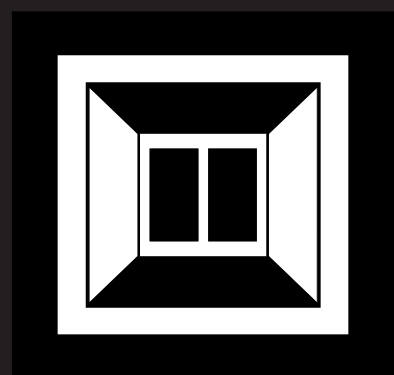


# *Design & Art*

A portfolio by  
Param Singh



*In my dream*  
*in my thought*  
*In what is*  
*in what is nought*  
*I am*  
*experience*  
*In* *action.*

*Self reflection triggered by*  
*responsibilities and constraints.*  
*love* *Fuelled with*  
*and* *rebellion.*

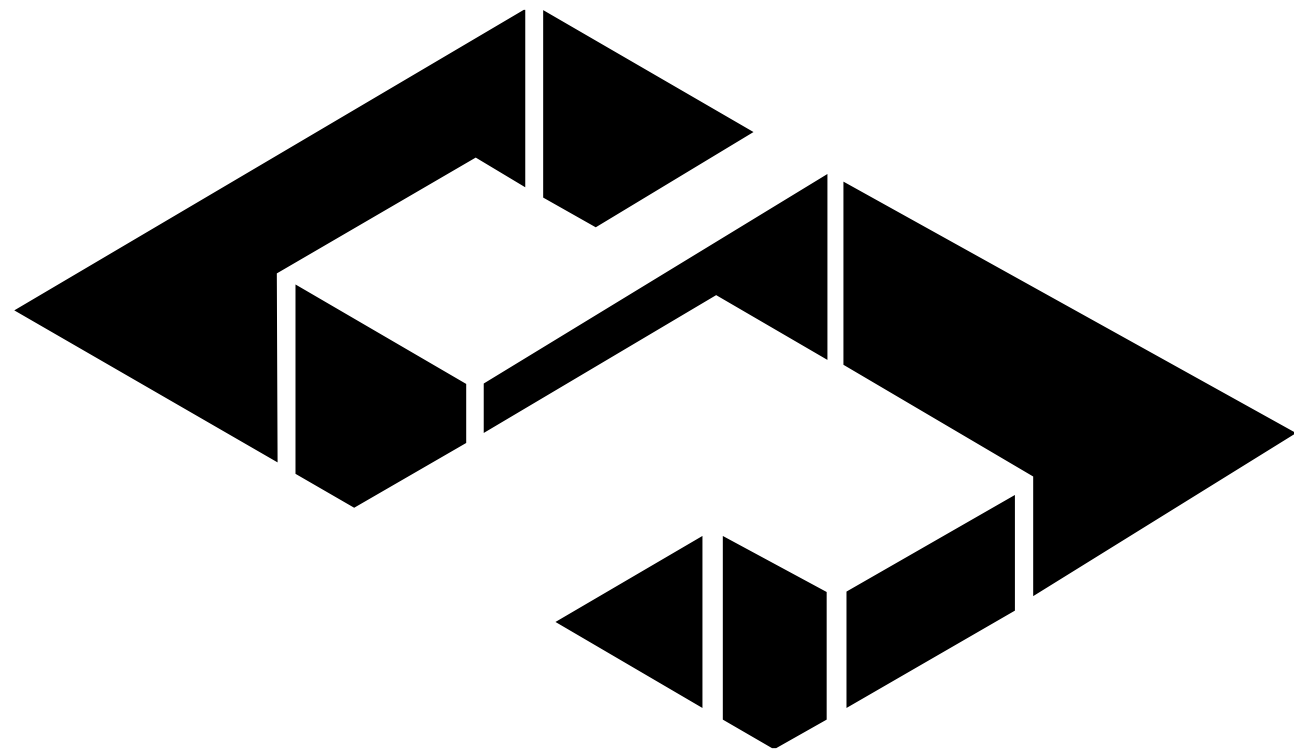
# Con- tents

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Design  
& Art



Logofo-  
lio



*S + g*

A monogram designed for  
Siddhesh Gupte, a fellow  
batchmate. It was meant  
to represent the depth  
that Siddhesh carries  
within himself.



**wellness hive**

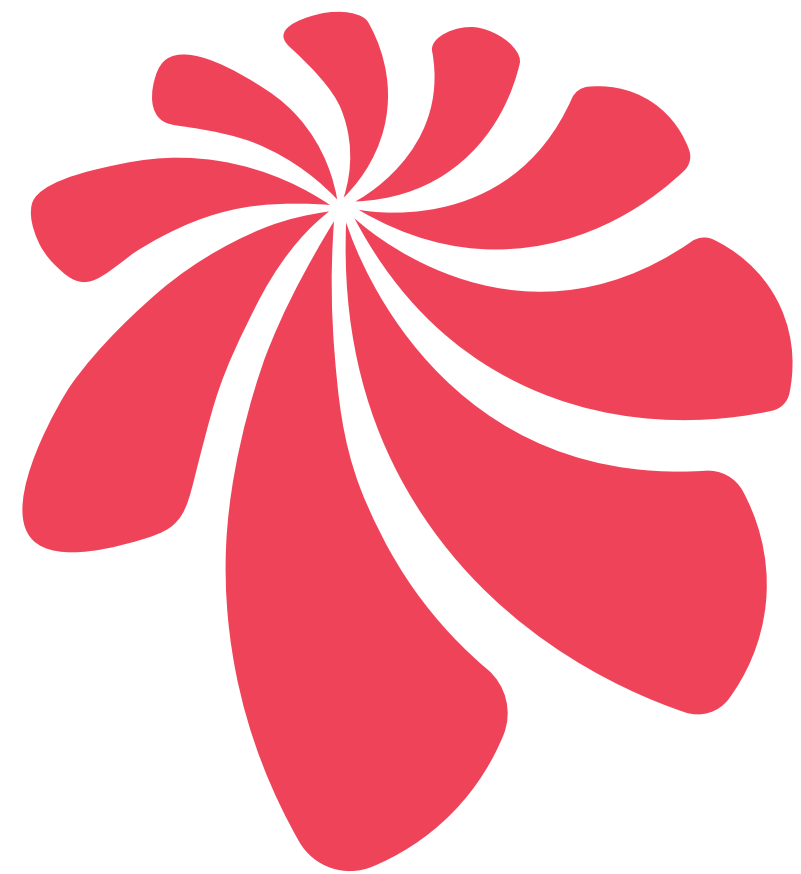
*Wellness Hive*

**A logo designed for  
an online Zoom based  
wellness center that  
specialised in spiritual,  
mental and physical  
wellbeing.**

PSYCH

*Psychaus*

A logo designed for  
the 2022 theme of our  
annual cultural fest: Redo.  
The theme was a union  
between psychedelic art  
and Bauhaus.



**aaroh**  
tales of change

*aaroh*

A logo redesign for  
Menstrupedia to better  
represent their mission  
of spreading information  
about everybody's growth.

# Brand Identity



### *DotCR2*

**DotCR2 or .CR2 is the extension name of the Camera RAW format. A logo meant for the most RAW version of me and my work.**























# Typo- graphy

*Learn Typography,  
Learn Design.*

A poster series for an  
academic project to  
encourage learning design  
and typography in order  
to avoid making basic  
errors. (not a mistake)

Ca n y o u  
s e e t h e  
m i s t a k e s?

Learn Letter-spacing.  
Learn Typography.  
Learn Design.



# For font's sake!

The quick  
brown fox  
jumps over  
the  
lazy dog.

Don't stretch text.  
Learn Typography.  
Learn Design.

Justification. A text tool used widely around the world to make any paragraph look like a neat, large, quadrilateral. However, this text almost always ends up having noticeable inconsistent spaces in between words. Which forms something typographers like to call 'Rivers'. Now the case of the Rivers is, that they don't always form and sometimes, justification looks fine. Take magazines and books as an example. They must justify their text. And it looks okay. But that doesn't mean you use it for corporate documents where your orphanized text is spaced out alone in that last line.

Dam that river.  
Learn Typography.  
Learn Design.



**Your text is not a  
waterfall.  
Learn Typography.  
Learn Design.**

m y t e x t i s n n n n n m n n  
o y t t o y t t o y t t o y t t o y t t  
a e a e a e a e a e a e a e a e a e  
w x w x w x w x w x w x w x w x w x  
a t a t a t a t a t a t a t a t a t a t  
t e s e s e s e s e s e s e s e s e s  
r n r n r n r n r n r n r n r n r n  
f o f o f o f o f o f o f o f o f o  
a l a l a l a l a l a l a l a l a l  
l w l w l w l w l w l w l w l w l w  
m a m a m a m a m a m a m a m a  
y t y t y t y t y t y t y t y t y t  
t e r e r e r e r e r e r e r e r e  
x f x f x f x f x f x f x f x f  
t a t a t a t a t a t a t a t a t a  
i l i l i l i l i l i l i l i l i l i l  
s l s l s l s l s l s l s l s l s l  
n n n n n m n n n n n m n n  
o y t t o y t t o y t t o y t t o y t t  
a e a e a e a e a e a e a e a e a e  
w x w x w x w x w x w x w x w x w x  
a t a t a t a t a t a t a t a t a t  
t e s e s e s e s e s e s e s e s e s  
r n r n r n r n r n r n r n r n r n  
f o f o f o f o f o f o f o f o f o  
a l a l a l a l a l a l a l a l a l  
l w l w l w l w l w l w l w l w l w  
a t a t a t a t a t a t a t a t a t

