



PROJECT TITLE

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Branch: VIL(BA)

Semester: 3rd

Subject Name: Desktop Publishing

UID: 23BCA10687

Section/Group 5(B)

Date of Performance: 06/11/24

Subject Code: 23CAP-204

1. Aim/Overview of the project: TO Create a Travel Poster
2. Task to be done:
3. Steps followed in making the project:
4. Result/Output/Writing Summary:

Learning outcomes (What I have learnt):

1. learn how to use multiple tool in Photoshop.
2. learn to use marquee tool.
3. learn to use gradient tool.
4. learn to use crop multiple time
5. learn to use shadow tool.



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Evaluation Grid:

Sr. No.	Parameters	Marks Obtained	Maximum Marks
1.	Demonstration and Performance (Pre Lab Quiz)		5
2.	Worksheet		10
3.	Post Lab Quiz		5

➤ Step 1: Set Up Your Document

- **Open Adobe Photoshop** and create a new document.
- Go to **File > New**.
- Set your **Document Size**:
 - **Width**: 18 inches
 - **Height**: 24 inches
- Set the **Resolution** to **300 dpi** (for print quality).
- Set the **Color Mode** to **RGB** (for web use) or **CMYK** (for print).
- Click **OK** to create your canvas.



Step 2: Choose a Destination

- Pick a place that you want to highlight in your travel poster. This could be a famous city (Paris, New York), a natural landmark (Grand Canyon, the Swiss Alps), or a specific travel theme (beach destinations, cultural festivals, etc.).

Step 3: Gather Your Visual Assets

- High-quality images**: You'll need at least one high-resolution image for the background (a landscape, cityscape, or iconic landmark) and possibly others for accent or design elements.
- Use free resources like **Unsplash**, **Pexels**, or **Pixabay** for images if you don't have your own.

Step 4: Import and Arrange Images

- **Import your images**:
 - Go to **File > Place Embedded** to bring in your background image.

- Resize it to fit the canvas.
 - If using multiple images (e.g., foreground elements), repeat the import process.
 - **Arrange the images:**
 - Position your background image so that it fills the entire canvas.
 - Use the **Move Tool (V)** to position the images on the canvas.
-

Step 5: Crop or Mask Images

- ❖ Use the **Crop Tool (C)** to remove any excess parts of your background or to focus on specific areas.
 - ❖ If you want to blend multiple images seamlessly, use **Layer Masks** to hide or reveal certain parts of the images.
 - Add a layer mask by clicking the **Layer Mask** icon at the bottom of the Layers panel (the rectangle with a circle).
 - Use a **soft brush** to gently erase parts of an image for a smooth transition.
-

Step 6: Apply Adjustments to Images

- i. **Adjust the colors:**
 - a. Select the image layer and go to **Image > Adjustments**.
 - b. Use **Brightness/Contrast**, **Hue/Saturation**, or **Levels** to make the image pop.
- ii. **Apply filters:**
 - a. If you're going for a more artistic look, try filters like **Gaussian Blur** (Filter > Blur > Gaussian Blur) or **Oil Paint** (Filter > Stylize > Oil Paint) to give the image a painted or soft look.
- iii.

Step 7: Add a Background or Color Overlay

- To make your poster more dynamic, you can apply a **gradient overlay**.
 - Create a new **Solid Color** layer by clicking on the **Adjustment Layer** icon at the bottom of the Layers panel, and select **Solid Color**.
 - Choose a color that complements your image, then adjust the **Opacity** and **Blending Mode** (e.g., set it to **Overlay** or **Soft Light**) to add depth.



Step 8: Add Text to Your Poster

- Use the **Text Tool (T)** to add the title of the destination, a tagline, or other informative text.
- **Typography:**
 - Choose a bold, readable font for the title. For example:
 - **Serif fonts** (like Times New Roman) work well for classic or vintage styles.
 - **Sans-serif fonts** (like Helvetica) are clean and modern.
 - **Script fonts** can give a relaxed, friendly vibe.
- Adjust the size of the text to make the destination name prominent.
- Consider adding a **slogan** or **catchphrase** under the destination title (e.g., “The City of Light” for Paris).
- Use **layer styles** like **Drop Shadow**, **Outer Glow**, or **Stroke** to make the text stand out. Double-click on the text layer to access these options.



Step 9: Add Design Elements or Icons

- Add vector shapes or illustrations to complement the poster:

- Use the **Shape Tool (U)** to create geometric shapes like circles or triangles for decorative accents.
- Import custom graphics like **icons** of airplanes, landmarks, or transportation if they enhance the theme.

Step 10: Export Your Poster

- ✓ Once you're happy with your poster, go to **File > Save As** to save your project as a Photoshop (.psd) file in case you want to make future edits.
- ✓ To export your poster for printing or online use, go to **File > Export > Export As**.

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