



Portfolio

Rishita Bhadauria

A solid yellow square is positioned to the left of the text 'Content.', partially overlapping the letter 'C'.

Content .

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Branding - Peeschute

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01. Branding



FIGHT ALL PRESSURES WITH EASE

Project Name: Branding and Brand Communication

About:

Peeschute is a unique, cost-effective method of peeing when access to a restroom is restricted. This unisex paper bag transforms human urine into a non-liquid condition in seconds, keeping it leak-proof, odourless, and sanitary. Peeschute is best for those with temporary or permanent mobility impairments who have trouble getting to the bathroom, as well as travellers who have frequent urination problems due to a lack of washrooms nearby.

The concept arose from the need to pee in public places in a bottle. The founder has been traveling extensively, and he experienced the issue of non-available toilets firsthand on several occasions. He used to take public transport a lot and the bus drivers did not stop the bus at many spots. His own experience triggered the problem identification. The goal is not to replace traditional peeing methods, but rather to target instances in which this product becomes a requirement/necessity.

Logo



Before



After



PEESCHÜTE

PEESCHÜTE

Typography

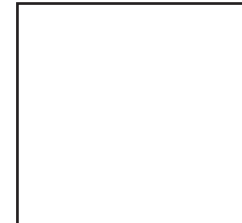
HelveticaNeue

The typeface is sans serif. It is a reworking of the typeface with a more structurally unified set of heights and widths. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.

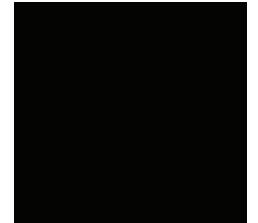
Color



08a3a8



ffffff



000000

Works





02. Packaging Design





Project Name: Packaging of Bahlsen Biscuit

About:

Bahlsen is an German biscuit company for 130 years. It is family business specialising in beautifully crafted sweet biscuits.

It first launched product "Leibniz" cakes as a common practice. For initial days, during second world war, it became popular among soldiers and later spread across the world for all ages but not for diabetic person as it contained high amount of sugar.

Due to the gaining popularity of famous French biscuit "Petit - burre", Leibniz keks was introduced.

It costs 525 in Indian rupee for normal butter biscuit. Until now, it came with variety of flavors such as strawberry, chocolate, lemon and most popular- Butter with low sugar. Initially, they packed the biscuits in paperboard material.

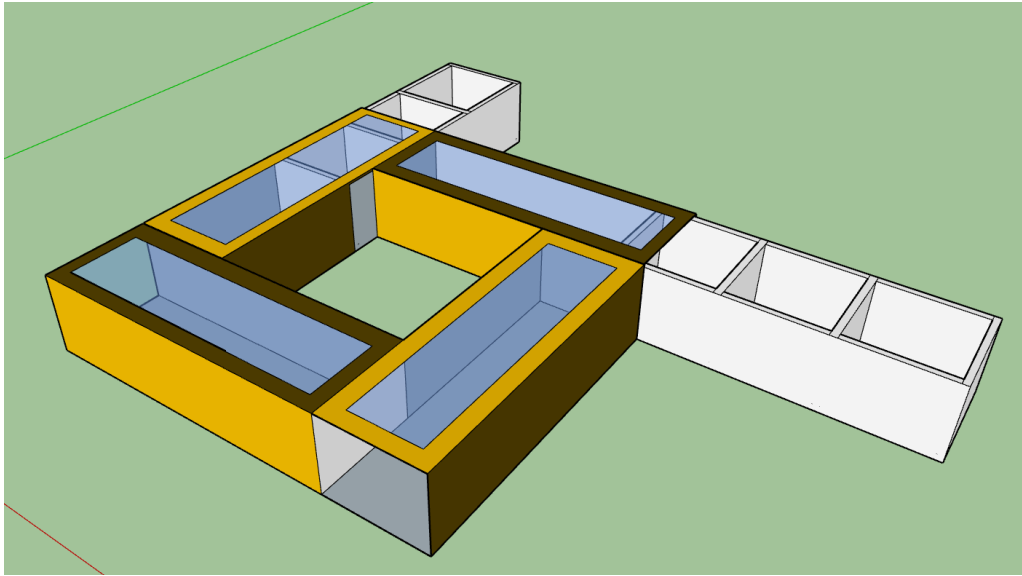
The concepts that we as pair came across - tightly packed, small window on outer packets, avoid use of biscuit image, soothing colors and easy to open.

