UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT
ON
POSTER TO ADVERTISE AN EVENT

Program Name: BCA

Subject Name/Code: Desktop Publishing (23CAP-204)

Submitted by: **Submitted to:**

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UID: 23BCA10560   **Designation:** Asst Prof

Section: BCA – 3 "A"

ABSTRACT

Introduction:

The goal of this project was to design a professional and visually captivating poster for the "Film Festival 2028" by Hanover and Tyke. This poster serves as an essential promotional tool, showcasing key event details such as dates, location, and time, with a cinematic theme to attract film enthusiasts.

Technique:

- Vibrant Colors: Both posters use bold colors—neon for the party and warm hues for Diwali—suited to each event's theme.
- Bold Typography: Large, eye-catching fonts highlight key words ("PARTY" and "Happy Diwali"), making the purpose clear at a glance.
- Event-Specific Elements: Each poster includes relevant visuals—geometric shapes for the party and festive symbols (diyas, lanterns) for Diwali.
- Balanced Layout: Symmetrical designs make both posters visually organized and easy to navigate.
- Clear Call to Action: Essential details (date, location, website) are well-placed, making it easy for viewers to engage.

System Configuration:

- OS: Windows 11
- Processor: Intel Core i3 (minimum); Core i5 or higher recommended
- RAM: 4 GB (minimum); 8 GB recommended

SUMMARY

Input:

- Vibrant Colors: Both posters use bold colors—neon for the party and warm hues for Diwali—suited to each event's theme.
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Process:

➢ **Define the Theme and Color Scheme**

➢ Identify the event's mood (e.g., modern party or traditional festival).

➢ Choose a color palette that aligns with this theme—neon for a party, warm tones for a cultural event.

➢ **Create a Strong Focal Point with Typography**

➢ Use large, bold fonts for the main message, such as "PARTY" or "Happy Diwali."

➢ Adjust font sizes and colors to create a clear hierarchy for key details like the date and time.

➢ **Incorporate Relevant Visual Elements**

➢ Add thematic visuals (e.g., 3D shapes or glowing elements for a party, diyas or floral borders for Diwali) to enhance the design's connection to the event.

➢ **Organize Layout for Balance and Readability**

➢ Arrange elements symmetrically or in a structured layout, making the poster easy to navigate and visually appealing.

➢ **Highlight Essential Information**

➢ Place important details (date, location, website) prominently, ensuring viewers can quickly understand how to participate or get more information.

Happy Diwali

Happy Diwali! ✨
Wishing you joy, prosperity, and light this festive season. 🪔

30 october 2024