

PORTFOLIO

Design

GARGI SONI

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01 APPLICATION Design



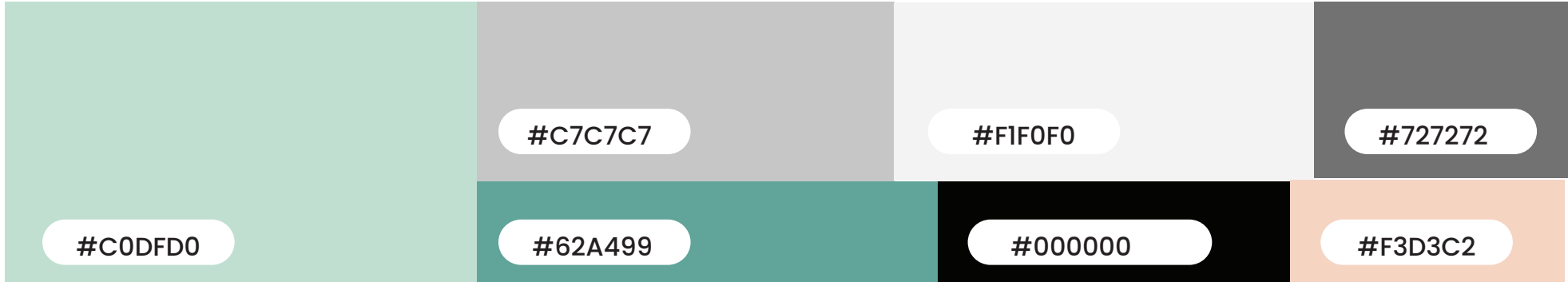
Cradle

Cradle is an app for parents who are juggling work and taking care of a baby at the same time, which is a difficulty for every parent. Some parents may also be unable to keep track of their child’s schedule and appointments. So, this is an app for them to manage their job schedules as well as the schedules of their children. In this app Parents can easily schedule appointments, book caretakers, refer vaccine chart, listen to music and can use the features of app more efficiently .

Typography

Nunito

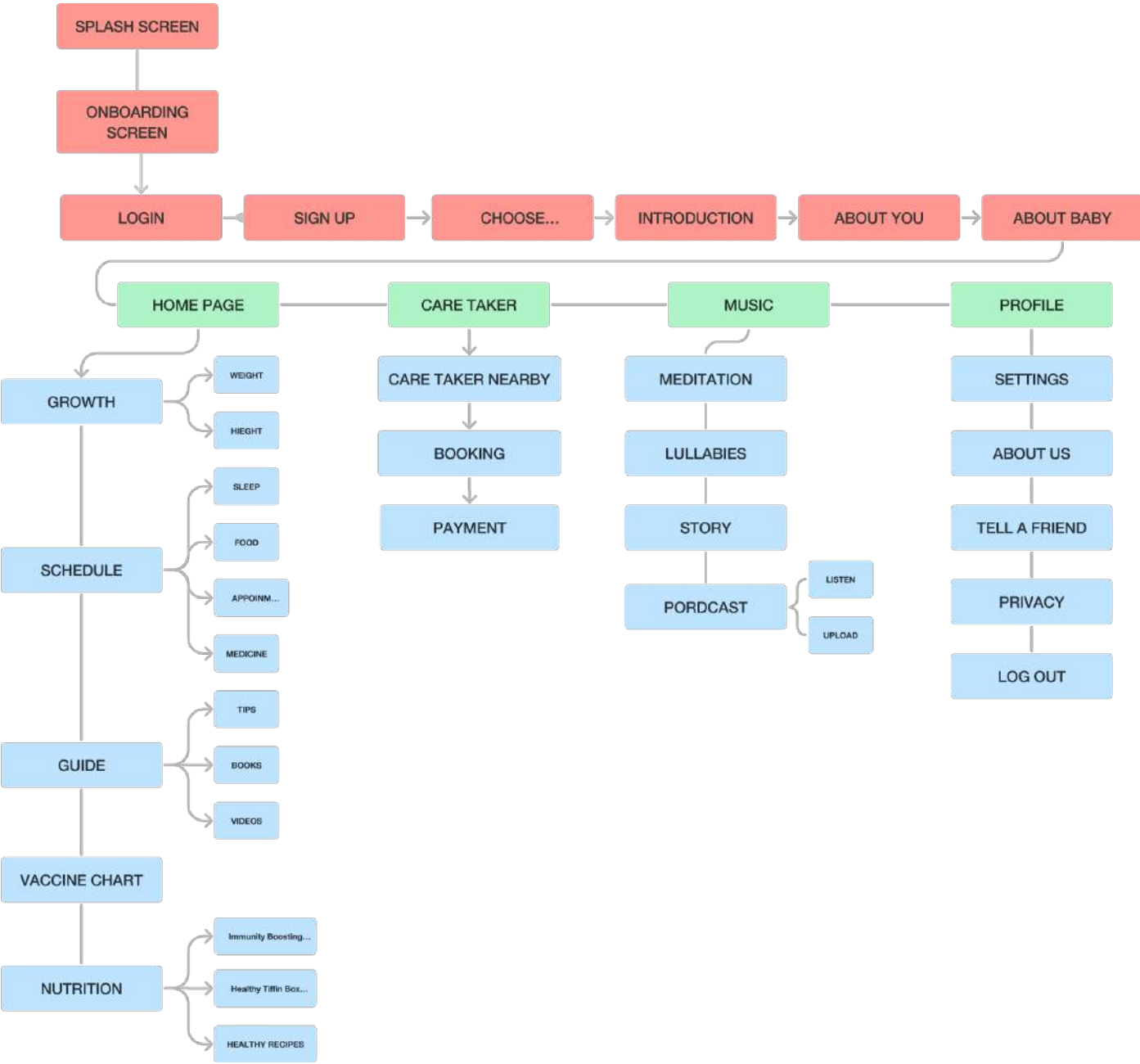
Nunito is a well-balanced sans serif typeface. The typeface is sans serif. It is a rounded terminal for display typeface with a more structurally unified set of heights and widths.



