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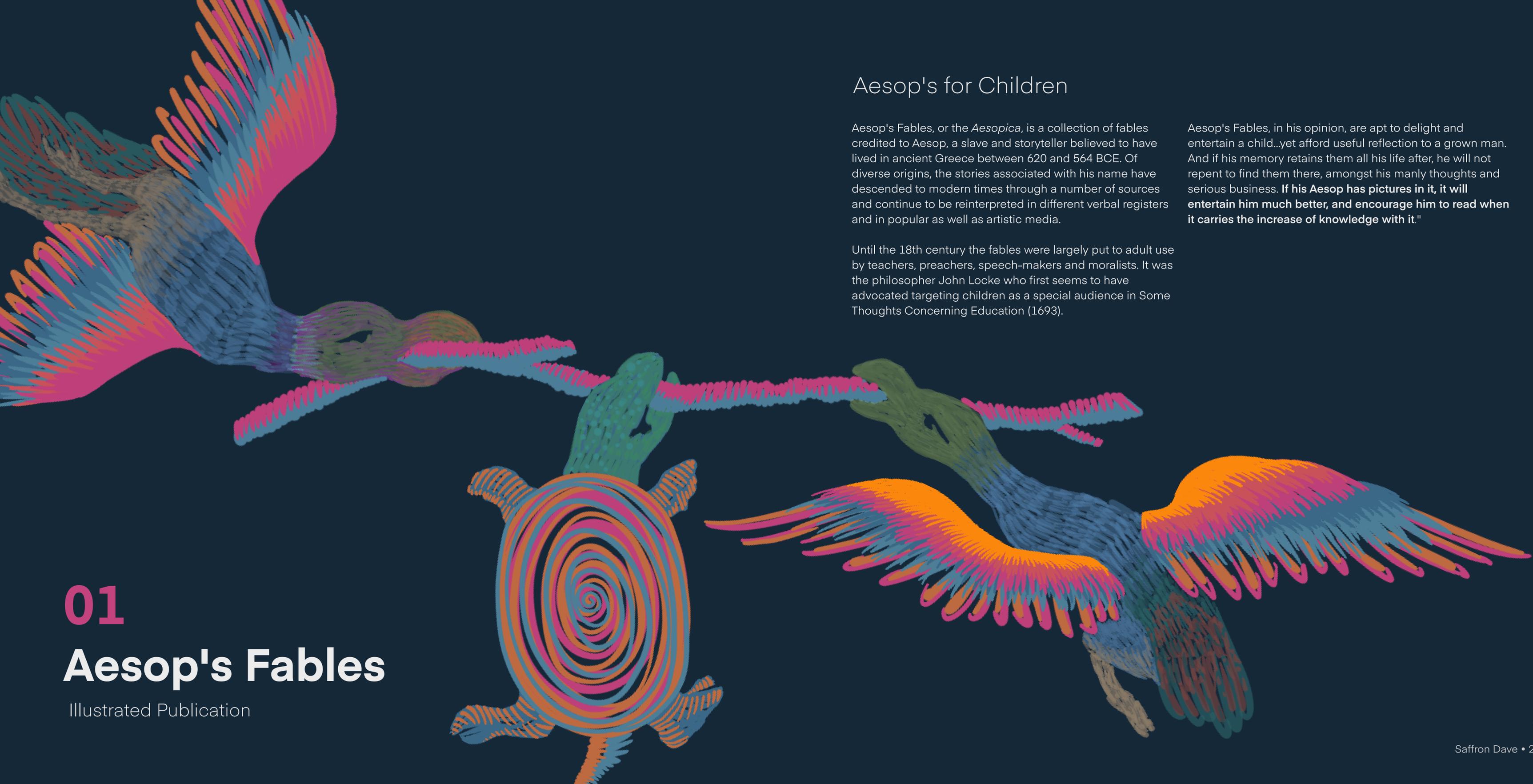
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01 Aesop's Fables

Illustrated Publication

Aesop's for Children

Aesop's Fables, or the *Aesopica*, is a collection of fables credited to Aesop, a slave and storyteller believed to have lived in ancient Greece between 620 and 564 BCE. Of diverse origins, the stories associated with his name have descended to modern times through a number of sources and continue to be reinterpreted in different verbal registers and in popular as well as artistic media.

Until the 18th century the fables were largely put to adult use by teachers, preachers, speech-makers and moralists. It was the philosopher John Locke who first seems to have advocated targeting children as a special audience in *Some Thoughts Concerning Education* (1693).

Aesop's Fables, in his opinion, are apt to delight and entertain a child...yet afford useful reflection to a grown man. And if his memory retains them all his life after, he will not repent to find them there, amongst his manly thoughts and serious business. **If his Aesop has pictures in it, it will entertain him much better, and encourage him to read when it carries the increase of knowledge with it."**

