

CHANDIGARH UNIVERSITY

Discover. Learn. Empower.



DESKTOP PUBLISHING PROJECT FILE

STUDENT NAME: AFJAL KHAN UID : 23BCA10246

BRANCH: UIC section: 1A

SEMESTER: 3rd DATE: 24 OCT 2024

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.

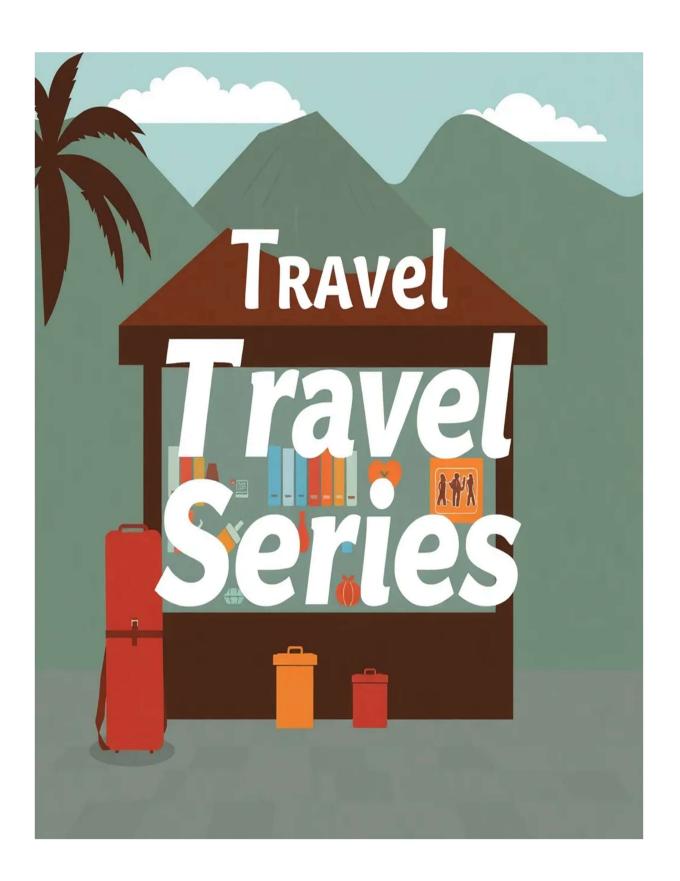
3. Creating a Text-Based Title

- 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



LEARNING OUTCOME

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





Evaluation Grid:

| Sr. No. | Parameters | Marks Obtained | Maximum Marks |
|---------|---|----------------|---------------|
| 1. | Demonstration and Performance (Pre Lab Quiz) | | 5 |
| 2. | Worksheet | | 10 |
| 3. | Post Lab Quiz | 4 | 5 |