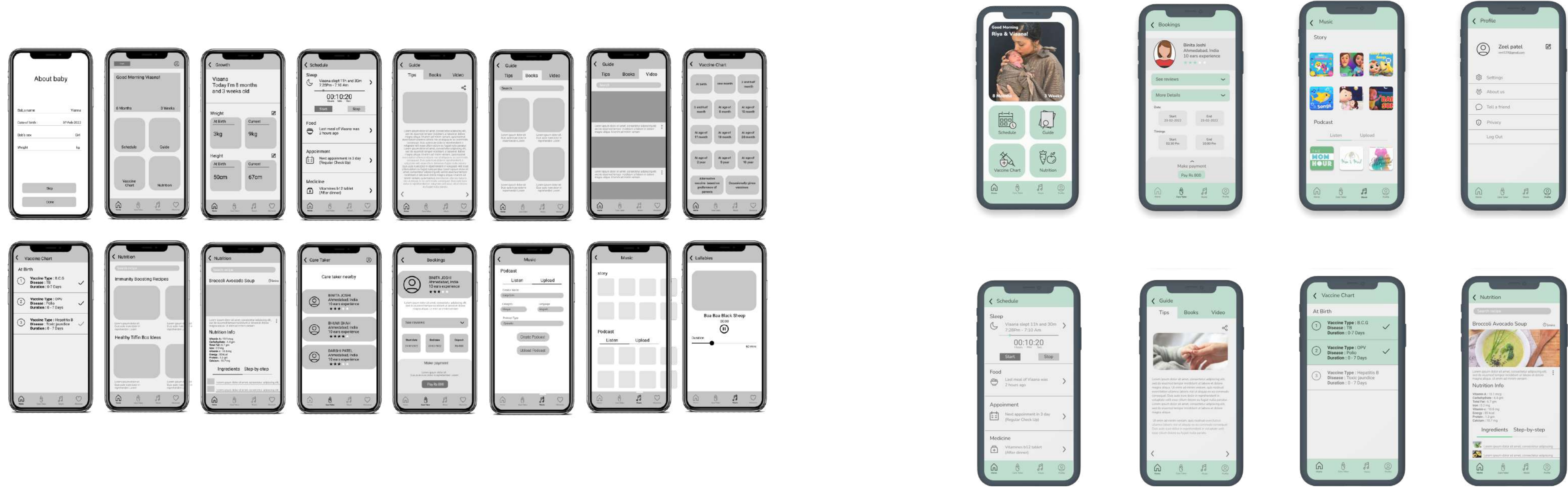
Icon Library



Information Architecture



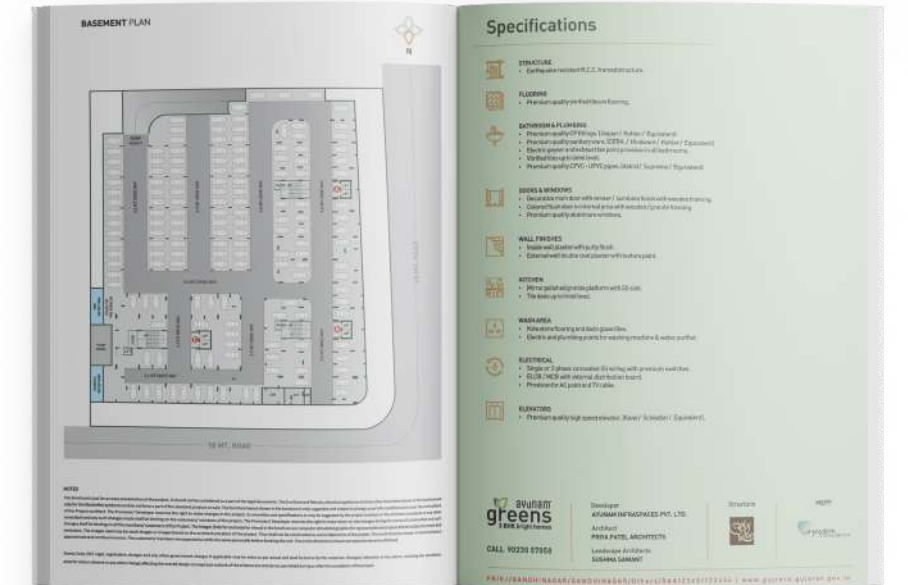
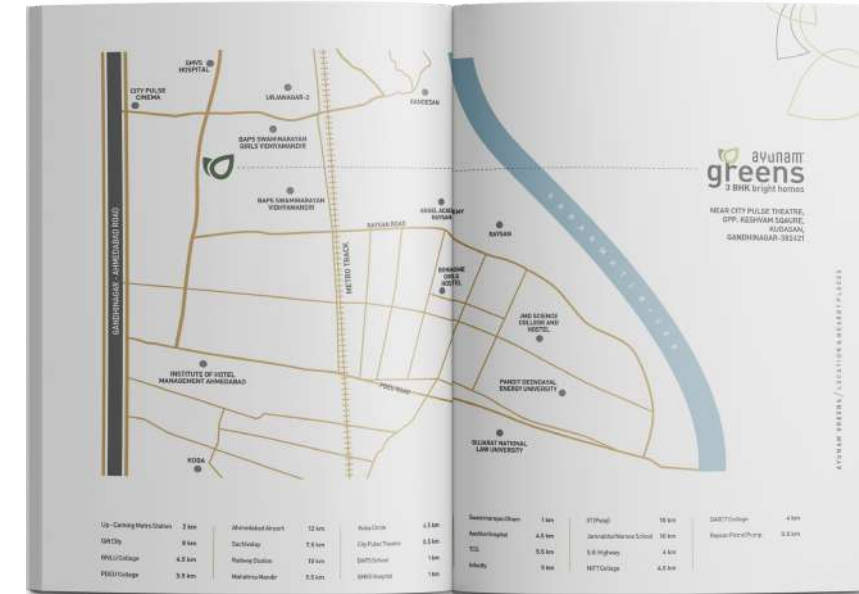
Wire Frames



02 BROCHURE *Design*



Real estate brochure with increasing awareness and visibility of your listings. to give their potential buyers quick and easy access to all the different homes that are available, and showing all the amenities including the perfect location to live in the city. Also to Increase awareness increases, sales and profitability.





Sparsh

A coffee table book to use to entertain guests while the host was occupied! Also to make great conversation starters, so making the coffee table book with images that maintain the interest of the buyer and also cover all the amenities and the details of their project while keeping it interesting.

Icon Library



No-vehicular Zone



Art wall



Entrance water cascade



Multipurpose hall



Entry/exit wicket gate



TV room



Sit-outs with planters



Society office



05

BRAND Identity

PEESCHUTE

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.

USP

It is a unique pocket toilet that can be used to urinate when going to the bathroom is difficult. It rapidly solidifies the pee, eliminating leakage and stench.

Gap Analysis

- Undefined target audience
- Lack of Brand Personality: Tone used in marketing and other communication
