



Project Report

On

"GRAPHIC DESIGN FOR COMPANIES"

SUBMITTED BY: KRISHNA PATEL

REG. NO.: 3060818024

in partial fulfilment for the award of the degree of

Bachelor of Technology

in

Agricultural Information Technology



INNOVATION INFORMATION TRANSFORMATION

College of Agricultural Information Technology

Anand Agricultural University

Anand – 388 110, GUJARAT (INDIA)

2021-22

CERTIFICATE

This is to certify that the internship project report entitled “**Graphic Design for Companies**” submitted by Ms. “**Krishna Patel**” in partial fulfillment of the requirement for the award of the degree of **B. Tech. in Agricultural Information Technology** of the Anand Agricultural University, is a record of bonafide internship project work carried out by her. She has undergone the project for the required period. During this period, we found her sincere, honest and diligent. We wish all success in her future endeavors.

Place: Vadodara

Date: 29/04/2022



[Tirup Parekh]
External Guide

CANDIDATE'S DECLARATION

I declare that final semester report entitled “**GRAPHIC DESIGN FOR COMPANIES**” is my own work conducted under the supervision of the guide **Mr. Tirup Parekh (External Guide)** and **Mr. K.P. Patel (Internal Guide)**. I further declare that to the best of my knowledge, the report for B. Tech. (Agricultural Information Technology) final semester does not contain part of the work which has been submitted for the award of B. Tech Degree either in this university or any other university without proper citation.



Candidate's Signature
Krishna Patel
Reg.No.: 3060818024



Guide: Mr. K. P. Patel
Professor
College of AIT, AAU, Anand.

ACKNOWLEDGEMENT

The successful completion of a project is generally not an individual effort. It is an outcome of the collective efforts of several persons, each having own importance to the objective. This session is a vote of thanks to all those persons who have directly or indirectly added in their own special way towards the completion of this project.

I thank to **Mr.K.P.Patel (Internal Guide)** College of Agricultural Information Technology, AAU, Anand for his time and suggestions at various aspects of this project and completion of project report.

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1. Introduction

Dots and Coms is a website design & development company with clients based globally. It provides, Corporate Websites, e-Commerce Websites, Flash Websites, Email Marketing Solution, Web Hosting, Domain Registration, Content Management System, Custom Application Development for the Apple IOS, iPhone, iPad, DNC is a unique company with our development studio in India & technical sales & marketing teams in US, UK, Australia & New Zealand, Canada & UAE serving clients since 1999.

Graphic Design for Companies is a graphic design project which contain logo design, web banner, social media cover page banner, stickers, festival banner, advertisement banner and many more. This project contains festival banners for 12 different companies, more than 10 companies logo design, advertisement banners and videos for marketing and web banners for website.

2. Objective

- To create effective and innovative designs to convey desired idea.
- To experience working with clients to identify needs and present solutions and collaborating with website design, social media marketer and sales departments.

3. Scope

- Help clients and individual for brand building.
- Help Social Marketer in design SMM artworks.
- Help Sales Departments to improve company branding material.
- Help website designer to improved website design by designing creative banners of products and services.

4. System Requirement

4.1. Software Configuration

- Photoshop 2020
- Adobe illustrator 2020
- Lightworks

4.2. Hardware Configuration

Recommended System Requirements

- Processor: Intel core I5 and Higher version.
- RAM: 4 GB and above
- Hard Disk: 500MB

