

## LET'S CONNECT!

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# PORTFOLIO

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NIKI PATEL

# ABOUT ME

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I am a 20 year old Communication Design student studying at the Institute of Design, Nirma University. I believe that I have fresh ideas and a creative mindset with good communication skills. The work featured in this portfolio includes college assignments, internship work and projects carried out as a freelancer.

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01

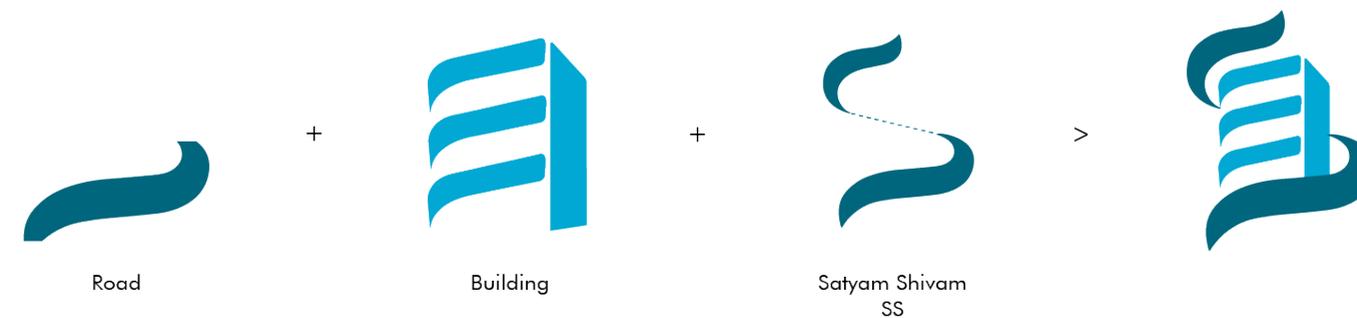
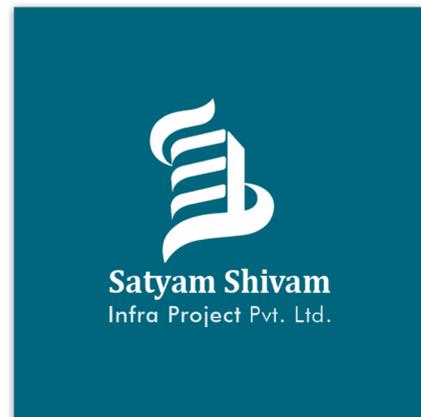
# BRANDING

- Satyam Shivam

# SATYAM SHIVAM

Satyam Shivam is an Infrastructure based company in Ahmedabad, India. It is formed by the collaboration of Satyam and Shivam Construction company. The Company provides services like construction of Buildings, Roads, Bridges, Fire Stations and many more. Redesigned its logo followed by stationery.





## LOGO BRIEF

Representing the service being provided by the company which incorporates the buildings and roads, Taking it as the base, the building has been shown here which shows the supportive nature of the company. Other keywords represented are heights and success, confidence and strength. The color blue represents all i.e. trust, high quality, responsible, reliability, loyalty.

## COLOR PALETTE



## TYPEFACE

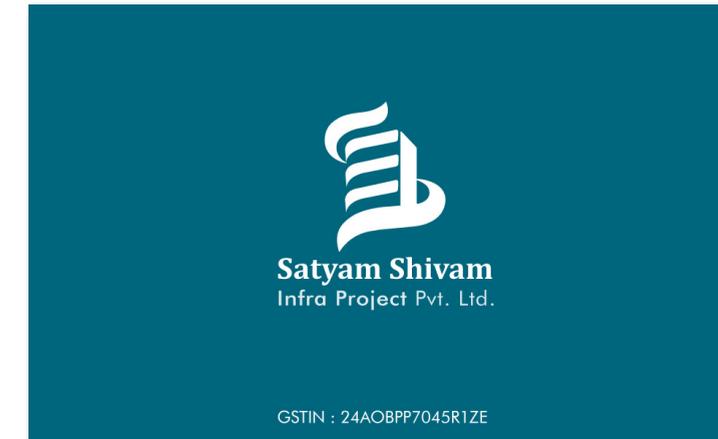
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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
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Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

Aa  
Cambria

Aa  
Futura

## STATIONERY





**Satyam Shivam**  
Infra Project Pvt. Ltd.

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A- 1105, Empire Buisness Hub, Nr. Shukan Mall, Sala- Science City Road, Solat, Ahmedabad- 380060, Gujarat, India.  
sanjushivam@gmail.com

