

PORTFOLIO

Saee Kerkar | Communication Design Student

SAEE KERKAR

Creative and practice, my major work interest lies in design research, system design, user research and visual storytelling. I am a process driven person. As a designer, I believe in designing sustainable and useful solutions for people and the environment. I am open to learn and explore possibilities in the design field.

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CHILDREN'S BOOK DESIGN

27th September 2020

BRIEF

A hypothetical publication design project where I selected my client as Scholastic Corporations Ltd. The book aims for childrens to understand and learn certain values which are essential for them to live as a good human being. Since at the age of 2 to 8 children grasp knowledge or values faster that adults or teens, if these values are planted into children's minds, they will perhaps serve for a better tomorrow. This book contains

a short story which has a moral which suggests not to judge anyone based on their appearance instead suggests them to accept every human being on this planet. Since at this age children enter into their preschool years, when such morals are incorporated into their minds then it is more likely that they will carry forward these learnings.

RESEARCH

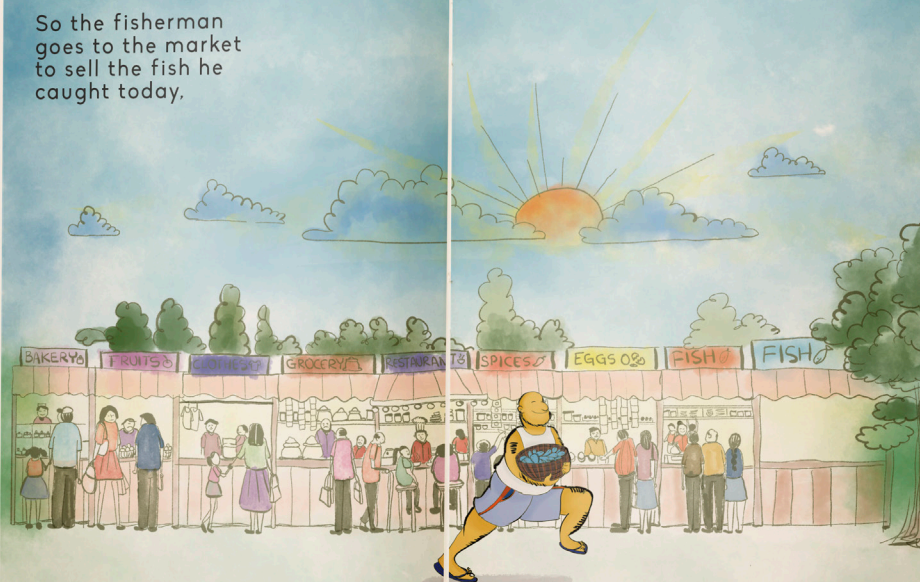
I read all the articles Scholastic Corporations had published about child psychology and which books are recommended for them at what particular age. This helped me narrow down my target age group. My colour pallet was inspired from children parks.



He goes back home,
bringing back all his
unsold fish with him.
He thinks he would have
more friends if only he
were slim.



So the fisherman
goes to the market
to sell the fish he
caught today,





TYPE DESIGN

20th January 2020

BRIEF

Having a thorough understanding of constructing a typefaces through methods like HONGUSKIE, Rustica, constructing sans serif and serif typefaces through a cane and ink developed my eye and sensitivity towards understanding typefaces.

H O N G
U S K I E

Typeface design on paper

HONG
USKIE
HHHHH

WIDTH OF **H** 75% CAP HEIGHT

WIDTH OF **O** 65.5% WIDTH OF **H**

VERTICAL STROKE OF **H** 15% CAP HEIGHT

WIDTH OF **H** IS 93.3% OF VERTICAL WIDTH

VISUAL CENTRE IS 51.6% OF CAP HEIGHT

ANGLE OF **G**' IS 40

CHARACTER SPACING IS 33.3% OF VERTICAL STROKE

HONGUSKIE

Saeë- Regular

HONGUSKIE

Circular- Regular

HONGUSKIE

Upright- Regular

HONGUSKIE

Stroke- Regular

HONGUSKIE

Slant- Regular

HONGUSKIE

Leaf- Regular

Styles of designed typeface

ILLUSTRATIONS



September

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



September

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			





CRACK!!! OPENED THE
EGG SHELL AND THERE
ROSE THE BABY DINOSAUR
WITH THE SUN.
WATCHING THE BABY COME
OUT OF THE SHELL
MOTHER DINA ROARED
IN HAPPINESS
ANNOUNCING THE
BIRTH OF HER CHILD.



