ACKNOWLEDGEMENT

I have great pleasure in the submission of this project entitled "**Product add design (festevsl)**" in partial fulfillment of Bachelors ofMultimedia (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.

As the outset, I keep in record our deep sense of gratitude towards our project guide Mr. Sumit Kadam, who guided us, right from initial stage of project and offered us several valuable suggestions for developing this project in a systematic and presentable manner.

I am especially thankful to our '**HOD' Ragunath topkar for** her immense help and guidance throughout our project work without which it would have been very difficult to complete this project.

Iam also thankful to our Faculty Members ,Principal **Dr. A. R. Kulkarni** (M.Sc., Ph.D., MMEI, RQP, LEAD AUDITOR (EMS)) and Managing Trustee for their support throughout our project work

DATE : SIGNATURE

PLACE :KOLHAPUR (Mayuri Dhanaji Bhoite)

DECLERATION

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 : Mayuri Dhanaji Bhoite Signature

Date:

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW)

CSIBER, KOLHAPUR.

CERTIFICATE

This is to certify that, of B.M.M. IV have satisfactory completed the project entitled "**Product add design (festival)**" in partial fulfillment of Bachelor Degree in Multimedia under Shivaji University, Kolhapur, for the academic year 2020-2021.

Dr. A. R. KULKARNI

(M.Sc., Ph.D., MMEI, RQP, LEAD AUDITOR (EMS))

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Miss. Dhanashree Kamble **Mr. Ragunath Topkar**

(Project Guide) **(Co-Ordinator)**

External Examiner

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW), CSIBER.

KOLHAPUR

2020-2021

A PROJECT REPORT ON

"Product add design (festival)"

SUBMITED TO

CNCVCW AFFILIATED TO

SHIVAJI UNIVERSITY KOLHAPUR

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF

BACHELOR OF MULTIMEDIA IV

SUBMITED BY

MAYURI DHANAJI BHOITE

UNDER THE GUIDANCE OF

Miss. DHANASHRI KAMBLE

ASSISTANT PROFESSOR

DEPARTMENT OF MULTIMEDIA

2020-21

ABSTRACT

PRODUCT ADD DESIGN (FESTIVAL)

By

MAYURI DHANAJI BHOITE

BACHELOR OF MULTIMEDIA IV

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN (CNCVCW)

Kolhapur

2020-2021

Supervisor: Miss. Dhanashri Kamble

(Asst. Prof, CNCVCW, Kolhapur)

In this project few backgrounds are created in photoshop software and saved in JPEG File format and those illustrator software

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Sr.	**Name**
1.	Introduction
2.	Information about Photoshop
3.	Information about Illustrator
4.	What is graphics
5.	What is design
6.	Add design
7.	Conclusion
8.	Bibliography

Introduction

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.

A particularly popular medium with illustrators of the 1950s and 1960s was casein, as was egg tempera. The immediacy and durability of these media suited illustration's demands well. The artwork in both types of paint withstood the rigors of travel to clients and printers without damage.

Computer illustration, or digital illustration, is the use of digital tools to produce images under the direct manipulation of the artist, usually through a pointing device, such as a tablet or a mouse.

Computers dramatically changed the industry and today, many cartoonists and illustrators create digital illustrations using computers, graphics tablets, and scanners. Software such as Adobe Illustrator, Adobe Photoshop, Corel Painter, and Affinity Designer are now widely used by those professionals.