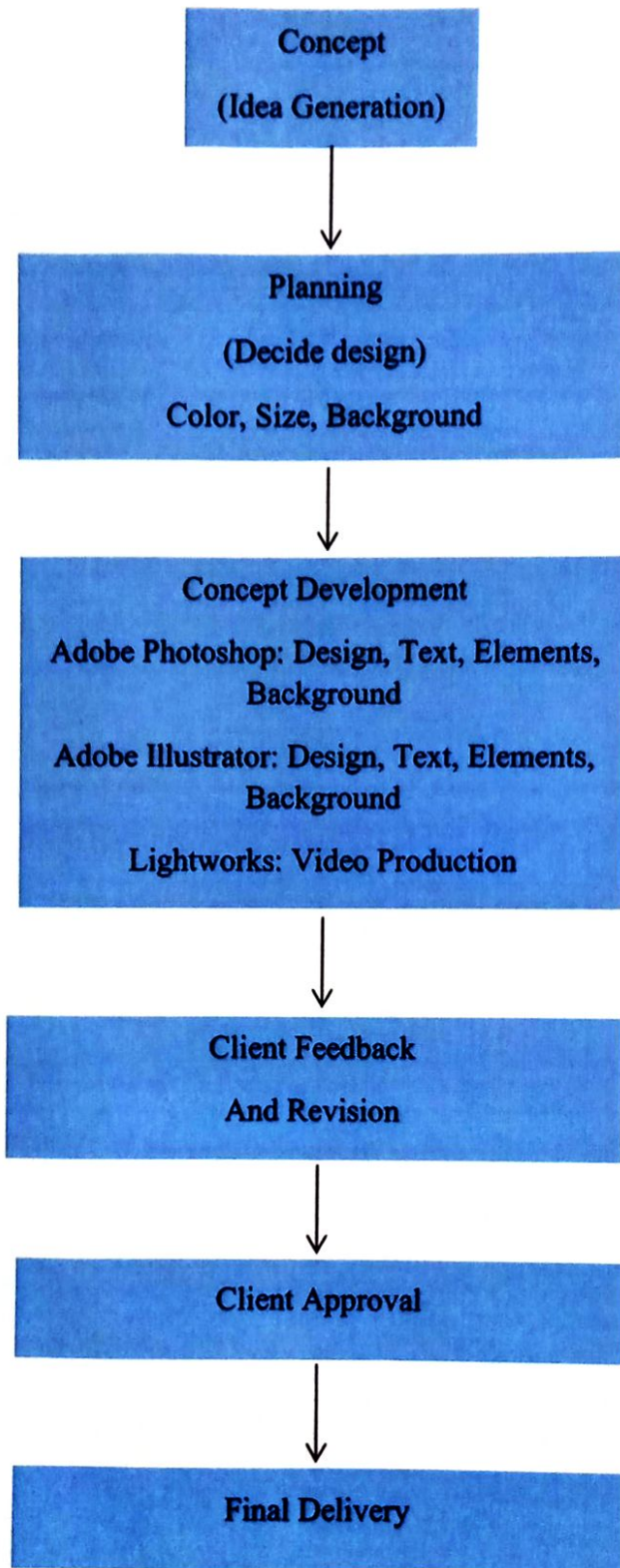
Minimum System Requirements

- Processor: Intel core I3 and Higher version.
- RAM: 4 GB and above
- Hard Disk: 500M

5. Methodology

- Decide tag line
- Find Proper Background
- Content Related Tag line
- Give Effects and Final Output

