



# Prepare a Poster to Advertise an Event

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## **Aim/Overview Of The Project**

The main aim of this project is to create an eye-catching and informative poster that promotes an event. Using Adobe Photoshop, the poster will include key event details like the name, date, time, and location. The design will focus on clear communication and appeal, using graphics, typography, and layout to attract potential attendees and generate interest. The objective of this project is to design a captivating and informative poster to promote a specific event, using Adobe Photoshop as the main design tool. This includes:

**Effective Communication:** The project will show how design can clearly share important information. The poster will display key details like the event name, date, time, and location, making it easy for the audience to understand and get excited about the event

**Design Principles:** The poster will use basic design principles like balance, contrast, alignment, and repetition to create a clean and attractive layout. These principles will help make the poster more eye-catching and effective in grabbing attention.

**Promotion of the Event:** The poster's main goal is to promote the event, raise awareness, and spark excitement. By combining eye-catching visuals and clear text, it will encourage people to join and help the event succeed.

**Audience Engagement:** The poster will be designed to attract the right audience by using images, colors, and fonts that match the event's theme. This will help capture their interest and encourage them to attend.

**Creativity and Innovation:** This project allows for creative design by trying out different ideas, layouts, and visual elements. The goal is to create a unique poster that grabs attention in a busy visual space.

## Task to be done

For my event poster project, here are the main tasks I need to complete:

**Gather Event Information:** Confirm the event's title, date, time, and location to ensure all details are correct.

**Identify the Target Audience:** Determine the audience for the event (e.g., students, professionals) to tailor the poster's message accordingly.

**Select Design Elements:** Choose a color scheme that matches the event's theme to make the poster visually appealing, and pick fonts for the title and text that are clear and easy to read.

**Create Visuals:** Find or design images and graphics that reflect the event's theme, and plan the layout by deciding where to place the text and visuals for a balanced design.

**Write Content:** Draft engaging text for each section of the poster:

**Title:** Make it catchy and relevant.

**Date and Time:** Clearly state when the event takes place.

**Location:** Include the venue name and address.

**Description:** Provide a brief overview of the event.

**Activities:** Highlight key activities and special guests.

**Registration Info:** Provide details on how to register or RSVP.

**Contact Info:** Include contact details for question.

**Design the Poster:** Use design software or online tools like Canva or Adobe Spark to create the poster, arranging the text and visuals according to your layout for maximum clarity.

**Review and Revise:** Check for spelling and grammar errors to ensure professionalism, verify that all information is correct, and seek feedback from peers or instructors to improve the design.

## **Steps followed in making the project**

To begin, I set the canvas size before starting the design process to ensure it matched the required display or print dimensions. I chose a standard poster size of 61x91 cm for this project.

Next, I picked an image to serve as the background for the poster. After placing it on the canvas, I added a color overlay to slightly darken the image. This helped reduce distractions from the background, making the text and other elements more visible and easier to read.

Once the background was set, I used the Eraser Tool to carefully remove any parts of the image that didn't fit with the design. This step refined the background, ensuring it looked clean and cohesive.

Then, I used the Shape Tool to create several shapes along the bottom edge of the canvas. These shapes not only added a decorative touch but also provided space for extra details. I chose various colors for the shapes to enhance the visual appeal of the poster.

After adding the shapes, I went to "File" and selected "Place Embedded" to import several images into the design. This feature allowed me to add relevant photos that aligned with the event theme. Once the images were imported, I used the Clipping Mask Tool to fit them neatly within the shapes I had created. This technique made the images blend seamlessly with the design.

I also added the university logo and the Sunburn logo to the top left and right corners of the poster. This strategic placement helped brand the event and gave the poster a professional touch.

To include all the essential event details, I used the Text Tool. I applied my knowledge of typography to choose the right fonts, colors, and sizes. I varied the styles of the text to create a clear hierarchy, ensuring the event title stood out while making other details like the date and location easy to read.

Once I was satisfied with the overall design and everything was in place, I exported the final file as a PNG to save my work.



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## Result/Output





## **Learning outcomes (What I have learnt):**

Creating the event poster taught me a lot about graphic design. I gained more experience with Adobe Photoshop and became familiar with tools like the Eraser Tool and Shape Tool. I practiced editing images by applying color overlays and removing unwanted parts. I also honed my typography skills, selecting different fonts, sizes, and colors to make the text more eye-catching. Adding logos helped me understand the importance of branding in design. I learned how to organize layers efficiently, making it easier to edit my work. Additionally, I figured out how to save my poster in the proper formats for both printing and sharing. Overall, I improved my creative problem-solving by figuring out how to arrange the design elements in a visually appealing way while ensuring everything was clear and error-free. This project also helped me manage my time better so I could complete everything on schedule.