

Divyam Singh

Portfolio 2022

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Voyeuse

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Lakshmi Mata NFT

20-23



Scan the QR or click on the
URL to see the media

URL- [https://www.behance.net/
gallery/151393235/Voyeuse](https://www.behance.net/gallery/151393235/Voyeuse)

Film Design

Voyeuse

*"She sees all, remembers all,
just doesn't reveal all"*

We all connect with someone in our lives and share about ourselves with them. As humans we have this innate feeling to just 'know', to know something about someone else. Voyeurs derive pleasure from this with the difference being they do it in secret without us knowing or realizing

that our privacy isn't private anymore. Voyeuse revolves around 3 character and some hidden dark truths about them, if these secrets come out to the public eye, this could be scandalous. The story unfolds as we see the movie from the eye of the voyeur, it leaves us with question about the dynamic relationship between these people.

About the film

Genre: Voyeuristic, Noir, Drama

References: The Voyeurs, Peeping Tom, Rear Window Chinatown.

Key take away: An intimate look at complex emotions of people deemed unconventional and the weight of secrets they carry.

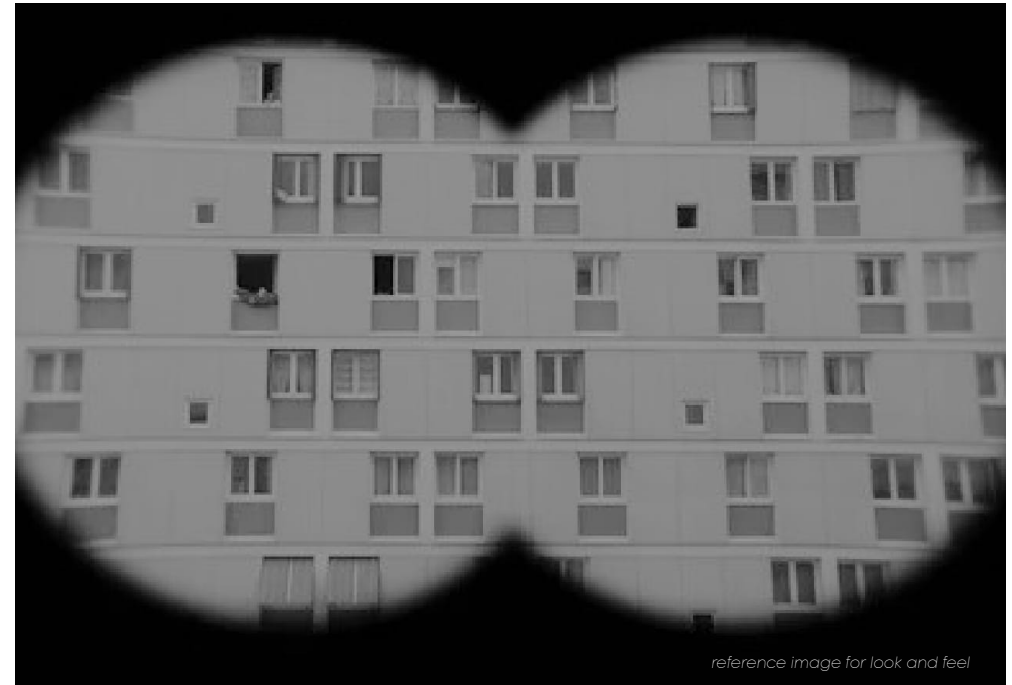
Audience: Film Students. Indie Film Makers
People of varied Sexual Orientations

Language: No dialogues present

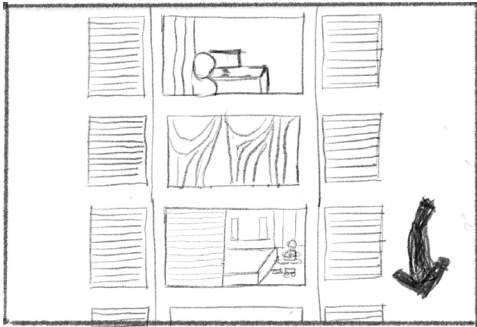
Duration: 10-15 Minutes

Synopsis: We follow a female voyeur who is out on an assignment of some kind. She is camped out inside a tenement waiting for her target, just another day at the job, yet this time something changes. She spies upon two men in a relationship, perhaps having an affair. She watches them from afar, and is able to collect some pictures of them. But it is in the aftermath of the meeting between

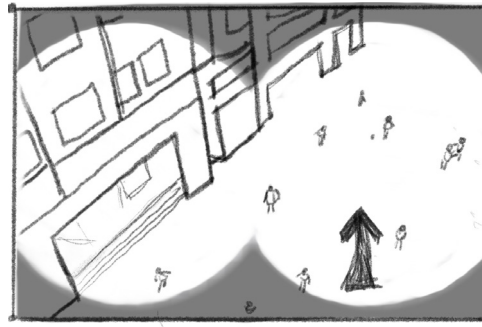
the two men, she feels something quiver inside her. A cinematic display of a professional voyeur as she is on job to procure the secrets of someone important. But it is the unimportant one who steals the show for her. An empathic study of characters in an unconventional lifestyle, the film tries to explore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



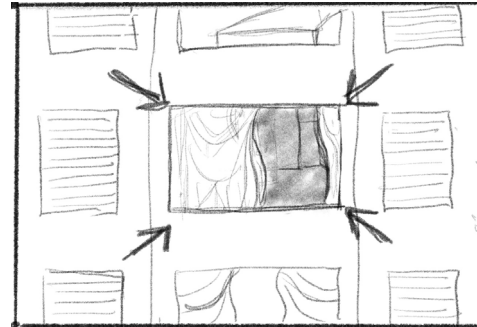
Story Boarding



long shot opens to reveal an apartment, people doing their daily chores.



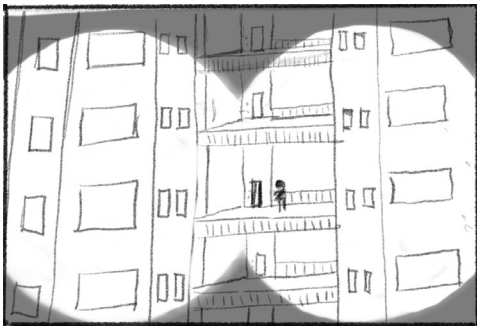
camera in P.O.V pans down, long shot of the people walking in the society



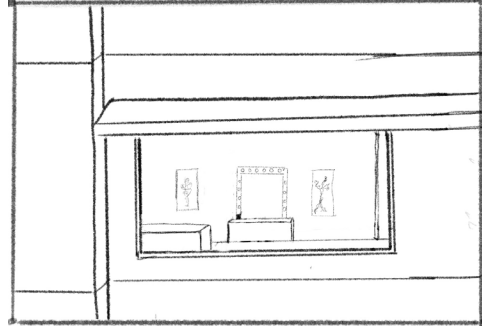
long shot to wideshot as the camera zooms on an apartment window



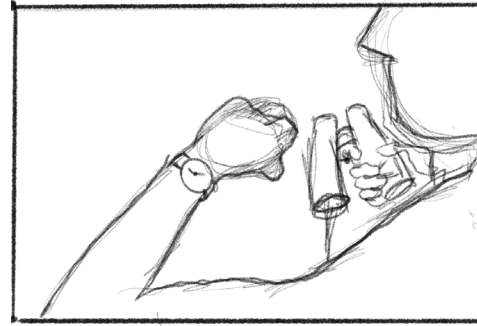
closeup on the voyeur.



P.O.V of the corridor inside the building



long shot on an empty apartment window.

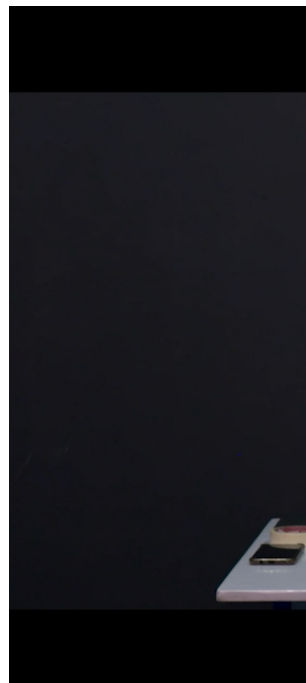
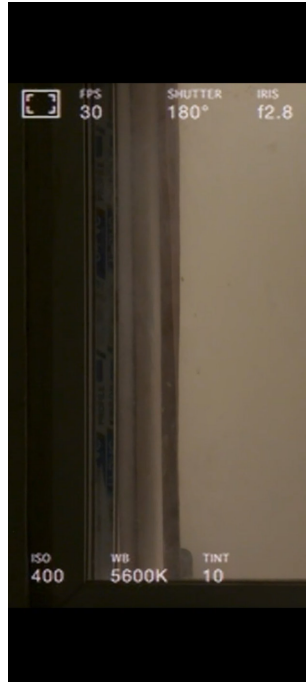


