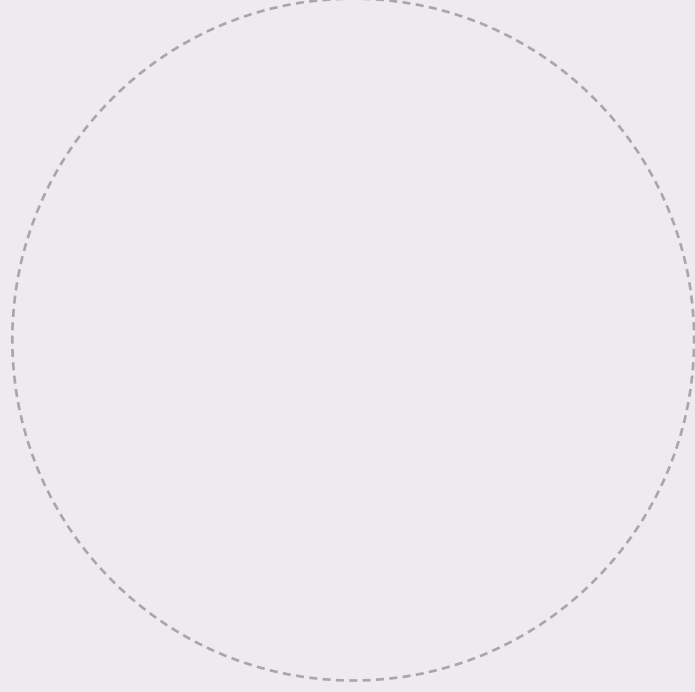


portfolio



COMMUNICATION DESIGN

2022



Communication Design Portfolio

Saachi Shah

Year 2022

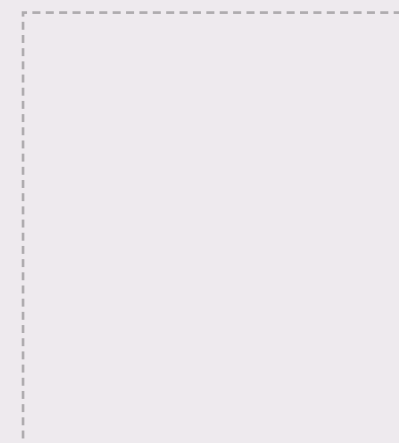
Contents

07	<i>Stamped</i> Publication Design
13	<i>Express Tale</i> UI-UX Design
23	<i>Illustrations</i>
29	<i>Kolhapuri Packaging</i> Packaging Design
35	<i>Skittles Re-branding</i> Branding
41	<i>Photography</i>
47	<i>Online Design Education</i> Research and Analysis

Details *Stamped* is a publication design project that discusses the development of postal stamps, their voyage, their applicability today, and a few touching tales about stamp collecting.

Size: 8 in x 8 in
Pages: 32

Year 2021

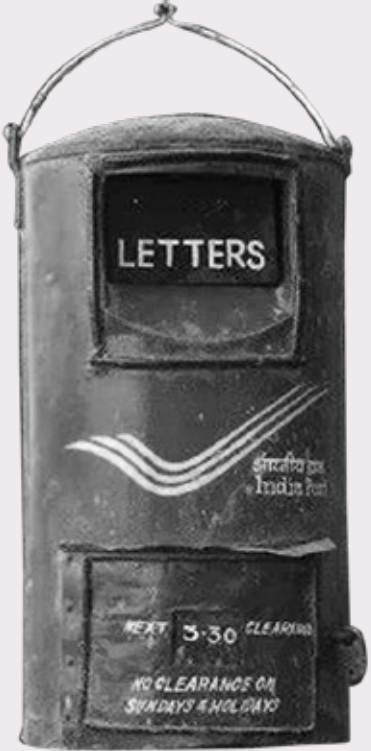


Stamped

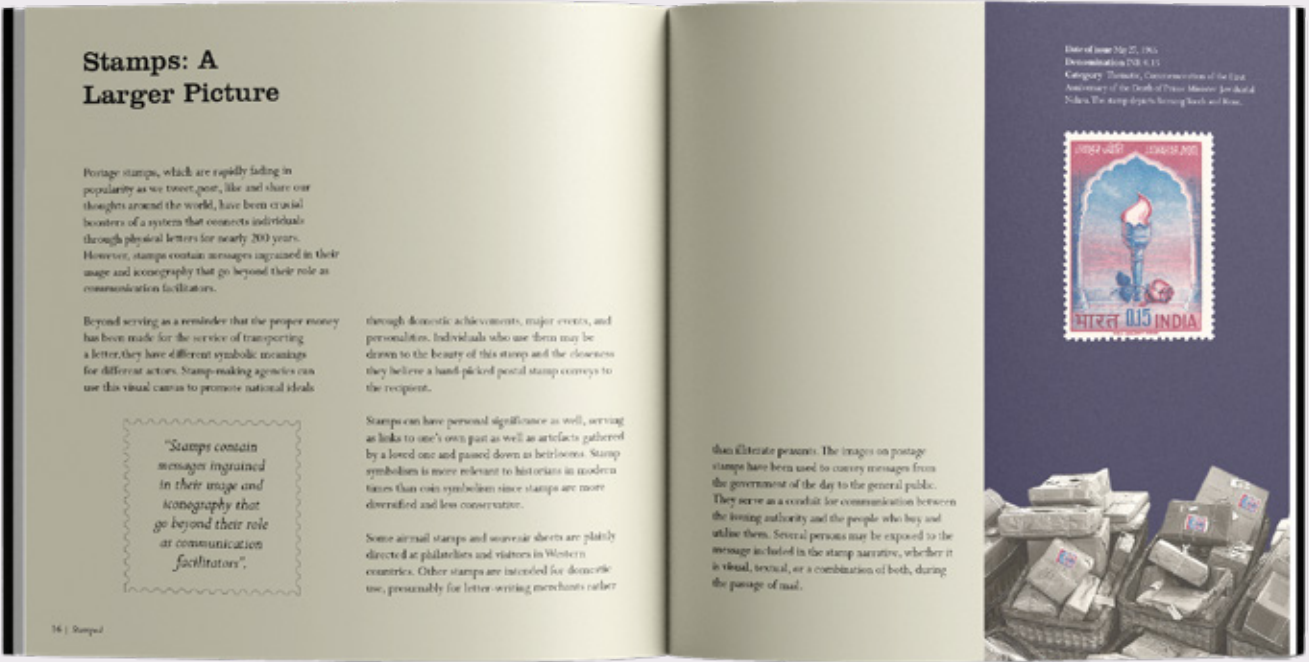
The government conveys messages through the use of the **images on postage stamps, whether it is visual, textual, or a combination of the two.**

My mother’s extensive collection of postal stamps inspired me to explore, learn and hence, document all of this in a publication. The goal of the book is to revive what has been lost, expand upon their original use **and amplify their importance beyond their function.**





A spread of the book



An opener page of one of the sections in the book (an insight of the structure of the book)





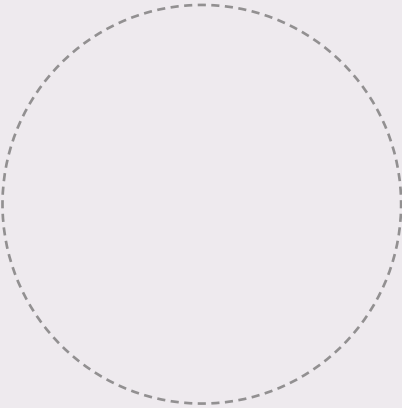
02

UI-UX Design

Details Express Tale is an mobile application design project focusing on user interface and experience.

