

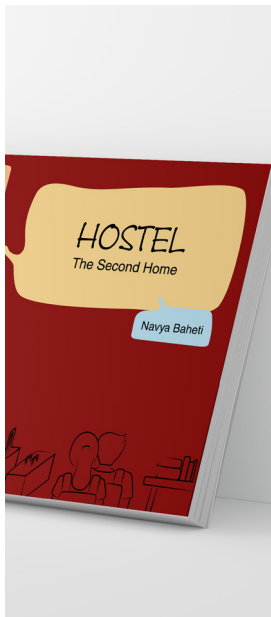
# PORTFOLIO

NAVYA BAHETI

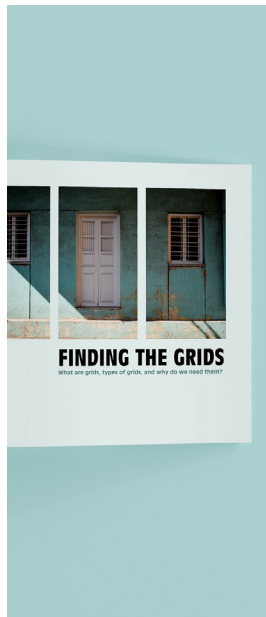
Communication Design Student



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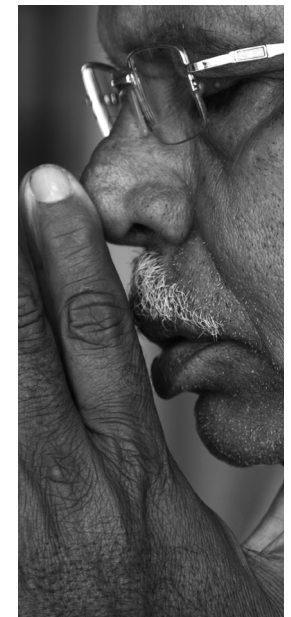
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Project 01

## HOSTEL – THE SECOND HOME

### Domain

Publication Design  
Illustration

### About

The intended audience are parents who are reluctant to send their kids to hostel believing the environment there will expose them to negative influences. This book reflects both the parent and child's experiences, as well as the value and need of developing sound judgment, self-care and personality traits when living away from home.

### Softwares

Illustrator  
Indesign  
Photoshop

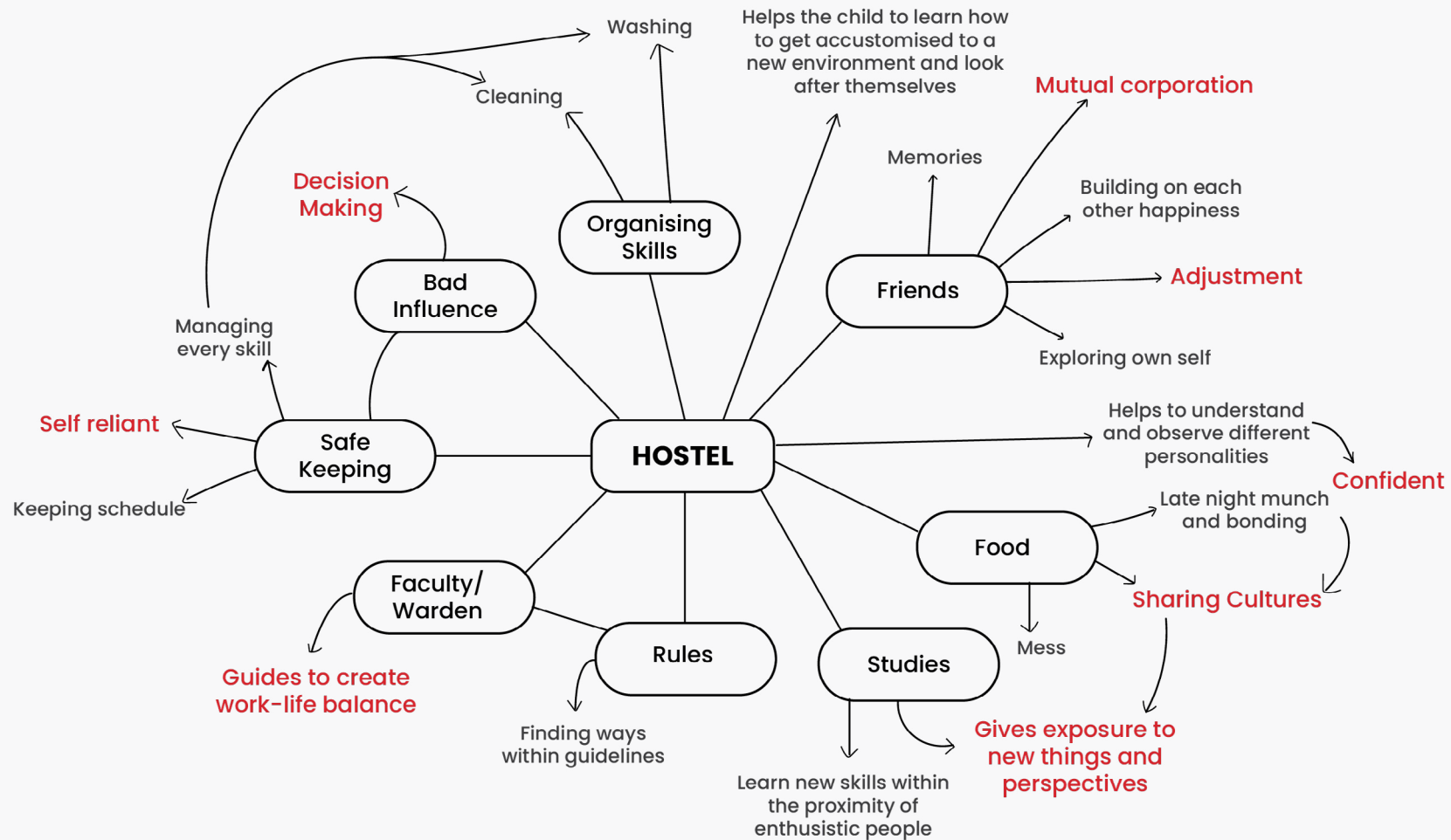
### Time and Duration

September, 2021  
20 Days (Individual)

