

PORTFOLIO

GRAPHIC DESIGN

PRACHI CHAVDA

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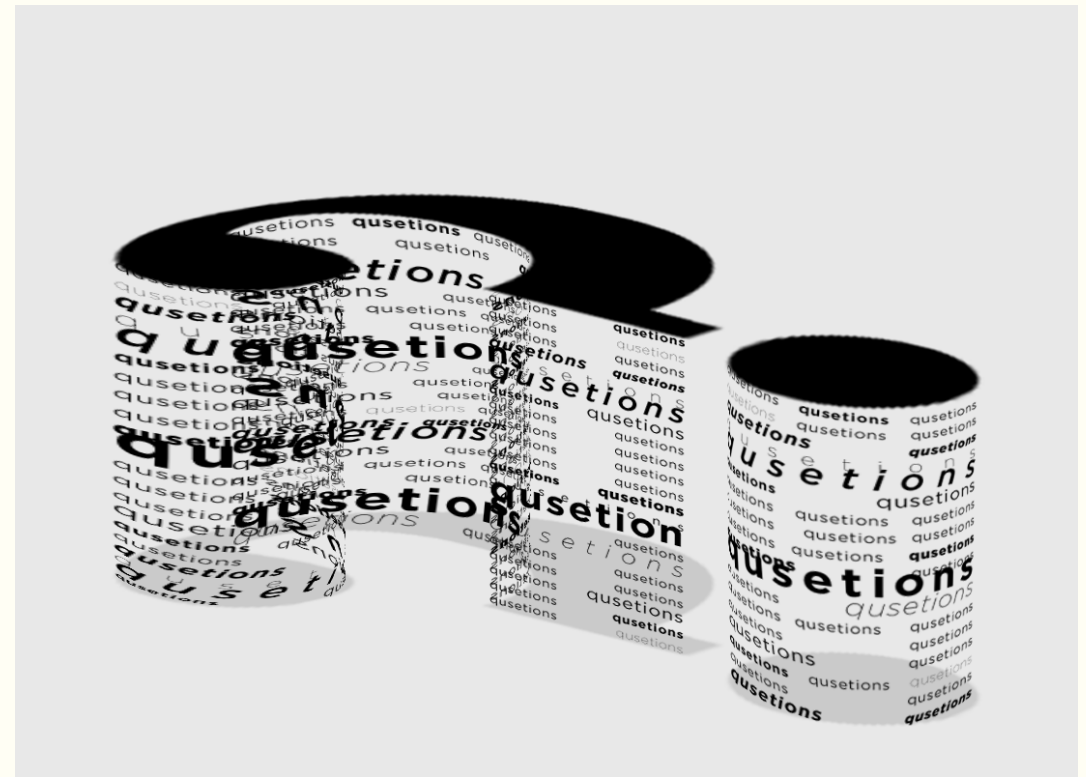
9. CLIENT WORK

10. EBOOK

PERSONAL PROJECT

EXPRESSIVE TYPOGRAPHY

made on photoshop



HOUSE OF MAKEBA BRANDING

made on photoshop & illustrator

Brief

Help the brand market itself.

Concept

I found new oppourtunities for the brand to market themselves, made branding guidelines, and a consistent visual language.

Event posters



Elevator buttons



Sinage



EXIT ►
ENTRY ►



Feedback



HOW'D WE DO
please pick a number to rate us

	1	2	3	4	5
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comments	<input type="text"/>				
Name :			Date :		
Contact No :					
How did you find about us :					
THANK YOU					

