PORTFOLIO

Kavya Kanadia

INQUISITIVE
OPTIMISTIC
EXUBERANT

I am currently pursuing a bachelor's degree in communication design and am primarily interested in UI/UX, identity and branding, and publication design. I am an inquisitive person who is always seeking new knowledge through conversations, activities, and competitions. I have a new outlook on life and a positive attitude toward problems as opportunities.

ABOUT
ME
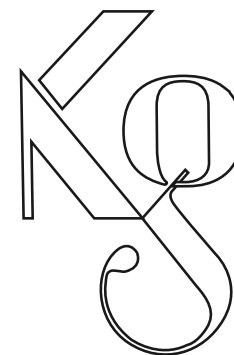
DECEMBER, 2020

IDENTITY
DESIGN

04

RESERVED

The designed monogram represents Kanishka Gandhi's personality attribute of 'reserved'.
The close proximity of the letters suggests that she resists opening up and takes her time interacting with others.

The missing part of the letter 'k' represents how she conceals her emotions. The typeface chosen has a nice balance of thin and hefty strokes, signifying that she is emotionally stable. Pastel greens & blues are used, which are subtle, don't stand out, and convey reservedness.

05

EXPLORATIONS

The various explorations for the monogram.
Learned how to manipulate and explore one form
by changing little characteristics like form, colour,
background & foreground, etc.
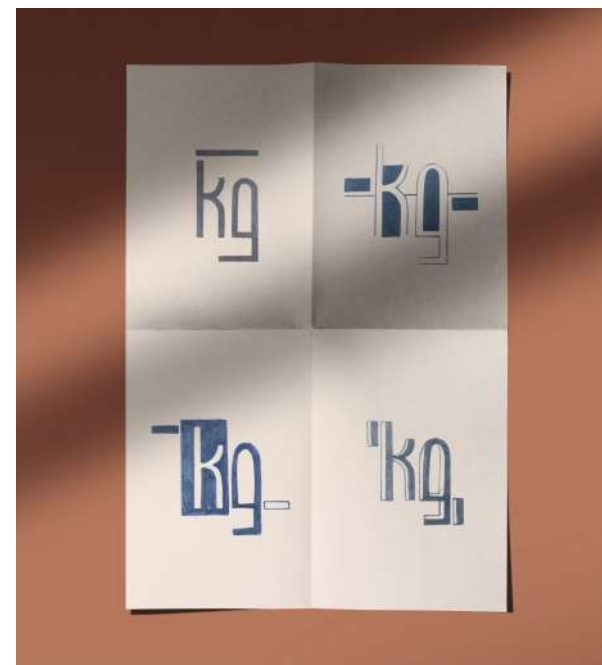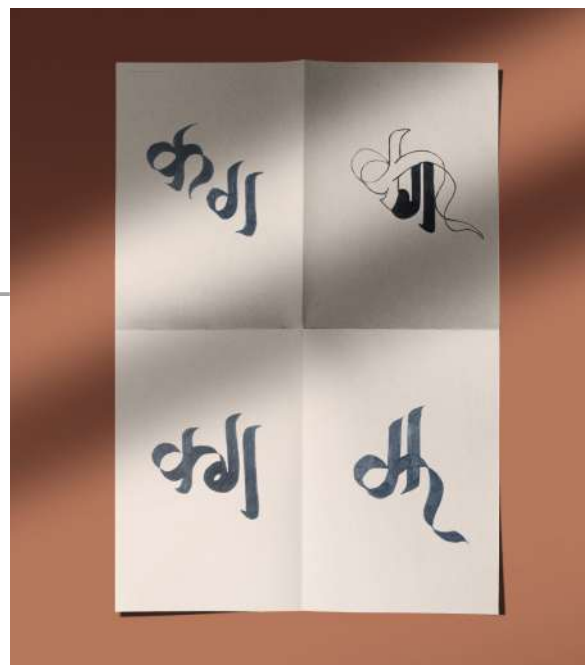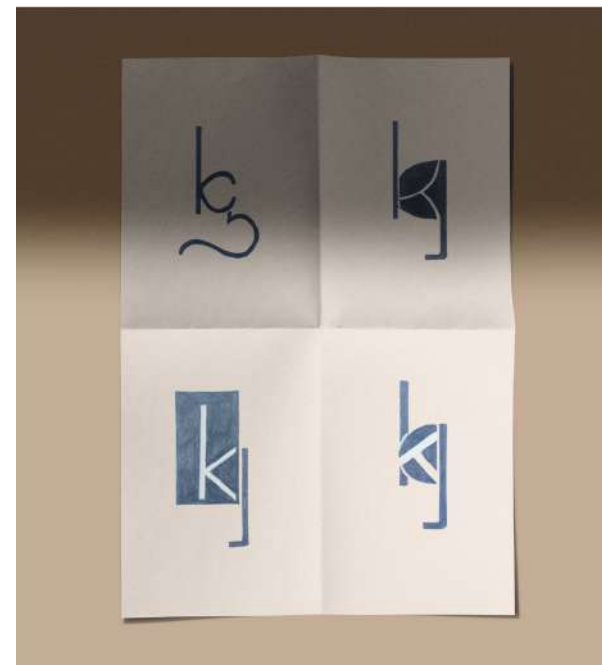
FINAL LOGO

Kanishka
Gandhi

06

#2B9892   #60B6A9   #D1EACD

Typeface

New Baskerville Std

#036D85

LOGO &
ATTRIBUTES

The typeface used for logotype is New Baskerville.
The subtle shades of greens and blues are used
which represent reservedness and introverted.

07
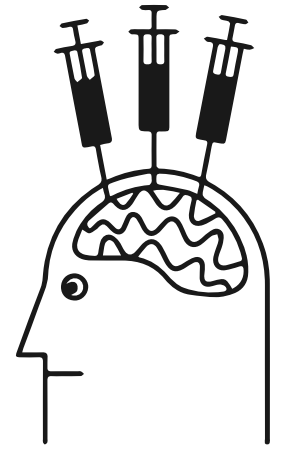

STATIONERY
DESIGN

SEPTEMBER, 2021

PUBLICATION
DESIGN

09

DRUG ABUSE

Over 73% of drug addicts are between the ages of 16 and 35, implying that over 3 million youngsters and children are abusing drugs. Many young people are slipping into this trap and thus, drug misuse among teenagers is at an all time high. It is the need of the hour to save our youth. Read this book to discover more about the subject of drugs and substance abuse by youth.