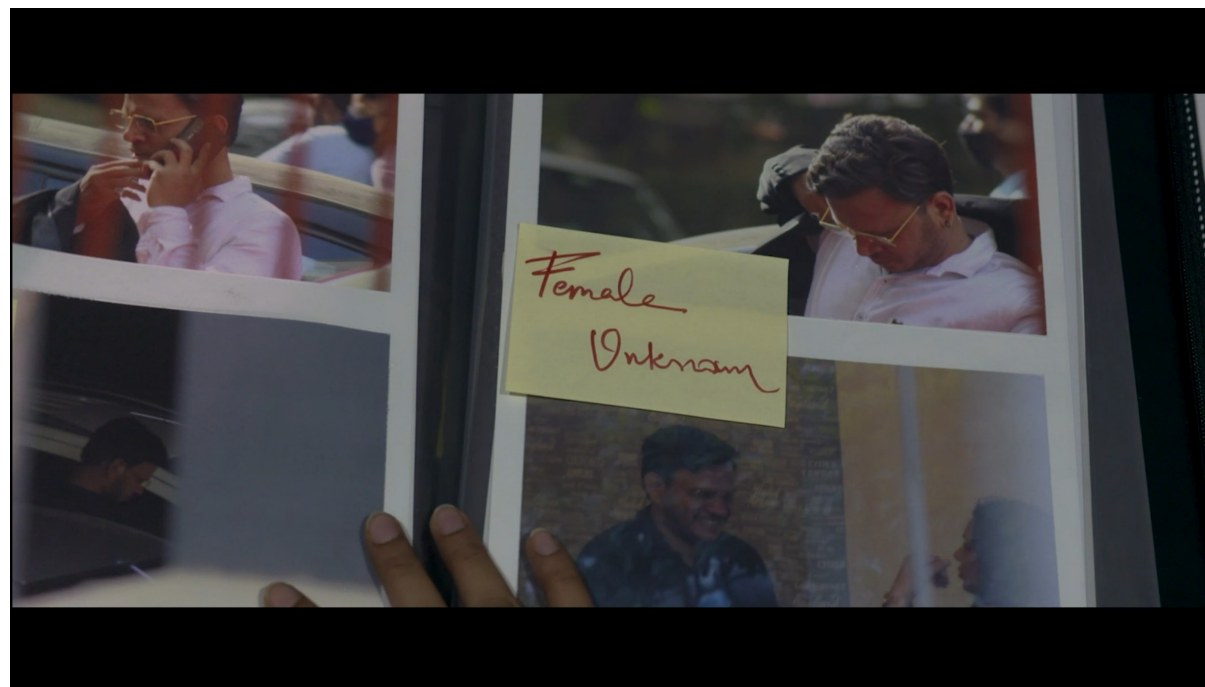
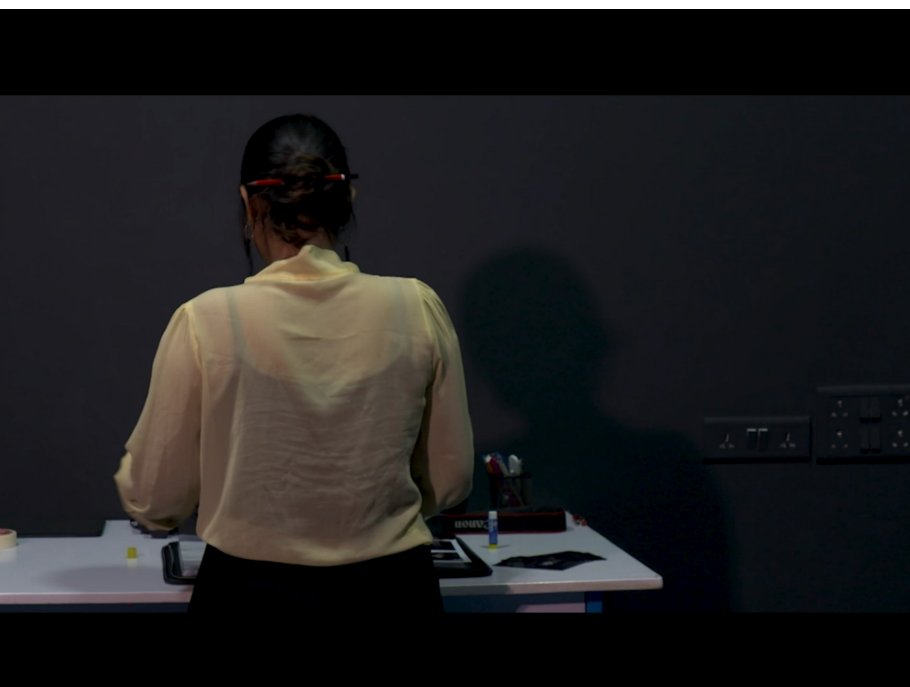
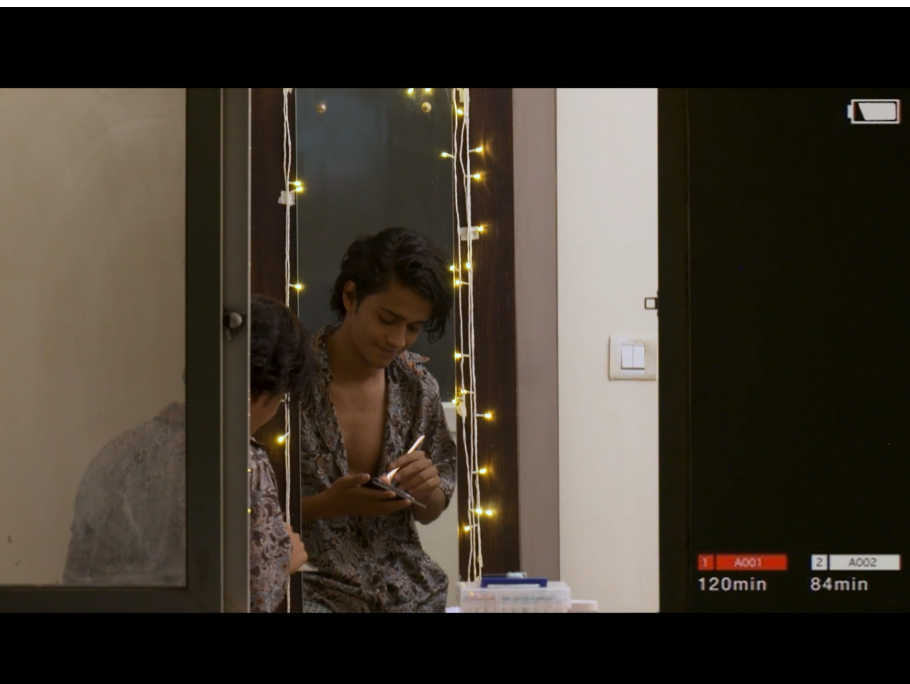
Midshot of voyeur's watch as she waits patiently



closeup on the voyeur, as she takes her camera out and starts clicking pictures.

Stills from the movie





There Comes A Knocking

Film By - Divyam Singh



Scan the QR or click on the
URL to see the media

URL- [https://www.behance.net/
gallery/142765441/There-Comes-A-Knocking](https://www.behance.net/gallery/142765441/There-Comes-A-Knocking)

Film Design

There Comes a Knocking

There comes a knocking is a short horror flick, which was created during the covid pandemic. Finding actors and for the movie was specially challenging so in order to produce the movie I embarked on the journey of producing the movie all by myself and with the help of my family member the project was finally complete. The project gave an immense exposure to learn

from all the field of film making, from pre to production to post production it was, supposedly a man journey. Being a personal project, I always wanted to experiment and explore the horror genera in films. and wanted to understand the psychology of music to create the feeling of fear. Further exploring these medium the movie was created.

Stills from the movie







Scan the QR or click on the
URL to see the media

URL- [https://www.behance.net/gallery/142767201/
Pink-Blue-Animated-film-%28Work-in-progess%29](https://www.behance.net/gallery/142767201/Pink-Blue-Animated-film-%28Work-in-progess%29)

Animation Design

Pink and Blue ^(WIP)

Pink and blue is a short animation film which is work in progress, it revolves around 2 queer girls and their high school love story. Tara and Emily have known each other for the longest duration of time, Emily who has a bold personality is not afraid to portray her feeling and sexuality. Tara on the other hand is mellow and shy. Will the innocent love between these

two people be nurtured and recognized by each other or their age-old friendship is in danger? The story builds its foundation on these questions and shows the turmoil which unravels. This project exceeded our expectation of the required time to complete, hand drawing all the frame is a challenge in itself, so the story is ***work in progress (WIP)***.

Story Cycle & Process

Plot: Two childhood friends, both queer explore the dynamics of their relationship with each other through various stages of life.

Opportunities: The childhood best friends have an inseparable bond and soon they realise what they have isn't just intense admiration.

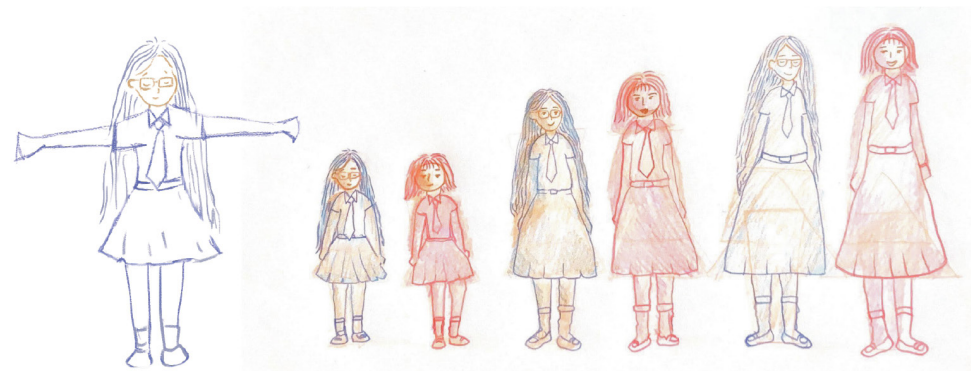
Process: The protagonist knows that she isn't interested in men. Her queer expression grows with her.

