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A PROJECT REPORT ON

“GRAPHIC DESIGNING IN ADVERTISING”

SUBMITTED TO

CNCVCW AFFILIATED TO

SHIVAJI UNIVERSITY KOLHAPUR

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF

BACHELOR OF MULTIMEDIA III

SUBMITTED BY

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UNDER THE GUIDANCE OF

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ASSISTANT PROFESSOR

DEPARTMENT OF MULTIMEDIA

DECLARATION

I hereby declare that this submission is my work and that, to the best of our knowledge and belief. It contains no material previously published either written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

Name: VAISHNAVI DNYANDEV DHOND

Signature

Date:

CERTIFICATE

This is to certify that, **Miss Vaishnavi Dnyandev Dhond** of B.M.M. III have satisfactory completed the project entitled “**GRAPHIC DESIGNING IN ADVERTISING**” in partial fulfilment of Bachelor Degree in Multimedia under Shivaji University, Kolhapur, for the academic year 2020-2021.

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ACKNOWLEDGEMENT

I have great pleasure in the submission of this project entitled “**GRAPHIC DESIGNING IN ADVERTISING**” in partial fulfilment of Bachelors of Multimedia (B.M.M) program.

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have extremely difficult to complete this task in time.

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DATE :

SIGNATURE

PLACE :Kolhapur

ABSTRACT

Graphic Design is the design of logos, visiting card , menu cards, social media posts etc.

The goal of Graphic design is to make the branding of company as simple and efficient as possible, in terms of accomplishing user goals. Graphic Design is typically employed for products or services that require interaction for the user to get what they need from the experience.

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Chapter-1

Advertising

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an **advertisement: advert** or **ad** for short.

Modern advertising originated with the techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, considered the founder of modern, "Madison Avenue" advertising.

Worldwide spending on advertising in 2015 amounted to an estimated US\$529.43 billion. Advertising's projected distribution for 2017 was 40.4% on TV, 33.3% on digital, 9% on newspapers, 6.9% on magazines, 5.8% on outdoor and 4.3% on radio. Internationally, the largest ("Big Five") advertising agency groups are Dentsu, Interpublic, Omnicom, Publicis, and WPP.

New media approaches -

A new advertising approach is known as advanced advertising, which is data -driven advertising, using large quantities of data, precise measuring tools and precise targeting. Advanced advertising also makes it easier for companies which sell ad-space to attribute customer purchases to the ads they display or broadcast.

Increasingly, other media are overtaking many of the "traditional" media such as television, radio and newspaper because of a shift toward the usage of the Internet for news and music as well as devices like digital video recorders (DVRs) such as TiVo.

Online advertising began with unsolicited bulk e-mail advertising known as "e-mail spam". Spam has been a problem for e-mail users since 1978. As new online communication channels became available, advertising

followed. The first banner ad appeared on the World Wide Web in 1994. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

In online display advertising, display ads generate awareness quickly. Unlike search, which requires someone to be aware of a need, display advertising can drive awareness of something new and without previous knowledge. Display works well for direct response. Display is not only used for generating awareness, it's used for direct response campaigns that link to a landing page with a clear 'call to action'.

As the mobile phone became a new mass medium in 1998 when the first paid downloadable content appeared on mobile phones in Finland, mobile advertising followed, also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached \$2 billion and providers such as Admob delivered billions of mobile ads.

More advanced mobile ads include banner ads, coupons, Multimedia Messaging Services picture and video messages, advergames and various engagement marketing campaigns. A particular feature driving mobile ads is the 2D barcode, which replaces the need to do any typing of web addresses, and uses the camera feature of modern phones to gain immediate

access to web content. 83 percent of Japanese mobile phone users already are active users of 2D barcodes.

Some companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station.