To: Lorem Ipsum Date: 00/00/00

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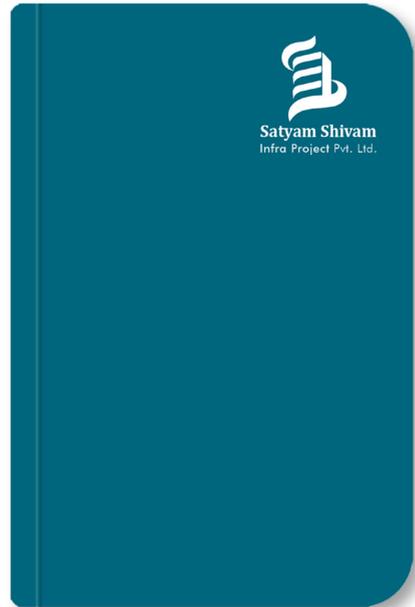
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Regards  
Lorem Ipsum

Govt. Approved Civil Contractor & Engineers  
GSTIN : 24AOBPP7045R1ZE




**Satyam Shivam**  
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## MERCHANDISE



02

# PACKAGING

- Gaavdee
- Anand
- Apsara
- Rajwadi

# GAAVDEE

Gaavdee Company sells Ghee made from Gir cow's milk. They serve premium quality ghee. Packaging for Glass Jar of ghee is done using keywords that represent natural, pure, premium and traditional.



# ANAND

Anand company sells a variety of frozen vegetables. Terms like fresh, frozen are incorporated. Colours are used in such a way that the freshness of vegetables reflects in the packaging.



# APSARA

Apsara company sells a wide range of ice creams starting from traditional flavours to chocolate flavour. Rebranding the identity, with some fresh perspectives and adding hand drawn vector art for traditional yet modern look.



# RAJWADI

Rajwadi company sells Indian sweets. Package for sweet 'Soan Papdi' is designed, giving the box a feel of traditional and royal by using colours and fonts accordingly.



03

**CHARACTER  
DESIGN**

- Food Series
- Monster

## FOOD SERIES

Taking inspiration from snacks and fruits, I have tried designing some fun character out of it. Understanding the key features and highlighting their shape, colour and other features to give a cartoony and interesting form.

### SAMOSU CHACHA



The character is inspired from Indian snack 'Samosa'. Highlighting the Indianness by using the outfit & colours accordingly.