LIFESKILL AND SEXUAL DEVELOPMENT DISCUSSIONS

11th November 2019

BRIEF

I chose my topic to be LIFESKILL AND SEXUAL DEVELOPMENT DISCUSSIONS in this topic I will be throwing light on sexual health and discussions that do not take place in Indian homes. Talking about sex is considered as a flaw or a topic that is to be hushed about. People in India are embarrassed and ashamed and embarrassed to talk about such topics to their children. This makes the children

unknown about facts which results in various crimes such as child rape cases, child trafficking, kidnapping various health issues such as HIV AIDS, unwanted pregnancy, etc. Since the child gets curious about the topic, he tries to find answers to his questions through different medium, which proves to be bad for him.

RESEARCH

How I was born? Questions are generally avoided by parents so that they would not know the process of reproduction, but this is not the case children anyway get the information from a non-reliable resource which communicates them wrong information. Changing channels of television when intimate scenes pops up in a film, this make the whole situation awkward I the child's mind. Don't answer

questions regarding why girls should not be out at night. This tend to children hiding everything from their love life from parents, which may result in various problems such as- HIV AIDS (due to not knowing the fact about protected and un protected sex), unwanted pregnancy, girls being secretive about their periods and various crimes- rape (unknow about good touch or bad touch).

Target Group



Parents & gaurdians



Communication barriers

Openness to the facts

Sensitive topic might lead to negative response

Lack of knowledge

Compulsory knowledge

Hit where it hurts

Strategy and Key messages

- Emotional Strategy

Middle, higher and educated class

- Not knowing about sexual and lifestyle can lead to diseases and other complexities
- Keeping hush can build up the curiosity leading to irrational measures
- Other inappropriate ways to consume knowledge

Uneducated and poor class

- Educating people about sexual development and lifestyle so that they can pass down the knowledge to their own children

Potential Slogans

- Is it really bees and birds?
- What is that hush for?
- Don't change the channel
- Are you ashamed of YOURSELF?
- Discussion WILL MAKE A DIFFERENCE
- Discuss it don't hush it
- #breakthesilence
- #dontchangethechannel
- #untalkedtalk

Effect

Parents will have a discussion with their children about sexual reproduction, whom to trust on the same, what is good touch and bad touch. Raised awareness in the country about the same, children will take prevention and become more mature about the topic. Due to these changes' cases such as rape, HIV, unwanted pregnancies will decrease in number.



FLORISH - APP DESIGN

20th September 2021

PROBLEM

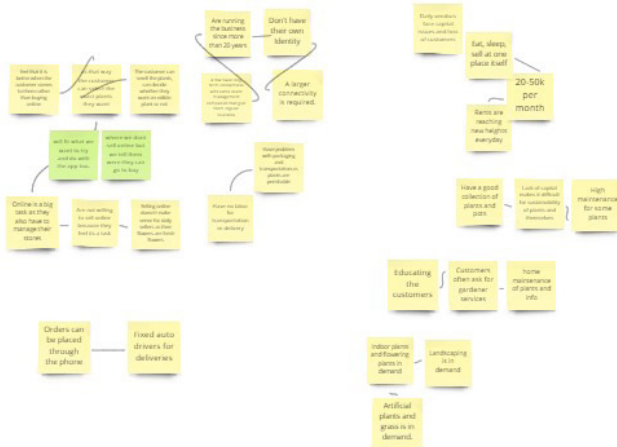
While there are a few existing sites on the Web that are in the business of selling their own plants online, little is known and seen about many local plant nurseries and flower vendors. With e-commerce giants taking over the world, many small businesses are left biting the dust.