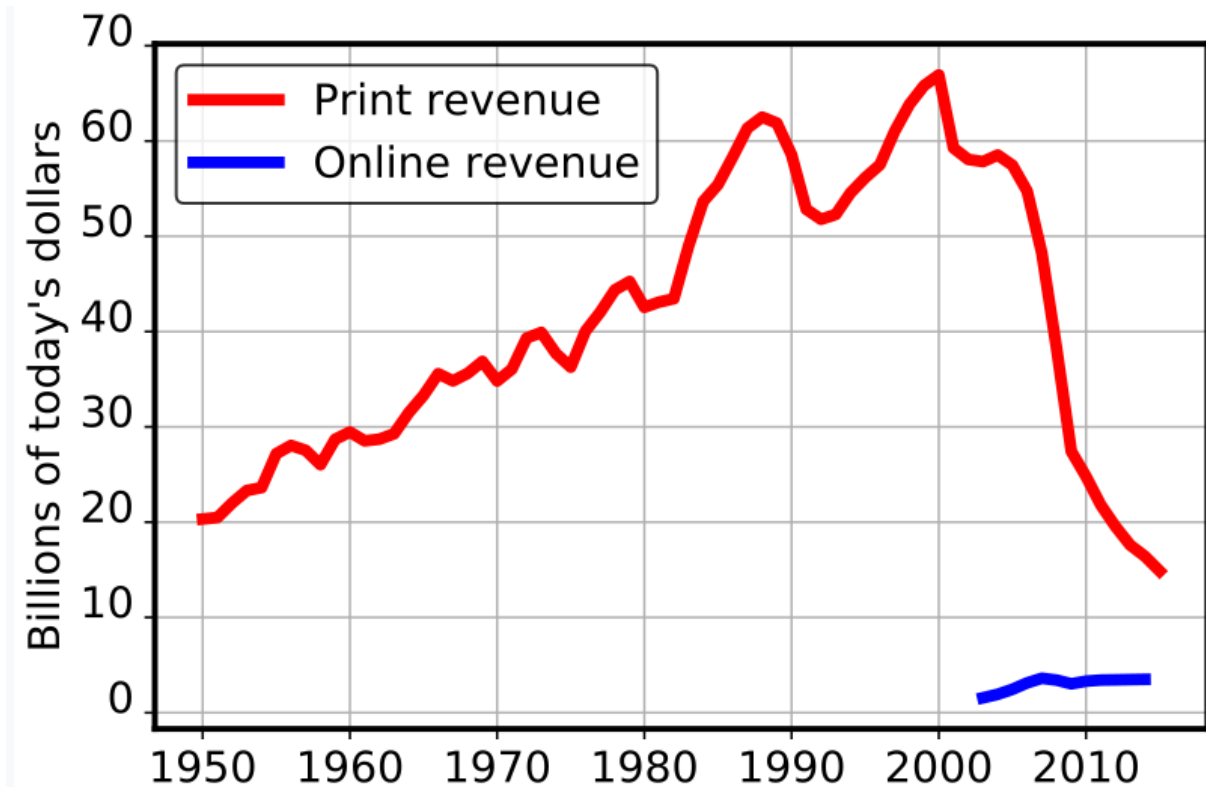
Unpaid advertising (also called "publicity advertising"), can include personal recommendations ("bring a friend", "sell it"), spreading buzz, or achieving the feat of equating a brand with a common noun (in the United States, "Xerox" = "photocopier", "Kleenex" = tissue, "Vaseline" = petroleum jelly, "Hoover" = vacuum cleaner, and "Band-Aid" = adhesive bandage). However, some companies oppose the use of their brand name to label an object. Equating a brand with a common noun also risks turning that brand into a generic trademark – turning it into a generic term which means that its legal protection as a trademark is lost.

From time to time, The CW Television Network airs short programming breaks called "Content Wraps", to advertise one company's product during an entire commercial break. The CW pioneered "content wraps" and some products featured were Herbal Essences, Crest, Guitar Hero II, CoverGirl, and Toyota.

A new promotion concept has appeared, "Advertising", advertising on augmented reality technology.

Controversy exists on the effectiveness of subliminal advertising (see mind control), and the pervasiveness of mass messages (propaganda).

Rise in new media -



US newspaper advertising revenue, Newspaper Association of America published data

With the Internet came many new advertising opportunities. Pop-up, Flash, banner, pop-under, advergaming, and email advertisements (all of which are often unwanted or spam in the case of email) are now commonplace. Particularly since the rise of "entertaining" advertising, some people may

like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them. In the last three quarters of 2009, mobile and Internet advertising grew by 18% and 9% respectively, while older media advertising saw declines: -10.1% (TV), -11.7% (radio), -14.8% (magazines) and -18.7% (newspapers). Between 2008 and 2014, U.S. newspapers lost more than half their print advertising revenue.