Information about adobe photoshop

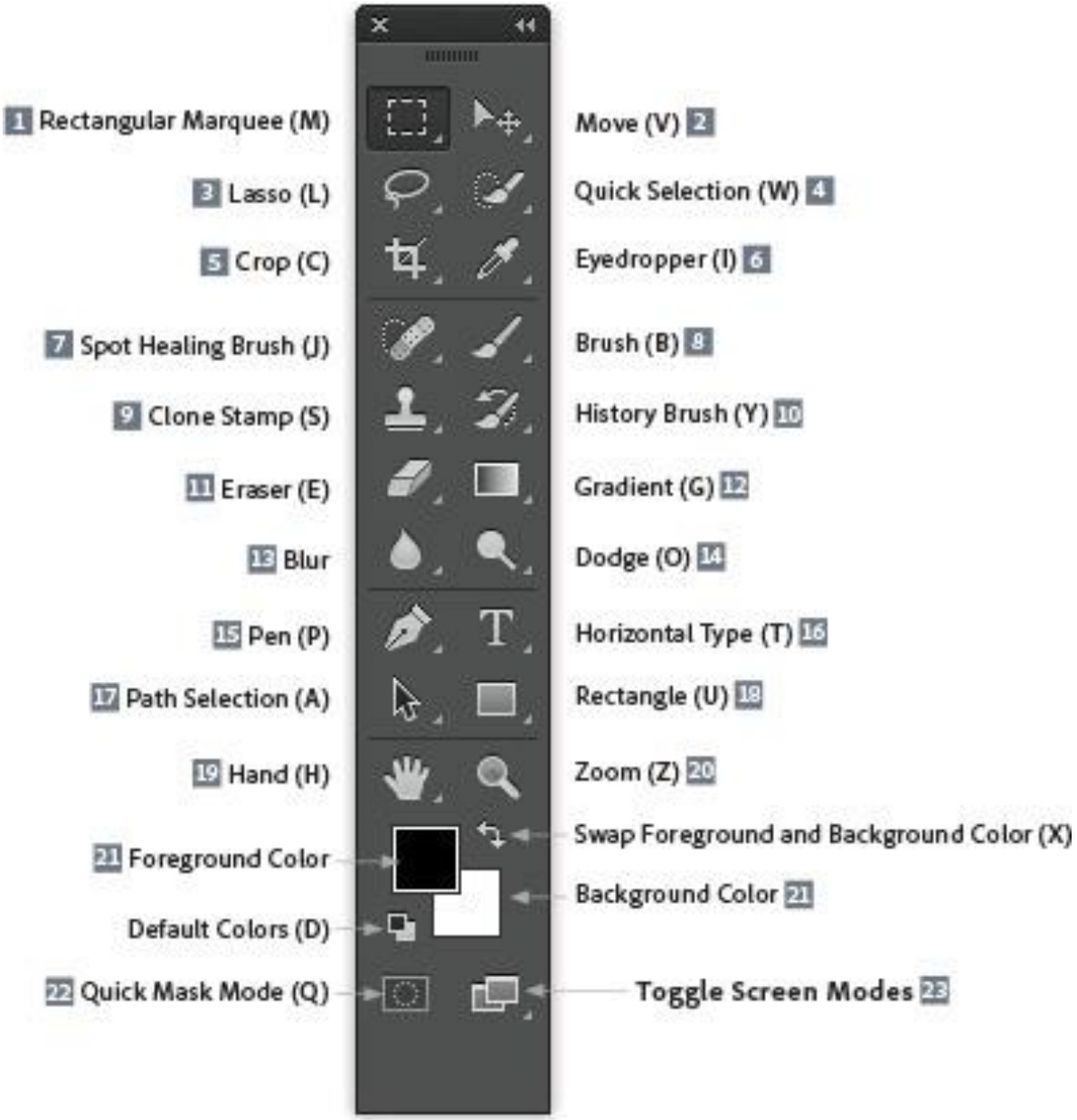
Adobe Photoshop is a raster graphics editor developed and published by Adobe Inc. for macros and Windows. It was originally created in 1988 by Thomas and John Knoll. Since then, this software has become the industry standard not only in raster graphics editing, but in digital art as a whole. The software's name has thus become a generic trademark, leading to its usage as a verb (e.g. "to Photoshop an image", "photoshopping", and "Photoshop") although Adobe discourages such use.[4] 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, this software has limited abilities to edit or render text and vector graphics (especially through clipping path for the latter), as well as 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 rental model. Historically, Photoshop was bundled with additional software such as Adobe Image Ready, 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. Adobe also plans to launch a full-version of Photoshop for the iPad in 2019.[5] Collectively, they are branded as "The Adobe Photoshop Family".

Tools used in photoshop software

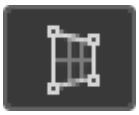


Tools of flash software

- Move and Selection tools
  -
  - Move Tool * (V)
  - The Move Tool is used to move layers, selections and guides within a Photoshop document. Enable "Auto-Select" to automatically select the layer or group you click on.
  -
  - Artboard Tool (V)
  - The Artboard Tool allows you to easily design multiple web or UX (user experience) layouts for different devices or screen sizes.
  -
  - Rectangular Marquee Tool * (M)
  - The Rectangular Marquee Tool draws rectangular selection outlines. Press and hold Shift as you drag to draw a square selection.
  -
  - Elliptical Marquee Tool (M)
  - The Elliptical Marquee Tool draws elliptical selection outlines. Press and hold Shift to draw a selection in a perfect circle.

