

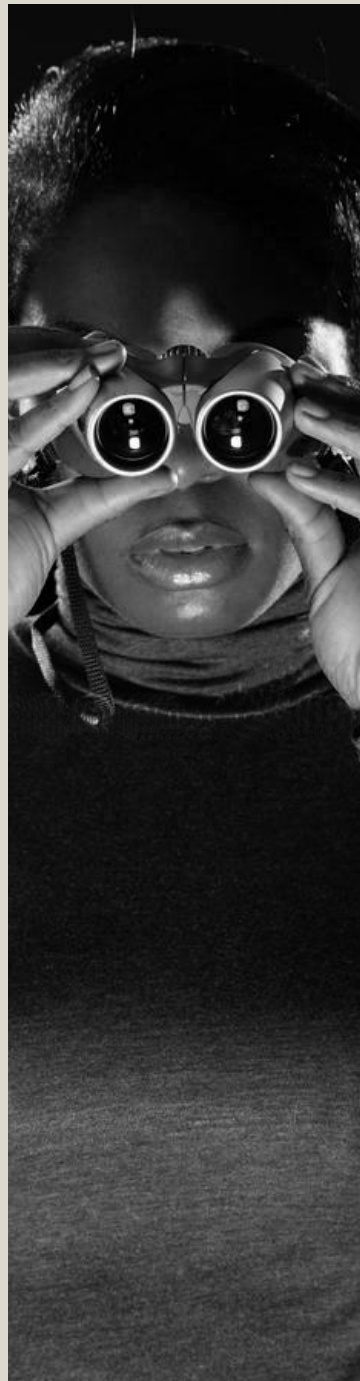
ANIRUDDH SARKAR
PORTFOLIO





Photography

4



Voyeuse - Short Film

10

WPAP Illustrations

16

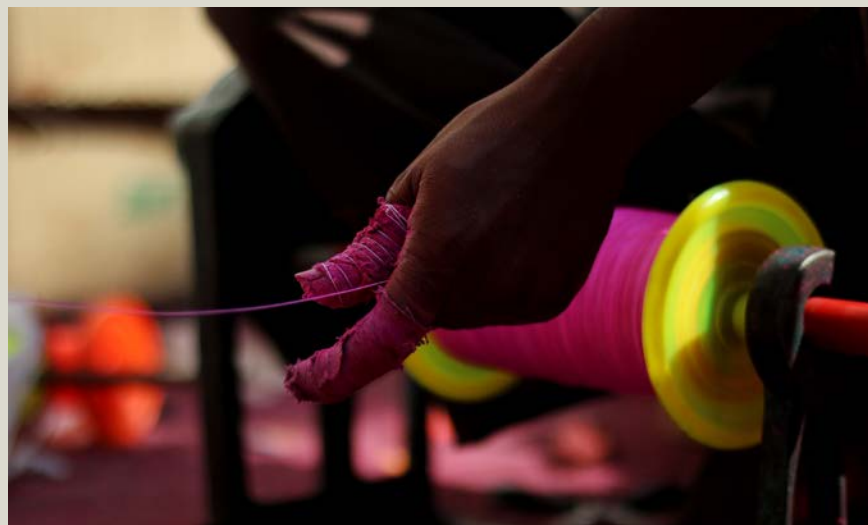


Monkey Fries - Branding

28



CONTENTS



AHMEDABAD

A look at the people and streets through my lenses

PHOTOGRAPHY





COLOUR PATCH

Bright spots of colour
popping out in the world



COLOURLESS

Bleak dreariness in
the grey world





A SHORT FILM ON VOYEURISM

She sees all, remembers all,
Just doesn't reveal all...

A woman, like any other to look at but with unlike any other having a secret. Hers is that she knows everyone else's. A professional with a task, to peer inside the lives of other men, a voyeur by all accounts. She is camped out inside a tenement waiting for her target, just another day at the job, yet this time something changes. She feels something new, something quiver and awaken inside her.

A cinematic display of a professional voyeur as she is on job to procure the secrets of someone important. But it is the unimportant one who steals the show for her. An empathic study of characters in an unconventional lifestyle, the film tries to explore relations and emotions of a person who sees people only from a distance.