Existing packaging



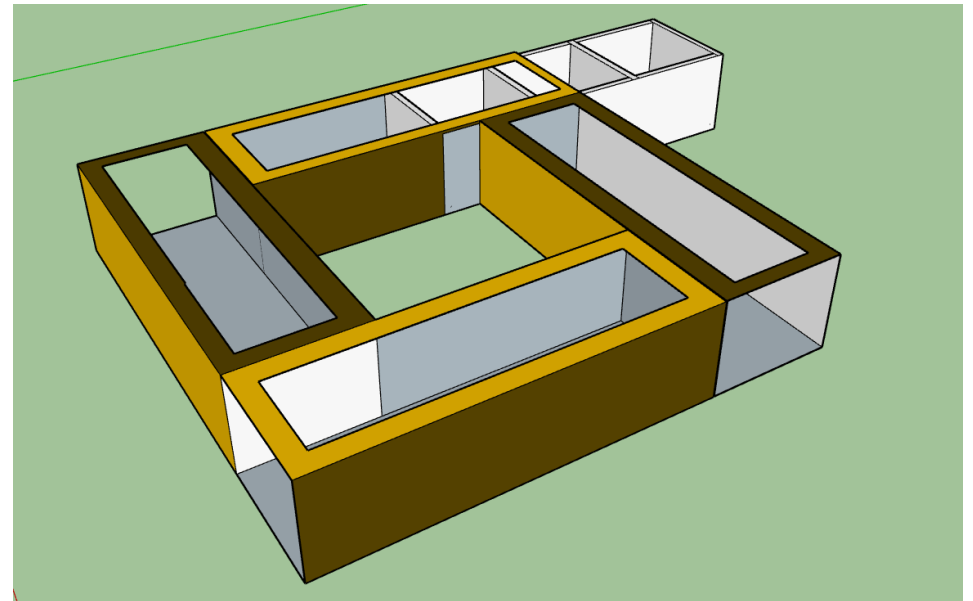
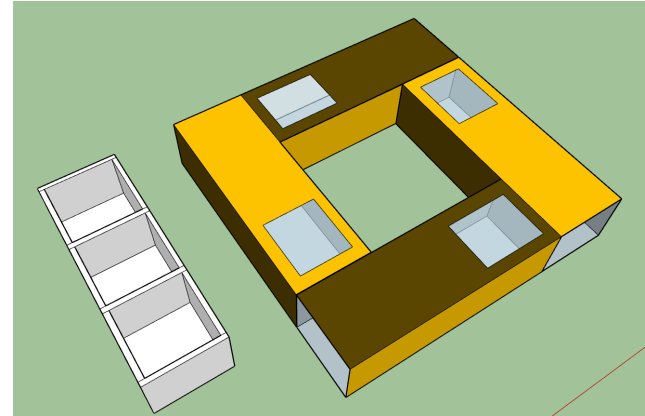
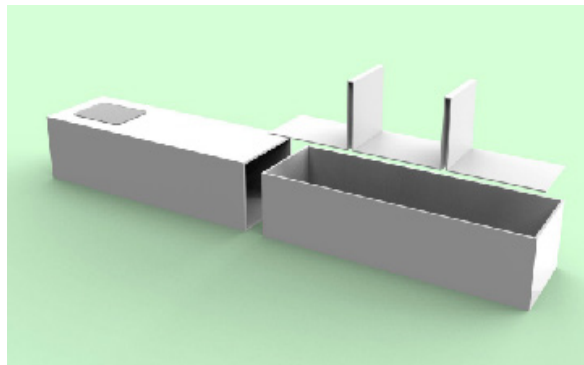
Bakken Leibniz *The original Butter Biscuits*

Concept for redesigning



Packaging can be open from all four sides and it contain a window for looking at the biscuit from outer cover.

The inside section is divided in a three parts and it will be tightly sealed with translucent paper to avoid breaking of the biscuit.