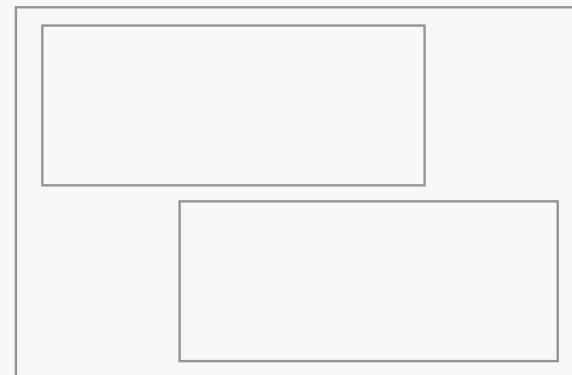
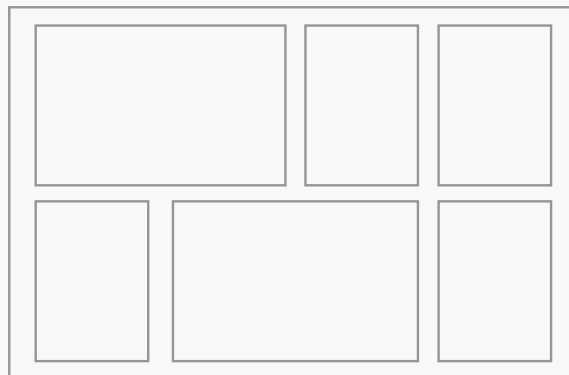




Book cover - Front

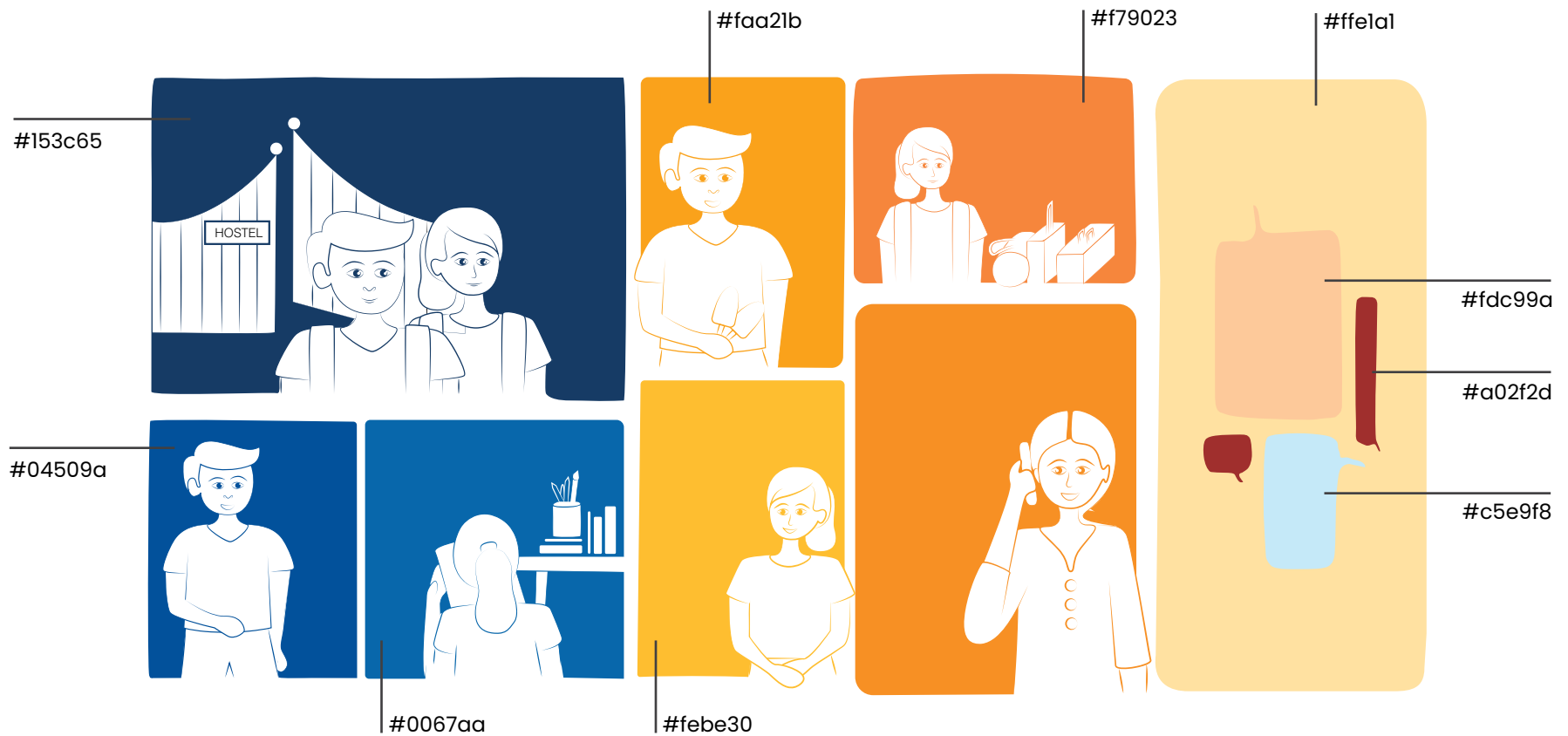


Brainstorming about the hostel's environment and contents from all aspects was the first step. Assembling poignant narratives to deliver the message with illustrations.