It is an attempt to help local bookshop owners increase engagement and at the same time connect avid readers to their resources.

Year 2022



Express
Tale

Local bookstore proprietors, particularly those who sell the newest collections while sitting by the roads, deal with numerous issues. These received particular attention throughout the pandemic.

Express Tale aims to address this. Its goal is uncomplicated. **Systematize these shop owners' operations and connect them to their readers. On the other side, this app also wants to support avid readers by bringing the newest books at their doorstep.**

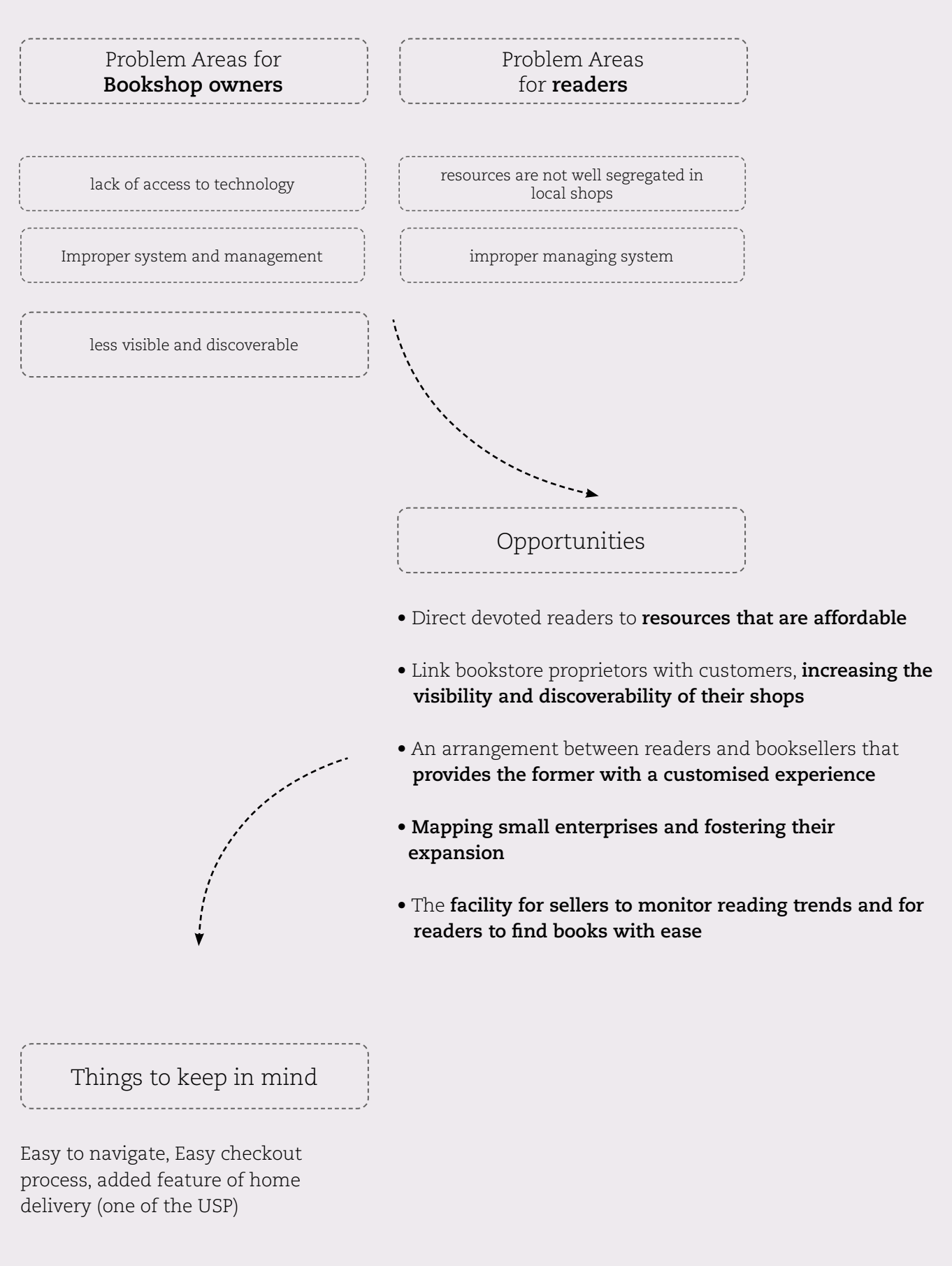
For readers, Express Tale provides a **unique feature of being able to search similar book to their previous reads.** It strives to give a **personalised experience to the readers, an app that is easy to navigate and delivers the books to their doorstep.**


As for the owners, the app helps to make their business **more visible to the potential customers.** Furthermore, it helps them stay in tune with recent bestsellers and most popular books amongst readers in and around their areas in order to increase profit.

express
tale.

Image source: Mumbai,
India's skyscraper city,
March 14, 2021, [https://
skyscraperpage.com/
forum/showthread.
php?t=246220](https://skyscraperpage.com/forum/showthread.php?t=246220)







User Persona

Sheena Agarwal

Demographics

Name : Sheena Agarwal
Age : 20
Location : Ahmedabad, India
Occupation : Design student

Personality

Sheena is an *occasional* reader. She reads in her leisure time as it aids in sleep readiness. As a budding designer, she wishes to cultivate a reading habit in order to expand her *vocabulary* and *comprehension*, but she also wants to limit the amount of time she spends working on screen.

Goals

1. To discover books through *recommendation* based on user behaviour.
2. To learn out about *currently popular* books and writers to read.
3. To develop a reading habit.
4. To *categorise* book collections.

Pain Points

1. She doesn't know which book would be of *interest* to her.
2. She keeps running out of *shelf space* for the reads.
3. There are too many books to choose from, and there is no assurance that they will be as good as claimed.

Reading habits

1. She prefers to read *physical copies*.
2. She enjoys *discovering* and reading new stories rather than re-reading.
3. She always completes a book before starting another.

Favourite genres

Detective and Mystery, Comic Books or Graphic Novels, Classics



User Persona

Jyotsna Desai

Demographics

Name : Jyotsna Desai
Age : 65
Location : Mumbai, India
Occupation : Retired school teacher

Personality

Jyotsna Desai is a patient and observant person. She is *productive* and has an *active lifestyle*. She spends her time *cultivating knowledge* on various topics through newspaper and the internet.

Reading habits

1. An avid reader of books in *various languages*.
2. She does not prefer e-books.
3. She *explores authors* in her favourite genre every now and then.
4. She likes to highlight/bookmark paragraphs from the book and *re-read them* later.

Pain Points

1. She is not updated about what books are *trending*.
2. She no longer has *book recommendations* on hand since her retirement from school, so it's tough for her to identify books that she thinks would be of interest to her.
3. She loves to keep *hard copies* to build her collection but is incapable to spend a grand on every single book.
4. She has endless list of books that she has and read and wants to read, however has difficulty in *keeping track*.