Visiting card







BRAND IDENTITY

DEPARTMENT OF DESIGN
NIRMA UNIVERSITY

made on Illustrator & Photoshop

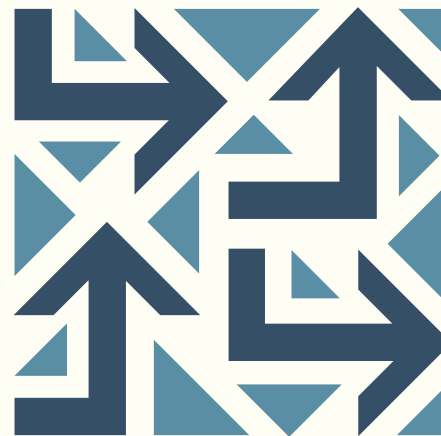
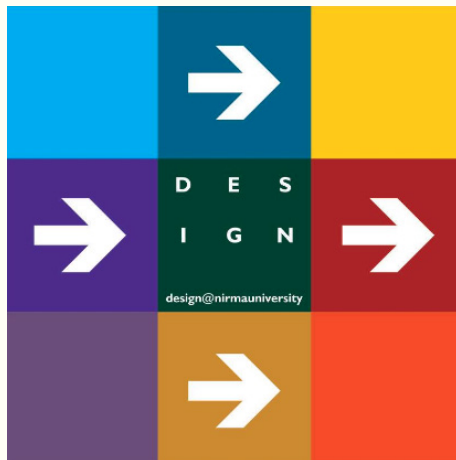
Brief

Re branding for Institute of Design Nirma University.

Process

I started with researching about the institute, getting familiar with the brand strategies, their goals, vision, expansion. Based on that next step was to make identify the gaps and opportunities.

Ideation > Typeface & Lockups > Refinement > Color explorations > Final form



INSTITUTE
OF
DESIGN



LAMO

NEWSLETTER

made on indesign

Brief

A monthly digital newsletter for the firm

Process

I started by taking in account the personality of the firm. As a newsletter plays a major part in putting the firm out there, it was necessary that it aligns with the identity.



FRESH IN LAMO, FROM LAMO



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FRESH IN LAMO, FROM LAMO



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COMING IN THIS MONTH



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COMING IN THIS MONTH

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AUGUST

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ABOUT THE EVENTS

* WORKSHOP 1

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* WORKSHOP 1

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Leh's beauty like no other this summer

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CONCERT POSTER

made on Illustrator

Brief

Make a concert poster for the genre of music we like.

Process

I started by making a mood board for my genre 'Electronic Music', making myself familiar with the forms, colors and feeling the particular genre evokes.

Then I focused on Trap music which is a sub genre of Electronic, and after ideating I finalized one and made it digitally.

Concept

As Trap music is majorly about the beats and the hi-hats, I wanted to depict the beats in the music, as the heart beats and hence feeling the music internally, while adding the disco/electronic music colors to evoke the feeling.

I also tried playing with the typography and make it look like sphygmogram (pulse) which is adding to the overall message of the beats.



MAGAZINE COVER

made on Illustrator

Brief

Make a research Ebook on a topic related to the pandemic.

Concept

I wanted a unique cover for my “masks as canvas” research Ebook, which also has all the details on the front while balancing it with something visually appealing to capture the viewer’s attention.

As the topic was ‘Masks as Canvas’ I thought of painting it the way I like and indirectly delivering the message.



POSTER SERIES

made on photoshop

Brief

Create a poster series to spread awareness of a topic of your choice.

Process

Firstly I researched about the topic, and divided the path to acceptance in three stages and ideated for them and searching for an impactful slogan simultaneously. After finalizing them next step was to choose the colors and make them digitally.

Concept

Many individuals are still afraid of coming out of the closet, and worried about what will the society think of them.

I've chosen this color scheme to put emphasis on the flag, and a thread of continuity starting from the wardrobe, into their hands and to the lehengas of the brides.

The slogan is such that it makes sense standing alone, and when read together with all the others, it tells a story.

