**TRAVEL POSTER SERIES IN PHOTOSHOP**

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**Branch: 23BCA Section/Group 7 ’b’**

**Semester: 3rd Date of Performance:27/10/24**

**Subject Name Desktop Publishing Subject Code:**

**AIM: Design Travel Poster Series**

**Task to be done:**

* **Create a new file in PS.**
* **Create a title and subtitle**
* **Description**

**Steps of doing the project**

**1. Set Up Your Document:**

* **Size:** Choose a size that matches your book (e.g., 8.5" x 11" for paperback).
* **Resolution:** Set it to 300 DPI for high-quality printing.
* **Color Mode:** Use CMYK for print or RGB for digital.

**2. Choose a template:**

**.you can start with a template and customize it with photo**

**3. Design the poster:**

* **Text:**
  + Add a brief description, author bio, ISBN, barcode, price, and publisher logo.
* **Layout:**
  + Organize information neatly.

**4. Design the Spine:**

* **Text:**
  + Add the title and author's name vertically.
* **Logo:**
  + Include the publisher's logo.
* **Barcode:**
  + Add a barcode.
* Choose a audience:

Think about who you want to reach with your poster .

**Tips:**

* **Inspiration:** Look at others poster for ideas.
* **Simplicity:** Keep the design clean and uncluttered.
* **Readability:** Ensure text is easy to read.
* **Color Harmony:** Choose colors that complement each other.
* **Feedback:** Get feedback from others.

**Additional Tools:**

* **Grids:** Use grids to align elements.
* **Layers:** Organize your design with layers.
* **Guides:** Use guides to align elements.

**Output /Summary**

**Design travel poster series**

1. **Set Up Photoshop: Create a new document with the right size and high resolution.**
2. **Design the poster: Add a background, title, author name, and relevant image.**
3. **Design Spine: Add title, author name, publisher logo, and barcode.**

**Tips: Keep it simple, use clear fonts, choose good colors, and use tools like grids and layers.**

**Learning Outcomes**

* **Understanding Design Principles:** 
  + **Learn the principles of design, such as balance, contrast, and rhythm.**
* **Mastering Photoshop Tools:** 
  + **Gain proficiency in using essential Photoshop tools for image editing and manipulation.**
* **Creating Effective Layouts:** 
  + **Develop the ability to design visually appealing layouts for travel poster.**
* **Typography Skills:** 
  + **Learn how to choose appropriate fonts and typography techniques for travel poster.**
* **Color Theory:** 
  + **Understand color theory and how to use color effectively in design.**