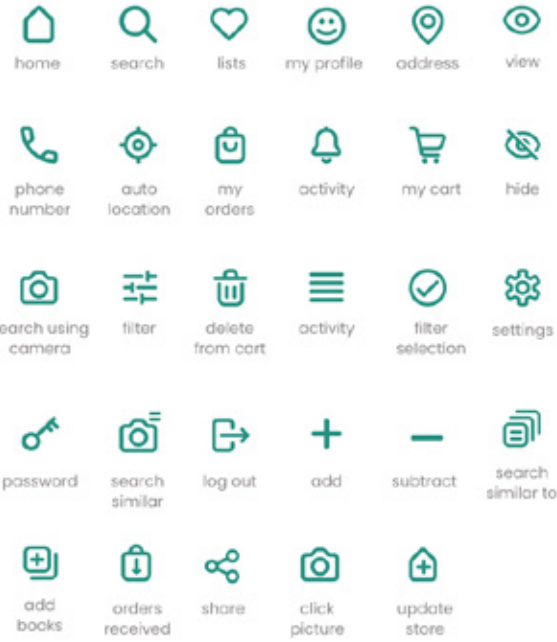
Favourite genres

Health and Lifestyle, Thriller, Informational, Wellness and longevity

Style Guide



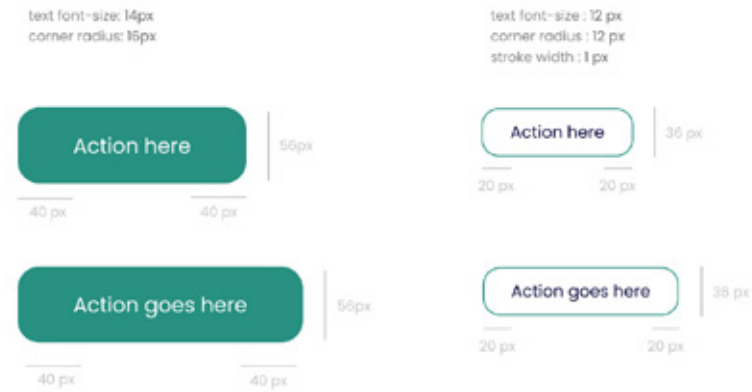
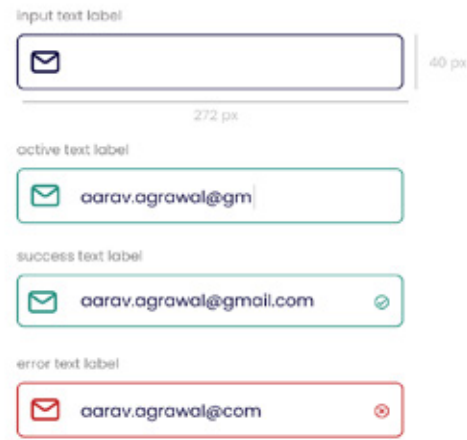
icons



typography

H1	24px	Poppins SemiBold
H2	20px	Poppins Regular
H3	16px	Poppins Regular
Body Bold	14px	Poppins SemiBold
Body	14px	Poppins Regular

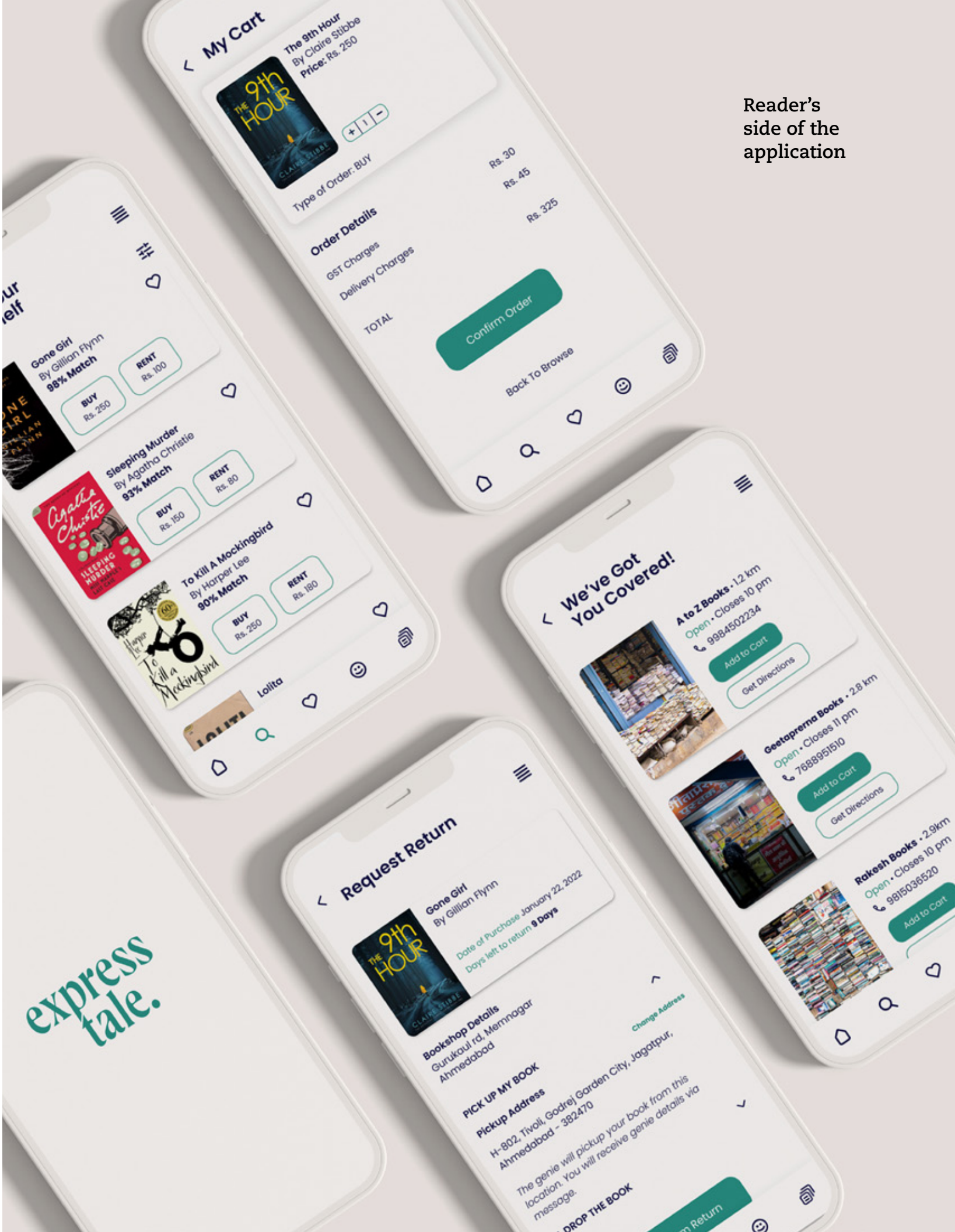
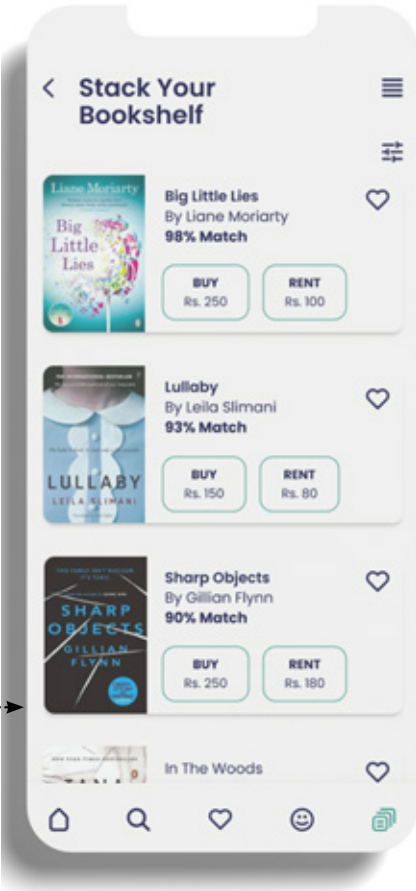
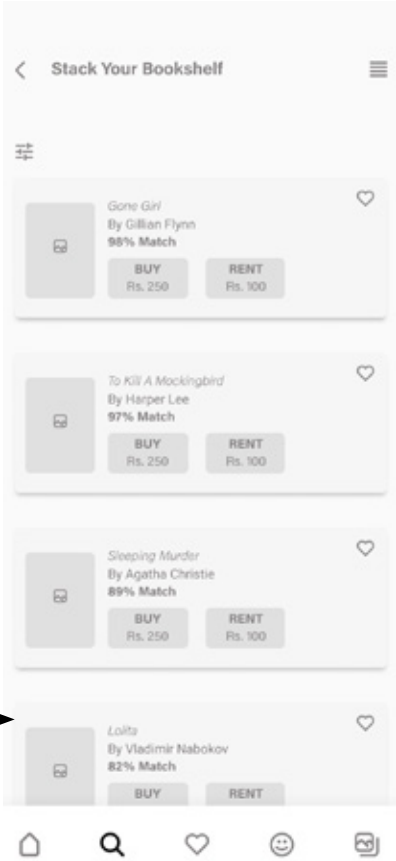
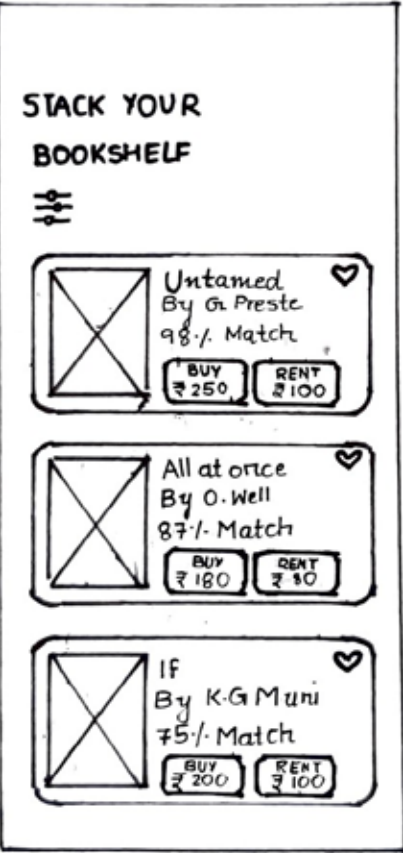
text labels and other ui elements