Kavya Kanadia

DRUGS
DRAG YOU
DOWN
DOWN
DOWN
DOWN

R.I.P
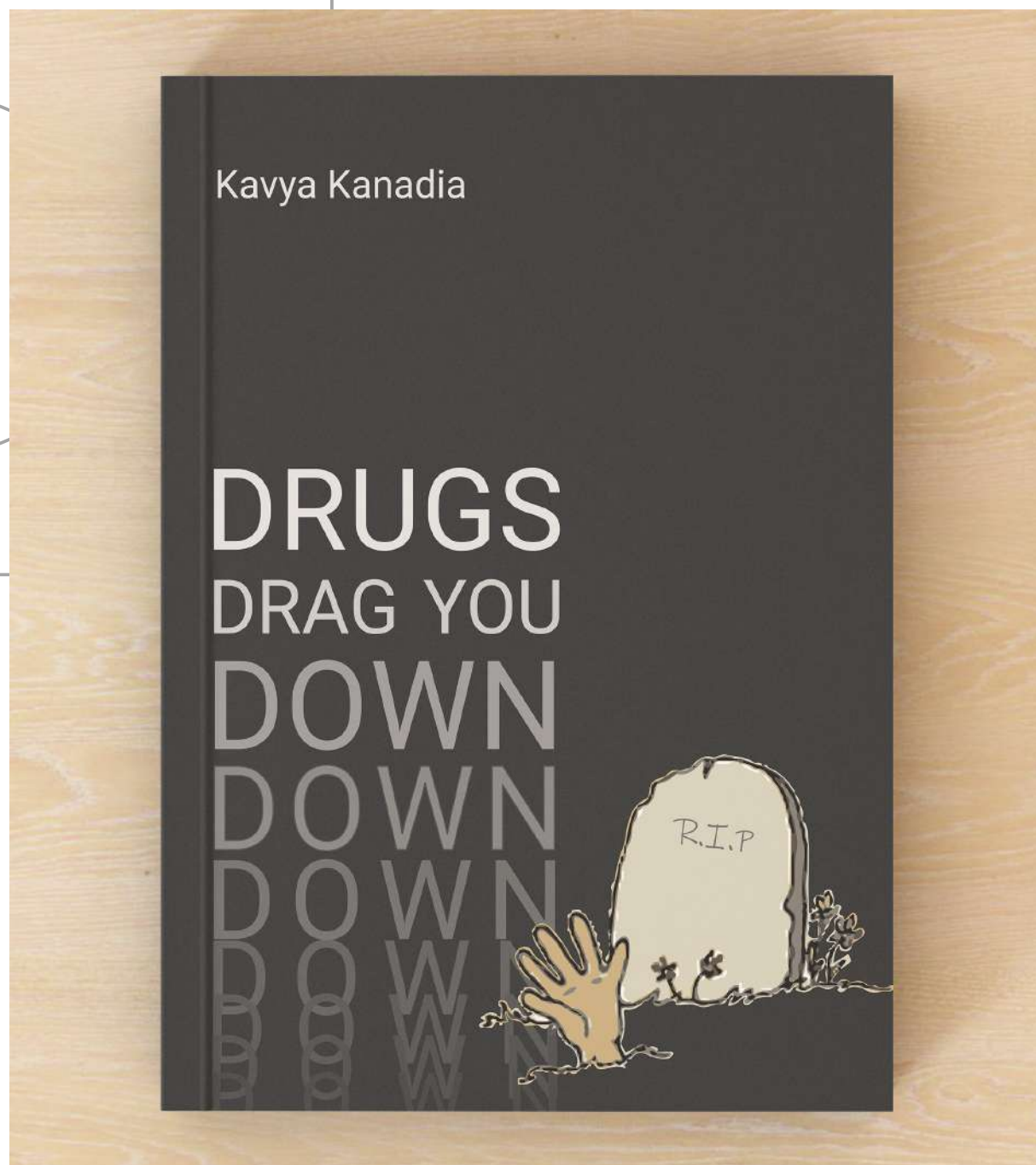
10

ATTRIBUTES

The typeface used for body text and headings is Roboto, and for slogan and page numbers is ITC Cerigo Std. The color palette and the illustration library are also defined.
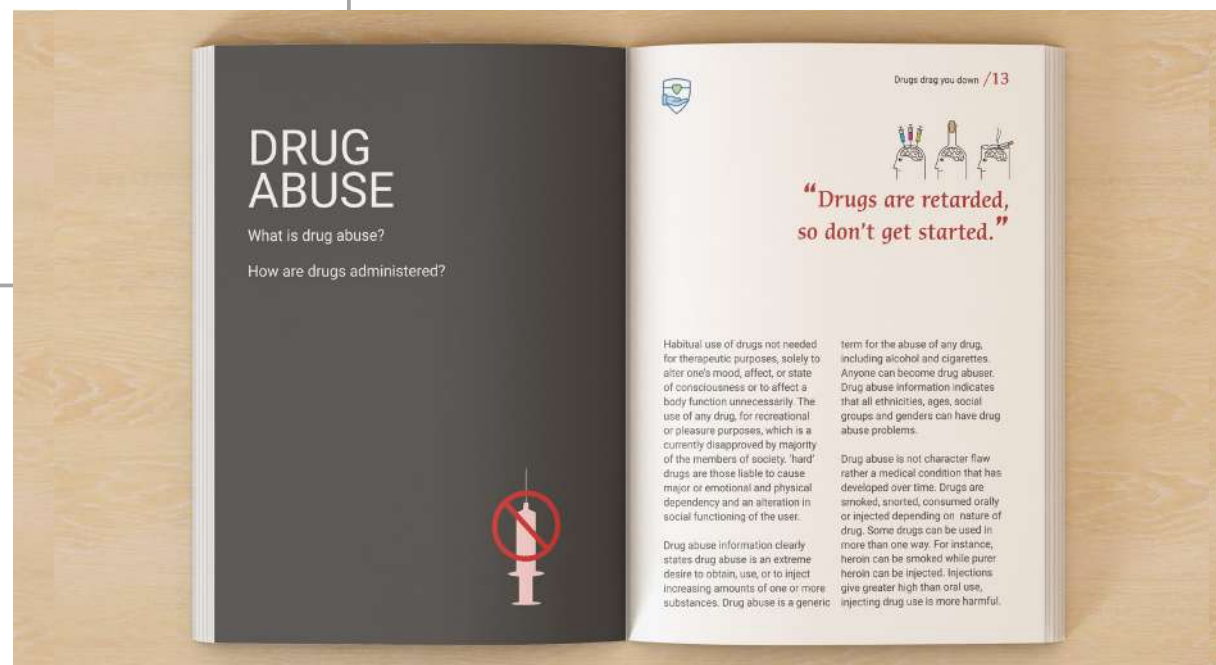

Primary Color Palette

323232   ffffff   c71f1f   9f1f1e

Secondary Color Palette

e7fcb9   fee4a3   fee4a3   efd9fc   84f4f9

Typographic Palette

HEADING - Roboto Regular, 70pt.

