PORTFOLIO

ANKIT SIKDER

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communication design student

Who I am

My name is Ankit Sikder. I live in Kolkata city and I'm a proud Bengali. I am a 4th year communication design student completing my graduation from Institute of Design, Nirma University, Ahmedabad, Gujarat.

What I like

My areas of expertise include UI/UX design, illustration, graphics design, branding, and animation. Aside from these, I enjoy modelling, photography, sketching, singing, dancing, cardistry, and playing games.

CONTENTS

01

Publication Design

KABULIWALA
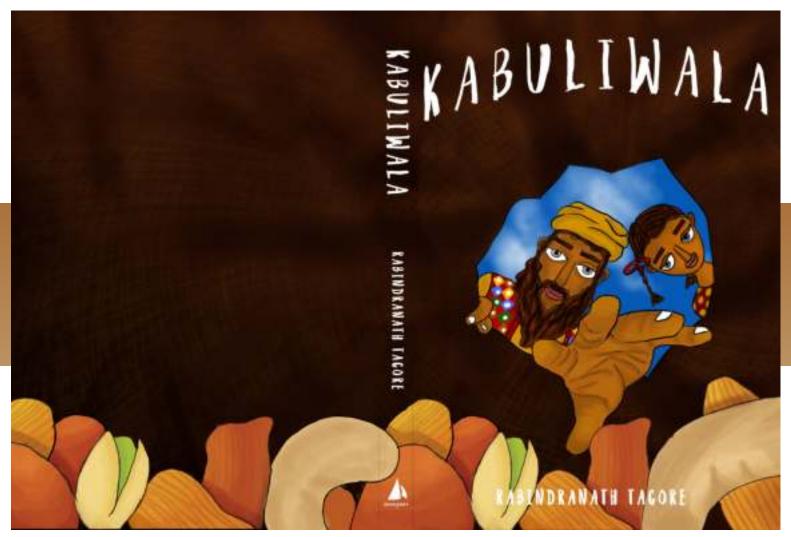# BOOK

In 1892, Rabindranath Tagore published the well-known tale Kabuliwala. It was the story of a man from a distant country, Afghanistan, and a girl. Minnie, a 5-year-old Bengali child, and Abdur Rahman, or Rahamat, an Afghan moneylender, form a heartbreaking connection. The novel brilliantly connects a link of mutual affection and the two's unorthodox relationship. This is the book cover, which is meant to offer you a sneak peek at the tale.
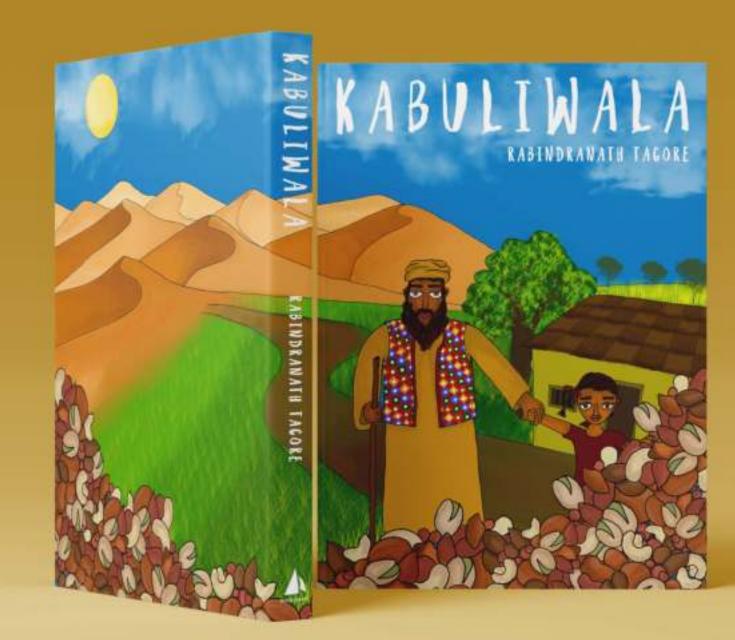
Concept 1