Graphic design

Graphic design is the art, profession and academic discipline whose activity consists in projecting visual communications intended to transmit specific messages to social groups, with specific objectives. Therefore, it is an interdisciplinary branch of design whose foundations and objectives revolve around the definition of problems and the determination of objectives for decision-making, through creativity, innovation and lateral thinking along with digital tools, transforming them for proper interpretation. This activity helps in the optimization of graphic communications (*see also communication design*). It is also known as *visual communication design*, *visual design* or *editorial design*.

The role of the graphic designer in the communication process is that of encoder or interpreter of the message. They work on the interpretation, ordering and presentation of visual messages. The design work always starts from a client's demand, a demand that ends up being established linguistically, either orally or in writing, that is, that graphic design transforms a linguistic message into a graphic manifestation.

Graphic design has, as a field of application, different areas of knowledge focused on any visual communication system. For example, it can be applied in advertising strategies, or it can also be applied in the aviation world. In this sense, in some countries graphic design is related as only associated with the production of sketches and drawings, this is incorrect, since visual communication is a small part of a huge range of types and classes where it can be applied.

Given the rapid and massive growth in information sharing, the demand for experienced designers is greater than ever, particularly because of the development of new technologies and the need to pay attention to human factors beyond the competence of the engineers who develop them.

The types of graphic design -

- Visual identity graphic design. ...
- Marketing & advertising graphic design. ...
- Web design. ...
- Publication graphic design. ...
- Packaging graphic design. ...
- Motion graphic design. ...

- Environmental graphic design. ...
- Illustration for graphic design.

Chapter-2

Abhisar Multimedia Production Kolhapur

Abhisar Multimedia Production in Kolhapur is one of the leading multimedia production house known for recording studio, film studio, script writing, music composing , post production studio, dubbing studio, editing studio, ad filmmaking, voice over recording, digital recording studio, video editing studio. Find Address, Contact Number, Reviews & Ratings, Photos, Maps of Abhisar Multimedia Production Kolhapur.

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Chapter-3

Adobe Photoshop



Adobe Photoshop is a raster graphics editor developed and published by Adobe Inc. for Windows and macOS. It was originally created in 1988 by Thomas and John Knoll. Since then, the software has become the industry standard not only in raster graphics editing, but in digital art as a whole. The software's name has thus become a generic trademark, leading to its usage as a verb (e.g. "to photoshop an image", "photoshopping", and "photoshop contest") although Adobe discourages such use. Photoshop can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models including RGB, CMYK, CIELAB, spot color, and duotone. Photoshop uses its own PSD and PSB file formats to support these features. In addition to raster graphics, Photoshop has limited abilities to edit or

render text and vector graphics (especially through clipping path for the latter), as well as 3D graphics and video. Its feature set can be expanded by plug-ins; programs developed and distributed independently of Photoshop that run inside it and offer new or enhanced features.

Photoshop's naming scheme was initially based on version numbers. However, in October 2002 (following the introduction of Creative Suite branding), each new version of Photoshop was designated with "**CS**" plus a number; e.g., the eighth major version of Photoshop was **Photoshop CS** and the ninth was **Photoshop CS2**. Photoshop CS3 through CS6 were also distributed in two different editions: Standard and Extended. With the introduction of the Creative Cloud branding in June 2013 (and in turn, the change of the "**CS**" suffix to "**CC**"), Photoshop's licensing scheme was changed to that of software as a service subscription model. Historically, Photoshop was bundled with additional software such as Adobe ImageReady, Adobe Fireworks, Adobe Bridge, Adobe Device Central and Adobe Camera RAW.

Alongside Photoshop, Adobe also develops and publishes Photoshop Elements, Photoshop Lightroom, Photoshop Express, Photoshop Fix, Photoshop Sketch and Photoshop Mix. As of November 2019, Adobe has also released a full version

of Photoshop for the iPad, and while initially limited, Adobe plans to bring more features to Photoshop for iPad. Collectively, they are branded as "The Adobe Photoshop Family".