- ☒ all
- ☐ bought
- ☐ rented

- ☒ all
- ☐ bought
- ☐ rented

disbaled options



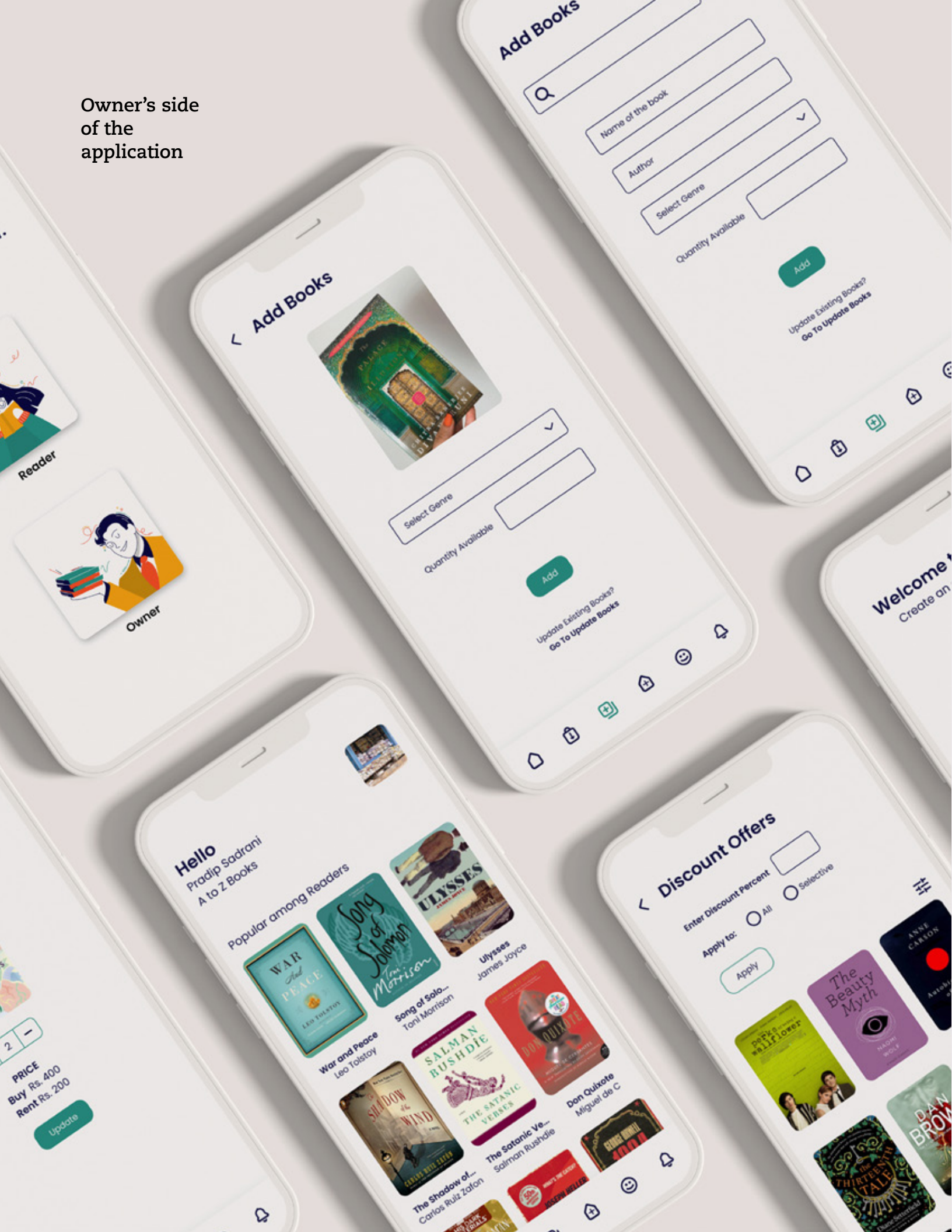
Reader's side of the application

The application was interpreted into paper and digital wireframes after information architecture for the reader and the owner's side were resolved. Additionally, the app's flow was organised.