- Single Row Marquee Tool
- The Single Row Marquee Tool in Photoshop selects a single row of pixels in the image from left to right.
-
- Single Column Marquee Tool
- Use the Single Column Marquee Tool to select a single column of pixels from top to bottom.
-
- Lasso Tool * (L)
- With the Lasso Tool, you can draw a freeform selection outline around an object.
-
- Polygonal Lasso Tool (L)
- Click around an object with the Polygonal Lasso Tool to surround it with a polygonal, straight-edged selection outline.
-
- Magnetic Lasso Tool (L)
- The Magnetic Lasso Tool snaps the selection outline to the edges of the object as you move your mouse cursor around it.
-
- Object Selection Tool * (W)

- The Object Selection Tool lets you select an object just by dragging a rough selection outline around it.
-
- Quick Selection Tool (W)
- The Quick Selection Tool lets you easily select an object simply by painting over it with a brush. Enable "Auto-Enhance" in the Options Bar for better quality selections.
-
- Magic Wand Tool (W)
- Photoshop's Magic Wand Tool selects areas of similar color with a single click. The "Tolerance" value in the Options Bar sets the range of colors that will be selected.

- Crop and Slice tools
-
- Crop Tool * (C)
- Use the Crop Tool in Photoshop to crop an image and remove unwanted areas. Uncheck "Delete Cropped Pixels" in the Options Bar to crop an image non-destructively.
- 
- Perspective Crop Tool (C)
- Use the Perspective Crop Tool to both crop an image and fix common distortion or perspective problems.

-
- Slice Tool (C)
- The Slice Tool divides an image or layout into smaller sections (slices) which can be exported and optimized separately.
-
- Slice Select Tool (C)
- Use the Slice Select Tool to select individual slices created with the Slice Tool.
-
- Frame Tool * (K)
- New as of Photoshop CC 2019, the Frame Tool lets you place images into rectangular or elliptical shapes.

- Measurement tools
  -
  - Eyedropper Tool * (I)
  - Photoshop's Eyedropper Tool samples colors in an image. Increase "Sample Size" in the Options Bar for a better representation of the sampled area's color.
  -
  - 3D Material Eyedropper Tool (I)
  - Use the 3D Material Eyedropper Tool to sample material from a 3D model in Photoshop.
  -

-
- Color Sampler Tool (I)
- The Color Sampler Tool displays color values for the selected (sampled) area in an image. Up to four areas can be sampled at a time. View the color information in Photoshop's Info panel.
-
- Ruler Tool (I)
- The Ruler Tool measures distances, locations and angles. Great for positioning images and elements exactly where you want them.
-
- Note Tool (I)
- The Note Tool allows you to attach text-based notes to your Photoshop document, either for yourself or for others working on the same project. Notes are saved as part of the .PSD file.
-
- Count Tool (I)
- Use the Count Tool to manually count the number of objects in an image, or to have Photoshop automatically count multiple selected areas in the image.

- Retouching and Painting tools

-
- Spot Healing Brush Tool * (J)

- The Spot Healing Brush in Photoshop quickly removes blemishes and other minor problem areas in an image. Use a brush size slightly larger than the blemish for best results.
-
- Healing Brush Tool (J)
- The Healing Brush lets you repair larger problem areas in an image by painting over them. Hold Alt (Win) / Option (Mac) and click to sample good texture, then paint over the problem area to repair it.
-
- Patch Tool (J)
- With the Patch Tool, draw a freeform selection outline around a problem area. Then repair it by dragging the selection outline over an area of good texture.
-
- Content-Aware Move Tool (J)
- Use the Content-Aware Move Tool to select and move part of an image to a different area. Photoshop automatically fills in the hole in the original spot using elements from the surrounding areas.
-
- Red Eye Tool (J)
- The Red Eye Tool removes common red eye problems in a photo resulting from camera flash.
-

-
- Brush Tool * (B)
- The Brush Tool is Photoshop's primary painting tool. Use it to paint brush strokes on a layer or on a layer mask.
-
- Pencil Tool (B)
- The Pencil Tool is another of Photoshop's painting tools. But while the Brush Tool can paint soft-edge brush strokes, the Pencil Tool always paints with hard edges.
-
- Color Replacement Tool (B)
- Use the Color Replacement Tool in Photoshop to easily replace the color of an object with a different color.
-
- Mixer Brush Tool (B)
- Unlike the standard Brush Tool, the Mixer Brush in Photoshop can simulate elements of real painting such as mixing and combining colors, and paint wetness.
-
- Clone Stamp Tool * (S)
- The Clone Stamp Tool is the most basic of Photoshop's retouching tools. It samples pixels from one area of the image and paints them over pixels in another area.