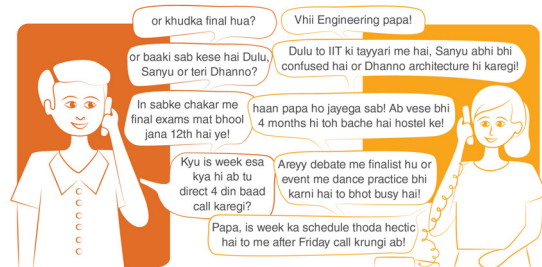
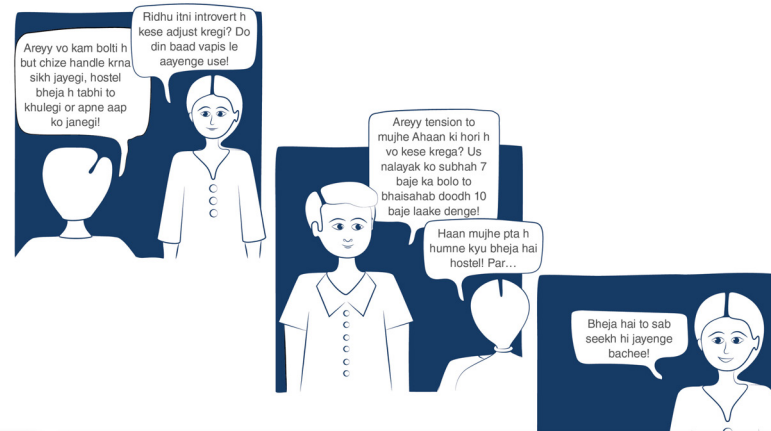
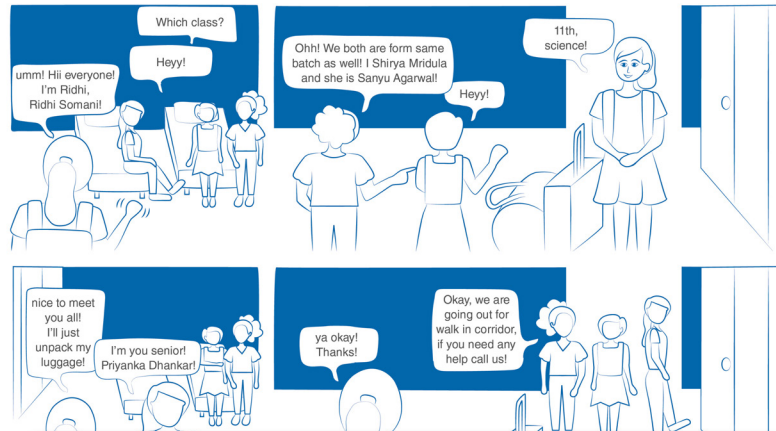


Exploration of grids for single page as narrative distribution. Use of four column grid with colour backgrounds to show the different scenarios of boy, girl and parents.

Grid exploration



Use of color shades to show the journey of boy and girl individually with time in hostel and how childs' and parents' perception have changed.



Dear parents,

Leaving your child on their own, will make your heart teary but when you see them holding up responsibilities, standing on their feet about making their future and exploring their talents will make you feel confident about them. Everything happening to them is not always something happy or cheerful, settling in a new environment with new people without your guards will make them feel lost at times, influence of bad company and bad habits, but that's what they will learn how to make choices that are good to them.

It depends on them what surroundings they choose to grow further. Hostel will make them acknowledge and develop organizing skills, mutual corporation, their routines and make them understand about persistence for making any goal a success. Them becoming more self-reliant.

Project 02

## FINDING THE GRIDS

### Domain

Publication Design

### About

This coffee table book is about grids as a base structure to everything we do. In terms of design, how grids are useful in every field. With a colour story using visuals which shows grids in our surrounding.

### Softwares

Indesign  
Photoshop

### Time and Duration

September, 2021  
2 Days (Individual)

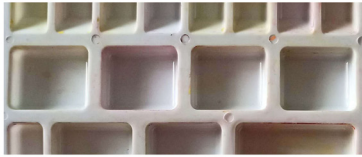


# FINDING THE GRIDS

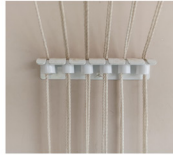
What are grids, types of grids, and why do we need them?

Book cover - Front





## GRIDS IN WHITE



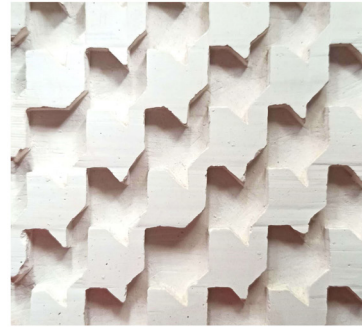
The grid layout consists of margins (the negative space between the edge of the format and the outer edge of the content) as well as columns and alleys. Vertical columns and horizontal rows are building blocks of the grids, and an area in between two columns and two rows is called an alley or a gutter.



The grids' last attribute is a module, a unit of space created by columns and rows.

Designers highlight four types of layout grids:

- Manuscript grid
- Column grid
- Module grid
- Baseline grid



The **baseline grid** creates the most consistency. It is useful when you need to use a lot of white space on your web page.

The baseline grid is essential in establishing fields. It also helps to rationally determine horizontal division and

place grouped elements from top to bottom in a pleasant visual way.

The main idea is that the baseline (the bottom of each line of text) aligns with the vertical spacing.



**Multicolumn grid** layout consists of two or more columns with consistent and proportionate gutters.

This grid is mainly used for articles with discontinuous information, and it is excellent if you want to use different zones for different information types.



## GRIDS IN BROWN

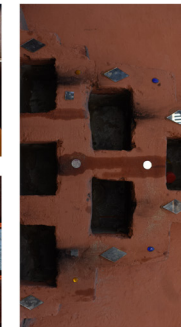
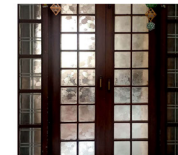
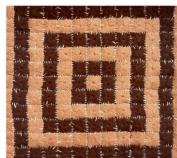


A **modular grid** divides the page vertically with columns and horizontally with rows, creating modules and giving you more control over the layout.

With this grid layout, you can establish a more complex visual hierarchy.

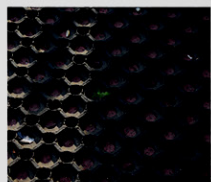
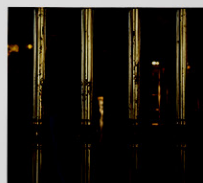
The **column grid** only focuses on vertical alignment, and if you need to organize multiple elements on your web page in a more complex way, you can always count on a modular grid.

Everyday use for modular grids is mobile phone home screens that show the entire collection of apps and websites that display collections of items in their category pages.



**Visual hierarchy** is a term used to describe an organization of elements on the web page by their importance. The main goal is to prioritize visually and to direct your user's attention to the desired objects. A grid can help accelerate that hierarchical process and make it easier too.