POTENTIAL SOLUTION

To develop a platform that will bridge the gap between the User and Local Flower and Plant Vendors. It will be an application that will provide relevant information of your local flower/plant shops and vendors, all under one roof, categorised according to their scale of operations. The App will provide a variety of options for the users to choose from and allow the user to easily connect directly to the vendor. In India, there are many small vendors that sell little bunches of flowers to your doorstep on the daily. This App will allow people to easily find these vendors, but also inform them of other vendors who

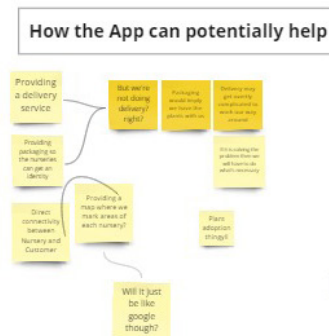
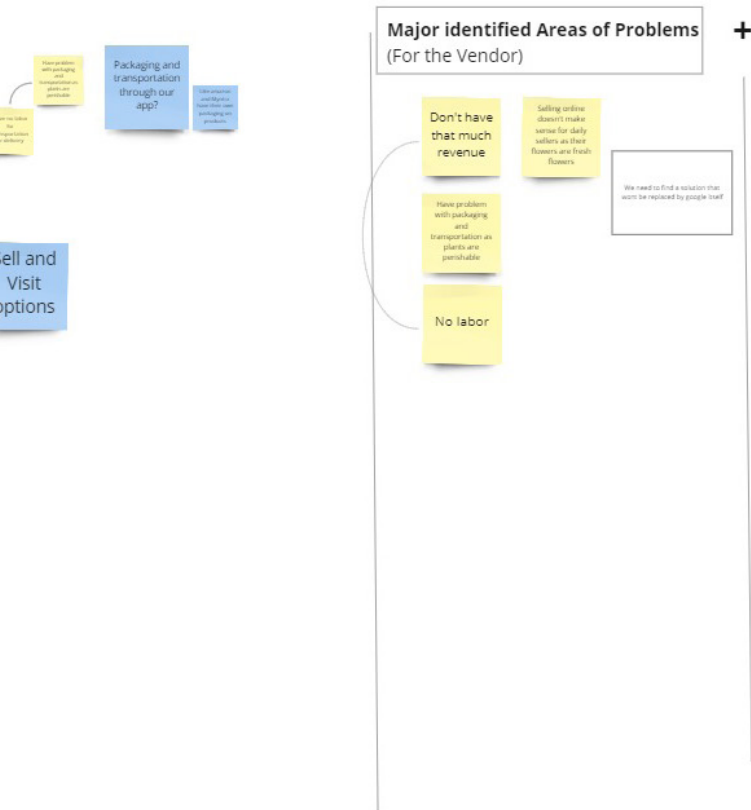
may have operations on a much larger scale—selling large quantities through the channel of weddings, festivals and pujas. In addition to this, the App might also feature trivia of local plant and flower species in different regions of the country—allowing you to browse and learn while seated at home. Users may also search for these local plants and check for the availability of it amongst various vendors in their area or city. Articles on Green Practises and DIY tutorials may also be featured.