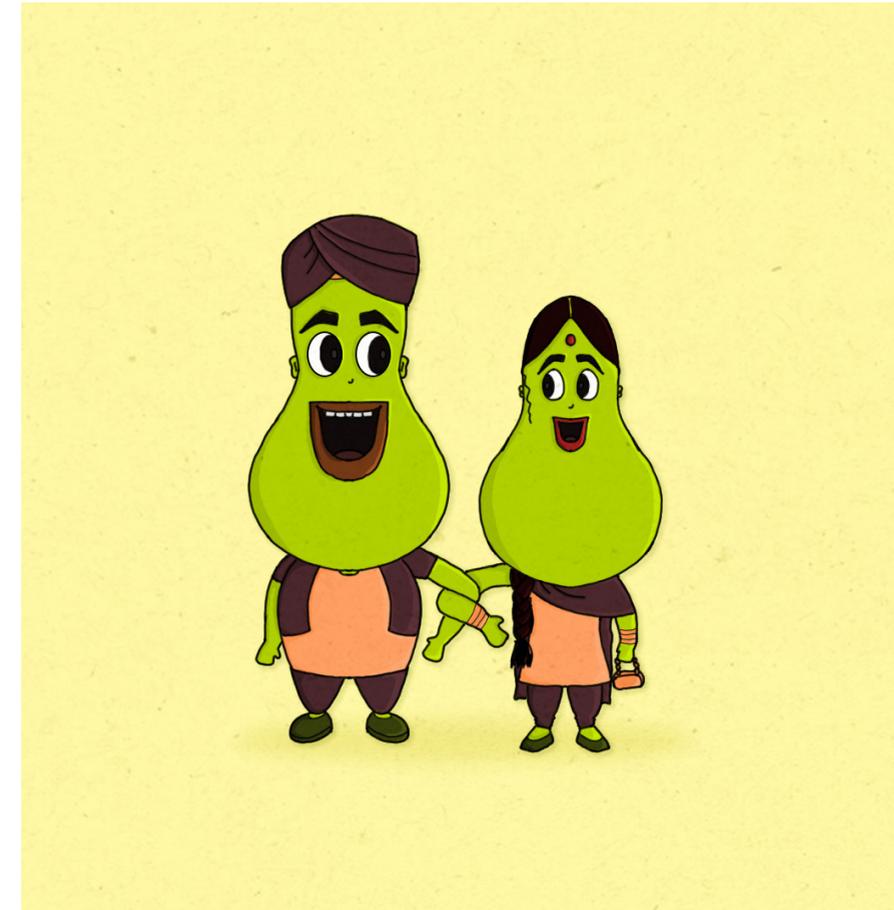
## BANA - BANI



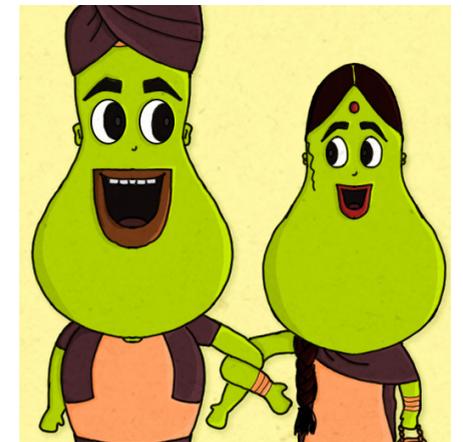
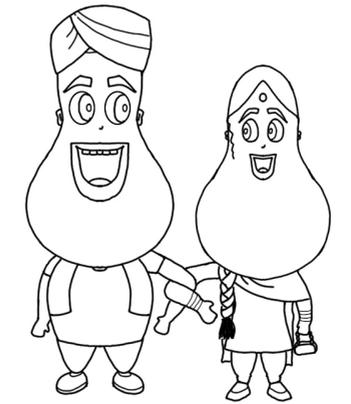
Using fruit banana, designed a rajasthani couple, traditionally called Bana - Bani.



## PEAR PAIR



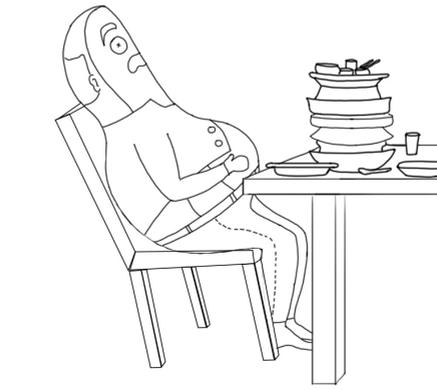
Using fruit pear, designed a Punjabi pair (couple).



## AVO - CARDIO



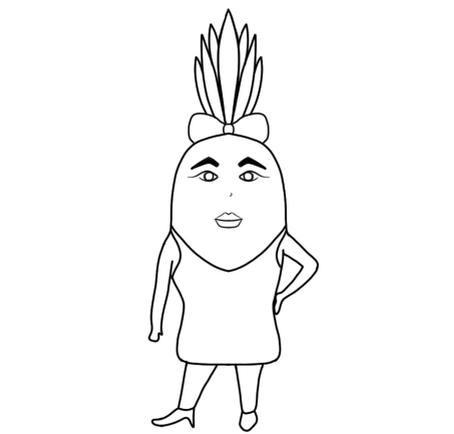
Using fruit avacado, designed a fatty uncle highlighting the big round seed as a tummy.



