical application of Photoshop tools in designingbookcovers.**
2. **Importance of visual hierarchy in layout design.**
3. **Combining typography and imagery tocommunicate atheme effectively.**
4. **Working with color palettes to create a cohesive andprofessional design.**
5. **Exporting high-resolution files for print production.**