The idea behind designing this book cover was to show how Kabuliwala's dry-nut bag created a bond and connection between the little girl and him while also giving it a modern look. The illustration depicts the inside of the bag as Kabuliwala approaches to take some nuts for the little girl.
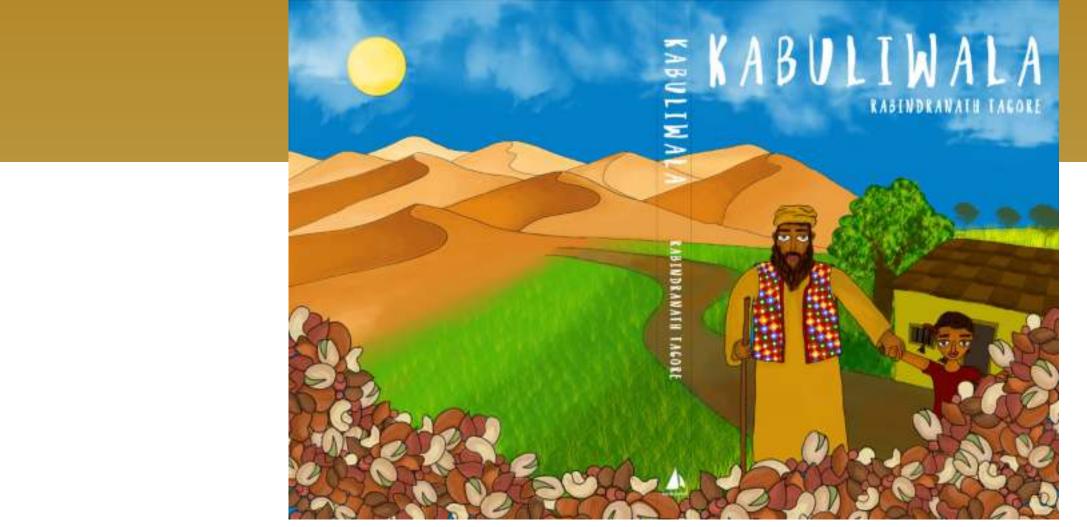
Concept 2

In this book cover design, I attempted to depict the entire journey from Afghanistan to Calcutta, as well as the struggle the Kabuliwala had to endure in order to provide for his family, and how he met that little girl who reminded him of his own daughter back in Afghanistan.

02

Publication Design

LOCKDOWN BALD DAY

This storyboard has been created using a series of illustrations based on one of many memorable incidents that occurred with my family members. This is a personal account from the recent pandemic. I was in Odisha, where my father used to live. This incident occurred during the first lockdown, when we students had nothing to do and those boring online classes were introduced. The entire plot revolves around the decision of whether or not to go bald.

The art style is influenced by Anurita Argal Acharya's use of
large eyes and bold eyebrows to depict Indian facial beauty.
I wanted to highlight the beauty of Bengali eyes and facial
features through my illustrations.

Frame 2
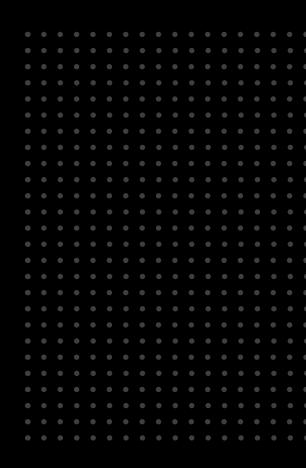
Frame 1

Again online class. Ahhhh!! Its total nonsense. I dont want to wake up so early.
The whole world is facing a pandemic, and here I am attending online class.

I look so messy. My hair and beard have grown so long.
I have not gone to a salon to cut my hair since last 2
months. I think its time to cut my hair by myself. How
would i look if I go bald?

I asked my dad for suggestions about my haircut. But then dad suggested I should try it and even he will be shaving his moustache after 15 years.

03

Character Design

BREAK OF DAWN

Our story is called Break of Dawn. It's a science fiction story about an interdimensional war raging across the galactical realms. The plot features five characters. The Galapagos Tortoise, which has the ability to travel through other dimensions, inspired the character I created.

Plot

There has been an interdimensional war rampaging through the galactical realms. The crow has been taking over dimensions and ravaging through like a parasite - having destroyed his own realm.

Two beings (tortoise and koala) come to the aid of the Empress, to help protect her land and avenge those who succumbed to the terrain of the crow.

The crow had captured the tortoise. A being who along with time travel, had the ability to open portals into different realms.

The tortoise having seen first hand, the destruction the crow caused, soon escapes. He joins forces with the empress, along with his trusted friend, the Koala.

Together, the trio and her moth army must travel through the dense forests to where the crow resides, and close the portal.

