PROJECT TITLE

Magazine Cover Creation in Adobe Photoshop

University Institute of Computing

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Section/Group: 2'B

Semester: 3rd

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Subject Name: Desktop Publishing Lab

Subject Code: 23CAP-204

Tech Event Flex Design Project

Project Documentation Report

1. Aim/Overview of the project:

- To create a professional flex banner design for a technology event using Adobe Photoshop
- To maintain Chandigarh University's branding guidelines
- To effectively communicate event details in a visually appealing manner
- Timeline: One-day project requiring intermediate Photoshop skills

2. Task to be done:

- Design event banner layout
- Incorporate university branding elements
- Create tech-themed visual elements
- Add event information and contact details
- Ensure print-ready specifications for flex printing

3. Steps followed in making the project:

Step 1: Document Setup
- Create New Document in Photoshop

- Size: 3x4 feet (standard flex size)

- Resolution: 150 DPI (suitable for large format printing)

- Color Mode: CMYK

- Background: White

Step 2: Layout Design
- Header Section:

  - Place Chandigarh University logo (top-left)

  - Add "STALLS AVAILABLE" text (top-right)

- Main Content Area:

  - Create curved white section for central content

- Design tech-themed icons/illustrations

  - Add event name in spaced typography

- Background Design:

  - Create gradient background:

    * Top: Teal (#008080)

    * Bottom: Deep Navy (#000080)

  - Add subtle tech patterns/circuit board designs

Step 3: Visual Elements

- Tech Icons Creation:

  - Design minimalist tech symbols:

    * Computer/Laptop icon

    * Circuit pattern

    * Coding symbols

    * AI/ML representations

- Typography:

  - Event Name: Modern sans-serif font

  - Date: Bold, high-contrast font

  - Contact details: Clean, readable font

- Color Scheme:

  - Primary: Navy Blue (#000080)

  - Secondary: Teal (#008080)

  - Accent: White (#FFFFFF)

  - Text: White and Dark Blue

Step 4: Content Addition

- Event Title:

  - "TECHNOVISION 2024" (or relevant name)

- Spaced letters for emphasis

- Event Details:

 - Date and Time

 - Venue information

 - Contact number

 - Main campus location

- Additional Elements:

 - QR code for registration

 - Social media handles

 - Sponsor logos (if any)

Step 5: Final Preparation
- Add bleed area (0.25 inches)

- Check resolution for large format

- Verify text clarity

- Export in appropriate format:

 * PDF for print

 * JPG for digital sharing

4. Result/Output/Writing Summary:

- Successfully created an impactful tech event flex design
- Final design features:
    - Professional layout
    - Clear information hierarchy
    - Tech-themed visuals
    - Proper branding elements
    - Print-ready specifications
    - Easy-to-read contact information

Learning outcomes (What I have learnt):

1. Technical Skills:

- Large format design principles
- Resolution management for flex printing

- Creating print-ready files
- Working with gradients and effects

2. Design Principles:

- Visual hierarchy in large formats
- Color theory for outdoor displays
- Typography for visibility
- Balancing information and design

3. Branding Compliance:

- University brand guidelines
- Logo placement rules
- Color scheme adherence
- Professional presentation

4. Print Production:

- Flex material requirements
- Color management for outdoor printing
- Resolution requirements
- File preparation for large format

5. Project Management:

- Meeting client specifications
- Time management
- File organization
- Quality control

Best Practices Learned:

1. Keep text minimal and readable from a distance
2. Use high contrast for better visibility
3. Ensure proper spacing between elements
4. Consider viewing distance when sizing elements
5. Maintain proper file backup
6. Document all design specifications
7. Create both print and digital versions

Tips for Future Projects:

- Always check printer specifications
- Keep source files organized
- Create a template for similar events

- Test print small sections
- Get client approval on digital proof
- Maintain consistency with brand guidelines