- Lack of consumer experience: Prevents mouth publicity
- Lack of Brand Visibility: Visibility in external strategic locations, lack of advertising in commercial
- Less social engagement: Lack of communication with women, children, and people with medical conditions
- Lack of privacy for consumers
- Lack of print media advertising

Opportunity Mapping

Social Media Posts

- Creating reels/IGTV/videos for spreading awareness of the product
- Keeping up with trends to increase reach
- Polls/Questions on stories for more interaction
- Creating a filter of the brand
- Constant tagging and reposting

Website

- Interactive interface

Merchandise

- Extension of brand marketing in collaterals (Shirts, Packaging, Installations)

Print Media

- Creative layouts which correspond to the brand identity

Outdoor

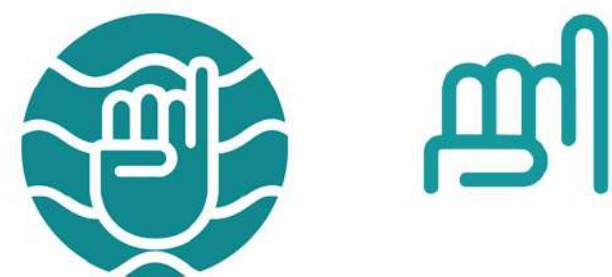
- In hospitals and pharmacies
- Railway stations and bus stands
- Social events
- Public toilets

Logo

Packaging

Colours

Logo ideation



PEESCHUTE

PEESCHUTE

PEESCHUTE

PEESCHUTE

PEESCHUTE

PEESCHUTE

PEESCHUTE

PEESCHUTE

PEESCHUTE

Final logo

PEESCHOTE

Fight All The Pressures With Ease

Typography

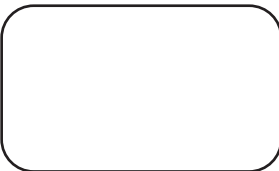
Helvetica Neue

The typeface is sans serif. It is a reworking of the typeface with a more structurally unified set of heights and widths. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.