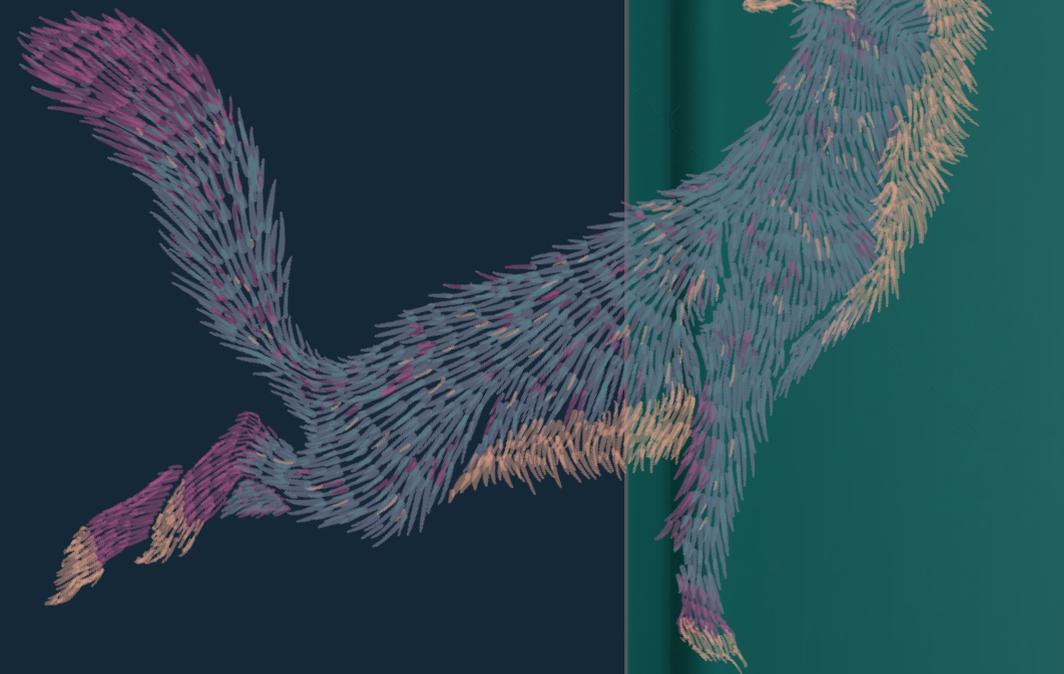
Aesop's Fables for Children

Going into this project, I knew I wanted to put a lot of emphasis on illustrations and the overall aesthetics of the layout and book. While the target readers for Aesop's Fables are mainly children, my target group of users were adults who have also grown up reading Aesop's Fables for generations.

This book is designed and positioned to be a collectible item that is gifted and saved. That being said, the style of illustrations are sure to amuse adults and children alike, enjoyed as bedtime stories and classroom readings.



While the Spirit of Misfortune revels in her created chaos, an unlikely duo of yellow and green catch her eye.



AESOP'S FABLES



08  The Wolf and The Crane

A Wolf had been feasting too greedily, and a bone had stuck crosswise in his throat. He could get it neither up nor down, and of course he could not eat a thing. Naturally that was an awful state of affairs for a greedy Wolf. So away he hurried to the Crane. He was sure that she, with her long neck and bill, would easily be able to reach the bone and pull it out.

"I will reward you very handsomely," said the Wolf, "if you pull that bone out for me."

The Crane, as you can imagine, was very uneasy about putting her head in a Wolf's throat. But she was grasping in nature, so she did what the Wolf asked her to do. When the Wolf felt that the bone was gone, he started to walk away.

"But what about my reward!" called the Crane anxiously.

"What!" snarled the Wolf, whirling around. "Haven't you got it? Isn't it enough that I let you take your head out of my mouth without snapping it off?"

Expect no reward for serving the wicked.



24  The Dog, The Cock and The Fox

A Dog and a Cock, who were the best of friends, wished very much to see some thing of the world. So they decided to leave the farmyard and to set out into the world along the road that led to the woods. The two comrades travelled along in the very best of spirits and without meeting any adventure to speak of.

At nightfall the Cock, looking for a place to roost, as was his custom, spied nearby a hollow tree that he thought would do very nicely for a night's lodging. The Dog could creep inside and the Cock would fly up on one of the branches. So said, so done, and both slept very comfortably.

With the first glimmer of dawn the Cock awoke. For the moment he forgot just where he was. He thought he was still in the farmyard where it had been his duty to arouse the household at daybreak. So standing on tip-toes he flapped his wings and crowed lustily. But instead of awakening the farmer, he awakened a Fox not far off in the wood. The Fox immediately had rosy visions of a very delicious breakfast. Hurrying to the tree where the Cock was roosting, he said very politely:

"A hearty welcome to our woods, honoured Sir. I cannot tell you how glad I am to see you here. I am quite sure we shall become the closest of friends."

"I feel highly flattered, kind sir," replied the Cock slyly. "If you will please go around to the door of my house at the foot of the tree, my porter will let you in."

The hungry but unsuspecting Fox, went around the tree as he was told, and in a twinkling the Dog had seized him.

Those who try to deceive may expect to be paid in their own coin.



02

An Identity for Ahmedabad

Identity Design

A logo inspired by Mata ni Pachedi

The Vaghris were nomads who lived along the edges of the Sabarmati River in Gujarat. As cultivators and agricultural workers, the Vaghari sold and exchanged old goods.

Around 300 years ago, they became artists and creators of Mata ni Pachedi, an impressive form of textile art that serves the purpose of a shrine for the marginalised and excluded, of whom they were also a part of.

This local textile artform captures various valued symbols and briefs. It broke the barriers of exclusion from entry into temples, something that a lot of marginalised communities faced. Today, this artform is barely alive, with only a small group of artisans upholding centuries of tradition.

Therefore, when tasked with making a logo for Ahmedabad City, I felt like highlighting this aspect of my city's heritage and history, bringing it to the forefront, in the hopes of reviving old traditions and educating the residents of their city's rich cultural background.



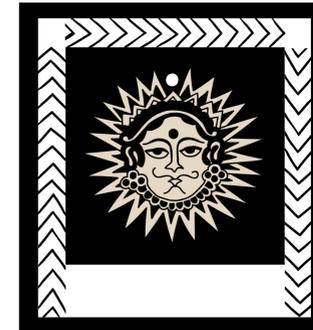
The Final Logo

The Sun and Moon are seen in the top corners of a traditional piece, with the Goddess in the centre. Here, I have replaced the deity with a personified Sun as the central character of the logo.