## PINION

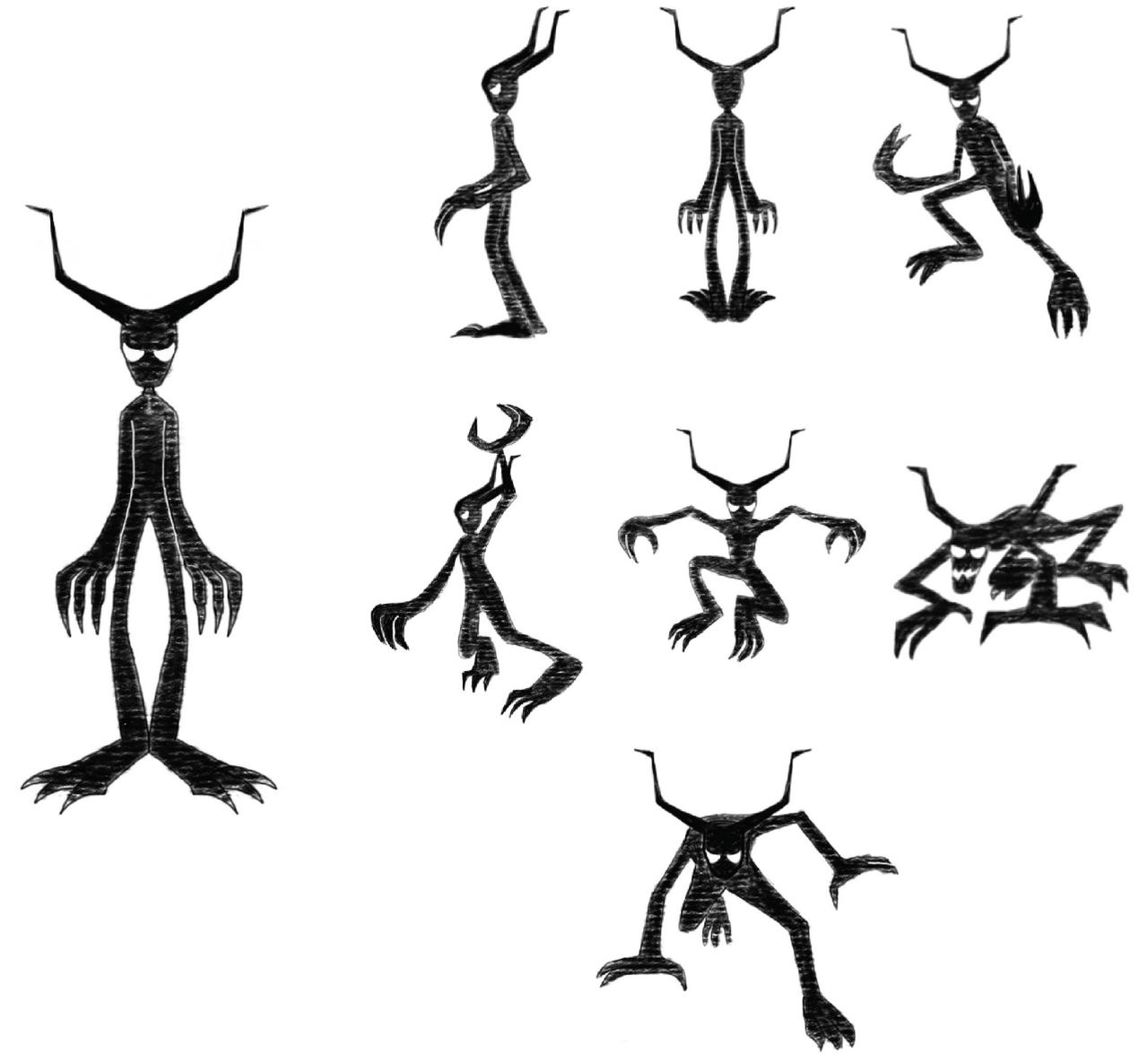


Using fruit pineapple, designed a character that also resembles the structure of minion.



# MONSTER

The Monster is designed as one of the evil character for animation film "Knives out". Giving him characteristics of spookiness, adding horns for showing more wildness.



04

**PUBLICATION**

- Kitchen Gardening

## KITCHEN GARDENING

The book takes one through the information on the guide for kitchen gardening. The tagline of book gives you a fresh perspective for giving it an opportunity. Covering every basic information to be known by the person opting for it, it guides the process, needs and tips from a beginner level. Beautifully captured images and creative illustration draws your attention for getting hands on it. The colors used throughout the book gives a sense of the theme and evokes the feeling of fresh start.





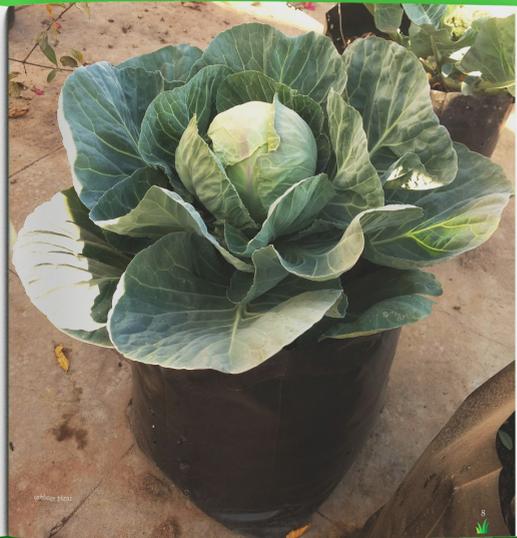
### Seeds

The seed is the place of the plant that we sow in our garden. Great seeds are spotless, grow rapidly and are impervious to nuisances or sickness. Seeds can be dried and utilized from the vegetables or purchased from nurseries as retail packets. Seeds include lower costs, more prominent choice, and the test and fulfillment of seeing a plant go from seed to soup bowl. Organic seeds can be sourced from ranchers or seed banks. If you get treated seeds, wash them completely before use. Seeds can be planted in a little pot and relocated into a greater one once the plant is strong enough, or planted straightforwardly in the greater pot.