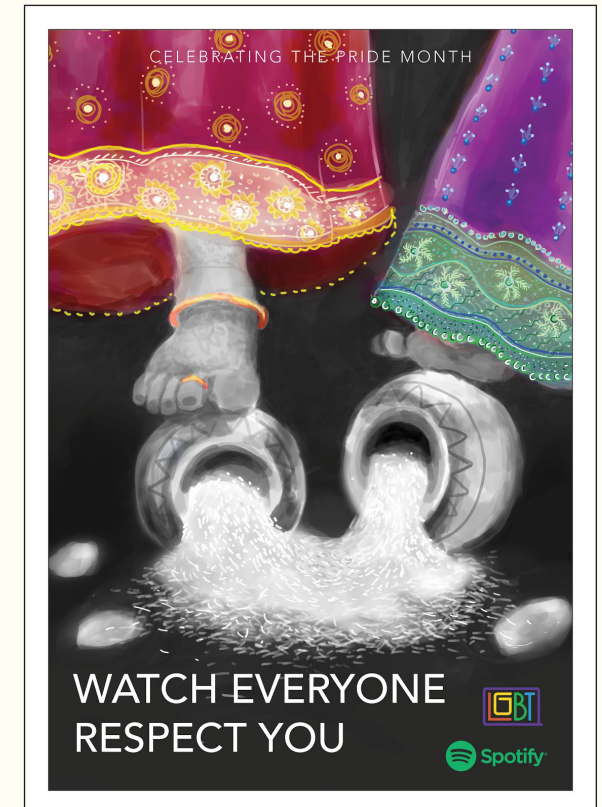




First poster signifies 'coming out of the closet'



Second one is about how we need to accept ourselves as we are



Third is about how everyone else will start respecting us if we respect ourselves

INSPIRED GRAPHICS

made on Illustrator

Brief

Take inspiration from an artist of your choice and convert an image like one of his/her.

Process

Starting with selecting an artist I choose Lui Ferreyra who uses solid colors with red lines running across the art piece. After referring to a lot of his work, made a digital painting in his style.

Concept

I made this when quarantine began, I wanted to depict how time passes by while constantly changing and unpredictable through the background and we sit in one place and can't do anything about it.




Bharat
Petroleum

Government says



if its not **fuely sustainable,
its punishable.**

ban single use plastic


Bharat
Petroleum



Plastic waste in 2021
3.5 million
Plastic waste by 2022 end
0


Pure for Sure

**Ban single
use plastic**

Let's **fuel**
our lifes with
sustainability

MAMLY

made on illustrator





How to use

Step 1

Pump the body wash onto your palm.

Step 2

Apply it all over your baby's damp skin.

