

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.



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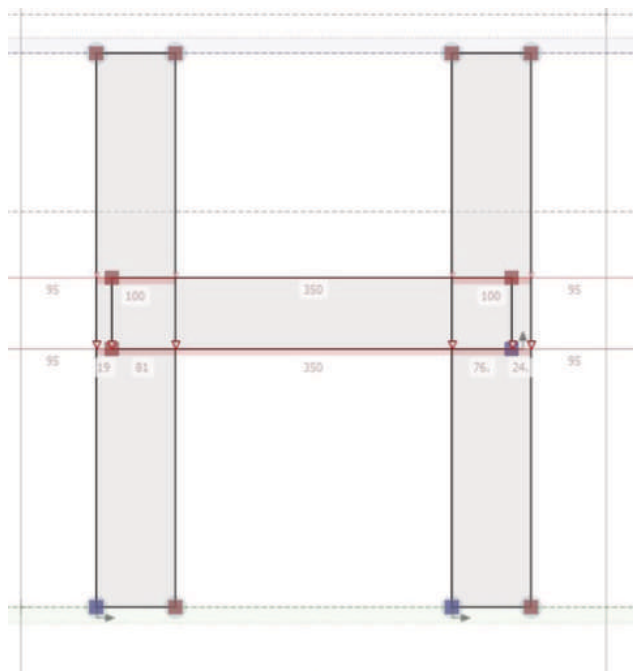
Typography

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Sans-serif font
Cactus



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



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
HDDHHODO
HXHHOXO
HYHHOYO
HZHHOZO

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.

CACTUS
FONT



UN
TOUCH
ABLE

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.

અનન્યા

યં ક્ષ
દ્ધ સ્

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.

ક ખ ગ ઘ ઙ ચ છ જ ઝ મ
 ટ ઠ ડ ઢ ણ ત થ દ ધ ન
 પ ફ બ ભ મ ચ ર લ વ
 શ ષ સ હ ળ ક્ષ ર

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

પ પી પિ પૂ
 પૂ પે પૈ
 પૌ પૌ પં પૌ

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

રમતનો અર્થ આનંદ છે.
તે કક્ત સુધ્ધ આનંદ અને મુક્ત થવા
માટે સક્તમ હોવાનું દર્શાવે છે.



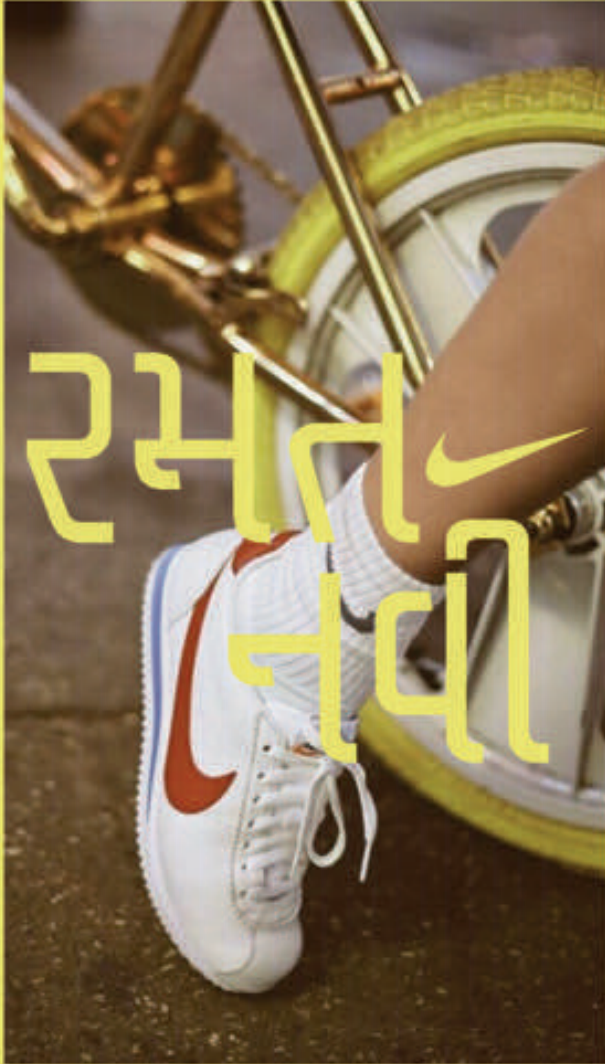
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માટે સક્તમ હોવાનું દર્શાવે છે.