Scan for application prototype

Owner's side
of the
application

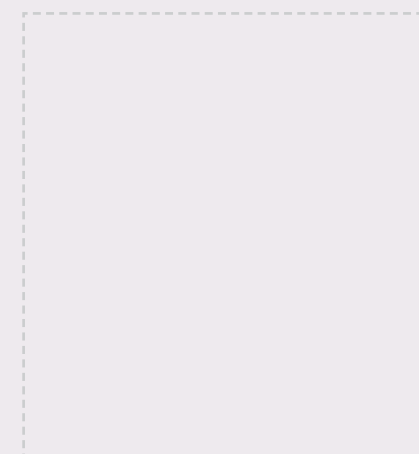


03

Illustrations

Details A sneak peek into my digital and analog sketchbook!

Year 2018-2022





The Picasso Bug
(Watercolors)

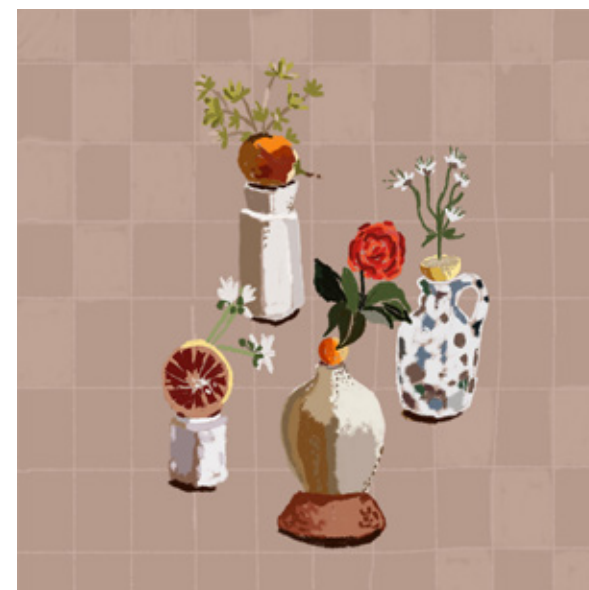
The following assignment included exploring different mediums to illustrate insects.



What's inside the
brick box?, Thiksay
Monastery, Leh
(Watercolors)

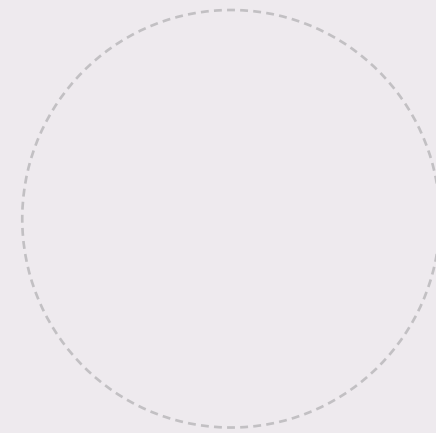
Stylised
illustrations of
plants and trees
(Watercolors)

A few Still Here, Still life prompts interpreted in my own style
(<https://www.instagram.com/stillherestilllife/?hl=en>)



Details A quick and efficient packaging change for Kolhapuri Chappals sold at neighbourhood stores in the city of Kolhapur. This project was a team effort with a fellow student.

Year 2022



Kolhapuri
Chappal
Packaging

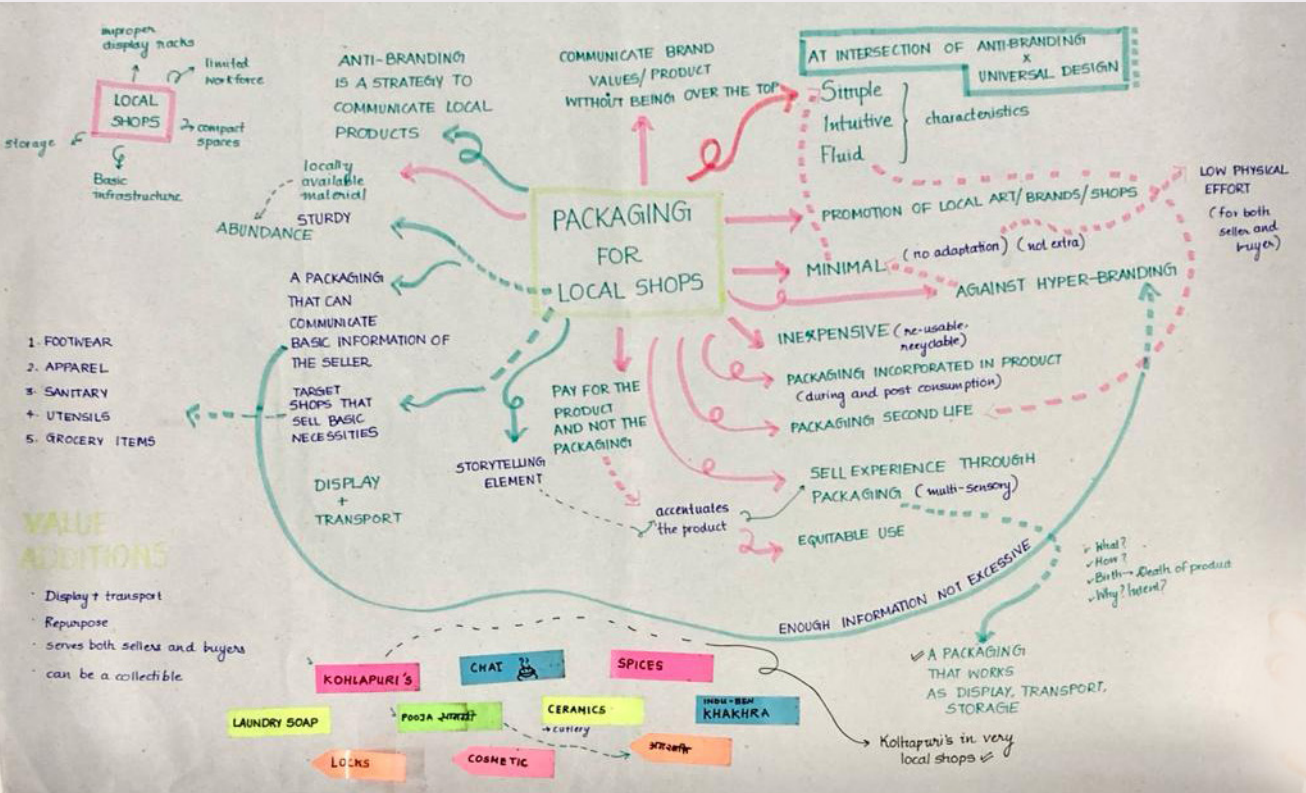
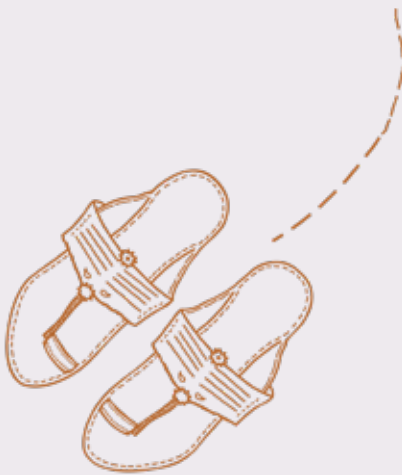
My interpretation
of Henri Matisse's
style (Poster
colours, Paper
Collage)