Color



#08a3a8



#ffffff

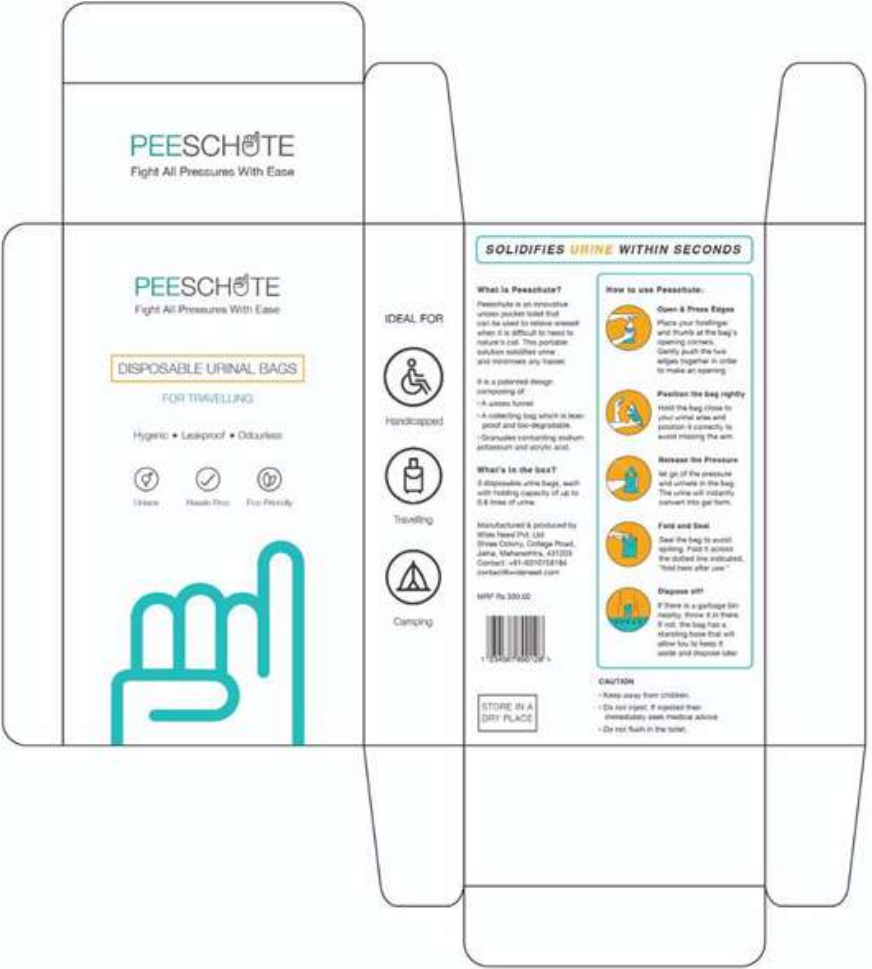


#000000

Size
7.5x13x3.5t

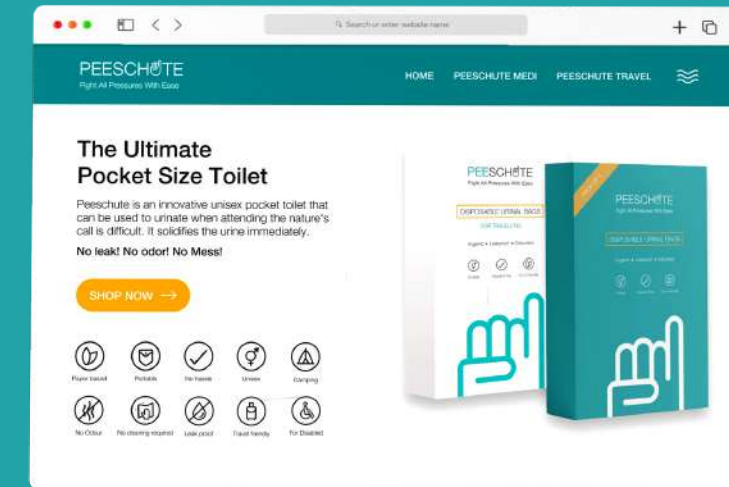
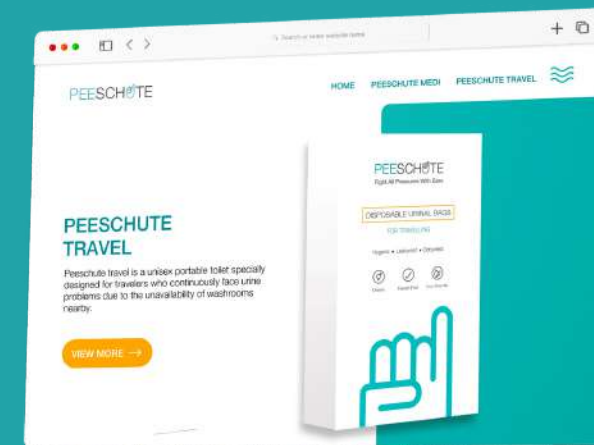


Outer packaging





Website





DESIGN BRIEF

WHO

Department of Design, Nirma University

WHAT

Rebranding of DoD

WHERE (Activation points)

Print media: letterhead, envelopes, calendars, presentation folders, business cards, yearbooks, brochures, bills and receipts, newsletter, banners, posters, flex, pamphlets, booklets, scrolls, magazines, certificates, diaries and sketchbooks.