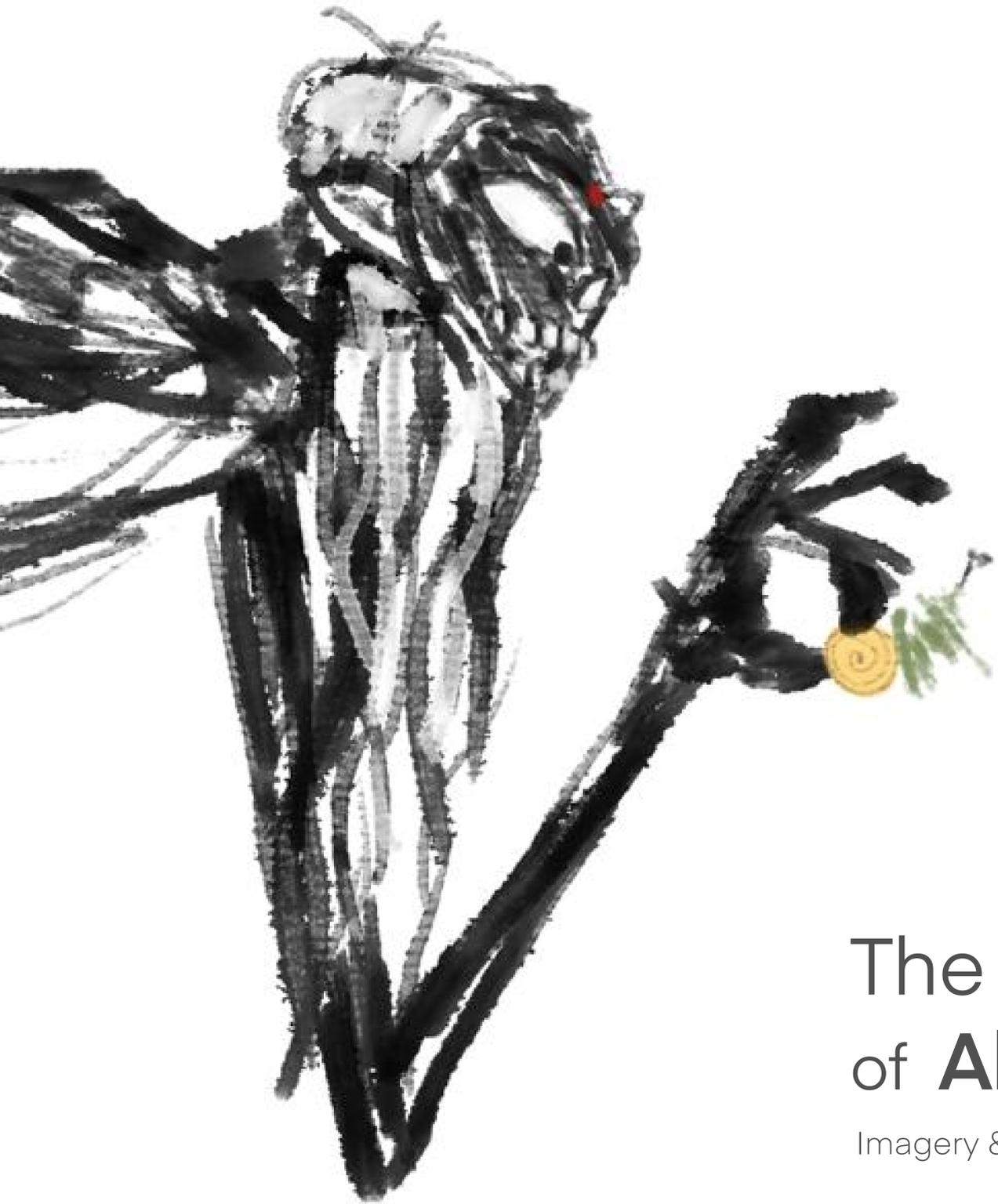
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The vernacular language of Ahmedabad is Gujarati, therefore, the logotype features a handwritten typeface in Gujarati, translating to "Ahmedabad" or the colloquial "Amdavad".

While the final logo does not feature a border, traditional Mata ni Pachedi textiles have very intricately detailed graphical patterns running along the piece.



03

The Legend of Alakshmi

Imagery & Character Design

Storyline

The story follows those residing in the village of Nuapada. While the village appears peaceful from a distance, upon closer inspection, it is anything but that.

Residents in the village are losing money under mysterious circumstances - Families are waking up to find that portions of their fortunes have disappeared overnight. While there have been no signs of break-ins, it doesn't stop them from raising accusations against their neighbours and fellow residents.

Here we're introduced to a spirit, an old, bent over soul, cackling at the sight of the chaos she's created. She is, in fact, the perpetrator of the kerfuffle - and she loves it. Alakshmi, as she later comes to be known, revels in the chaos and the aftermath of her actions. By nightfall, she visits a house and munches on the money and fortunes of the family. Once her stomach is satisfied, she disappears, leaving no trace at all.

Two houses down, a young girl of nine is seated outside her house, weaving together a few loose fruits that her mother had discarded from a bunch. She put together seven chillies and one lemon on a cotton thread. She raised her creation up to her mother, beaming with pride. Her mother appreciates it and puts it up on a hook of their door frame, for everyone to see.

Later, when Alakshmi happens to visit their house, the clinking of the coins in her tummy awakens a neighbour and they witness what happens next - Alakshmi, almost through the main door, stops after scenting a citrusy smell she had not smelt before. The lemon and chillies entice her, and she gives in, devouring the fruits, relishing every sour packed gulp. Satisfied with her citrusy meal, she creeps a wide smile back on the eavesdropping neighbour and disappears into the night, the money long forgotten.





