

portfolio

rucha g.
communication design

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1.

ILLUSTRATION

Digital illustrations, Watercolour,
Gouache, collages.

Illustrated Master Plan

‘Repose by the Waters’, is a bespoke Villa development surrounded by the calming nature of water. With vast water channels by (alongside) each plot and homes built with locally sourced material, luxury and wonderment become an everyday occurrence.

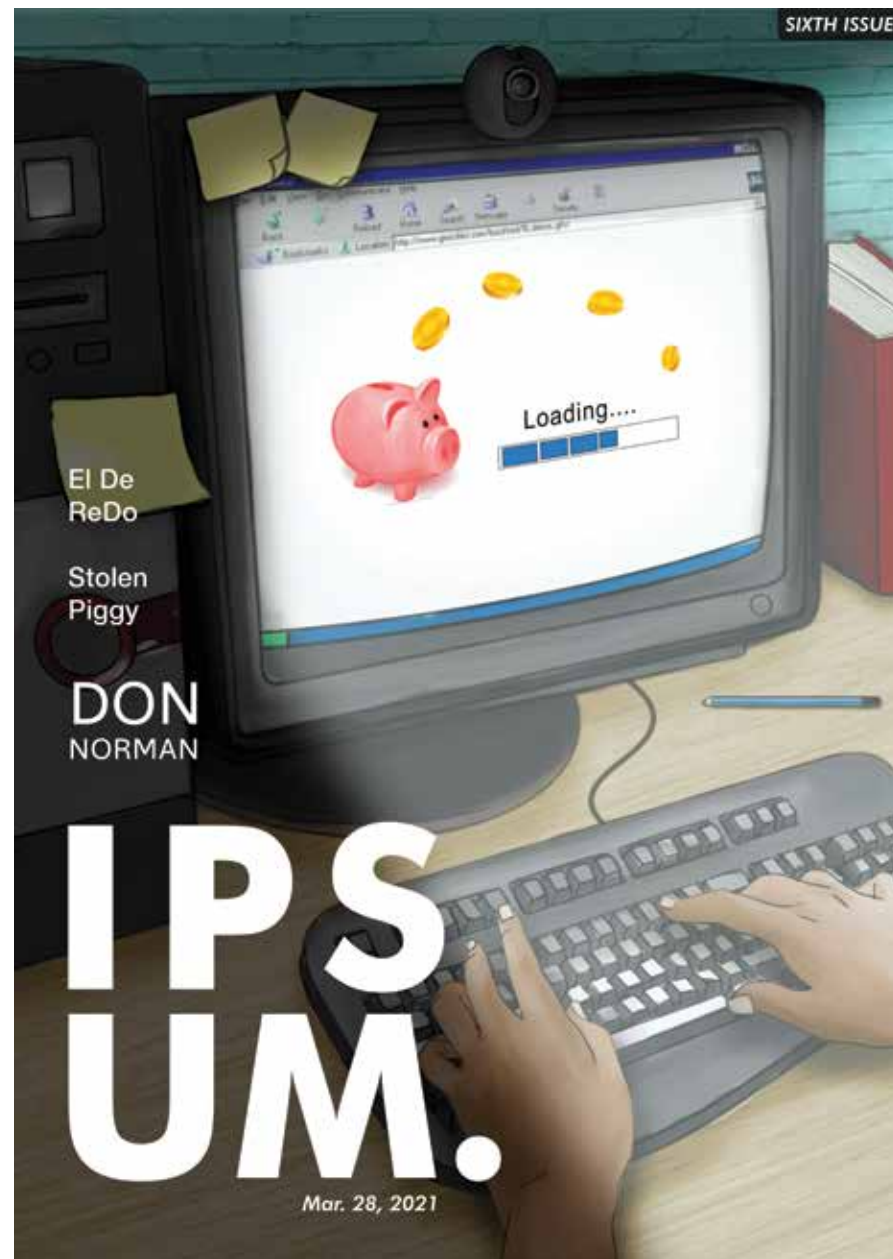
The illustrated master plan for Repose by the Waters by Suryam developers was made for the project during an internship with Akash Raj Halankar. The plan demonstrated the different plots available in the project, plus an idea of the waterfront and trees.

