Introduction

This book is a collection of my personal and academic projects, in the field of typography, publication, branding, and user expression.

As a communication designer, I have explored and worked in different facets of design.



Content

Typography

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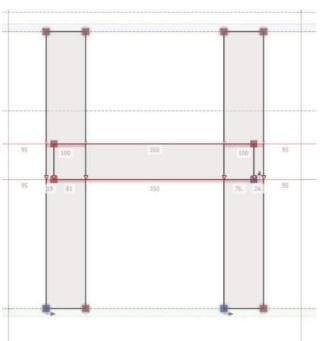
Typography

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Sans-serif font **Cactus**



Cactus is a Sans-serif Latin typeface that looks geometrical structured and has unique alternative alyphs.



It is inspired by a grotesque type with medium weight and low contrast.
The visual centre is lower and the curvilinear forms are enclosed.

HAHHOAO **HBHHOBO HCHHOCO** HDHHODO HXHHOXO HYHHOYO HZHHOZO

Sans-serif font. Cactus 3

THE QUICKY BRIGHT BROWN FOX JUMP OVER THE KIND LAZY DOG. MY GOD

Cactus with its alternative glyphs for a fun look, add a new dimension to the typeface Alternative glyphs are extended and with few extra elements.

4 Sans-serif font, Cactus

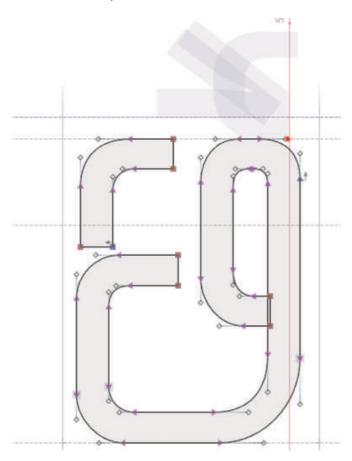


CACTUS FONT

Gujarati typeface **Ananya**



Ananya is a Gujarati typeface, designed to go along with the Nike-Play New campaign that has Migra with Italics as a font which was created by Valerio Monopoli.



અન્યા

ર્ય ક્ત દ્ધ સ્ટ

As the name suggests, Ananya is a unique display type that has a broad spectrum of characters.

It is geometric in form, with low contrast and few elements to give it a stencil look.

It has characteristics like medium weight and condensed body. It consists of pipeline folds, curved edges, and sharp cuts.

8 બ ગ ઘ ડ ચ છ જ ઝ ઞ ટ ઠ ડ ઢ ણ ત થ દ ઘ ન ૫ ક્ર બ ભ મ ચ ૨ લ વ શ ષ સ હ ળ દ્વ ત

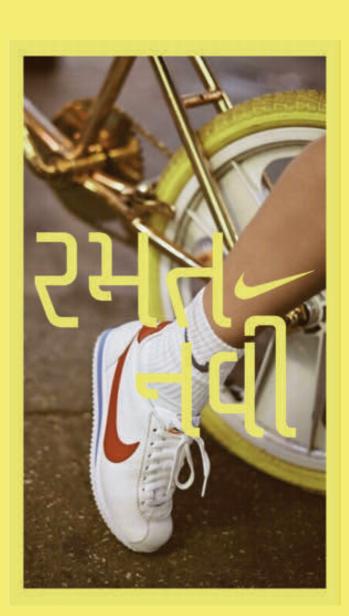
The type consists of Gujarati Vyanjan (consonant), their Swar (vowels), Matras as well a Few Jod Akshar (joint letters).



All the Vyanjan are individually aligned and placed with their respectful *Matra*.

રમતનો અર્થ આનંદ છે. તે ક્રક્ત શુધ્ધ આનંદ અને મુક્ત થવા માટે સજ્ઞમ હોવાનું દર્શાવે છે.

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About the uses

The typeface can be used separately or with the Migra font.

Increase or decrease the width to add an extra element to the type. Add an extra element to matra.