### Good Soil

Things like the right corrections and the right soil pH for vegetables can assist your kitchen gardening grow better. In general, vegetable nursery soil ought to be well depleting and free. It ought not be excessively weighty (for example mud soil) or excessively sandy. All vegetables needs a healthy amount of natural material in the soil they fill in. Natural material serves many purposes.

Above all, it gives large numbers of the supplements that plants need to develop and flourish. Besides, natural material "softens" soil and makes it so the roots can all the more handily spread through the dirt. Natural material likewise behaves like little wipes in the dirt and permits the dirt in your vegetable to hold water. Natural material can emerge out of either a fertilizer or well rotted manure, or even a blend of both. While precise pH prerequisites for vegetables shift to some degree, by and large, the dirt in a vegetable nursery should fall some place be 6 and 7. If not, you can lower or raise pH accordingly.



©Musa Hossain



## HarvestTime

Once your vegetables are fully grown, it is time to harvest them. The amount of time from germination to maturity - when the fruit is ready to eat - varies according to the type of plant, climate, soil and light.

Crop	Sowing time	Method of planting	Duration (days)	Space (in cm)
Brinjal	Throughout the year	Transplanting	160-165	75*60
Ladies finger	June- July Sept- Oct	Direct sowing	90-110	60*30
Spinach	Throughout the year	Direct sowing	75-80	20*10
Garden Pea	Oct- Nov	Direct sowing	80-90	45*30
Beet	Nov- Feb	Direct sowing	70-80	20*30
Chilli	June- July Sept- Oct	Transplanting	210-240	45*30
Capsicum	Sept- Oct	Transplanting	150-160	45*45

Carrots	Oct- Nov	Direct sowing	100-120	30*15
Radish	June- July Oct- Nov	Direct sowing	90-100	30*15
Tomato	June- July Oct- Nov	Transplanting	135-150	60*60
French Bean	Sept- Nov	Direct sowing	90-100	45*20
Bitter Gourd	June- July April- May	Direct sowing	140-150	100*150
Bottle Gourd	June- July April- May	Direct sowing	135-140	100*150
Cucumber	June- July Feb- March	Direct sowing	110-120	60
Onion	Sept- Oct	Transplanting	145-150	30*10
Garlic	Oct- Nov	Direct sowing	120-140	15*10
Potato	Oct- Nov	Transplanting	70-90	50*20
Coriander	Nov- Feb	Direct sowing	25-30	5*30
Cabbage	Sept- Nov	Transplanting	105-120	60*45



## Looking after your Kitchen Garden

### How to care for your garden

Once seeds are sown, be sure to keep them cared for!

Keep soil moist until the seed grows. Watering seeds is critical. Never let the soil get dry; seedlings don't have a decent root system and will dry out in practically no time, particularly in case it's breezy outside. Use drip irrigation or put the hose at ground level and let the water delicately splash the establishing region. Watering in the middle of the day can damage the plants.

You'll have to thin seedlings to the right separating when they are a few inches high. Try not to be terrified to thin! On the off chance that you don't, your plants will not have space and supplements to develop and will bunch together.

Give lattices and supports like posts or enclosures. For instance, cucumbers need vertical backings to deliver straight (instead of bended or twisted) natural product. Any vining



Youngest plant



tomato been planted with a support

or rambling plant, for example, melons or shaft beans additionally need upholds. Tomatoes likewise need supports or enclosures for their substantial natural product.

**Hoing.** This involves moving the soil between the plants to aerate the soil, remove weeds and improve drainage. You should hoe regularly, being careful not to damage the roots. Use a garden fork.

**Secure seedlings.** A few nuisances do adore those delicate seedlings, as well. In the event that you have critters or irritations, there are various methods to secure your seedlings, including netting, line covers, and little plant collars.

**Pinch back leggy plants.** Numerous vegetables and particularly herbs, advantage from being "pinched back" after they have grown 3 sets of genuine leaves. Pinching back essentially includes pruning the highest point of the plant back to its next set of leaves. This will support more branches so your plant doesn't get leggy and fills in a more reduced manner.

For each spot, it is best to grow a different kind of crop each gardening year. So if you grew root crops in a particular place one year, go for leafy plants the next, and so on. For example, you might sow lettuce one year and grow radishes in that spot the following year.

Continue to pamper your seedlings until they become established plants!



## ફસલનો સમય

એ વખત તમારી શાકભાજી સંપૂર્ણ રીતે ઉગાડવામાં આવે, તે પછી તેને કાપવામાં આવે છે. અકુચથી પરિવંસિત સુલીનો સમય - જ્યારે ફળ ખાવા માટે તૈયાર હોય છે - છોકે, વાતાવરણ, જમીન અને કારણના પ્રકાર અનુસાર બદલાય છે.