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.





PLAY NEW
PLAY NEW

અગાત ગમત
માટે
વજિમાની રમત

PLAY NEW
PLAY NEW

PLAY NEW
PLAY NEW



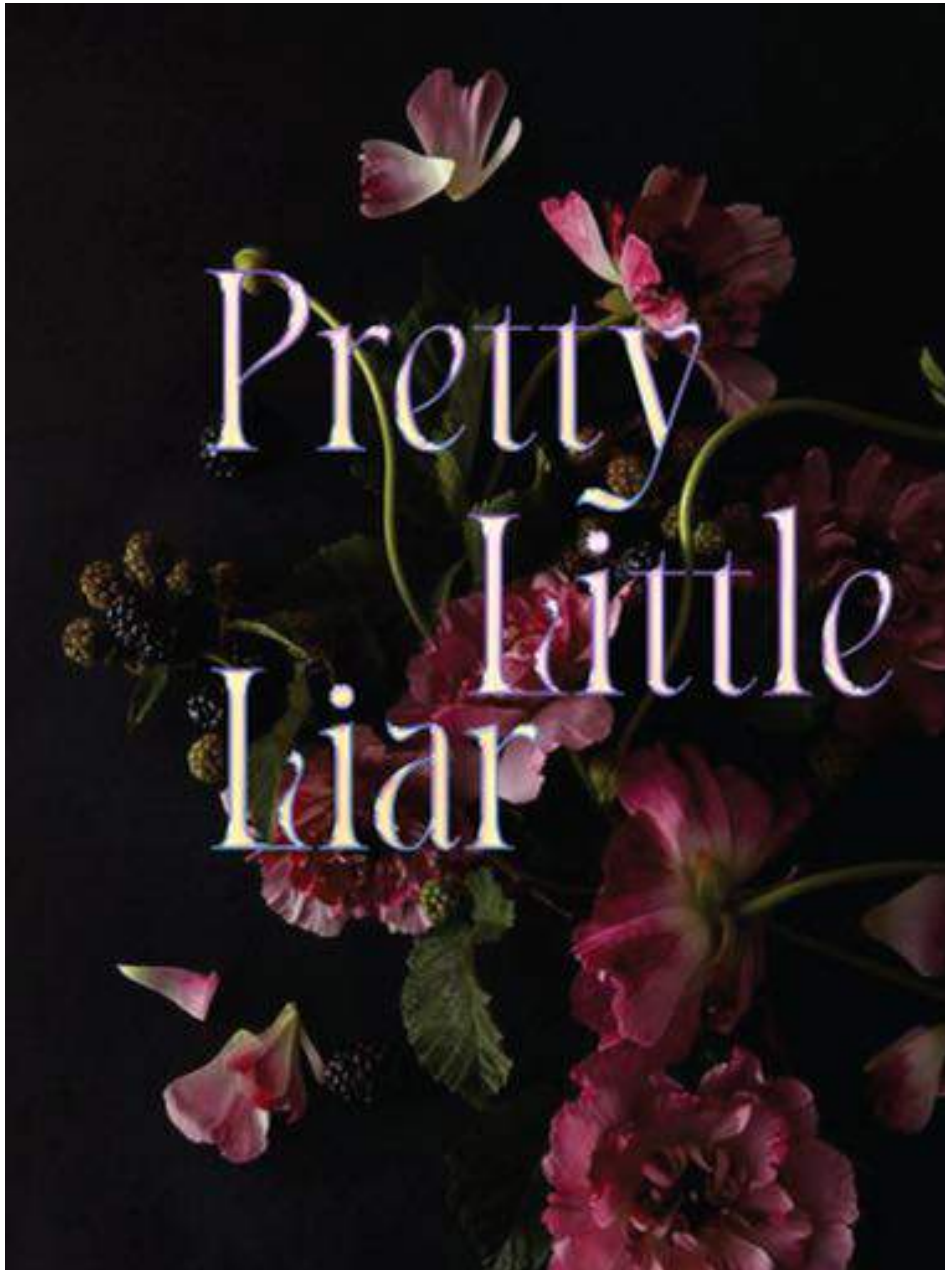
Gujarati typeface: Ananya



Expressive typography



Rebel



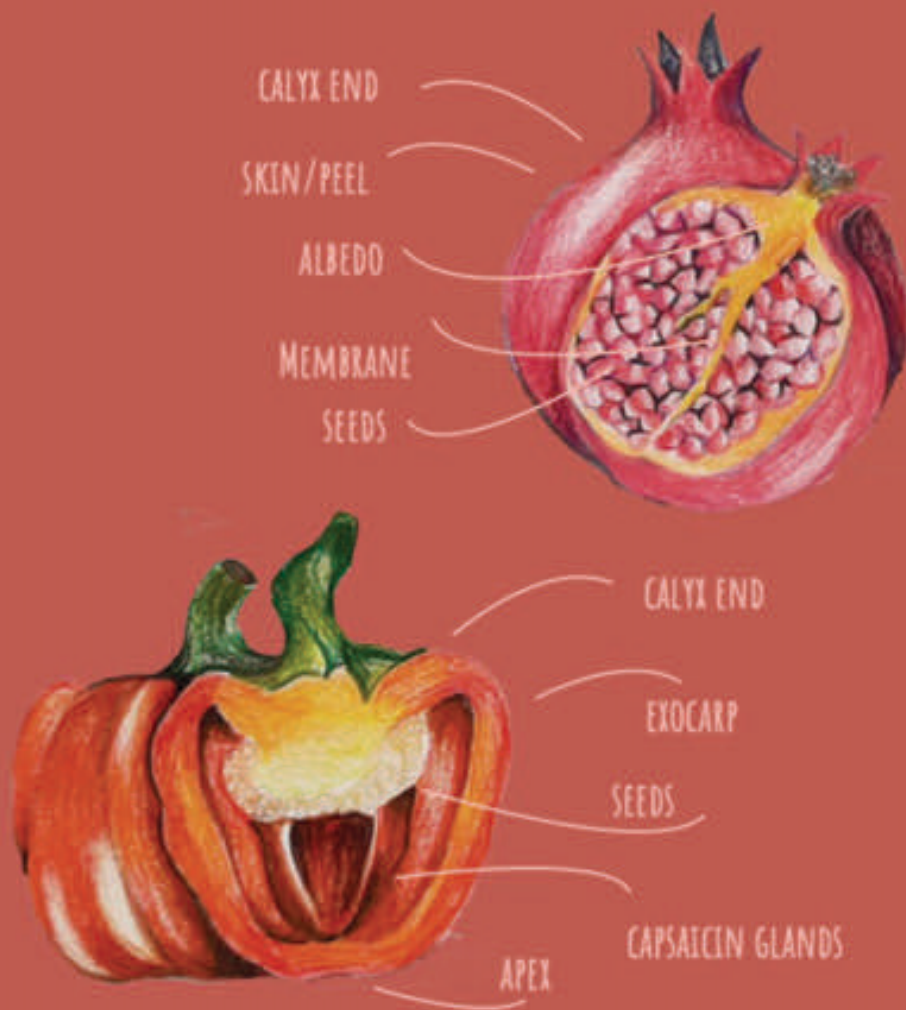