આરંભ

PLAY NEW PLAY NEW

અગાત ગમત માટે 🛩 વિષ્ઠમાની રમત

PLAY NEW PLAY NEW

PLAY NEW PLAY NEW

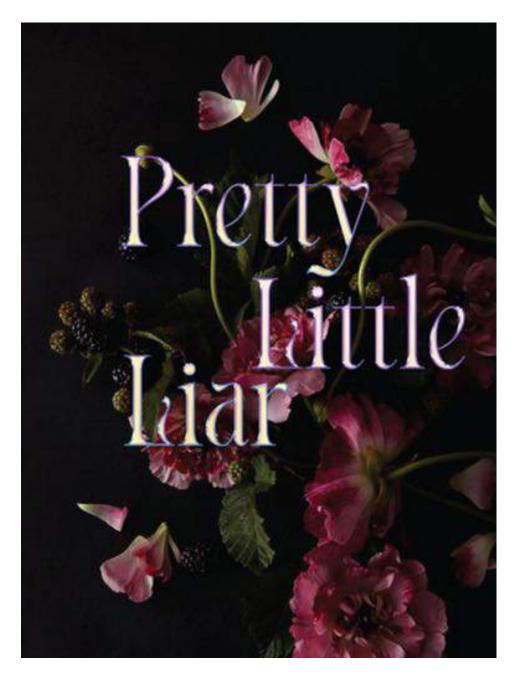




Expressive typography



Rebel



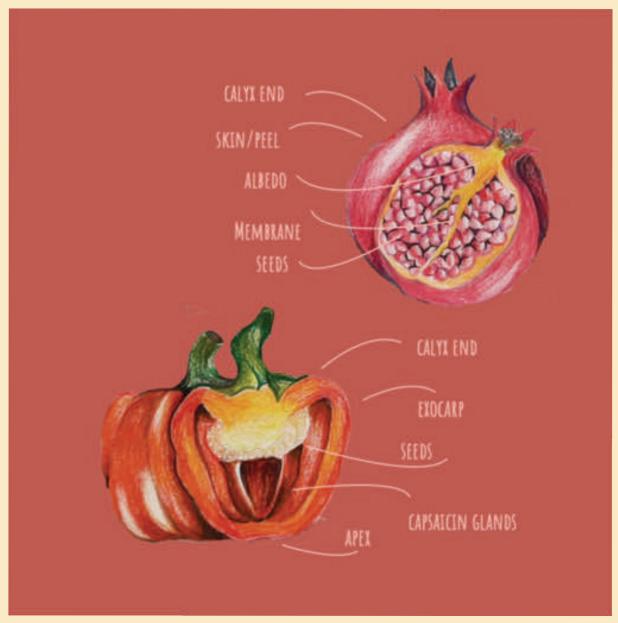
Expressive Typography 15

Publication

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Book **Fruits and vegetables**







Punica Granatum

Pomegranate helps in improving gut health, digestion, and keep away bowel diseases. Drinking pomegranate juice daily performed better on memory tests. They should be kept in a cool, dry, well-ventilated place, out of direct sunlight.

RED BELL PEPPER =

Capsicum Annuum Group

They're low in calories and are loaded with good nutrition. Red peppers is pack the most nutrition, because they've been on the vine longest.

Packed with vitamin A which means good vision, immune function, communication between cells, cell growth.

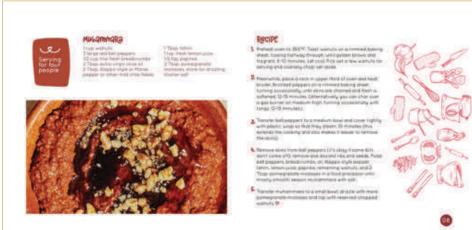
To keep your Bell Peppers tasting great longer, store them in your refrigerator crisper drawer. In the fridge, raw Bell Peppers will last between 1 and 2 weeks. Cooked Bell Peppers will typically last 3-5 days.



Publication page-2

Book: Fruits and vegetables





The book is to introduce children to fruits and vegetables and why they should eat them.

Educate them about plants and how to grow them. Also, a fun recipe to make them enjoy the variety of flavours and textures that nature has to give.



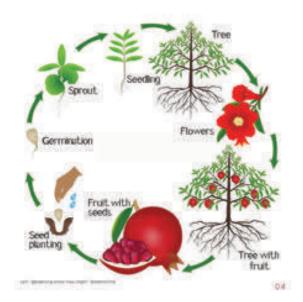
NOW TO CHOW A POMEGRANATE

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an one quorier of the filter. Carefully forethe filter into quarters and stope if with a septimize priority bega-Down in a worm aloue and sheat file. hing every few doys for germination.