Character Brief

TORTOISE

Warrior

- Not Old
- Tough Exterior, tougher interior
- 'Herd' like
- Loyal to the Empress
- Been around for a long time

Physical Attributes

- Old school armour middle ages
- Tall, lean
- Large hard shell
- Humanoid
- Carries a weapon

Special Abilities

- Shell could be a time traveller

LUNA MOTH

Empress

- Small & Fierce
- Sophisticated
- Ethereal

Physical Attributes

- Large lime green wings
- Petit frame
- A creature with combined traits of insect and flora

Special Abilities

- Camoflage
- Performs fae-like magic

CROW

Antagonist

- A classic power- hungry villain
- Destructively intelligent
- Ghostly presence
- Dark & Evil
- Owns the room

Physical Attributes

- Wings morph into cloak
- Cloak tattered with battlescars

SHARK

Braun

- Solitary being
- Not really evil, but forced to be
- Tough exterior, soft interior
- Recipient of an even trail character arc

Physical Attributes

- Humonoid shark body
- Cyborg - sports mechanical legs + parts of body
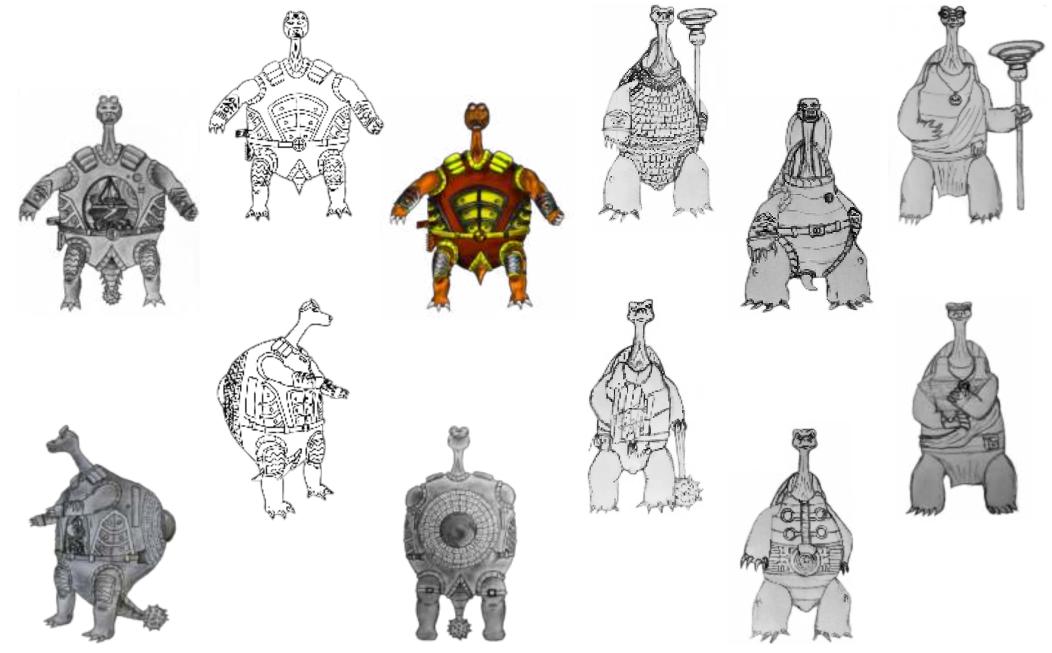- Large muscular build

KOALA

Sidekick

- Comic relief
- Heavy Sleeper
- Good guy
- Loyal, confident but lazy
- Innocently moody
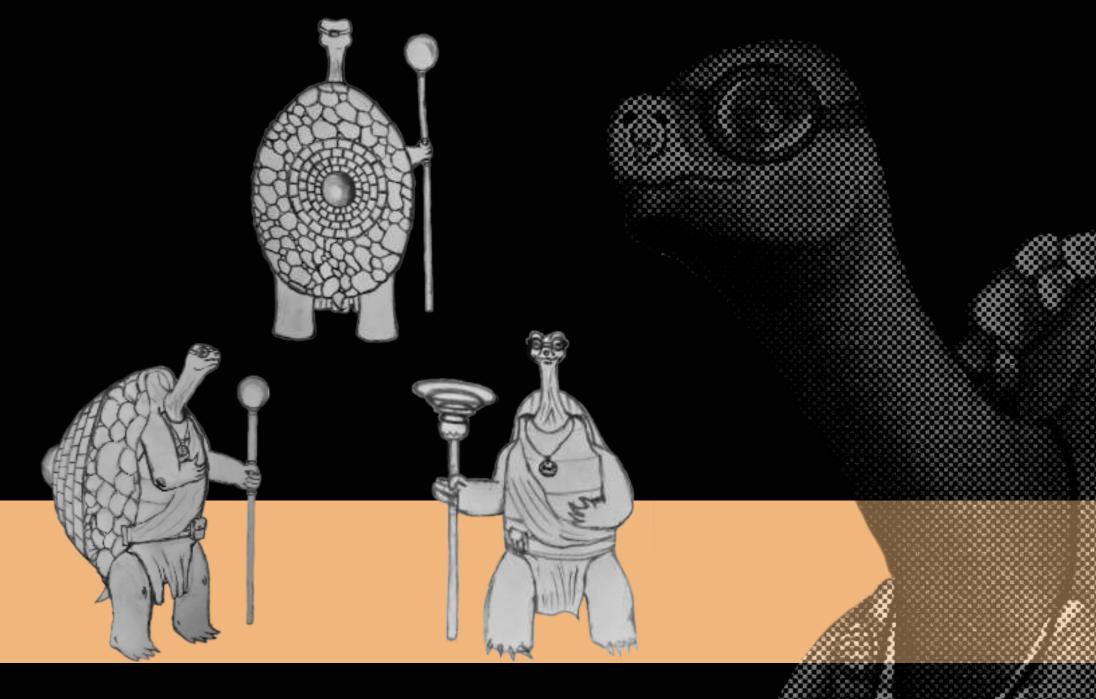
Physical Attributes

