



CHANDIGARH UNIVERSITY

Discover. Learn. Empower.



DESKTOP PUBLISHING PROJECT FILE

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SUBJECT NAME :DESKTOP

SUBJECT CODE : 23 CAP 204

PUBLISHING LAB

AIM

DESIGN TRAVEL POSTER SERIES

PROCEDURE

1. Setting Up Your Document

- **New Document:** Start by creating a new document in Photoshop with dimensions appropriate for your poster (e.g., 18x24 inches at 300 DPI for high-quality printing).
- **Background:** Choose a simple, muted background color that complements your theme. For example, a light blue or sandy beige can evoke a sense of travel.

2. Layering Your Elements

- **Images:** Find images related to your travel theme. Consider:
 - Scenic landscapes
 - Iconic landmarks
 - Travel-related objects (suitcases, maps, compasses)
 - People enjoying their adventures
- **Adding Images:** Place these images onto separate layers in Photoshop, ensuring they are properly aligned and scaled.
- **Smart Objects:** For easier resizing and repositioning later, convert your images to Smart Objects. This maintains image quality when you adjust them.

3. Creating a Text-Based Title

- **Text Tool:** Use the text tool to add a bold, eye-catching title that reflects your travel series.
- **Font Choice:** Select a font that feels adventurous and bold (e.g., "Arial Black" or "Impact").
- **Font Size and Style:** Adjust the font size to make the title prominent. Consider adding a slight drop shadow for depth.
- **Layer Styles:** Explore layer styles to enhance your text:
 - **Bevel & Emboss:** Adds a 3D effect.
 - **Inner Glow:** Creates a subtle highlight.
 - **Gradient Overlay:** Provides a color shift.
 - **Stroke:** Outlines the text.

4. Incorporating Visual Elements

- **Shapes:** Use shapes (rectangles, circles, etc.) to create dividers or accent elements. Experiment with different colors and opacity to add visual interest.
- **Patterns:** Explore Photoshop's pattern library or create your own. Patterns can be used to create textures or backgrounds for a more intricate look.
- **Brushes:** Utilize brushes for adding textures or special effects. You can find pre-made brushes online or create your own.

5. Applying Filters for Visual Enhancement

- **Sharpening:** Enhance the details of your images using the "Uns

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LEARNING OUTCOME

- Familiarity with Photoshop Tools:
- Understanding of Composition:
- Color Theory Application:
- Creative Thinking:
- Technical Skills:
- Portfolio Development:



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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