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## Prepare a Design of flex on University Fest

**Student Name:** Sumit Kalyan

**Branch:** UIC

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### 1. Aim/Overview of the project:

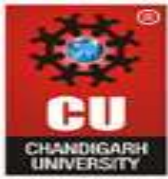
To design a visually compelling and informative poster for [University Name]'s [Fest Name] using Adobe Photoshop. The poster should effectively communicate the key details of the event, such as the date, time, location, and theme, while also capturing the energy and excitement of the fest.

#### Scope:

- **Design Concept Development:** Brainstorming and refining a design concept that aligns with the fest's theme and target audience.
- **Visual Elements Creation:** Designing and sourcing high-quality images, illustrations, and typography elements.
- **Layout and Composition:** Arranging the visual and textual elements in a visually appealing and balanced layout.
- **Color Palette Selection:** Choosing a color scheme that evokes the desired mood and atmosphere of the fest.
- **Typography Selection:** Selecting appropriate fonts for headings, body text, and other textual elements.
- **Software Proficiency:** Utilizing Adobe Photoshop to create, edit, and manipulate the design elements.

Expected Outcome: A professional-looking poster that:

- Clearly communicates the essential information about the fest.



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- Attracts the attention of the target audience.
- Creates a sense of excitement and anticipation.
- Reflects the unique identity and branding of the university.

By following a structured approach and leveraging the powerful tools of Adobe Photoshop, this project aims to produce a visually stunning poster that will contribute to the success of the university fest.

## **2. Define the Theme and Concept:**

### **Theme:**

- Identify the Core Theme: Clearly understand the central theme of the university fest. Is it a cultural extravaganza, a tech showcase, a literary celebration, or a sports extravaganza?
- Visual Language: Develop a visual language that aligns with the theme. For instance, a cultural fest might incorporate traditional patterns and vibrant colors, while a tech fest could feature futuristic elements and a minimalist color palette.

### **Target Audience:**

- Primary Audience: Identify the primary target audience for the fest (e.g., students, faculty, alumni, or the general public).
- Tailored Design: Customize the design elements to resonate with the target audience's preferences and interests. For instance, a poster aimed at students might use playful typography and eye-catching visuals, while a poster targeting alumni could focus on nostalgia and tradition.

### **Brand Identity:**

- Visual Identity: Ensure the poster aligns with the university's existing visual identity, including color palette, typography, and logo usage.
- Consistent Branding: Maintain a consistent brand message throughout the design to reinforce the university's image.

## **3. Gather Visual Assets:**



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Logos:

- University Logo: Obtain the official university logo and ensure it is in a high-resolution format.
- Sponsor Logos: Collect logos from all sponsors and partners involved in the fest.
- Event Logos: If specific events or competitions have their own logos, gather them as well.

Images:

- Fest Archives: Search for high-quality images from previous fests, showcasing highlights and memorable moments.
- Stock Photos: Utilize stock photo websites like Shutterstock or Unsplash to find relevant images that align with the theme and mood of the fest. Ensure you have the necessary licenses to use these images.
- Custom Photography: Consider hiring a professional photographer to capture unique images specifically for the poster. This can help create a distinctive and eye-catching design.

Illustrations and Icons:

- Custom Illustrations: Commission a graphic designer to create custom illustrations that reflect the theme and style of the fest.
- Vector Icons: Use vector icons from online resources like Font Awesome or Iconfinder to represent various activities and events.
- Hand-Drawn Elements: Incorporate hand-drawn elements to add a personal touch and unique style to the poster.

## **4. Design Elements:**

Color Scheme, Typography, and Layout:

Color Scheme:

- Brand Colors: Prioritize the use of the university's official brand colors to maintain consistency and reinforce brand recognition.



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- Complementary Colors: Choose complementary colors that contrast well with the brand colors to create visual interest and highlight key elements.
- Color Psychology: Consider the psychological impact of colors on the viewer. For example, bold, vibrant colors can evoke excitement and energy, while softer, muted tones can convey a more calming and sophisticated atmosphere.

### Typography:

- Font Selection: Choose fonts that are easy to read and visually appealing. Consider using a combination of serif and sans-serif fonts to create contrast and hierarchy.
- Font Size and Weight: Use a variety of font sizes and weights to create visual hierarchy and emphasize important information.
- Kerning and Leading: Adjust the spacing between letters (kerning) and lines (leading) to optimize readability and visual appeal.

### Layout:

- Grid System: Use a grid system to create a structured and balanced layout. This will help ensure consistency and professionalism.
- Visual Hierarchy: Determine the most important elements of the poster and prioritize them through size, color, and placement.
- White Space: Utilize white space effectively to create a clean and uncluttered design. This can help draw attention to key elements and improve readability.
- Balance and Symmetry: Strive for a balanced and symmetrical layout to create a visually pleasing composition.

## 5. Photoshop Workflow:

### Canvas Setup:



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- **Dimensions:** Determine the appropriate dimensions for your poster based on the intended output (e.g., print, digital). Common poster sizes include 18" x 24" or 24" x 36".
- **Resolution:** Set a high resolution (300 DPI) for print designs to ensure sharp and clear images. For digital designs, 72 DPI is sufficient.
- **Color Mode:** Use RGB color mode for digital designs and CMYK for print designs.

#### Layer Management:

- **Organize Layers:** Group related layers (e.g., background, text, images) to keep your workspace organized.
- **Layer Naming:** Name layers descriptively to easily identify their function.
- **Layer Masks:** Use layer masks to selectively reveal or hide portions of a layer, allowing for precise control over the design.
- **Adjustment Layers:** Create adjustment layers to apply non-destructive color corrections and effects to specific areas of your design.

#### Effects and Blending Modes:

- **Drop Shadows:** Add depth and dimension to text and shapes with subtle drop shadows.
- **Inner Shadows:** Create a recessed effect on shapes and text.
- **Outer Glows:** Highlight elements with a glowing effect.
- **Blending Modes:** Experiment with blending modes like Overlay, Multiply, and Screen to create unique visual effects.
- **Textures and Patterns:** Add texture or pattern overlays to create visual interest and depth.

## 6. Finalize the Design:

#### Text:

- **Readability:** Use clear and concise language. Avoid jargon and technical terms.
- **Font Choice:** Select fonts that are easy to read, especially for smaller text sizes.



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- Hierarchy: Use font size, weight, and color to create a hierarchy of information, drawing attention to the most important details.
- Proofread: Carefully proofread all text for spelling and grammatical errors.

Details:

- Key Information: Include essential details such as the event name, date, time, location, and any specific instructions.
- Contact Information: Provide clear contact information, including phone numbers, email addresses, and website URLs.
- Call to Action: Encourage viewers to take action, whether it's buying tickets, registering for events, or following social media accounts.

Export Settings:

- High-Resolution for Print: Export the final design as a high-resolution PDF or TIFF file for professional printing.
- Web-Optimized Format: Export the design as a JPEG or PNG file for use on websites and social media.
- Color Profile: Ensure the correct color profile (e.g., sRGB for web, CMYK for print) is embedded in the exported file.
- File Size: Optimize the file size for faster loading times on the web without compromising image quality.

### **Learning Outcomes (What I have LEARNT):**

1. Understand the Title and Theme
2. Enhanced Adobe Photoshop Skills.
3. Understanding of Graphics Design Principles
4. Improved Visual Communication