Interview Insights and Observations

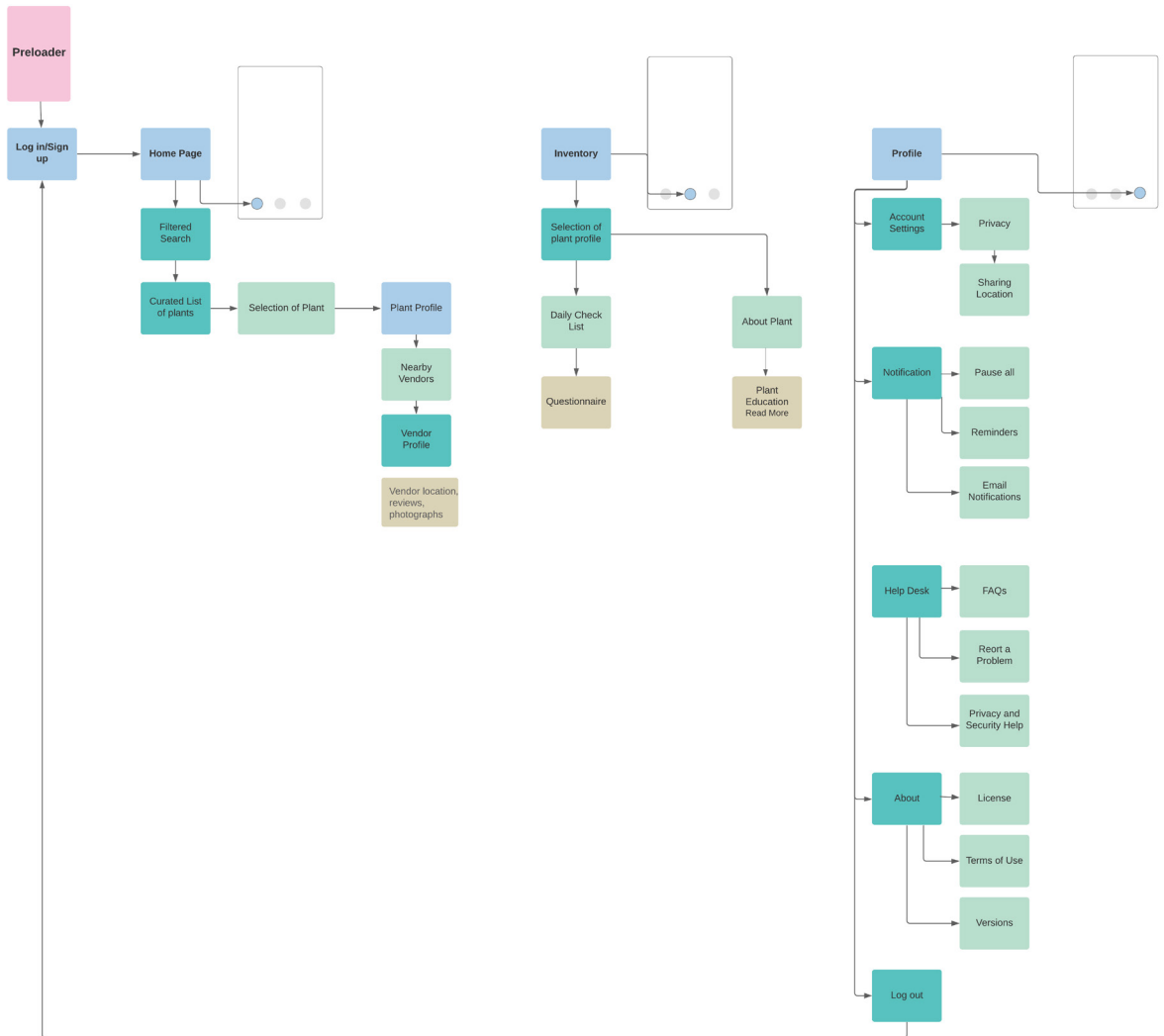


Decoding the observations and Insights





miro





"I want to pursue the same passion of growing plants as my grandfather did"

AGE 23

JOB TITLE BSC Economics student

LOCATION Mumbai, Maharashtra

HARD WORKING

MOVIE BUFF

TECH FREAK

NATURE LOVER

USER PERSONA

Divyansh Gupta

PERSONALITY

While Divyansh has grown up loving being in and around nature, he doesn't exactly have a green thumb - But he'd like to. He is living with his friend in a rented flat in Mumbai and is looking to start taking care of some plants to make his home a lot more lively. But, he is underconfident of his knowledge and ability to take good care of plants over a prolonged period of time.

GOALS

- He wants to feel at home in his apartment. The presence of some homegrown plants would really lift his spirits after a long day - knowing he took care of them well.