- Fine water front
- Premium water front
- Cop
- Road
- Wetland



Full spread illustrated elevation to reflect life at Repose by the Water and the different trees found there.





Coverpage for the bi-weekly newsletter, IPSUM

Digital Illustrations



Character 'Hammy Cheekman' with context, made during a character design workshop.

Illustrations by hand



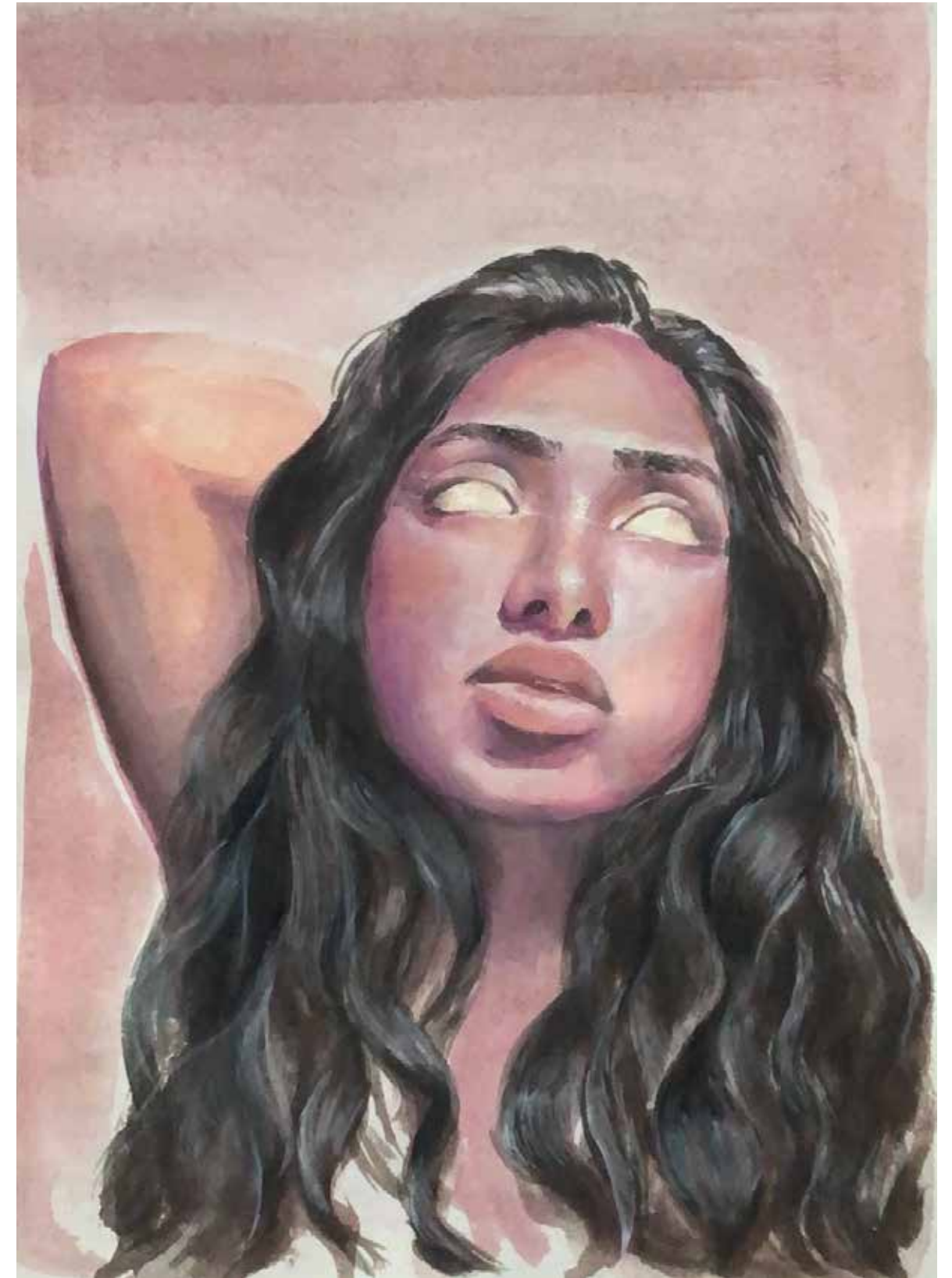
Illustration series based in my grandmother.