While the Spirit of Misfortune revels in her created chaos, an unlikely duo of yellow and green catch her eye.

Imagery & Illustrations : The Opening Montage



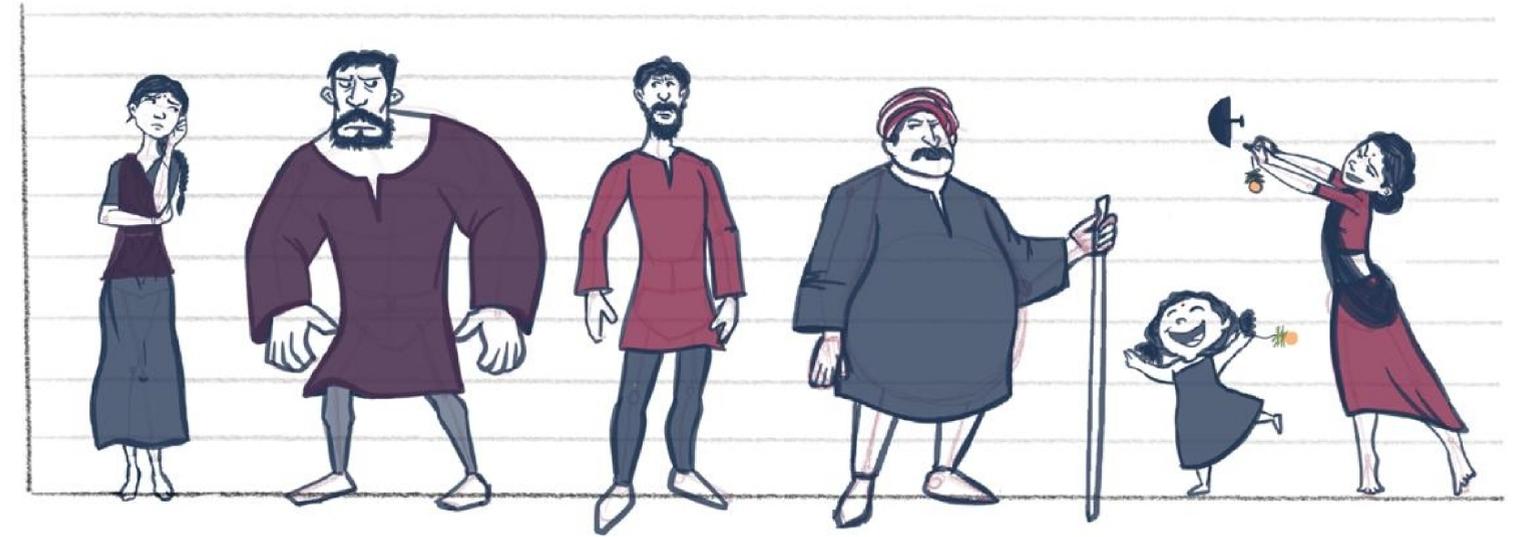


Alakshmi

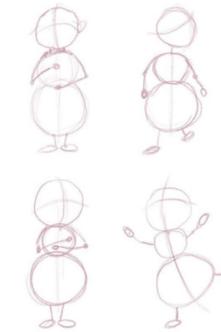
A hunchbacked spirit with a thin shriveled up body resembling that of a long armed woman, clad in a white piece of cloth.

Her movements are accompanied by the sounds of clinking of coins in her belly.