Complication: The second

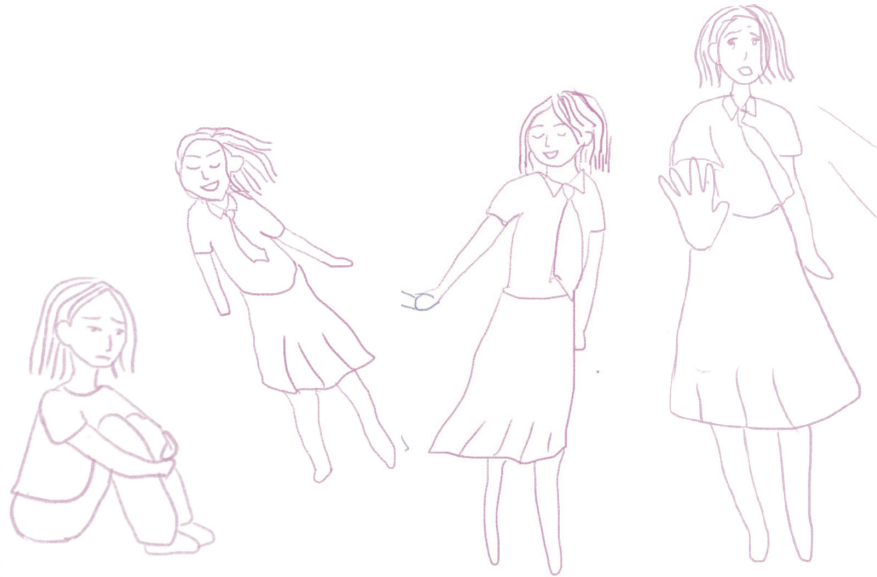
protagonist is scared, and in denial of her sexuality. She projects its anger and awkwardness on her lifelong friend and a rift starts forming between them.

Push-Up: The two girls spend time apart in their life and grow as individuals. Courage leads the second protagonist to be proud of who she is.

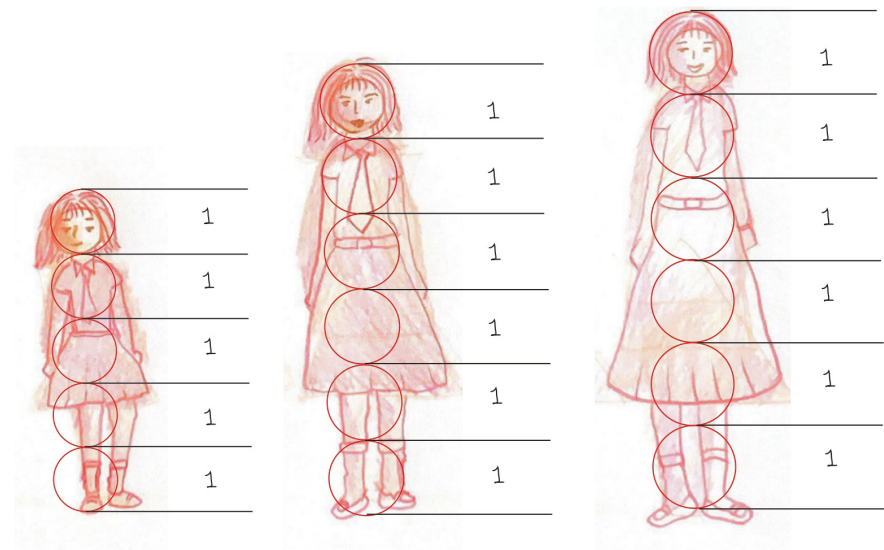
Climax and Resolution: The two girls meet after 20 years and the ever-present spark between them rekindles. More mature, and proudly queer, their love blossoms.



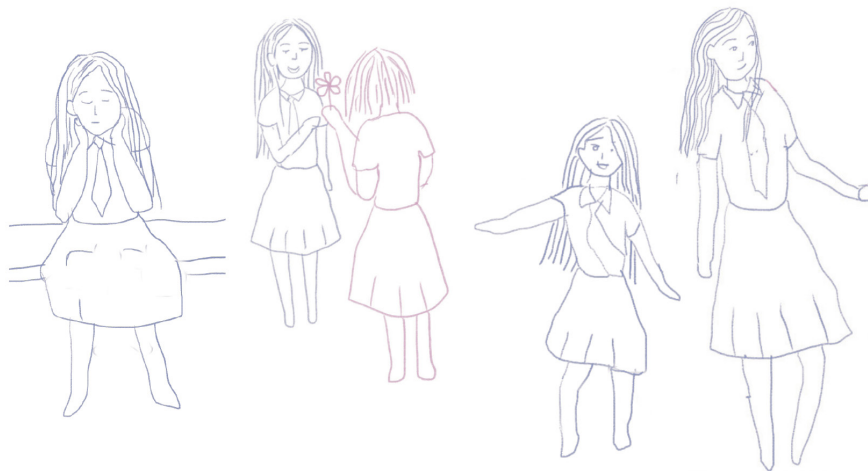
Emily Justin



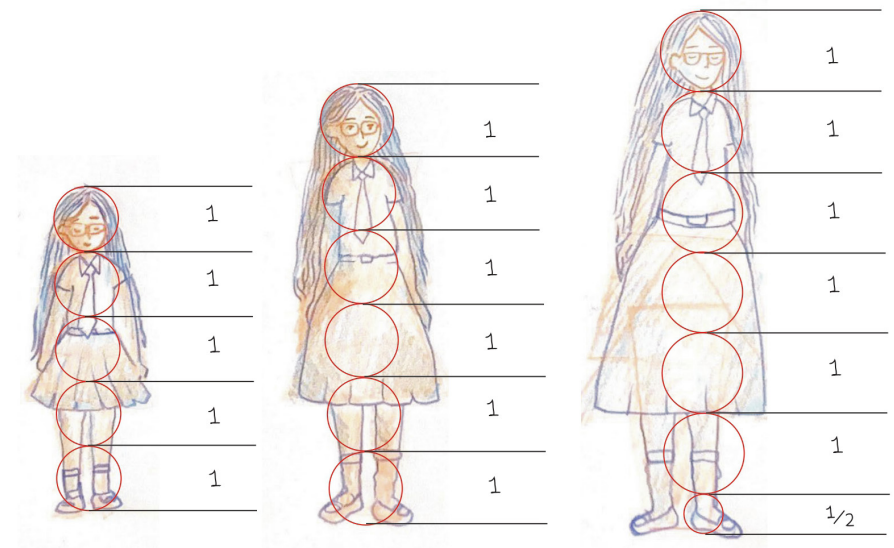
Proprtions Emily



Tara Deshmukh



Proprtions Tara



Stills From Movie







Scan the QR or click on the URL to play the media
URL- <https://www.behance.net/gallery/151393235/Voyeuse>

Motion Graphics Design

Lakshmi Mata NFT

Lakshmi Mata animation is a motion graphics animation created for the company Bintech Solutions. In this digital world where everything is moving forward to an era of meta verse, under the project-Live Bhagwan, the company needed some digital assets which could then be translated as a source of

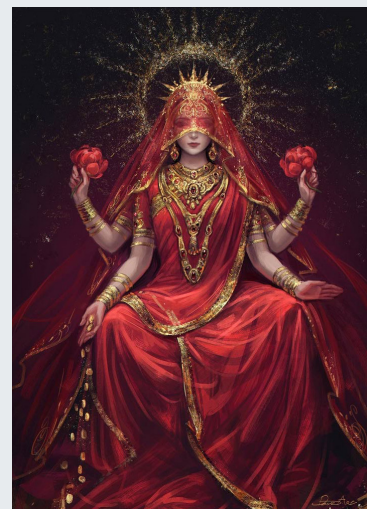
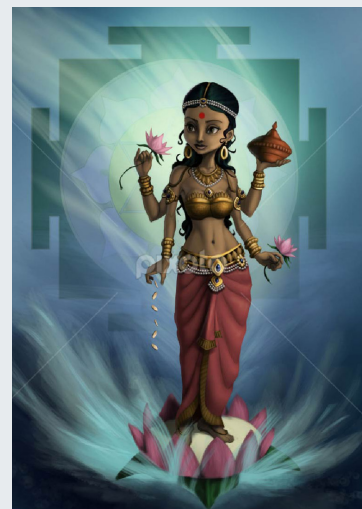
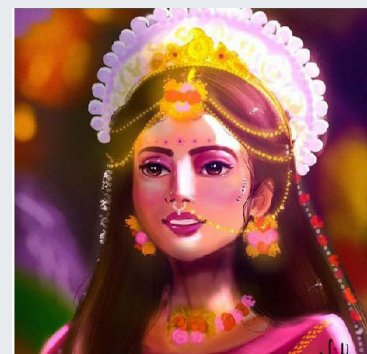
engagement, catering to the needs of collector, they also saw this as a way to generate revenue by converting the animation into an NFT and selling it to the highest bidder. Mapping out the target audience, Lakshmi Mata was the goddess we wanted to depict.