**Does this annoy  
you?  
Does this annoy  
you?  
Does this annoy  
you?**

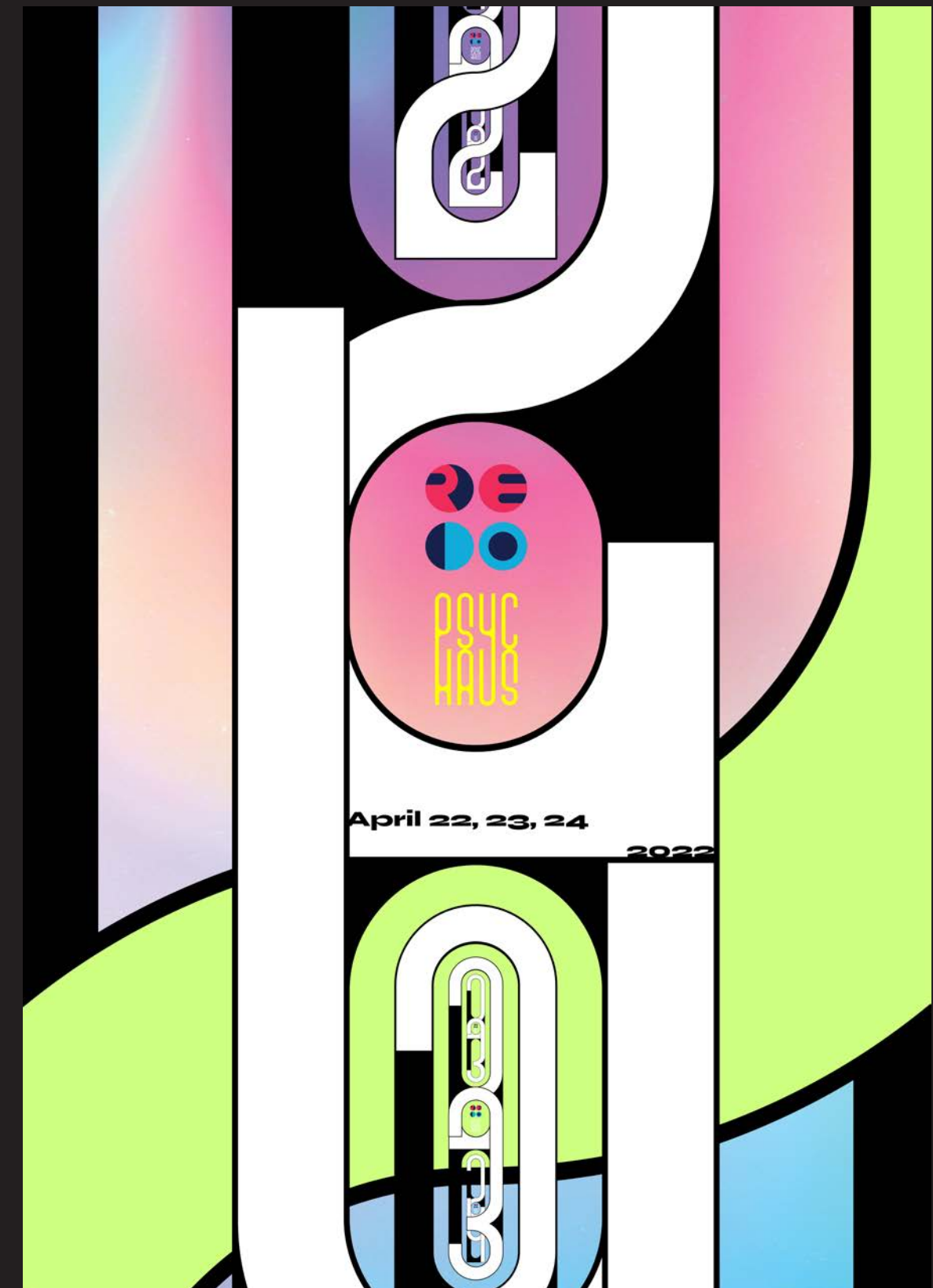
**Avoid widow text.  
Learn Typography.  
Learn Design.**

# Posters





Can you really take their cries  
for help seriously? That's the  
beauty of Curlz MT, it doesn't work.







**Pizza Competition**

Day 3  
May 1st, 10 am – 12 pm

Venue  
C Lawn

Tap out your inner  
masterchef and  
compete in a battle of  
toppings and unique  
flavors. Make most of  
the challenges thrown  
at you to create a  
delectable pizza.

For queries, contact:  
Shefali 6353 496 801  
Yashvi 9870 005 851

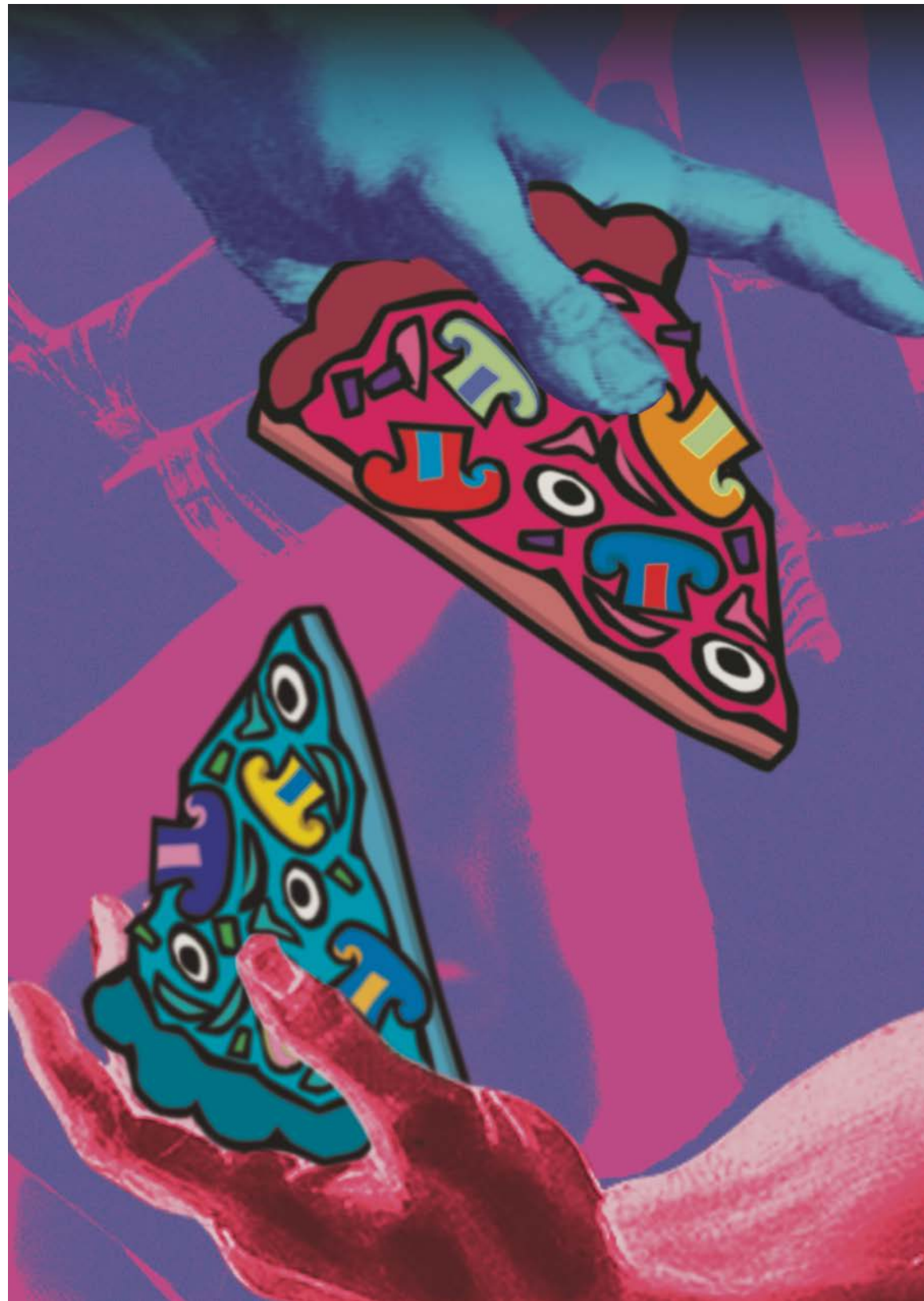
RE  
PSYCH  
HAUS

NIRMA  
UNIVERSITY  
INSTITUTE OF DESIGN  
NAAC ACCREDITED 'A+' GRADE

QR code

# ~~Design~~ & Art

# Illustra- tions



### *Pizza Competition (Bg)*

Inspired by the style of psychedelic art stealing classic pieces of art and reusing them with new textures and themes. I created this illustration for the pizza competition for the Psychaus Redo fest.

# Photo- graphy

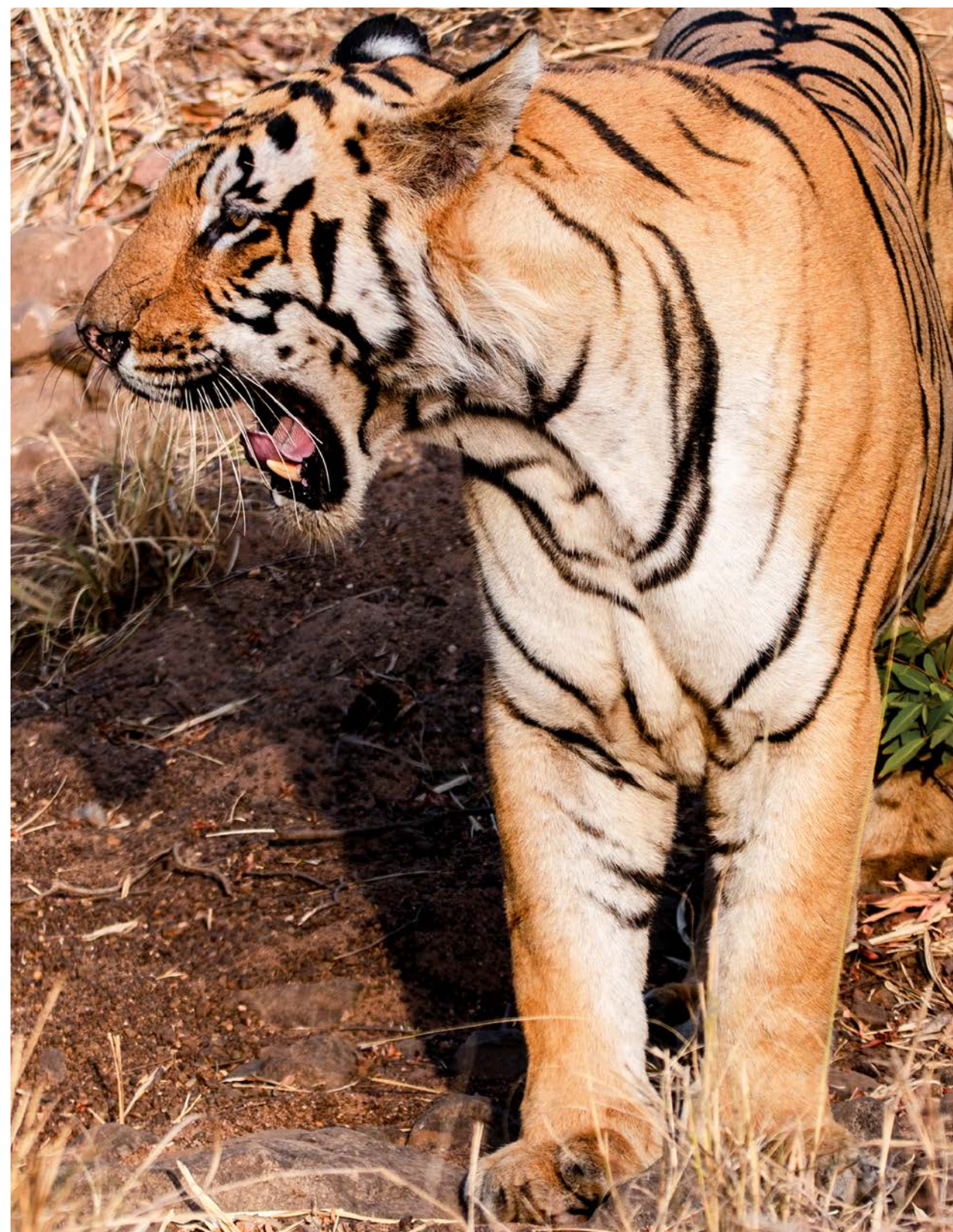


*Tadoba 2019*

I love going to jungles.  
Looking at animals in the  
wild, the thrill of rushing  
to find them after a  
Langur calls out violently.  
This is a compilation of  
my visit to Tadoba.







