

Domain: Graphics Designing

Project 4: Event Branding & Promotion Kit Design

Project Title: Event Branding & Promotion Kit Design

Project Objective:

To design a complete visual branding kit for an event (conference, concert, workshop, or festival) using Canva, including posters, social media graphics, tickets, banners, and merchandise mockups, ensuring a consistent event identity.

Technologies to Use:

- Canva (easy for beginners)

Tasks Breakdown:

- 1.Event Logo/Theme – Create a logo and select a theme with fonts/colors.
- 2.Poster Design – Print and digital versions for event promotion.
- 3.Social Media Kit – Instagram stories, Facebook banners, LinkedIn posts.
- 4.Event Ticket & Passes – Custom ticket designs with QR placeholders.
- 5.Flyer & Brochure – Event schedule and highlights.
- 6.Stage Banner / Backdrop – Large banner design for stage branding.
- 7.Merchandise Mockups – T-shirts, mugs, badges (using Canva mockup frames).

Submission:

Submit the all PDF file in zip or
Exported all images in zip file