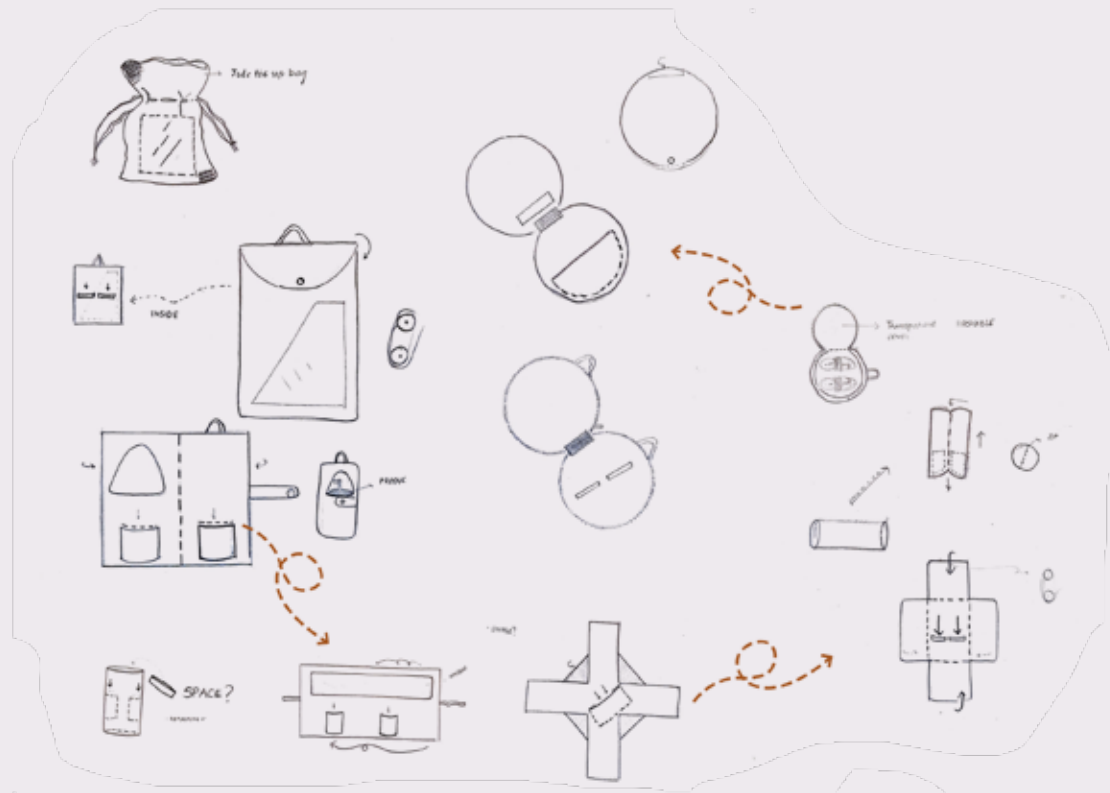


In general, Kolhapuri Chappals **require extra maintenance**, particularly during the rainy season. It's crucial to clean and store these chappals properly if we want them to last longer.

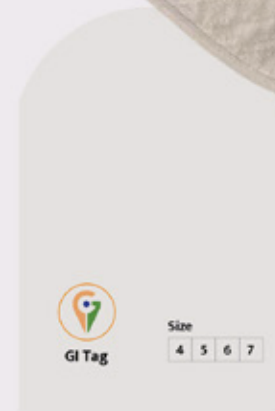
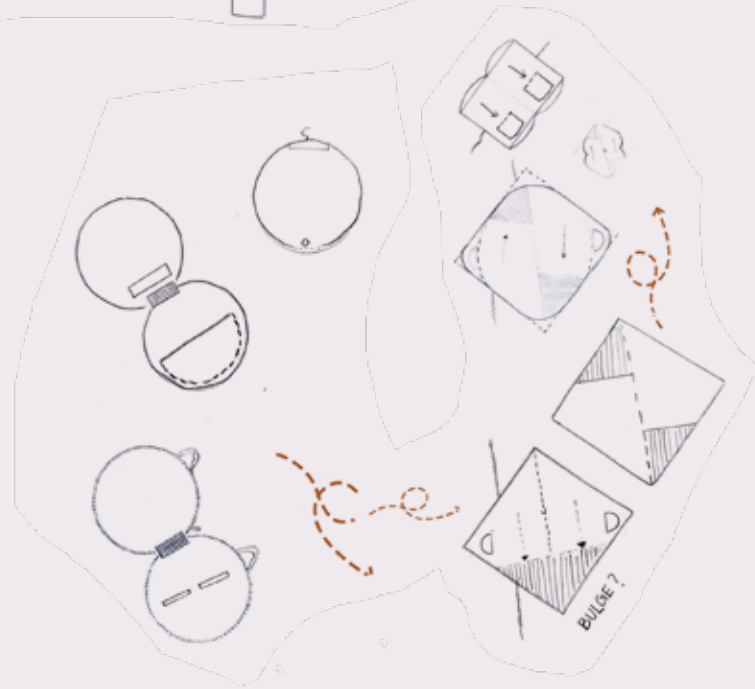
This project's goal was to create **a straightforward and practical packaging solution for Kolhapur's neighbourhood small stores.**

The packaging strives to emanate **warmth, indigeneity, and authenticity.**





Initial ideation and concept sketches for the form of the packaging and prototyping the ideation to understand the form better and the problem areas in final execution



Materials:

Madarpath (sleeve, rope)

A wooden sliding bead

Primary butter paper packing for chappals



Shape inspired from ear lobe as Kolhapuris are also popularly called **kanwaali chappal**.



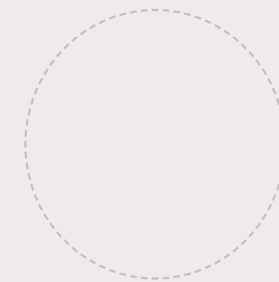
A rubber stamp branding of each local shop that sells these chappals.

Running stitches inspired from the pattern and stitching in Kolhapuris. These are in shades of popularly available Kolhapuri chappals.

1. Store the Kohlapuri Chappals in a dry place.
कोल्हापुरी चप्पल ला कोरड्या जाग्यात ठेवावे ।
2. Regular cleaning of the sole using oil will increase the lifespan of your kohlapuri chappals.
कोल्हापुरी चप्पलांचे आउष्य वाढवायला , त्यांना नियमित तेला नी पुसायला हवे ।
3. Incase of contact with water, clean with a dry cloth and immediately dry it in direct sunlight.
चप्पल्याना पाणी लागले असल्यास , त्यांना कोरड्या कपड्याने पुसावे आणि लगेच उन्हात वाळवावे ।

Enjoy wearing!
मजेनी घाला !

An instruction manual on the packaging as Kolhapuris require more care.



Details Skittles Re-branding was a self-initiated, hypothetical project. It was to understand the entire process of branding and how the extension of the language can be applied to various other collaterals of the brand for example, stationery, packaging etc.

Year 2021

*Skittles
Re-branding*

Skittles is a brand of **fruit-flavored candy**, currently produced and marketed by the Wrigley Company, a division of Mars, Inc. Skittles consist of hard sugar shells imprinted with the letter 'S'.

According to research, inventor of skittles wondered **what the rainbow would taste like**. That is how this candy came to existence.