-
- Pattern Stamp Tool (S)
- Use the Pattern Stamp Tool to paint a pattern over the image.
-
- History Brush Tool * (Y)
- The History Brush Tool paints a snapshot from an earlier step (history state) into the current version of the image. Choose the previous state from the History panel.
-
- Art History Brush Tool (Y)
- The Art History Brush also paints a snapshot from an earlier history state into the image, but does so using stylized brush strokes.
-
- Eraser Tool * (E)
- The Eraser Tool in Photoshop permanently erases pixels on a layer. It can also be used to paint in a previous history state.
-
- Background Eraser Tool (E)
- The Background Eraser Tool erases areas of similar color in an image by painting over them.
-

- Magic Eraser Tool (E)

The Magic Eraser Tool is similar to the Magic Wand Tool in that it selects areas of similar color with a single click. But the Magic Eraser Tool then permanently deletes those areas.

-
- Gradient Tool * (G)
- Photoshop's Gradient Tool draws gradual blends between multiple colors.

  The Gradient Editor lets you create and customize your own gradients.

Information about adobe Illustraror

Use reference images to create scenes and characters. This can be as simple as looking at an image to inspire your artwork, or creating character sketches and detailed scenes from different angles to create the basis of a picture book world. Some traditional illustration techniques include watercolor, pen and ink, airbrush art, oil painting, pastels, wood engraving, and linoleum cuts.

John Held, Jr. was an illustrator who worked in a variety of styles and media, including linoleum cuts, pen and ink drawings, magazine cover paintings, cartoons, comic strips, and set design, while also creating fine art with his animal sculptures and watercolor, many established illustrators attended an art school or college of some sort and were trained in different painting and drawing techniques.

Traditional illustration seems to have made a resurgence in the age of social media thanks to social networks like Instagram, Facebook, Pinterest, and YouTube.[citation needed] Currently traditional and digital illustration are both flourishing.

Universities and art schools offer specific courses in illustration (for example in the UK, a BA (Hons) Degree) so this has become a new avenue into the profession. Many illustrators are freelance, commissioned by publishers (of newspapers, books, or magazines) or advertising agencies. Most scientific illustrations and technical illustrations are also known as information graphics. Among the information graphics specialists are medical illustrators who illustrate human anatomy, often requiring many years of artistic and medical training.

A particularly popular medium with illustrators of the 1950s and 1960s was casein, as was egg tempera. The immediacy and durability of these media suited illustration's demands well. The artwork in both types of paint withstood the rigors of travel to clients and printers without damage.

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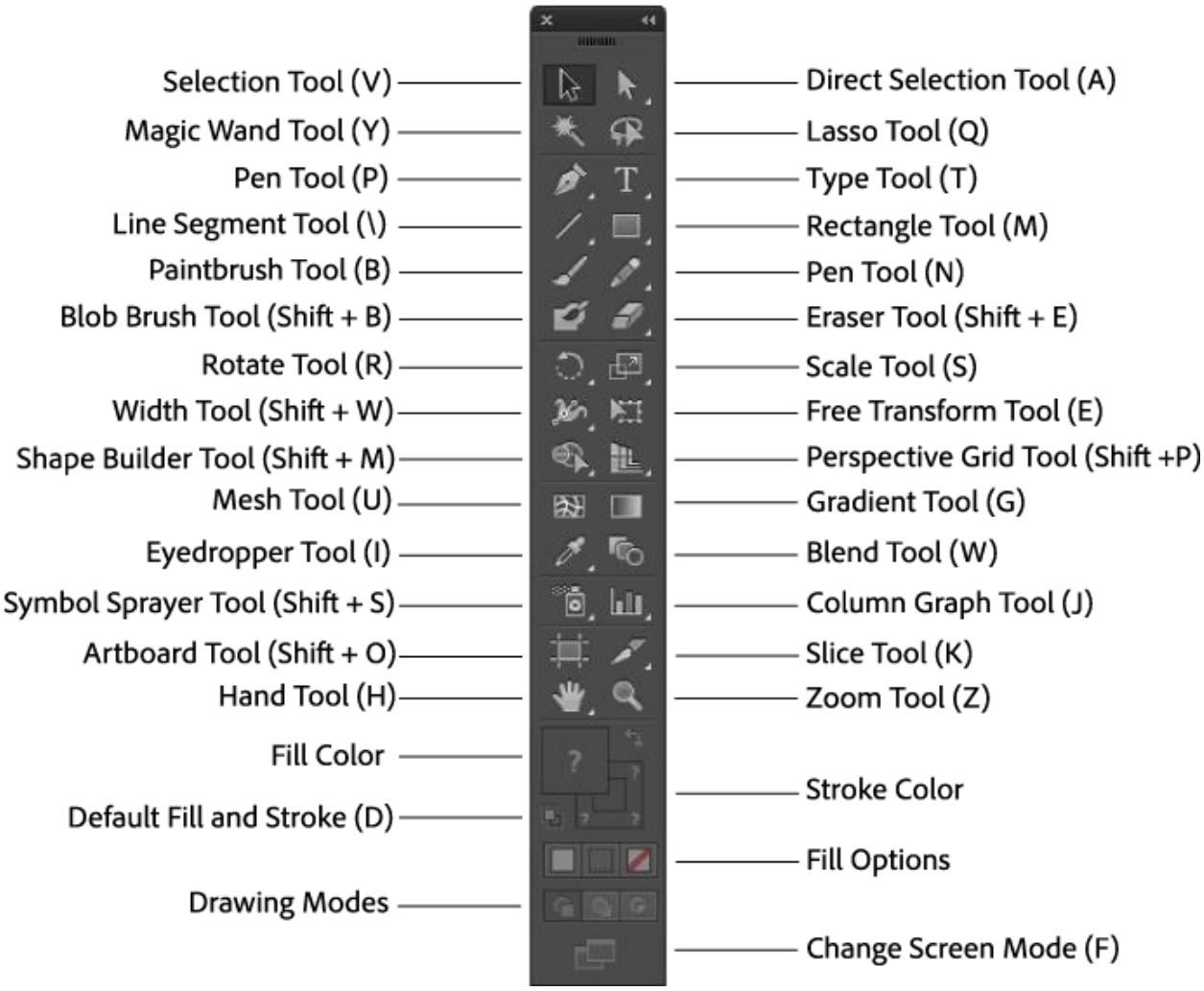
Tools used in photoshop software