VOYEUSE





Genre

Voyeuristic, Noir, Drama

References

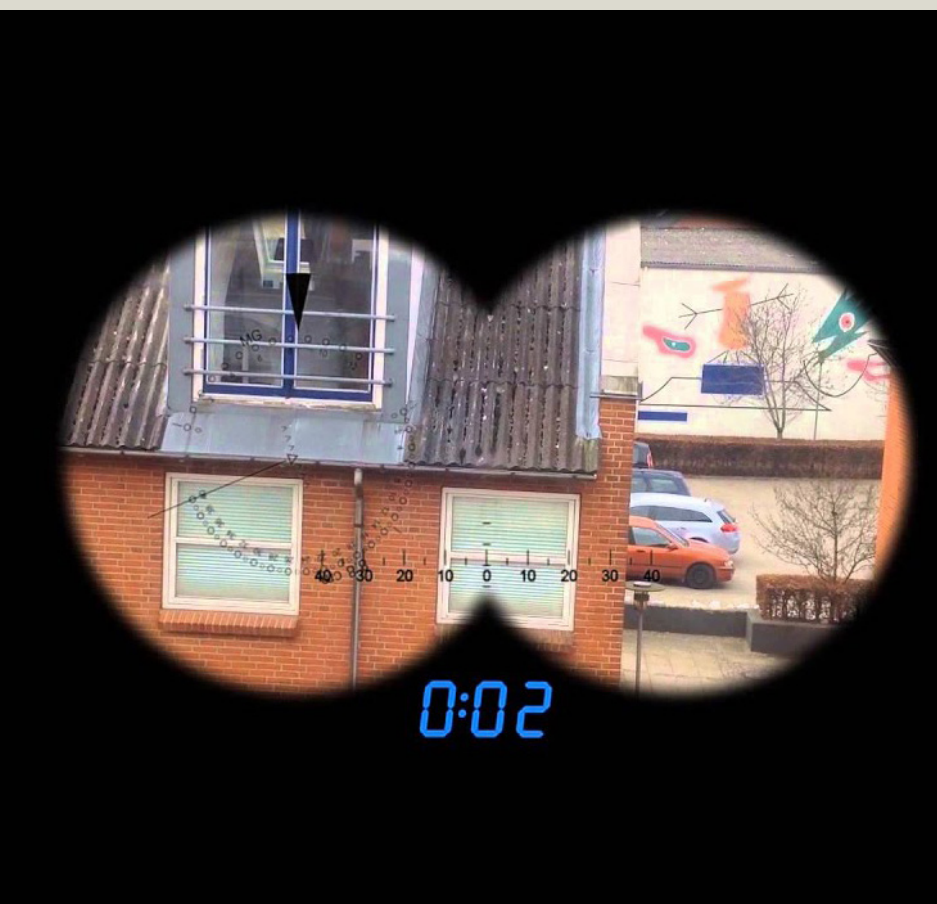
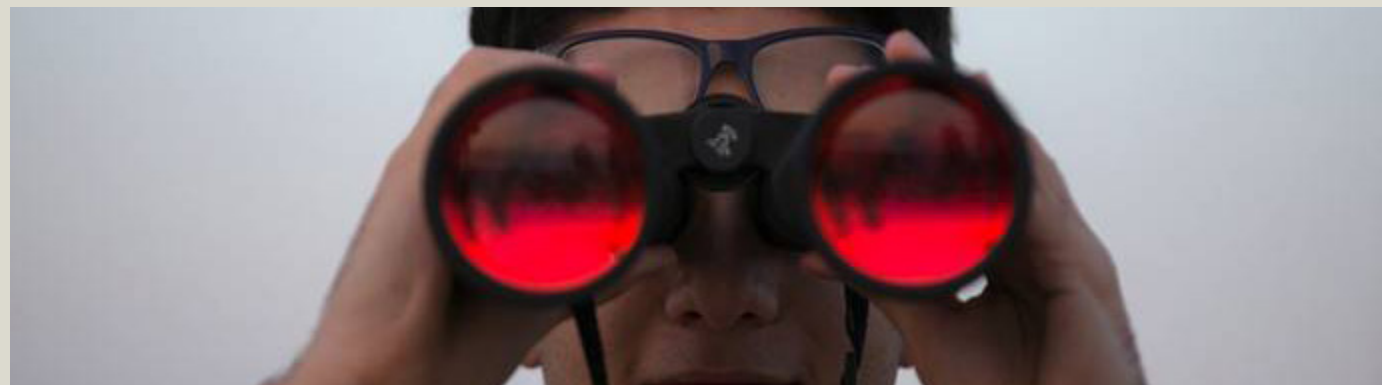
The Voyeurs, Peeping Tom, Rear Window, Chinatown

Key take away

An intimate look at complex emotions and the weight of secrets that people carry.

Audience

Film Students, Indie Film Makers



Language

No dialogues present

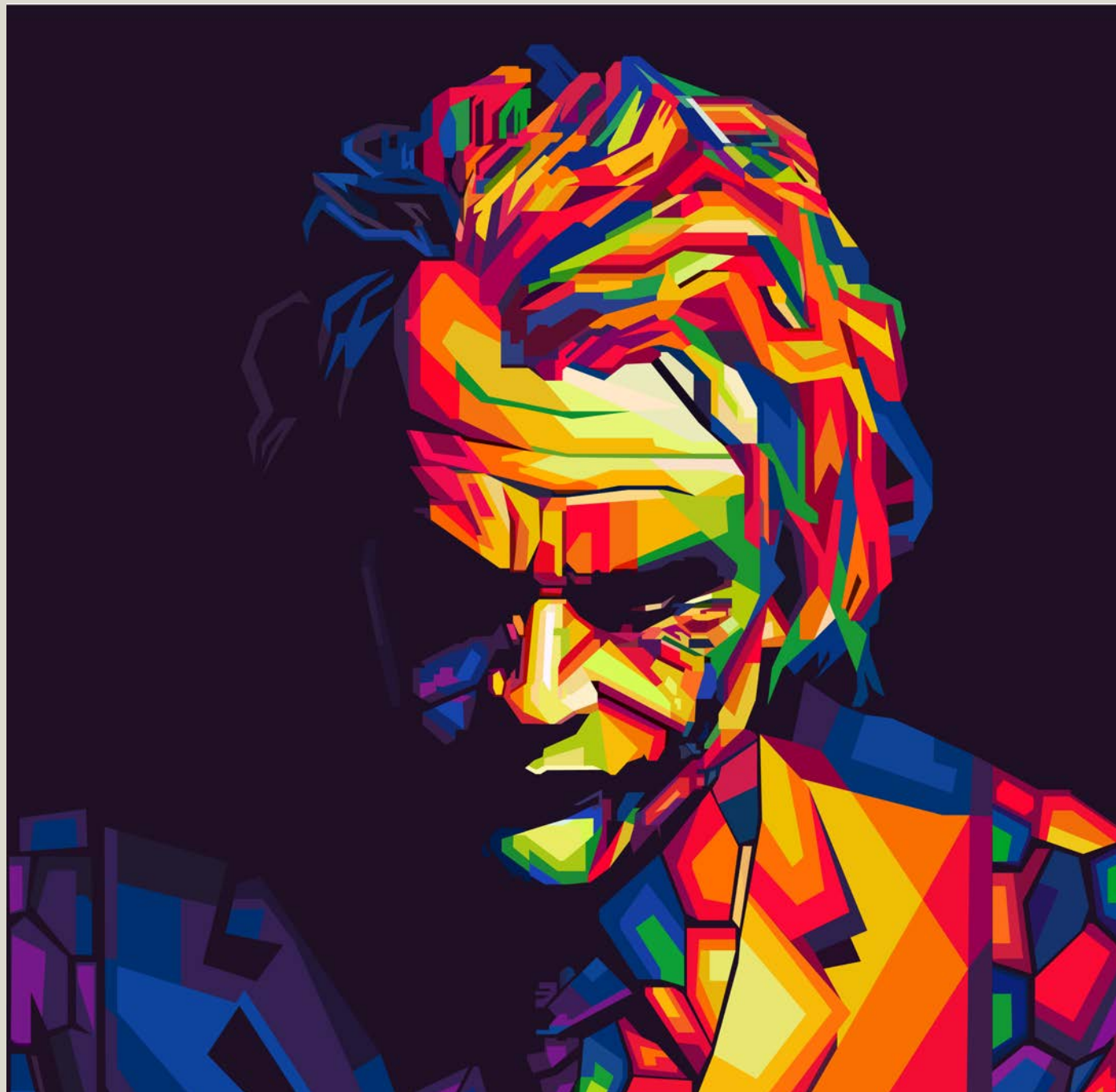
Duration

20 Minutes



STILLS FROM THE FILM





HEATH LEDGER AS JOKER
IN 'THE DARK KNIGHT'