Current Logo



Re-designed Logo





Logo construction
and safe space

Skittles as a brand is an embodiment of **happiness, fun and vibrancy**. I wanted the new emblem to be modern yet rooted to the very ideology on which this brand stands. I wanted to take a more minimal and abstract route, to keep the essence of a sun and a rainbow and make it more **cohesive, flexible, adaptable and colourful**.

Style Guide

ITC American
Typewriter
Std Medium

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT norms regular
and extra bold

Aa

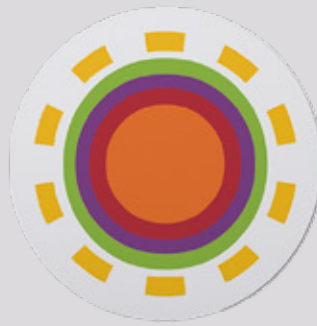
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

	#a51a2f	R: 168, G: 30 B: 47 C: 83, M: 100 Y: 85, K: 16
	#7cfc4d	R: 124, G: 182 B: 66 C: 58, M: 7 Y: 100, K: 0
	#f1b31c	R: 241, G: 179 B: 28 C: 6, M: 31 Y: 100, K: 1
	#e68a2b	R: 230 G: 106 B: 37 C: 6, M: 72 Y: 100, K: 1
	#6a3d9a	R: 106, G: 63 B: 151 C: 71, M: 95 Y: 13, K: 2

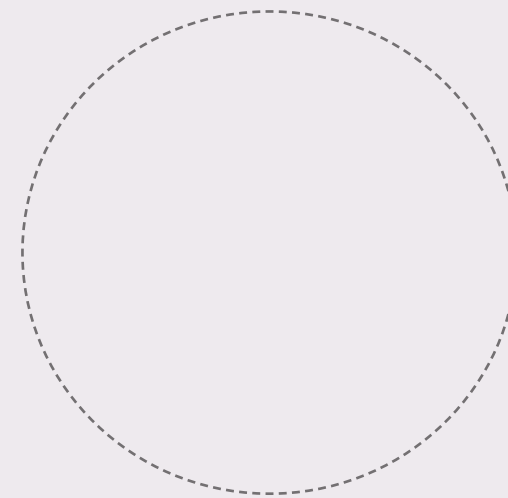


Merchandise



Details Photography projects capturing narratives

Year 2019, 2020



06

Photography

PROJECT 1

Walking around in the old city of Ahmedabad, I captured pictures of the small things that stand alone as narratives. They are eye catching and bring out a lot beyond what meets our eye.

These salient features bring about the essence of the character and hence, form a part of a **unique and a striking ensemble.**



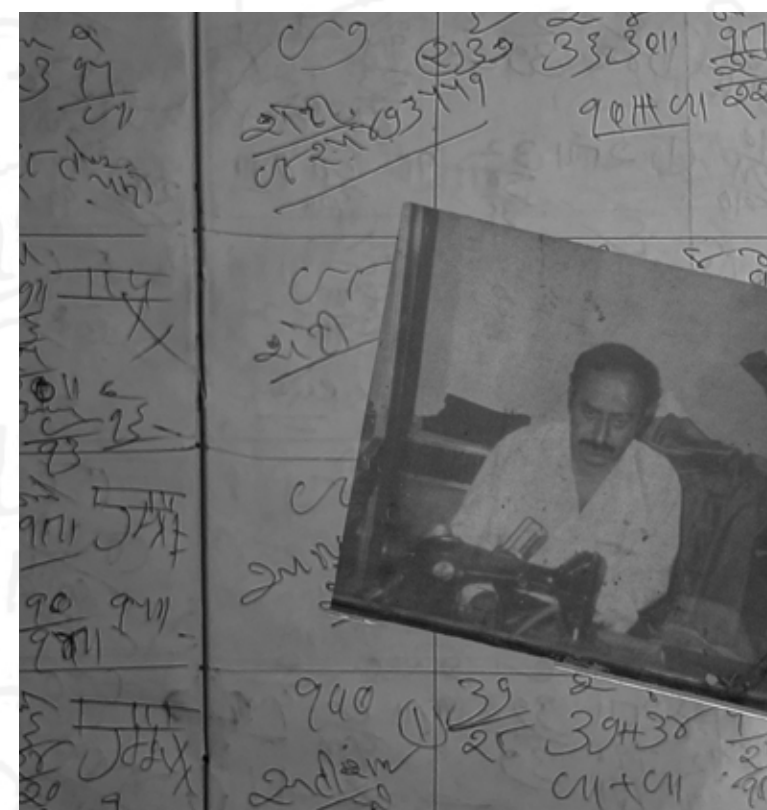


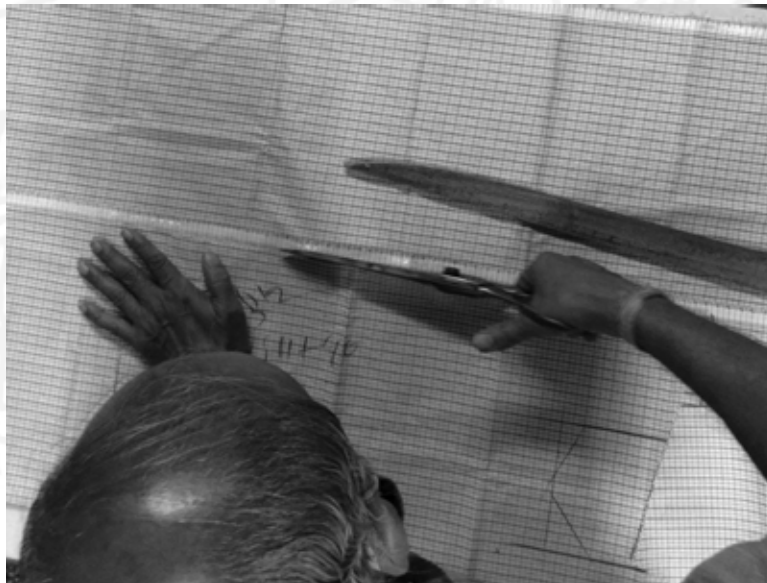
PROJECT 2

હસમુખ ભાઈ (Hasmukhbhai)

Roadside tailors' skill and patience frequently go unrecognised. By documenting Hasmukhbhai, who has been working in this field for 35 years, I got exposed to this experience.

Through this project, I attempted at comprehending the surroundings he is in, his interactions with others, and the items in his immediate environment that contribute to the setting.

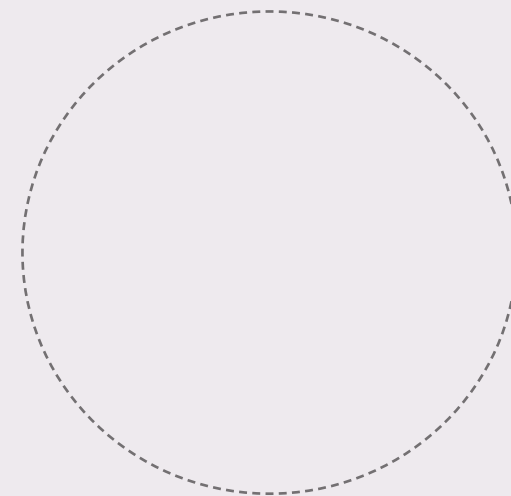




Details Applied research methodologies and co-authored a research paper on 'Online Design Education' for a conference conducted by Srishti School of Art, Design and Technology, Bangalore.