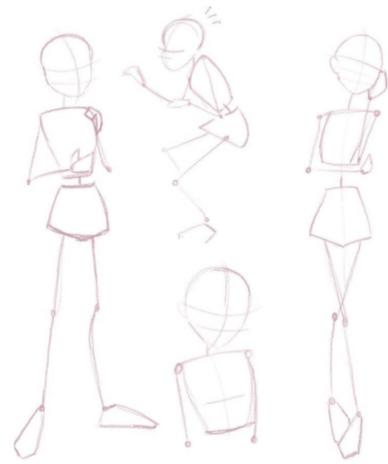
Character Design : The Village Folk



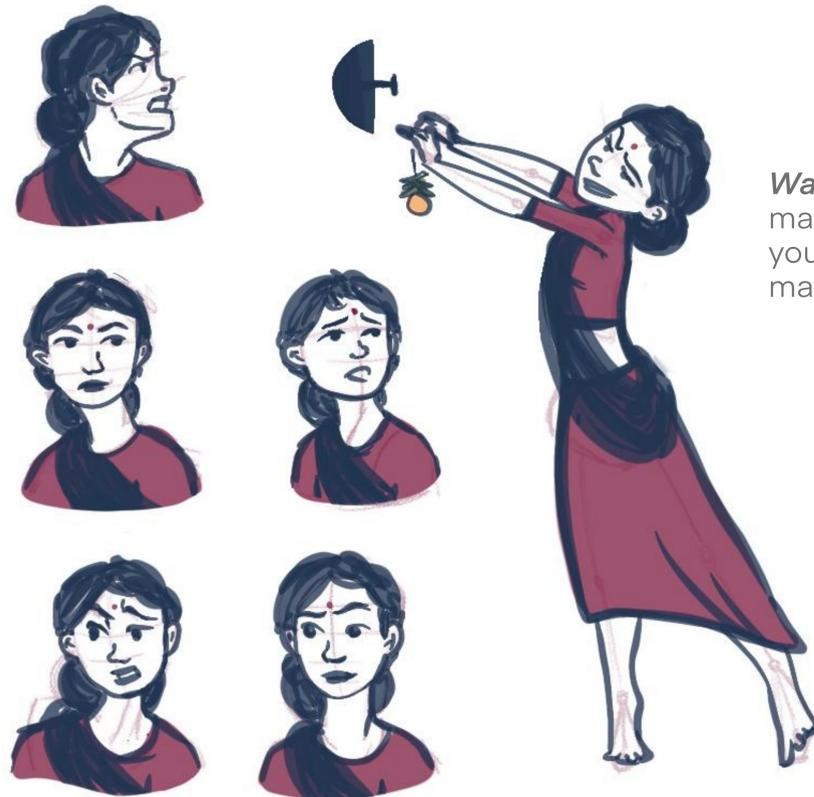
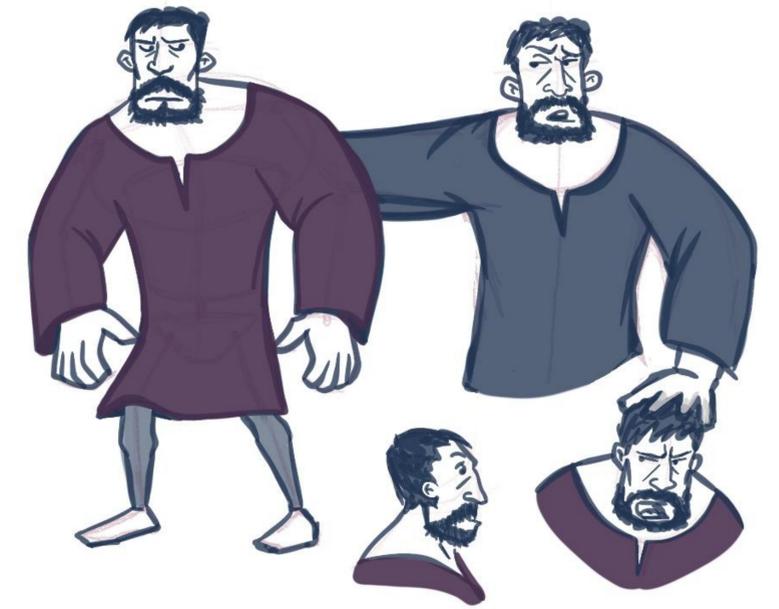
Character Line-Up



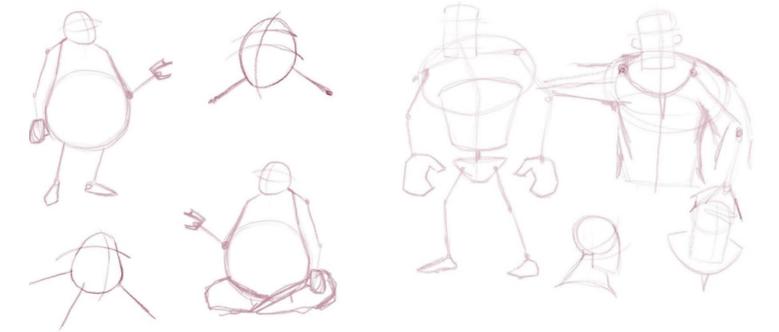
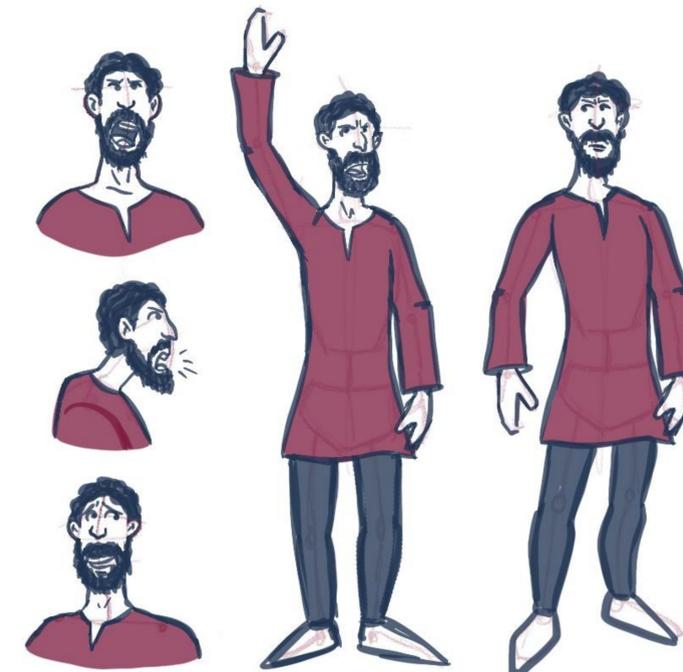
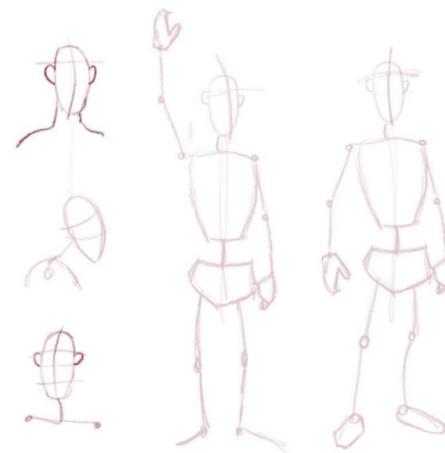
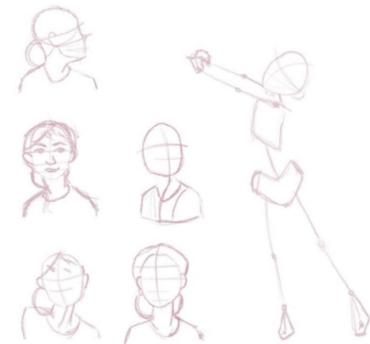
Vasudha, features a plain cloth dress, stout physique and two fluffy ponytails. Seen here with her ornament - The Lemon and Chillies



Alka, the neighbor, went through many rounds of editing - changes ranging from hair to subtle facial features and characteristics.