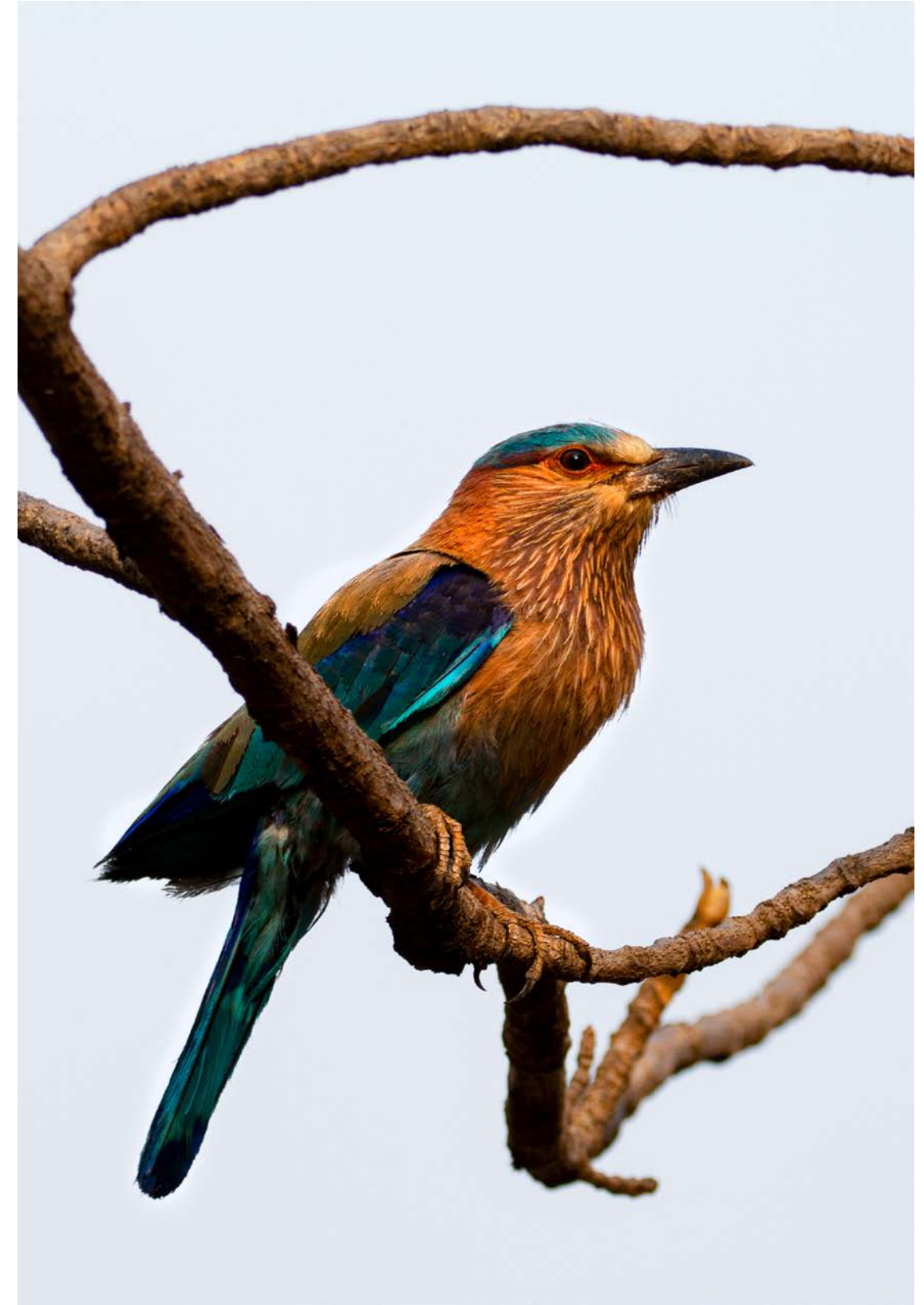
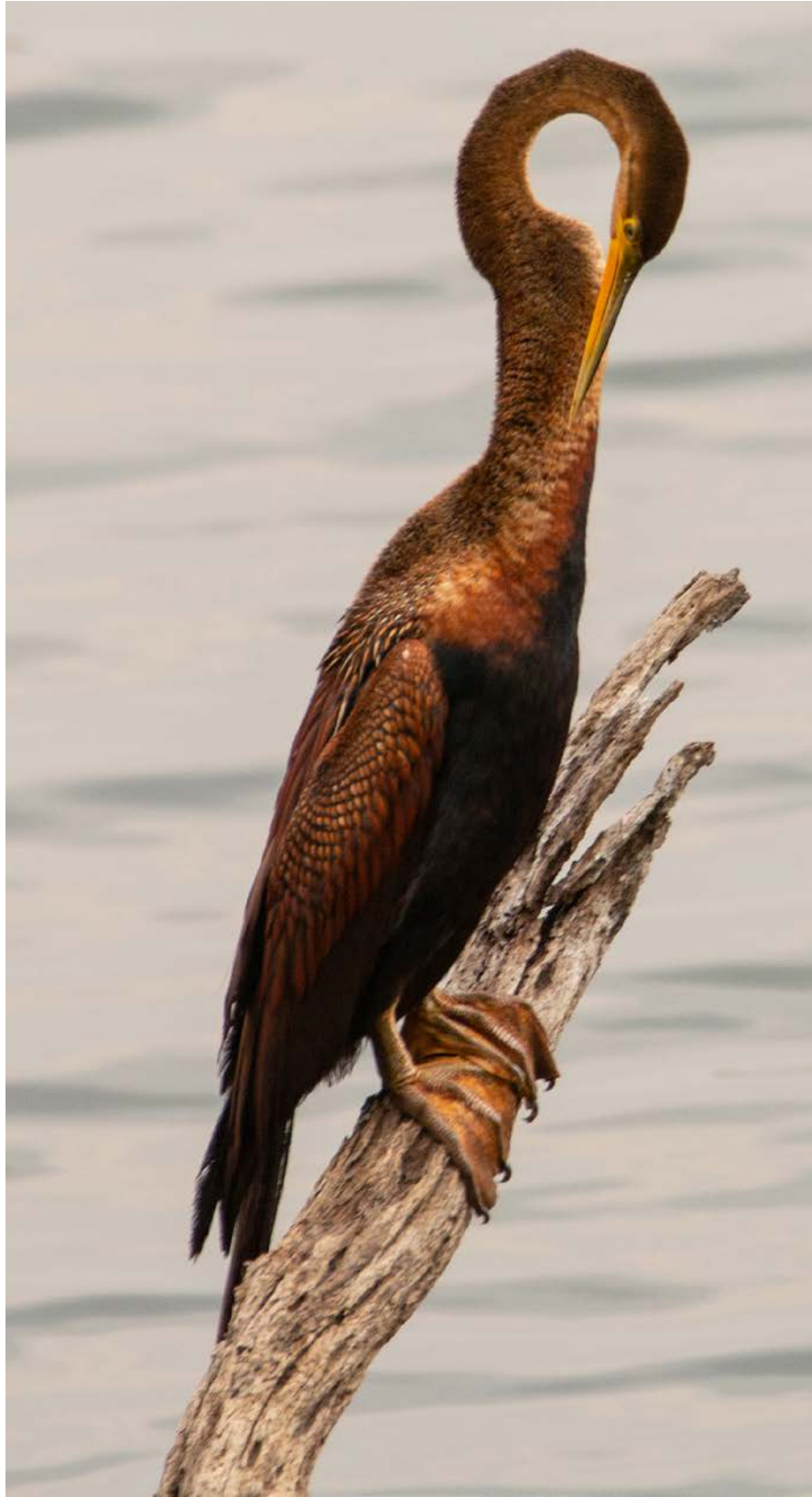