6. Work Flow



7. Software and Hardware interface

Software

Front End :-

- Adobe Photoshop
- Adobe Illustrator
- Lightworks

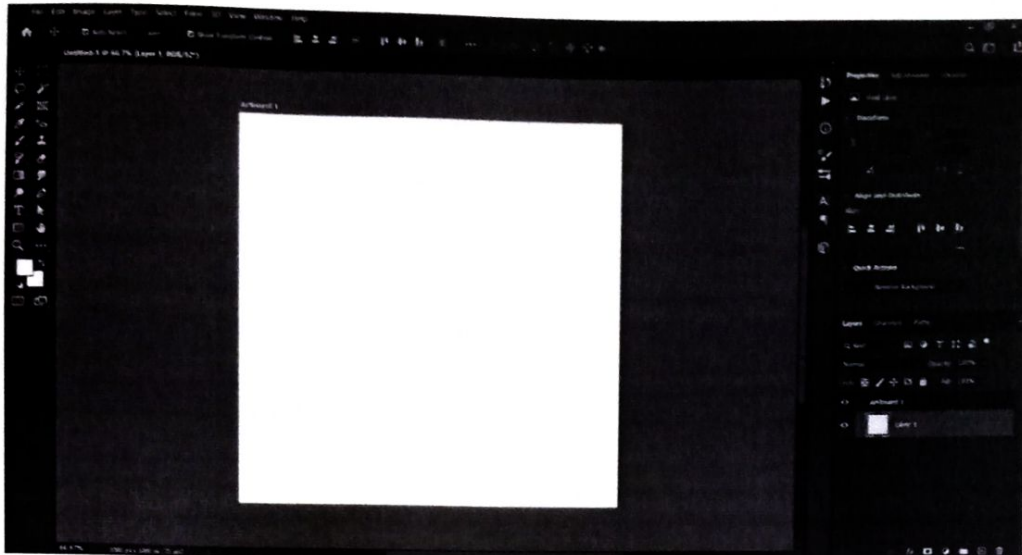
7.1. Adobe Photoshop

Adobe Photoshop is Adobe's photo editing, image creation and graphic design software. The software provides many images editing features for raster (pixel based) images as well as vector graphics. It uses a layer-based editing system that enables image creation and altering with multiple overlays that support transparency. Layers can also act as masks or filters, altering underlying colors. Shadows and other effects can be added to the layers. Photoshop actions include automation features to reduce the need for repetitive tasks. An option known as Photoshop CC (Creative Cloud) allows users to work on content from any computer.

Adobe Photoshop is an exceptional raster-based photo editing software used for graphical work. It is primarily used to create, edit, and manipulate several graphical as well as digital artworks. We can create images with layers and save them in a different image format such as jpg, png, gif, tiff, etc. The default file format for Photoshop files is PSD. The PSD stands for Photoshop Document, which is a native file format for Photoshop.

Adobe Photoshop Workspace

The Photoshop workspace is its default user interface, also known as essentials. It contains several different palettes. At the top of Photoshop's UI, we can see a menu bar, which holds several menu options such as: File, Edit, Image, Layer, Select, Filter, Analysis, 3D, View, Window, Help. These menus contain several options for creating and editing documents.



Tools in Adobe Photoshop

Move Tool

Move Tools is used for moving images, layers, handling folders, and to get information.

Lasso Tool

We can select an area in our image and work accordingly in free space. Lasso tool has 2 more options like Magnetic Lasso and Polygonal Lasso tools, which help in cutting the image portions exactly as per requirements with high contract edges and selected boundaries.

Magic wand

To select the same-colored portion or a portion of an individual layer for differencing from the image.

Marquee Selection

The tool has a crop, slicing, moving, etc., to adjust the image and individual layers as per the required area and shape.

Brushes

With multiple types with different adjustable thicknesses can be used as required.

Pen Tool

The pen tools are much flexible to draw hand free drawing, magnetic pen and form pen as per image and its curves and shapes.

Clone Stamp Tool

To clone the same colors and patterns to other places of the same image.

Rollers, Measuring, and Navigation

It helps in maintaining the size occupancy of shape in a banner, Pampa late, paper article designing and many more.

Zoom and Hand Tools

Both help in working on different pixel levels of the image and move from one area to another on the working image.

Eye Tool

This adobe photoshop tool is used to Remove the unwanted red-eye effect, closed eyes, pet eye effect in our photo. To get a visual realistic feel of eyes to the people in the pictures.

Pattern Stamp Tool

It is used for Dumps or paints the same portion of the area, which is taking as a reference to match patterns on images as required.

Blur Tool

This helps in managing the soft and hard edges of the image by adding a smooth and portrait feel to the images.

Sharpen Tool

Sharpen Tool increases the saturation, color combinations, visual focus vies to the image by focusing on the soft edges of the image.

Smudge Tool

Using the Smudge tool, we can give stimulation to the image components of the image that can be dragged and pushed to set them at the right place on the image. Fingers, stick, etc., can be moved as wet paint by dragging in directions.