Step 3

Lather and rinse

With the goodness of



Coconut based
cleanser



Licorice Root



Mulberry Leaf
Extract

Group mockups

MAMLY

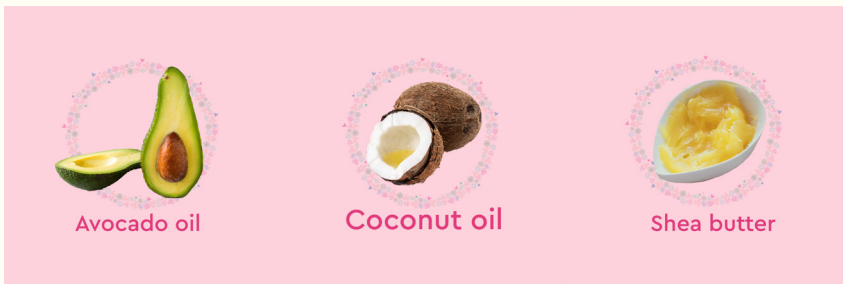
made on illustrator



Amazon A+ listing

MAMLY

made on illustrator



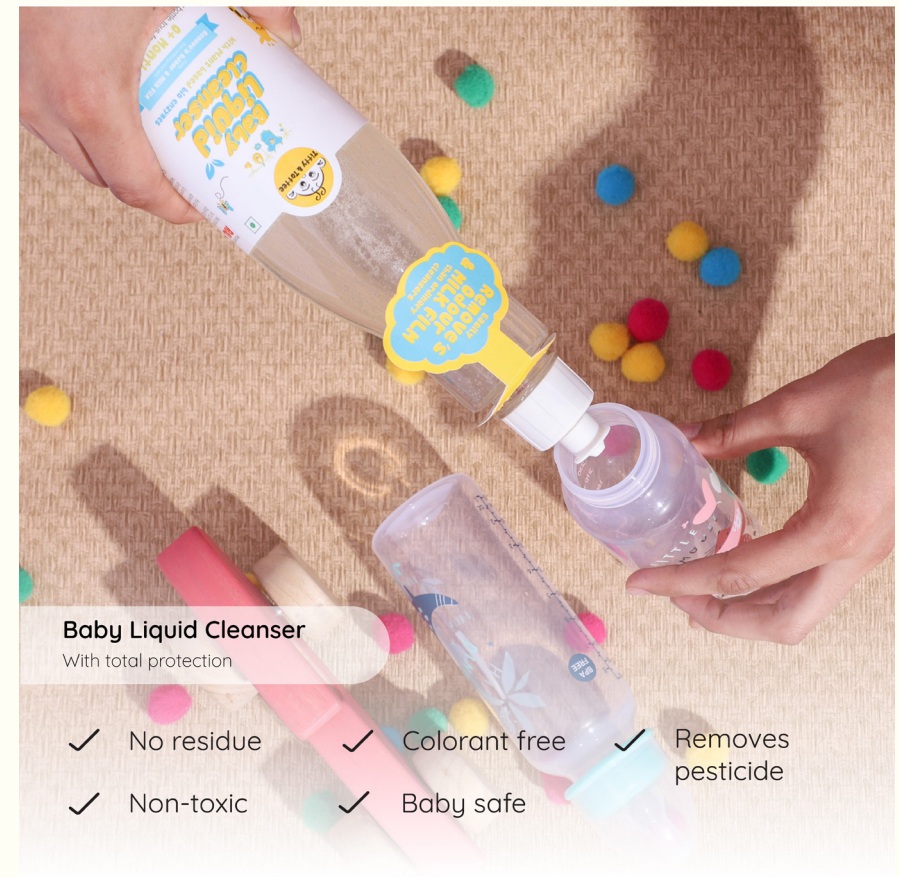
- Put lotion onto your palm.
- Apply the lotion all over your baby's dry skin.



Amazon creatives

TIFFY & TOFFEE

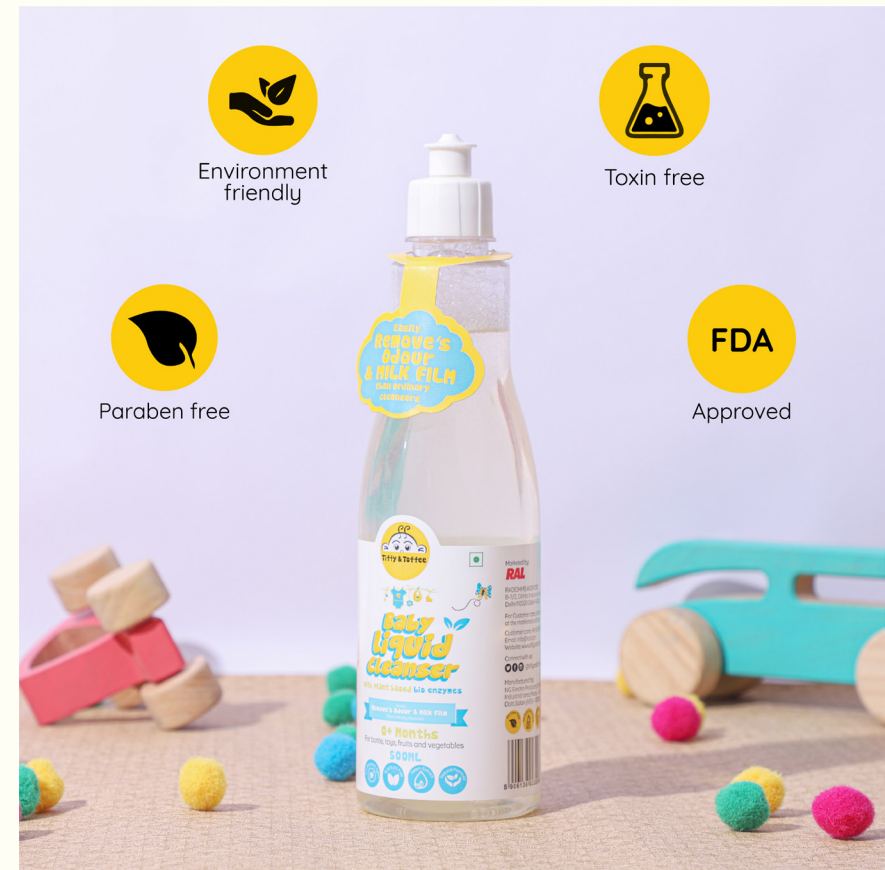
made on photoshop




Amazon creatives

TIFFY & TOFFEE


made on photoshop





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MATKA WITH TAP
Copper, Brass, Stainless Steel