Portraits



Nishi Relia, charcoal on paper



Pragya Bandhopadhyay, Gouache on paper.

2.



FindaLoo

UI/UX DESIGN

'Findaloo' an app to find, review, add and presave public toilets around you.

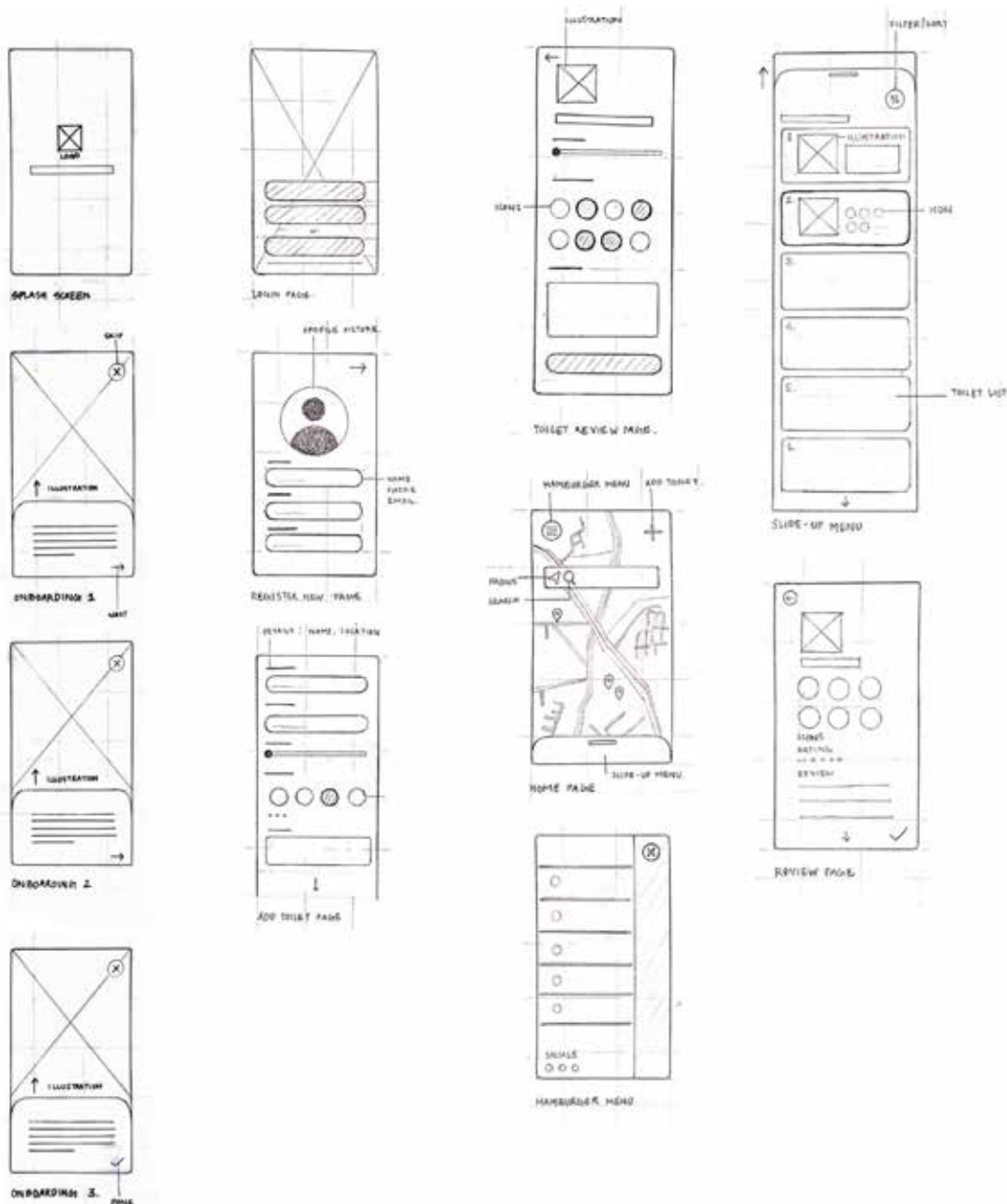
FindaLoo is a public toilet finder where a users location is identified or one can put it in any location and find public toilets/toilets in restaurants, hotels, and business complexes that are accessible to use.