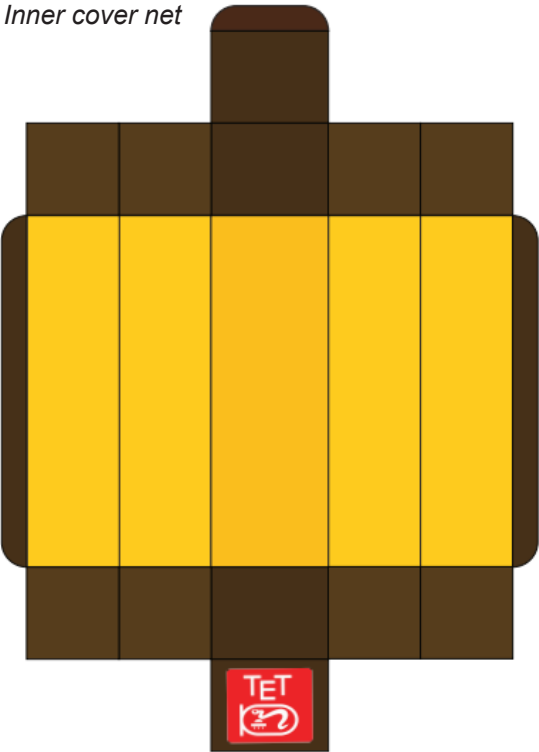


Net



Inner net

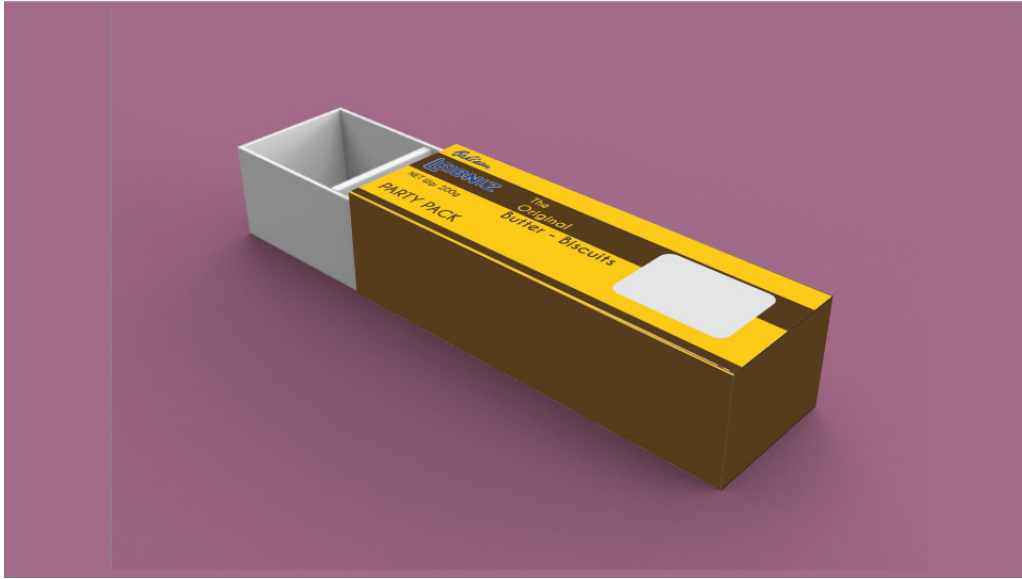
Inner cover net



Outer net



Final design



Inner packaging



Outer packaging



03. Publication Design

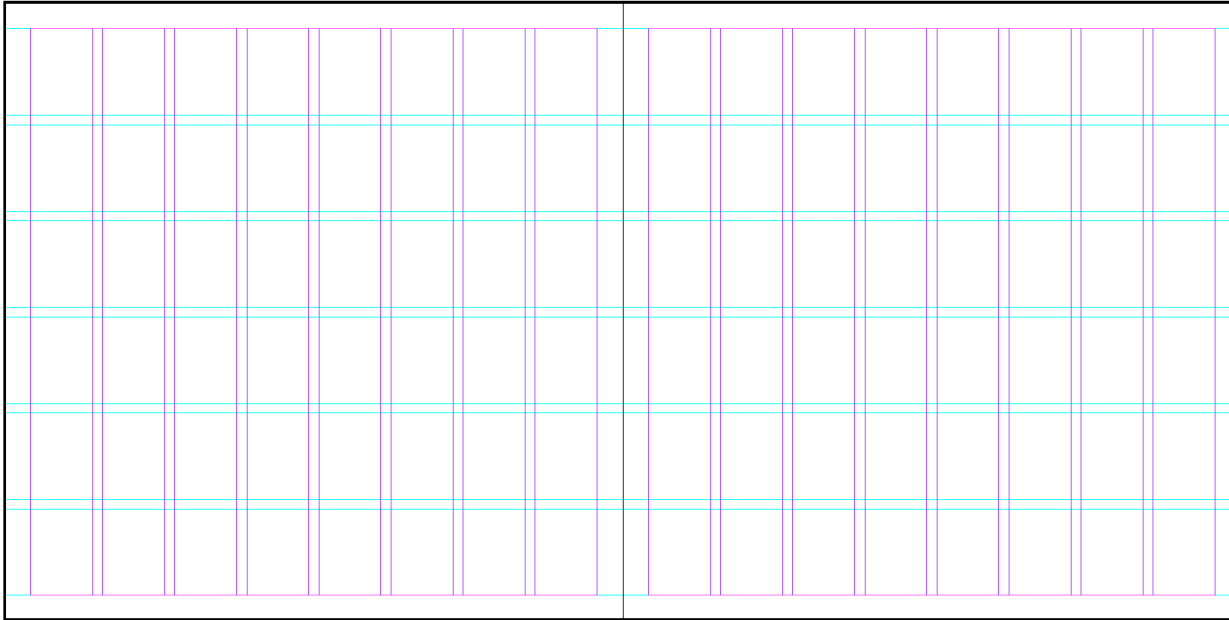


Project Name: Publication Design

About:

I created the island-themed children's book "Beyond the Sea". It named because the book shows information of islands which are not known in general terms and there are islands which is mystery to the people. The book provides a lot of information on islands in an intriguing way. I have tried to design a figure who serves as a friend to children and goes about giving them the facts.