SUB-HEADING - Roboto Regular, 22pt.

Body Text - Roboto Regular, 15pt.

Header - Roboto Regular, 13pt.

Slogan - ITC Cerigo Std Medium, 30pt.

Page Number - ITC Cerigo Std Medium, 20pt.

Illustration Library

11

DESIGNED
LAYOUT

12

DESIGNED
LAYOUT
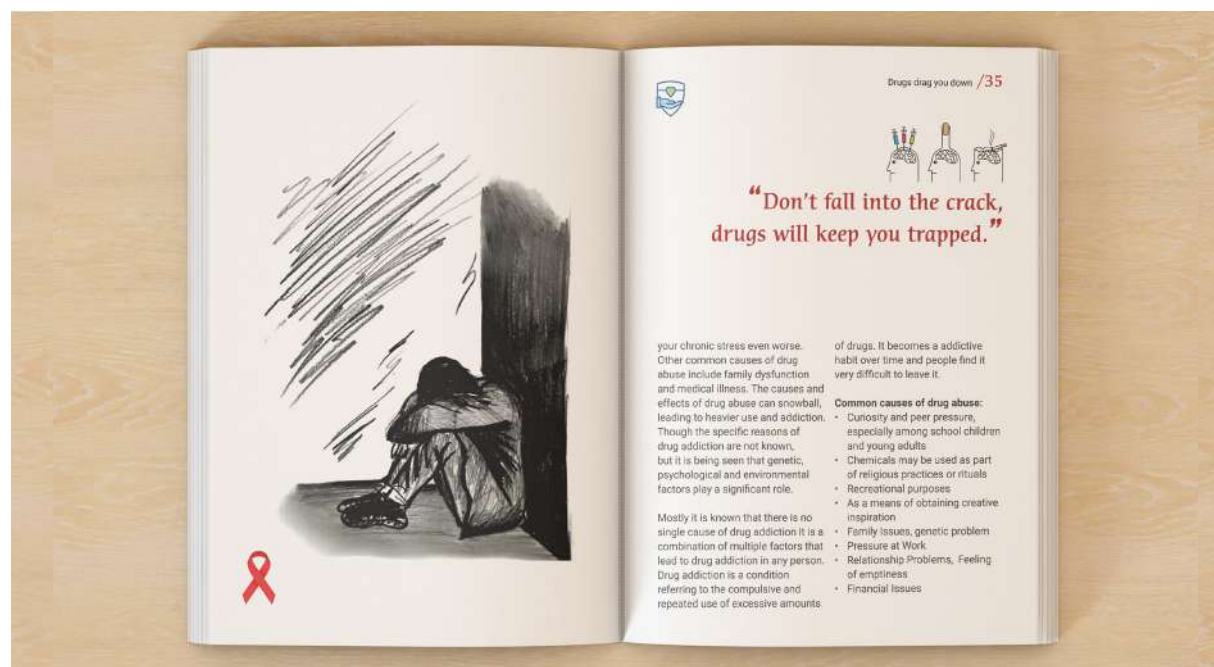
FEBRUARY, 2022

UI/UX - APP DESIGN

14

RECYCLING WASTE

The app is about reusing and recycling everyday garbage. It ensures proper waste disposal and a well-managed waste pickup service. It is a modern day concept of 'Raddiwala', where registered users can make money by delivering their trash on daily basis. Users are expected to weigh and hand over the trash after scheduling a pickup and get paid.