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ઇડમ કેવી રીતે ઉગાડવું

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होती इतिहार करित करें अपने परित्य कुर्व पार्टी करतें तथा। इतिहार परित्य करित करित करित करित करित करित व्यक्ति

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nguranjuni sylt sid sid segap sid ta ilip. Bild dis desk

રાઇનના પ્રાપ્ત અનુર્વિ લાક પાર્ટી, હવે છોર પાલવાના સમાના ઇન્ડિડર્સ, ઇટલનું નવું ધૂરૂલ એકાર્ય નુકાર પાલના ફાર પરાન્તી, _{કર્મ}



Cover design The jungle book





This book cover is created keeping in the mind the visually impaired kids as the first chapter of the jungle book is about Mowgli getting adapted and included in family activities, he was different then others his needs were different still he felt like it was his part of the pack.

The book cover gives a sense of inclusivity by the fact that the book can be shared between visually impaired and paired children.



The cover has a high contrast illustration on a large scale which helps the children to see it.

In the stories, many creators accompanied Mowgli in his adventure and these footsteps define their longevity.



All the footsteps are embossed so they can feel them.

It has a braille title as well to read it.

Layout Chocolate chip cookie recipe



CHOCOLATE

CHIP COOKIE RECIPE

petition 4 coast substitution and 4 coast split street

that makes these cookies so size used Tillamook asted obsolizely amorbig! Please, I butter with equally excellent beg you do NO? over bake!

When you remove the cookine. Gutter I use Kissaurd Brand. Lineated outer would also be from the over they will still. Saled Buller from Costoo to great 7 just recommend suching look dought. This is the secret. make these coskies. I have the dought to ensure that it's salted to your living, satiness start with 1/2 top salt and adjust to your tastes. I always make it with sated botter and it tip see set

Recursive consiste

CHOCOLATE CHIP COOKIE RECIPE based on the recipe making 36 cookies - 2 TBS-of dough a

INSTRUCTIONS

- Prohest over to 375 degrees F. Line is baking pan with parchment paper and set takes.
- In a separate bow mis 3 caps all purpose four. I tap backing sods, It so see selt and It so backing powder. Secaside.
- . Cream rogether 1 cup safed batter and 1 cup light brown sugar until combined.
- Beat in 2 targe eggs and 2 tro pure varille extract until Bully.
- · Mix in the dry ingradients until combined
- . Add 12 oz package of chacolate chips and this well . Rull 2:3 TBS (depending on how large your like your cookies) of dough at a time into tasks and place them eventy spaced on your prepared cookie sheets, fathernately use a small cookie scoop to make your cookies).
- Bake in preheated oven for approximately 8-10 minutes. Take there out when they are just basely starting to turn
- . Let them sit on the baking pan for 2 minutes before

CHOCOLATE CHIP COOKIE

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 In a segment of south will be proposed to the proposed of the propose

RECIPE

Tips.

When you remove the pockets from the oven they unit still took doughly. This is the secret that makes these occasions on absolutely amazing! Phiase. I beg you. do NOT over travel

Satirway statt with 12 hp.

Butter, I use Kirkland Brand Salted Butter from Costoo to make these cookes. I have and used Tillamook sated butter with equally excellent results. Unsated trutter would also be great it just recommend testing the dough to ensure that it's safed to your every.

salt and adjust to your bases.
I always make it with salted got this recipe making 36 cookes baster and 1 tay per salt.

TBS of drough a piece. pri this recipie making 36 cookes. TBS of shough a piece.

Instructions
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Commission of the commission will be 1 top signs there in your youth of commission of the provided Services.

Commission of the commission.

Blass to 2 ways eggs and 2 top provide varies enforce unit 8 why.

starting to turn blown. Lat their sid of the baking paints? I minutes before removing to cooling rack.

CHOCOLATE CHIP COOKIE RECIPE







CHOCOLATE CHIP COOKIE RECIPE

CHOCOLATE CHIP COOKIE

When you remove the occaving from the country first over they will still lend shoughly. This is the except that makes these cookes to attorizely amoning/ Please I peg-you do MOT over bake?

Software seat with 12 kgs self and adjust to your seams 7 afector make 7 with selfed buller and 3 bgh are self.

