MINOR PROJECT

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Section/Group: 2(B)

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Subject Code: 23CAP-204

Submitted to: Mr. Suman Acharya

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 marketing strategies.

Purpose: To create a visually appealing and informative cover that 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's name, and relevant imagery to reflect the book's theme.

- Use Photoshop tools for layout, typography, color adjustments, 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 (8.27 x 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 give it a clean, professional look.

3. Add Diagonal Shapes

- Use the Shape Tool or Polygonal Lasso Tool to create dark blue 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 the other, as placeholders for images.

- Import relevant images (e.g., a handshake, people in discussion).

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

5. Insert Text

- **Main Title ("BUSINESS STUDIES")**:

  - Use the Text Tool to add "BUSINESS STUDIES."

  - Choose a bold, sans-serif font, set the color to dark blue, and make it large and centered.

- **Year ("2024-2025")**:

  - Below the main title, add "2024-2025" in a smaller font.

  - Align this with the main title for a cohesive look.

- **Subtitle ("BUSINESS MARKETING STRATEGIES")**:

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

- **Company Name ("Sehaj & Co.")**:

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

6. Finalize and Export

- Check alignment, spacing, and color balance.

- Go to File > Export > Export As and save as a high-quality PNG or PDF for print.

Back Cover (2nd Image)

1. Setup the Document

- Open Photoshop and set up a new document with A4 dimensions (8.27 x 11.69 inches, 300 DPI).

2. Create Background

- Choose a deep blue background color.

- Use the Paint Bucket Tool to fill the background layer with this color.

3. Add Geometric Shapes

- **Triangles**:

  - Use the Shape Tool to draw a yellow triangle on the lower left side.

- Duplicate it and adjust the color to a lighter blue, positioning it near the yellow triangle for contrast.

- **Lines**:

  - Use the Line Tool to create diagonal lines in blue and cyan near the triangles to add layers and visual interest.

4. Add Background Image Overlay (Optional)

- If you want the subtle building background:

  - Import a low-opacity city/building image.

  - Set the Blend Mode to Overlay or Soft Light to blend it smoothly with the blue background.

5. Insert Text

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

  - Use the Text Tool to add "BUSINESS STUDIES 2024-2025" in the center.

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

- **Author Name ("BY SEHAJPREET SINGH")**:

  - At the bottom, add the author's name in a smaller white font.

- **Website ("www.businessstudies.com")**:

  - Below the author's name, add the website URL in smaller text.

6. Finalize and Export

- Ensure alignment and spacing are visually balanced.
- Go to File > Export > Export As and save in a suitable format (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.
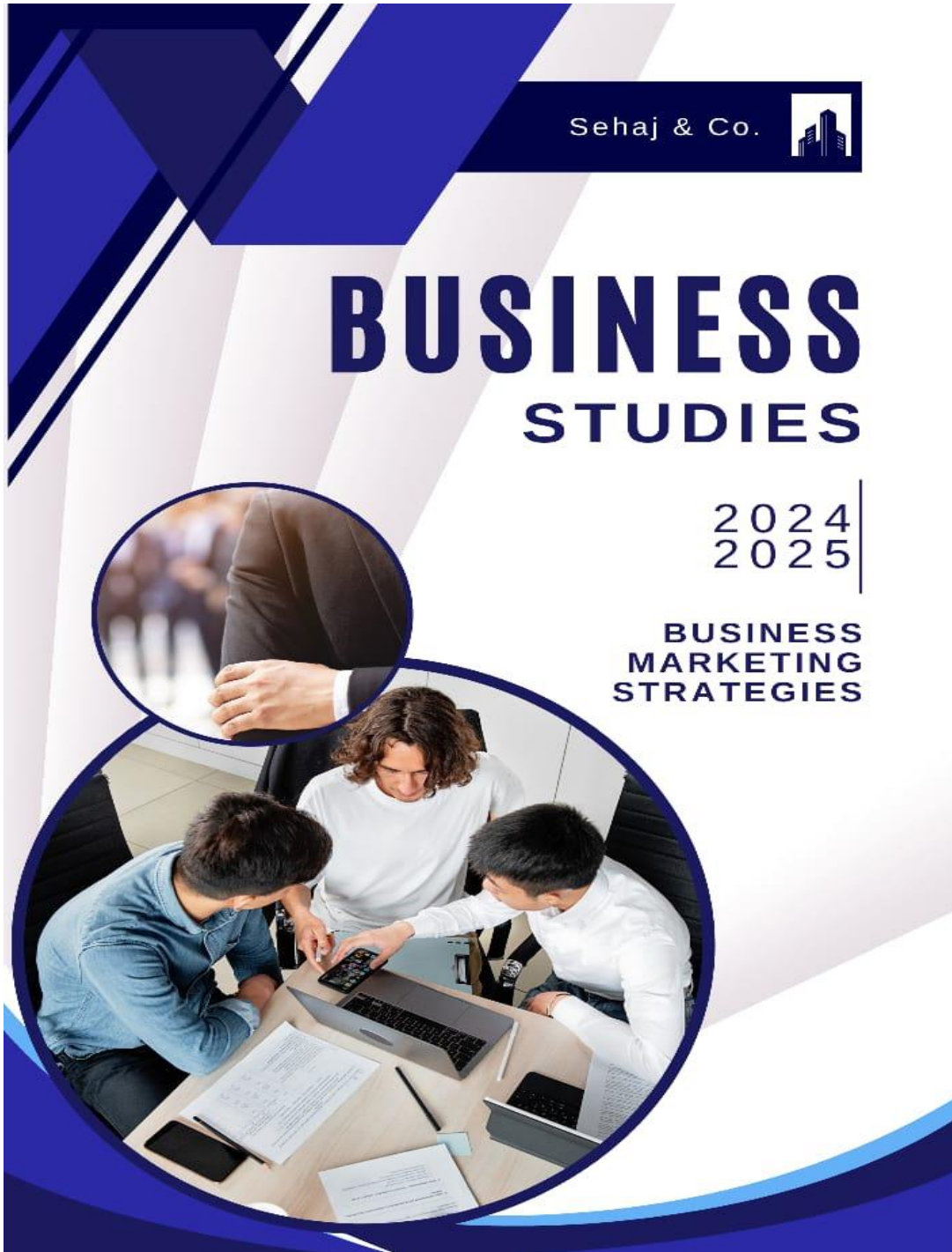
Layer Masking to blend images.

Adjustment Layers (like Hue/Saturation) for color correction. Smart Objects to maintain image quality while resizing. Blending Options for shadows or gradients to enhance text visibility.

Result/Output:

FRONT COVER:

BACK COVER:

Learning Outcomes (What I have learnt):

1. Practical application of Photoshop tools in designing book covers.
2. Importance of visual hierarchy in layout design.
3. Combining typography and imagery to communicate a theme effectively.
4. Working with color palettes to create a cohesive and professional design.
5. Exporting high-resolution files for print production.