Grid is merely a skeleton that helps arrange the items on your page. Grid layout facilitates the design principles such as balance, visual hierarchy, and white space.

Use Block, Multicolumn, Modular, and Baseline grids to create a visual hierarchy on your page, and you are guaranteed to increase your conversions

Sketch your ideal page layout, and then use columns and rows to make your design the most attention-grabbing and eye-pleasing.

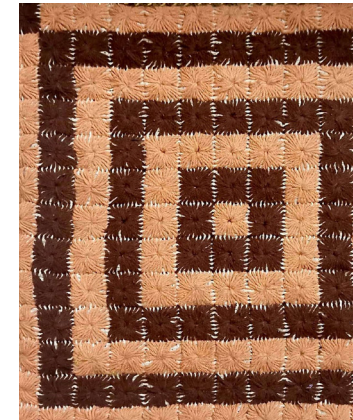
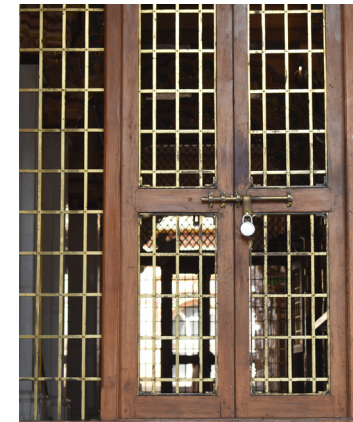
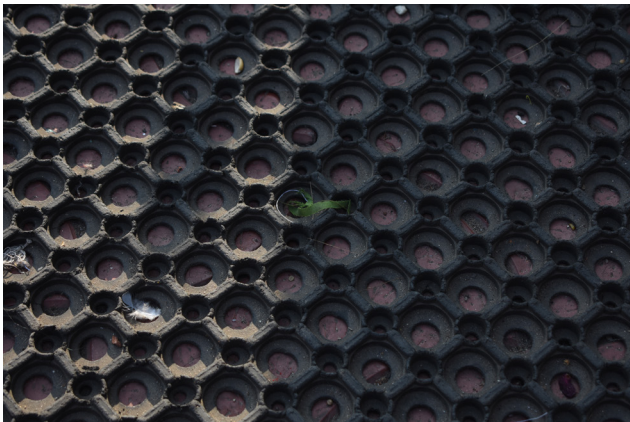
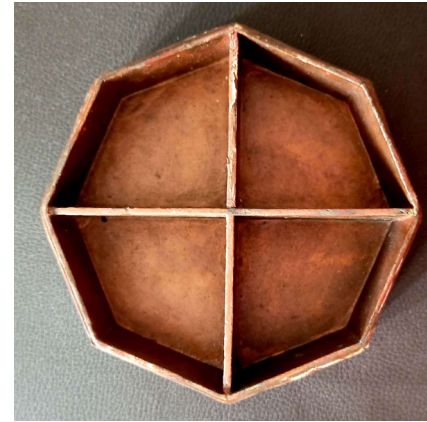
PUBLICATION DESIGN 2021



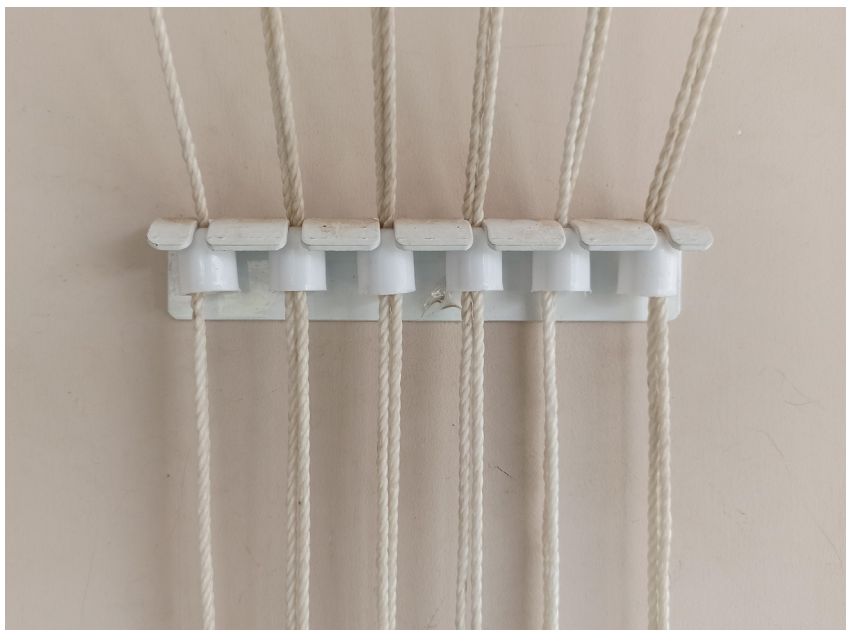
## FINDING THE GRIDS

What are grids, types of grids, and why do we need them?









Collection of images showing various types of grids that are found in our surroundings. Clicked within a timeline of 2 years, at temples, construction sites, streets and home.

## Project 03

# PATAKA

### Domain

Illustration  
Packaging  
User Interaction

### About

Pataka is a nostalgic ride for people, playing their favorite game in a unique way. With the elements of Diwali, celebration and Indian tradition in a board game with new twist. Although games are always open to all, but the indented audience is from age 3 to 10 years.