- Hunched over / slouched
- Sporting a fanny pack + shorts
- Perpetual bedhead
- Stands upright - Not really humanoid

Initail Character Structure Exploration

Final Character Structure

DR. TORPITOLS

About

Dr. Torpitols is the most senior of the characters. He is most likely 4000+ years old because he does not remember his age and has lost track of time. Over time, he has honed his abilities and learned to be mentally strong and stable. He is a scientist who has contributed to the advancement of science and technology around the world. He lives in a secret lab in the middle of nowhere, and after years of research, he has successfully created an interdimensional travel machine that allows him to travel to different dimensions.

Spectacles helping him see
through interdimensional portal

Universal Watch

Machine to enable
interdimensional travel

Tool used to make
interdimensional portals

Old school hard armour

Character Traits

04

Animation

DISCOVERY

Ashwini, 32, is an Indian astronaut. She has dedicated her life to train for a mission to the moon. Nikolai, 36, a Russian astronaut who is going to moon for the third time. He is a family man and misses his wife and son very much and keeps thinking about going back home to them. Ashwini and Nikolai's mission is interrupted by the Control Station back on Earth. As they realise that they are losing fuel rapidly.
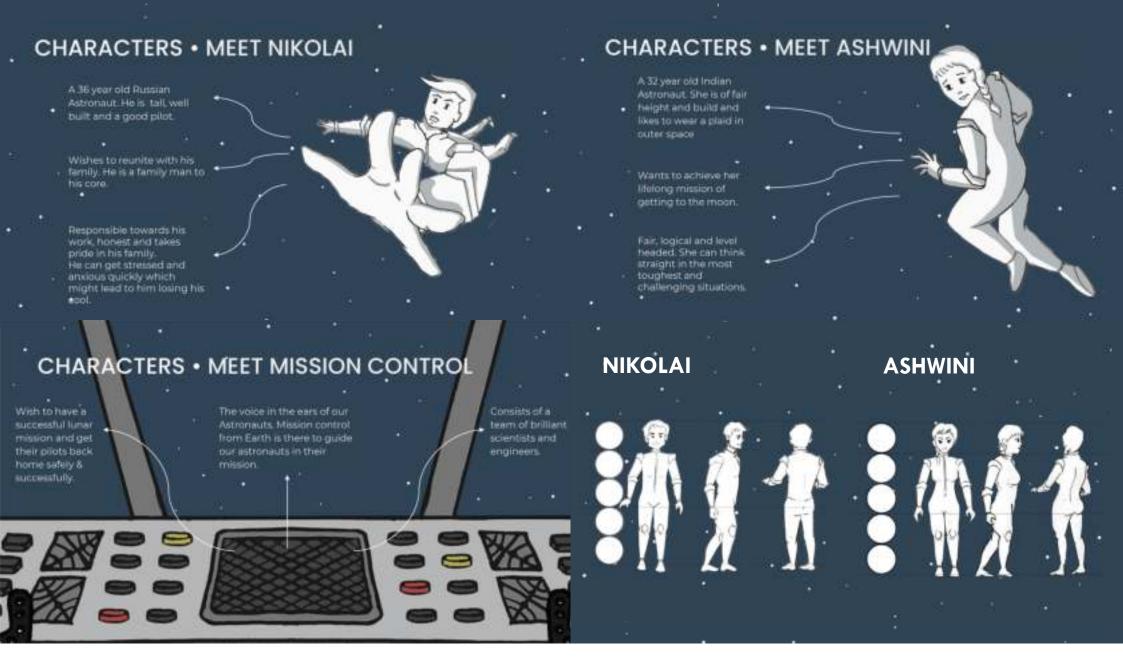
Research For The Environment And The Spaceship

Two astronauts on a mission to the moon find themselves facing extreme odds when things start going wrong..