Wardha, Vasudha's mum, was made to look relatively petite and young - while still having that maternal warmth.



While having only little screen time, the men of the film were designed to stand out while still blend into the village crowd.

Using contrasting base forms allowed recognisability and differentiation amongst them.

04

The Lunar Eclipse

Character Design & 3D Modelling

The Character Brief

For this project I was to select a living organism and base my character on physical characteristics and attributes of the specimen. I chose the *Luna Moth*, an insect from the moth family whose most recognisable features consist of large lime green wings and white fuzzy bodies.

The character I designed was named *Selene* and she was made the Empress of her realm, *The Lunar Lands*.

As part of the project, other groups members were to do the same and then get together to make a story that included each group member's character.

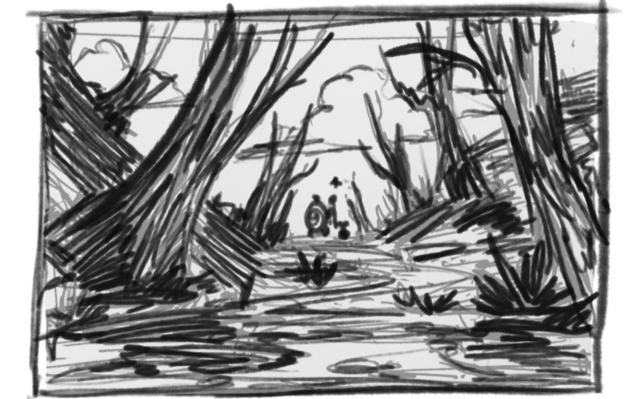
Deliverables for this project included high quality character illustrations, 3D models, storyboards, character posters and contextual spatial illustrations.



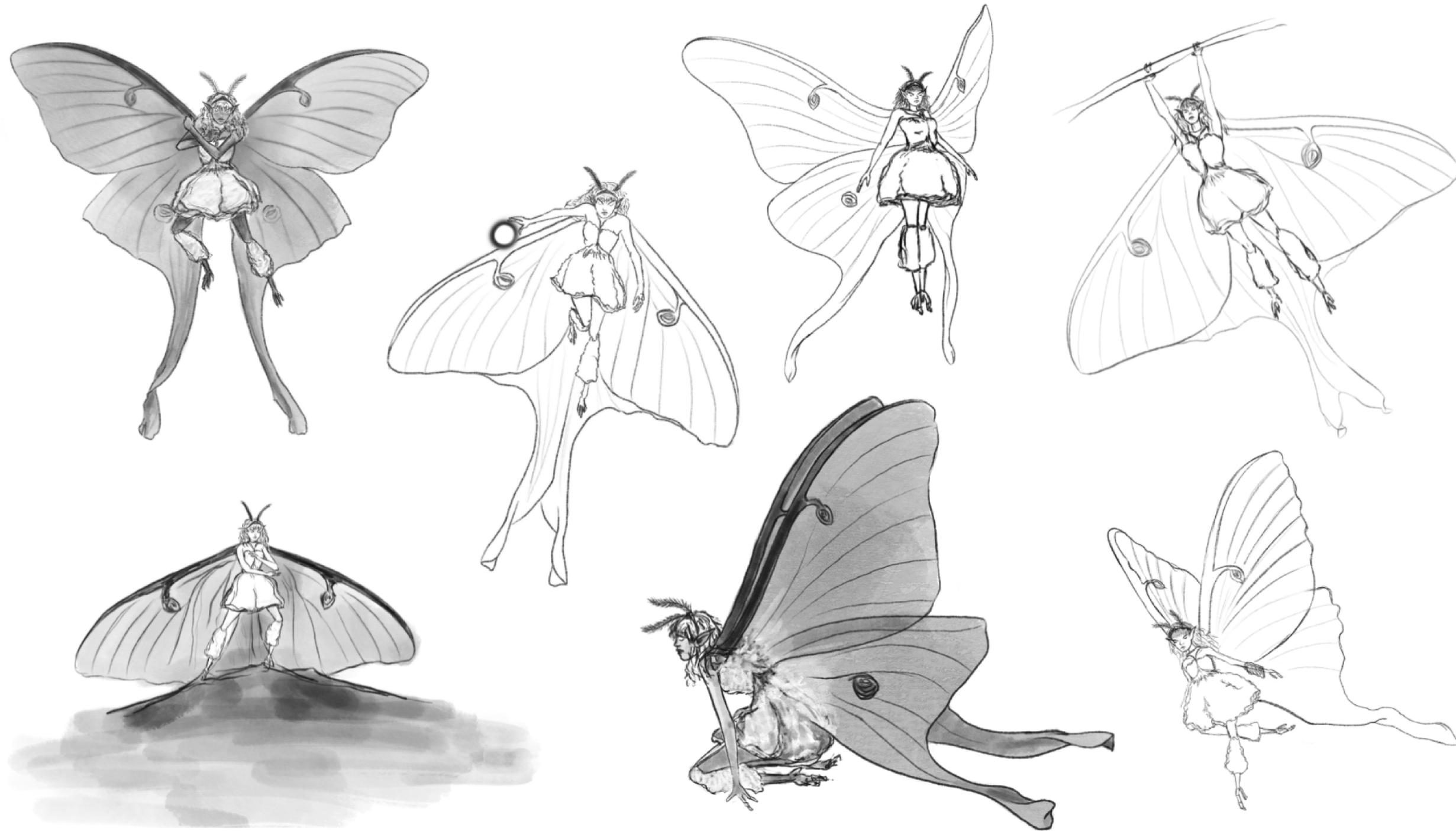
The Story

There had been an inter-dimensional war rampaging through the Galactical Realms. A villainous Crow had been taking over dimensions and ravaging through them like a parasite - having destroyed his own, and has now reigned terror over The Empress' Lunar Lands.