પાક	વાવણી સમય	વાવેલની રીત	ગાળો (દિવસ)	અંતર (સે.મી)
ચીંચાણ	ત્રણે ઋતુમાં	ઘડી કરી ફેરવેપણી	૧૬૦-૧૬૫	૭૫*૬૦
ભીંડા	જૂન- જુલાઈ સપ્ટેમ્બર- ઓક્ટોબર	બીજ થી	૯૦-૧૧૦	૬૦*૩૦
પાલક	ત્રણે ઋતુમાં	બીજ થી	૭૫-૮૦	૨૦*૧૦
વટાણા	ઓક્ટોબર- નવેમ્બર	બીજ થી	૮૦-૯૦	૪૫*૩૦
ભીંટ	નવેમ્બર- ફેબ્રુઆરી	બીજ થી	૭૦-૮૦	૨૦*૩૦
મરચું	જૂન- જુલાઈ સપ્ટેમ્બર- ઓક્ટોબર	ઘડી કરી ફેરવેપણી	૨૧૦-૨૩૦	૪૫*૩૦
ફિરિસમ	સપ્ટેમ્બર- ઓક્ટોબર	ઘડી કરી ફેરવેપણી	૧૫૦-૧૬૦	૪૫*૪૫

ગાજર	ઓક્ટોબર- નવેમ્બર	બીજ થી	૧૦૦-૧૨૦	૩૦*૧૫
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લસણ	ઓક્ટોબર- નવેમ્બર	બીજ થી	૧૨૦-૧૪૦	૧૫*૧૦
બટાકા	ઓક્ટોબર- નવેમ્બર	ઘડી કરી ફેરવેપણી	૭૦-૯૦	૫૦*૨૦
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કોબી	સપ્ટેમ્બર- નવેમ્બર	ઘડી કરી ફેરવેપણી	૧૦૫-૧૨૦	૬૦*૪૫

05

**UI-UX**

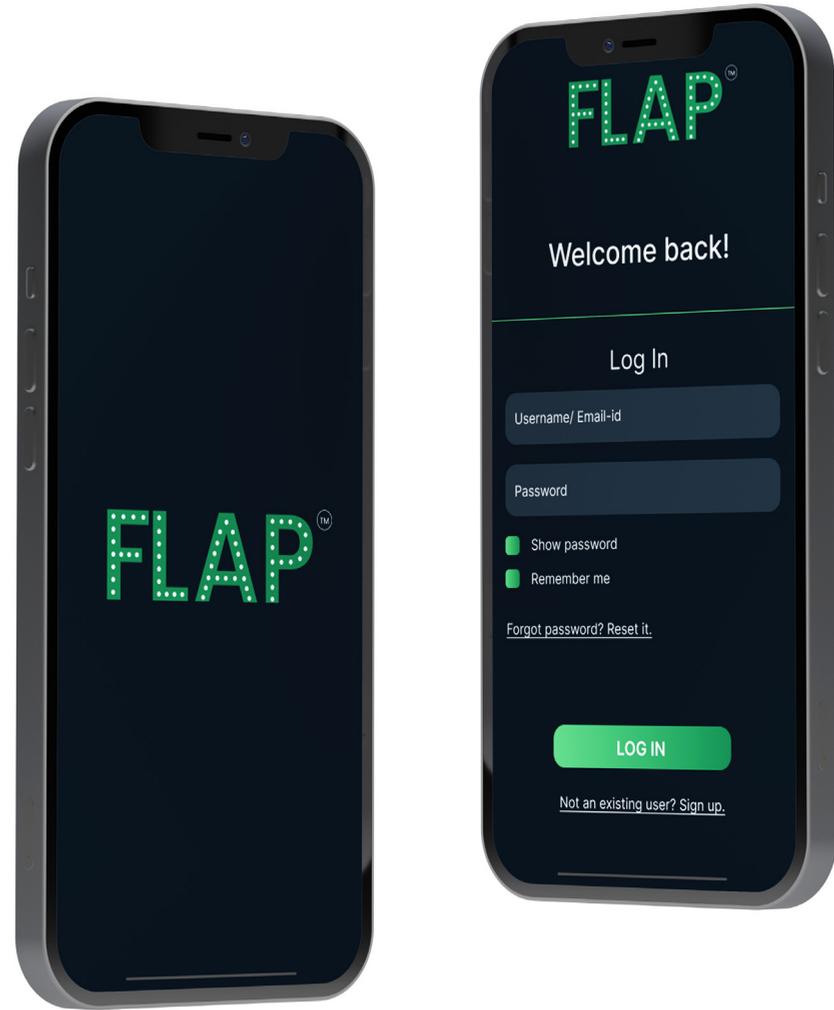
- Flap

# FLAP

Flap is an online shopping application for Neon Sign Boards and LED Boards. The unique feature that Flap provide are that one can also customise there own Neon or LED sign boards including any symbol or logo applying various filters of colors, typeface and check the outcome by uploading there house wall picture as a background. Watch Flap also provides feature to check out and upload the videos of product.

