



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

# **MINOR PROJECT REPORT**

**TITLE:- PREPARE A POSTER TO ADVERTISING AN EVENT  
(CHANDIGARH UNIVERSITY)**

**Program Name: BCA**

**Subject Name/Code: Desktop Publishing Lab (23CAP-204)**

## **SUBMITTED BY:**

**Student Name: Sonu Kumar**

**Branch: BCA**

**Semester: 3<sup>rd</sup>**

**Subject Name: Desktop Publishing**

**UID: 23BCA10371**

**Section/Group:- BCA-2”B”**

**Date of Performance: 28-10-2024**

**Subject Code: 23CAP-204**

## **SUBMITTED TO:**

**Name: Suman Acharya**

**Designation: Teacher**

## **AIM: Prepare a Poster to Advertising an Event.**

### **Task to be done:-**

- Set up a print-quality document.
- Designed a background suitable for the event.
- Created text layers for event details.
- Added relevant graphics and images.
- Applied various visual effects for enhancement.
- Made final adjustments to color and layout.
- Saved the poster in editable and export formats.

### **Tools Use:**

- Move Tool
- Gradient Tool
- Crop Tool
- Lasso Tool
- Selection Tool
- Marquee Tool

## Steps in making the project:

### Step 1: Open Photoshop Application

- **Open Photoshop in your System**

### Step 2: Set Up Your Document

- **Open Photoshop:** Launch the application.
- **Create a New Document:** Go to File > New. Set dimensions (e.g., 24x36 inches) and resolution (300 DPI for print).

### Step 3: Design the Background

- **Choose Background Color:** Use the Paint Bucket Tool (G) for solid colors or the Gradient Tool (G) for gradients.
- **Import Background Image:** Use File > Place Embedded to add a relevant background image.

### Step 4: Add Event Details

- **Select the Text Tool (T):** Click on the canvas to create text layers.
- **Input Event Information:** Include the event name, date, time, and location. Choose a readable font and adjust size.

## Step 5: Incorporate Graphics and Images

- **Import Graphics:** Use File > Place Embedded to add logos, icons, or illustrations.
- **Position and Resize:** Use the Move Tool (V) and Free Transform (Ctrl + T) to adjust placement and size.

## Step 6: Enhance with Effects

- **Apply Layer Styles:** Right-click on text or image layers to access Blending Options for effects like shadows or glows.
- **Adjust Opacity and Blending Modes:** Experiment with these settings in the Layers panel for depth.

## Step 7: Final Adjustments

- **Color Corrections:** Use Adjustment Layers (e.g., Brightness/Contrast, Hue/Saturation) for fine-tuning.
- **Check Alignment:** Use rulers and guides (View > Rulers and View > New Guide) to ensure elements are properly aligned.

## Step 8: Save Your Work

- **Save as PSD:** Go to File > Save As to retain an editable version.
- **Export for Print/Web:** Use File > Export > Export As to save as JPEG or PDF.

## OUTPUT:



**Summary:** This guide provides a structured approach to designing an event poster using Photoshop. From setting up your document to exporting the final design, each step is aimed at helping you create a visually appealing and informative poster. By focusing on the event title, details, and aesthetic elements, you can effectively communicate the essence of the event.

## Conclusion:

Designing an event poster in Photoshop is an excellent way to enhance promotional efforts. A well-designed poster not only attracts attention but also conveys important information clearly. By following these steps, you can create a professional-looking poster that stands out, engages your audience, and promotes your event successfully.

## Learning Outcomes:

- 1. Technical Skills:** Gain proficiency in using Photoshop tools and features for graphic design.
- 2. Design Principles:** Understand key design principles such as hierarchy, balance, and color theory.
- 3. Creative Thinking:** Develop creativity by experimenting with different layouts, colors, and typography.
- 4. Attention to Detail:** Learn the importance of proofreading and finalizing designs for accuracy and professionalism.
- 5. Project Management:** Experience managing a project from concept to completion, including revisions and feedback.