Plot	Opportunity	Progress
Two astronauts find their spacecraft to be failing on a mission to the moon and now have to decide whether to go ahead with a high risk mannover that can either save them or get them killed.	The astronauts have a conflicting argument as their priorities are different but to terms with the decision of crashing the ship on the moon as it holds the best chance for them.	The astronauts crash land on the moon with some damage to their ship but it is still operational and can function as a temporary shelter till they are rescued.
Complication	Push Up	Climax/ Resolution
The pilot finds that they have lost a part of their oxygen/ supplies during the crash and only one person can survive on the remaining resources.	The pilot who was determined to achieve her life long dream and mission to be on the moon steps out with limited oxygen and fulfills her dream.	She leaves behind her co- pilot with enough supplies and resources till he is rescued, giving up her life as an ultimate sacrifice.

Research For The Environment And The Spaceship

The environment will mostly be a spaceship floating in outer spcae and then crashed on thje moon. The ship itself leans more on the realistic side and not on sci-fi. The relevant environment hazards will apply to characters depending on the situation. The overall color scheme will be slightly muted and will utilize minimal colors.

CHARACTERS • MEET NIKOLAI

A 36 year old Russian Astronaut. He is tall, well built and a good pilot.

Wishes to reunite with his family. He is a family man to his core.

Responsible towards his work, honest and takes pride in his family. He can get stressed and anxious quickly which might lead to him losing his cool.

CHARACTERS • MEET ASHWINI

A 32 year old Indian Astronaut. She is of fair height and build and likes to wear a plaid in outer space

Wants to achieve her lifelong mission of getting to the moon.

Fair, logical and level headed. She can think straight in the most toughest and challenging situations.

CHARACTERS • MEET MISSION CONTROL

Wish to have a successful lunar mission and get their pilots back home safely & successfully.

The voice in the ears of our Astronauts. Mission control from Earth is there to guide our astronauts in their mission.

Consists of a team of brilliant scientists and engineers.
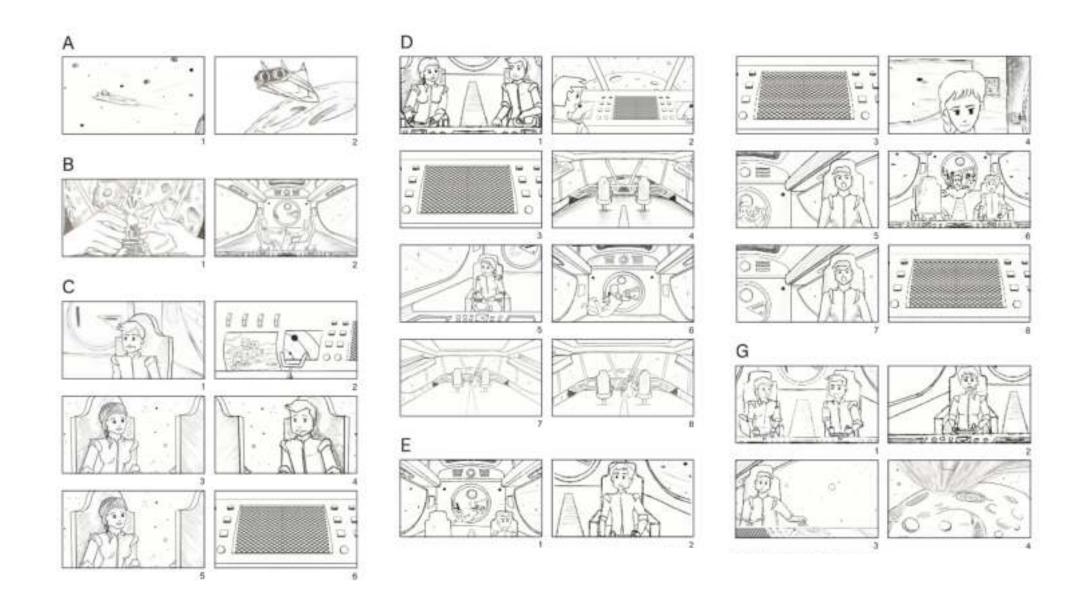
NIKOLAI
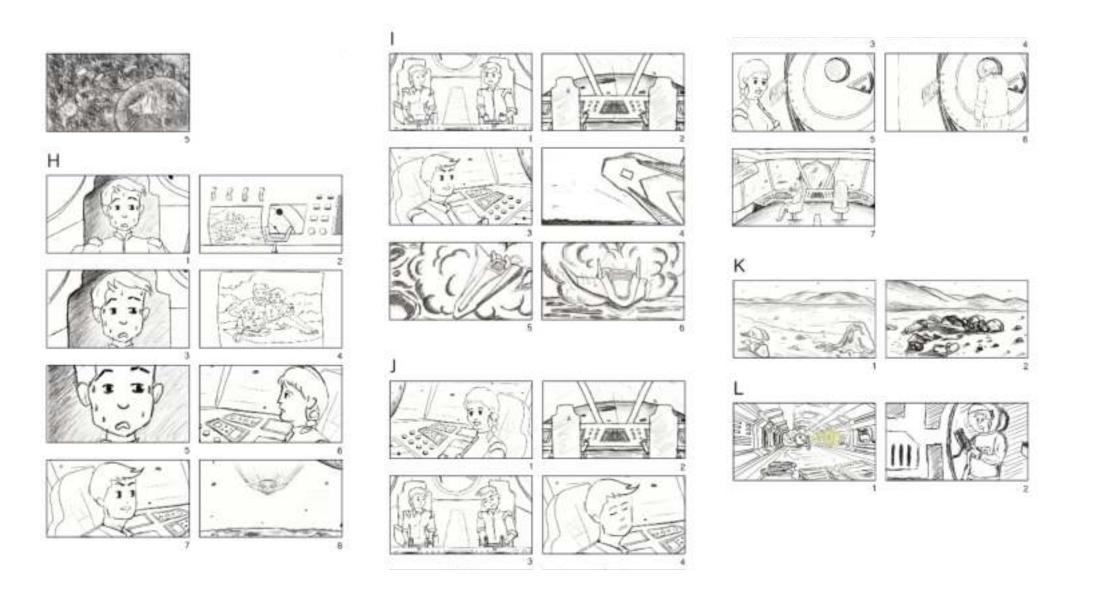
ASHWINI

