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UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT
DESIGN EVENT POSTER

Program Name: BCA

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

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Event Poster Design in Adobe Photoshop

Task to be Done

Create an eye-catching event poster for an upcoming community festival, incorporating relevant graphics, text, and branding elements.

Steps Followed in Making the Project

1. Planning and Conceptualization
- Define the event details: name, date, location, and theme.
- Sketch rough layouts on paper to visualize ideas.

2. Setting Up the Document
- Open Adobe Photoshop and create a new document (e.g., 24" x 36" at 300 DPI).
- Set up guidelines for margins and sections to organize the layout.

3. Background Creation
- Choose a vibrant background color or gradient that fits the festival theme.
- Optionally, import a high-resolution image as the background and apply a filter for texture.

4. Adding Text
- Use the Text Tool to add the event title, date, time, and location.
- Experiment with different fonts and sizes to ensure readability and aesthetic appeal.
- Consider using contrasting colors to make important information stand out.

5. Incorporating Graphics

- Import images or illustrations relevant to the event (e.g., icons for activities).
- Use layers to arrange graphics around the text.
- Apply layer styles (like drop shadows) for depth.

6. Final Touches

- Add any necessary logos or sponsor information at the bottom.
- Ensure all elements are aligned and spaced evenly.
- Adjust overall color balance and contrast for visual impact.

7. Review and Edit

- Review the poster for any typos or layout issues.
- Seek feedback from peers and make adjustments as necessary.

8. Exporting the Final Design

- Save the project in PSD format for future edits.
- Export the final design as a high-resolution JPEG or PDF for printing.

Result/Output

A visually appealing and informative event poster that effectively communicates the festival details and attracts attention. The poster is suitable for both digital sharing and physical printing.

Learning Outcomes

- **Design Skills**: Improved ability to use Adobe Photoshop tools and features, including layers, text formatting, and graphic manipulation.
- **Creative Thinking**: Enhanced capability to conceptualize and execute a design that aligns with a specific theme and audience.
- **Attention to Detail**: Developed a keen eye for layout, color schemes, and typography.
- **Feedback Utilization**: Learned the importance of incorporating feedback into the design process for better results.