WPAP
ILLUSTRATIONS





RAINN WILSON AS 'DWIGHT'



Made with a combination of Vector and Raster elements and later reworked entirely as a new composition in Photoshop.



TOM CRUISE IN 'THE LAST SAMURAI'





KEANU REEVES



CHADWICK
BOSEMAN



BRYAN CRANSTON



AARON PAUL

A STILL FROM 'BREAKING BAD'





DESIGN BRIEF

Client

Monkey Fries

Objectives:

To completely re-brand Monkey Fries, work on potential pain points of the company and increase target outreach.

Deliverables:

Branding

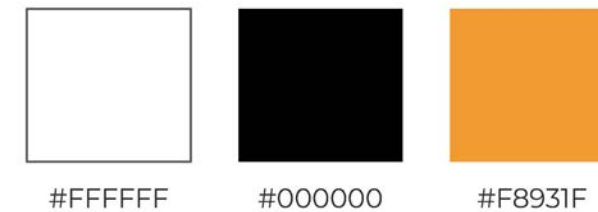
1. Logo
2. Packaging

Advertising

1. Social media strategy: Posts, highlights, stories, sponsored advertisements, filters, templates, challenges, quizzes, collaborations, guide, videos and reels.
2. Print media: Posters, fliers, pamphlets, banners, hoardings
3. Digital media: E-Mailers, google sponsored advertisements, promotions on other applications, posters, video marketing.