Character Design

Style Treatment

The art style has been inspired from various sources. The characters have been made to look like sketched out figures and have been kept in a black and white tone. This distinguishes and brings the focus directly to them.
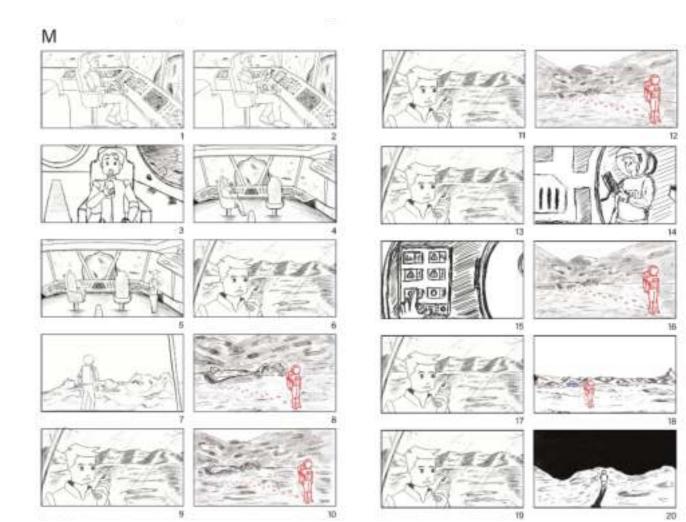
The areas of interaction are a color scape which show the vastness and emptiness of space in deep tonal blues and the desolation of the moon in the dull yet poppy yellow. Apart from the that, our characters move around like sketches in a stylised but static environment like anime.

Storyboard

Storyboard

M

05

UI/UX Design

GENSHIN IMPACT COMPANION APP

What is Genshin Impact?

Genshin Impact is an open-world, action RPG developed and published by miHoYo for PC, iOS/Android, and PS4/PS5 platforms. The game is Free-to-Play with a Gacha monetization system.

Why should a player use this app?

- It has a comprehensive map of all collectibles marked and can be synced to the player account to make gathering things much easier.
- The app keeps you updated on all major news regarding events and the community.
- The app also provides the user with helpful guides and tutorials from trusted theorycrafters.
- The app also serves as an archive containing all in game data.
- The user can also manage and customize their inventory when opting to sync their account with the app.
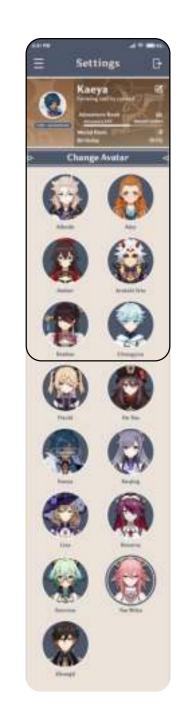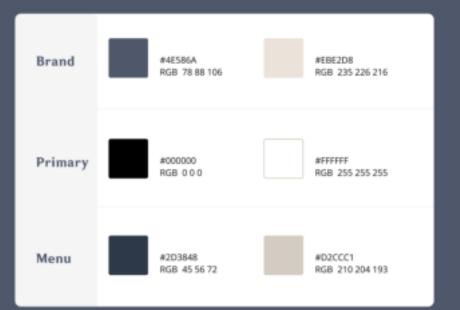
User Personas

