

# DESKTOP PUBLISHING PROJECT

REPORT

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# PROJECT TITLE- College Brochure

**CONTENTS: -**

1. INTRODUCTION…………………………………………………

The goal of this project is to develop creative skills in designing College Brochure that cater to various contexts, keeping in mind the principles of visual hierarchy, color theory, typography, and user

engagement. Through this project, participants will learn to use design tools, explore layout strategies, and understand the significance of branding in College Brochure creation.

1. OBJECTIVE OF PROJECT……………………………………..

The objective of this project is to design visually appealing and effective College Brochure that communicate messages clearly, align with branding goals, and engage the target audience across various digital and print platforms.

1. PROCEDURE OF DESIGNING……………………………..

Followed the right steps for creating College Brochure using Adobe photoshop.

1. PROJECT OUTPUT IMAGES…………………………………

Pasted the results of College Brochure designing.

5. CONCLUSION………………………………………………….

This project highlights the importance of well- designed College Brochure in communication and branding. By applying design principles, creative tools, and layout techniques, participants gain valuable skills to create effective College Brochure that capture attention and deliver messages clearly across different platforms.

**College Brochure Design Using Adobe Photoshop**

## Introduction:

College Brochure design is a creative process that involves combining text, imagery, and graphic elements to communicate messages effectively. It serves various purposes, such as promoting events, advertising products, or spreading awareness. Adobe Photoshop is a powerful tool that allows designers to bring their ideas to life, offering a wide range of features for photo editing, typography, and layout creation.

## Objective:

The objective of this project is to design a visually appealing College Brochure using Adobe Photoshop that effectively communicates a specific message, captures attention, and aligns with the intended theme or purpose.

* 1. Learning essential College Brochure design principles.
  2. Mastering Photoshop tools like layers, text, and effects.
  3. Designing a College Brochure with specific dimensions and resolution.
  4. Applying creativity and branding consistency.
  5. Exporting the College Brochure in formats suitable for web or print.

Step-by-Step Guide to Designing the College Brochure Cover in Photoshop

## Set Up Document

* + Open Photoshop.
  + Go to **File > New** and create a new document. Set the dimensions according to your brochure size (e.g., 8.5 x 11 inches for a standard letter size).
  + Set the resolution to **300 DPI** for print quality and choose **CMYK** color mode.

## Create the Background

* + Select the **Rectangle Tool (U)** from the toolbar, and draw a rectangle covering the entire canvas to act as your background.
  + Choose a **gradient** or **solid color** for the background, similar to the red color used in the uploaded brochure.

## Add Title and Header

* + Use the **Type Tool (T)** to add the title "CHANDIGARH UNIVERSITY" at the top.
  + Choose a **bold font** like Impact or Arial Black, and set the color to white or any other contrasting color.
  + Position the title at the top of the page. You can use **Character panel** (Window > Character) to adjust font size, tracking, and spacing.

## Add NAAC Grade Section

* + Create a **rectangular box** below the title on the left side.
  + Fill this box with a red color or gradient similar to the one in the reference image.
  + Use the **Type Tool** to add the text "NAAC GRADE A+" and any additional accreditation information.
  + Adjust font size, style, and alignment to match the design style.

## Insert Main Text Content

* + For the main content, create text boxes using the **Type Tool**. You can divide the text into sections (like "Academics," "Rankings," etc.).
  + Use a legible font like Arial or Helvetica, and set an appropriate font size (typically between 10-12 pt for readability).
  + Arrange the text into columns if necessary. To do this:

o Use **Guides** (View > New Guide) to create columns and organize content in sections.

* + Adjust text alignment and spacing to match the layout.

## Add Images

* + Go to **File > Place Embedded** to insert images like the university building photo.
  + Resize and position the images within the document by using **Transform (Ctrl + T)**. Keep the images aligned with the text sections for a professional look.
  + Add borders around images if desired by creating a **rectangle shape** behind the image layer or using **Layer Styles > Stroke** on the image layer.

## Add Additional Design Elements

* + Create colored rectangles for different sections (like the pink and red rectangles in the reference).
  + To add these shapes, use the **Rectangle Tool (U)**. Choose a color that complements the overall design.
  + If you want the shapes to have a slight transparency, adjust the **Opacity** in the **Layers panel**.

## Arrange Layers and Organize Content

* + Organize all elements in the **Layers panel**. Label each layer (e.g., “Title,” “NAAC Section,” “Image,” “Content Text”) to keep everything organized.
  + Adjust the stacking order so that text is on top of background elements and images.

## Finishing Touches

* + **Alignment:** Select layers and use the **Align** options in the toolbar to make sure everything is properly aligned.
  + **Spacing:** Use consistent spacing between sections for a balanced look.
  + **Typography:** Ensure that fonts, font sizes, and colors are consistent throughout the brochure.
  + **Color Correction:** Use **Image > Adjustments > Hue/Saturation** or **Color Balance** if you want to tweak the colors for better contrast.

## Save and Export

* + Save your work as a **PSD file** to retain layers for future edits.
  + Go to **File > Export > Export As** and choose **JPEG** or **PDF**

for a print-ready file.

* + Make sure to check the resolution (300 DPI) and color profile (CMYK) for high-quality printing.

Review the final College Brochure for any design or content errors.

Share the design with stakeholders or team members for feedback and make necessary revisions.

**Conclusion:**

Designing a College Brochure using Adobe Photoshop is a comprehensive process that combines creativity with technical skills. Through this project, users learn how to effectively use tools like typography, imagery, and graphic elements to convey messages in a visually engaging way. The steps covered—ranging from setting up the canvas to applying effects and

exporting—ensure a polished final product suitable for both digital and print platforms. This project not only enhances proficiency in Photoshop but also provides valuable insights into design principles, helping participants create professional College

Brochures that align with the desired theme and purpose.

OUTPUT IMAGE: -