BRANDING: MONKEY FRIES

ORIGINAL



NEW



LOGO EXPLORATIONS



INITIAL
EXPLORATIONS

CHARACTER EXPLORATIONS



CHARACTER SKETCH - 1



CHARACTER SKETCH - 2



CHARACTER SKETCH - 3



CHARACTER SKETCH - 4

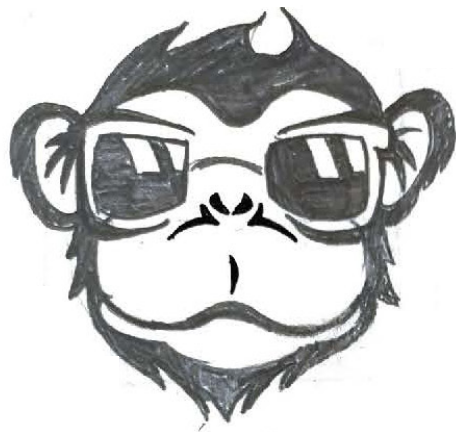


CHARACTER SKETCH - 5



CHARACTER SKETCH - 6

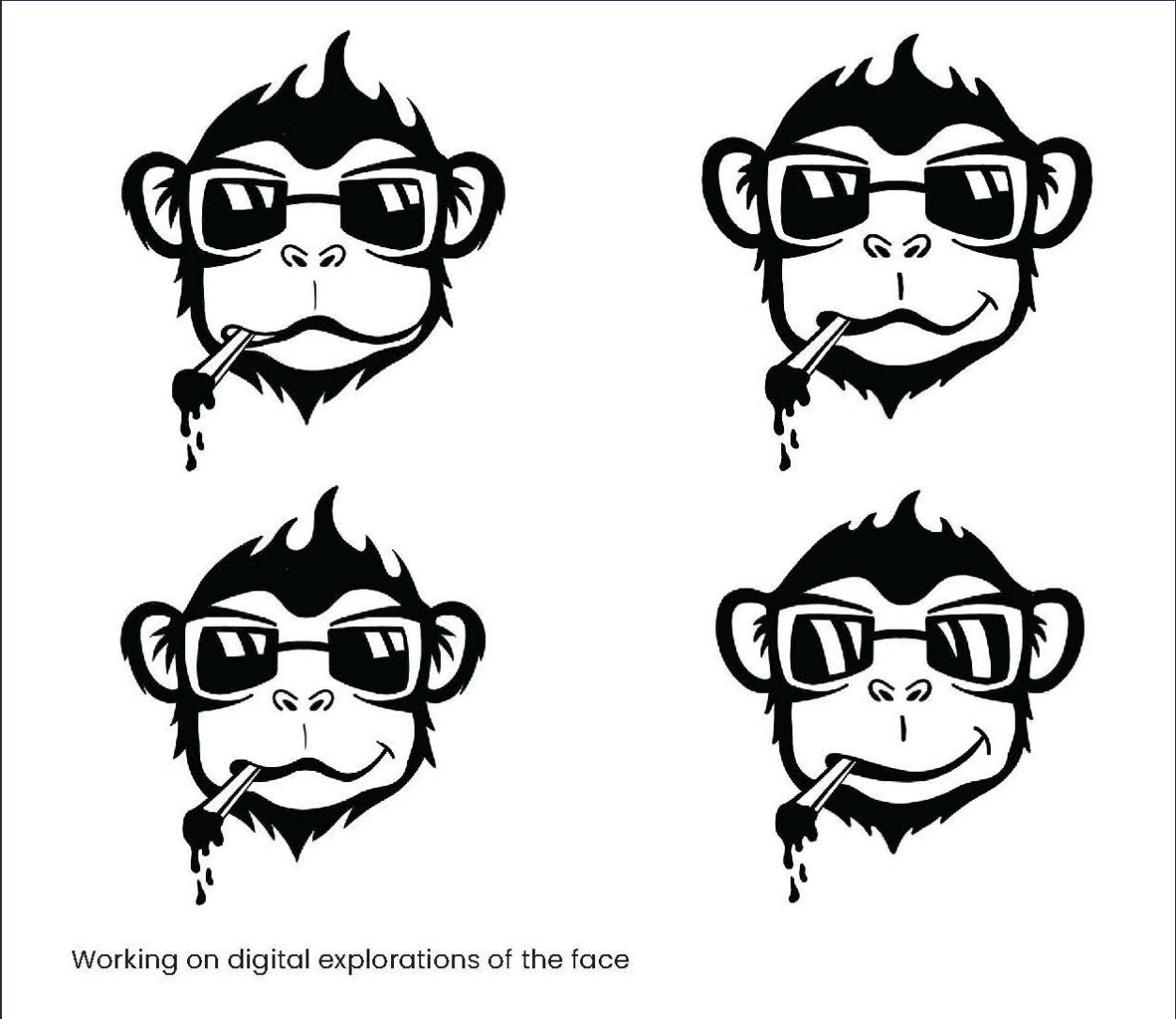
CHARACTER



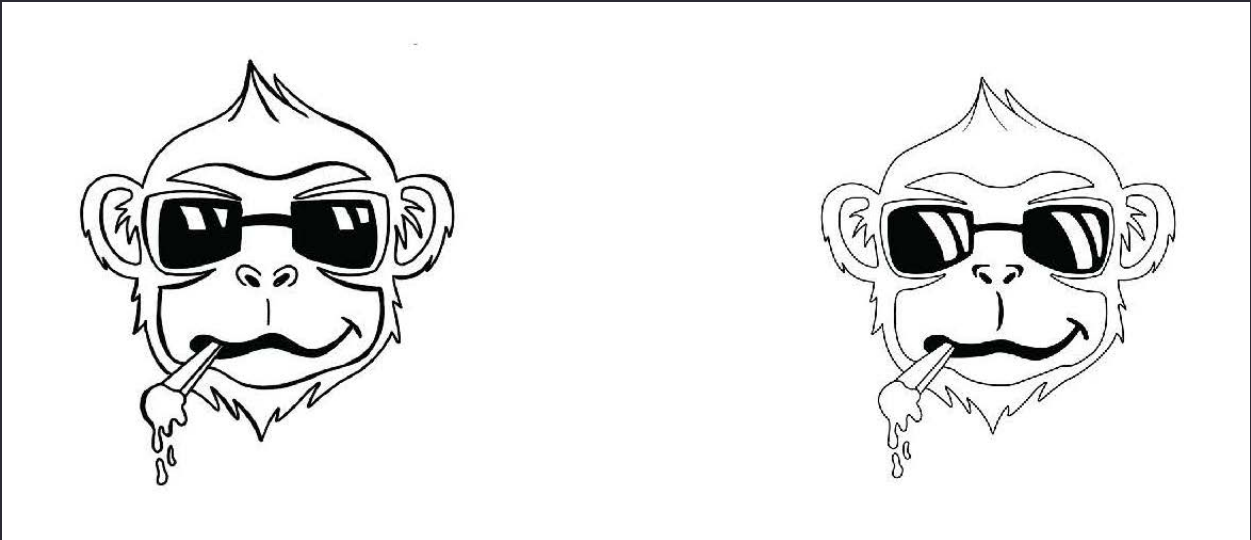
FINAL CHARACTER SKETCH



MASCOT



