

## EXPERIMENT-7

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Experiment with different layouts and color schemes for an app.  
Collect user feedback on aesthetics and usability using GIMP(GNU Image Manipulation Program (GIMP)

**AIM: The aim is to trial different app layouts and color schemes and evaluate user feedback on aesthetics and usability using GIMP.**

Project Title: Burger House Poster Creation using GIMP

Tool Used: GIMP (GNU Image Manipulation Program)

Poster Theme: Fast Food Advertisement — Burger House

### Tools and Technologies:

- **Software:** GIMP 2.10+
- **Resources Used:**
  - Burger image (uploaded)
  - Flame background (designed using GIMP)
  - Custom fonts for text elements





### Procedure Followed:

#### Step 1: Installation

- Downloaded and installed GIMP from the [official website](#).

#### Step 2: New Project Setup

- Opened GIMP and created a new file with dimensions **1080x1350 pixels** to suit standard poster dimensions.

#### Step 3: Designing the Layout

- **Background Design:**
  - Applied a **red fiery theme** using gradients and brushes to simulate flames.
- **Text Elements:**
  - Added the title "Foodiz park" in a cursive, elegant font at the top.
  - Added "BURGER" (white) and "HOUSE" (yellow) using bold fonts to attract attention.
- **Main Image:**
  - Imported the burger image using **Open as Layers**.
  - Positioned centrally for visual focus.

- **Footer Section:**
  - Inserted operational hours in a clean, simple font at the bottom.

#### **Step 4: Layer Organization**

- Created and organized separate layers for:
  - Background
  - Flame effects
  - Brand title
  - Product image (burger)
  - Footer details

#### **Step 5: Color Experimentation**

- Created multiple versions by changing background shades and slight variations in text color.
- Saved each version separately using **File → Export As** in .png format.

#### **Step 6: User Feedback Collection**

- Designed a feedback form using Google Forms.
- Shared poster variants with peers and collected responses based on:
  - Attractiveness
  - Readability
  - Color appeal
- Analyzed the feedback to select the final version.

#### **Step 7: Final Refinement**

- Based on feedback, adjusted text size and background contrast.
- Finalized and exported the best poster version.

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#### **Final Output:**

- An eye-catching promotional poster featuring:
  - A vibrant flame background
  - Bold branding text
  - High-quality burger image
  - Clear operation timing details

**Conclusion:**

GIMP proved to be an excellent tool for poster design. The layer-based editing made it easy to adjust and refine the design. User feedback helped enhance the final output to ensure better visual appeal and brand communication.