Colors

Brand	#4E586A RGB 78 88 106		#EBE2D8 RGB 235 226 216
Primary	#000000 RGB 0 0 0		#FFFFFF RGB 255 255 255
Menu	#2D3848 RGB 45 56 72		#D2CCC1 RGB 210 204 193
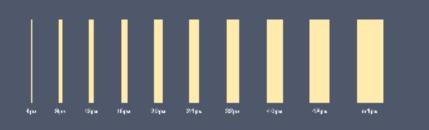
Typography

Hanyi WenHei (Chinese: 汉仪文黑 Hànyí Wénhēi)

24	HEADING 1
20	HEADING 2
18	HEADING 3
16	HEADING 4
14	HEADING 5
12	HEADING 7

12 — Genshin Impact is an action role- playing game

11 — Genshin Impact is an action role- playing game

10 — Genshin Impact is an action role- playing game

9 — Genshin Impact is an action role- playing game

Spacing

Text Fields

Text ID

Send Code

Enter Password

Confirm Password

GodSlayer0

Farming salt in ranked

...but I have a C6 Ganyu

Buttons

Icons

06

Branding

MENSTRUPEDIA
AAROH

Menstrupedia was started by Aditi Gupta and her now husband, Tuhin Paul. Menstrupedia aims to help people understand the process of puberty in women and men, in order to destry myths around menstruation and normalise the biological process. Menustrupedia's products is the comic book guide to educate people around the world, particularly in India, on menstruation. They work towars bringing change through a very unconventional yet fun way of graphics.

The following logo Aaroh and its subsequent visual language is designed for Menstrupedia as a part of re-branding. This is the base of the entire visual identity and its extension in various mediums. The consistency in the visual identity helps create a niche for the brand and hence, build a unique and strong brand image.

aaroh
tales of change

The logo is derived from the existing brand logo. The idea behind making it minimal and simpler grew from the fact that the earlier logo had other connotations too.

Since the idea of brand extension stands, the logo was made more inclusive of ideas of growth, assurance, freedom and change.
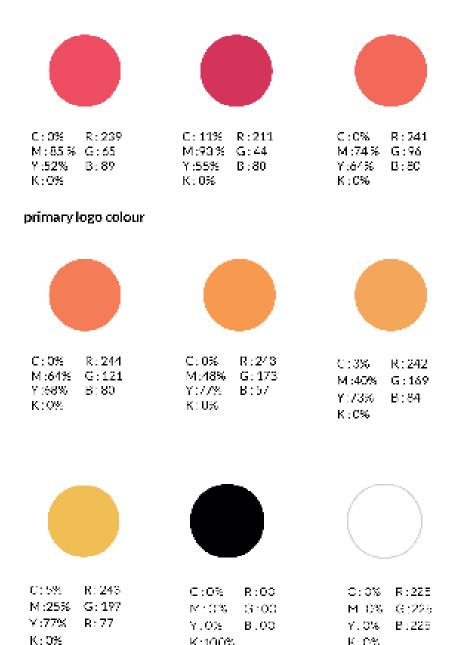
The parent from if formed by a transitioning of a single smaller entity. The change in orientation and shape support the idea that change is perpetual. Further, the circular space in the centre accentuates the idea of a safe sanctum. It harbours assurance and at the same time freedom as well.