'Think & Throw' is an app that aims to save the environment by segregating and recycling waste so that the world can have a better tomorrow. Let's work together to keep plastic from ending up in landfills and oceans.
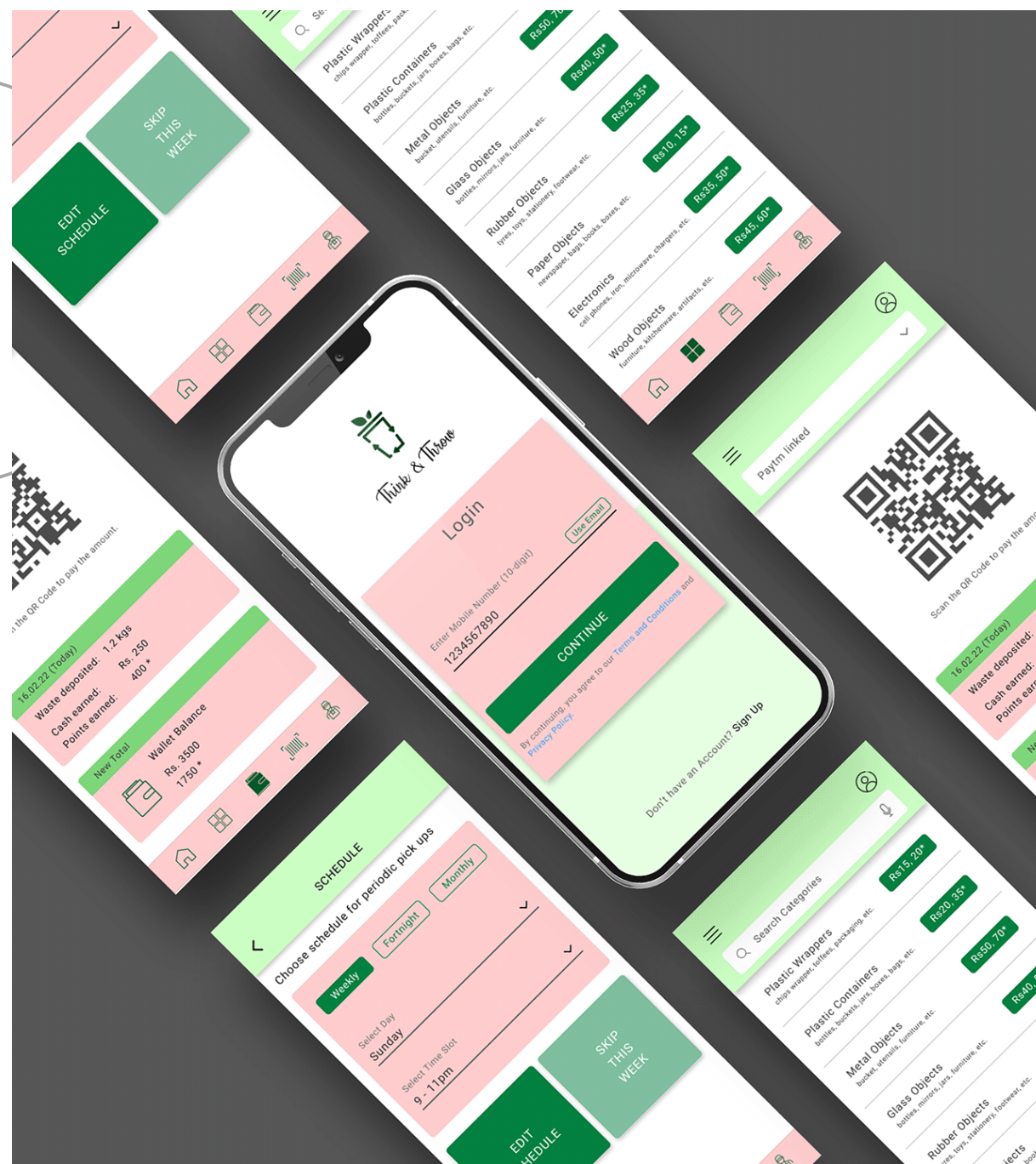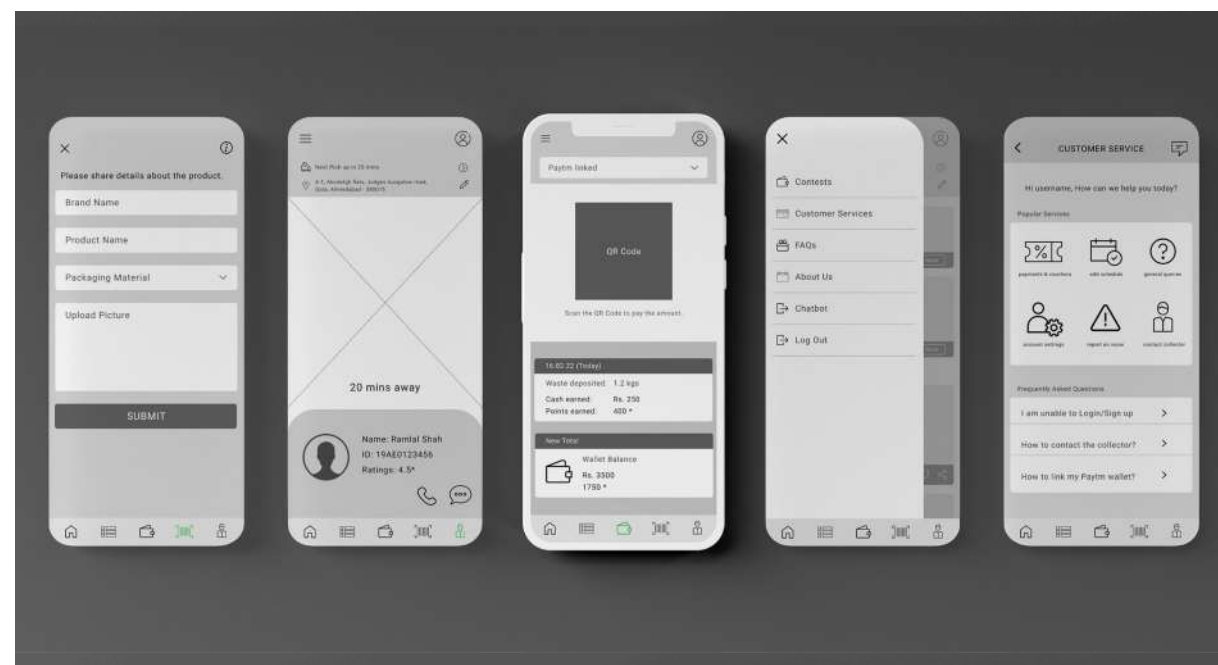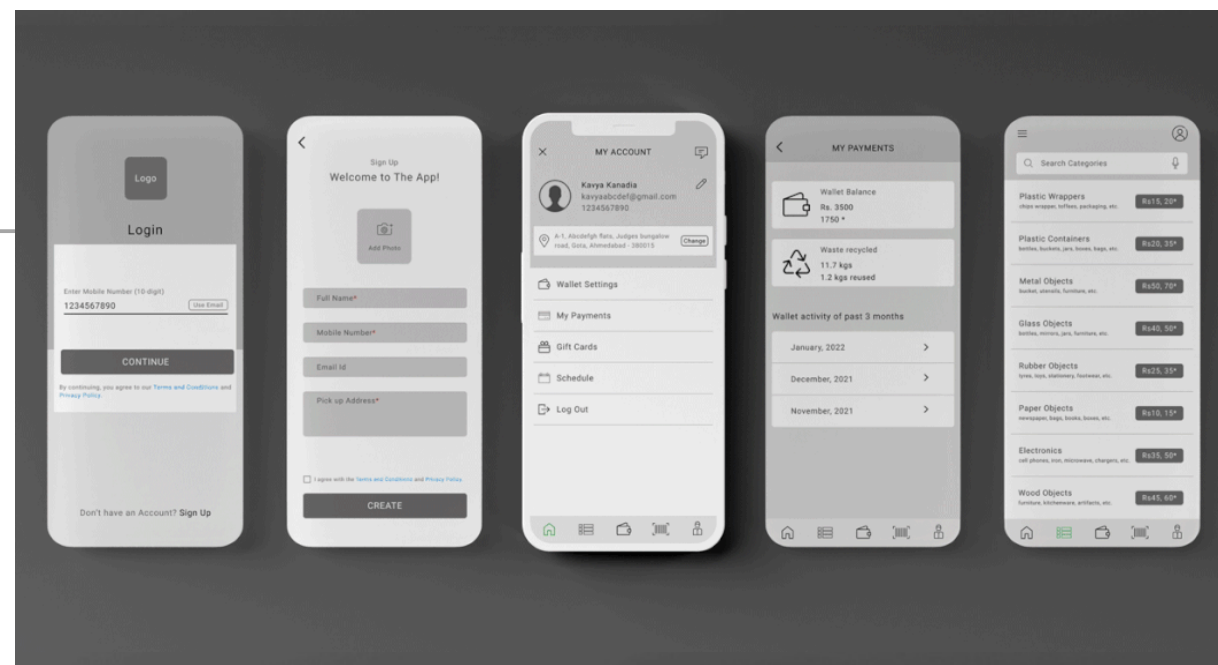
15

WIREFRAMES

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LOGO & ATTRIBUTES

The app is named 'Think & Throw', and the typeface used is Roboto. The icons created are minimal and easy to understand. The colour palette used has a mix of various greens that indicate conserving the environment and contrasting pink.