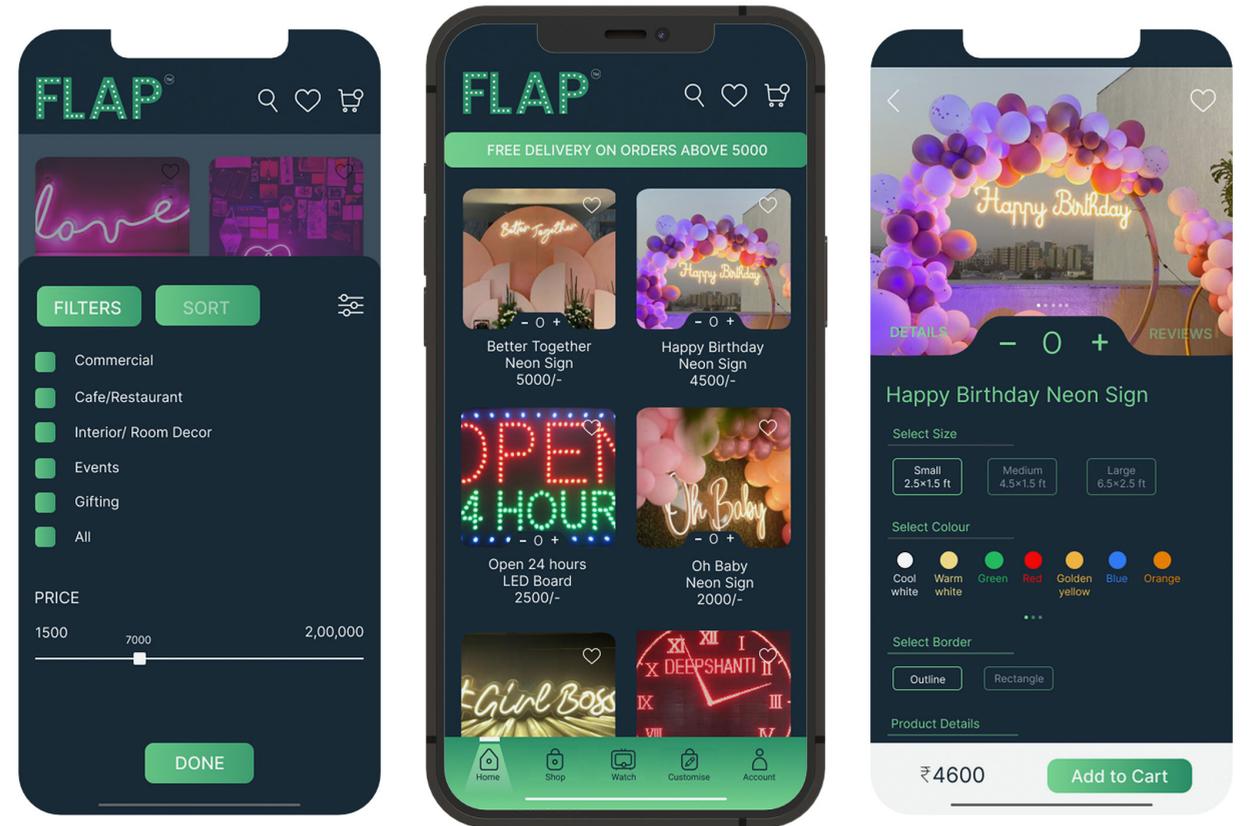
FLAP<sup>TM</sup>





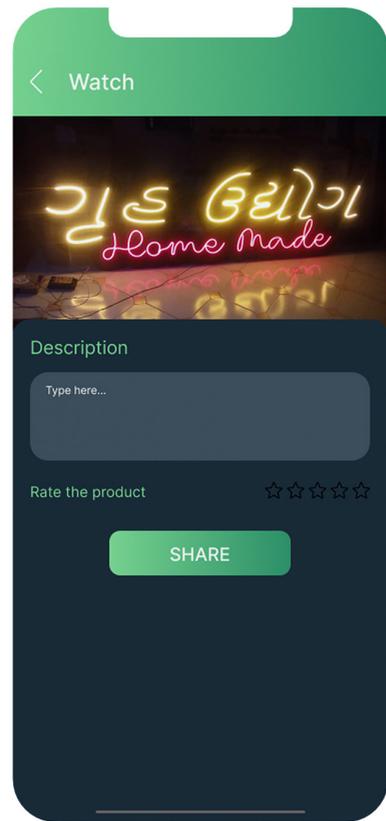
### ONBOARDING SCREEN

The screens takes you to the log in/sign in process asking for the details like email id and accepting for terms & conditions.