### Softwares

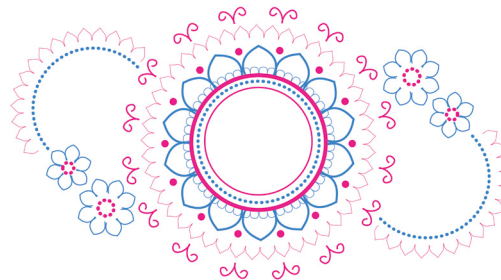
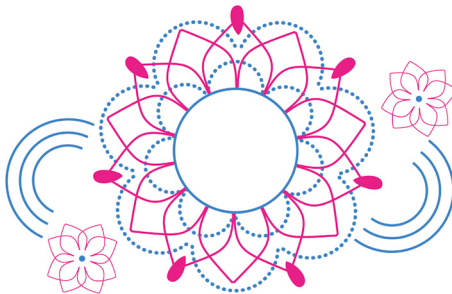
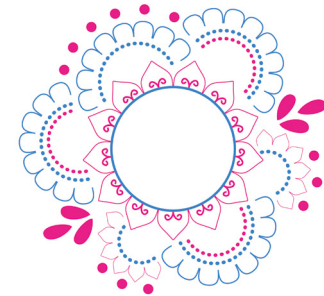
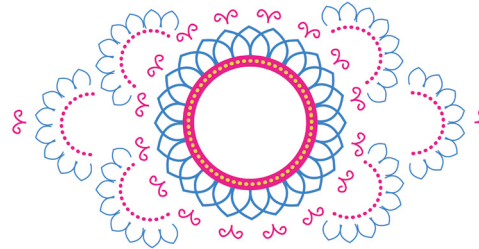
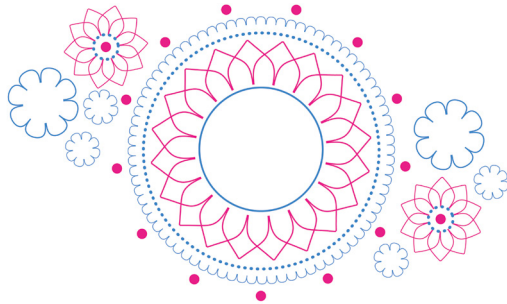
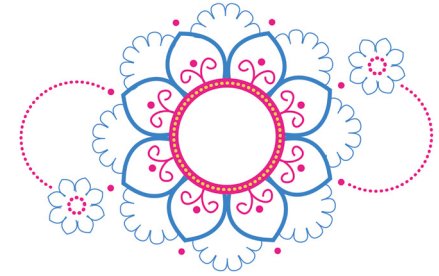
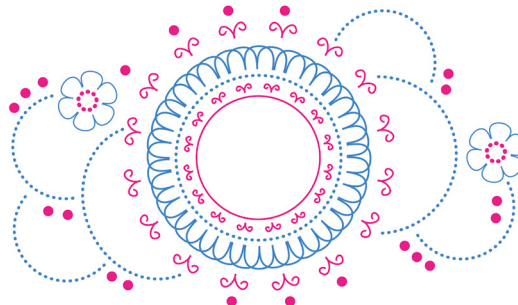
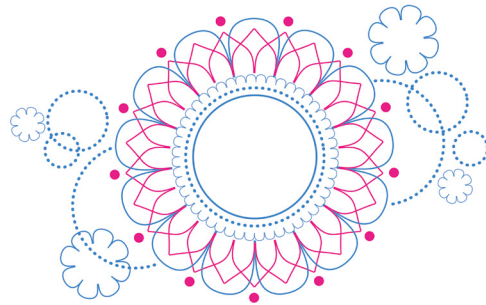
Illustrator  
Photoshop

### Time and Duration

June, 2021  
25 Days  
(Internship project)