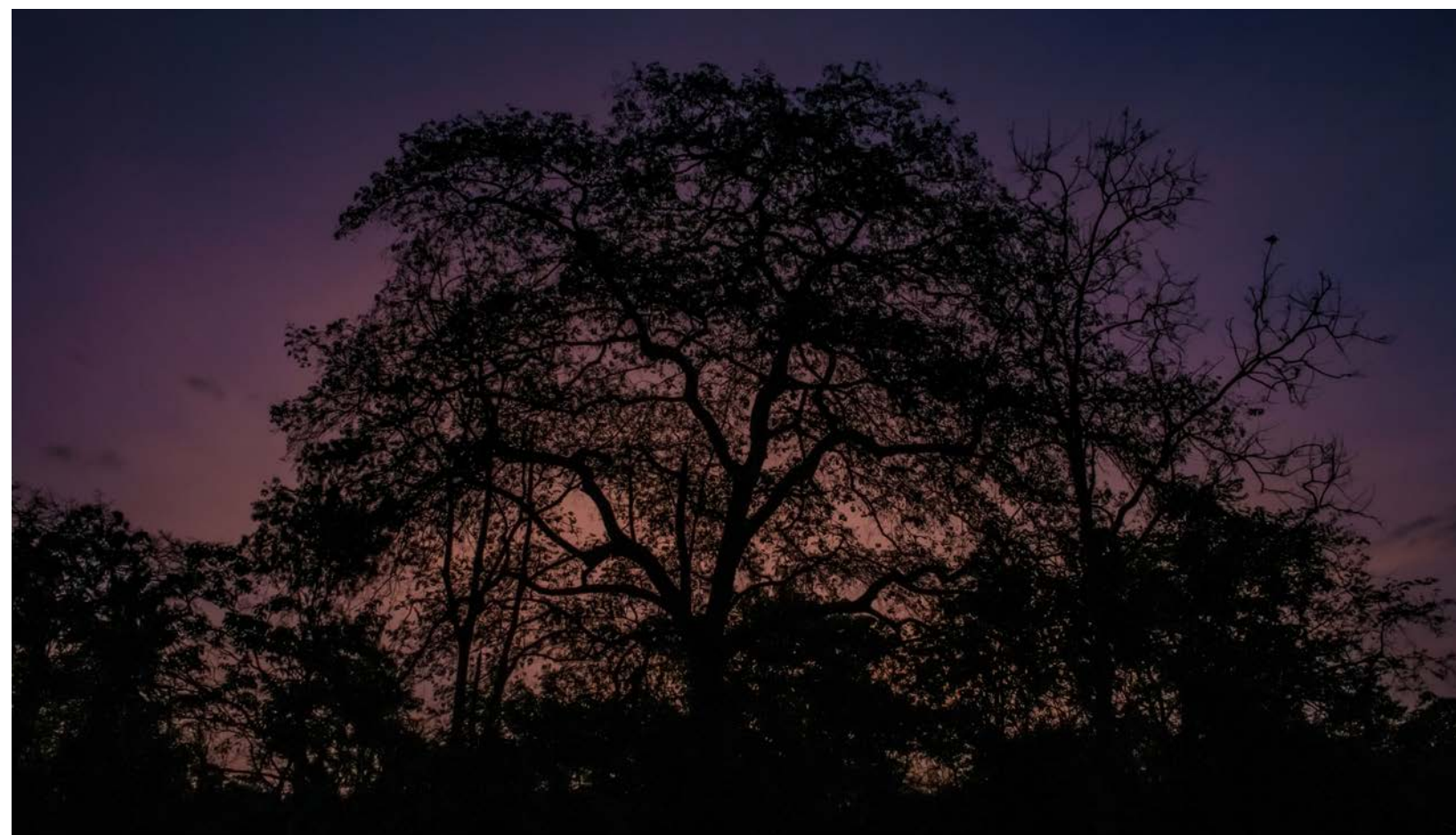








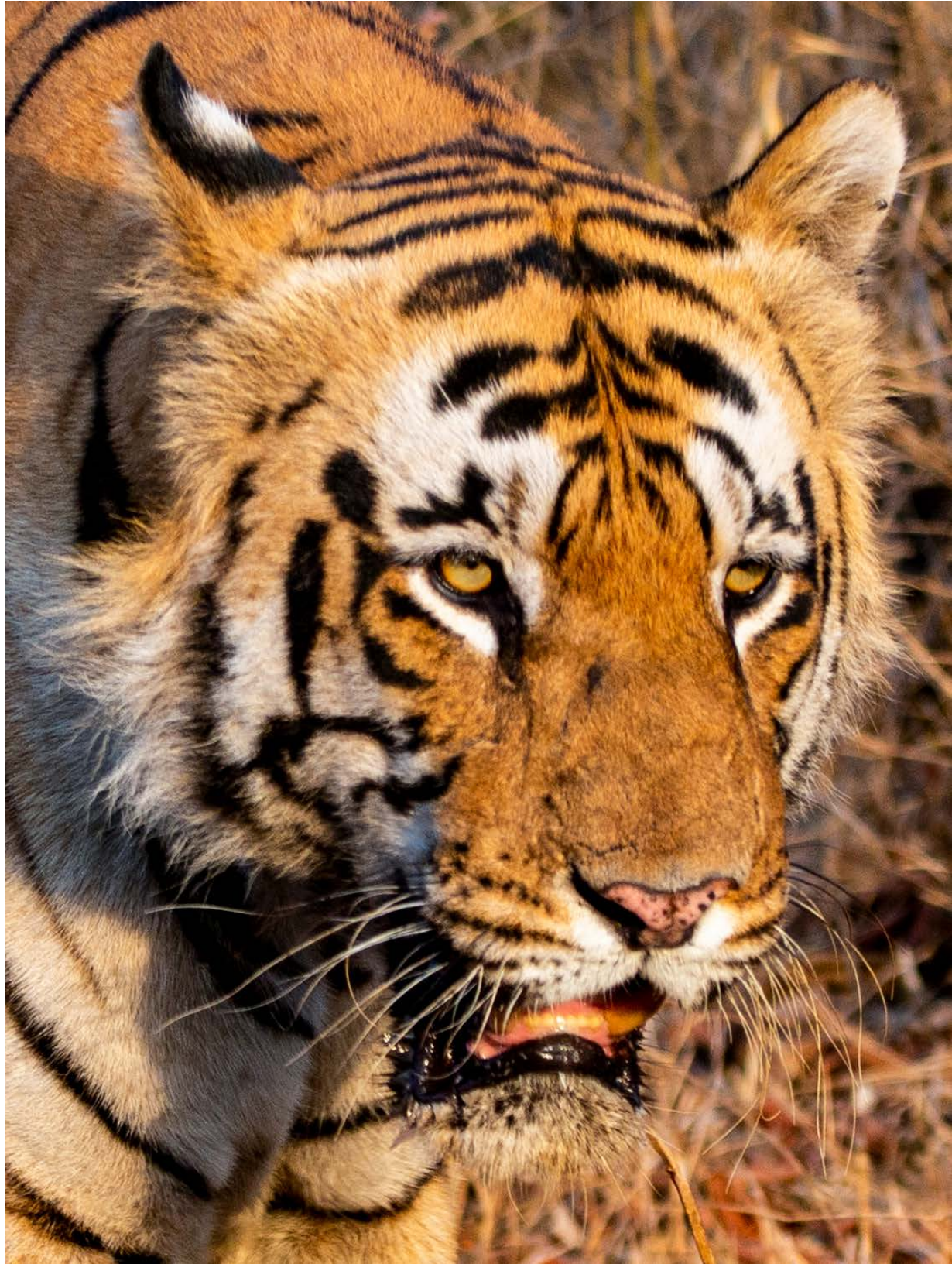




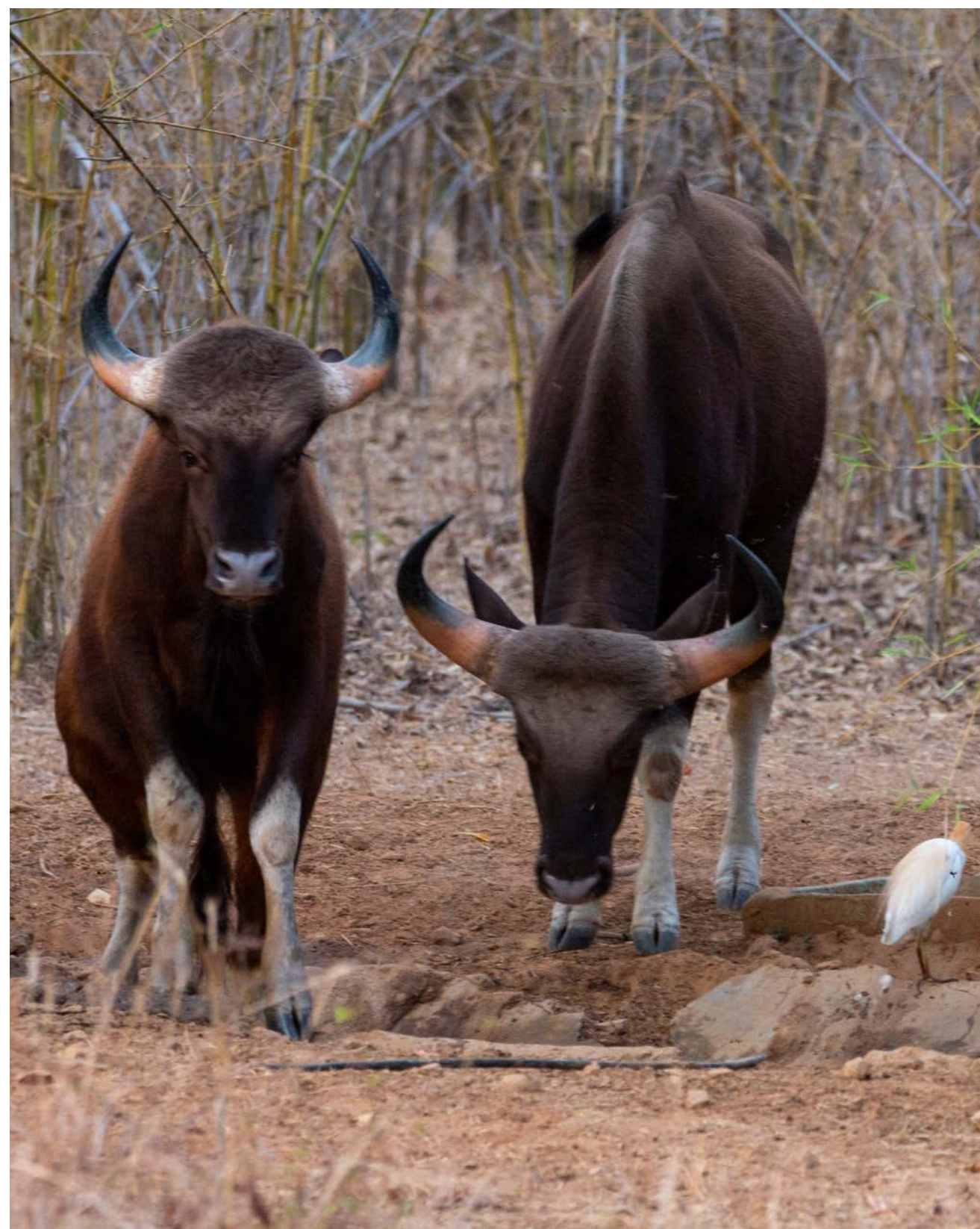
















