**UNIVERSITY INSTITUTE OF COMPUTING**

**PROJECT REPORT**

**ON**

**POSTER TO ADVERTISE AN EVENT**

Program Name: BCA

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

**Submitted by: Submitted to:**

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ABSTRACT

Introduction:

**The aim of this project was to design a visually engaging poster for the "Film Festival 2024" hosted by Hanover and Tyke. The goal was to create an eye-catching promotional material that conveys key event details, such as the festival dates, time, venue, and event theme. The poster serves as a marketing tool to attract potential attendees to the event.**

Technique:

* + **Create a film festival poster with a professional and modern design.**
    - **Include important event details like the title, date, location, and time.**
    - **Use an image that conveys the essence of filmmaking.**
    - **Ensure the design follows a clear hierarchy to highlight key information.**
    - **Make the poster suitable for both print and digital formats.**

System Configuration:

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

SUMMARY

Input:

* **Bold Typography: The large, bold font for "Tech Talk" immediately draws the eye, making it the focal point of the design.**
* **High Contrast: The dark background creates a strong contrast with the light text and imagery, enhancing visibility and readability.**
* **Minimalist Color Palette: The use of a limited color palette (primarily black, white, and shades of gray) creates a clean and modern aesthetic.**
* **Abstract Imagery: The abstract 3D shapes add visual interest and evoke a sense of innovation and technology, aligning with the theme of the event.**
* **Clear Call to Action: The "Register Now" button and website URL are prominently displayed, encouraging viewers to take action and sign up for the event.**

Process:

* **Conceptualization**: Determine the design theme. A bold, cinematic look was chosen, with a focus on a camera to symbolize filmmaking.
* **Gathering Assets**: Collect high-quality images related to film production, such as cameras or film reels, to include in the design.
* **Color Scheme**: A dark background with white text was selected to create contrast and readability. The use of subtle colors complements the overall professional tone.
* **Information Hierarchy**: Organize information so that the date, time, and venue are easy to find. Key phrases such as "Film Festival 2024" and "Mark the Date" were emphasized to grab attention.