NFT, Block-Chain & Process

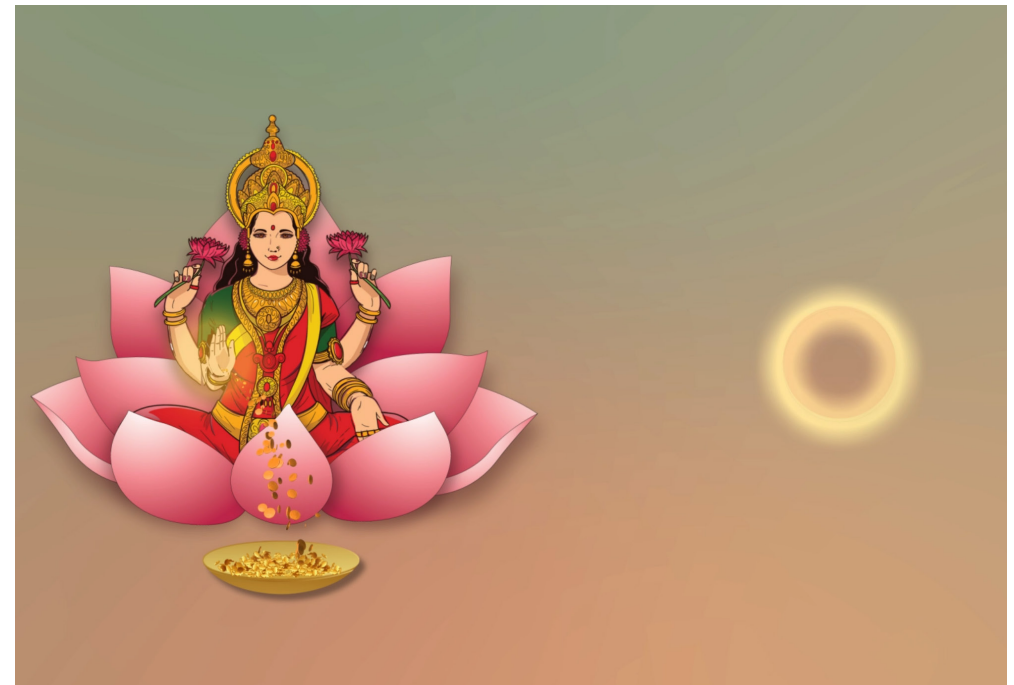
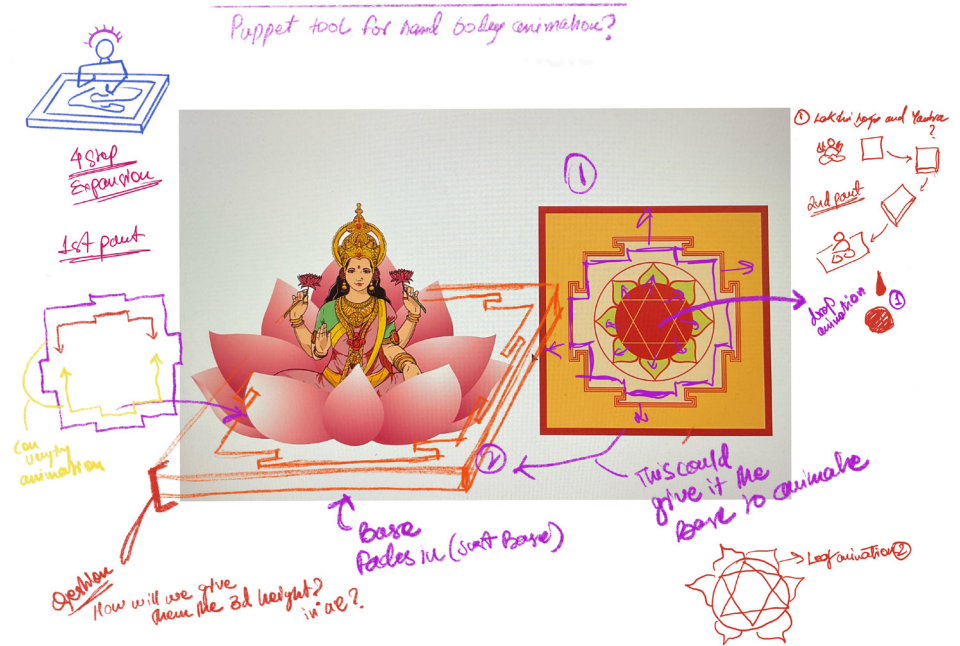
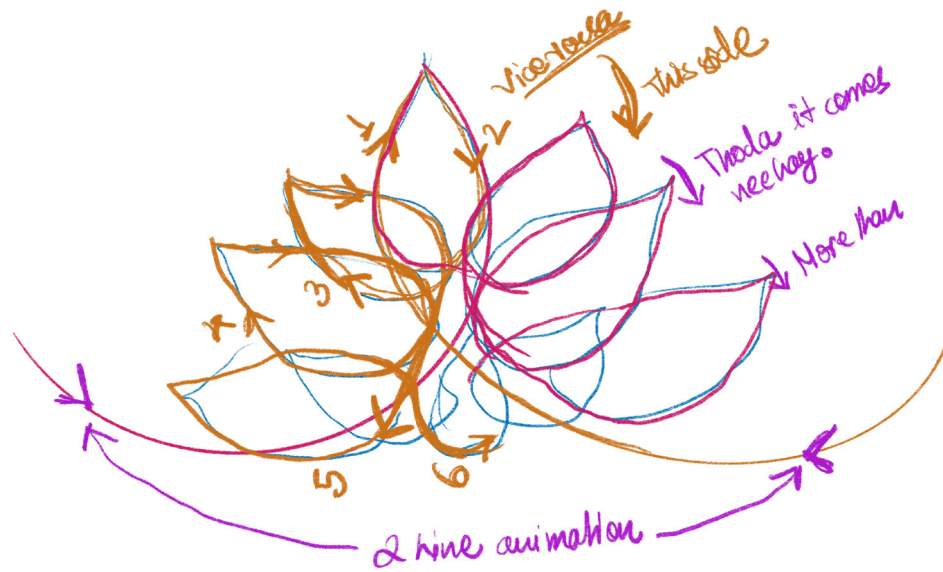
Blockchain- is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. Each block in the chain contains a number of transactions, and every time a new transaction occurs on the blockchain, a record of that transaction is added to every participant's ledger.

NFT-Non-fungible tokens are cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other. Unlike cryptocurrencies, they cannot be traded or exchanged at equivalency. This differs from fungible tokens like cryptocurrencies, which are identical to each other and, therefore, can serve as a medium for commercial transactions.

Moodboard



- How will we fill it through? From line to fill.





Scan the QR or click on the
URL to see the media

URL- <https://www.behance.net/gallery/151408155/3D-Yantra-Animation-for-NFT%28Work-in-progess%29>

3D Animation Design

Yantra NFT

Yantra is a basic 3-D animation created for the company Bintech Solutions. Under the project-Live Bhagwan, the company needed some digital assets which could then be translated as a source of engagement, catering to the needs of collector, they also saw this as a way to generate revenue. So, the Company wanted to make a 3D NFT which would then be sold. Creation of

the asset required the knowledge of 3d software but most interesting aspect was lighting as it governed the overall look and feel immensely. Being new to the field of 3d, while working I always felt a gap in skillset as the idea which was generated didn't complimented the newly acquired skill.

About Yantra

In Ancient history there are 3 practices which are always mentioned in order for a person to stay happy, those are Yantra, Tantra and Mantra. Yantra is basically a form. In our surroundings different form has different impact on our body, for example an equilateral triangle which looked at makes us feel stable and rigid, is also considered as most fundamental yantra. All yantra are constructions out of triangle and in spirituality it is believed even the basic building material of our body is a triangle (90% of our body is made up of water and its molecular structure is a triangle H₂O). In our body

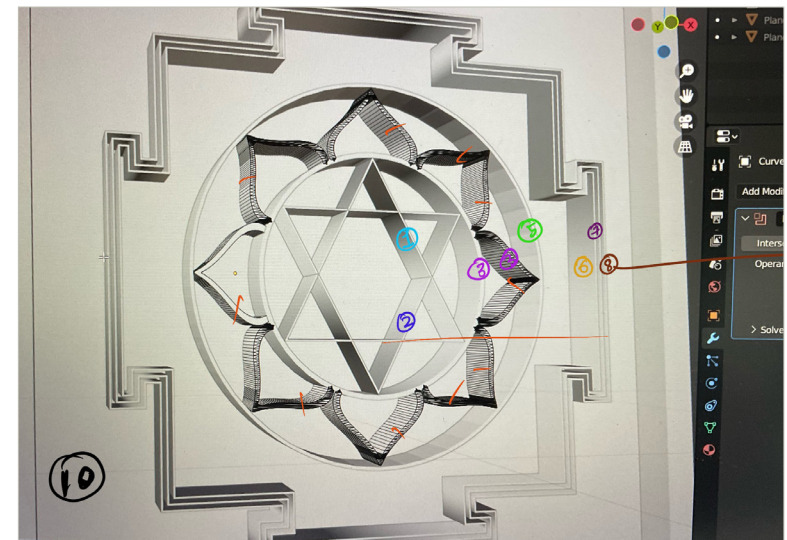
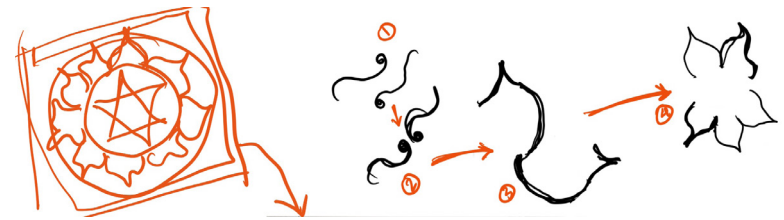
7 Chakras (it's a symbol of movement) are also made up of arrangement of triangle. Spirituality draws a connection between these yantras to human body. Yantra is a tool or machine which helps us to achieve higher potential. A Yantra is a tool which stores cosmic energy, which is present in the world and uses the same energy to protect us from negativity. A yantra can be charged by meditation as it's a process where you provide it with energy and after a while it acts a diode which stores and gives back you the energy.

