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# **UNIVERSITY INSTITUTE OF COMPUTING**

## **PROJECT REPORT ON POSTER TO ADVERTISE AN EVENT**

Program Name: BCA

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

**Submitted by:**

Name: Sukhpreet singh

UID: 23BCA10398

Section: BCA – 3 “A”

**Submitted to:**

Name: Mrs. jasleen kaur

Designation: Asst prof

# ABSTRACT

## Introduction:

The goal of this project was to design an eye-catching and engaging poster for the "Glow in the Dark Night Party." This poster aims to highlight essential event details like date, location, and time, using vibrant colors and bold typography to attract partygoers.

## Technique:

- **Vibrant Colors:** Neon pink and purple hues are used to align with the "Glow in the Dark" theme, creating a lively and exciting vibe.
- **Bold Typography:** Large fonts for the words "NIGHT PARTY" draw immediate attention, ensuring the event's purpose is clear.
- **Event-Specific Elements:** Glow effects and abstract visuals enhance the "glow" theme, making the design visually appealing and on-theme.
- **Balanced Layout:** A well-structured layout organizes information, with key details easily readable and attractively placed.
- **Clear Call to Action:** Essential event details (date, time, location, and ticket information) are prominently displayed for easy engagement.

## System Configuration:

- OS: Windows 11
- Processor: Intel Core i3 (minimum); Core i5 or higher recommended
- RAM: 4 GB (minimum); 8 GB recommended

# SUMMARY

## Input:

- **Vibrant Colors:** Neon for the party and warm hues for Diwali, fitting each event's vibe.
- **Bold Typography:** Large, striking fonts emphasize key words like "PARTY" and "Happy Diwali."
- **Event-Specific Elements:** Party uses geometric shapes; Diwali features festive symbols like diyas and lanterns.
- **Balanced Layout:** Symmetrical design ensures clarity and easy navigation.
- **Clear Call to Action:** Key details (date, location, website) are prominently displayed for engagement.
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## Process:

- **Define Theme and Colors:** Selected a neon color palette to fit the "Glow in the Dark" concept, creating a modern, energetic mood.
- **Typography Focus:** Used bold fonts to establish hierarchy, making the main event title and essential details stand out.
- **Visual Enhancements:** Added glowing effects and vibrant imagery to reflect the night party ambiance.
- **Layout for Clarity:** Organized elements symmetrically, ensuring balance and readability.

# International Jazz Day



## VOLUPTATUM

### INANI ALIQUID NOMINATI

LOREM IPSUM DOLOR SIT AMET, , AD MEI WISI INTEGR E FABELLAS. EOS AN S  
OLUM IUSTO SCAEVOLA. HABEMUS FABELLAS PER UT. AN INDOCTUM VOLUP  
TATUM VIX. CU ANCILLAE NOMINAVI NEC, INANI ALIQUID  
NOMINATI EI EOS, NAM AD LABITUR TACIMATES.