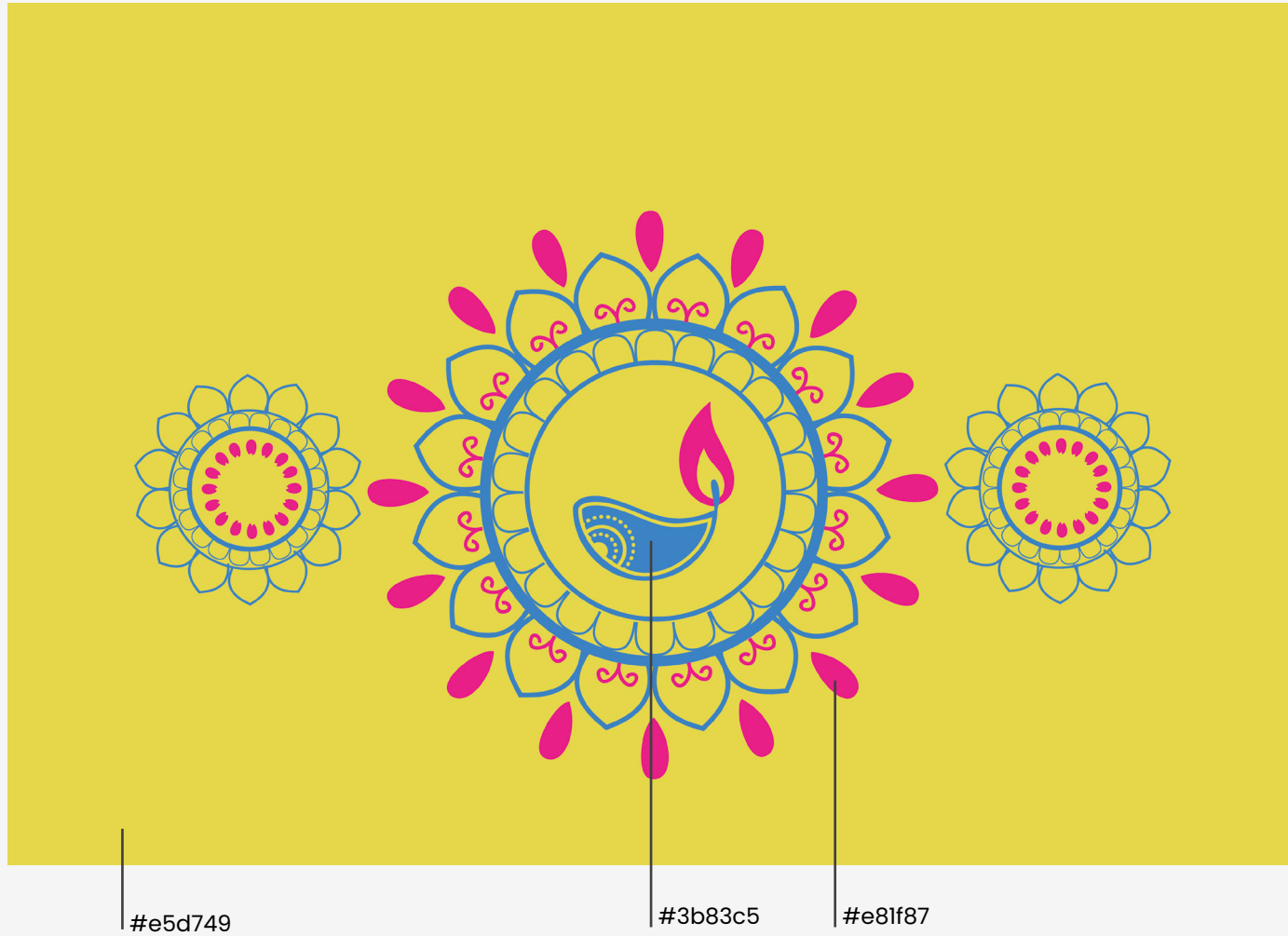


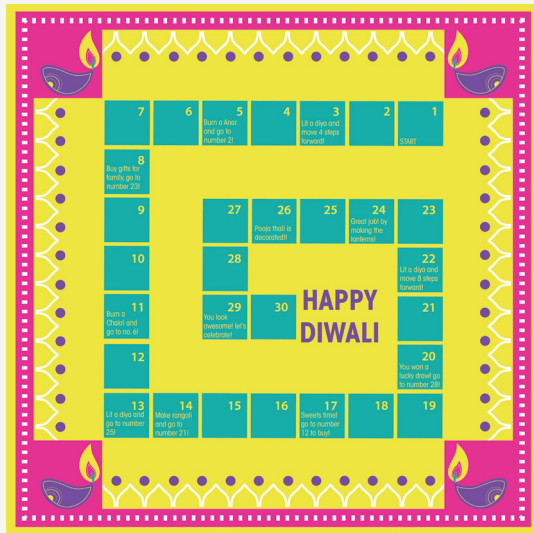
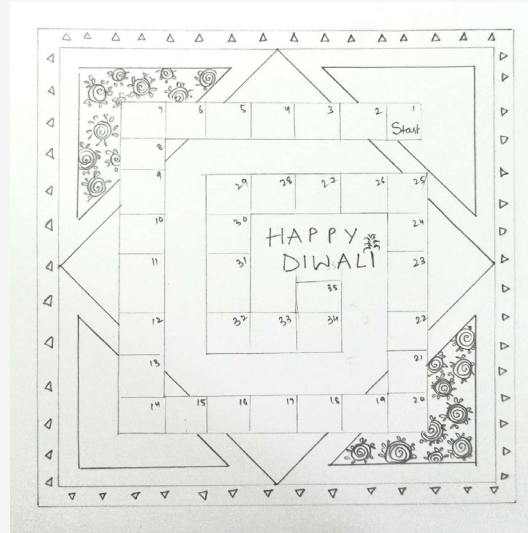




Research on various Indian motifs and print patterns. Looking at the Rajasthani prints and culture, exploration done on motifs for packaging of game.

The colour scheme for packaging is bright and have a feel of traditional gift.





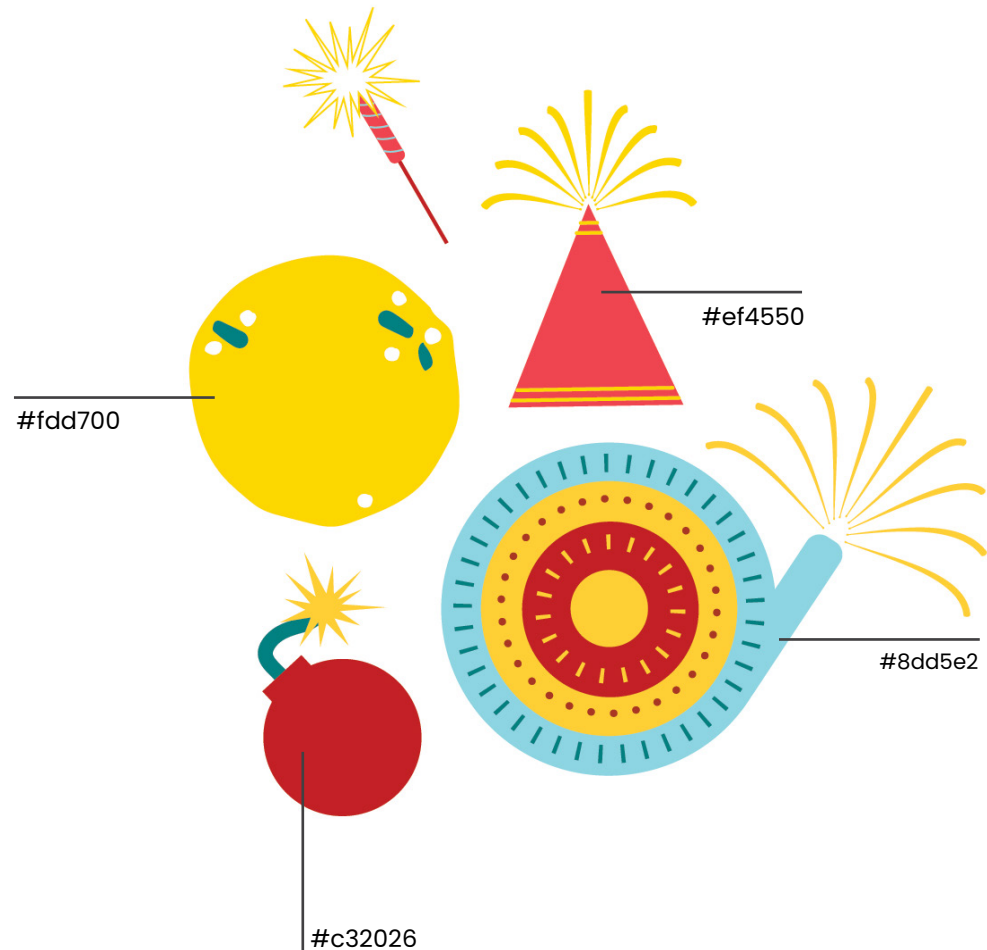
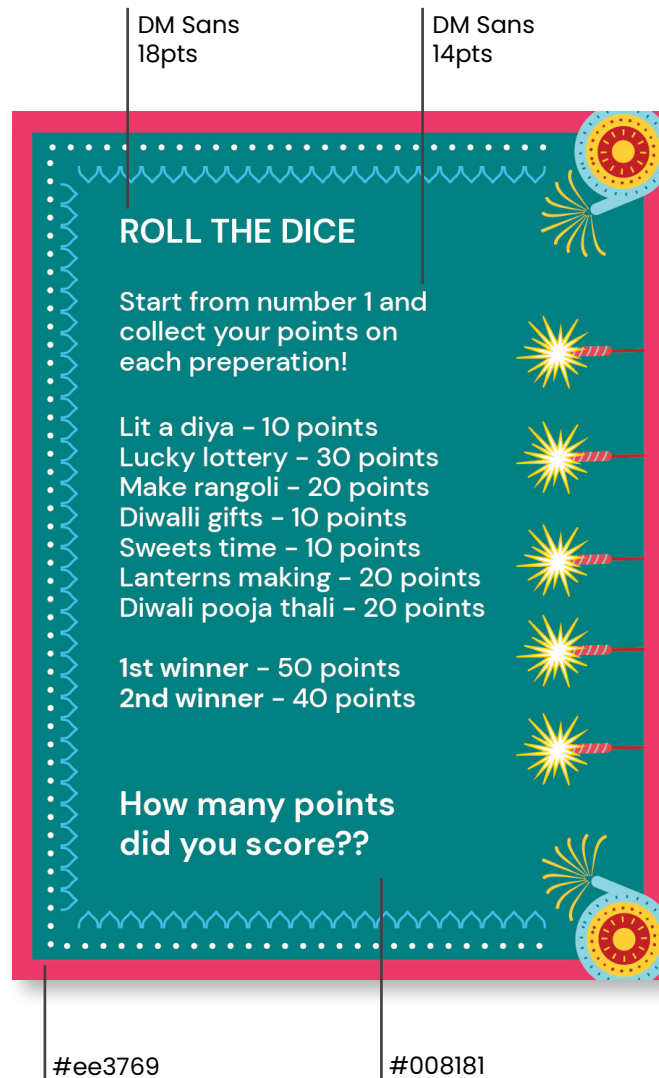
Part 2 of the project is Board Game Design (specially targeted to kids of 3- 10 years). Using the basic game idea of ludo and dice, I designed this game for the diwali theme hamper.