File format -

Photoshop files have default file extension as .PSD, which stands for "Photoshop Document". A PSD file stores an image with support for most imaging options available in Photoshop. These include layers with masks, transparency, text, alpha channels and spot colors, clipping paths, and duotone settings. This is in contrast to many other file formats (e.g., .JPG or .GIF) that restrict content to provide streamlined, predictable functionality. A PSD file has a maximum height and width of 30,000 pixels, and a length limit of two gigabytes.

Photoshop files sometimes have the file extension .PSB, which stands for "Photoshop Big" (also known as "large document format"). A PSB file extends the PSD file format, increasing the maximum height and width to 300,000 pixels and the length limit to around 4 Exabytes. The dimension limit was apparently chosen arbitrarily by Adobe, not based on computer arithmetic constraints (it is not close to a power of two, as is 30,000) but for ease of software testing. PSD and PSB formats are documented.

Because of Photoshop's popularity, PSD files are widely used and supported to some extent by most competing software, including GIMP and Affinity Photo. The .PSD file format can be exported to and from Adobe's other apps, such as Adobe Illustrator, Adobe Premiere Pro, and After Effects.

Plugin-

Photoshop functionality can be extended by add-on programs called Photoshop plugins (or plug-ins). Adobe creates some plugins, such as Adobe Camera Raw, but third-party companies develop most plugins, according to Adobe's specifications. Some are free and some are commercial software. Most plugins work with only Photoshop or Photoshop-compatible hosts, but a few can also be run as standalone applications.

There are various types of plugins, such as filter, export, import, selection, color correction, and automation. The most popular plugins are the filter plugins (also known as a 8bf plugins), available under the Filter menu in Photoshop. Filter plugins can either modify the current image or create content. Below are some popular types of plugins, and some well-known companies associated with them:

- Color correction plugins (Alien Skin Software, Nik Software, OnOne Software, Topaz Labs Software, The Plugin Site, etc.)
- Special effects plugins (Alien Skin Software, Auto FX Software, AV Bros., Flaming Pear Software, etc.)
- 3D effects plugins (Andromeda Software, Strata, etc.)

Adobe Camera Raw (also known as ACR and Camera Raw) is a special plugin, supplied free by Adobe, used primarily to read and process raw image files so that the resulting images can be processed by Photoshop. It can also be used from within Adobe Bridge.

Photoshop tool -

Upon loading Photoshop, a sidebar with a variety of tools with multiple image-editing functions appears to the left of the screen. These tools typically fall under the categories of **drawing; painting; measuring and navigation; selection; typing; and retouching**. Some tools contain a small triangle in the bottom right of the toolbox icon. These can be expanded to reveal similar tools. While newer versions of Photoshop are updated to include new tools and features, several recurring tools that exist in most versions are discussed below. In some newer versions hovering along the tools gives a small Video glimpse of the tool.

- **Pen tool**

Photoshop includes a few versions of the *pen* tool. The pen tool creates precise paths that can be manipulated using anchor points. The *free form pen* tool allows the user to draw paths freehand, and with the *magnetic pen* tool, the drawn path attaches closely to outlines of objects in an image, which is useful for isolating them from a background.

- **Clone stamp tool**

The Clone Stamp tool duplicates one part of an image to another part of the same image by way of a brush. The duplication is either in full or in part depending on the mode. The user can also clone part of one layer to another layer. The Clone Stamp tool is useful for duplicating objects or removing a defect in an image.

- **Shape tools**

Photoshop provides an array of shape tools including rectangles, rounded rectangles, ellipses, polygons and lines. These shapes can be manipulated by the pen tool, direct selection tool etc. to make vector graphics. In addition, Photoshop provides its own shapes like animals, signs and plants.

- **Measuring and navigation**

The *eyedropper* tool selects a **color** from an area of the image that is clicked, and samples it for future use. The *hand* tool navigates an image by moving it in any direction, and the *zoom* tool enlarges the part of an image that is clicked on, allowing for a closer view.

- **Selection tools**

Selection tools are used to select all or any part of a picture to perform cut, copy, edit, or retouching operations.