Not only the location and directions but also this app gives all adequate information about that particular toilet, its features, water, soap, cleanliness whether it is

payable, whether it is Indian or western, or if it has a facility for handicapped people. It also provides ratings and comments from people who have used this toilet.

In this app, one can mention if they have used a particular toilet and rate it and comment on it. They can also pre-look for toilets and save certain toilets.

User Persona & wireframes



Name
Nishi Relia

Age
21 years old

Occupation
Student

Hobbies
Photography, travelling

Profile

Nishi is an architecture student who loves site visiting, discovering new places and photograph interesting things. She loves travelling and working on unique projects.

Personality

She is energetic, funny, loves taking pictures of her friends at interesting places. She is artistic, passionate and adventurous.

Goals

To get to travel and discover new places without worrying about looking for a washroom, to explore new sites and work there for as long as she wants.

Challenges

1. Finding a toilet in places that are unknown to her.
2. Finding a western and gendered toilet.
3. Travelling in winter time, her need to use a toilet increases.

Frustrations

1. Most public toilets are not clean and stink.
2. Common toilets make her worry about her safety and she sometimes has to hold her pee.
3. She is sometimes alone and has a lot of stuff with her, so going about looking for a toilet is difficult.



Name
Sandhya Gavane

Age
52 years old

Occupation
Doctor

Hobbies
Stitching, gardening

Profile

Sandhya is a doctor, mother and a home maker. She has a fancy for home decor and plants and is always on the search for fabrics. Her clinic is near a slum area and she likes to go out and about and has to travel a lot before coming home. She also frequents the market.

Personality

She is go-getter, creative, motivated, hardworking and active

Goals

1. Get along her day completing as many tasks as possible.
2. She needs to use the washroom multiple times a day as she gets around a lot and comes home in the evening.