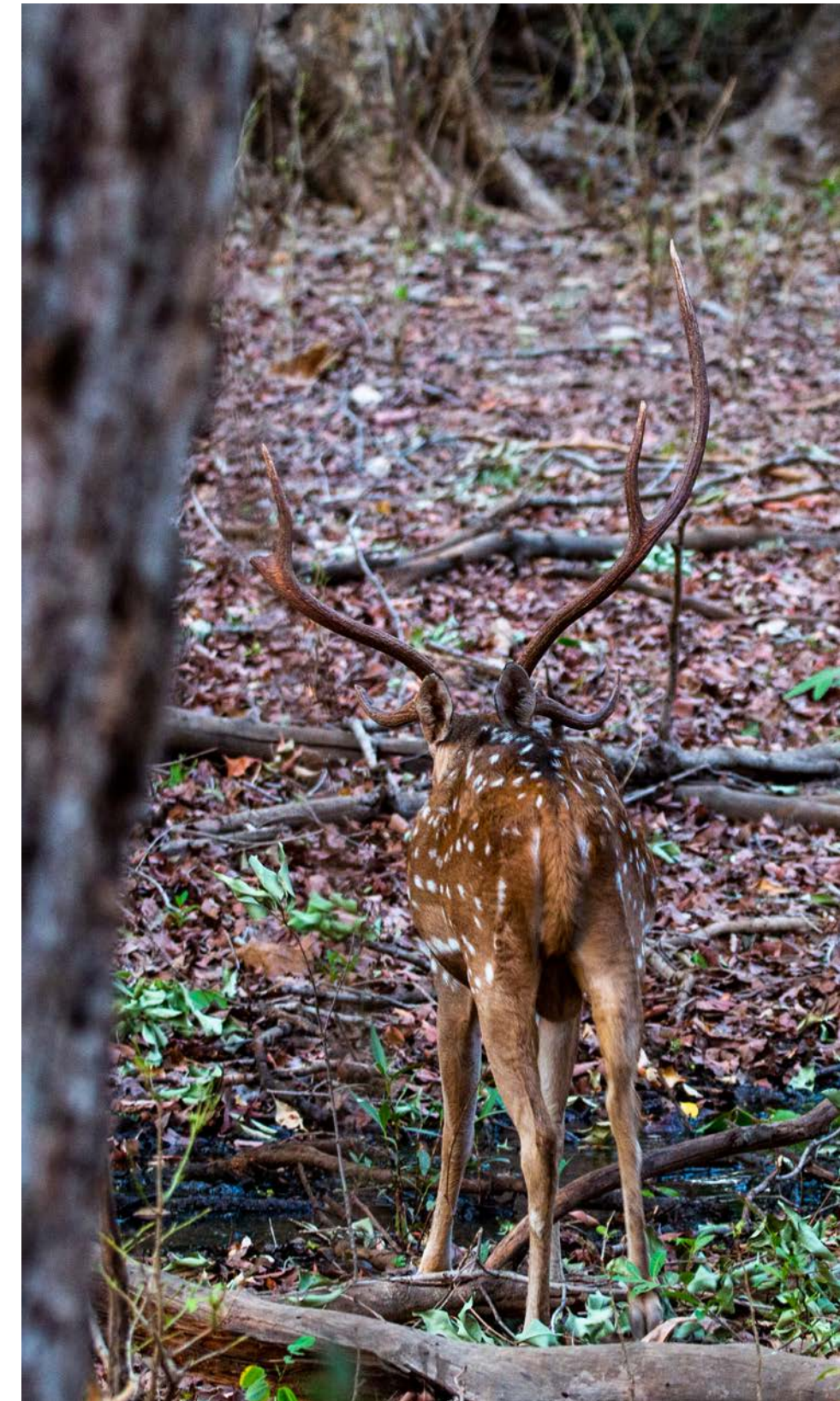
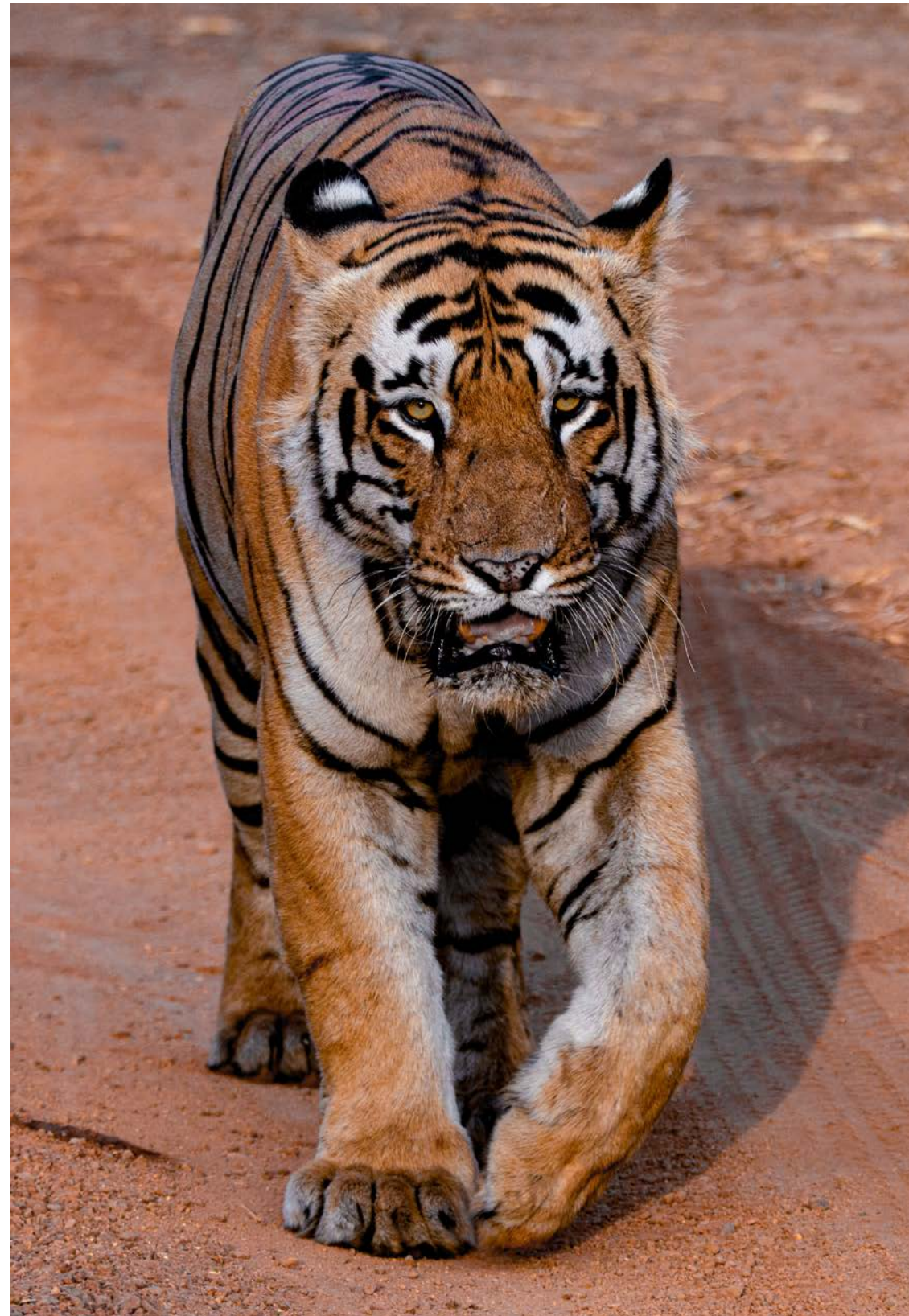




































