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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

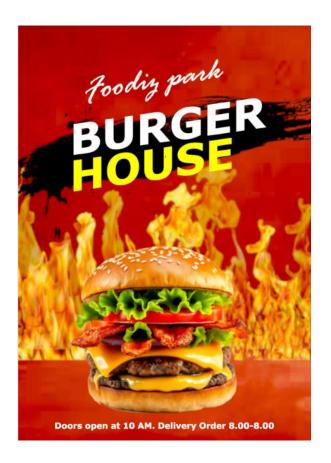
## **Tools and Technologies:**

• 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:

o Applied a **red fiery theme** using gradients and brushes to simulate flames.

### • Text Elements:

- o 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:

- o Imported the burger image using **Open as Layers**.
- o Positioned centrally for visual focus.

### • Footer Section:

o 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.

## **Final Output:**

- An eye-catching promotional poster featuring:
  - A vibrant flame background
  - Bold branding text
  - o 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.