HEADING 1	25 px	Roboto, Regular
HEADING 2	18 px	Roboto, Regular
BODY TEXT 1	16 px	Roboto, Regular
BODY TEXT 2	14 px	Roboto, Regular
CAPTION 1	12 px	Roboto, Regular
CAPTION 2	10 px	Roboto, Regular
BUTTONS	10 px	Roboto, Regular

FECDCD

CCFFC4

7FBF9F

008040

FFFFFF

000000

4D4D4D

7FD779

Think & Throw
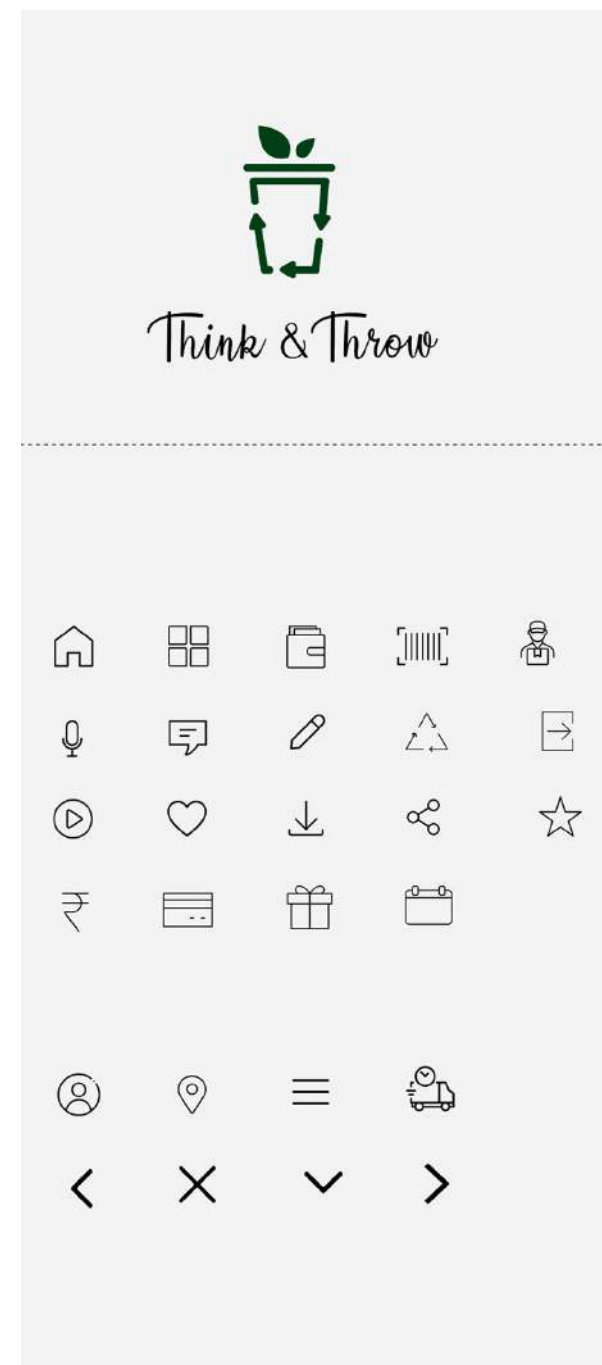
17
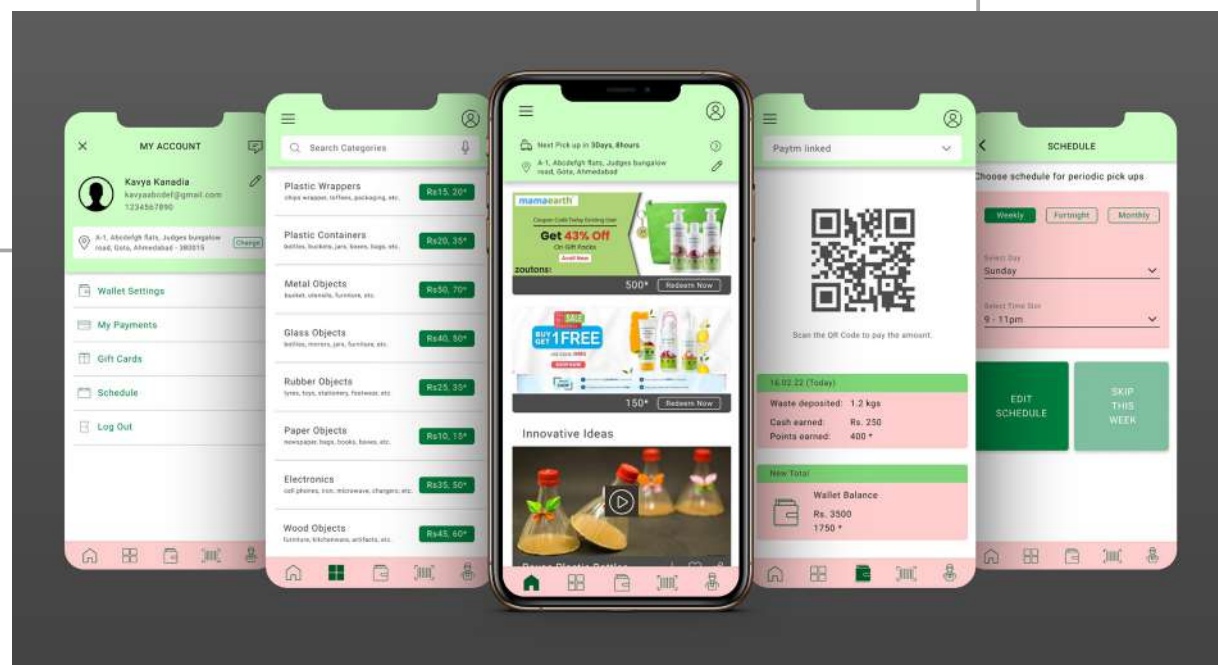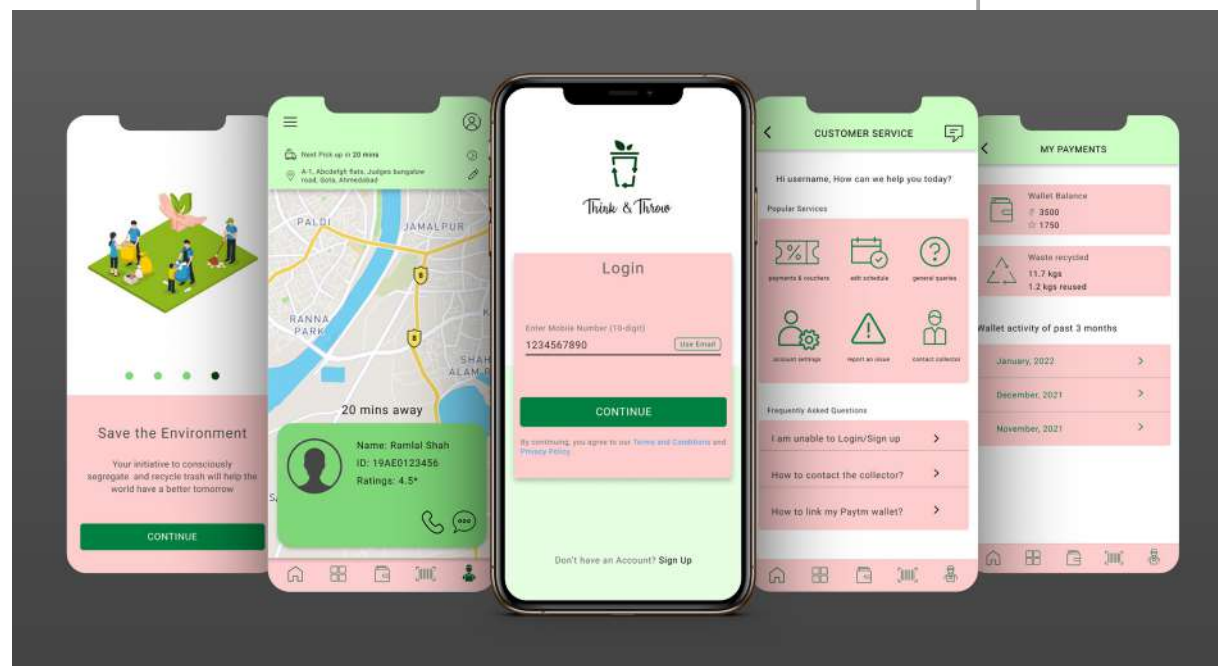
FINAL
SCREENS