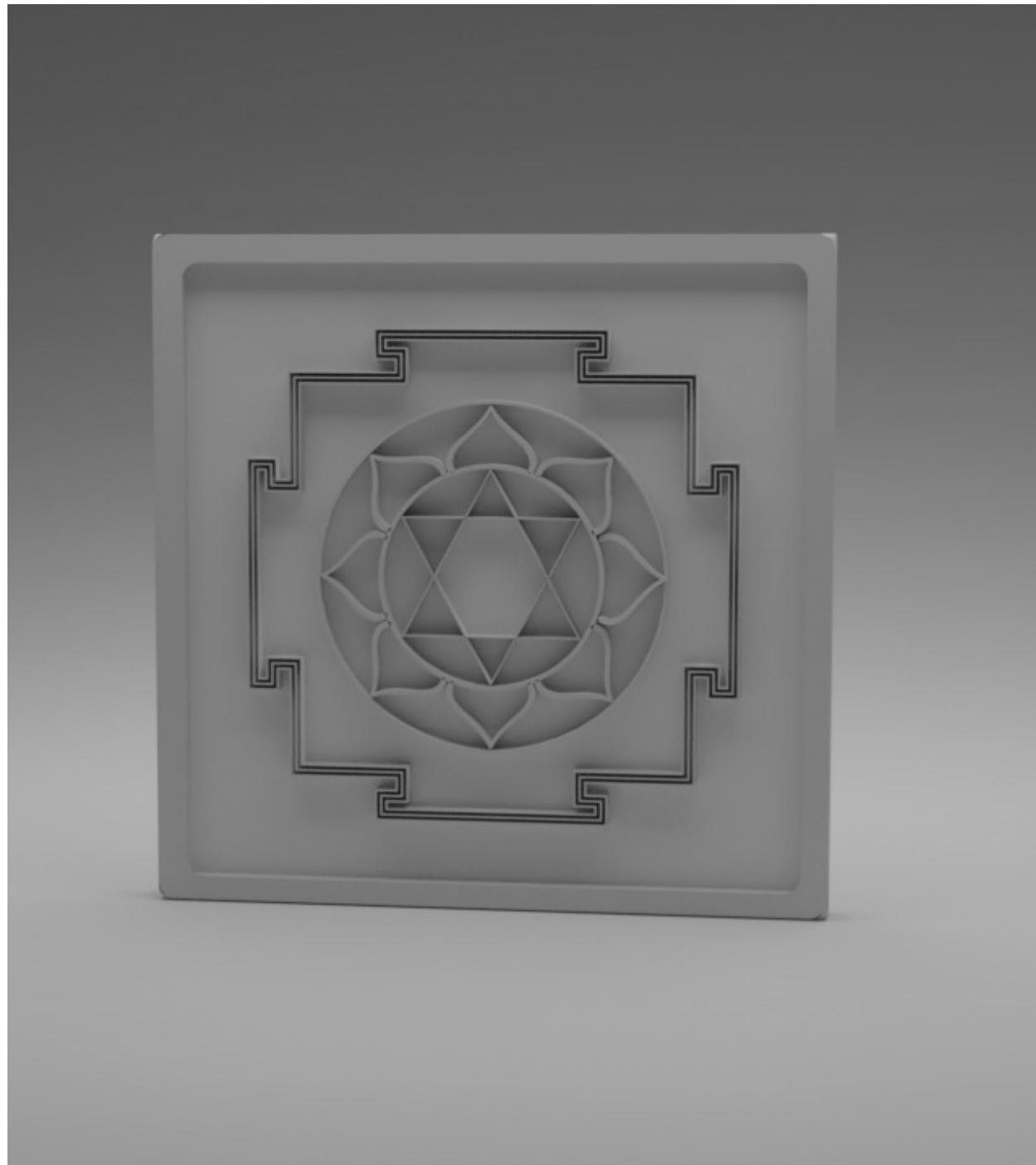
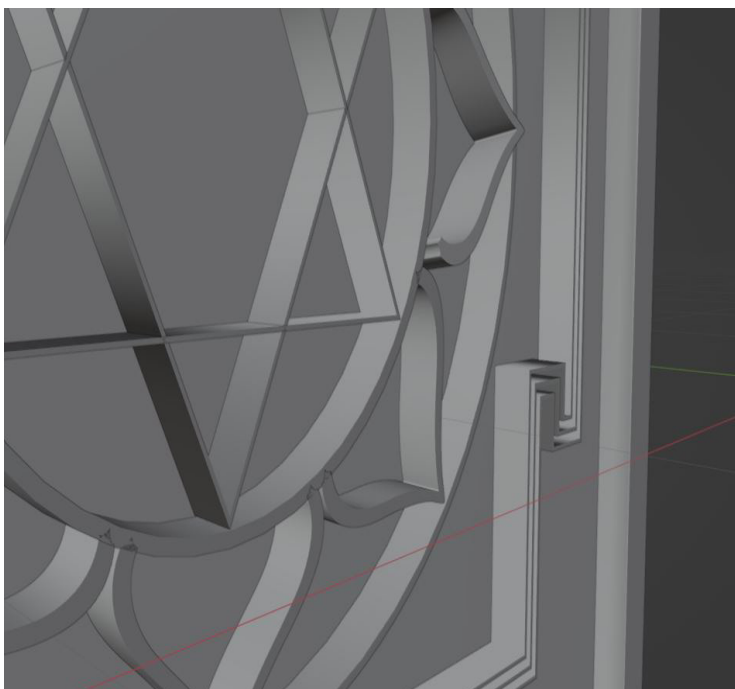
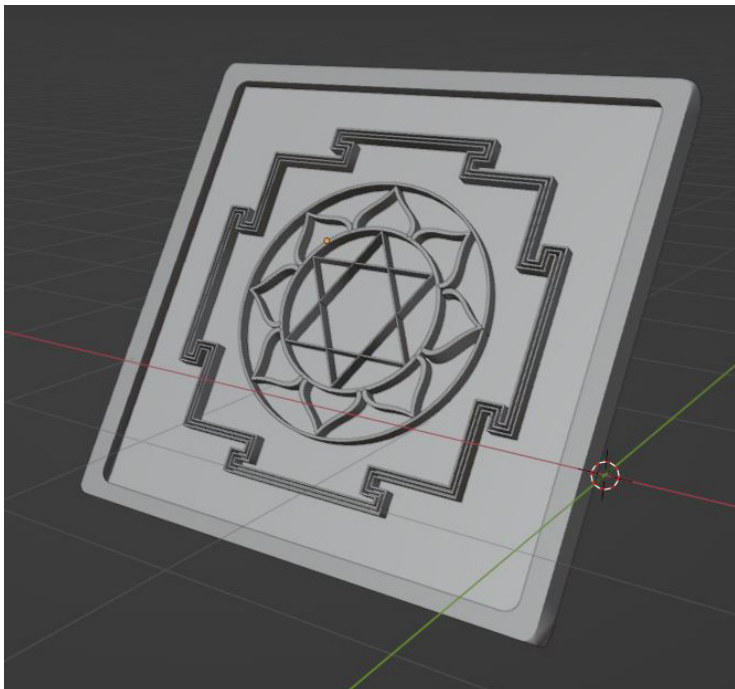
Animation Pattern