Publication

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Book

Fruits and vegetables





POMEGRANATE

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

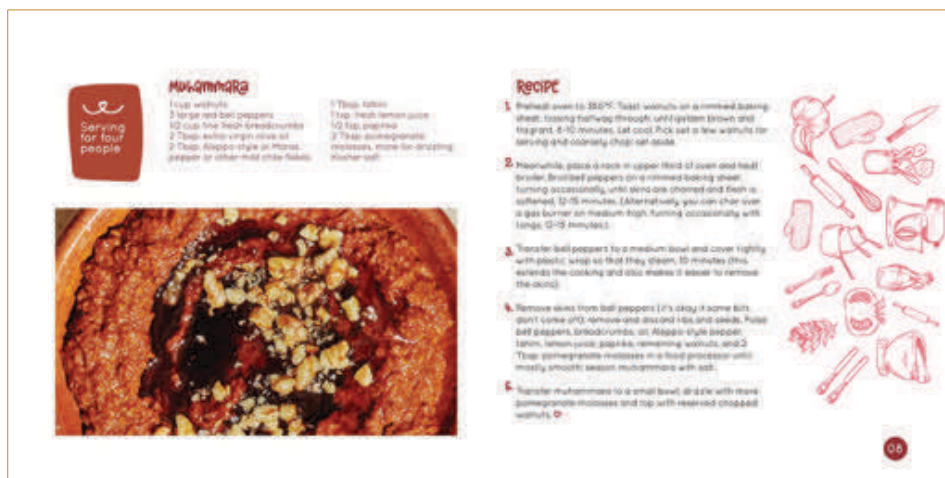
Capsicum Annuum Group

They're low in calories and are loaded with good nutrition.