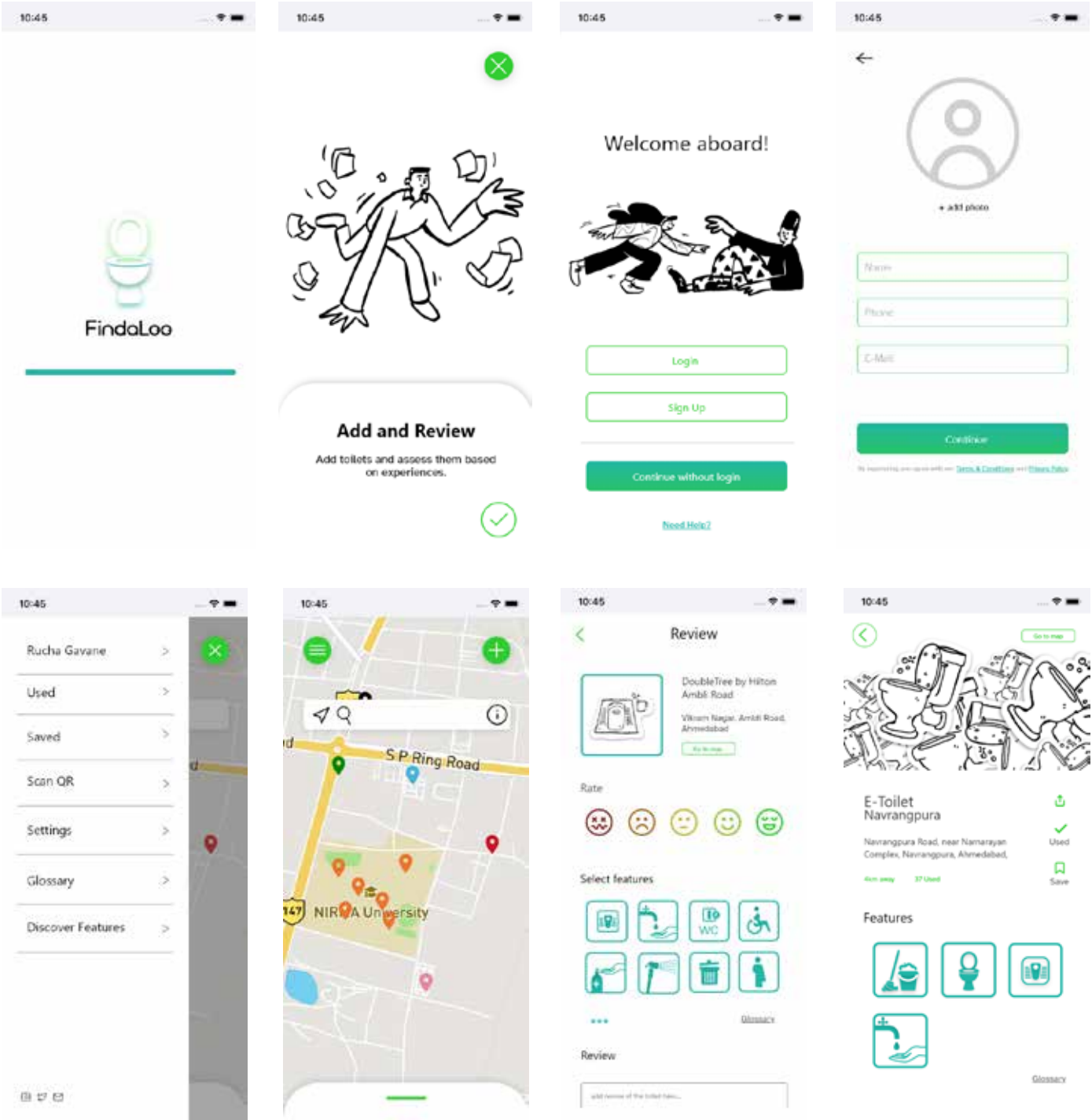
Challenges

1. Finding a restaurant or a hotel for using the washroom, or finding the nearest public toilet.
2. She has diabetes so she needs to go to the toilet multiple times a day. Since she moves around a lot she must find a toilet around at any given place.
3. Be it near her clinic, the market, while moving around, near the plant nursery and while coming back home.

Frustrations

1. Finding a clean public toilet is very difficult, and she has no vehicle to go around looking for one.
2. She sometimes doesn't know if the restaurants or hotels around are accessible to non customer.
3. She doesn't know if these washrooms are functioning properly, if they have soap dispensers or water.