I WISH

- Looking for a solution that can educate me as new plant parent, continued long after the purchase of the plant.
- An app which can regularly remind me to water the plants and the administer the fertilizers when need to be fed.

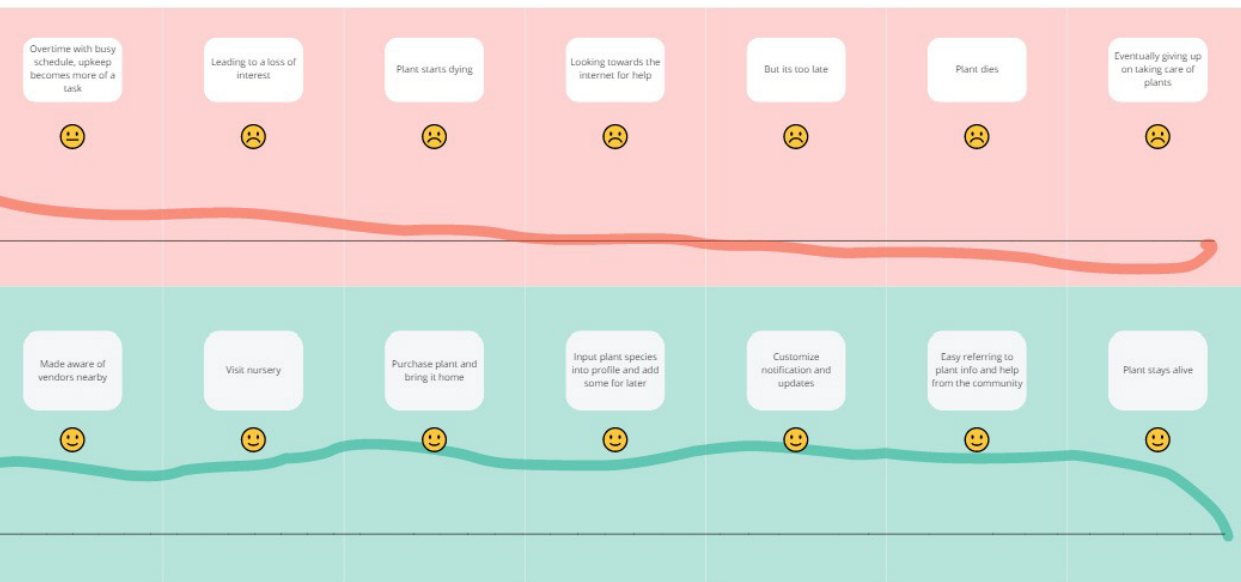
PAIN POINTS

- After trying to take care of a few plants and failing, he is not confident in his ability and knowledge to raise more properly and well.
- Given the high costs of resources and upkeep materials like fertilizers, he doesn't want to spend a lot initially without knowing that he can raise a few "no maintenance" plants properly first.
- He needs something which is mobile, and will regularly remind/alert him to take time out of his busy day and cater to his plants, and also guide him with the proper maintenance required

TASKS

- While he studies hard and dedicatedly, he loves sitting back with a good movie every now and then.
- He is quite interested in new technologies and loves gaming.





ENVIRONMENTAL GRAPHICS - CORONA

03rd July 2020

BRIEF

While there are a few existing sites on the Web that are in the business of selling their own plants online, little is known • COVID 19 communication / awareness

- Mental Health Awareness

Choosing any one theme, design for the space documented earlier (for assignment #04). You can choose any kind of illustrative or typographic route for your design. Using the principles of design and materials explained in the previous week. Keep in

mind the context, the geography, the culture and the sensibilities of the region.

Make sure you communicate to your locale more than trying to be universal and seen about many local plant nurseries and flower vendors. With e-commerce giants taking over the world, many small businesses are left biting the dust.

POTENTIAL SOLUTION

By the observations and the research made, people residing in this society don't wear/ forget to wear mask and take precautionary measures. Since there are a lot of children residing in this society I thought of building a narration by taking inspiration from the cartoons they watch. As there are adults also residing in here I didn't want the mural/ the experience to be too childish.



