

UNIVERSITY INSTITUTE OF
COMPUTING

FINAL PROJECT REPORT

Program Name: BCA

Subject Name/Code: DESKTOP
PUBLISHING

(23CAT-204)

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ABSTRACT

Introduction:

This gym poster is designed using Adobe Photoshop to promote fitness and wellness. The poster aims to inspire individuals to join the gym and stay healthy. Using advanced design techniques, the poster showcases vibrant images, bold typography, and attention-grabbing visuals to make the message clear and impactful .

Technique:

1. Image Manipulation:

- Layering: Multiple layers were used to incorporate images of gym equipment, fitness models, and gym interiors.
- Blending Modes: Used blending modes to seamlessly integrate different visual elements.
- Color Grading: Photoshop’s color adjustment tools were employed to adjust brightness, contrast, and saturation to enhance the overall aesthetic.

2. Typography:

- Bold, modern fonts were selected to highlight the gym’s branding.
- Text effects such as shadowing and outlining were applied to ensure readability against busy backgrounds.

3. Shape and Vector Design:

- Custom shapes and vector graphics were used to create callouts for gym services and special offers.

- Rounded corners and sharp lines were used to give the poster a dynamic and clean look.

4. Filters and Effects:

- A mix of filters like Gaussian Blur and motion blur were used to add emphasis to certain elements like workout gear or logos.

- Drop shadows and glow effects enhanced the 3D feel of text and icons..

System Configuration:

- Software: Adobe Photoshop CC 2023

- Hardware:

- CPU: Intel Core i7 Processor

- RAM: 16 GB DDR4

- Graphics Card: NVIDIA GTX 1660 Ti

- Storage: 512 GB SSD

- Monitor: 24-inch 1080p display for high-definition design precision

SUMMARY

This gym poster was created to effectively communicate the gym's services and entice potential clients. Through careful composition, vibrant visuals, and compelling typography, the poster draws attention while keeping the gym's brand message clear. The use of Photoshop's advanced tools ensured that the final output is visually appealing and professionally crafted, ensuring it stands out in a competitive fitness market.

Input:

- Images of gym equipment and athletes.

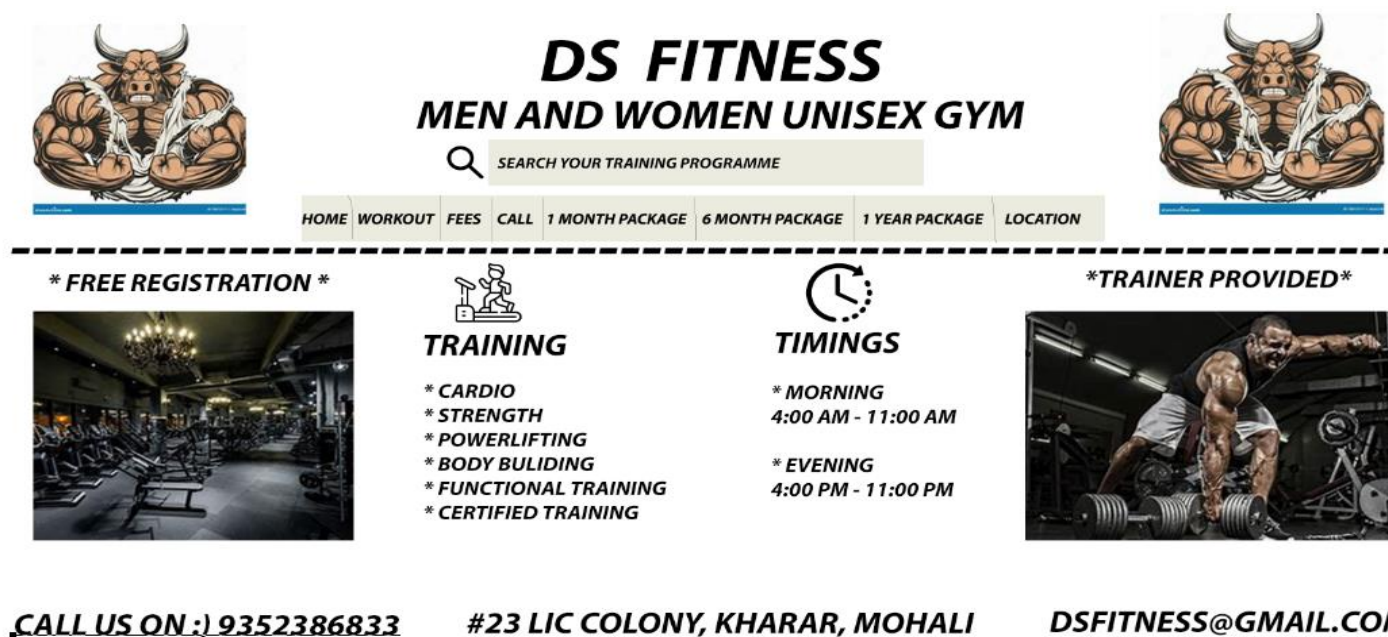
- Gym logo and branding assets (color palette, fonts).

- Text details like membership offers, gym benefits, and location.

Process:

1. Setting Up the Canvas: The initial step involved setting the right poster dimensions (A4 size or 24x36 inches, depending on the intended display).
2. Importing and Positioning Images: High-resolution photos of fitness equipment and workout models were added to the canvas. These images were resized and positioned to create a balanced layout.
3. Adding Text: The primary gym message, such as the name, slogan, and call to action, was added using bold fonts, ensuring legibility against the background.
4. Enhancing with Effects: Photoshop's blending tools and filters were used to enhance the poster's look, adding depth and contrast to make it more eye-catching.
5. Final Adjustments: The final step involved tweaking the color grading and adjusting the image saturation to create a cohesive look.

Output:



- A high-resolution gym poster in JPEG format, suitable for both print and digital display.
- A clean, modern design that reflects the gym's energetic and health-focused brand.
- The poster includes all essential information—location, contact details, and promotional offers—presented in an engaging, visually appealing format.