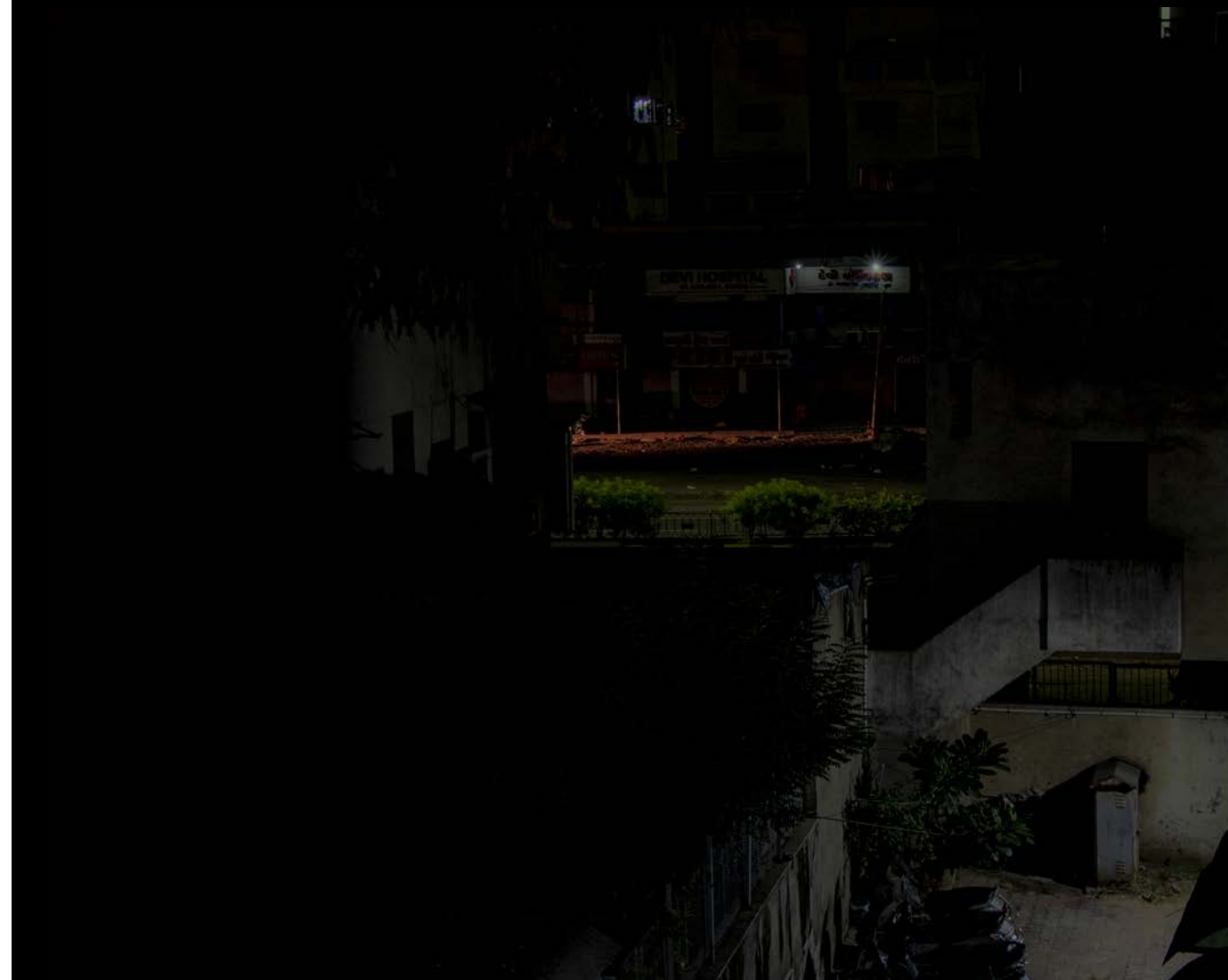


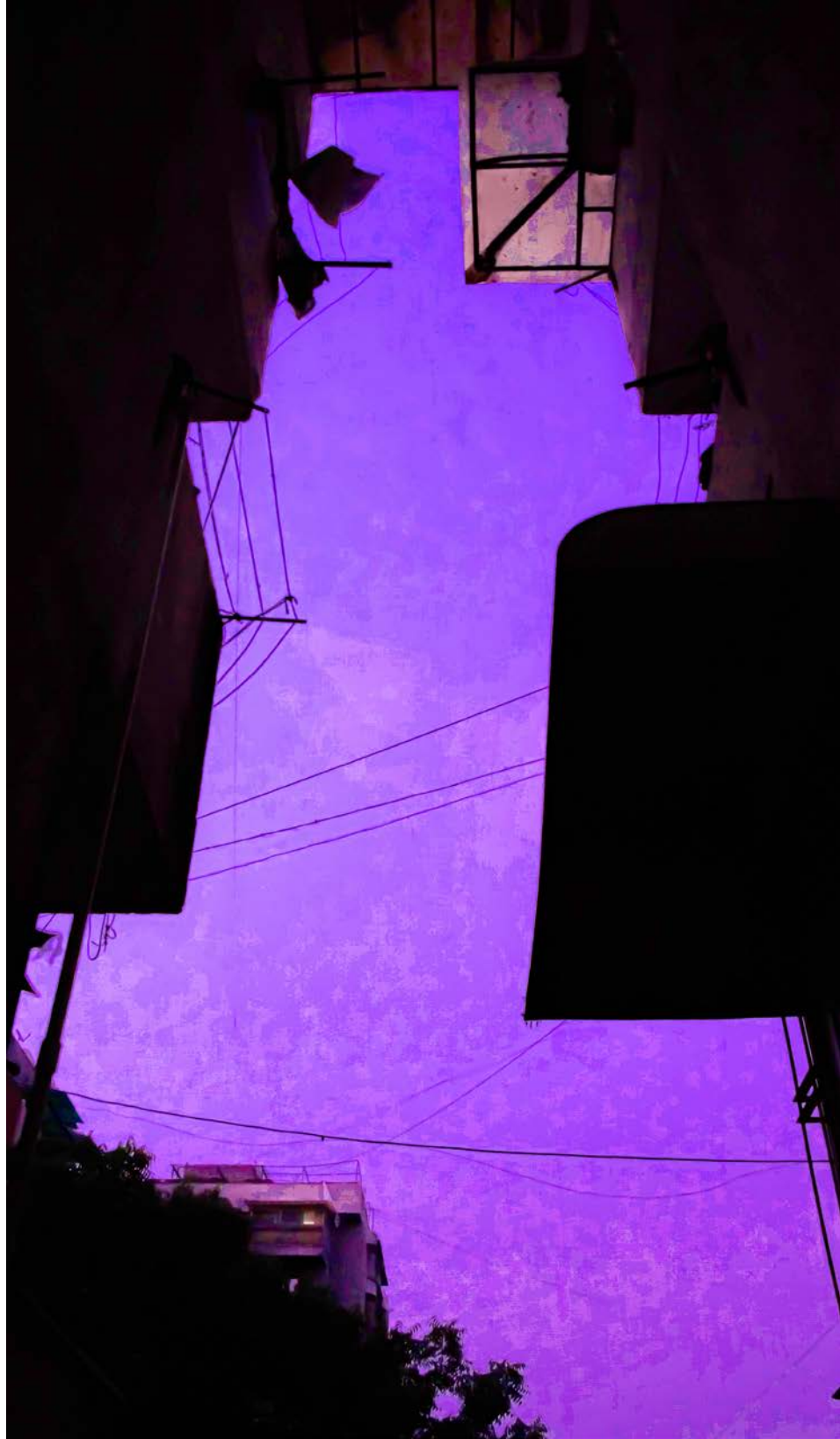




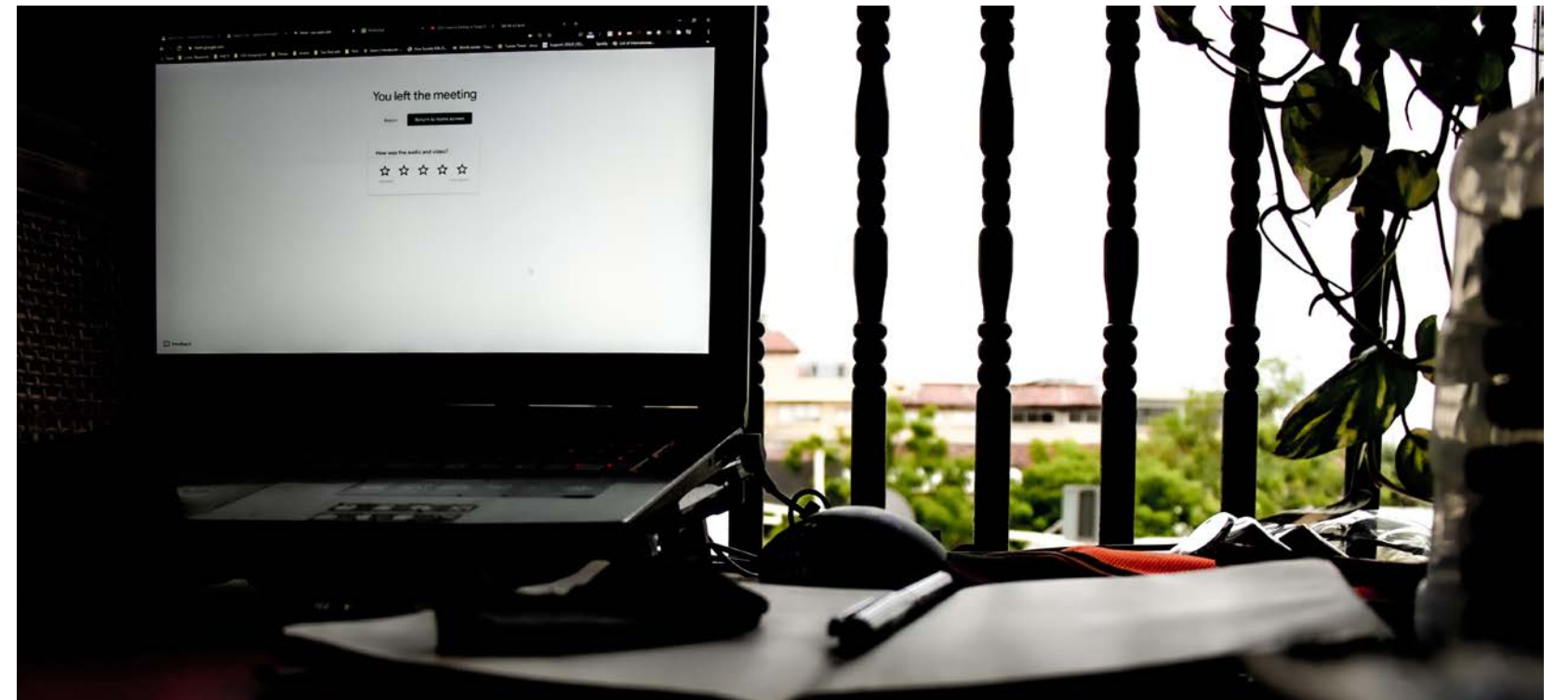
*ConJusted 2020*

**After years of feeling  
trapped in my home. I  
expressed my feelings  
of entrapment using  
photography. The  
lockdown helped. The  
night brought clarity.**