Research on elements like illustration, color and theme was done. Using the most exciting for kids on diwali – fire crackers and sweets used to illustrate this game.

Exploration on different styles to make this game unique and more fun!









Project 04

## PREET PURAAN

### Domain

Illustration

### About

Illustration on the purest and eternal love story or Radha-Krishna. Using basic line drawing illustration style with traditional background motifs.

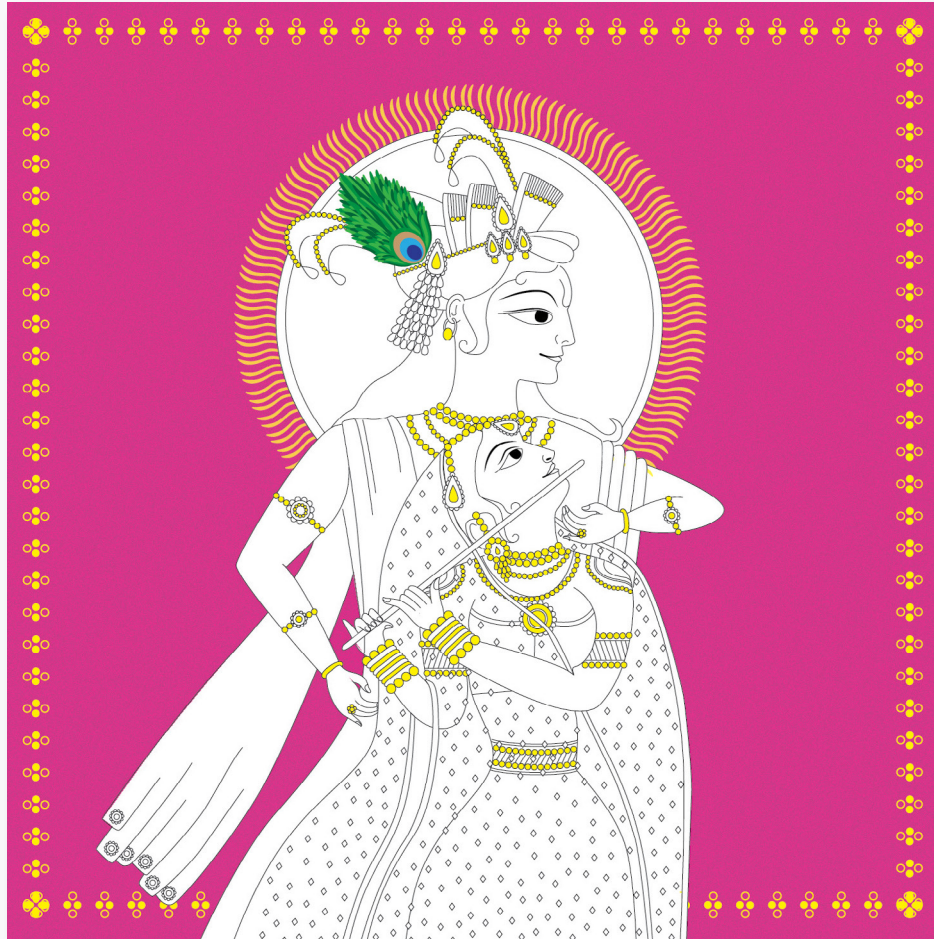
### Softwares

Illustrator  
Photoshop

### Time and Duration

March, 2021  
2 Days (Individual)