Red peppers 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.



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.

Cover design

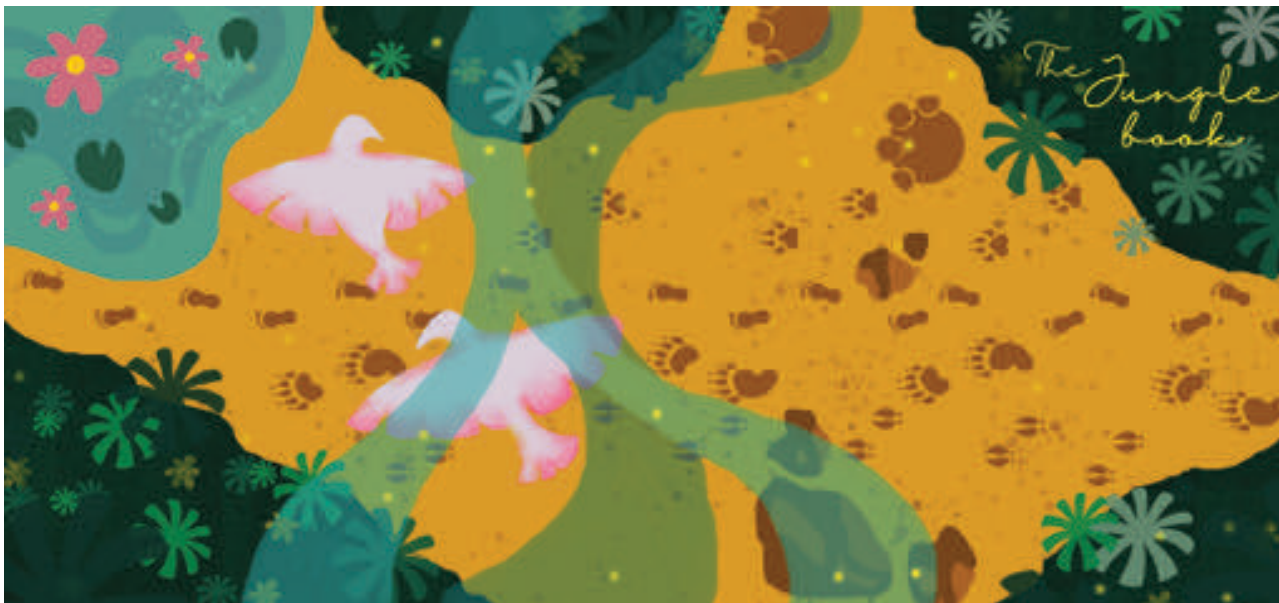
The jungle book





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

Instructions

Preheat oven to 375 degrees F. Line a baking pan with parchment paper and set aside.
In a separate bowl mix 3 cups all-purpose flour, 1 tsp baking soda, 1 tsp sea salt and 1 1/2 tsp baking powder. Set aside.

Cream together 1 cup salted butter and 1 cup light brown sugar until combined. Add 2 large eggs and 2 tsp pure vanilla extract until fluffy.

Mix in the dry ingredients until combined. Add 12 oz package of chocolate chips and mix well. Roll 2-3 TBS (depending on how large you like your cookies) of dough at a time into balls and place them evenly spaced on your prepared cookie sheets. Flatten slightly with a small cookie scoop or thumb. Bake in preheated oven for approximately 8-10 minutes. Take them out when they are just barely starting to turn brown.

Let them sit on the baking pan for 2 minutes before removing to cooling rack.

Tips

When you remove the cookies from the oven they will still look doughy. This is the secret that makes these cookies so absolutely amazing! Please, I beg you, do NOT over bake!

Saltiness

Start with 1/2 tsp salt and adjust to your tastes. I always make it with salted butter and 1 1/2 tsp sea salt.

Recipe Information

calculated based on this recipe making 36 cookies - 2 TBS of dough a piece

Butter: I use Kirkland Brand Salted Butter from Costco to make these cookies. I have also used Tillamook salted butter with equally excellent results. Unsalted butter would also be great. I just recommend tasting the dough to ensure that it's salted to your liking.