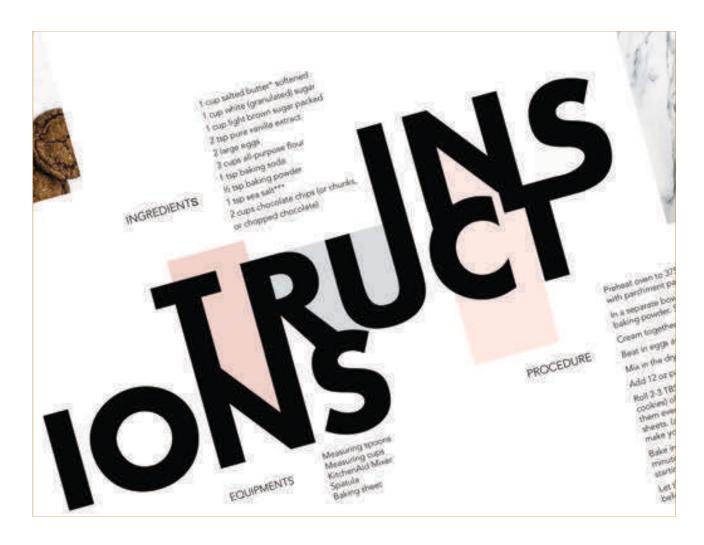
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Recipie information carcur based on the recipie making 36 occisies 2 785 of dough a preci-

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RECIPE





Exterior Print



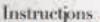
Interior Print

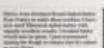












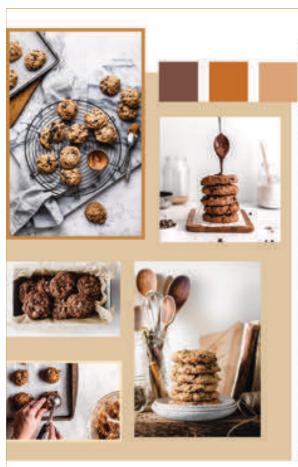
Ingredients & Substitutions



Why didn't my cookies flatten?









Exterior Print



Interior Print



Rebranding

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Branding and communication Kamdhenu











Kamdhenu has a unique product line that is made of solar dehydration edibles.

The target audiences are the mothers who are buying it for their picky little eaters.

The tone of voice is healthy and fun with the personality of nurturing and caring.



The Customer acknowledges and confirms that the Customer does not have any objection



Open for services signs grabs the consumer's eyes even before they enter the shop. It has high visibility.

The standees inside the stores resonate with the fun and cheerful visual to attract consumer towards it.

As Kandhenu sell solar dehydrated fruits and vegetables, the standees talk about their USP.

CLOSE



Colour stickers of fruits and vegetables inside the packet for kids to use them.

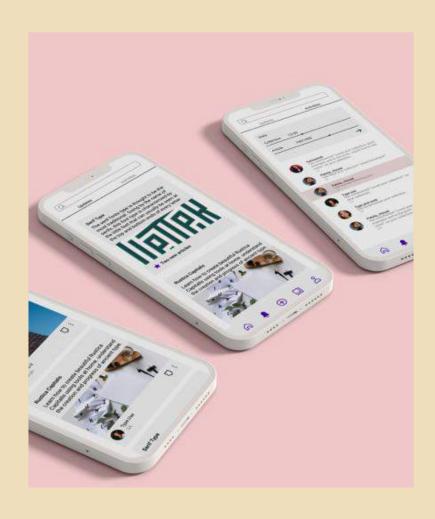


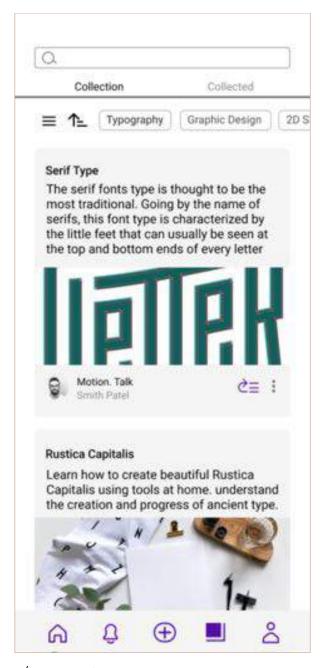
The initial posts are about the introduction of the brand, then about their USP, and after that their motto. Few posts consist of alterations and proverbs to grab the eye, also giving health benefits of the fruits and vegetables. Then USP of solar dehydrated edibles.

