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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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Task: Design a Traveling Poster in Adobe Photoshop

Result/Output:

A visually appealing traveling poster showcasing a specific destination, complete with engaging visuals, typography, and color schemes that capture the essence of the place. The poster may include images, text (like a catchy slogan), and essential travel information.

Summary:

1. Concept Development:

- Choose a destination (e.g., Paris, Tokyo, or a national park).
- Gather inspiration from existing travel posters.

2. Gather Resources:

- Collect high-quality images (either personal photos or stock images).
- Choose a color palette that reflects the destination's vibe.

3. Setup in Photoshop:

- Create a new document with the desired dimensions (e.g., 24x36 inches).
- Set up guidelines for layout consistency.

4. Design Elements:

- Background: Use a captivating image or gradient that sets the tone.
- Images: Incorporate photos of key landmarks or attractions.
- Text: Add a catchy title, travel slogan, and essential details (like dates or travel tips).
- Typography: Select fonts that complement the theme—bold for titles, legible for body text.



5. Final Touches:

- Adjust the color balance and contrast for visual impact.
- Add effects like shadows or highlights to give depth.
- Ensure all elements are aligned and balanced.

6. Export: Save the final design in a suitable format (like JPEG or PDF) for printing or digital sharing.

Learning Outcomes:

Adobe Photoshop Skills: Enhanced proficiency in using layers, blending modes, and text formatting.

Design Principles: Understanding of composition, color theory, and typography in poster design.

Creativity: Ability to conceptualize and visualize travel experiences in a compelling way.

Project Management: Experience in planning and executing a design project from concept to completion.

Features of a Traveling Poster

1. Visual Imagery:

- High-quality, captivating images of the destination (landmarks, landscapes, cultural elements).
- Use of vibrant colors that evoke the feel of the place.

2. Typography:

- Attention-grabbing title or slogan that reflects the essence of the destination.
- Clear, legible fonts for essential information (dates, activities, tips).
- Creative font pairing that enhances the visual appeal.

3. Color Scheme:



- A cohesive color palette that resonates with the destination (e.g., warm tones for tropical locales, cool hues for winter destinations).
- Use of contrast to make key information stand out.

4. Layout and Composition:

- Balanced arrangement of images and text for visual harmony.
- Effective use of white space to avoid clutter and guide the viewer's eye.

5. Branding Elements:

- Inclusion of logos or branding for tourism boards or travel agencies, if applicable.
- Consistent style that aligns with the destination's promotional materials.

6. Informative Content:

- Essential travel details (best times to visit, travel tips, must-see attractions).
- QR codes or links for more information, connecting viewers to digital resources.

7. Call to Action:

- Encouraging phrases like "Book Now," "Explore More," or "Visit Today" to motivate potential travelers.

8. Cultural References:

- Incorporation of local symbols, traditions, or cultural highlights to give depth and context.
- Illustrative elements that represent the destination's identity (e.g., food, festivals, wildlife).

9. Visual Hierarchy:



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- Strategic placement of elements to guide the viewer's focus from the most important information to supporting details.

10. **Special Effects:**

- Use of textures or overlays to add depth (e.g., vintage effects for a nostalgic feel).



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OUTPUT:-

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