Grids



Size - 10" * 10"

Margins: 0.5 cm

Layout: Manuscript Grid

Typography

Cover page

Corbel

Corbel is a Sans - Serif font. It is designed to give an uncluttered and clean apperance on screen. The letters forms are open with soft, flowing curves. It is legible, clear and functional at small sizes

Inside pages

Comic Sans

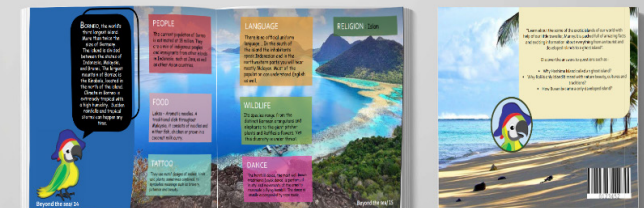
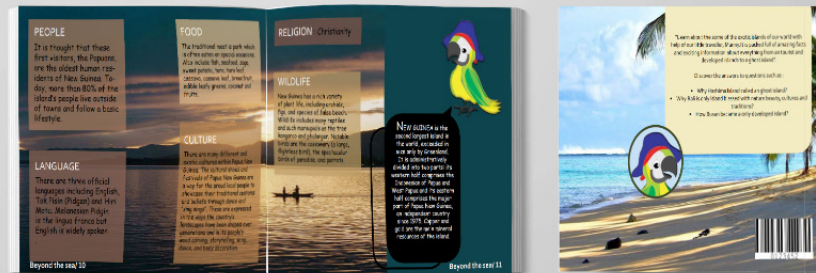
Comic Sans

Comic Sans

Comic Sans

It intended for use in cartoon's speech bubbles, as well as in other casual environments, like informal documents and children's material