Working on digital explorations of the face



FINAL VERSIONS

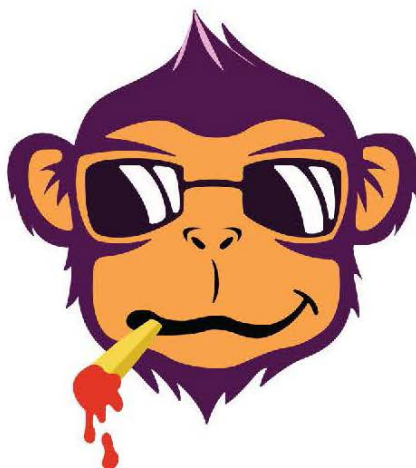
COLOUR VERSIONS



COLOR - 1



COLOR - 2

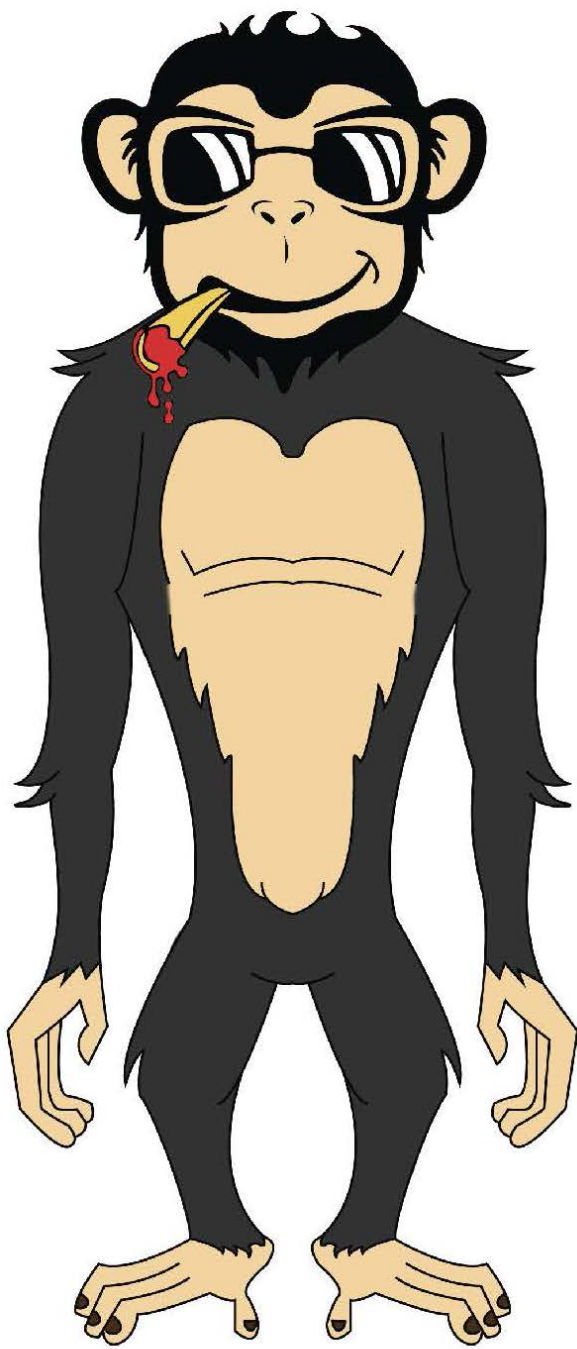


COLOR - FINAL



COLOR - HIGHLIGHTS

MASCOT



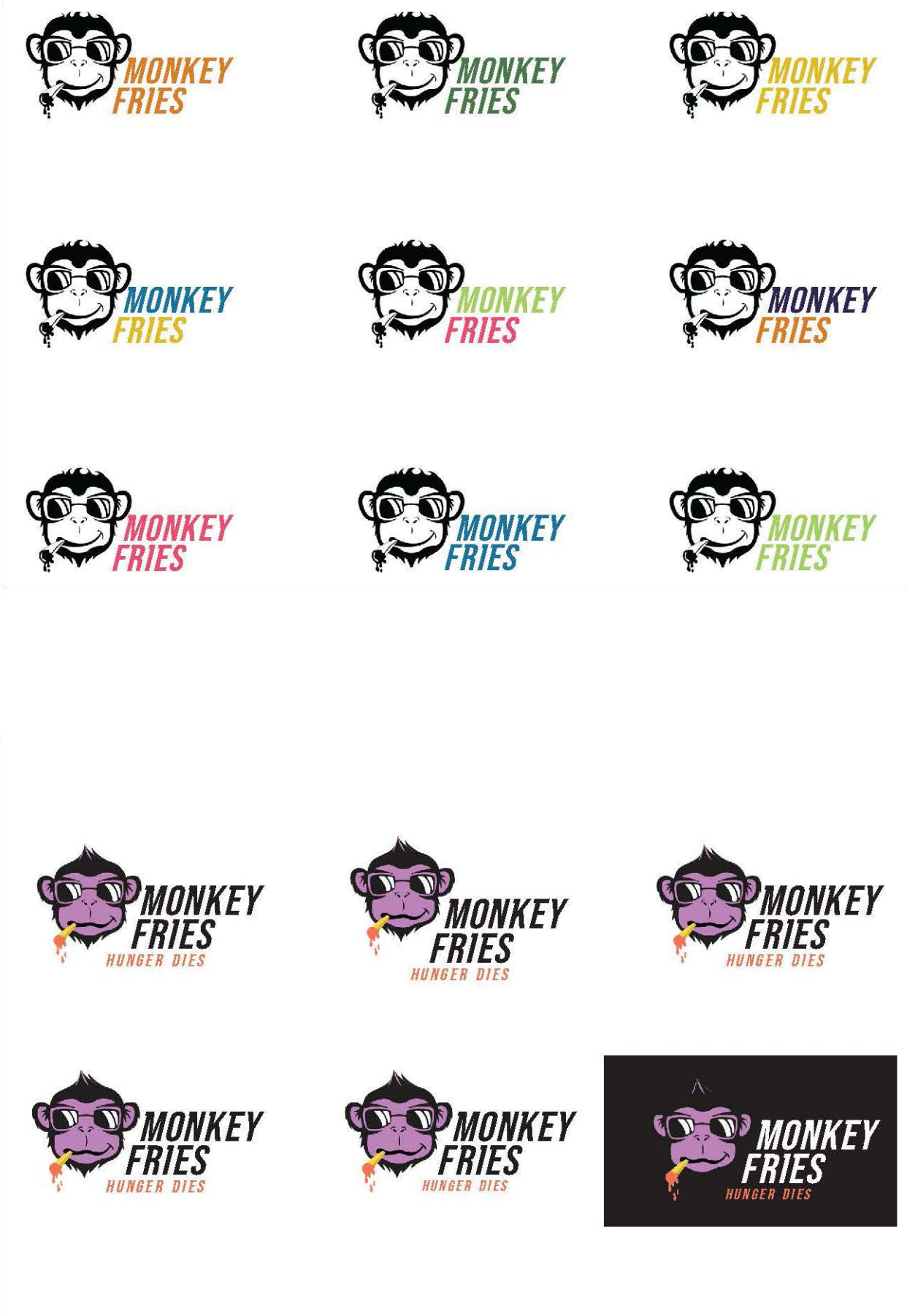
INITIAL LOOK



FINAL MASCOT

LOCKUP EXPLORATIONS

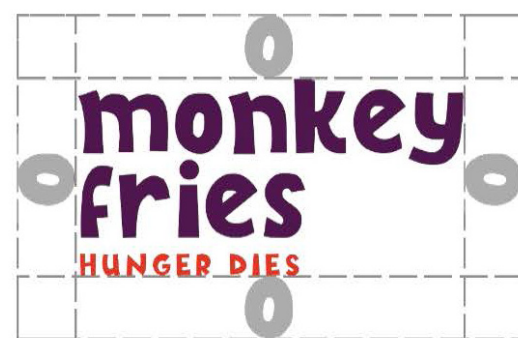
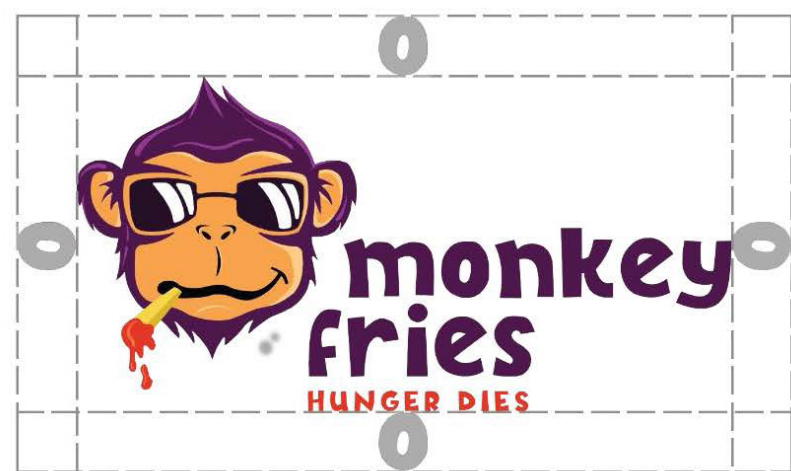
LOCKUP & TAGLINE EXPLORATIONS