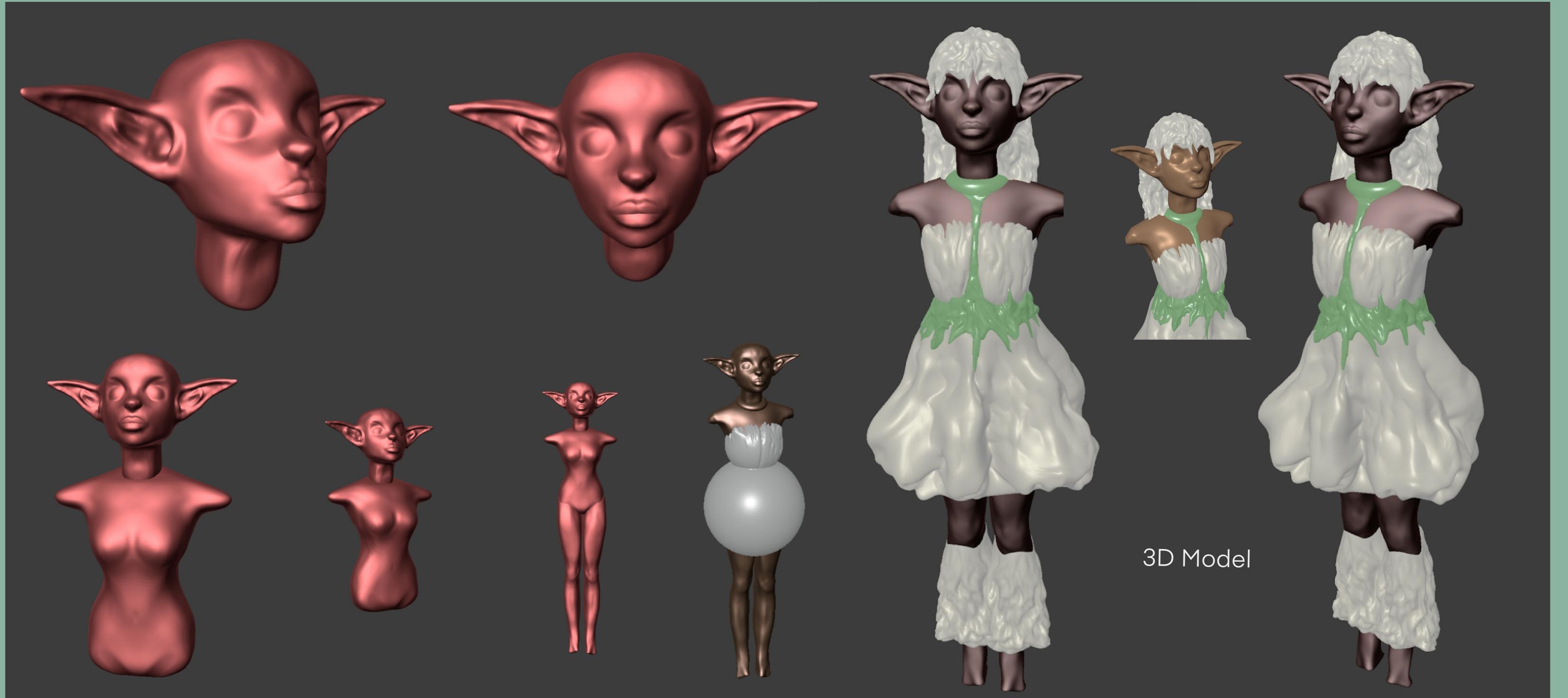
Two beings, a Koala and a Tortoise come to her aid to help protect her land and her people. avenging those who had succumbed to the terror of The Crow. Together , the trio must travel through the dense forests to where The Crow resides and fight for justice and her people



The Storyboard showing the journey through the lands and the climactic battle between the two forces : *Good and Evil*



Character sketches that range from line drawings to detailed and shaded.



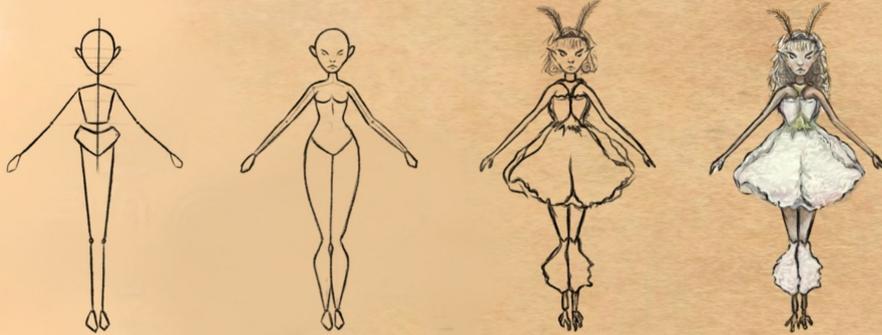
Selene



Empress of the Lunar Lands

Selene, with her petite frame and lime green wings, is a Forest Sprite. She is a creature with faerie like traits of a Luna Moth - much like the rest of her Sprite kingdom.

Her parents died protecting their people from the terror of the Crow, and following their death, she took her place on the throne.



05

Beings and Nothingness

Photography Project





Mannequins have been anatomically perfected and increasingly incorporated into the public sphere via window displays, they have also been utilized by artists other than window dressers.

The mannequin: slim, chic, avant-garde. Ever fixed in position, the placid figures entice predisposed passer bys to fork up the remainder of last week's paycheck to redefine themselves with the season's latest line. They are the objects of observation, the tools of commerce, the symbols of an ever shifting metropolitan modernity. But though lifeless, they are not immortal.

After shooting and editing the photos, I saw a little bit of life in them. They are not just pieces of fiberglass.



Like humans, they all start the same way but unlike real life, they are shaped the same, according to what society believes are the ideal proportions of the human body. It's wrong. Women are strong consumers and the fashion industry has brainwashed their minds, upholding one ideal of beauty, which is not even average—not even close."







Spill Some Love Today

This illustration aims to spread a positive message across people with the use of a playful vial of Love Potion being spilt all over, with typography reminding you to "Spill Some Love Today". The poster has been made to have this magical way about it, to allow the message to come across in a mystical manner - as if a wizard brewed the potion just to give a little extra help to those who need it!

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This artwork has been featured on The Greats!

It is a free vault with carefully curated socially engaged visual content open to anyone to use or adapt non-commercially. The Greats is a project of Fine Acts - a non-profit creative studio for global social impact.



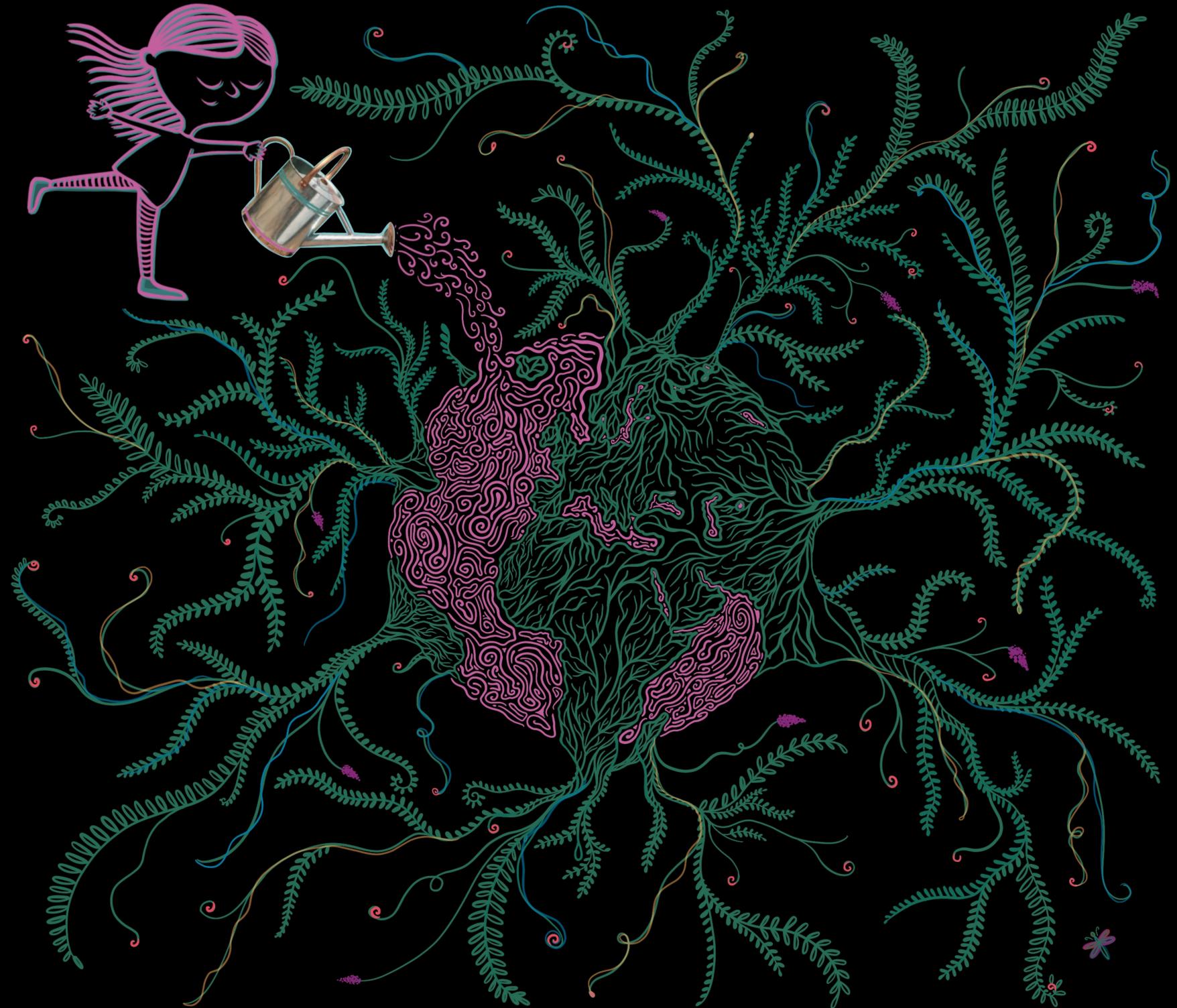
Scope for Hope

"Hope is Found in Uncertainty" - a statement that rings quite true in these unprecedented times. The future is not set. As climate awareness goes mainstream, a question quickly arises - "Where can I find Hope?" The answer to that is quite transparent: within yourself. Actions taken now and in the next decade, individually and collectively, can make a difference.

There is Scope for Hope, provided you truly believe in taking that first step.

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This artwork was done for the #ArtistsForClimate Open Call for Illustrators, hosted by TEDx and Fine Acts in the month of July, 2021.



The Dancers

While the Spirit of Misfortune revels in her created chaos, an unlikely duo of yellow and green catch her eye. While the Spirit of Misfortune revels in her created chaos, an unlikely duo of yellow and green



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