These are the first nine Instagram post, which follows the mosaic, making it fun and playful.

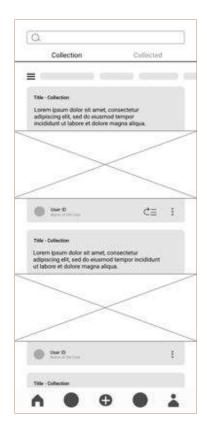


UI/UX: App Design Pocket





Pocket, previously known as Read-It Later, is a social bookmarking service for storing, sharing, and discovering web bookmarks. Released in 2007, the service was originally only for desktop and laptop computers, and is now available for macOS, Windows, iOS, Android, Windows Phone, BlackBerry, Kobo eReaders, and web browsers.



UI/UX: App design 39



Student

Demographic

Name: Kunsi Deasi Age: 15

Location: Ahmedabad India Cocupation Student

Personality

Kunst likes to learn online, he doesn't go to tution. He uses internet to get solutions for his

He likes to use different methods to come to the solution. He is curious and visual learner.

Goal

To put all the resources under-one roof, to lmit the distraction.

Pain Points

He takes a lot screenshots of solution; and keeping track of all of them is difficult.

He easily gets distracted, while searching for the solution as well as studying.

He has difficulty searching specific type of content. Which leads to no him getting specific solution.

Net Surfing

Kursal Skes to browse between many tabssimultaneously.

His uses internet to educate himself and tolearn new things.

He loves to read interesting articles about science and gurky facts

Brands.

Youtube NCERT-CBSE solution Google

Content

Heading

Roboto | Semi bold | 20 pt

Sub-Heading

Roboto | Regular | 18 pt Roboto | Regular | 15 pt

Body Text

Roboto | Regular | 14 pt Roboto | Regular | 13 pt

Caption

Roboto | Regular | 12 pt

Icon









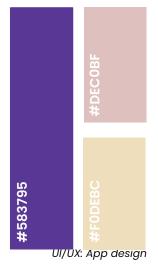












40



Locating interthy your word in the determining ways that the bettyn; can interact with one another. Our's worry obout refreely your about his or much in the phase, Again, the point of the within sheeth is no find interacting ways that the letters can immerse; if you look at my septime, you will cold in I would converted with letter specing. To learl, write out, your word and other superinsecting with privated amongeneests. Some letter





How to create a modular same welf type look-up using grid.

1. Initial plantsh - Define house letter helationships

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I. Refer Digitally

First thing I do in theoretical when working in this style is. I go up to the times mens at the top of the screen and series. Take to during its dust. Having this checked will ensure that our fires some purificity into place on the grat. This is a convenient setting for working to this style where we want perfect specing.







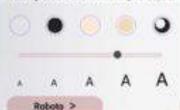
How to create a modular name serif tigge look-up using grid.

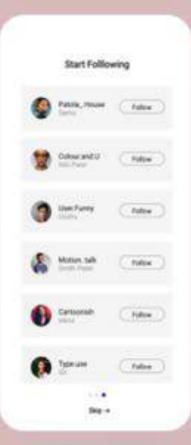
1. Initial shotch - Define basis: letter retetamenton

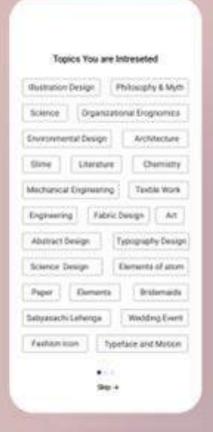
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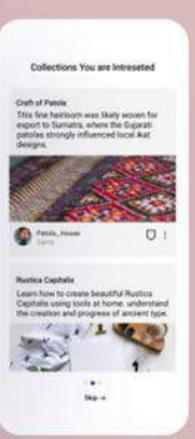
2. Native Digitally

Picot tring I do in Photostor when working in this style is.











Turning a bookmarking app into a social and resourceful app.

As the internet is filled with resources but the finding is hard and one can easily go under the wormhole of endless surfing. What if one has already combined it for you, that is what pocket app will be all the collected resources in one tap. Users can bookmark articles and collections, as well as create collections for others.



UI/UX: App design 43

Connect

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