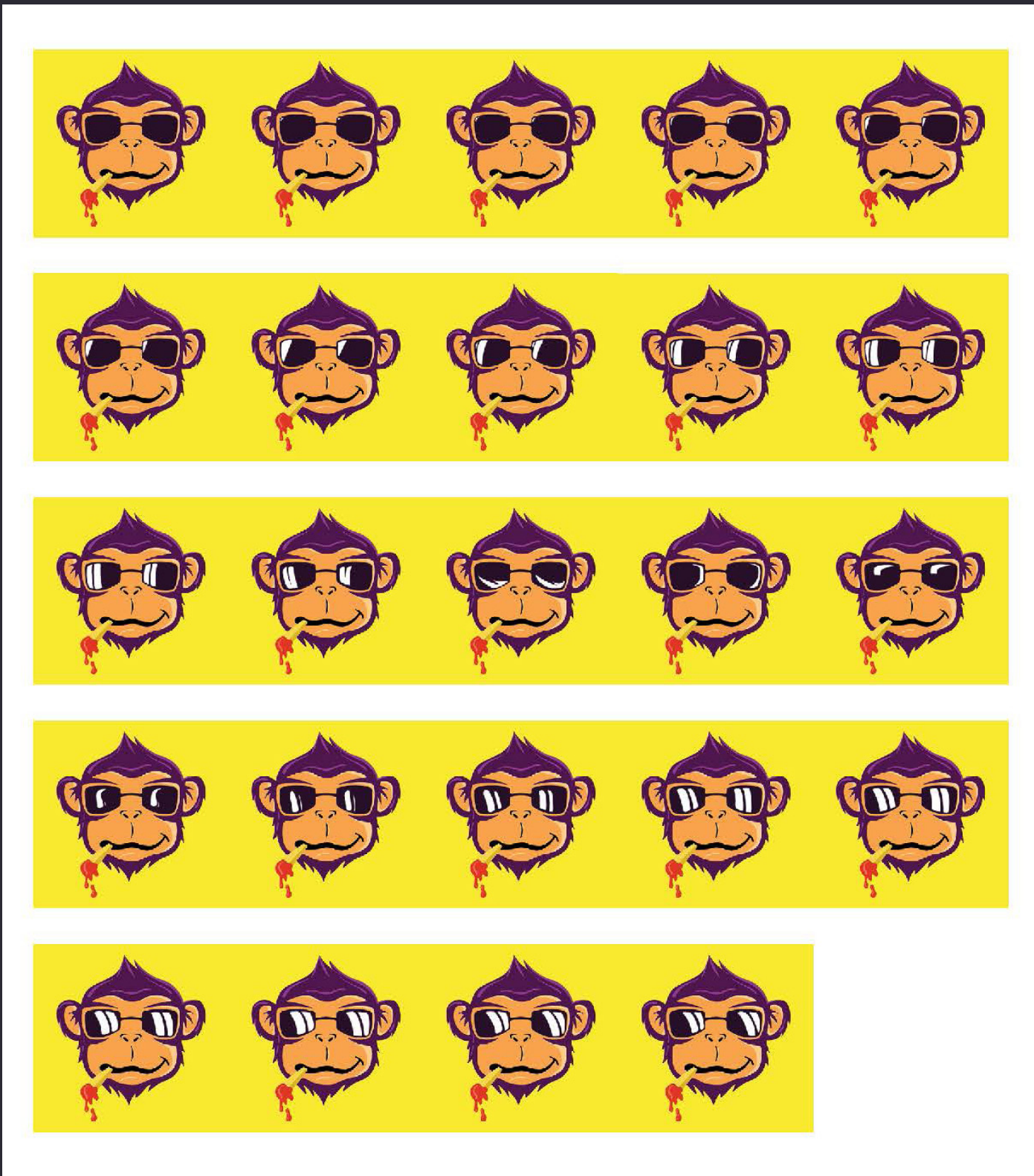
FINAL LOGO



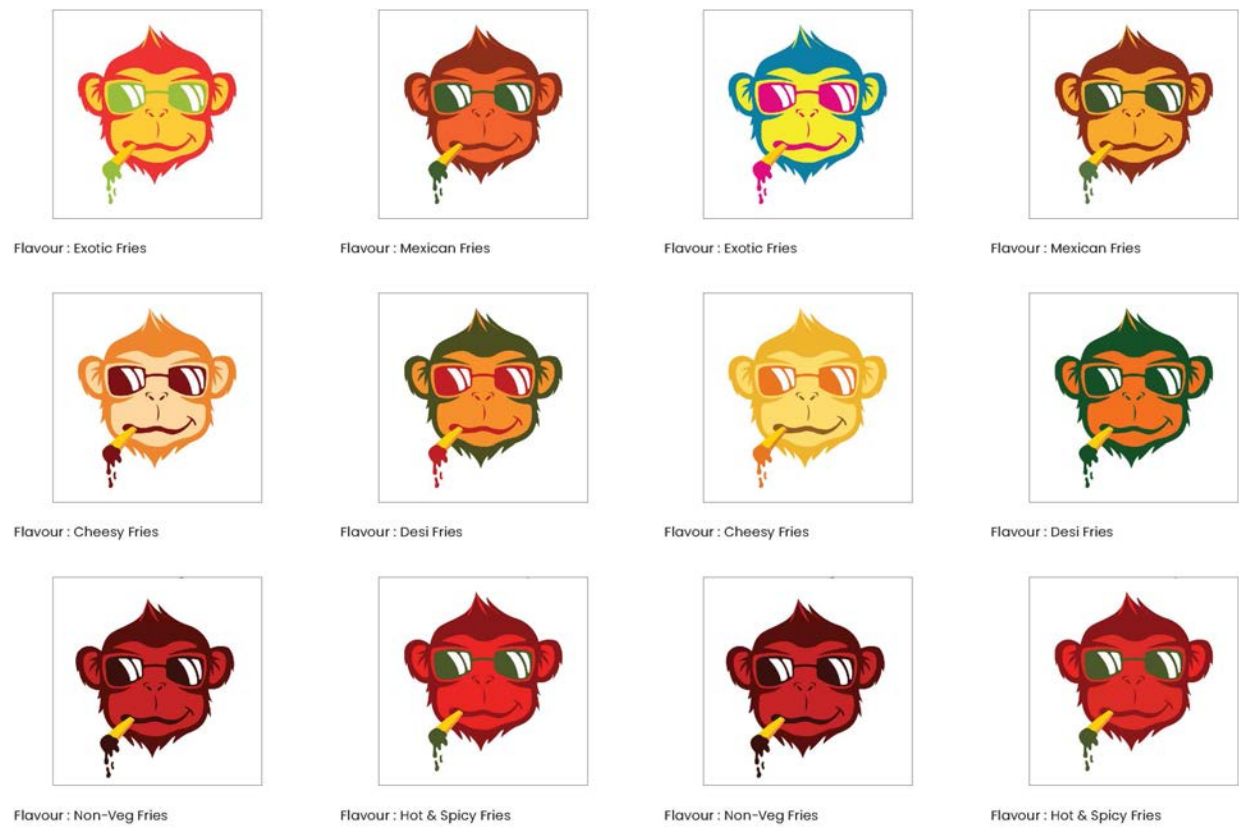
SAFE SPACE



ANIMATION SEQUENCE



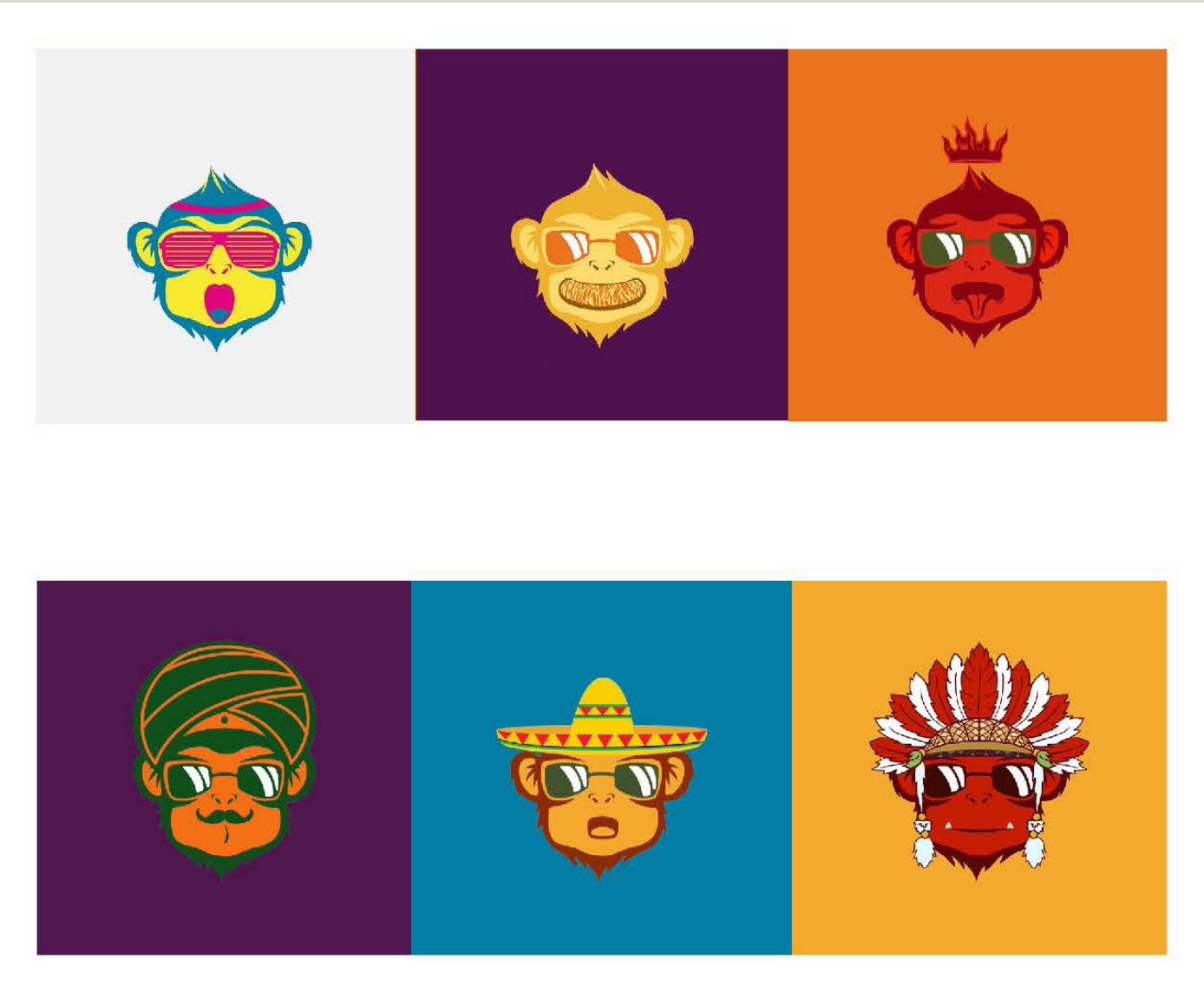