Digital illustration

Project 05

## STILL LIFE

### Domain

Hand sketching

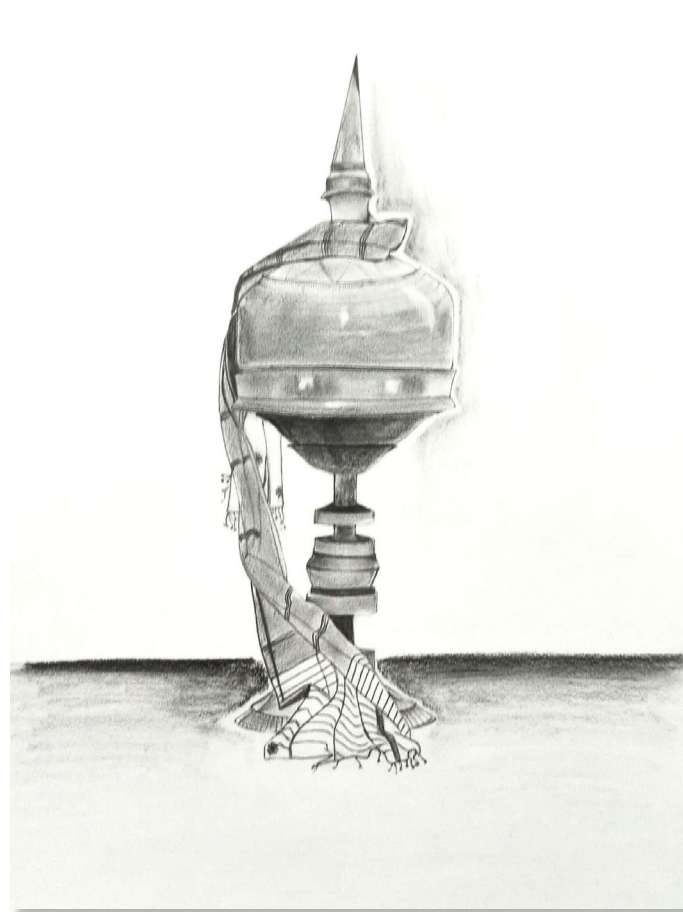
### About

Still life sketching, understanding light, shadow and greyscale.

### Time and Duration

August, 2019

2 Days



A3 size hand sketch

Project 06

## PEOPLE, PRAYERS & RITUALS

### Domain

Photography  
Documentation

### About

A photo-series, capturing the environment and behavior of people in the temple. Photographs are shot at Chamunda Mata Temple, Bhilwara, during late afternoon and evening.

### Softwares

Photoshop

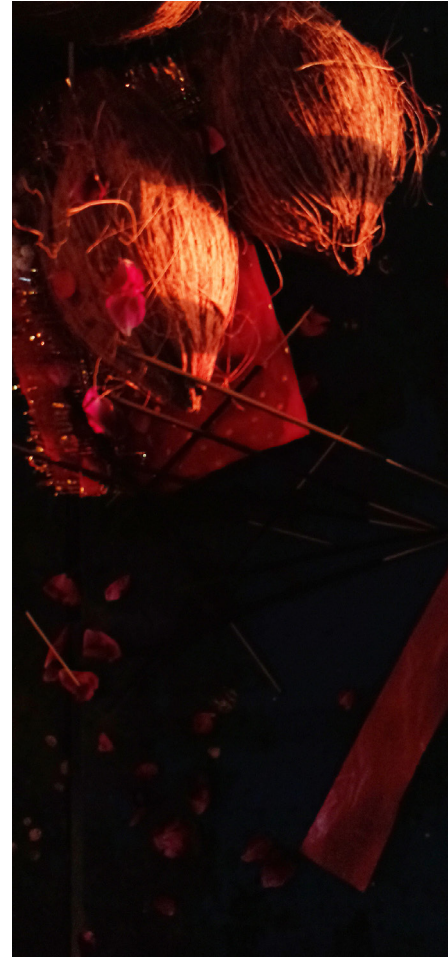
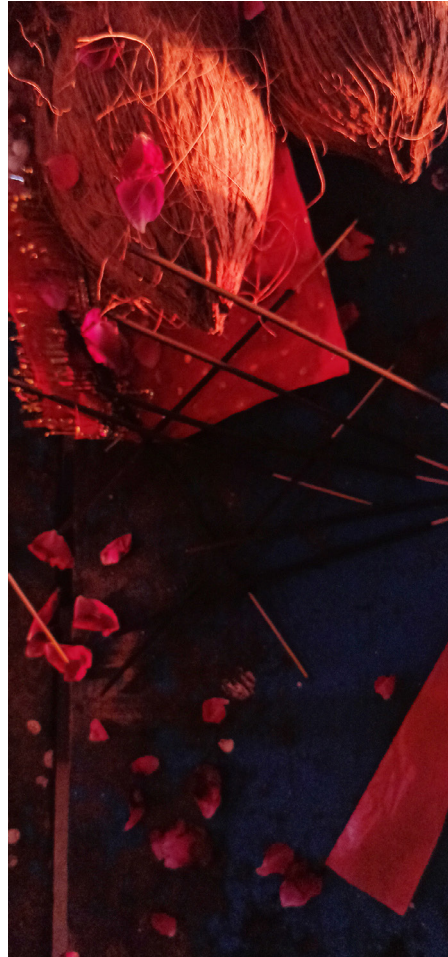
### Time and Duration

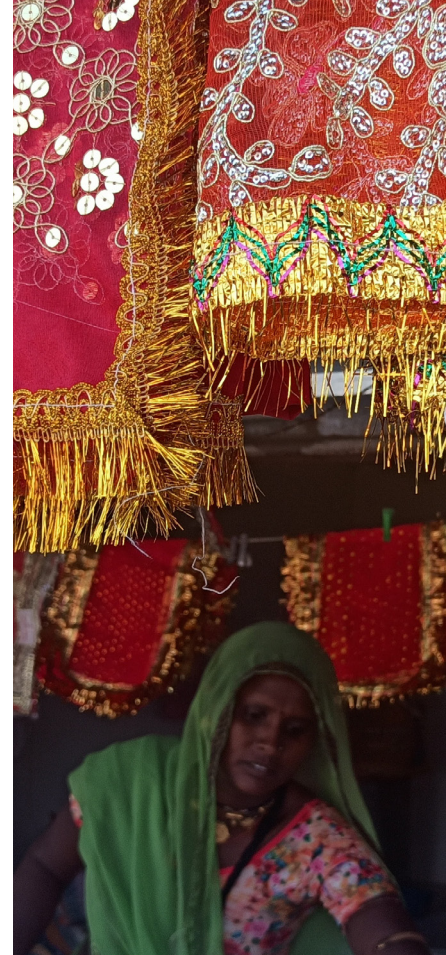
August, 2020  
2 Days











Project 07

## SILENCE

### Domain

Photography  
Documentation

### About

Capturing the old people sitting at Swaminarayan temple, Ahmedabad early morning. The raw emotions and silence that echoed in the temple with their prayers and wishes.

### Softwares

Photoshop

### Time and Duration

January, 2020  
2 Days

















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