- **Cropping**

The *crop* tool can be used to select a particular area of an image and discard the portions outside the chosen section. This tool assists in creating a focus point on an image and unnecessary or excess space. Cropping allows enhancement of a photo's composition while decreasing the file size. The *crop* tool is in the tools palette, which is located on the right side of the document. By placing the cursor over the image, the user can drag the cursor to the desired area. Once the Enter key is pressed, the area outside the rectangle will be cropped. The area outside the rectangle is the discarded data, which allows for the file size to be decreased. The *crop* tool can alternatively be used to

extend the canvas size by clicking and dragging outside the existing image borders.

- **Slicing**

The *slice* and *slice select* tools, like the crop tool, are used in isolating parts of images. The *slice* tool can be used to divide an image into different sections, and these separate parts can be used as pieces of a web page design once HTML and CSS are applied. The *slice select* tool allows sliced sections of an image to be adjusted and shifted.

- **Moving**

The move tool can be used to drag the entirety of a single layer or more if they are selected. Alternatively, once an area of an image is highlighted, the *move* tool can be used to manually relocate the selected piece to anywhere on the canvas.

- **Marquee**

The *marquee* is a tool that can make selections that are a single row, single column, rectangular and elliptical. An area that has been selected can be edited without affecting the rest of the image. This tool can also crop an image; it allows for better control. In

contrast to the *crop* tool, the *marquee* tool allows for more adjustments to the selected area before cropping. The only *marquee* tool that does not allow cropping is the elliptical. Although the single row and column *marquee* tools allow for cropping, they are not ideal, because they only crop a line. The *rectangular marquee* tool is the preferred option. Once the tool has been selected, dragging the tool across the desired area will select it. The selected area will be outlined by dotted lines, referred to as "marching ants". To set a specific size or ratio, the tool options bar provides these settings. Before selecting an area, the desired size or ratio must be set by adjusting the width and height. Any changes such as color, filters, location, etc. should be made before cropping. To crop the selection, the user must go to the image tab and select crop.

- **Lasso**

The *lasso* tool is similar to the *marquee* tool, however, the user can make a custom selection by drawing it freehand. There are three options for the *lasso* tool – regular, polygonal, and magnetic. The regular *lasso* tool allows the user to have drawing capabilities. Photoshop will complete the selection once the mouse button is released. The user may also complete the selection by connecting the end point to the starting point. The "marching ants" will indicate if a selection

has been made. The *polygonal lasso* tool will draw only straight lines, which makes it an ideal choice for images with many straight lines. Unlike the regular *lasso* tool, the user must continually click around the image to outline the shape. To complete the selection, the user must connect the end point to the starting point just like the regular lasso tool. *Magnetic lasso* tool is considered the smart tool. It can do the same as the other two, but it can also detect the edges of an image once the user selects a starting point. It detects by examining the color pixels as the cursor move over the desired area. Closing the selection is the same as the other two, which should also should display the "marching ants" once the selection has been closed.

The *quick selection* tool selects areas based on edges, similarly to the *magnetic lasso* tool. The difference between this tool and the *lasso* tool is that there is no starting and ending point. For this reason, the selected area can be added onto as much as possible without starting over. By dragging the cursor over the desired area, the *quick selection* tool detects the edges of the image. The "marching ants" allow the user to know what is currently being selected. Once the user is done, the selected area can be edited without affecting the rest of the image. One of the features that makes this tool especially user friendly is that the SHIFT key is not needed to add more to the selection; by default, extra

mouse clicks will be added to the selection rather than creating a new selection.

- **Magic wand**

The *magic wand* tool selects areas based on pixels of similar values. One click will select all neighbouring pixels of similar value within a tolerance level set by the user. If the *eyedropper* tool is selected in the options bar, then the magic wand can determine the value needed to evaluate the pixels; this is based on the sample size setting in the *eyedropper* tool. This tool is inferior to the quick selection tool which works much the same but with much better results and more intuitive controls. The user must decide what settings to use or if the image is right for this tool.