Adobe Illustrator Tools

One of the most important things about this is that we can use shortcuts to activate these tools.

Select the tool

The “art board” tool is activated by pressing Shift + Q; in this, we can select and modify there within the selection.

Draw

When it’s the time to show the talent and draw an image in Illustrator, then all needed tools are bonded together in this tool. From the Pen tool to Pie Graph, we can take startup by using all of these tools. While drawing, we need some of the easy blended tools like polygon, start tool, ellipse tool, rounded rectangle tool, and rectangle. We just have to click on this tool, and we can make use of these ready-made shapes.

Type Tool

This Adobe Illustrator Tool is used to enter the text in between the illustrations wherever we want. We get a chance to write anything anywhere, and mainly, we can write in any position we want as we have a vertical type tool, Vertical type on path tool, Type on path tool, and Vertical area type tool. One of the lovely tools is the Touch-type tool; by using this, we can click anywhere on the screen and write text there; also, we can access this tool by pressing Shift + T.

Paint tool

The Paint tool consists of the Gradient tool, mesh tool, shape builder tool, live paint bucket, and lives paint selection tool. The gradient tool is used to show the shades of color and can make a new one by mixing two or more colors. Similarly, to help this tool, it has a live paint bucket that even consists of combining various colors.

Modify Tool

The modification is a key part of the software as it has to make changes in the existing without affecting the original object. Here in this, we can do lots of changes like rotate, making the mirror of the original, scaling images, reshaping the existing shapes, adjusting the width & height, and warping it.

Navigate Tool

Here we go with the navigation tool, which we can say plays an eternal part, as it is used every minute. If we make some changes in the design, then we need to zoom in and zoom out the illustration to see how changes affect. While applying the effects or while applying the colors, we need a hand tool for panning objects. As we need these tools continuously in command, we can access these by pressing “H” and “Z”.

Layers Panel

Usually, in any photo editing software's layers are the common tool which is used to make a duplicate copy of the image or illustration. By using this tool, we can keep the original copy unaffected by the changes. As if we didn't like any changes made, we don't have to do undo all the time; we can directly remove the layer and can start with the fresh work.

Another use of the layer is that we can hide, lock and can save the appearance. We can even create the template of layers that we can use to track the artwork and exchange layers with the other softwares like Photoshop.

What is GRAPHICS

photographs, drawings, lineart, graphs, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, or other images. Graphics often combine text, illustration, and color. Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flyer, poster, web site, or book without any other element. Clarity or effective communication may be the objective, association with other cultural elements may be sought, or merely, the creation of a distinctive style.

Graphics can be functional or artistic. The latter can be a recorded version, such as a photograph, or interpretation by a scientist to highlight essential features, or an artist, in which case the distinction with imaginary graphics may become blurred. It can also be used for architecture.