1. Start from construction pops from flat surface followed by 7, 6 then every thing starts beat

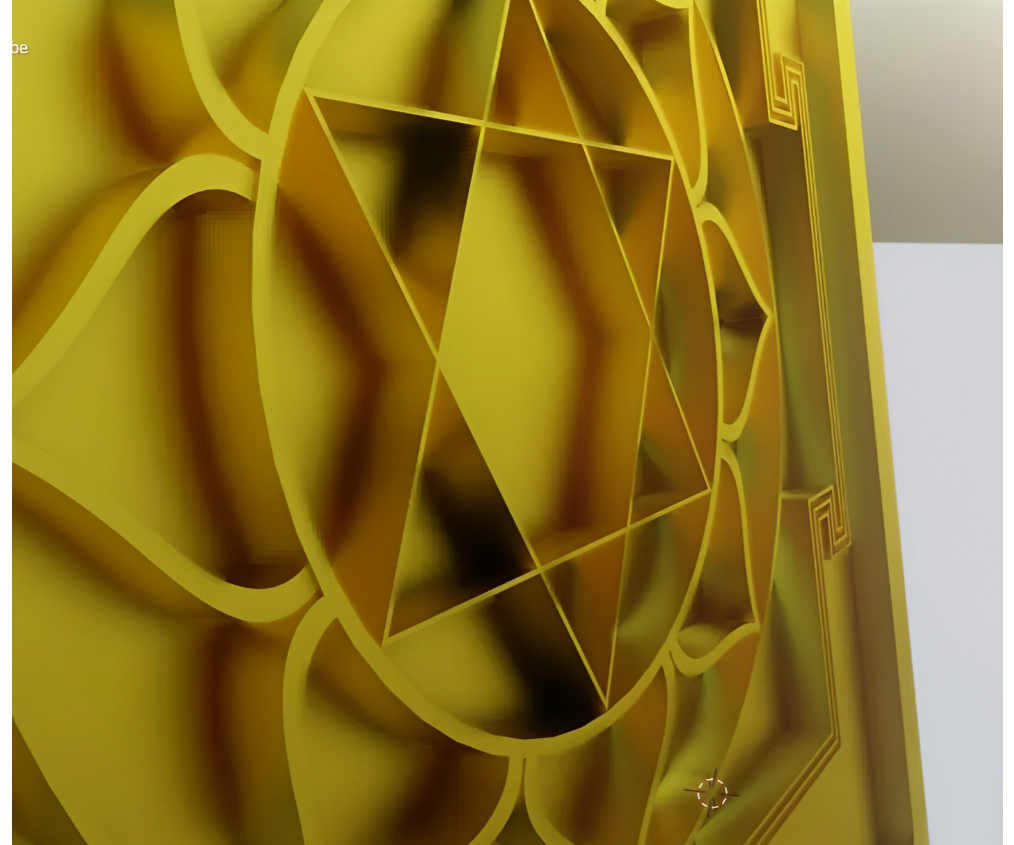
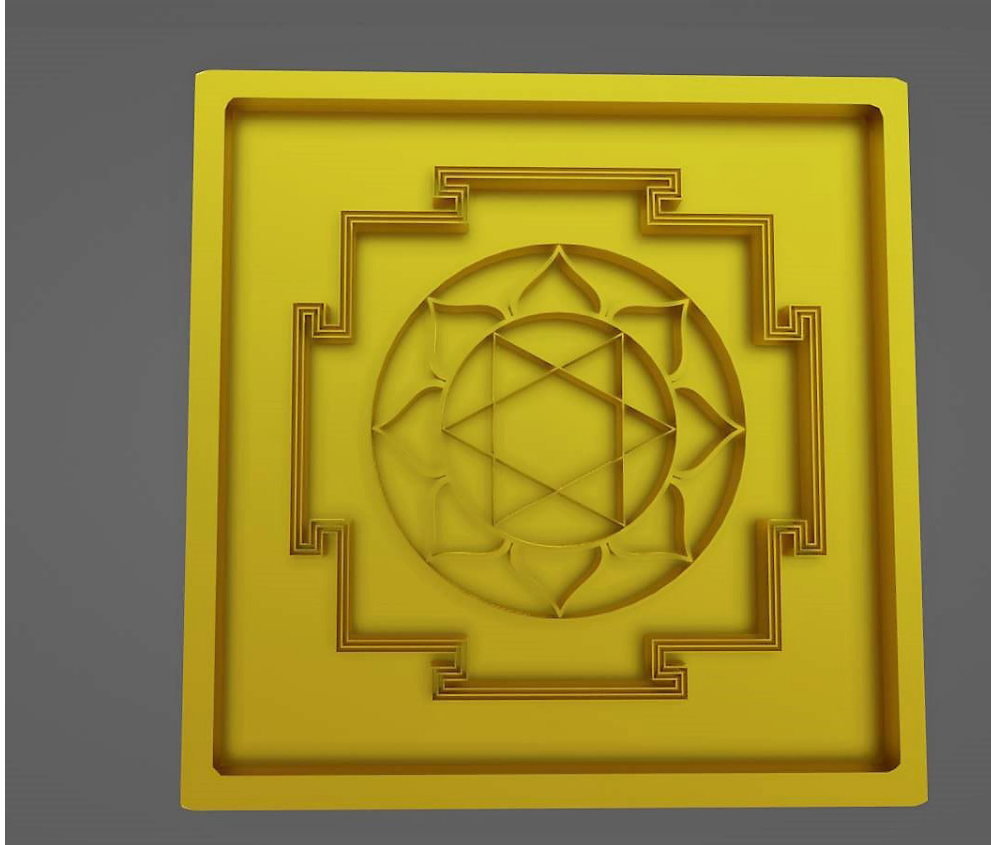
② Petals (3) comes first in rotation from a dot from nothing like a blank screen and gets constructed then followed by other elements

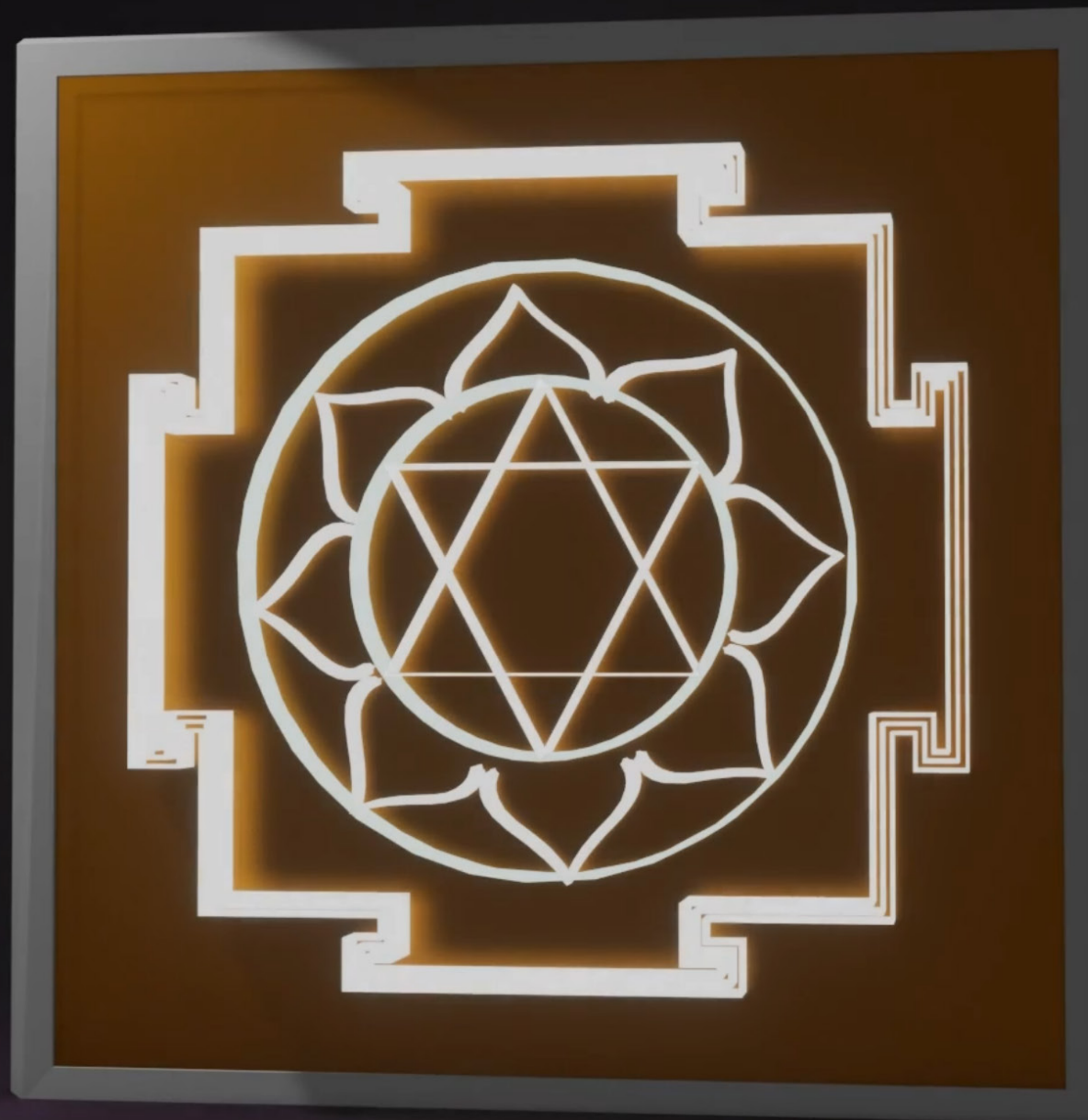
Then when all elements come No 10 comes at last then it all flows and 1 and 2 comes out in 3d.

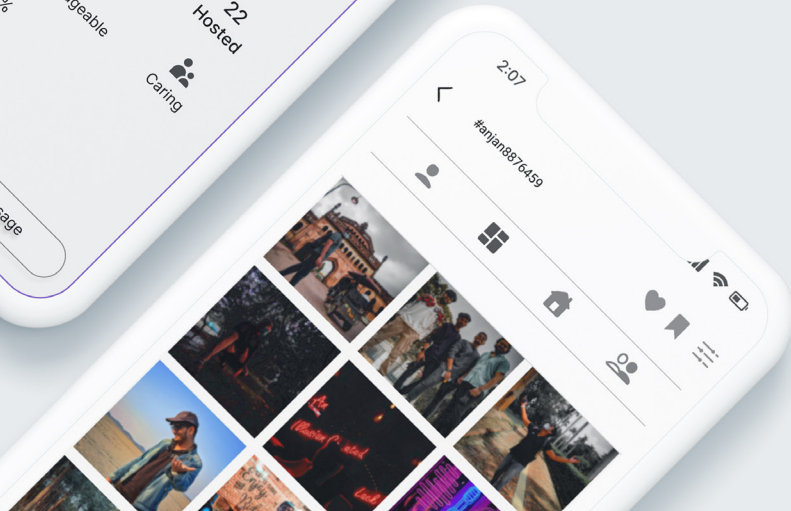
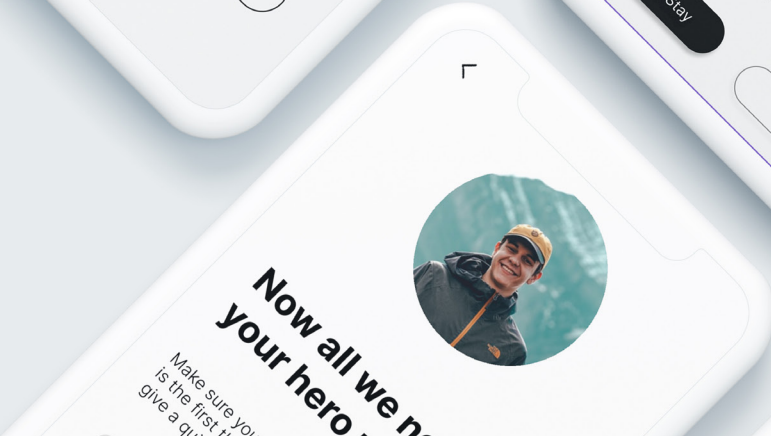




Final Outcome







UI UX Design

CouchSurfing

Couchsurfing is a community website where you can create a profile to tell fellow members about yourself, and then use that to: gain access to free accommodation in a local's home (traveler), host a traveler in your home (host), or, meet-up with people from around the world (community members). There are also groups with

message boards where you can discuss local events. As a traveler, you can meet locals and learn more about a destination. As a host, you can learn about other cultures while staying in your home and showing new friends around town. And as a community member, you can attend meetups and events with likeminded individuals.