- **Eraser**

The *Eraser* tool erases content based on the active layer. If the user is on the text layer, then any text across which the tool is dragged will be erased. The eraser will convert the pixels to transparent, unless the background layer is selected. The size and style of the eraser can be selected in the options bar. This tool is unique in that it can take the form of the paintbrush and pencil tools. In addition to the straight eraser tool, there are two more available options – background

eraser and magic eraser. The *background eraser* deletes any part of the image that is on the edge of an object. This tool is often used to extract objects from the background. The *magic eraser* tool deletes based on similar colored pixels. It is very similar to the *magic wand* tool. This tool is ideal for deleting areas with the same color or tone that contrasts with the rest of the image.

- **3D extrusion**

With the Extended version of Photoshop CS5, 2D elements of an artwork can easily become three-dimensional with the click of a button. Extrusions of texts, an available library of materials for three-dimensional, and even wrapping two-dimensional images around 3D geometry.

- **Mobile integration**

Third-party plugins have also been added to the most recent version of Photoshop where technologies such as the iPad have integrated the software with different types of applications. Applications like the Adobe Eazel painting app allows the user to easily create paintings with their fingertips and use an array of different paint from dry to wet in order to create rich color blending. In October 2018, it was announced that the

full Photoshop engine will be released for iPad next year. The program will feature cloud syncing with other devices and a simpler interface than the desktop version.

- **Camera raw**

With the Camera Raw plug-in, raw images can be processed without the use of Adobe Photoshop Lightroom, along with other image file formats such as *JPEG*, *TIFF*, or *PNG*. The plug-in allows users to remove noise without the side-effect of over-sharpening, add grain, and even perform post-crop vignette.

- **3D printing tools**

From version 14.1, users can create and edit designs for 3D printing. Artists can add color, adjust the shape or rotate the angles of imported models, or design original 3D models from scratch.

- **Color replacement tool**

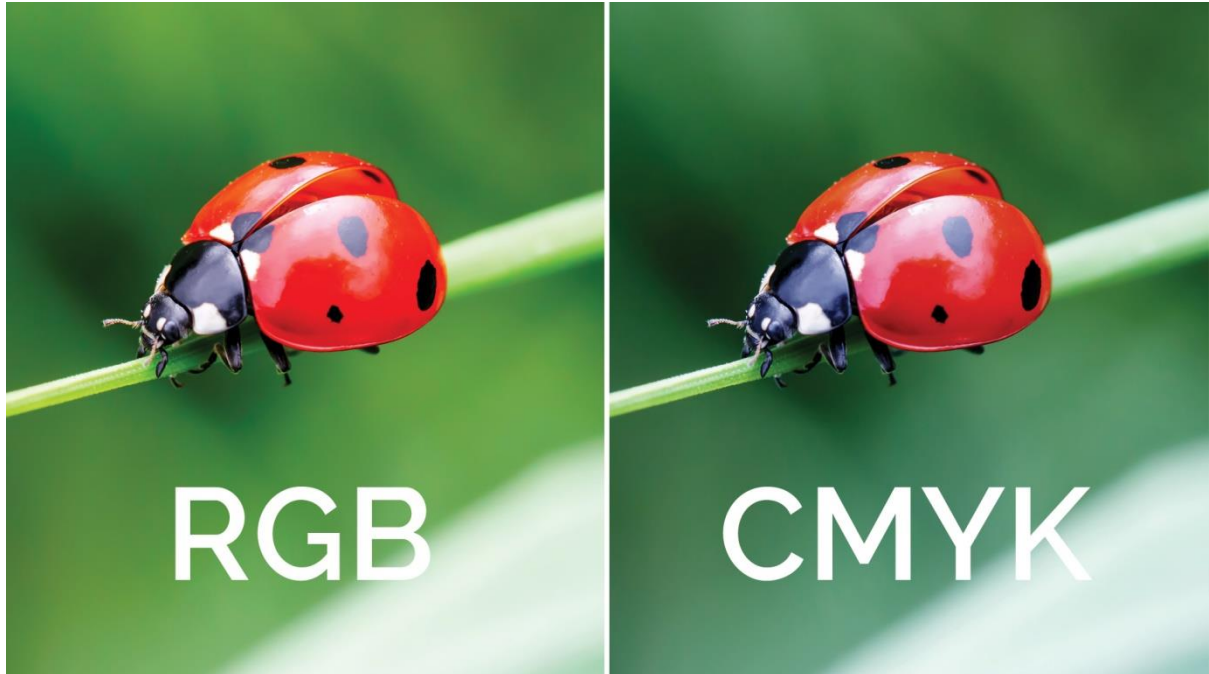
The Color Replacement Tool allows the user to change the color, while maintaining the highlights and shadows of the original image, of pieces of the image. By selecting Brushes and right clicking, the Color