04. Internship

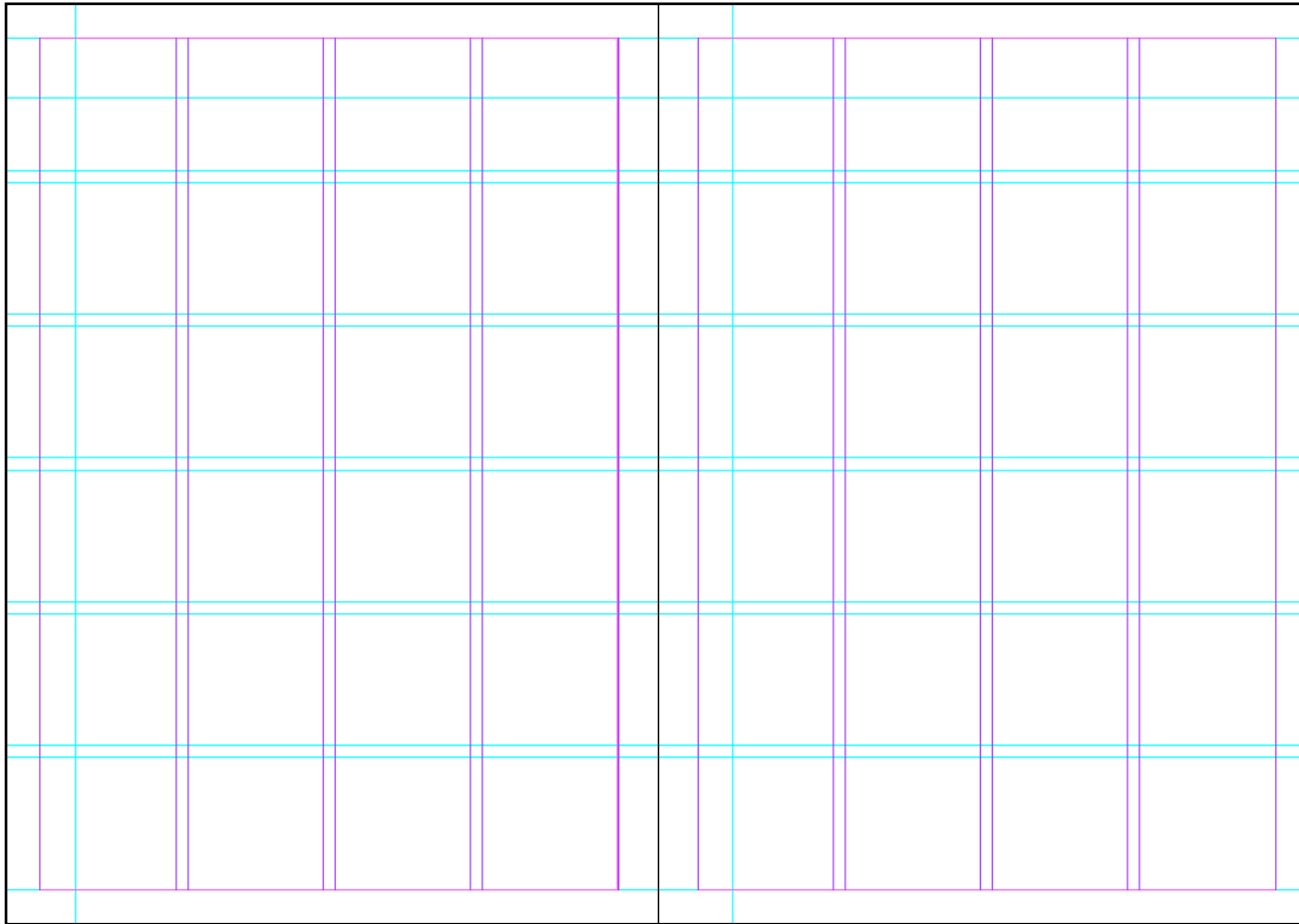


**Project name: Internship at Nirma University
June - July'2022**

About:

I interned at Nirma University's Publication Office for 6 weeks. I'm there to learn about and understand the inner workings of the university publication office. I have been completing to meet the criteria of the provided assignments. Because of the lessons I had previously attended at the institute. While working on ongoing projects, I learned a lot of new things and got to know some of the software's in-depth. I developed a new feeling of professionalism and a deeper understanding of what it meant to be a professional. It has a lot to offer on both a professional and personal level.

Grids



Grid Layout: Manuscript grids

Typography

Cover and back pages:

Helvetica

Helvetica

Helvetica

Helvetica

For Documents:

Arial

Arial

Arial

Arial

Colors

Blue: #004993



Red: #da0812



For institute colours (Altogether in a strip for cover and back page):

Institute of Technology: ddaf41



Institute of Science: fe9403



Institute of Law: 01aef0



Institute of Architecture and Planning: 5a57a4



Institute of Management: 122ebe



Institute of Commerce: 973e2b



Institute of Design: 003228



Institute of Pharmacy: 35aa47



Final



Cover and back page



Index pages with images related to title



Layout

Greeting cards



Greeting cards made for New year

- *Size of the greeting card: 5"7' inch*
- *Nirma university logo*
- *A short message,*
- *an image related to the new year's theme,*
- *some font experimentation,*
- *eye-catching colours*



Nirma University wishes you a year filled
with success, happiness and prosperity!!!

Happy

20
23

05. Photography



Project name: Photography of “Nature”

About:

I chose the theme Nature for doing photography and finding nature around Ahmedabad city. With nature photography, it's usually best to take a mixture of both close-ups and landscape images. Sweeping landscapes, and close-ups of flora and fauna both make great images, so be sure to look out for hidden opportunities and details while taking nature shots.









06. Sketches



I sketch “Portraits” of Famous celebrities, Artist and The people I know. While doing sketches, I laid out my deep thoughts and feels out of stress. It strives a positive energy.

Pencil Sketches



Pencil - Colored Sketches



Thank you .