Sponge Tool

It helps in changing the color and saturation of an area.

Dodge Tool

It lightens the portion selected in the image and brightens the portion with shadows.

Burn Tool

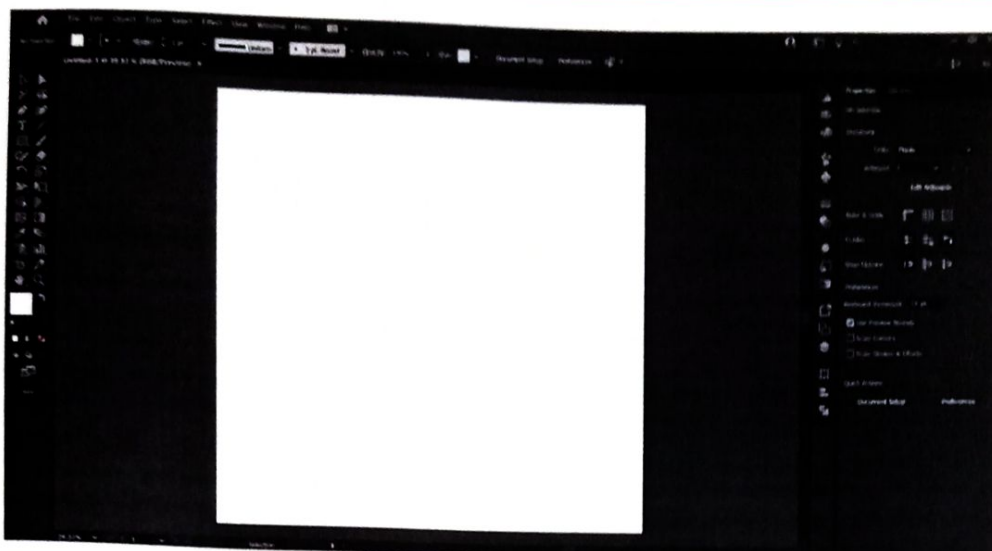
It darkens the area selected on the image, which helps in adding detailing and highlights to the image.

7.2. Adobe Illustrator

Adobe Illustrator is an application software service provided by Adobe. This software application can be used to create artwork using a Windows PC or MacOS computer. The first version of this application was released in 1987 and continuously evolving day by day. Now, it will be available to be used on the cloud, i.e., Adobe Creative Cloud. To create high-quality artwork, graphic designers, web designers, visual artists, and professional illustrators use this application. It includes a vast number of drawing tools that we can use to reduce the time need to create an illustration. The illustrator can be used to manipulate text in many ways and can be used to create postcards, posters, and other visual designs that always uses image and writing together.

Adobe Illustrator Workspace

The Adobe Illustrator has an efficient work area and user interface to create and edit our designs and artwork for print, using on the web, and on mobile devices. Inside Illustrator's home window, we have panels, bars, and various tools to create and manipulate our documents and files. In the above image, there is a document view in the center, panel view on the right hand, Menu bar, tool palette on the left, and three palette groups in the vertical dock.



Tools in Adobe Illustrator

Selection Tool (V)

It is used to select any shape or object on the document window. To select more than one object or shape at the same time, click on the selection tool and press the Shift key then click on as many shapes as you need to select.

Direct Selection Tool (A)

The Direct Selection tool helps in extending the edges of the existing shape to form a new shape. This tool is placed next to the selection tool in the tool panel.

Magic Wand Tool (Y)

This can be used in selecting shapes and objects with simpler attributes. Instead of selecting similar shapes one by one you can easily select them with just one click.

Lasso Tool (Q)

This tool also helps in the selection of more than one object or shape. Click on the Lasso Tool and Drag the tool on the shapes you want to select.

Pen Tool (P)

The Pen Tool is used to draw something by creating paths. Paths are lines with two endpoints called anchors and anchors have two handles that are helpful in reshaping the object.