FLAVOUR EXPLORATIONS



AVATAR EXPLORATIONS



FINAL AVATARS



PROMOTIONAL BANNER



PACKAGING



MOCKUPS



PACKAGING BOX

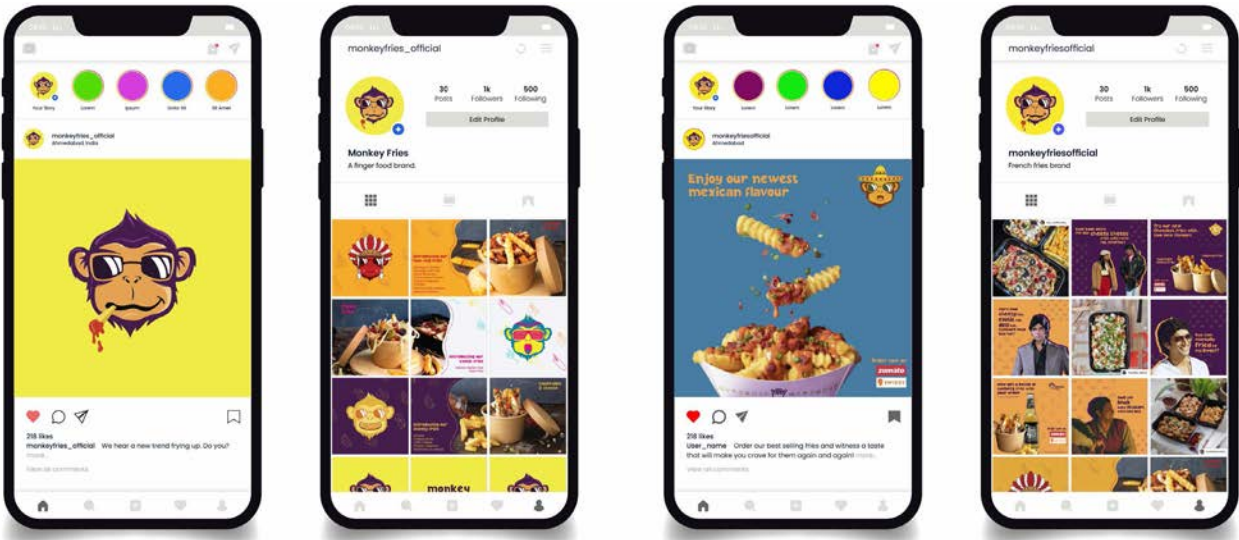