Collaterals: awards and trophies, flash drives, stamps, badges, umbrellas, bottles, mugs, tote bags, keychains, portfolio bags, and apparel (hoodies, t-shirts, caps, masks).

Digital marketing: Mobile application, website, Instagram, Facebook, Twitter

WHOM

1. HoD and DoD faculty
2. Potential employers
3. Parents (of existing students)
4. Students of DoD from different semesters and discipline
5. DoD non-teaching staff
6. Visiting faculty
7. Community at large

WHY

The existing identity of DoDNU lacks a strong and consistent visual language. The core values of DoD are not getting translated through their current visual identity. They have a lot of disparate elements such as varied colours and different typography styles which dilute the brand recall value.

DELIVERABLES

Logo design (RGB, CMYK, Greyscale) and its extension in the visual language (print media, collaterals and digital marketing)

Brand guidelines

TONE OF VOICE

Energetic, bold, professional yet quirky

Social media



Website



Stationary: Letterhead and visiting card



DEPARTMENT OF
DESIGN

September 1, 2009

221- B, Baker Street,
Behind Diagon Alley,
London

To the Former Head of Confirma, Inc:

We welcome you as shareholders of Merge Healthcare Incorporated (NASDAQ : MRGE). We are pleased to inform you that on September 1, 2009, Confirma, Inc. ("Confirma") merged with a subsidiary of Merge Healthcare Incorporated ("Merge Healthcare"). As a result of the merger, each share of Confirma preferred stock owned by you at the time of the merger was converted into and represents the right to receive the applicable Consideration Per Share, as defined in the Agreement and Plan of Merger, plus cash in lieu of any fractional shares of Merge Healthcare Common Stock, if any.

Please read and follow carefully the enclosed instructions. In order to receive your Merge Healthcare stock certificate and cash payment for your shares, if any, you must complete, sign, date and return the enclosed Letter of Transmittal, together with your Confirma stock certificate(s) in accordance with the provisions of the Letter of Transmittal and the enclosed instructions. Each person listed on your Confirma stock certificate(s) as a registered holder

Please note that the method of delivery is at your option and risk. If you send these documents by mail, we strongly recommend that you use registered mail, properly insured, with return receipt requested.

We are pleased to have you as a stockholder of Merge Healthcare and look forward to enjoying your continued support of the combined company.

Sincerely yours,
Sangita Shroff,
Head of department
Department of Design

 8209895898

 www.dodnu.com

 dodnu@nirmauni.in

 Nirma University, SG highway,Ahmedabad

Id card



Fees receipt



DEPARTMENT OF
DESIGN



Address :

Ph. :

Email ID :