Printmaking

Main article: Printmaking

Woodblock printing, including images is first seen in China after paper was invented (about A.D. 105). In the West, the main techniques have been woodcut, engraving and etching, but there are many others.

Etching

Main article: Etching

Etching is an intaglio method of printmaking in which the image is incised into the surface of a metal plate using an acid. The acid eats the metal, leaving behind roughened areas, or, if the surface exposed to the acid is very thin, burning a line into the plate. The use of the process in printmaking is believed to have been

invented by Daniel Hopfer (c. 1470–1536) of Augsburg, Germany, who decorated armour in this way.

Etching is also used in the manufacturing of printed circuit boards and semiconductor devices.

Line art

Main article: Line art

Line art is a rather non-specific term sometimes used for any image that consists of distinct straight and curved lines placed against a (usually plain) background, without gradations in shade (darkness) or hue (color) to represent two-dimensional or three-dimensional objects. Line art is usually monochromatic, although lines may be of different colors.

Graphs

Main article: Chart

See also: Information graphics

A graph or chart is an graphic that represents tabular or numeric data. Charts are often used to make it easier to understand large quantities of data and the relationships between different parts of the data.

Diagrams

Main article: Diagram

A diagram is a simplified and structured visual representation of concepts, ideas, constructions, relations, statistical data, etc., used to visualize and clarify the topic.

Symbols

Main article: Symbol

A symbol, in its basic sense, is a representation of a concept or quantity; i.e., an idea, object, concept, quality, etc. In more psychological and philosophical terms, all concepts are symbolic in nature, and representations for these concepts are simply token artifacts that are allegorical to (but do not directly codify) a symbolic meaning, or symbolism.

Maps

Main article: Map

A map is a simplified depiction of a space, a navigational aid which highlights relations between objects within that space. Usually, a map is a two-dimensional, geometrically accurate representation of a three-dimensional space.

One of the first 'modern' maps was made by Waldseemüller.

Photography

Main article: Photography

Photo

One difference between photography and other forms of graphics is that a photographer, in principle, just records a single moment in reality, with seemingly no interpretation. However, a photographer can choose the field of view and angle, and may also use other techniques, such as various lenses to choose the view or filters to change the colors. In recent times, digital photography has opened the way to an infinite number of fast, but strong, manipulations. Even in the early days of photography, there was controversy over photographs of enacted scenes that were presented as 'real life' (especially in war photography, where it can be very

difficult to record the original events). Shifting the viewer's eyes ever so slightly with simple pinpricks in the negative could have a dramatic effect.

The choice of the field of view can have a strong effect, effectively 'censoring out' other parts of the scene, accomplished by cropping them out or simply not including them in the photograph. This even touches on the philosophical question of what reality is. The human brain processes information based on previous experience, making us see what we want to see or what we were taught to see. Photography does the same, although the photographer interprets the scene for their viewer.

Engineering drawings

Image of a art represented in First Angle ProjectionMain article: Engineering drawing

An engineering drawing is a type of drawing and is technical in nature, used to fully and clearly define requirements for engineered items. It is usually created in accordance with standardized conventions for layout, nomenclature, interpretation, appearance (such as typefaces and line styles), size, etc.

Computer graphics

Main article: Computer graphics

There are two types of computer graphics: raster graphics, where each pixel is separately defined (as in a digital photograph), and vector graphics, where mathematical formulas are used to draw lines and shapes, which are then interpreted at the viewer's end to produce the graphic.

What is DESIGN

A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process. The verb to design expresses the process of developing a design. In some cases, the direct construction of an object without an explicit prior plan (such as in craftwork, some engineering, coding, and graphic design) may also be considered to be a design activity. The design usually has to satisfy certain goals and constraints, may take into account aesthetic, functional, economic, or socio-political considerations, and is expected to interact with a certain environment. Major examples of designs include architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns.[1]

The person who produces a design is called a designer, which is a term generally used for people who work professionally in one of the various design areas—usually specifying which area is being dealt with (such as a fashion designer, product designer, web designer or interior designer), but also others such as architects and engineers. A designer's sequence of activities is called a design process, possibly using design methods. The process of creating a design can be brief (a quick sketch) or lengthy and complicated, involving considerable research, negotiation, reflection, modeling, interactive adjustment and re-design.