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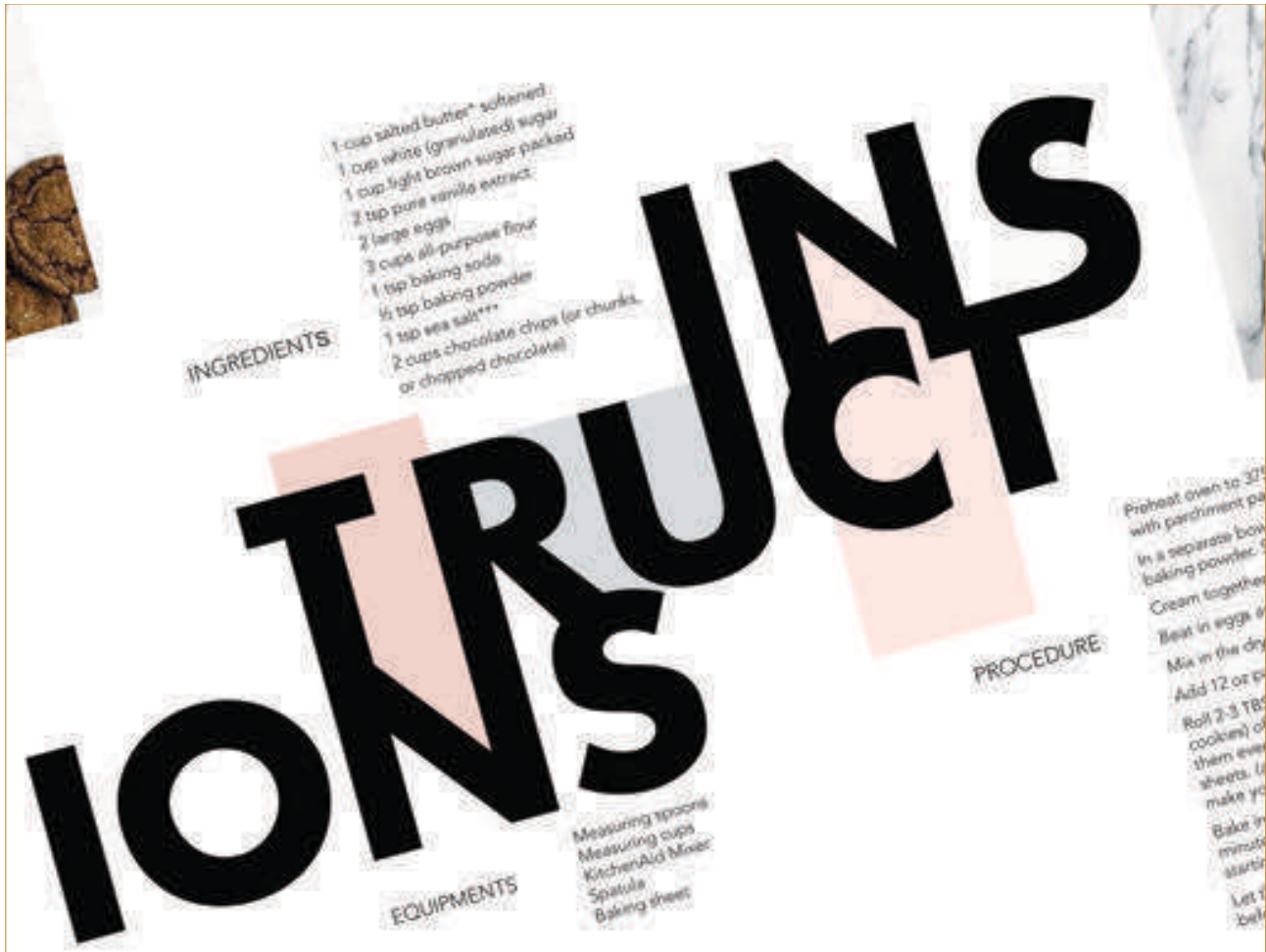
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Layout: Chocolate chip cookie recipe



Exterior Print



Interior Print









Exterior Print



Interior Print



Layout: Chocolate chip cookie recipe

Rebranding

Branding and communication: Kamdhenu	33
UI/UX: Pocket app	38

Branding and communication Kamdhenu



Kamdhenu

Kamdhenu

Kamdhenu
In harmony with nature!