RECEIPT

No. : _____ Date : _____

Received with thanks _____

Rupees _____ towards _____ course

by cash in Part/full

Rs. _____

Receiver Signature

Collaterals: Diary and portfolio bag



Collaterals: Badges, stickers and coffee mugs



04 HOARDING *Design*

Avencia



Mirai
Hoardings



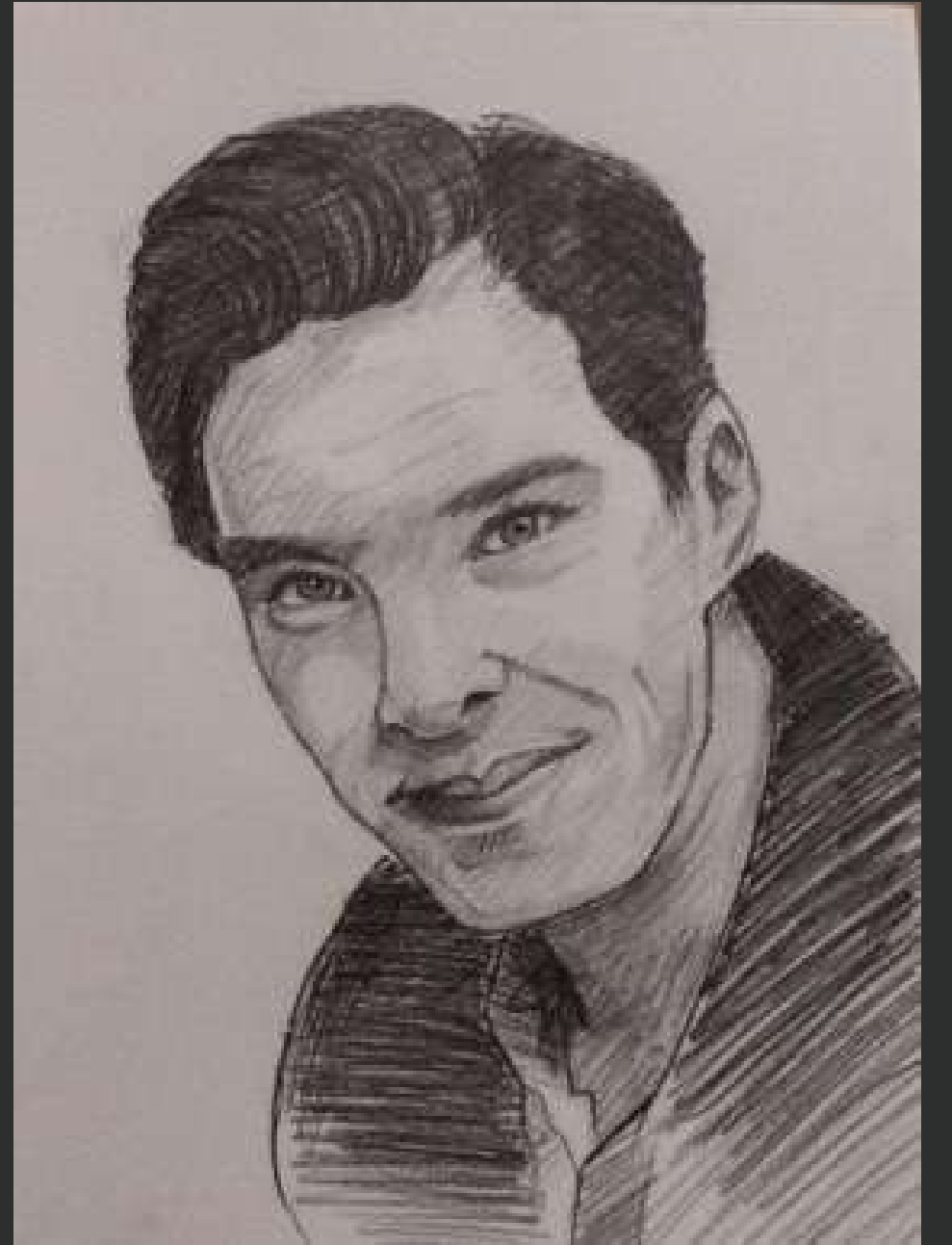
Felicia II
Hoarding

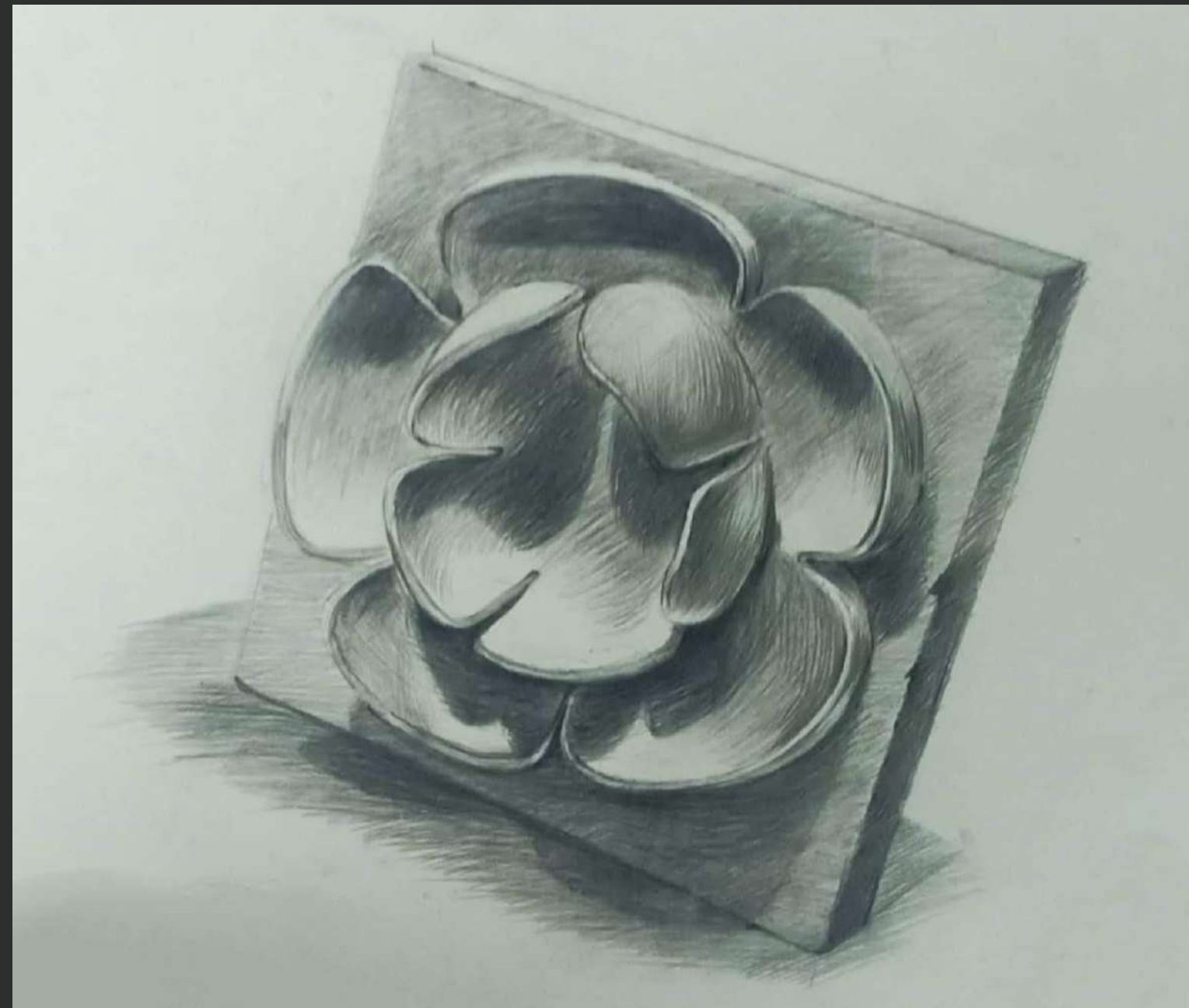


04

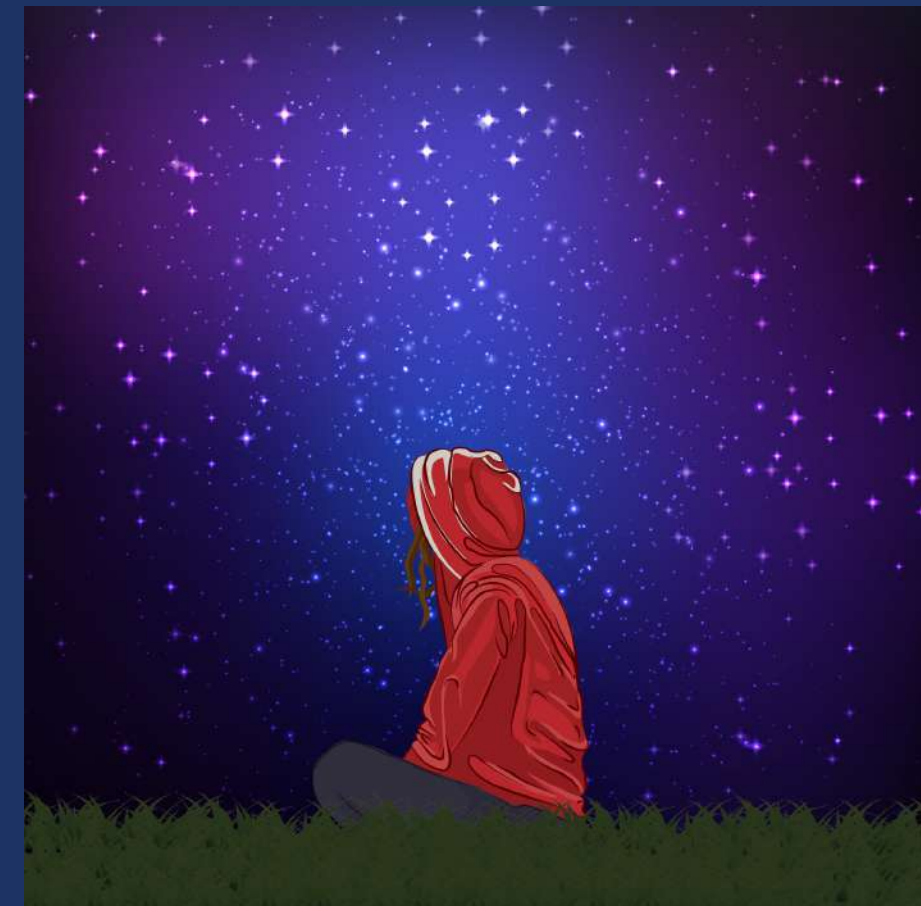
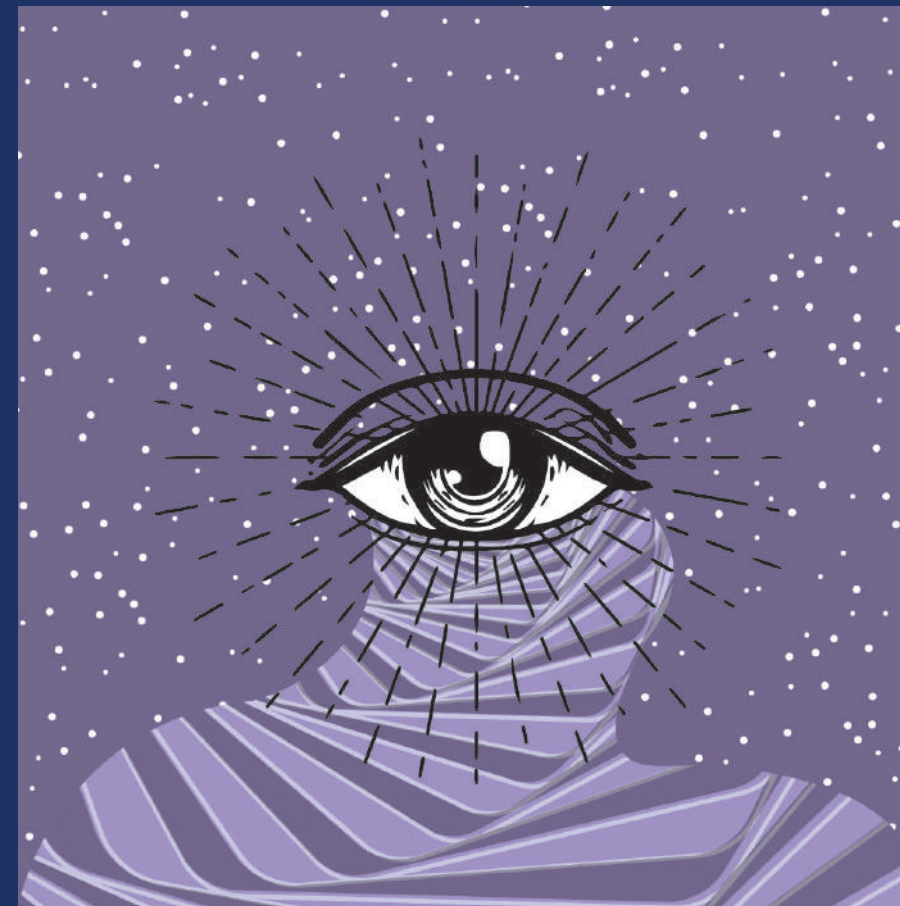
CHARCOAL *Sketches*



