# Minor project

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**Section-** 3B

**Branch-** BCA

**Subject name-** Desktop publication

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**Submitted to-** M/r Jitendra Kumar

# 1. Aim

To design an engaging, data-driven cricket tournament poster that attracts participants and conveys essential event details. The poster will incorporate design principles, tournament statistics, and visual appeal to maximize viewer interest and information retention.

# 2. Tasks to be Done

- Research cricket tournament poster trends and design elements.
- Collect data on team names, players, match schedules, venue, and tournament format.
- Develop an algorithm to generate a visually cohesive poster with specific layouts.
- Design and test multiple poster drafts to ensure clarity and aesthetic appeal.
- Evaluate the final product for readability, engagement, and visual impact.

# 3. Algorithm

The algorithm involves several steps to automate aspects of the poster design:

**Step 1:** Data Preprocessing

- Load essential tournament data: team names, logos, match schedules, venue information.
- Organize data into a structured format (e.g., JSON or CSV).

**Step 2:** Define Poster Layout

- Create a grid-based layout using placeholder modules for text, logos, and images.
- Set margins, color schemes, and fonts.

**Step 3:** Data Mapping

- Map data elements (e.g., team logos and match schedules) to specific areas in the layout.

**Step 4:** Design Generation

- Use a design tool or script to render elements, adjust spacing, and apply branding colors.
- Optionally apply automated color adjustments and font sizing for improved readability.

**Step 5:** Export & Finalize

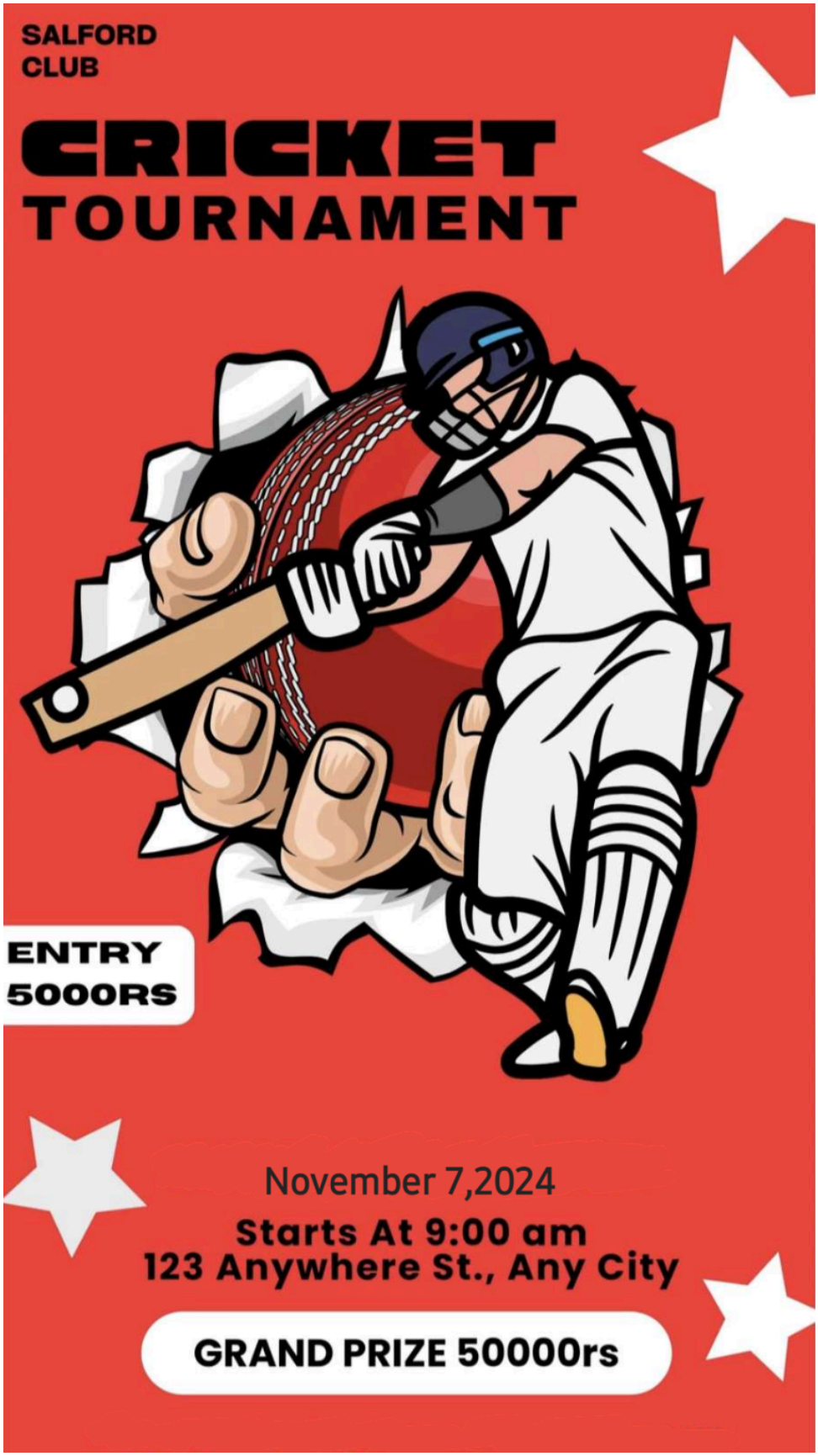
- Generate the poster in a high-resolution format.
- Review and make manual adjustments for visual appeal and readability.

# 4. Dataset

- **Team Data:** Team names, logos, player information.
- **Schedule Data:** Dates, times, and locations of matches.

- **Venue Data:** Location details and contact information.
- **Design Elements Dataset:** Colors, fonts, and branding assets for consistent styling.

# 5.Result



# 6. Learning Outcomes

- **Design Skills:** Understanding design principles, such as color theory, typography, and layout, for poster creation.
- **Data-Driven Design:** Experience using structured data to automate aspects of visual design.
- **Algorithmic Approach:** Knowledge of how algorithms can optimize layout and content for readability.
- **Tool Proficiency:** Enhanced skills in using design software or scripting tools for automated image generation.
- **User Engagement Analysis:** Ability to assess the effectiveness of visual design in attracting viewers.