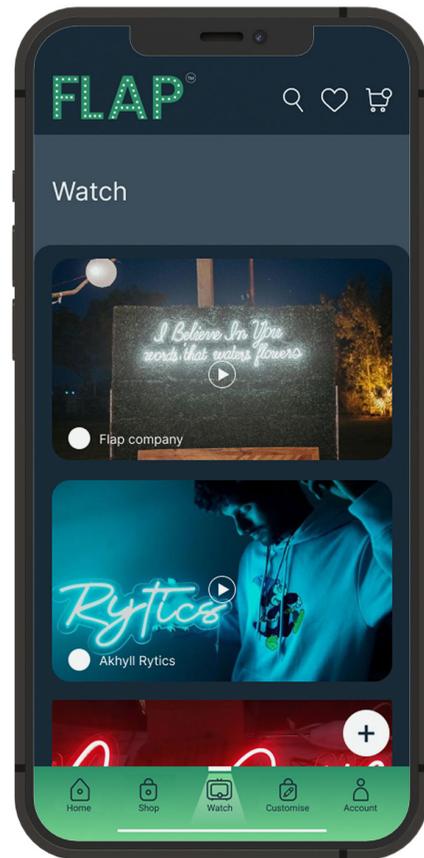
### HOME SCREEN

The screen provides a search button and cta buttons to wishlist and cart. Also gives a highlight of best selling products which leads to particular product details screen.



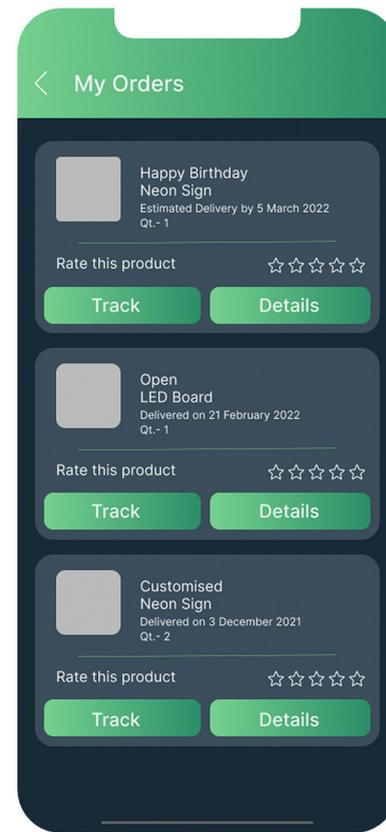
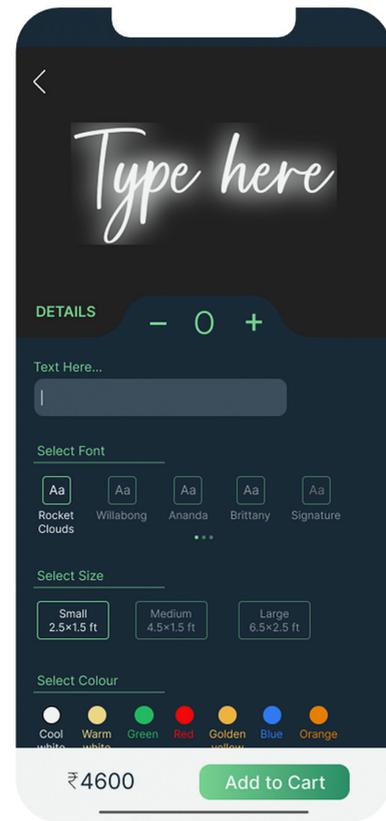
### WATCH SCREEN

The watch feature allows one to upload or watch the product videos and reviews by the customers or the company itself.



### CUSTOMISE SCREEN

Categorized into 3 further sections i.e. LED, Neon & uploading an image. One can customise there own choice of product adding colours, fonts, size, background or even any symbol or icon.



### ACCOUNT SCREEN

The account screen has all the personal details including user's wishlist, orders, cart, designs and many more. Screens like rating and sharing the app are also given.