Logo in Dark Background

aaroh
tales of change

aaroh
tales of change

Brand Colors

C:0%   R:239
M:85% G:65
Y:52% B:89
K:0%

C:11% R:211
M:90% G:44
Y:55% B:80
K:0%

C:0%   R:241
M:74% G:98
Y:67% B:80
K:0%

primary logo colour

C:0%   R:244
M:61% G:121
Y:68% B:80
K:0%

C:0%   R:273
M:48% G:173
Y:77% B:57
K:0%

C:3%   R:242
M:40% G:169
Y:73% B:94
K:0%

C:5%   R:245
M:25% G:177
Y:77% B:77
K:0%

C:0%   R:00
M:0%   G:00
Y:0%   B:00
K:100%

C:0%   R:225
M:0%   G:225
Y:0%   B:225
K:0%

Mascot System

Dr. Aman, *Gullu*

Dr. Priya, *Menstrupedia*
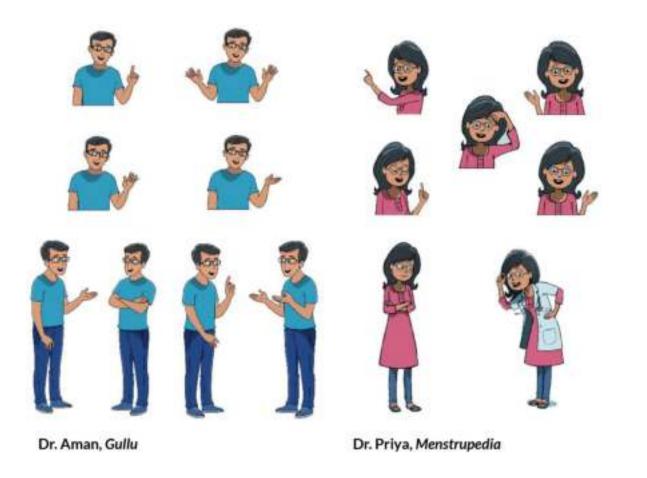
The Mascot system is created from the characters of the two comics by aaroh. The mascots can be used across digital and print media. The tone of voice of the mascots should be in accordance with the comics. The mascots can be used with other graphic elements as well. The mascots are the voice of the brand. The messaging should be cohesive to the tone of voice and brand values.

Collaterals

GOOD SLEEP LEADS TO GOOD HEALTH

CHEERS TO GROWING UP

YOU ARE GOLDEN!

Branding

DOD NU REBRANDING

Establised in the year 2003, the Nirma University, Ahmedabad is a research- oriented, student- centric, multidisciplinary, not-for-profit state private university. Within a short period of its existance, it has emerged as a nationally renowned higher education institution.

The Department of Design is in its forth year, having commenced its programme in 2017 with a vision of the management, to build a holistic campus of varied disciplines. The mandate was to expand the innovative science and logic- based disciplines to include creative, disruptive and non- linear thinking disciplines. Being the youngest department on the University campus, the vision is to offer inter- disciplinary orientation that is necessary for today's industry demands.

It offers two disciplines - Industrial Design and Communitation Design. The four year undergraduate programme begins with a common foundation year in design.

Department of
DESIGN

A brand is a mix of tangible and intangible attributes, symbolized through a trademark that helps in creative value for the brand and its associates. It is the physical representation of a brand's offerings and values, but can exist subjectively in a person's mind . This is mainly influenced by an individual's interaction with the brand as an organization, through its product or services.

The Department of Design, Nirma University emphasizes on its objective of establishing a close tinkage with the industry to make teaching, research and learning at this department relevant to the needs of the society, at the national and global level.
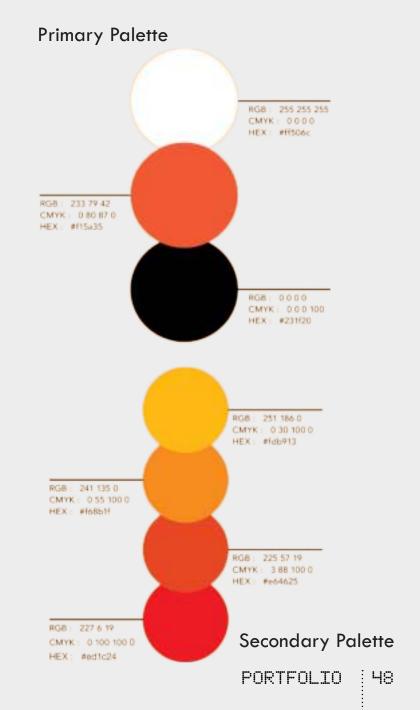
Logo in differnet background

Department of
DESIGN

Department of
DESIGN

Department of
DESIGN

Department of
DESIGN

Department of
DESIGN

Department of
DESIGN

Brand Color

Primary Palette

RGB : 255 255 255
CMYK : 0 0 0 0
HEX : #ff506c

RGB : 233 79 42
CMYK : 0 80 87 0
HEX : #f15a35

RGB : 0 0 0 0
CMYK : 0 0 0 100
HEX : #231f20

RGB : 251 186 0
CMYK : 0 30 100 0
HEX : #fdb913

RGB : 241 135 0
CMYK : 0 55 100 0
HEX : #f68b1f

RGB : 225 57 19
CMYK : 3 88 100 0
HEX : #e64625

RGB : 227 6 19
CMYK : 0 100 100 0
HEX : #ed1c24

Secondary Palette

The subset logo for discipline specialisation within the Department if Design is extended from the parent logo itself, such that when all subsets logos come together, they form the department's logo. In this way, even when more disciplines are introduced. The logo could be divided accordingly.

FOUNDATION YEAR

FOUNDATION YEAR
Department of Design

FOUNDATION YEAR

COMMUNICATION DESIGN
Department of Design

INDUSTRIAL DESIGN

INDUSTRIAL DESIGN
Department of Design

Stationary

Collaterals

Signage System

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