APRIL, 2021

IDENTITY
DESIGN
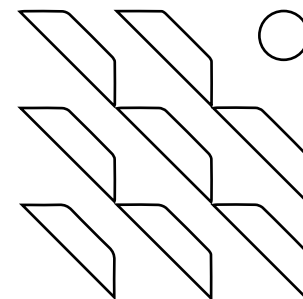
19

DEPARTMENT OF DESIGN

Designing a new identity for the department of design, as the current one lacks a strong, clear and consistent visual language. The department is bold, vibrant, and professional while being eccentric. The personality of the brand is collaborative, avant-garde, joyous, and promising.

The logo symbolizes the collaborative nature by combining several diverse elements. The design also indicates something in flight, rising upwards and onwards, lending a positive tone to the logo and implying development. The circle indicates the institute's distinctiveness, showing that it stands out from others.

#C0281C

#E34F1B

#EA7D00

#F5B601

20

Typeface

TT Norms

#A4191C

ATTRIBUTES

The typeface used for logotype is TT Norms. A warmer color palette is used which represents the vibrancy and boldness of the department.

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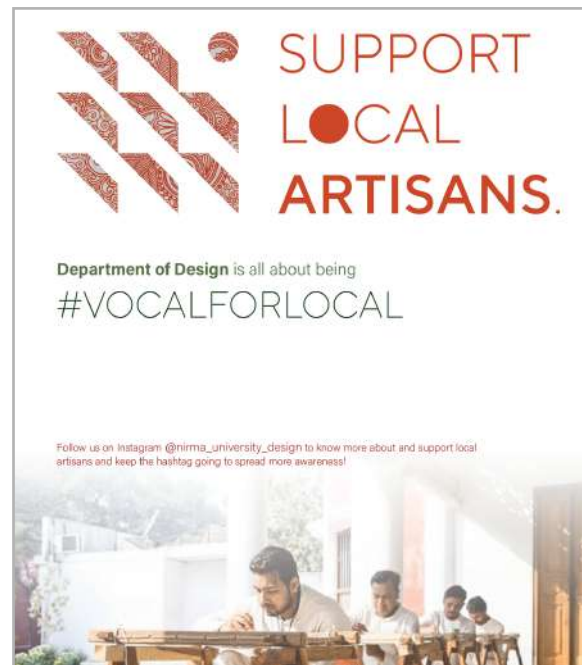# STATIONERY DESIGN

22

COLLATERAL DESIGN

Designing collaterals like notebooks, portfolio kits, pens, bottles, packaging, etc. which can be used by the department to increase its recall value.

23

OPEN HOUSE 2022

Department of Design, Nirma University,
B.des Communication Design B.des Industrial Design

C-BLOCK Auditorium | 10 AM TO 12PM

-Interactive session
-presentation by students

15th
MARCH 2022
THURSDAY

POSTS DESIGN

Designing different social media posts, flyers, brochures, open house posts, and certificates for the department. Posts are also designed with a graphic logo that reflects on brand messaging.

SUPPORT LOCAL ARTISANS.

Department of Design is all about being
#VOCALFORLOCAL

Follow us on Instagram @nirma_university_design to know more about and support local artisans and keep the hashtag going to spread more awareness!