App Screens

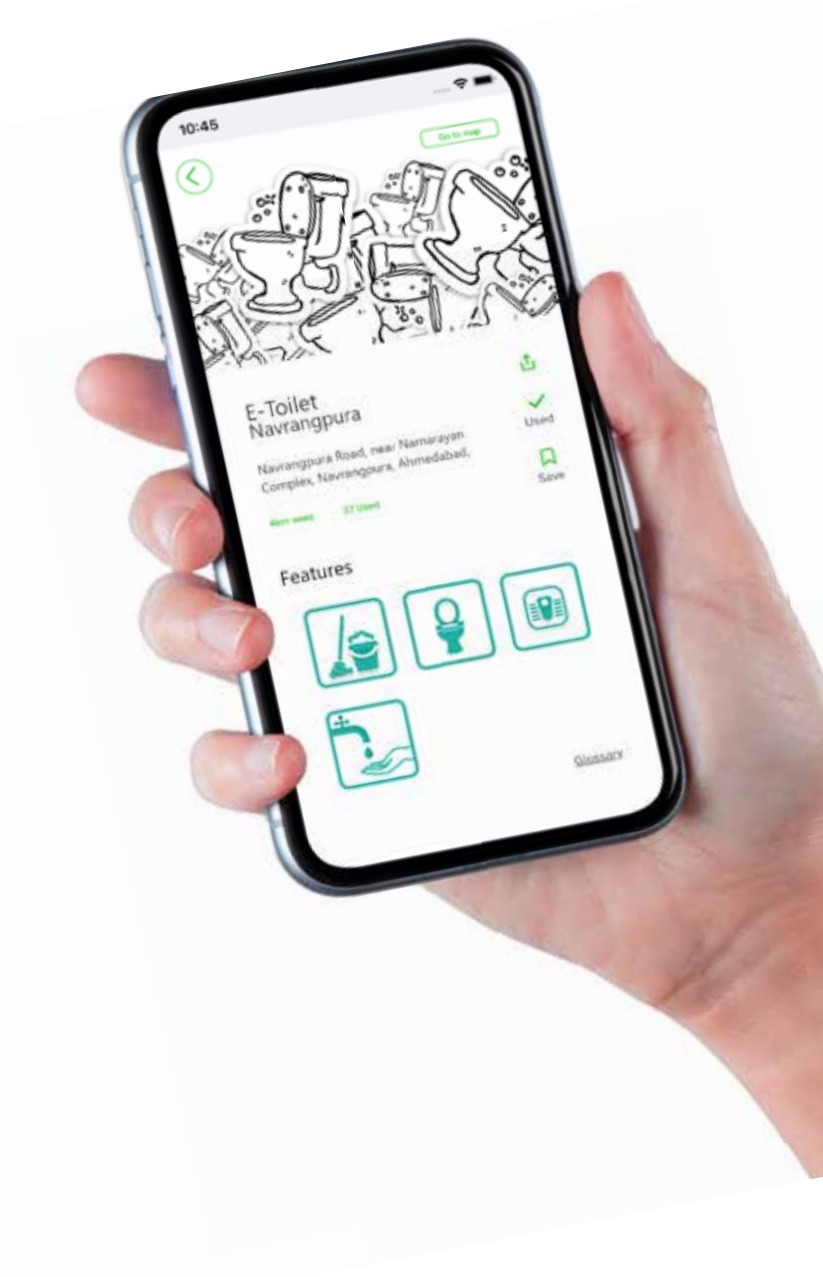


App Prototype



Scan the QR code to experience the app design on your phone.

Icons



3.

PHOTOGRAPHY

'Sandhya' a photojournal, documenting my mother's work as a doctor in the brothels.









4.

PUBLICATION DESIGN

"In the Brothels of Turbhe" a book designed to highlight the daily lives of sex workers of Turbhe, Mumbai

In the Brothels: Turbhe

This publication design project is an extension of my photography project where I documented a red light area in Turbhe. In this publication I put light on the sex worker's daily lives, their struggles, interventions in the brothels and how one can reach out to help. The photos used in the book are from the project 'Sandhya' but are treated to respect the privacy of the sex workers.



Treatment of images



Cover page



20 | *Of The Brothels - Tubbe*

The stories of that come out of the place, of these women are worth being told. How they got into the profession to what they deal with on a daily basis. It can be as normal as extraordinary to us. Some women are sold by their own parents, for money. Sometimes, husbands pimp out their wives, while still being married. A piece of literature that discusses poverty and plight of some people to pimp out their own daughters is 'Hunger' by Jayanta Mahapatra.

They customers often sluggish when they come to the brothel and can hardly speak. They force the women to try drugs with them as well. These women sometimes bear children from their customers that they have to raise on their own, without any support. They cannot go back to their families as they are now considered are social disgraces. Many of these women die from severe illness, and infections like HIV.

Serious crimes like robbery and murder and rape is also not uncommon here. A lot of minors are very sadly, brutally raped by their customers.

the place & living conditions

This area is a slum area. The sex workers live in small houses that hardly have any sanitation facilities. This area is located uphill in turbhe stores, Turbhe, Navi Mumbai.

The people living here are mostly sex workers, domestic workers, minimum wage workers, and alcohol, weed, tobacco addicts. They have a poor diet that lacks nutrition. Their main food sources are local food stalls, fried food, chinese stalls, samosa/vada pav etc.

These areas have *pan thelas*, *gallis*, and other spots where pimps are available to direct the customers towards the sex workers.

Sometimes, *rikshawalas* and shopkeepers are also on the lookout for potential customers. Due to cell phones now, communication has become easier in these areas. There are robbers in these areas who steal from the customers as well.