- Pre-production design
  - Design brief or Parti pris – an early (often the beginning) statement of design goals
  - Analysis – analysis of current design goals

    - Research – investigating similar design solutions in the field or related topics
    - Specification – specifying requirements of a design solution for a product (product design specification)[14] or service.
    - Problem solving – conceptualizing and documenting design solutions
    - Presentation – presenting design solutions
- Design during production
    - Development – continuation and improvement of a designed solution
    - Testing – in situ testing of a designed solution
- Post-production design feedback for future designs
    - Implementation – introducing the designed solution into the environment
    - Evaluation and conclusion – summary of process and results, including constructive criticism and suggestions for future improvements
- Redesign – any or all stages in the design process repeated (with corrections made) at any time before, during, or after production.

Each stage has many associated best practices.[1

Design

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नभी उंचच उंच लहरु दे पतंग,
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आणि आयुष्यात पसरु दे आनंद-तरंग...
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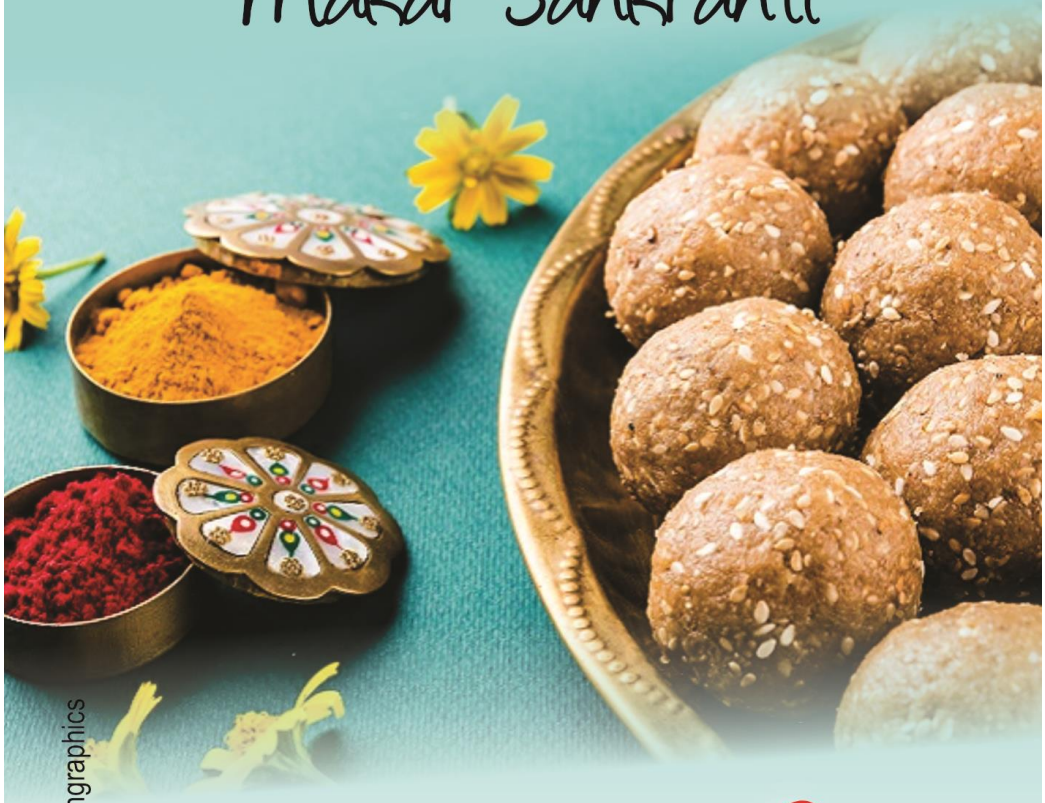
Happy Makar Sankranti



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Learning Center
Little ANGELS
and Pre-School

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Kolhapur. 8806649055 / 9822444775

मिठी बोली, मिठी जुबान
इस त्योहार का यही है पैगाम...

Happy Makar Sankranti

एस. चौगुले डेअरी अॅण्ड स्विट्स

११/४७१, कापड मार्केट समोर, मु.पो.इचलकरंजी, जि. कोल्हापूर ४१६ ११५

संपर्क : ०२३० - २४२७५१७

Customer Care Manager - 9145385001

मिठी बोली, मिठी जुबान
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संपर्क : ०२३० - २४२७५१७
Customer Care Manager - 9145385001

Happy
Makar
Sankranti
श्रीखंड
आम्रखंड
एस. चौगुले डेअरी अॅण्ड स्विट्स
८/३११, विक्रम नगर, मु.पो. इचलकरंजी, ता. हातकणंगले,
जि. कोल्हापूर ४१६ ११५ संपर्क : ०२३० – २४२७५१७
For Feedback, enquiry, queries & complaints
Customer Care Manager - 9145385001
गाईवा
दूध व दुग्ध उत्पादने
गोड खा,गोड बोला