PRIDE MONTH

JUNE 2022

PRIDE NOT PREJUDICE

JULY, 2022

PUBLICATION
DESIGN
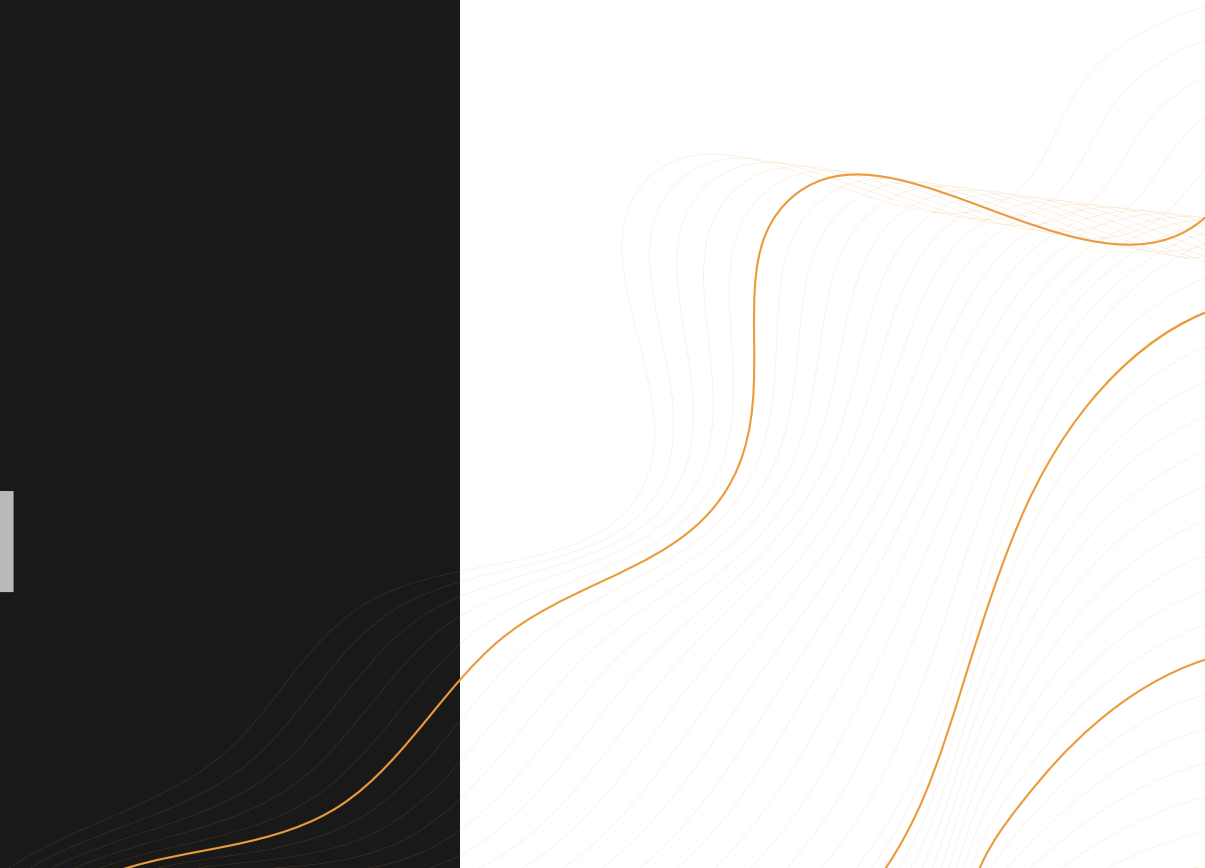
25

CATALOGUE DESIGN

Designing a catalogue for 'Metal Woods', metallic laminates for Heritage Laminate Surfaces. Metallic laminates are premium laminates for high end customers. It is a global brand with a global reputation for the highest quality, reliability, and aesthetic standards.

The theme chosen for the catalogue is 'Reflection'. Various pages were designed showing Reflection of luxury, self, light and luster, comfort, etc. Foiling was also used to add a rich feel to the catalogue.


LUXURY

" Luxury never goes out of fashion. "

What we perceive about ourselves is greatly a reflection of how we will end up living our lives.

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CATALOGUE
DESIGN

Designing pages on outshine and introspection. Using expressive typography with foiling and UV printing to lend texture and emotion to the pages. To add a more luxurious feel, vinyl stickers with information can be glued on chips.
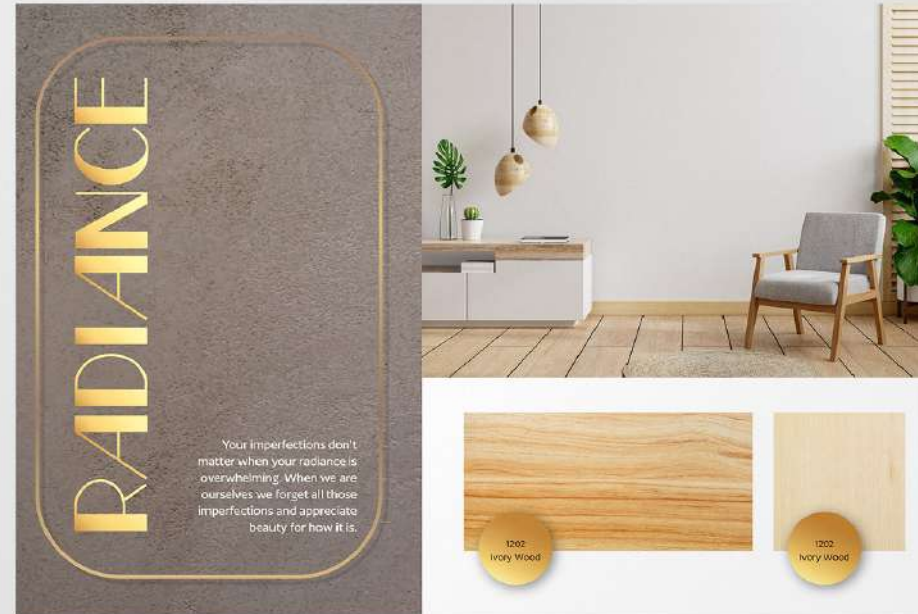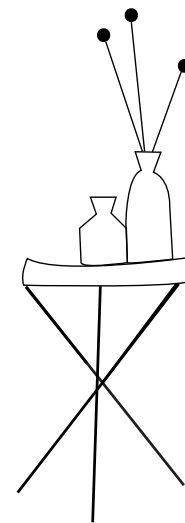
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NOTEPAD DESIGN

Designing the front and back covers for notepad. The design theme was 'complete', and was represented by a circle. The circle symbolises wholeness, fulfilment, and self-sufficiency, imparting a sense of completeness.

