



## PROJECT TITLE

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**Branch: BCA**

**Section/Group:23bca2b**

**Semester: 3**

**Subject Name: Desktop publishing**

**1. Aim/Overview of the project:** The aim of this project is to design an engaging front and back cover for "surrounded by idiots" using Adobe Photoshop. The covers will visually convey the book's themes of optimizing resource allocation and balancing supply and demand, enhancing its marketability to business leaders, managers, and students in a competitive landscape

### **2. Task to be done:**

- **Design Elements Planning:**

- Choose a color palette that reflects professionalism and clarity.
- Select appropriate fonts for the title, subtitle, and author name.

- **Front Cover Design:**

- Create a layout that highlights the title and subtitle prominently.
- Incorporate relevant imagery or graphics that represent capacity planning.
- Add the author's name and any necessary logos.

- **Back Cover Design:**

- Write and format the book blurb to succinctly describe the content.
- Include author bio and testimonials, ensuring clear readability.
- Design a space for the ISBN and publisher information.

- **Finalizing Design:**

- Ensure all elements are aligned and visually balanced.
- Review the design for consistency in style and branding.



### **3. Steps followed in making the project:**

- **Project Planning**

- Define objectives and timeline.

- **Research and Inspiration**

- Explore existing book covers for ideas.

- **Concept Development**

- Brainstorm and sketch rough designs.

- **Design Elements Selection**

- Choose a cohesive color palette and fonts.

- **Creating the Front Cover**

- Set up the document in Photoshop and design the layout, incorporating title, subtitle, and graphics.

- **Designing the Back Cover**

- Layout the blurb, author bio, testimonials, ISBN, and publisher info.

- **Refining the Design**

- Adjust alignment, spacing, and visual effects for balance.

- **Proofreading and Review**

- Check text for errors and ensure consistency.

- **Gathering Feedback**

- Share designs for input and suggestions.

- **Final Revisions**

- Implement feedback and polish the design.

#### **4. Result/Output/Writing Summary:**

The process begins with thorough research and inspiration gathering, followed by concept development and selection of design elements such as color palette and fonts. The design phase includes creating the front cover layout with the title and graphics, as well as the back cover with the blurb, author bio, and additional information.

#### **Learning outcomes (What I have learnt):**

1. Understanding Design Principles:
2. Proficiency in Adobe Photoshop
3. Creative Concept Development
4. Project Planning and Time Management
5. Color and Typography Selection

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

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