Replacement Tool is the third option down. What is important to note with this tool is the foreground color. The foreground color is what will be applied when painting along the chosen part of the image with the Color Replacement tool.

Cultural Impact -

Photoshop and derivatives such as *Photoshopped* (or just *Shopped*) have become verbs that are sometimes used to refer to images edited by Photoshop, or any image manipulating program. The same happens not only in English but as the Portuguese Wikipedia entry for image manipulation attests, even in that language, with the trademark being followed by the Portuguese verb termination *-ar*, yielding the word "photoshopar" (to photoshop). Such derivatives are discouraged by Adobe because, in order to maintain validity and protect the trademark from becoming generic, trademarks must be used as proper nouns.

Colour Mode



CMYK color mode-

CMYK color stands for cyan (C), magenta (M), yellow (Y), and black (K for “key”), and is the color mode used by commercial printing equipment to create full-color graphics and images. The printing process involves combining varying amounts of the different color inks to produce a full spectrum of color. The “K” representing black, for “key”, refers to the printing plates being keyed, or aligned, to the the black printing

plate. CMYK color is also called process color, or four-color process.

When designing artwork for print, it is recommended to start your design in CMYK color mode to help ensure your images and colors are accurate from the start. If artwork intended for print is in RGB color mode, it will need to be converted to CMYK color mode before going to print.

While most colors translate fairly well from one color mode to the other, subtle color shifting is common when converting from RGB to CMYK (and vice versa), requiring some manual adjustments to get things just right. For example, some software will translate a 100% blue RGB value into a CMYK color that looks more purple than blue. Such changes will need to be accounted for if you start with an RGB color mode and then convert to CMYK color mode later on.

Because of the different color modes between screens (RGB) and print (CMYK), it is important to view a printed proof of a project before it goes to print on a press to ensure color accuracy.

RGB color model -

The other common color mode, RGB color, uses three colors – red (R), green (G), and blue (B) – to create a full-color effect. RGB is the color mode used by screens, including computer monitors, digital cameras, and televisions. Varying levels of red, green, and blue light combine to create the images that appear on the screen. That's why web-based images are created in RGB color mode.

The main purpose of the RGB color model is for the sensing, representation, and display of images in electronic systems, such as televisions and computers, though it has also been used in conventional photography. Before the electronic age, the RGB color model already had a solid theory behind it, based in human perception of colors.

RGB is a device-dependent color model: different devices detect or reproduce a given RGB value differently, since the color elements (such as phosphors or dyes) and their response to the individual R, G, and B levels vary from manufacturer to manufacturer, or even in the same device over time. Thus an RGB value does not define the same *color* across devices without some kind of color management.

Typical RGB input devices are color TV and video cameras, image scanners, and digital cameras. Typical RGB output devices are TV sets of various technologies (CRT, LCD, plasma, OLED, quantumdots,

etc.), computer and mobile phone displays, video projectors, multicolor LED displays and large screens such as Jumbotron. Color printers, on the other hand are not RGB devices, but subtractive color devices (typically using CMYK color model).

This article discusses concepts common to all the different color spaces that use the RGB color model, which are used in one implementation or another in color image-producing technology.

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Chapter-4

Conclusion

I have successfully completed the project on graphic designing in advertising. I have adobe photoshop software to complete this project.

The project “Graphic Designing IN ADVERTISING” is based on the internship of 30 days at Abhisar Multimedia Production. The work included in this project is done by me for the social media like Facebook, Whats app and Instagram. The work done is mostly for the client profiles of Abhisar Multimedia Production. The creative designing help in the promotion of the brands on digital platforms and help keep the audience connected.

Chapter-5

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