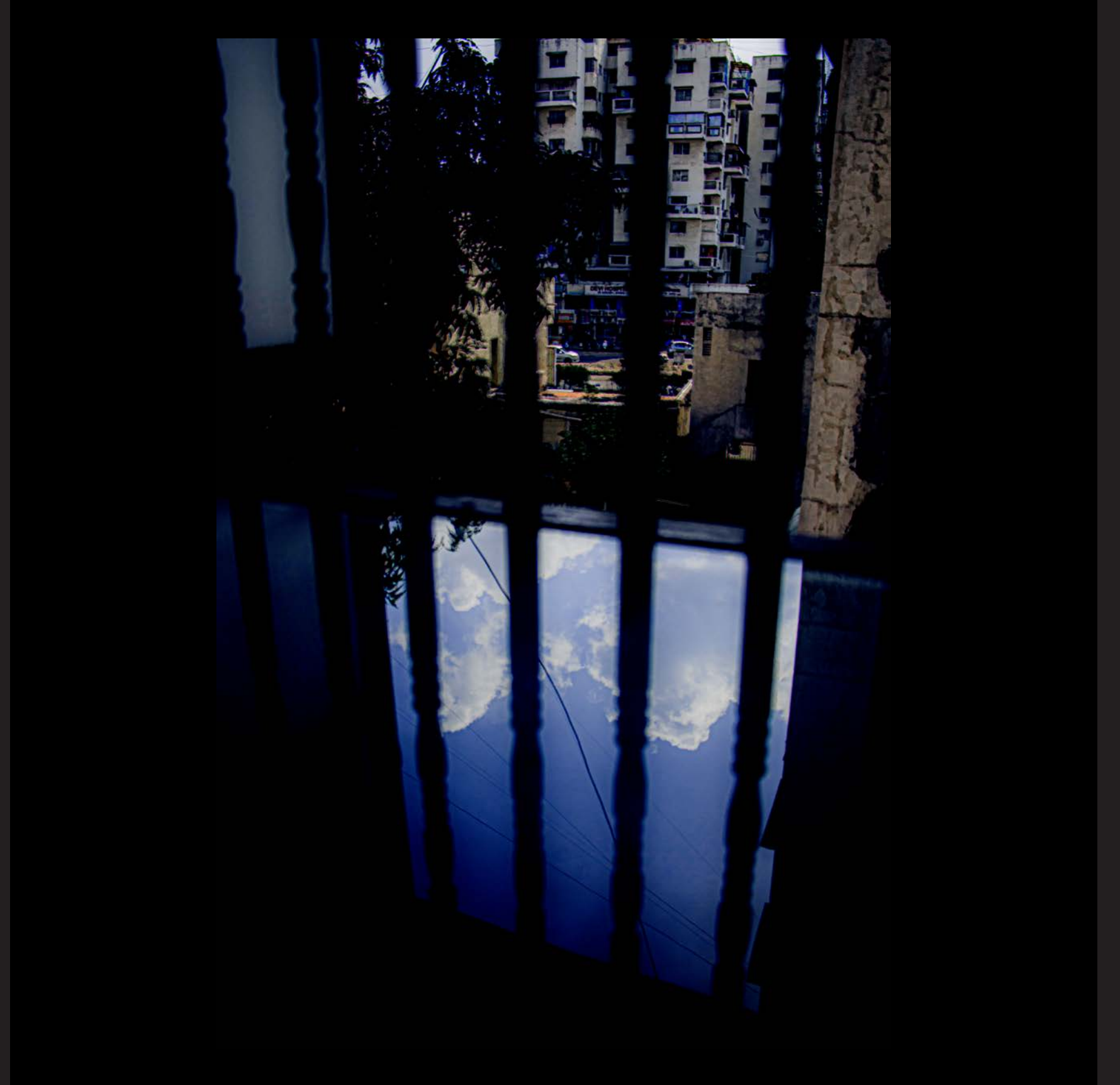








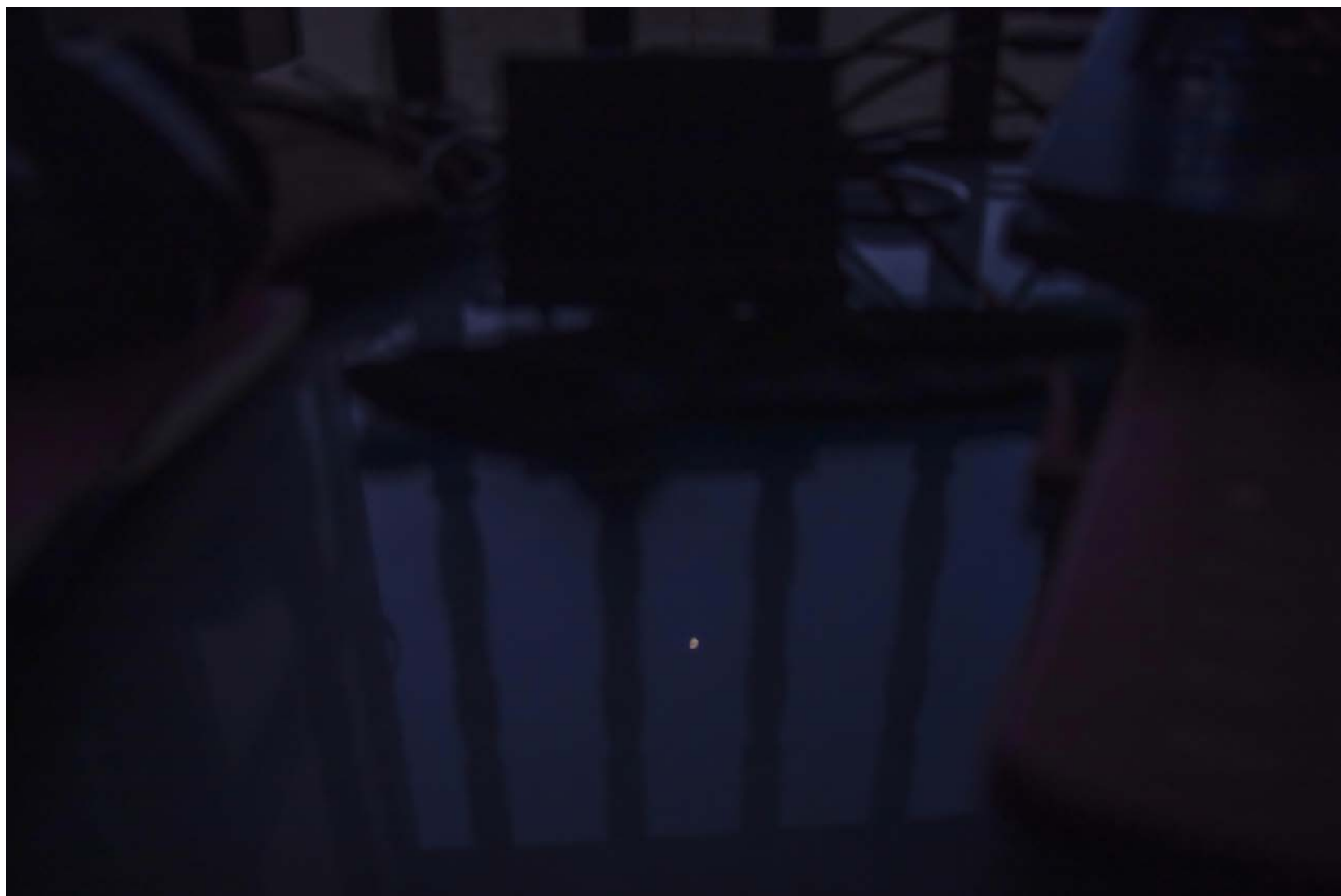
















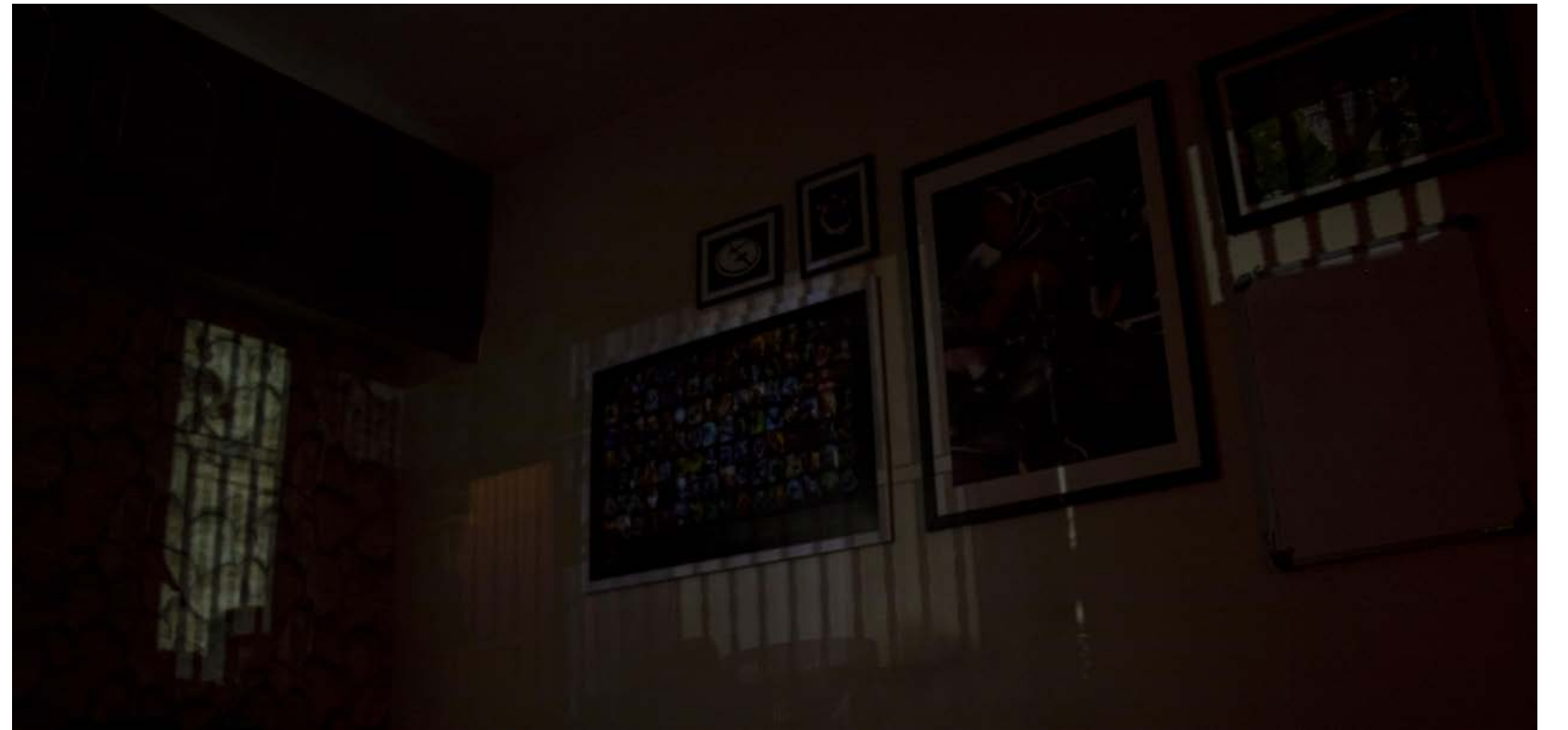








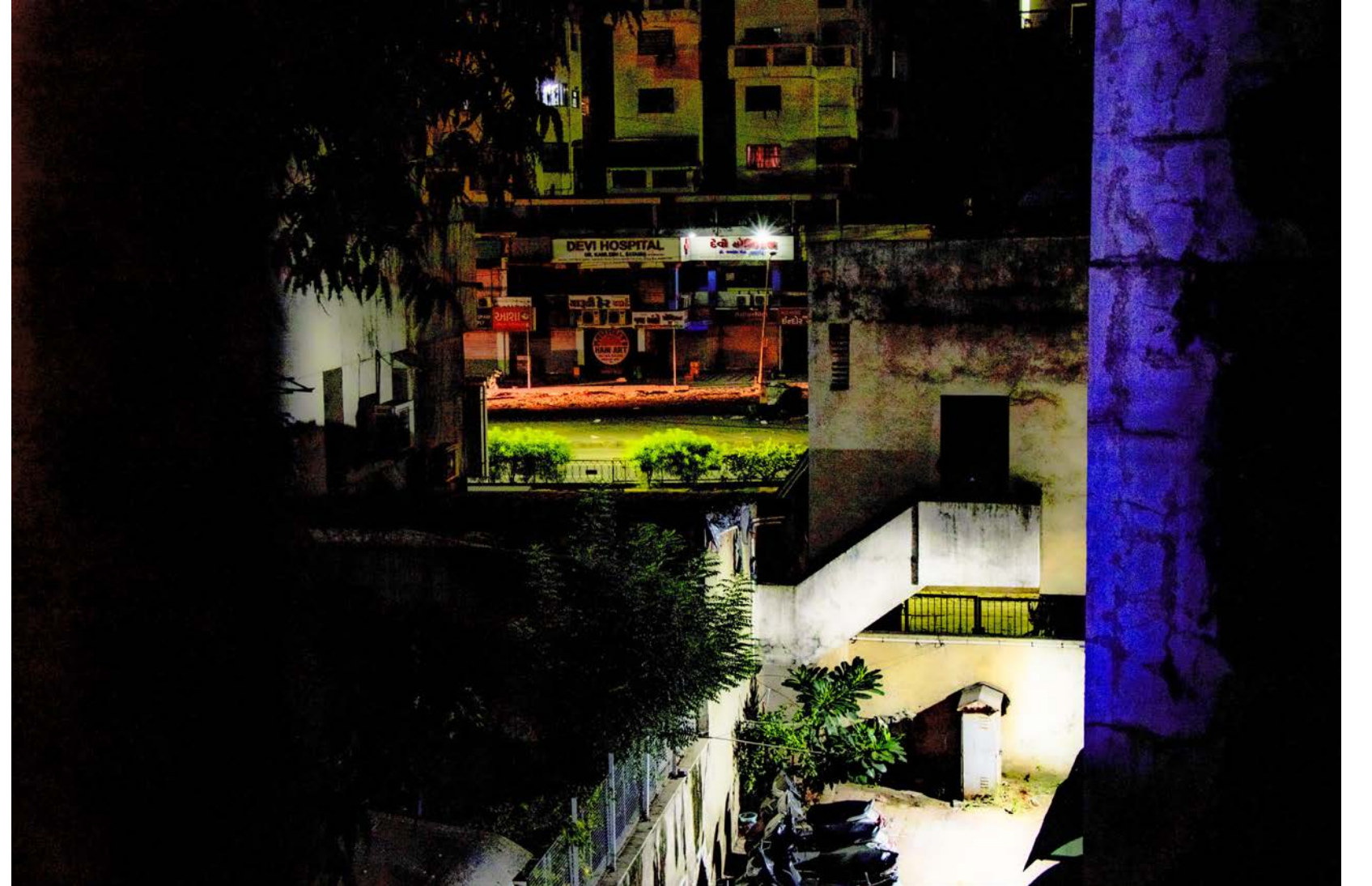
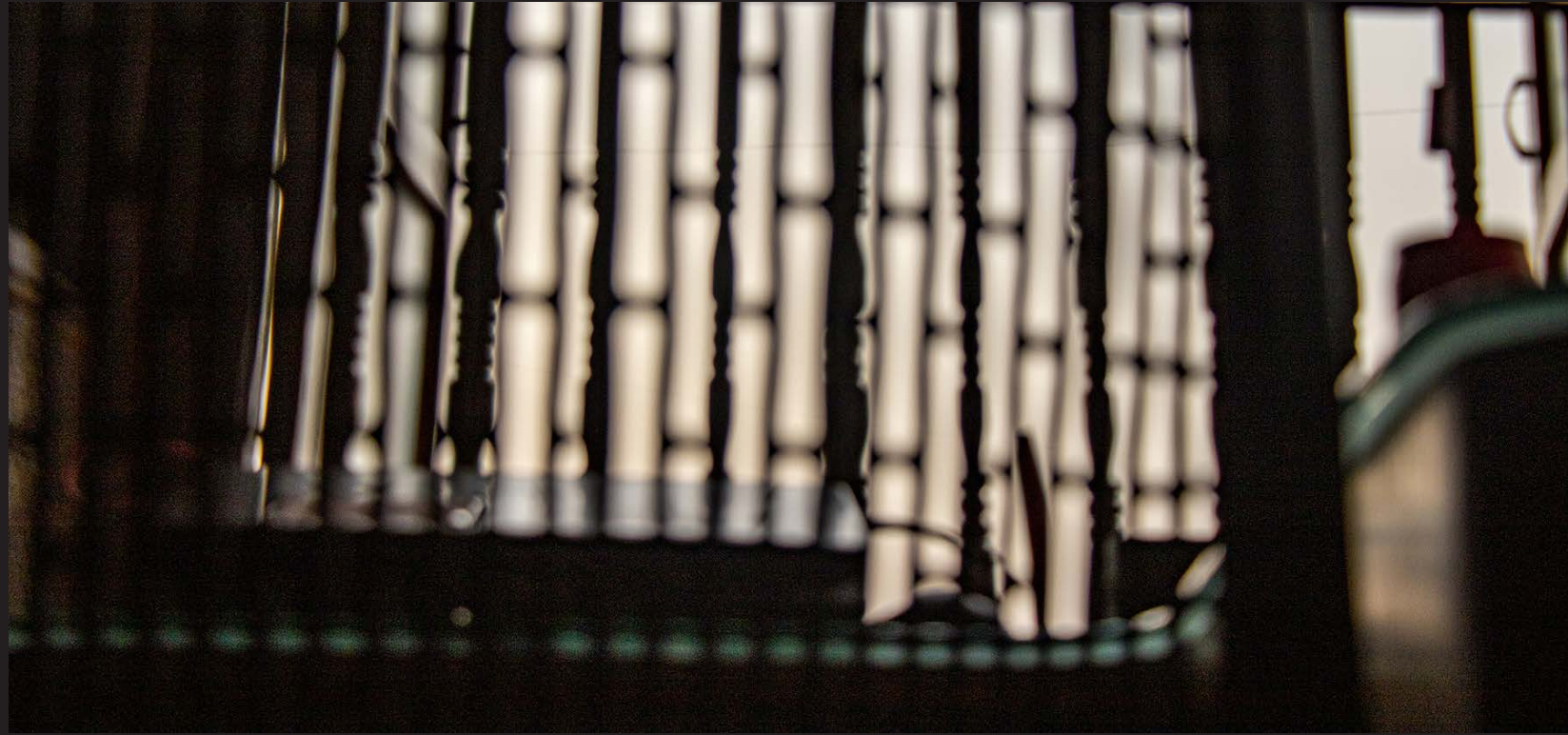




