



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

UNIVERSITY INSTITUTE OF COMPUTING

FINAL PROJECT

Program Name: BCA

Subject Name/Code : Dekstop Publishing Lab

23CAP -204

Submitted by:

Name - Anshul

UID - 23BCA10033

Semester - 3rd

Section - 3 A

Submitted to:

Name :Mrs. Jasleen kaur

Mam

AIM/OVERVIEW OF THE PRODUCT :

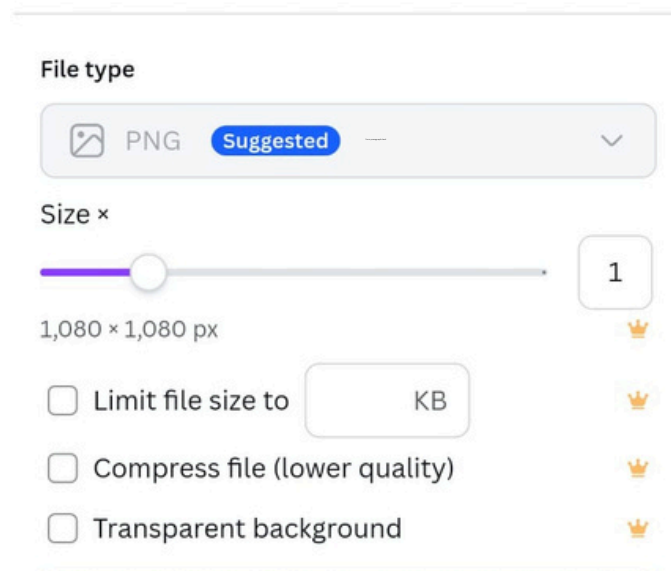
The aim of "The Radical Array Project" (TRAP) is to promote their live performance at the International Kullu Dussehra Festival, attract audiences, and encourage future collaborations.

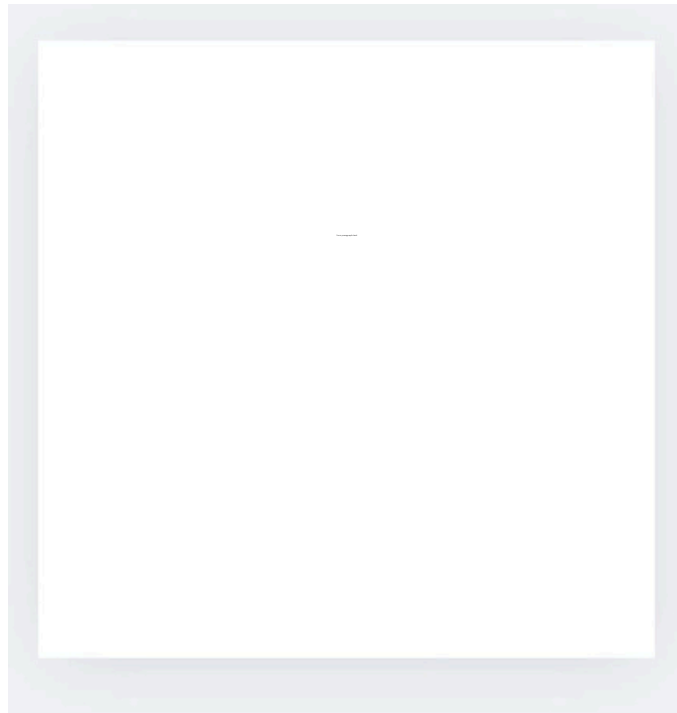
TASK TO BE DONE :

Creating a poster in Canva involves several steps. Here's a guide to achieve a similar look:

1. Set Up the Canva

- Open Canva and create a new design. Choose a custom size (e.g., 1080x1080 pixels for a square poster).
- Set a dark or gradient background similar to the black and purple gradient in the image.





2. Add Background Elements

- Use Canva's Elements tab to find a gradient or smoke effect in purple and blue tones. Place it in the background to recreate the moody, atmospheric feel.
- Adjust transparency to give a subtle background effect.

3. Add the Title and Project Name

- Text Box 1 (Top): Add "District Administration Kullu Presents" at the top of the poster. Use a sans-serif font in white.
- Text Box 2 (Project Name): Create a large title for "T R A P" using separate text boxes for each letter. For added effect:
 - Use a bold sans-serif font.
 - Put each letter in a box by adding white or light-colored borders around each letter .
 - Add smaller text under each letter to spell out "The Radical Array Project."

🔍 Use 4+ words to describe... ⚙️

Templates

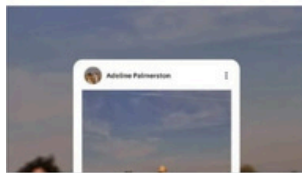
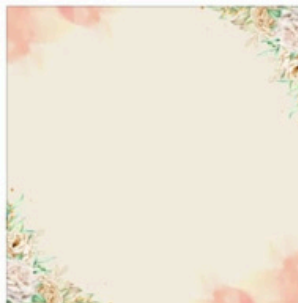
Styles

Recently used

See all



All results



4. Include the Event Details

- Date: Add "15th OCT" in bold text on the right side.
- Location: Write "LIVE at International Kullu Dussehra Festival" in large, bold, neon-style text below the band members' image. Choose a bright color like neon green or pink and adjust it to glow if possible.

5. Add the Band Image

- Upload a group image of the band members if you have one. Remove the background (Canva Pro feature) and place the image at the center of the poster.
- Resize and position the image to make it prominent.



6. Add Contact Information

- Add "For superhit shows and collaborations" at the bottom.
- List the contact numbers as shown, using contrasting colors (like yellow for names and white for numbers).
- Ensure these details are readable and easy to find.

7. Include Social Media Handles or QR Code

- If you have a QR code image (like in the original poster), upload it and place it in the bottom right corner.
- Add any social media handle or logo if needed.

8. Final Touches

- Adjust alignment, spacing, and sizes to ensure the design is balanced and visually appealing.
- Review colors, fonts, and layout for readability and impact.

9. Export the Poster

Once satisfied, download the poster in high-resolution (preferably in PNG or JPEG format) for print or digital sharing.

OUTPUT



LEARNING OUTCOMES

1. Graphic Design Skills

Understanding Visual Hierarchy: Learn how to arrange text, images, and other elements in a way that guides the viewer's eye to the most important information first (e.g., event name, date, location).

Color Theory: Explore color combinations that make the poster visually appealing, using contrast and harmony to draw attention to key elements.



2. Software Proficiency

Photo Editing: Practice using features such as background removal, adjusting brightness/contrast, and adding effects to make images blend seamlessly with the poster's theme.

3. Attention to Detail

Aligning Elements: Gain precision in aligning and positioning elements symmetrically and proportionately.

Readability and Accessibility: Learn to consider font size, color contrast, and spacing to ensure the poster is readable even from a distance and accessible to people with visual impairments.

4. Marketing and Communication Skills

Branding and Image Building: Recognize how a poster's style and content contribute to building a brand identity for the band or event, reflecting their personality and

Target Audience Awareness: Understand how to tailor design choices to appeal to the intended audience (e.g., a vibrant, energetic look for a youth-oriented music festival).

5. Time Management and Project Planning

Breaking Down Tasks: Gain experience in planning a multi-step design project, from setting up a layout and choosing visuals to finalizing text and adjusting for readability.

Attention to Deadlines: Practice managing time effectively to complete the poster by the required date, which is often a real-world constraint in event promotion.

<https://github.com/anshul488/desktop-/blob/main/826c8a35-a99b-41e0-a16d-dcf22fac8f8c.jpg>

THE END