Kamdhenu
In harmony with nature!

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.

Kamdhenu

RECEIPT

Date: 02/01/2022 16:42

Items	Qty	Price
Pineapple Slices	1	150
Mango Slices	2	200
Banana Slices	1	125
Papaya Slices	1	125
Tax	8%	75
Total		675
Cash		700
Change		25

Thank you for shopping
kamdhenu

Kamdhenu
In harmony with nature!

BILL TO:
Bhavesh Patel
Srivastava road, Ahmedabad
9825192139

Date: 12/01/2022

No.	SERVICE	PRICE	QTY.	TOTAL
01	Pineapple Slices	150	30	4500
02	Mango Slices	200	50	10000
03	Banana Slices	125	20	2,500
04	Papaya Slices	125	20	2,500

PAYMENT INFO:
Account: 1234 1325 4879
A / C Name :
Bank Details:

SUBTOTAL	Rs. 19,500
TAX 10 %	Rs. 500
TOTAL	Rs. 20,000

AUTHORIZED SIGN

TERMS & CONDITIONS

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



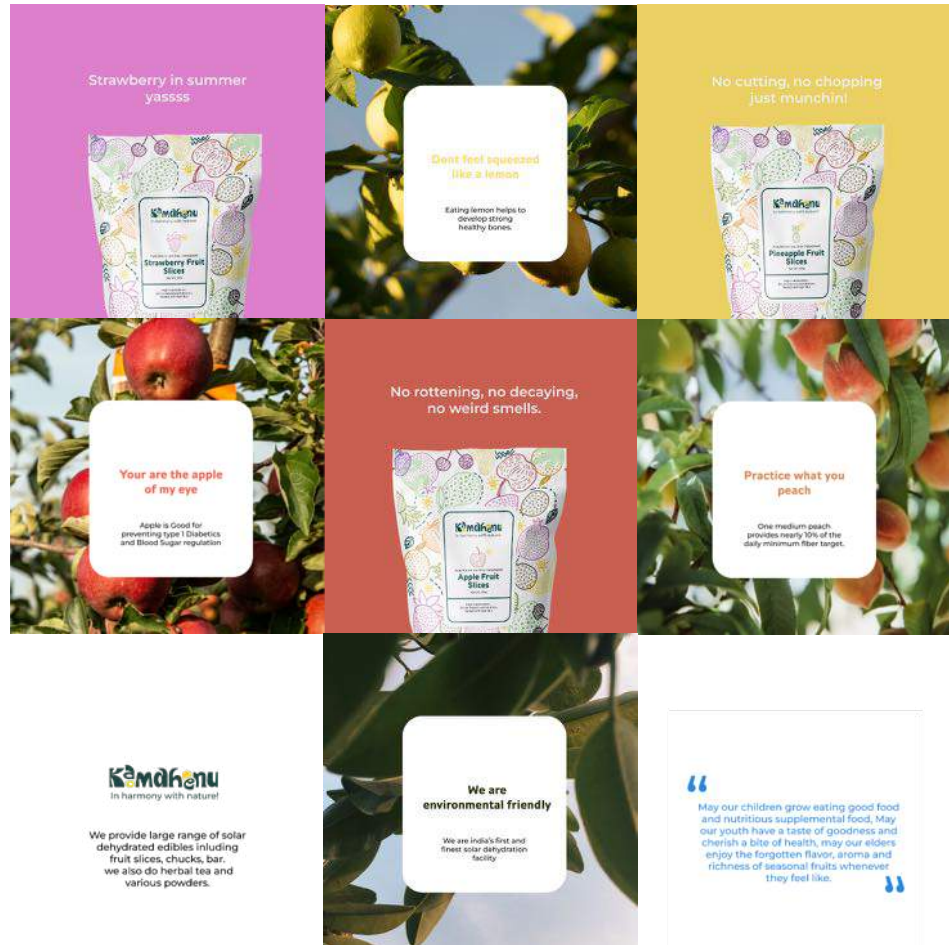
Open for services signs grabs the consumer's eyes even before they enter the shop. It has high visibility.

