

# **Campaign for promotion of event on Punjabi Culture**



**By**

**Ayesha Amjad**

**ID: 15001223006**

**For**

**MS Graphic Design**

**Project Supervisor**

**Miss Ayesha Khan**

**Session: 2015-17**

**School of Textile and Design  
University of Management and Technology Lahore**

## **DECLARATION**

I, Ayesha Amjad Roll No: 15001223006, student of Master of Science in Graphic Design, Session 2015-2017, hereby state that the matter printed in this thesis titled, “**Punjab De Rang**” for promotion of event based on Punjabi Culture theme arranged by Punjab government is my own work, except for where I have pointed out other sources. This matter has not been submitted, printed or published as thesis, research work or publication in any form in any university, research institute etc in Pakistan or abroad.

I hereby give sanction for any exposition, if accepted to be available for photocopying and for inter library loan and for the title and summary to be made available to other organizations.

**Advisor Signature**

\_\_\_\_\_

**Date** \_\_\_\_\_

**Signature of the researcher**

\_\_\_\_\_

## ACKNOWLEDGEMENT

I might sound clichéd but it stands equally true for me, hence I truly acknowledge the help and cooperation made by my parents who have guided and supported me throughout my whole final project and who have been a better mentor that I could ask for.

(Signed)

\_\_\_\_\_ (Ayesha Amjad    Student ID:15001223006)

## **Abstract**

With the passage of time the essence of the cultures in world is kept revived by cherishing it in different ways. One of which is arranging festivals based on the specific culture's theme. By arranging such festivals people gather socially and get to know a lot about the specific culture, its background and history and also cherish it at same time. For this purpose a festival based on Punjabi culture arranged by Punjab government is being promoted through a campaign which includes streamers, posters, invites and brochures that would be designed to promote this festival and to gather as much a crowd as possible.

# Table of Contents

<b>DECLARATION .....</b>	<b>II</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>III</b>
<b>ABSTRACT .....</b>	<b>IV</b>
<b>CHAPTER 1 INTRODUCTION .....</b>	<b>1</b>
1.1 Background.....	2
1.2 Theory.....	7
1.3 Hypothesis.....	8
1.4 Objectives.....	8
1.5 Design Brief.....	8
1.6 Target Audience.....	8
<b>CHAPTER 2 LITERATURE REVIEW.....</b>	<b>9</b>
2.1 Review of literature.....	10
2.2 Introduction.....	10
2.3 Cultural Norms.....	11
2.4 Role of cultural events and festivals on society.....	11
2.5 Famous cultural events and festivals around the world.....	12
2.6 Punjabi Kites Flying Events.....	14
<b>CHAPTER 3 EXPERIMENTAL .....</b>	<b>17</b>
3.1 Material and Methodology.....	18
3.2 Sample Products.....	19
3.3 Research Type.....	24

3.4 Expected Outcomes.....	25
<b>CHAPTER 4 CONCLUSIONS .....</b>	<b>26</b>
4.1 Summary.....	27
4.2 Conclusion.....	28
<b>REFERENCES .....</b>	<b>29</b>

# Chapter 1

## Introduction

### Background

Region wise the North Western area of India and Eastern region of Pakistan nowadays are together known as “Punjab”. The word Punjab is made by combining two Punjabi words “Panj” (which means five) and “Aab” (which means water). The reason for this is the five flowing rivers on this land which gives it the name **the land of five rivers**.