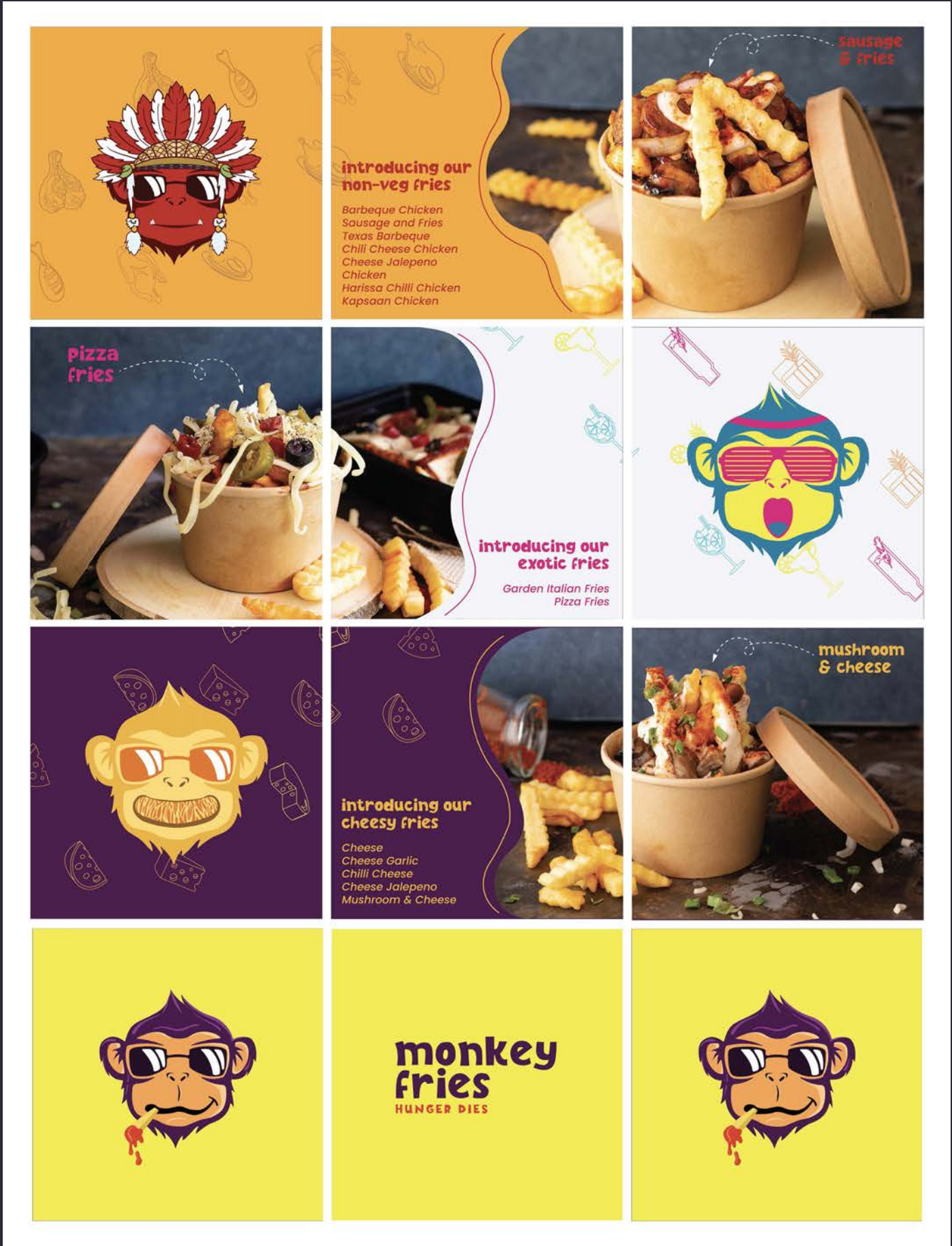


NAPKIN MOCKUP



PACKAGING TAPE

SOCIAL MEDIA FEED



INSTAGRAM MOCKUPS



SOCIAL MEDIA POSTS





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