12 | Of The Bitches - Turbhe

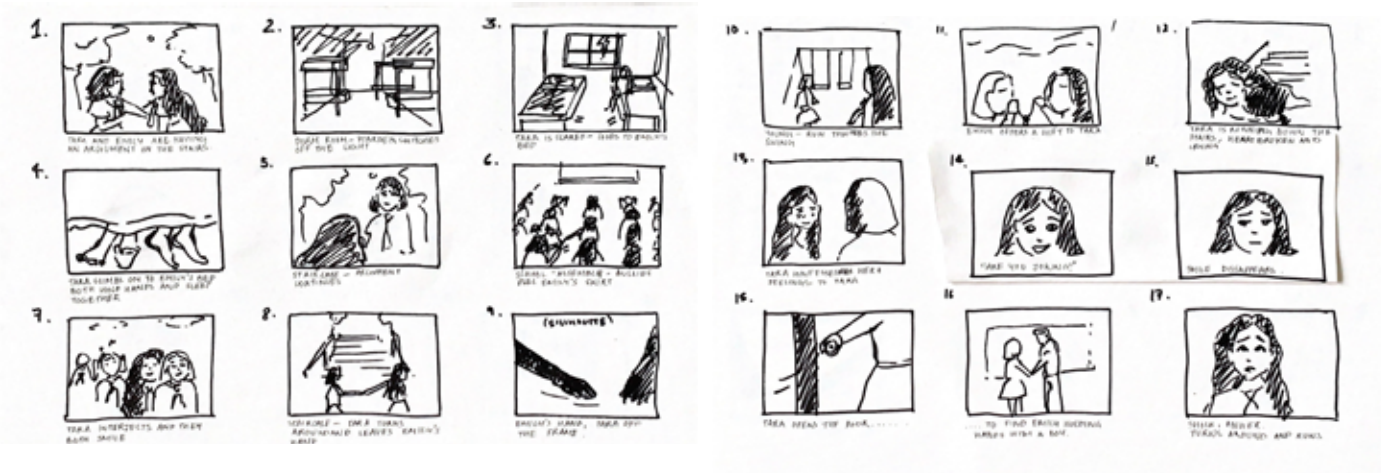


5. ANIMATION

“Animated short clip- "Pink & Blue"



Final Film:



Two childhood friends, Tara and Emily, both queer, explore the dynamics of their relationship, and their own battle with each other through various stages of life, from childhood innocence to teen exploration.

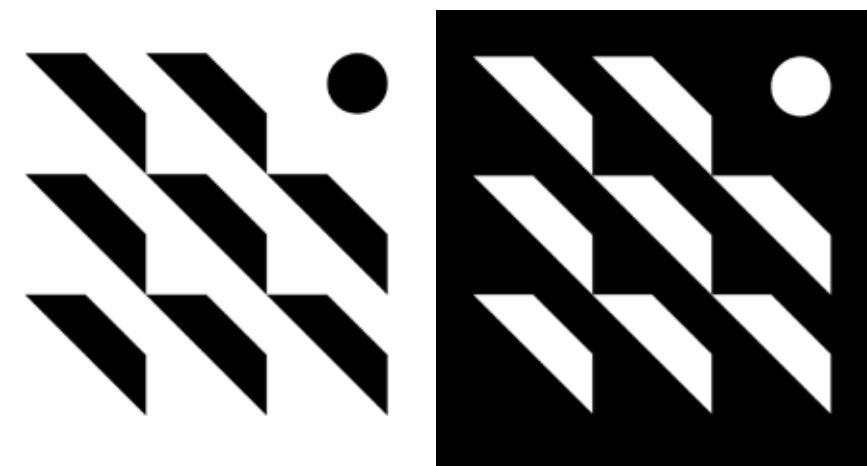
6.

IDENTITY DESIGN & BRANDING

A collaborative project to create an identity for Department of Design, starting with a logo.

Final Form & Form in reverse

The brand personality according to the brief is thriving, professional, collaborative, exuberant, avant-garde, distinctive and promising. Through this form, the collaborative nature of the institute is highlighted as there are a lot of elements coming together in a composition.



Final Logo



Collaterals



Badges



Notebooks



Tote bags



T-shirts



Pouch



Stationery



Visiting card



Posters



Banner



Yearbook