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UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT
OF
DESKTOP PUBLISHING

Program Name: BCA

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

Submitted by: **Submitted to:**

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Section: BCA – **3** "A"

ABSTRACT

Introduction:

This scene, created in Adobe Photoshop, sets the tone for the upcoming film *The Sand*. It features two main characters, portrayed by John Doe and Janie Smith, against a striking desert backdrop. The tagline, *Adventure Begins*, hints at a journey of discovery, survival, or self-realization that awaits these characters. The lone figure walking into the vast, empty sand dunes symbolizes solitude and the beginning of an adventure in an unforgiving environment. The composition of the poster effectively combines the elements of mystery and excitement, promising an engaging experience when it hits theaters on January 20.

Technique:

1. Blending Images

- **Layer Masks:** Used to seamlessly blend the images of the actors with the desert background. Layer masks allow selective blending by hiding or revealing parts of each layer, creating a cohesive look.

2. Double Exposure Effect

- This effect overlays the two actors' faces above the desert scene. By adjusting the opacity and blending modes (such as Overlay or Soft Light), the artist achieved a subtle double-exposure look that connects the characters to the setting.

3. Text Placement and Styling

- **Font Selection and Typography:** Choosing clean, modern fonts with good readability. The main title "THE SAND" uses a larger, spaced-out font that matches the vastness of the desert setting.

- **Color Matching:** Text color is chosen to harmonize with the desert's warm tones, enhancing the connection between the title and the background.

4. Color Grading

- **Adjustment Layers (Color Balance, Hue/Saturation):** To create a cohesive color palette, likely involving warm tones to bring out the desert hues and cool tones for the actor on the right to contrast with the landscape.

5. Lighting and Shadows

- **Dodging and Burning:** Used to highlight certain parts of the faces and the background for depth, bringing focus to the actors while keeping the desert scene muted.

- **Vignette Effect:** A subtle vignette might be added around the edges to direct focus towards the center and make the main elements pop.

6. Background Extension and Content-Aware Fill

- If the desert background didn't naturally extend enough, Photoshop's Content-Aware Fill or Clone Stamp Tool could be used to fill in gaps, creating a seamless desert expanse.

7. Overlay and Texture

- **Subtle Textures and Grain:** Adding a soft grain or texture overlay helps give a cinematic, gritty feel to the poster, which suits the adventure theme.

System Configuration:

1. **Operating System**

- **Windows:** Windows 10 (64-bit) or later for compatibility and stability with Adobe Creative Cloud.

2. Processor (CPU)

- **Minimum:** Intel Core i5 or AMD Ryzen 5 (quad-core) for basic operations.

3. Graphics Card (GPU)

- **Minimum:** 2 GB of dedicated VRAM (NVIDIA, AMD, or integrated Intel UHD graphics).

SUMMARY

Input:

1. Primary Images/Photos

- **Photos of the Actors:** High-resolution portrait images of the lead actors (John Doe and Janie Smith in this case) taken with neutral lighting. Ideally, images should be shot in a way that allows blending with the background, such as side profiles with clean edges for easy masking.

- **Desert Landscape:** A high-resolution image of sand dunes or a desert landscape, which will serve as the background. Look for an image with interesting textures and lighting that convey a sense of vastness and solitude.

2. Typography

- **Title Text:** "THE SAND" in a font that reflects the tone of the movie. Choose a clean, minimalist font that fits the adventure theme.

- **Tagline Text:** "ADVENTURE BEGINS" as the subtitle, possibly in a slightly smaller or lighter font.

- **Release Date:** "IN THEATERS 20 JANUARY" text at the bottom, in a simple and easy-to-read font.

- **Actor Names:** "JOHN DOE" and "JANIE SMITH" positioned above or near the character images. Use a font that complements the title but is less prominent.

Process:

1. Prepare the Canvas

- Tool: *New Document*

2. Add Background Image

- Tool: *File > Place Embedded*

3. Masking and Blending

- Tool: *Layer Mask, Brush Tool (B)*

Output: