



Aarushi Desai

# Port folio 2022

Aarushi Desai

**Port**  
**folio** 2022

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01 | publication design

# Shapes in the night sky



This A5 guide book is part of a **student project**. It is for individuals who enjoy stargazing. It includes information on the pattern, mythology and placement of twenty selected constellations.

**Constellations** are a group of stars forming a recognizable pattern that is traditionally named after its apparent form or identified with a mythological figure.



**Big Dipper** Best-known group of stars. Its not an individual constellation its a part of larger constellation *Great Bear*. It is next to Orion. It helps to find the pole star. Close to the last star of the handle, *Mizar* sits a faint star *Alcor*. *Alcor* was used to serve as a eye test. If you could see it, your vision was normal.

Spring up & fall down On spring and summer evenings in the Northern Hemisphere, the Big Dipper shines at its highest in the evening sky. On autumn and winter evenings, the Big Dipper sweeps closer to the horizon.

In Hindu astronomy, the asterism is called *Sapta Rishi*, or The Seven Great Sages. In Chinese, government or *Tseih Sing*. Malaysia: *Buri Biduk* or The Ladle. Mongolia: The seven Gods. UK and Ireland: *Plough* or The butcher's Cleaver also known as wagon. US and Canada *Big Dipper*.

**Little Dipper (Ursa Minor)** Resembles to Big Dipper. It contains the Pole star, *Polaris*, which remains at the same spot while other stars circle around it. Most of it stars are faint. Only last 2 on the handle are fairly bright and are called *Guardians Of the Pole*. Due to "wobble" of the Earth's axis the celestial pole slowly shifts as the centuries go by, and different star become pole stars at different times. One of the brighter star from the Guardians, *Kochab*, was the Pole Star at the time of Plato(400B.C.).

It is associated with 2 myths. In one, it represents *Ida*, the nymph who took care of Zeus on the island of *Crete* and in other *Arkas*, son of Zeus and the nymph *Callisto*.

**Dragon (Draco)** Large constellation but not very bright. Its long tail wind around the Little Dipper. 2 pairs of stars mark the legs. Its head, the bowl is an irregular quadrangle. Not even the half size as the Big Dipper's bowl. The faint star in the tail between *Mizar* and the Guardians is *Thuban*. It was the Pole Star when the Pyramids were being built(4000 Or 5000 years ago). And again will be around 20000 years later. It can be seen from late May to early November.

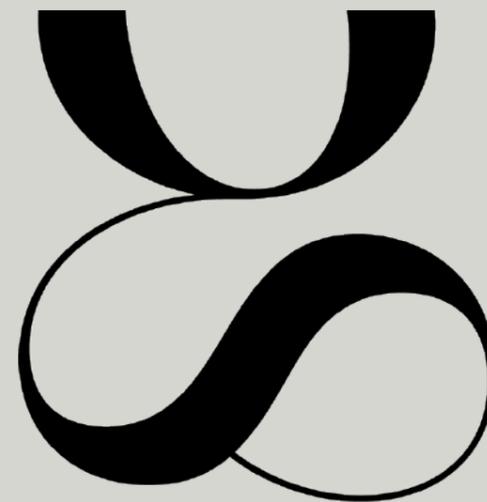
It is associated with many myths. One, it represents *Ladon*, the dragon that guarded the golden apples in the gardens of the Hesperides. Second, 12 labours of *Heracles*. In others, he was the offspring of two sea deities, *Ceto* and *Phorcyos*. In Roman mythology, it was one of the Giant Titans who warred with the Olympian gods for ten years and the goddess *Minerva* threw it into the sky, where it froze around the North Pole.





02 | type design

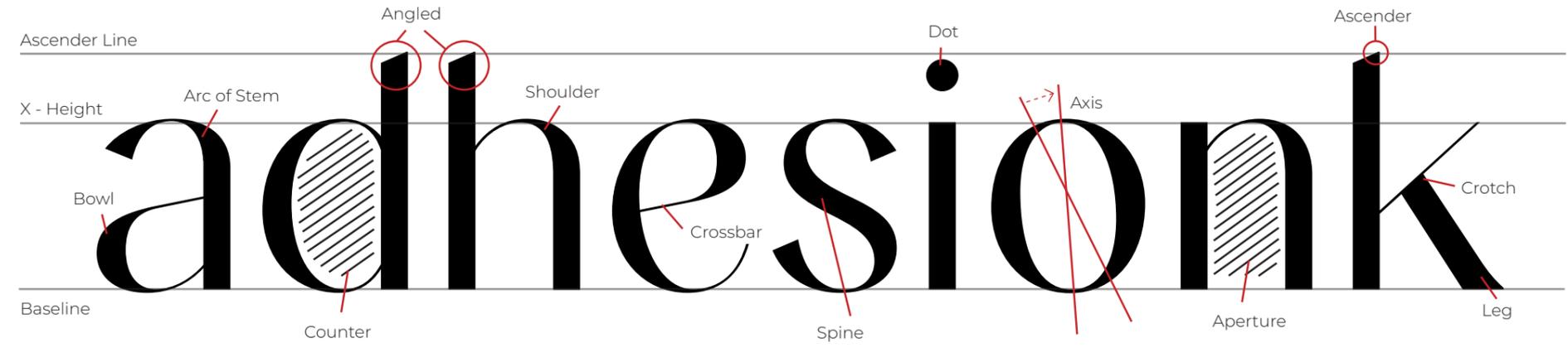
# Chanel display typeface



Chanel is a **display typeface** created as a part of a **student project**. The keywords used while creating the typeface are **simplicity, elegance & comfort**.

The type is made for the fashion brand known as **Chanel**. It is a French luxury fashion house that was founded by couturière Coco Chanel in 1910. It focuses on women's ready-to-wear clothes, luxury goods and accessories.

Terminologies



Final Glyphs

Type Recipe

- width** condensed
- weight** plain
- contrast** high
- contrast** type translation
- construction** roman
- stroke ending** straight, no serif

Glyphs

A B C D E F G H I J K L

M N O P Q R S T U V

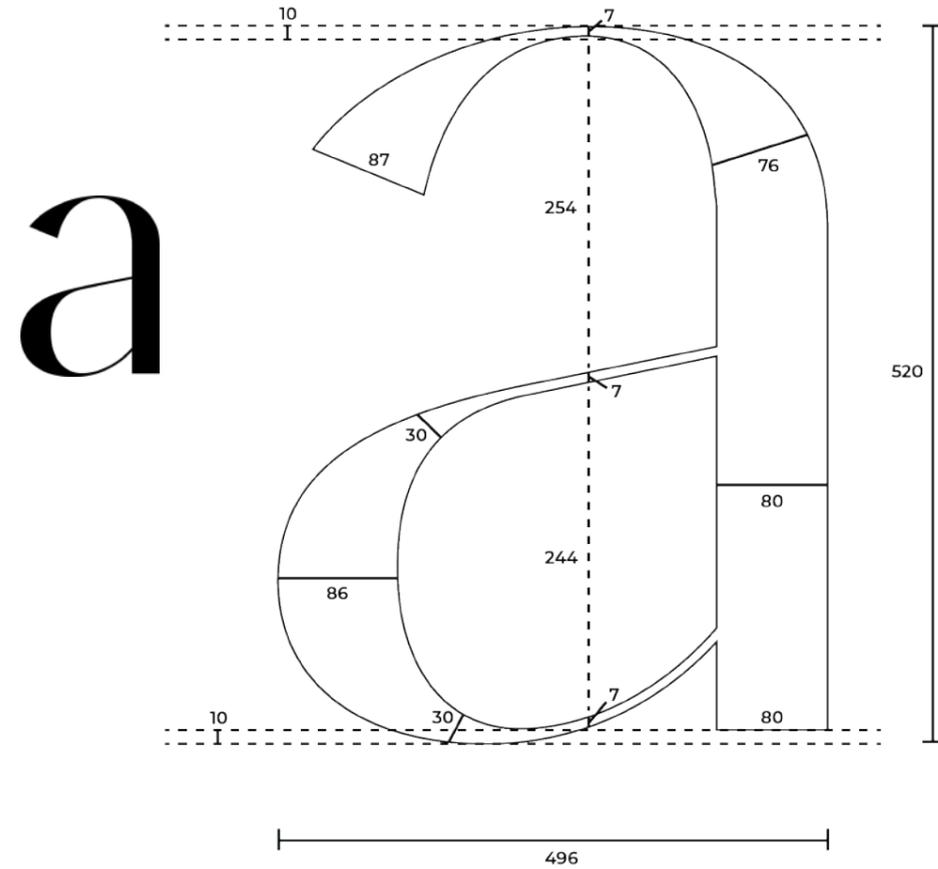
W X Y Z

a b c d e f g h i j k l m n

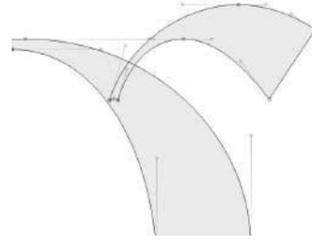
o p q r s t u v w x y z

it & . , ! ?

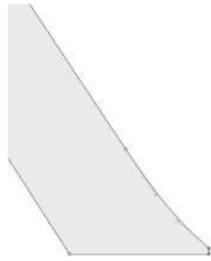
Construction



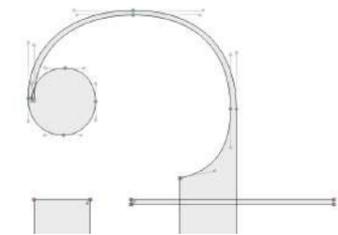
g



k



i t



k A N E C S

Alternatives

Font Weight

ahinolf trm

Regular

ahinolf trm

Bold

Pangram

The quick brown fox jumps over the lazy dog.

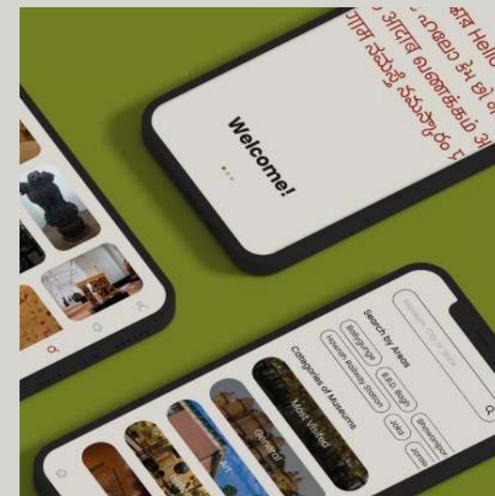
## Specimens

By application of this typeface some social media posts and a poster are made. Also, Coco Chanel's inspiring and outspoken quotes are used.



03 | app design

# Archive app

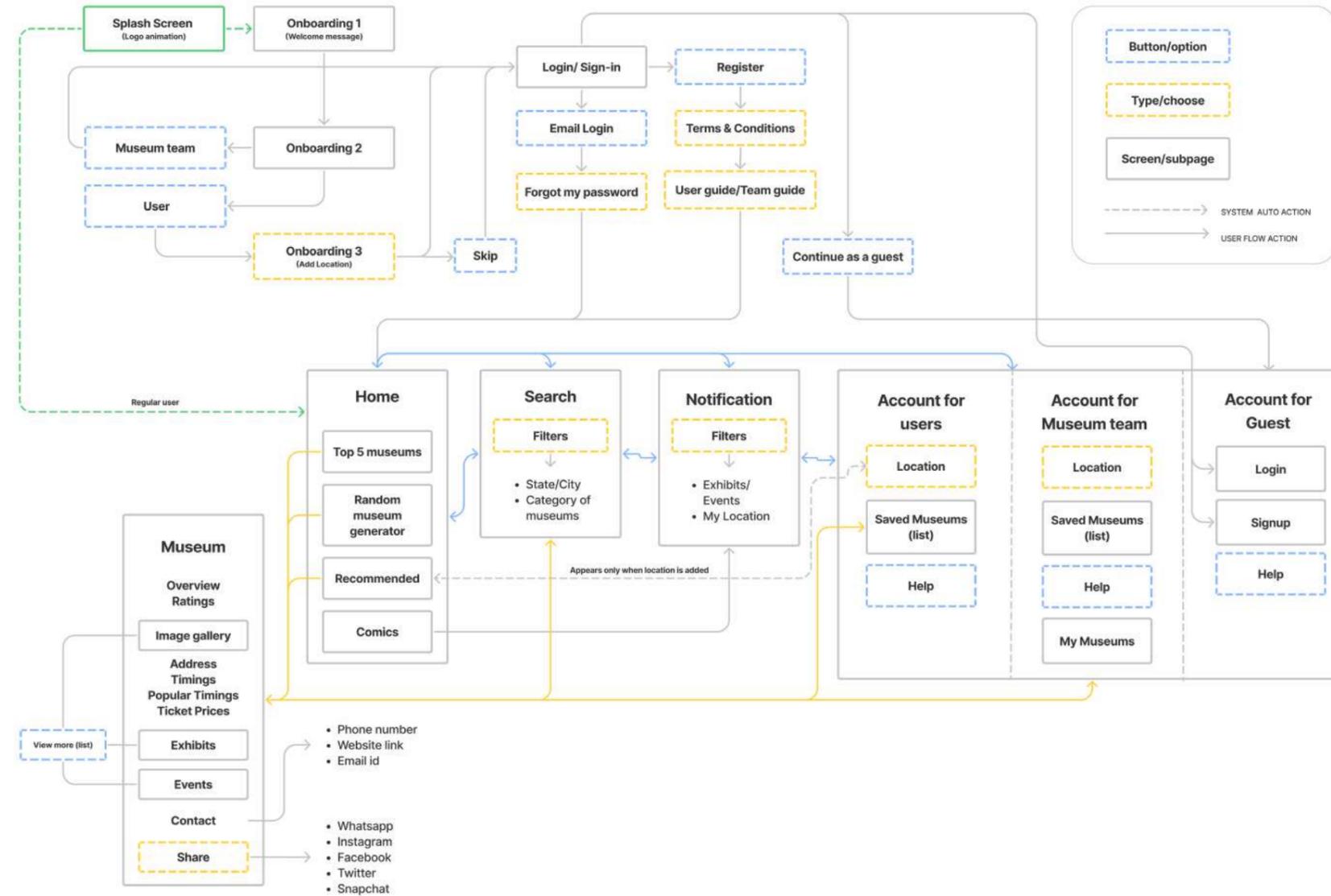


This app is created as a part of a **student project** done with my partner **Prachi Shethji**.

**Archive** app is a one-stop place for all tourists, museum lovers and history enthusiasts. The app features all the museums from across India. The user can look for various museums, read about their exhibits, events and other information and save them for future reference.

It also act as a platform for the **museums to promote themselves** and alert the users for any kind of upcoming events.

## Information Architecture



## User Persona



15 | Student

**Bio**  
She is a lover of Art History and loves visiting museums and has been to many during her school field-trips. These trips increased her curiosity.

**Goals**  
She requires an app to help learn new things quickly, give her an insight to the Art History of India and enable her to gain knowledge about India's rich culture and history.

### Frequently used apps



35 | Traveller

**Bio**  
He is a traveller and a filmmaker exploring India who wants to delve into the country's rich heritage.

**Goals**  
He requires an app which gives him all the information on Indian art, culture and history. And something which can make his travel more convenient.

### Frequently used apps



70 | Retired History Lover

**Bio**  
He enjoys learning about famous and local artists and he and his family often plans trips to museums. He likes telling facts about history to his grandchildren.

**Goals**  
He isn't really great with the technology so he requires an app that is easy to use and navigate and can help him to rejuvenate his mind and learn new things regularly.

### Frequently used apps



# Style Guide

## Typeface - Poppins

H1	36 px	<b>Bold</b>
H2	19 px	Regular
H3	17 px	Regular/Medium/Semi bold
H4	15 px	Regular
H5	13 px	Regular/Medium
BI	11 px	Regular/Semi bold

## Colour palette

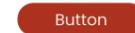


## Logo



## Buttons and controls

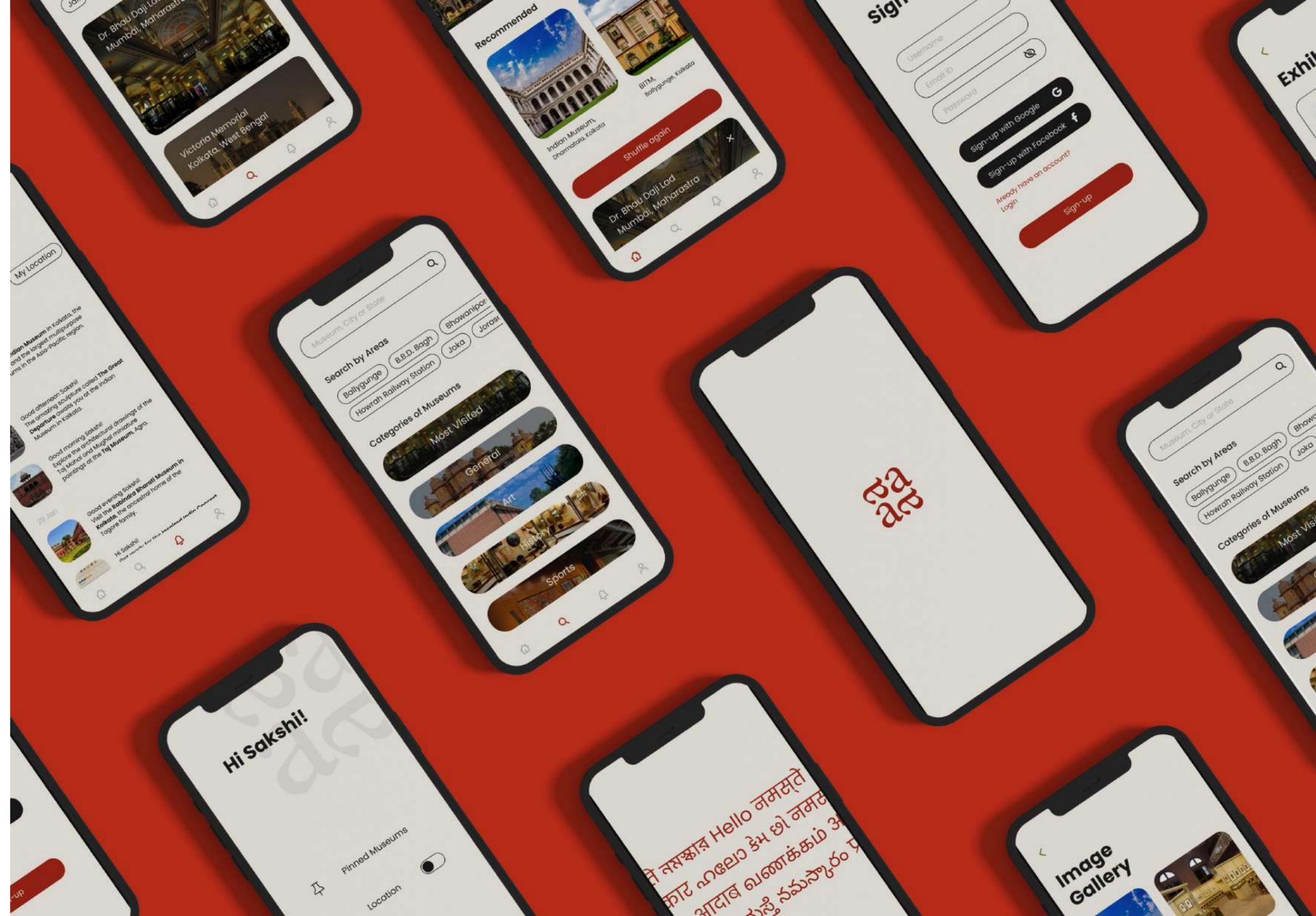
Default state



On tap



## Icons



# Sign-up

Username

Email ID

Password



Sign-up with Google



Sign-up with Facebook



Already have an account?  
[Login](#)

Sign-up



Chhatrapati Shivaji Maharaj  
Vastu Sangrahalaya

## Recommended



Indian Museum,  
Dharmatala, Kolkata

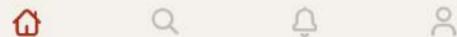


BITM,  
Ballygunge, Kolkata

Shuffle again



Dr. Bhau Daji Lad  
Mumbai, Maharashtra



Museum, City or State



Search by Areas

Ballygunge

B.B.D. Bagh

Bhowanipore

Howrah Railway Station

Joka

Jorasole

Categories of Museums

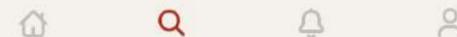
Most Visited

General

Art

History

Sports



Indian Museum

### Overview

The Indian Museum is the largest and oldest museum in India and has rare collections of antiques, armour and ornaments, fossils, skeletons, mummies, and Mughal paintings.



### Address

27, Jawaharlal Nehru Road,  
Park Street, Kolkata - 700016. W.B.

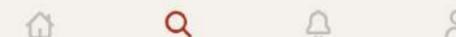
### Entry Fees

For adults - ₹50  
For children above 5 years - ₹20  
For foreigners - ₹500

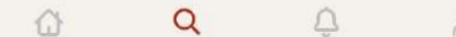
### Timings

10:00 AM - 5:00 PM  
Closed on Mondays

Image Gallery



# Image Gallery



# Hi Sakshi!



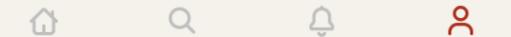
Pinned Museums



Location



Help



04 | rebranding

# Alpino health foods



This rebranding is part of a **student project**.  
The keywords used while creating the  
design are **Healthy, energetic & natural**.

**Alpino Health Foods** aims to revolutionize  
the healthy food segment of India by  
providing healthy breakfast options that  
are authentically sourced & hygienically  
prepared that keep you energetic &  
refreshing throughout the day.

Packaging Render done by **Muhil V.**



Label, pattern and packaging



Label, pattern and packaging



## SMOOTH CHOCOLATE PEANUT BUTTER

400g

100%  
Natural  
•  
Vegan  
•  
Gluten-Free

NUTRITIONAL INFORMATION		
SERVING SIZE(32g)	PER SERVE*	PER 100g*
<b>ENERGY</b>	<b>181 kcal</b>	<b>567 kcal</b>
<b>PROTEIN</b>	<b>6g</b>	<b>19g</b>
<b>CARBOHYDRATE</b>	<b>12g</b>	<b>39g</b>
SUGAR	5g	16g
ADDED SUGAR	4g	13g
DIETARY FIBRE	1g	3g
<b>TOTAL FAT</b>	<b>12g</b>	<b>37g</b>
SATURATED FAT	4g	11g
POLYUNSATURATED FAT	1g	4g
MONOUNSATURATED FAT	7g	21g
TRANS FAT	0g	0g
<b>CHOLESTEROL</b>	<b>0mg</b>	<b>0mg</b>
<b>SODIUM</b>	<b>83mg</b>	<b>260mg</b>

**INGREDIENTS**  
ROASTED PEANUTS, SUGAR, CHOCOLATE CHIPS, COCOA POWDER, HYDROGENATED SOYA OIL, SALT, EMULSIFIER (E471)

Allergen Info. : Contains Peanuts and Soya.  
Oil separation is natural process stir well before use.  
Store in cool and dry place, away from direct Sun light.

88g Protein • No Cholesterol • Fresh Peanuts • Non GMO • Healthy Fats • Helps in Weight Management • No Trans Fat • Energy Booster

**PRODUCT OF INDIA**  
Mfg. For & Mkt. By: ALPINO HEALTH FOODS PVT LTD.  
L/G-11, GF, Dadabhaiji Comp., Navagam, Kamrel, Surat.  
Gujarat-394185, India  
FSSAI Reg. No. : 10716022000249

Mfg. By: MOTHER NUTRI FOODS, Factory Survey No. 276/1, Mahuva - Bhavnagar Road, Opp. Otha Petrol Pump, Otha-364295 Mahuva, Bhavnagar, Gujarat, India.  
FSSAI Reg. No. : 10015021001704

**FOR FEEDBACK/ COMPLAINTS**  
Customer Support Desk,  
AHF-1, Near Bharat Wood, Ahead of Heaven Party Plot, Valthan - Punagam Canal Road, Surat - 395006, Gujarat, India  
+91 83 4768 8000  
support@alpinohealthfoods.com  
www.alpino.store

Batch No. : | See at the bottom.  
Mfg. Date : |  
Exp. Date : |  
M. R. P. : ₹ 376 (incl. of all taxes)

**BEST BEFORE 18 MONTHS FROM MANUFACTURE**

ALPINO is a Registered Trademark.  
© 2019 Alpino Health Foods Private Limited  
Copying the product artwork is an offence

**Net Wt. 400g**

## CLASSIC CRUNCHY PEANUT BUTTER

400g

100%  
Natural  
•  
Vegan  
•  
Gluten-Free

NUTRITIONAL INFORMATION		
SERVING SIZE(32g)	PER SERVE*	PER 100g*
<b>ENERGY</b>	<b>181 kcal</b>	<b>567 kcal</b>
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**Net Wt. 400g**



Label, pattern and packaging





100%  
Natural  
•  
Vegan  
•  
Gluten-Free

## UNSWEETENED ALMOND BUTTER

400g

NUTRITIONAL INFORMATION		
SERVING SIZE(32g)	PER SERVE*	PER 100g*
<b>ENERGY</b>	<b>181 kcal</b>	<b>567 kcal</b>
<b>PROTEIN</b>	<b>6g</b>	<b>19g</b>
<b>CARBOHYDRATE</b>	<b>12g</b>	<b>39g</b>
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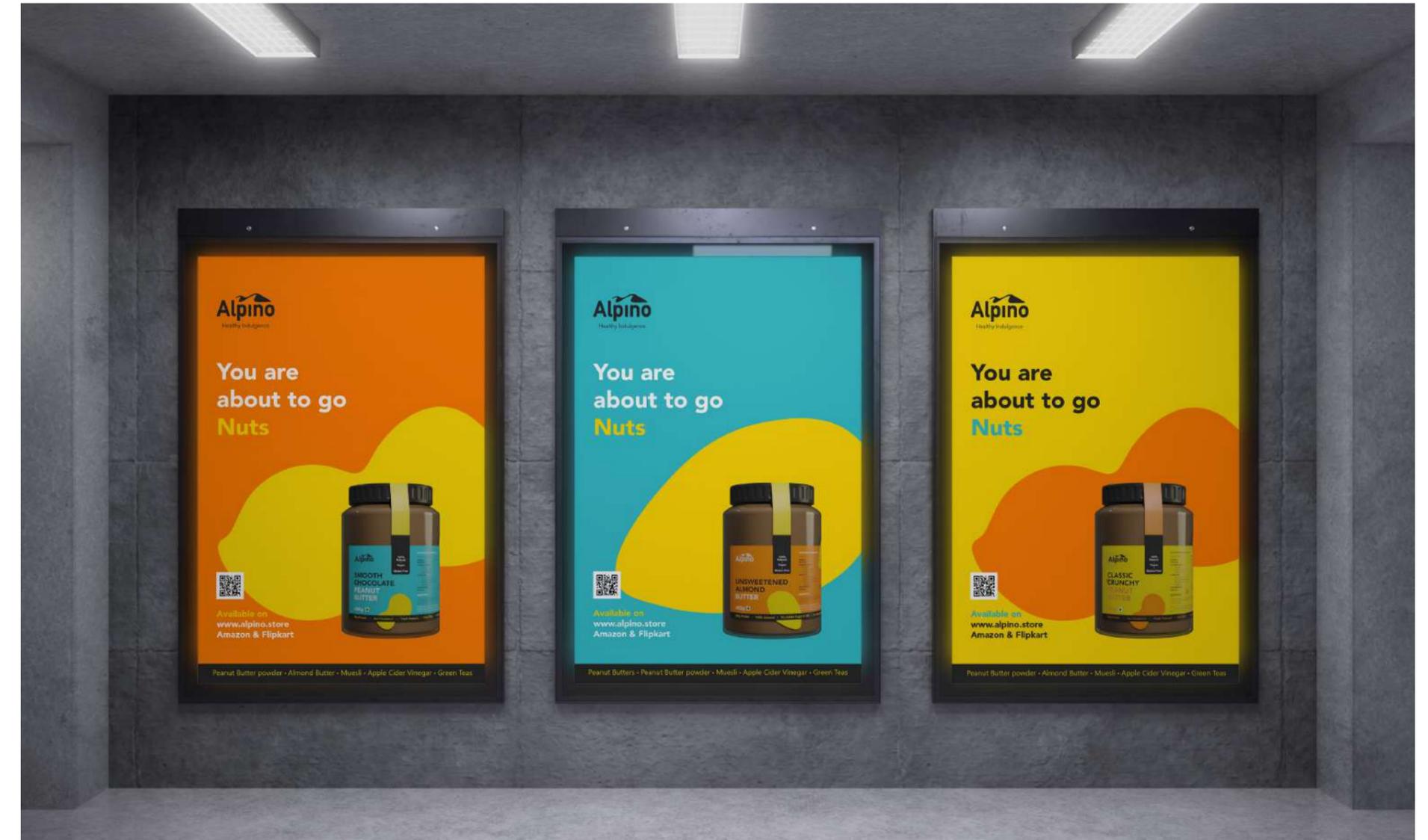
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**Net Wt. 400g**



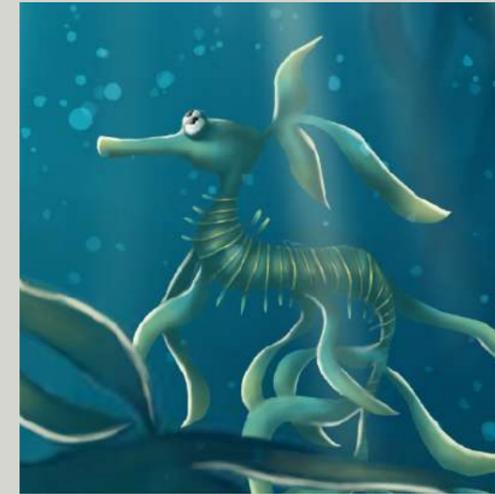
300g Protein • 100% Almond • No Added Sugar or Salt • No Hydrogenerated Oil • Excellent Source • Healthy Fats • Energy Booster

Posters



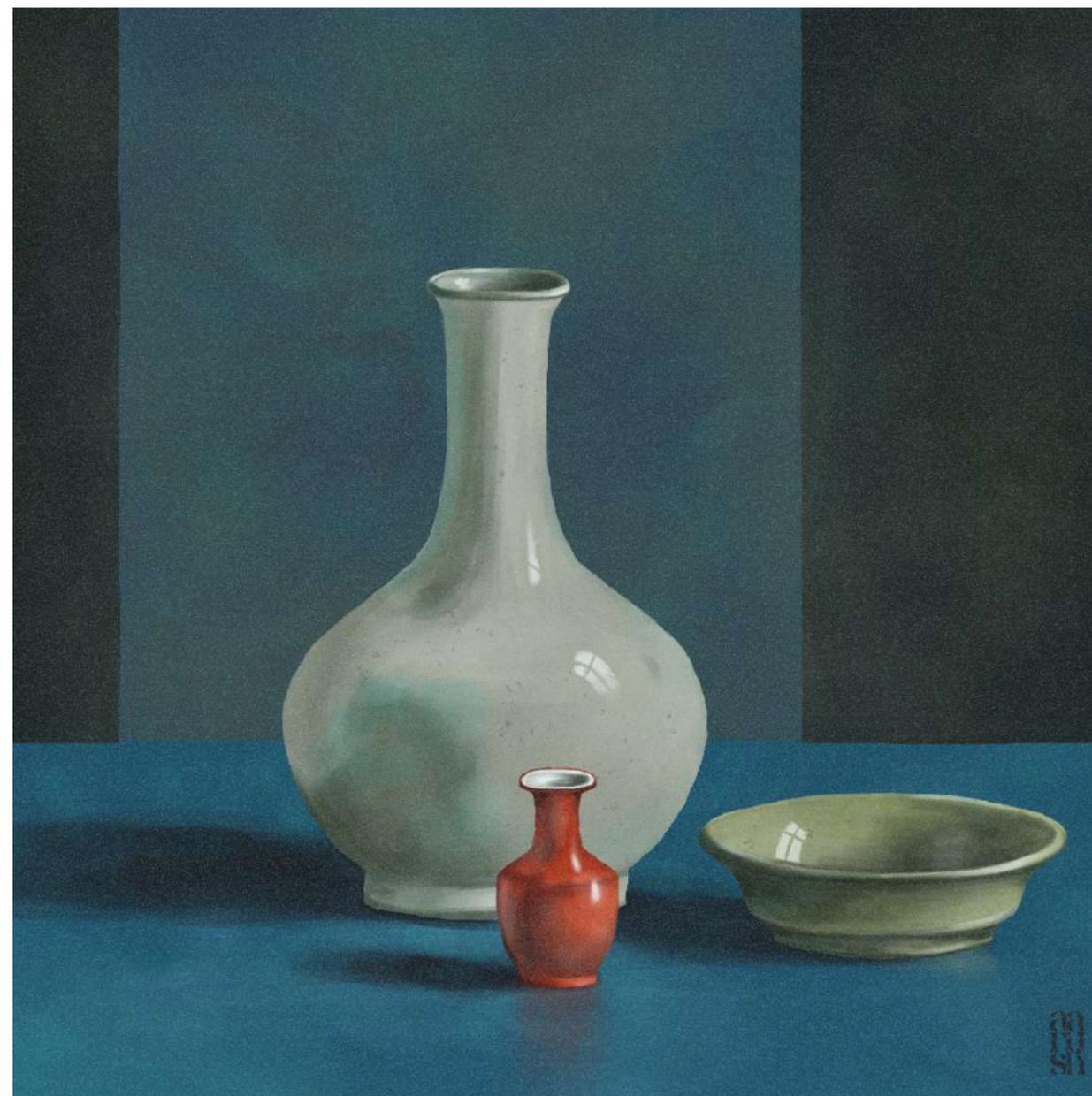
05 | digital illustration and animation

# Practice & concept art



A set of two digital paintings of **ceramic pots** in a still-life setting done from references.

A set of two underwater-based illustrations characterizing **Kelp**, a leafy sea dragon.





**Short animated GIF** is created by 36 frame by frame 2d illustrations. Some of the frames are included in this project.

The animation consists of four Koi fish. Two of them float back and forth in the centre, while the other two enters the frame one after the other and exists with a U turn. Also, the movement of the water is shown with the floating froth collected by the rock.

Scan to watch the animation



06 | cover design

# IPSUM.



**IPSUM.** is an Institute of Design's student-created newsletter.

An illustration for one of the main articles, 'The Great Wave,' and the illustration of the cover and back is created for the upcoming 9th Issue that is themed **Japan**.



Illustration for the article 'The Great Wave'  
Created by Aarushi Desai

Core Committee  
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[Hitai Bhone](https://bit.ly/3OiiVQb)  
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<https://bit.ly/3OHycW>

Japanese Animation  
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Bento Boxes  
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<https://bit.ly/39oGoDp>  
<https://bit.ly/3MViOfO>

Instant Noodles  
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Nintendo  
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**IPSUM.**

**NIRMA UNIVERSITY**  
 INSTITUTE OF DESIGN  
 SAAC ACCREDITED AM+GRADE

NINTH ISSUE

**IPSUM.**

Coming soon





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**Linkedin** /aarushi desai

**aa  
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