OCTOBER, 2020

ILLUSTRATION
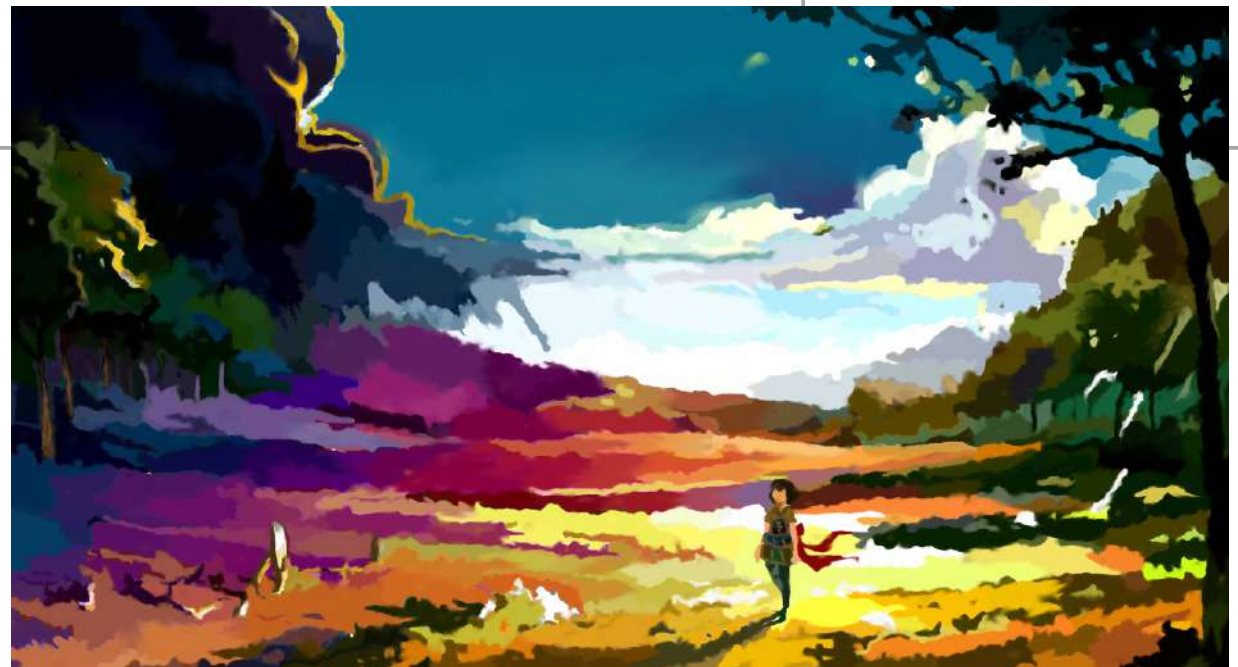# DESIGN

29

ILLUSTRATION DESIGN

Designing the stylized version of the chosen image using Adobe Illustrator. I learned how to graphically depict images and enhance their appeal.

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DIGITAL
PAINTING

Learning about composition and colour sense while creating digital artworks. Exploring and learning graphic softwares such as Adobe Illustrator and Photoshop.

SEPTEMBER, 2021
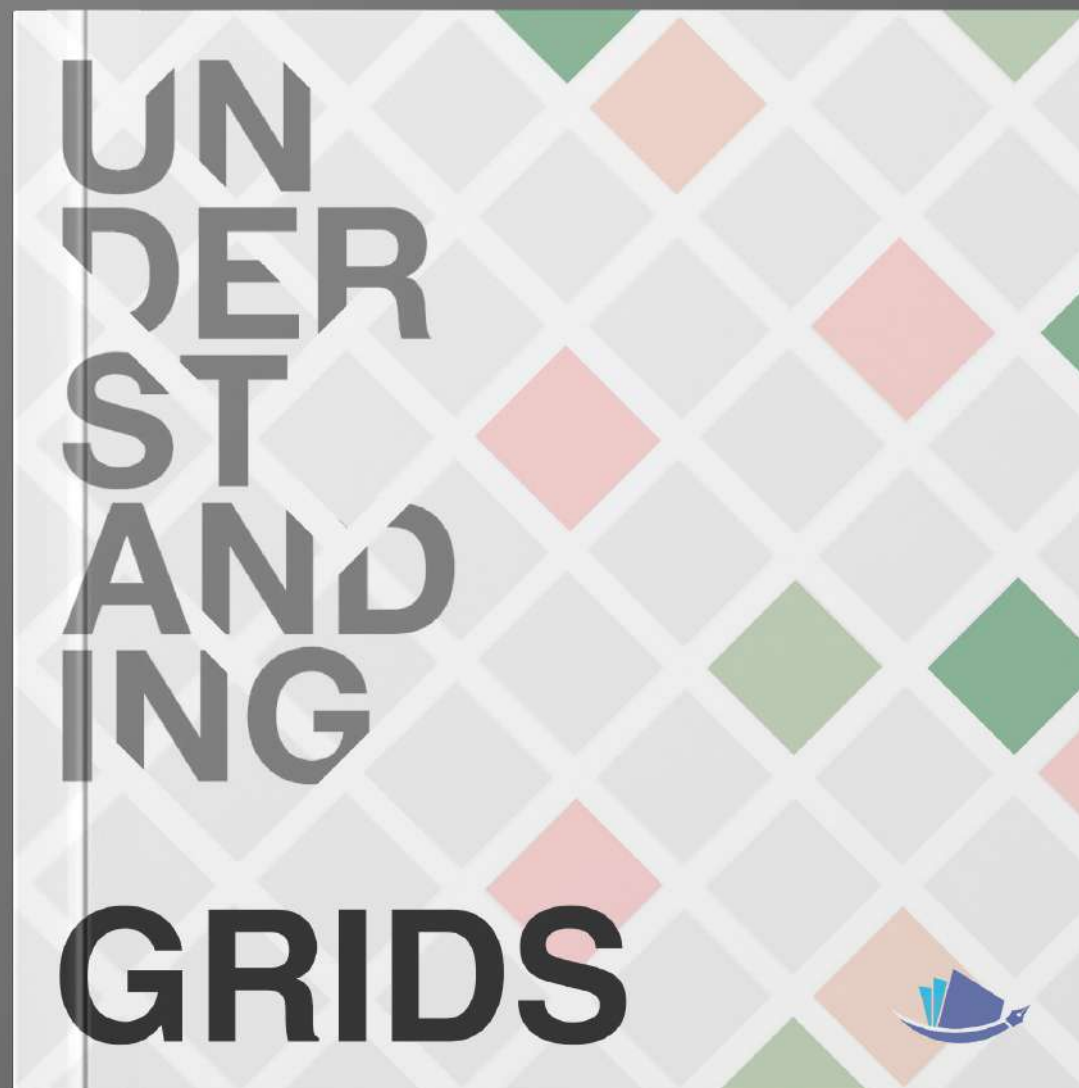
PUBLICATION
DESIGN

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COFFEE TABLE BOOK

Making a coffee table book about the 'importance of grids in designing layouts.' I learned about the various grids that are used in publication design. In addition, I learned to look for grids in everyday life.

UNDERSTANDING GRIDS

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DESIGNED LAYOUT

Clicking pictures showing grids in everyday life. Understanding how grids keep content organised and the layout clean.

Understanding Grids

Grids keep your content organised

One of the chief uses for a grid is to keep your elements aligned and ordered, and your page design clean and neat. By establishing a grid system, you are creating a set structure for yourself to align elements against, and in doing this, you can create for yourself a neat, clean, and organized layout.

Understanding Grids

Say goodbye to cluttered layouts

Grids are best tool for ridding your design of the dreaded cluttered effect, particularly when that's not the effect you were going for. They do this by the use of margins. Margins are, by very basic definitions, the space around your design.

THANK
YOU

LET'S CONNECT

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✉ kavyakanadia@gmail.com

Bē Kavya Kanadia

in Kavya Kanadia