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sabka mooh metha
karein!
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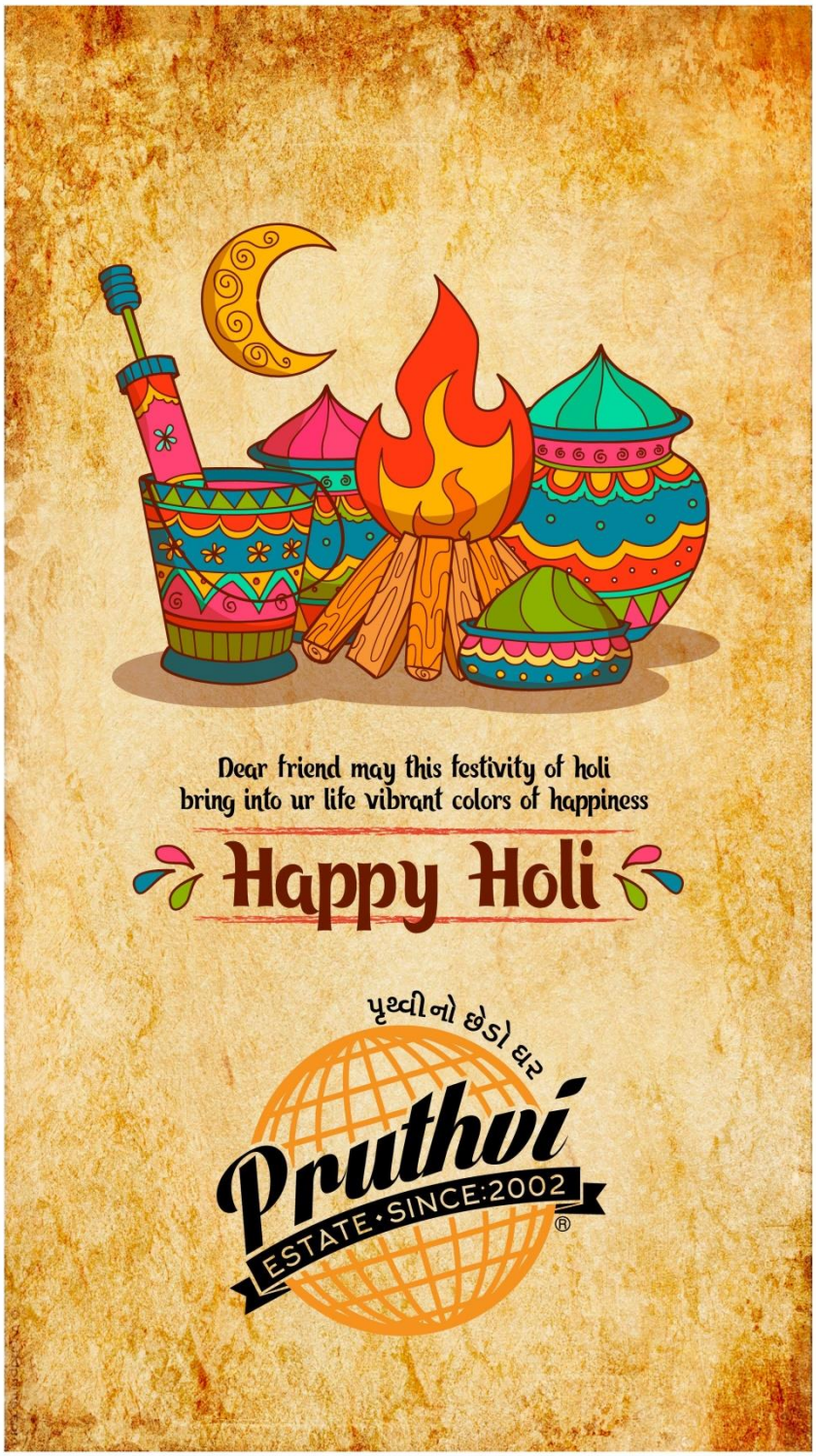
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CONCLUSION

Name of this project is official teasers of games. Now a days we can see the official teasers of games on play store or Google chrome. Intension of this project is showing interest of people towards games.

This project is done by using software like adobe Photoshop, adobe flash and coral- draw. Bagrounds are created in Photoshop and coral draw while animation is created in flash software.

Bibilography

Websites:

https://en.vikiversity.org/wiki/2d_animation_process

https://www.libtiff.org/video-formats.html

https://www.webopedia.com