CouchSurfing Brief

The app is simple to use and has no clutter it is easy to look and process the information. The app shows inconsistency with of icons, colour theme font Pair and other inconsistency with proper user journey. the app is unappealing to look at. Over all look and feel doesnt promote brand recall of the company. Aesthetic appeal of the app is missing. Despite having s userbase of over 1 Lakh the app is in despirate need of redesign as it feels quited aged and out of date. So inorder to achive and resolve all the problems mentions above the app needed a redesign.

Pain points in the app-

- Trusting stranger is hard
- layout is old and lacks UI Design
- Hirerchy haywired

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Exsisting Usp of app-

- its free (omg)
- it has reference
- they are trying to push hangout (not working that gret though)
- they also show people traveling to the same area and you can chat with them.

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Target audience - (G-Neutral)

1. Age 17- 25 (people who want to travel the world on tight budget)
2. Age 25-35(people who want to experience the culture on raw and personal level)
3. Age 20- 60 (people who cant really travel but still wants to know more about the world by hosting other in their home and exchanging culture)
4. Age 20-45 (people who want to increase the watt of their profile by hosting a lot of guests in their home.)

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Features to add-

- introduction of map
- leaving digital footprint to build trust.
- mandating gov id and paasport
- increasing touch points with user to ensure trust (like gpay we are processing your payment)
- Build a self portfolio (leave a review for places, showing your explored routes while traveling)
- ADD trust index ? (maybe experience index ?)
- push the user to add more and more info and photo to complete profile (like bumble)

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4 key questions to keep in mind

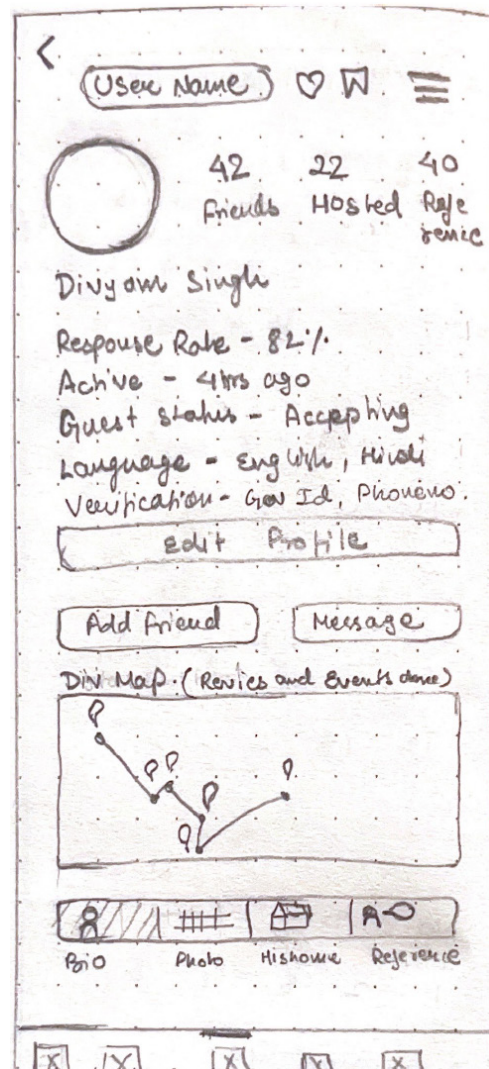
Goal - get a free place to stay

Need - To be a part of community

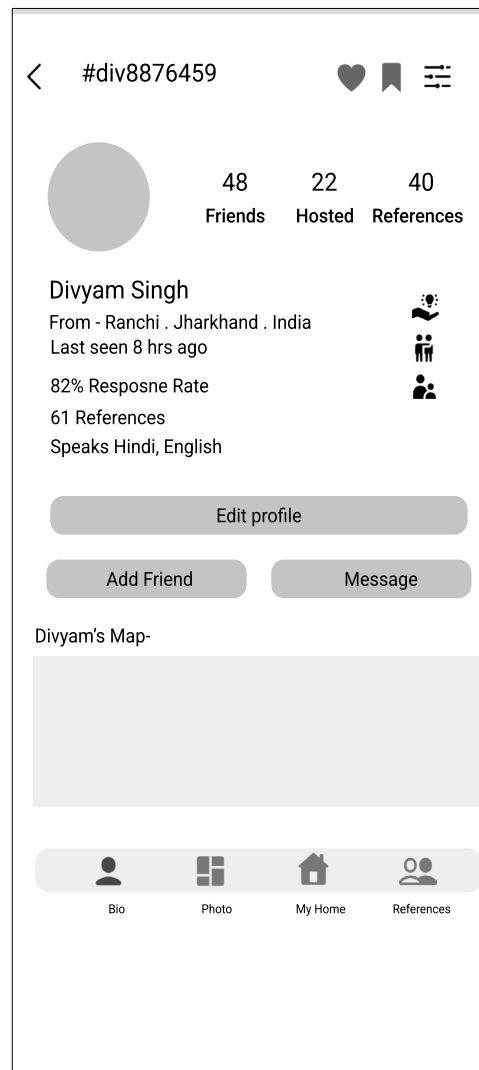
Context - Circumstances how the app is being used and how it effects the user experience

End to End - how the user will use it throughout the day from day to night.

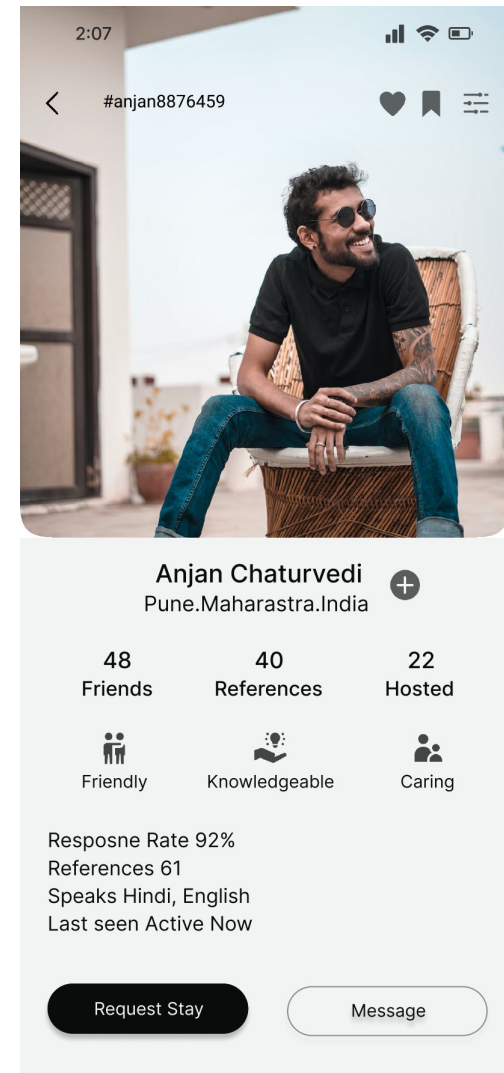
DIVYAM SINGH



Low-fidelity wireframes- A basic wireframes that outline blueprints for app screens

