MINOR PROJECT

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Section/Group: 3(B)

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Subject Name: Desktop Publishing Lab

Subject Code: 23CAP-204

Submitted to: Mr. Jitendera Kumar

Aim/Overview of the Practical:

To create an eye-catching flyer promoting a music festival event.

Task to be Done:

- Design a flyer that showcases three famous bands, their brief descriptions, event date, location, and timing.

- Include visual effects such as a circular image placement, swirl effects, and proper layout of text using alignment and typography tools.

Algorithm:

1. Open Adobe Photoshop and create a new document   with appropriate dimensions (eg.8.5 x 11 inches for print or custom digital size).

2. Import a concert background image and adjust it using Gaussian Blur.

3. Create a central circle using the Ellipse Tool and place a performer's image inside using a Clipping Mask.

4. Use the Pen Tool to draw swirl effects around the circle for dynamic design.

5. Add the event title and band descriptions using the Text Tool, ensuring clear hierarchy and alignment.

6. Add social media icons and event details at the bottom of the flyer.

7. Apply final touches with shadows and export the flyer.

Dataset:

Element	Description	Source/Details
Background Image	High-quality concert/event background image	Stock photo site or free image resource
Performer Image	Image of the main artist or band	Artist's official site or royalty-free image source
Social Media Icons	Icons for platforms like Instagram, Twitter, Facebook	Downloaded from free icon resources like Flaticon or custom designed
Fonts	Typography for headings and body text	Built-in fonts from Photoshop (e.g., Arial, Helvetica) or imported custom fonts
Event Details (Text)	Information about date, time, venue	Provided as input text by user or organizer
Swirl Effects/Shapes	Custom design elements for added visual appeal	Created using Photoshop's Pen Tool or pre-made vector shapes
Logos	Event sponsors or partner logos	Official logos from the event's website or sponsor resources

Code for Experiment/Practical:

- No actual code is involved in this design;

However, the step-by-step process in Photoshop serves as the "algorithm" for creating the design.

Result/Output: A visually appealing and informative flyer for the music event.

Learning Outcomes (What I have learned):

1. How to use Photoshop tools(like Text Tool, Pen Tool, and Ellipse Tool) to create an event flyer.

2. How to import and adjust images using Free Transform and Clipping Mask.

3. How to apply visual effects like blurs and dynamic strokes for aesthetic design.

4. The importance of layout and alignment in designing a clear and effective flyer.

5. How to export the final design for both print and web use.