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

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



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

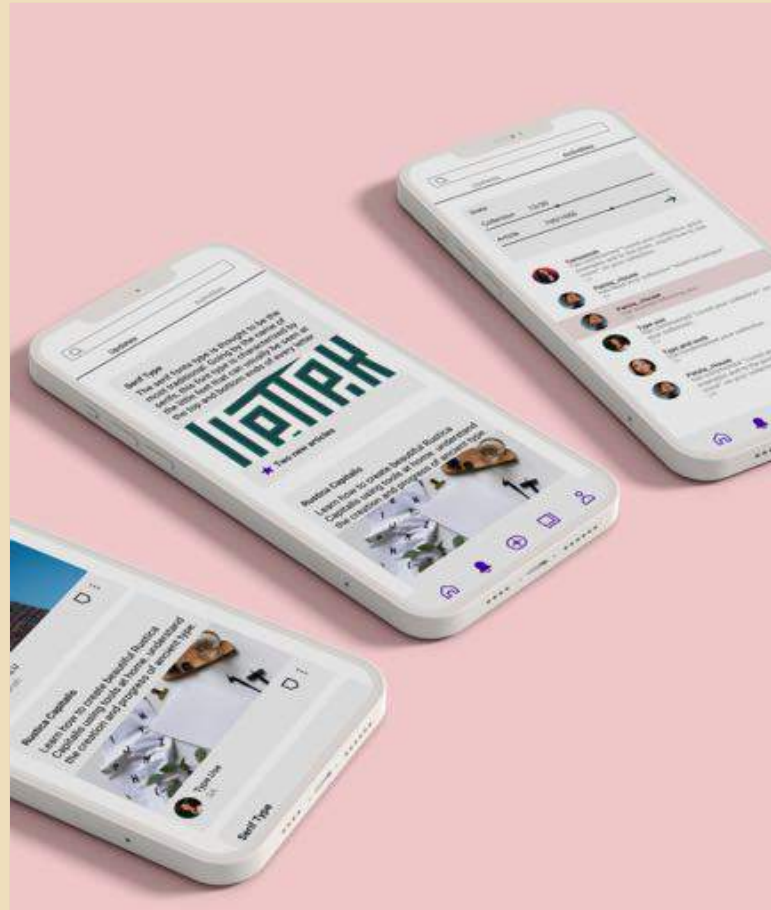


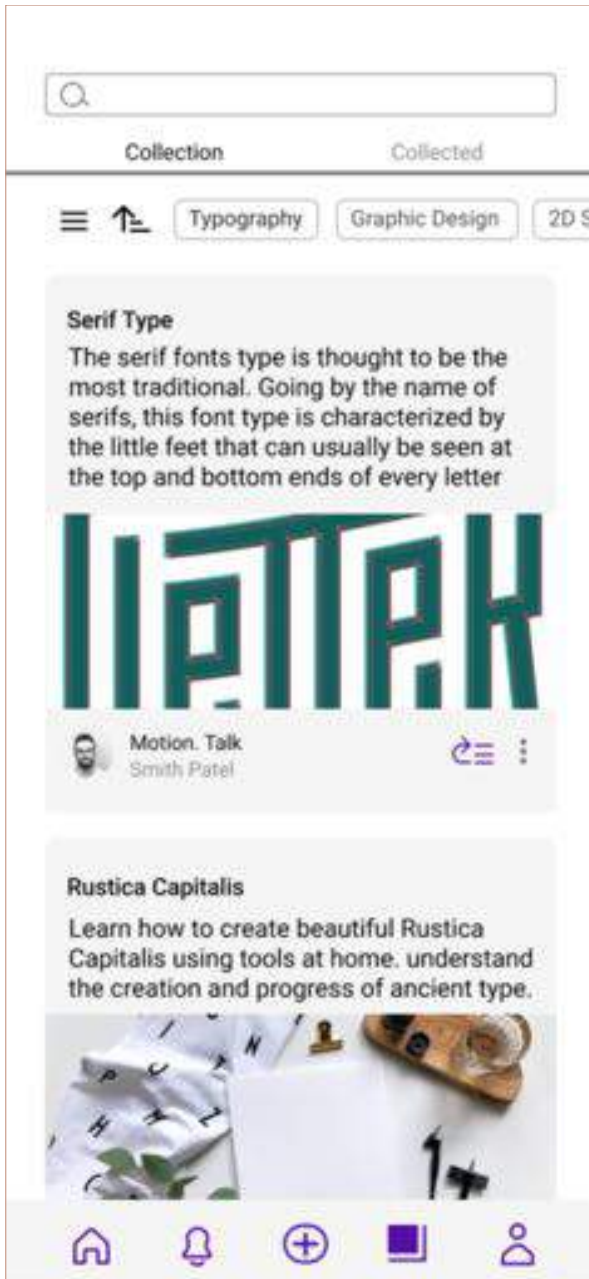
The initial posts are about the introduction of the brand, then about their USP, and after that their motto. Few posts consist of alterations and proverbs to grab the eye, also giving health benefits of the fruits and vegetables. Then USP of solar dehydrated edibles.