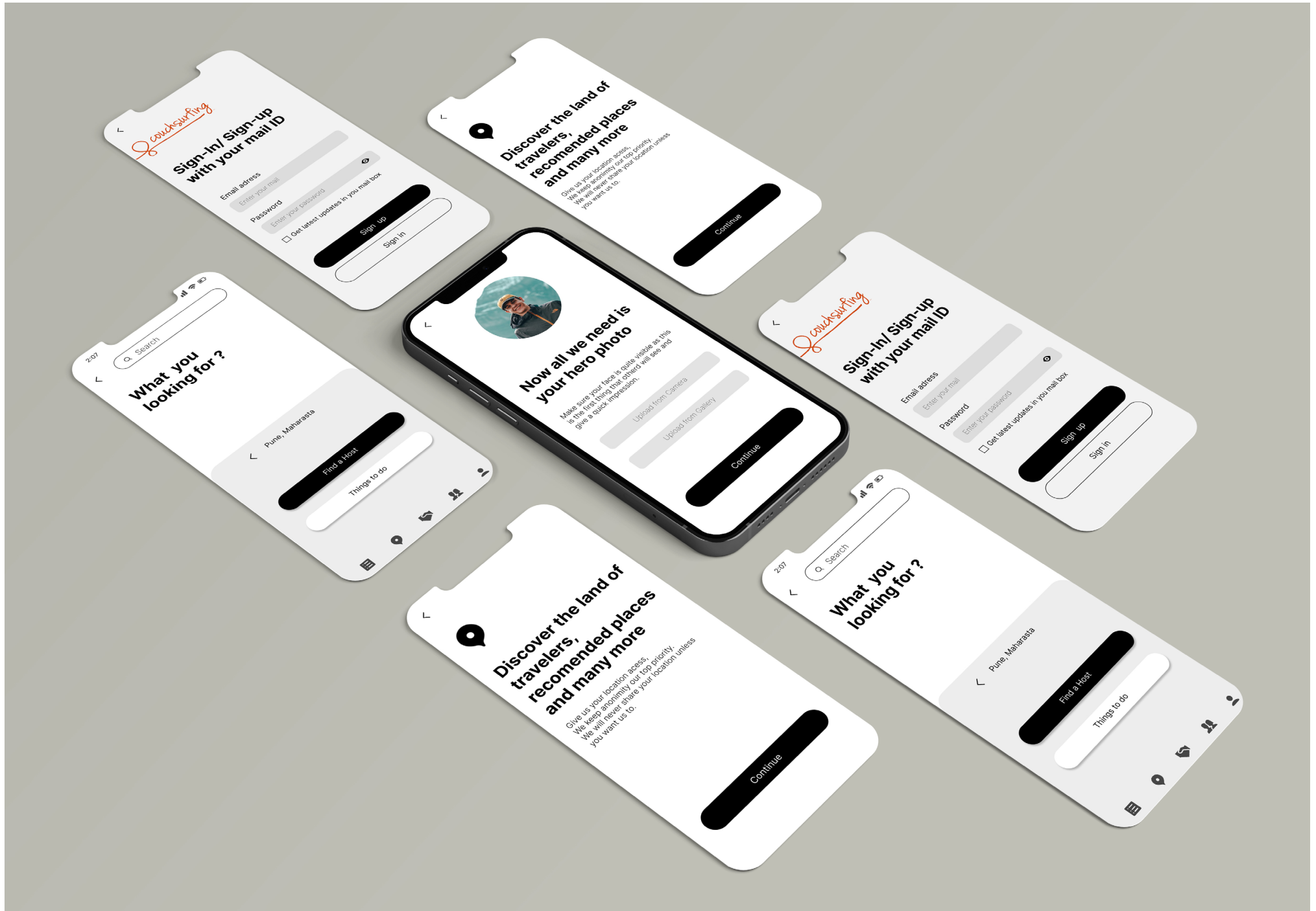


High fidelity wireframe- To captures the look and feel of the product in the advanced stages of the design process.



Final Look and feel of the App







PEESCHUTE TRAVEL

Peeschute travel is a unisex portable toilet specially designed for travelers who continuously face urine problems due to the unavailability of washrooms nearby.

[VIEW MORE →](#)



Identity Design

Peeschute

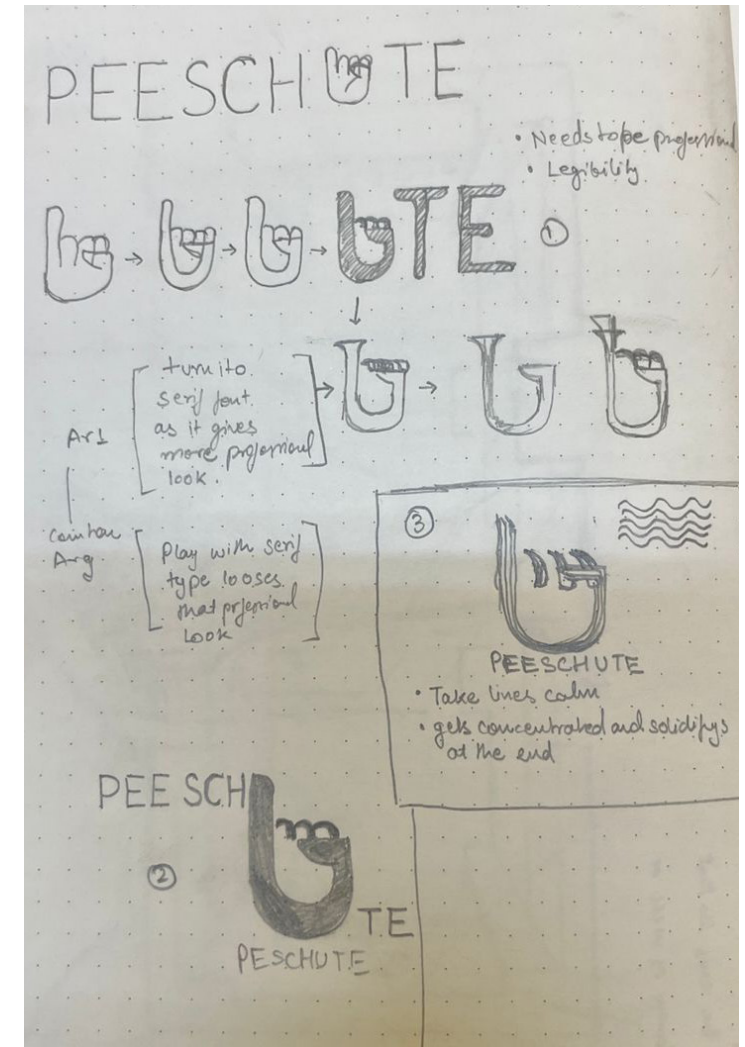
In India, the ratio of toilet facilities to the number of people is still a problem. Peeschute addresses the basic issue of peeing when access to a restroom is restricted. Peeschute product line has a wide range of applications, including tourism, travel, to people with immobility concerns who have difficulty peeing on a regular basis. Peeschute works on developing exclusive, long-term, and sanitary solutions to human pee concerns. Peeschute is a unique, cost-effective

method of peeing when access to a restroom is restricted. This unisexual paper bag transforms human urine into a non-liquid condition in seconds, keeping it leak-proof, odourless, and sanitary. Peeschute is best for those with temporary or permanent mobility impairments who have trouble getting to the bathroom, as well as travellers who have frequent urination problems due to a lack of washrooms nearby.

Why Rebranding

A good branding strategy helps articulate and communicate the core values of the brand. With creativity, skill and strategy, a brand can establish an identity that sets itself apart from the competition and sparks a connection with its audience. It is vital for the Peeschute to rebrand in order to establish its voice and frame how it wants to be perceived. It will also help in distinguishing it from other organisations

the current brand had problems such as - Undefined target audience, Lack of Brand Personality, Lack of consumer experience, Absence of brand visibility and less social engagement in order to address these problems a rebranding was required.



PEESCHUTE



LOGO CONCEPT

The logo was created using the brand's former design as inspiration. The logo is a reduced version of the sign for pee (as in the need to urinate) that may be easily recognised as a symbol. The letter "U" in the brand name Peeschute is also replaced by the form.

According to the brief, the brand personality is Trustworthy, Safe, and Efficient. The brand's simplicity is emphasised through this form.

Helvetica is a versatile font with many different weights. It makes a stylistic statement, but it is neutral enough that it is easy to read. It can be used for headlines and display type. It balances the form.



LOGO COLOURS

The logo appears in the following colors only.

Consistent usage of colors will enhance the visual presentation of the brand everywhere. These logo executions will contribute in retaining a single, iconic identity for Peeschute.

HEX 00979D

HEX 414042

This is the primary color option for the logo. It should only be used on white background to maintain legibility. The legibility of this version is compromised when used on other background colors.

BLACK

This color option for the logo is intended for use on lighter backgrounds and images in order to maintain legibility. This is ideal for black-and-white and grayscale scenarios.

WHITE

A third option is to reverse the logo out on darker backgrounds and images.

PEESCHUTE
Fight All Pressures With Ease

PEESCHUTE
Fight All Pressures With Ease

PEESCHUTE
Fight All Pressures With Ease

COLOUR THEORY

Our brand colors of Peeschute teal and grey are an important element of our identity, and the colors we choose in our communications should make everything we create instantly recognizable as Peeschute.



COLOUR PALETTE



HEX 03979D
CMYK 80/20/40/0
RGB 3/151/157



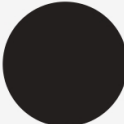
HEX 3C3C3C
CMYK 67/57/54/60
RGB 60/60/60



HEX 27BDBE
CMYK 70/0/30/0
RGB 39/189/190



HEX F7A823
CMYK 0/40/90/0
RGB 247/168/35



HEX 000000
CMYK 100/100/100/100
RGB 0/0/0



HEX FFFFFFFF
CMYK 0/0/0/0
RGB 255/255/255

ICON LIBRARY

Our icon system is simple, clean, and open. All icons use the same stroke weights. By default, our standard icons are available in unfilled version according to the purpose of usage. They are also available in the primary colors.



PRODUCT PACKAGING

Our brand consists of two products Peeschute Medi and Peeschute Travel. Consistency in our packaging is one of the most direct ways to ensure that we reflect a cohesive brand identity.

Peeschute Medi
Dimensions
17.5 x 13 x 3.5 cm
Colour
HEX 03979D



PRODUCT PACKAGING



PRINT MEDIA

Dimensions
21 x 29.7 (Letter)
Body Copy text is 100% Black
Body Text: Helvetica Neue 12pt, Left aligned

PEESCHUTE

Fight All Pressures With Ease

To

Recipient Name

Vice President

Incorporation

Date

Dear Recipient Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Regards

(Signature)

C

0-9664822505

A

Company,1, Shree Colony, College

Road, Jaina, Maharashtra – 431203

M

peeschute@gmail.com

W

peeschute.com

PRINT MEDIA



Billboard Ad



Billboard Ad

PRINT MEDIA

Dimensions

A4

Colour

Information: From the primary colour palette according to the background

Typography

Heading: Helvetica Neue Bold Italic

Body Information: Helvetica Neue Regular

Visuals should be black and white.



Print Ad

PRODUCT PACKAGING

Peeschute Travel
Dimensions
17.5 x 13 x 2.5 cm
Colour
HEX 000000

The inside of the packaging should have the pattern from the brand pattern library.



PRODUCT PACKAGING



PEESCHUTE COLLATERALS

Peeschute Dispenser

Dimensions

650x650x420 mm

Type

Wall mount

Payment System

Coin, Scan to pay

Application

Public toilets, Hospitals, organisations (as per requirement)



PEESCHUTE COLLATERALS

All collaterals created using the Peeschute identity should remain within the core palate. Guidelines for our merchandise must be followed such that the our identity is presented with clarity and impact.

Peeschute Rack

Dimensions

6x3x5 ft

Colour HEX 03979D

Application

Pharmacies and Hospitals