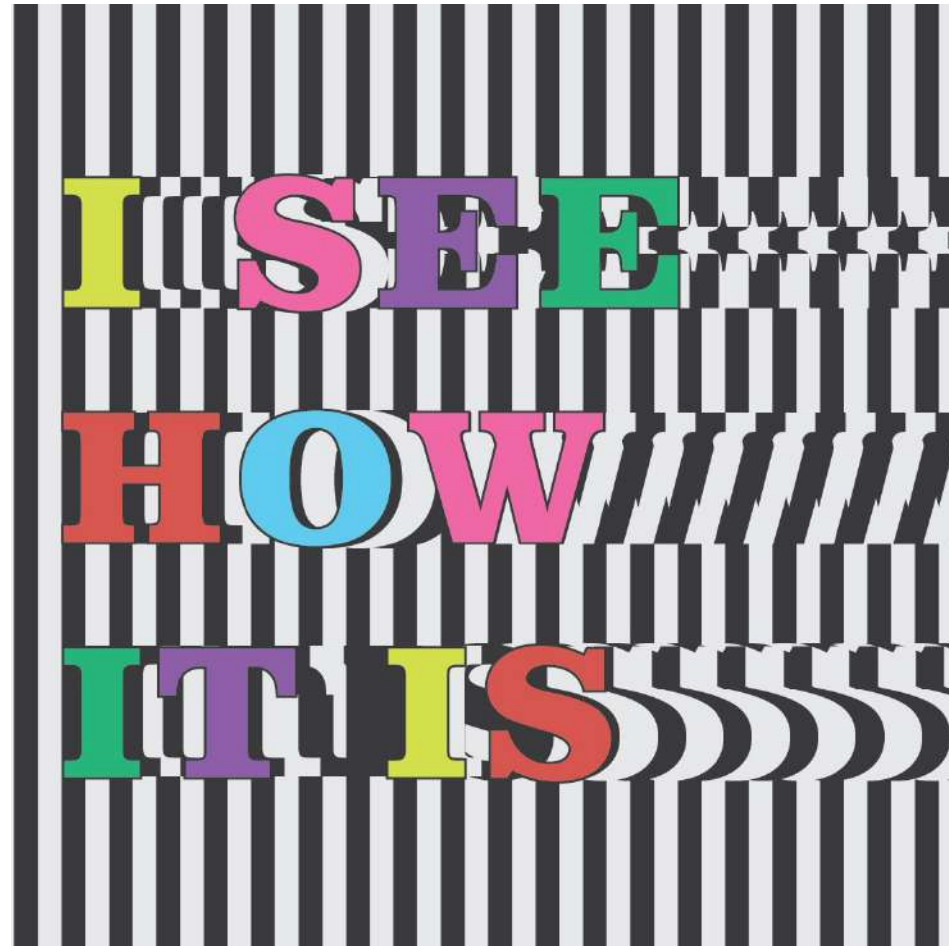




06
ILLUSTRATIVE *Art*



Typography Illustration



Vector art



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