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.





Student

Demographic

Name : Kunal Desai
Age : 15
Location : Ahmedabad India
Occupation : Student

Personality

Kunal likes to learn online, he doesn't go to tuition. He uses internet to get solutions for his queries.
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 limit 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

Kunal likes to browse between many tabs simultaneously.
He uses internet to educate himself and to learn new things.
He loves to read interesting articles about science and quirky 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

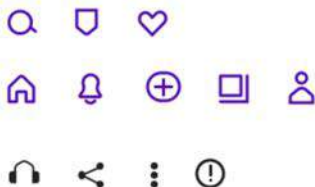
Roboto | Regular | 14 pt

Roboto | Regular | 13 pt

Caption

Roboto | Regular | 12 pt

Icon



#583795

#DEC0BF

#F0DEBC

Start Following



Pooja, House
Designer

Follow



Colour and of
Arts Project

Follow



User Funny
Creator

Follow



Motion, talk
Social Project

Follow



Cartoonish
World

Follow



Typo use
UI

Follow



Skip →

Topics You are Interested

Illustration Design

Philosophy & Myth

Science

Organizational Ergonomics

Environmental Design

Architecture

Stone

Literature

Chemistry

Mechanical Engineering

Textile Work

Engineering

Fabric Design

Art

Abstract Design

Typography Design

Science Design

Elements of atom

Paper

Elements

Bridleheads

Sabyasachi Lehenga

Wedding Event

Fashion icon

Typeface and Motion



Skip →

Collections You are Interested

Craft of Pooja

This fine hairloom was skillfully woven for export to Sumatra, where the Gujarati potoles strongly influenced local ikat designs.



Pooja, House
Designer



Rustica Capitals

Learn how to create beautiful Rustica Capitals using tools at home, understand the creation and progress of ancient type.

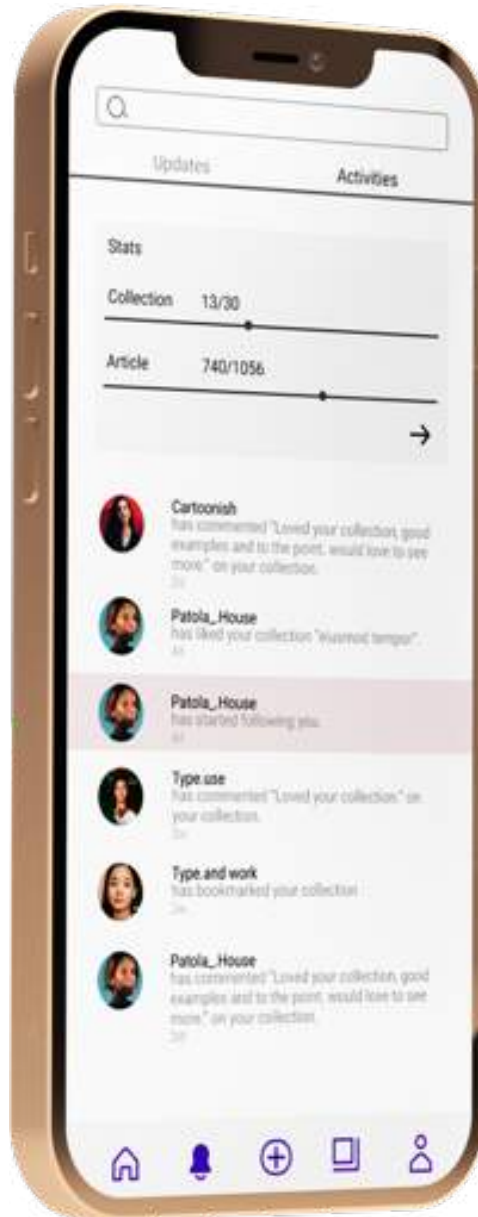


Skip →



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.



Connect

+91 7623971364
lipy270901@gmail.com
Behance: Lipy Patel