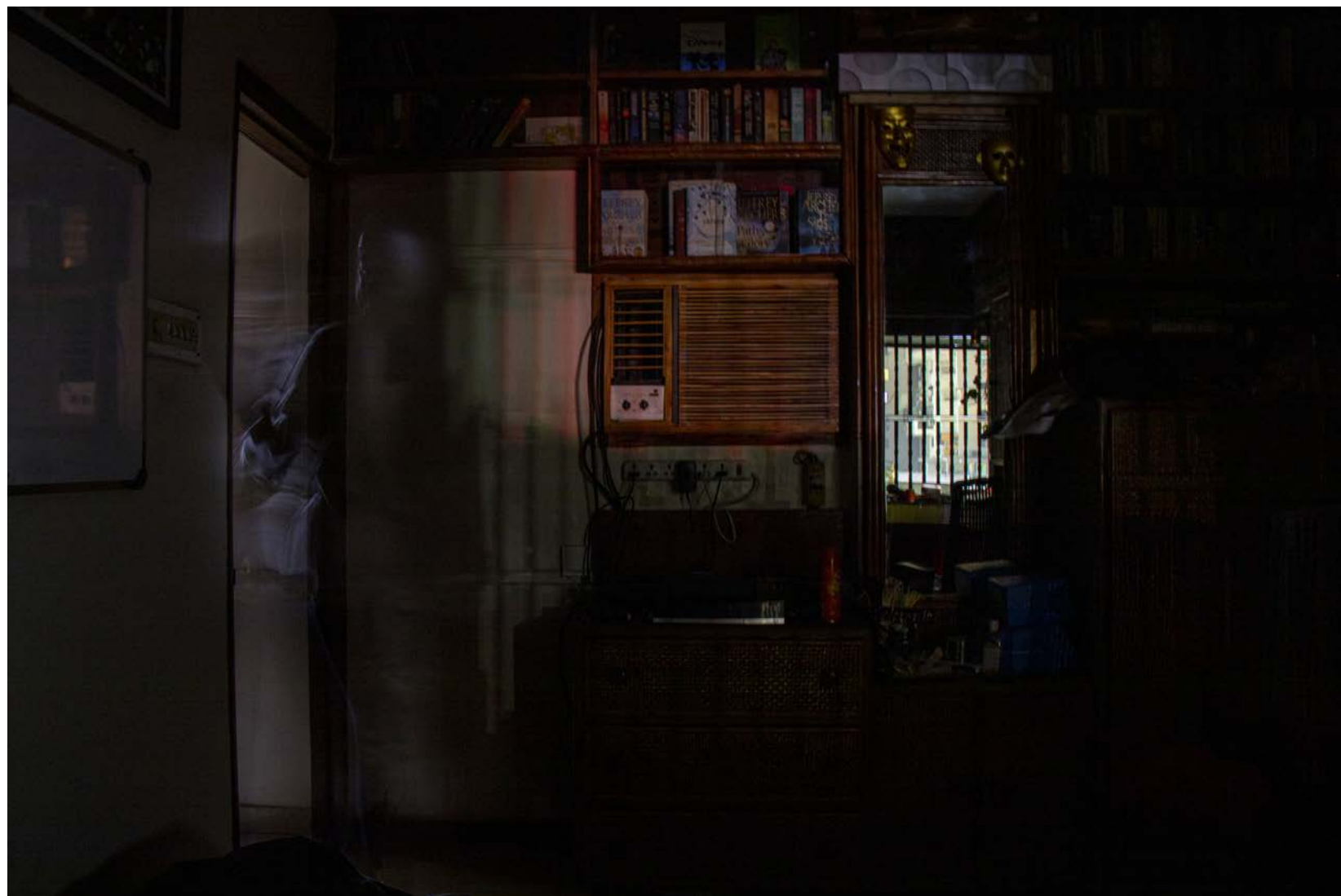












She walks in  
Chaos and disruption  
accompany her.  
I tell her to

Fuck off.

She fades away.  
Into nothing,  
where she belongs.



# Contact

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