Capacity	Weight	Size (cm)
3000ml	650gm	16.0x16.0x24.0
4700ml	950gm	18.0x18.0x26.0
7500ml	1250gm	21.0x21.0x32.0
10000ml	1500gm	24.0x24.0x33.0
14000ml	1800gm	27.0x27.0x35.0
18000ml	2400gm	30.0x30.0x39.0



PRINTED MATKA WITH TAP
Copper, Brass, Stainless Steel

Capacity	Weight	Size (cm)
3000ml	650gm	16.0x16.0x24.0
4700ml	950gm	18.0x18.0x26.0
7500ml	1250gm	21.0x21.0x32.0
10000ml	1500gm	24.0x24.0x33.0
14000ml	1800gm	27.0x27.0x35.0
18000ml	2400gm	30.0x30.0x39.0



PRINTED MATKA WITH STAND & GLASS
Copper, Brass, Iron, Stainless Steel

Item	Nos.	Capacity	Weight	Size (cm)
MATKA	1	4700ml	950gm	18.0x18.0x26.0
STAND	1	---	370gm	6.5x6.5x5.5
TAPER GLASS	1	250ml	75gm	8.0x8.0x10.0



TANKI - WITH STAND
Copper, Brass

Capacity	Weight	Size (cm)
1500ml	600gm	13.0x13.0x21.0
2500ml	800gm	15.0x15.0x23.0
6000ml	1250gm	19.0x19.0x31.0
9000ml	1750gm	22.0x22.0x35.0
13000ml	2600gm	25.0x25.0x40.0

Weight	Size (cm)
450gm	15.0x15.0x14.0
580gm	17.0x17.0x14.0
550gm	22.0x22.0x14.0
680gm	26.0x26.0x14.0
780gm	29.0x29.0x14.0

HOMEWARE

काँलेज

इनसाइट

COLLEGE INSIGHT

surviving

nirma

PRACHI CHAVDA

CON

1. student life

2. about university

3. campus life

4. accommodation

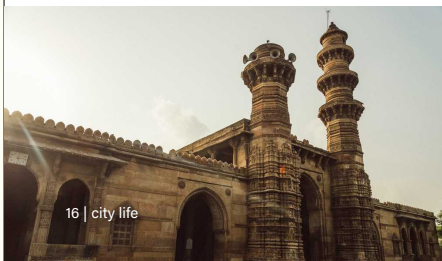
5. transport

6. city life

TE

NTS

Top - Polo forest
Bottom - Julta minar



16 | city life

Adalaj vav

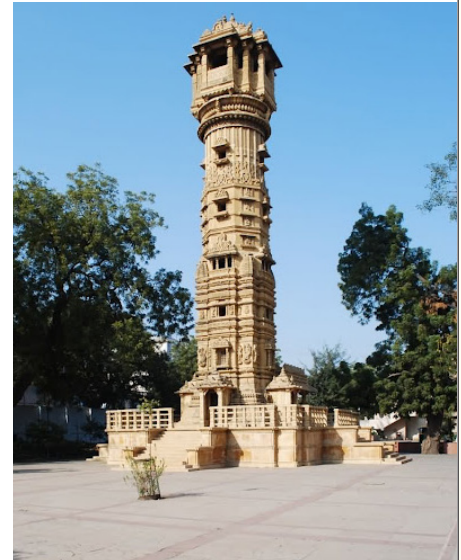


Ahmedavad ni gufa



**Exploring
the heritage
filled city**

Hutheesing temple



About the university campus

Nirma University has nine institutes

Technology, Pharmacy, Management, Doctoral studies and research, Science, Law, Commerce, Architecture and Design which means that the campus is so big you can literally have a picnic here or get lost. This also means there is a scope to make more friends. Nirma also provides gym for the students at an affordable price, there is also a cricket, football, basketball and tennis ground.