Link to the final research paper: https://www.researchgate.net/publication/348833962_FROM_PLACE_TO_SPACE_Encountering_Design_Education_Online_About

Year 2020



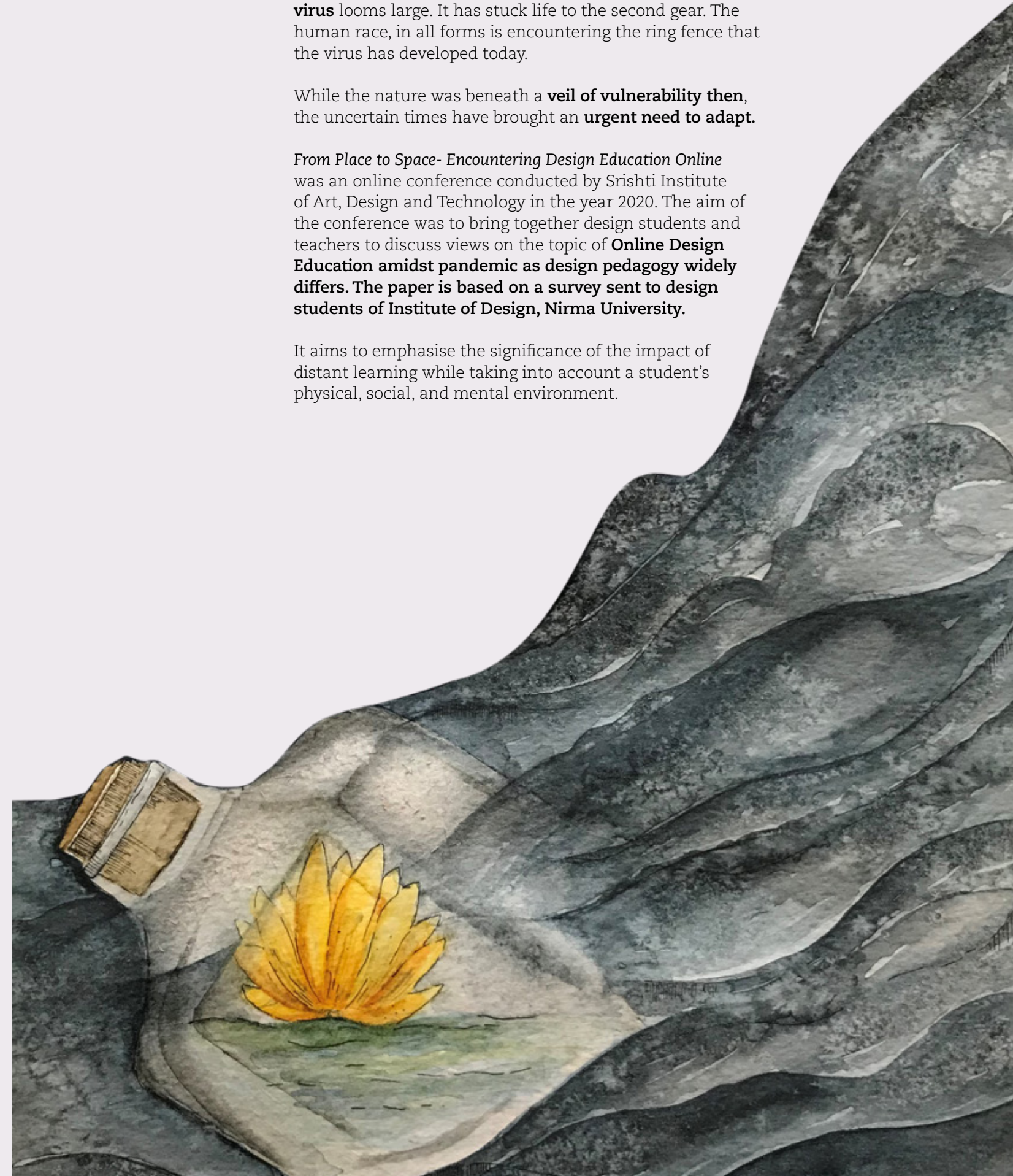
'Online Design
Education'

The shadow of the **surfacing situation of novel corona virus** looms large. It has stuck life to the second gear. The human race, in all forms is encountering the ring fence that the virus has developed today.

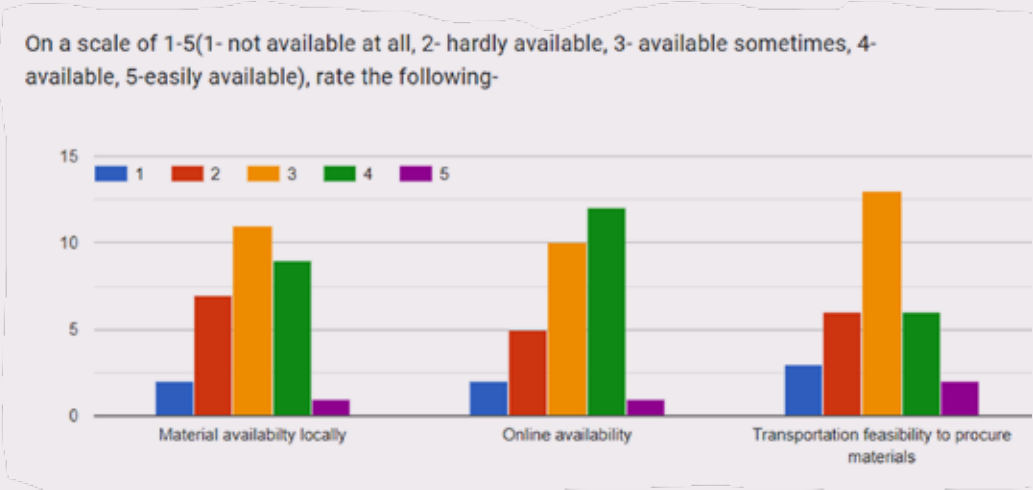
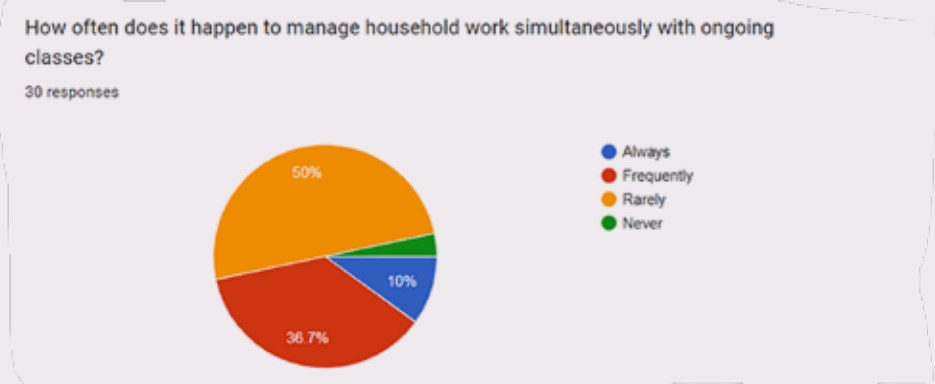
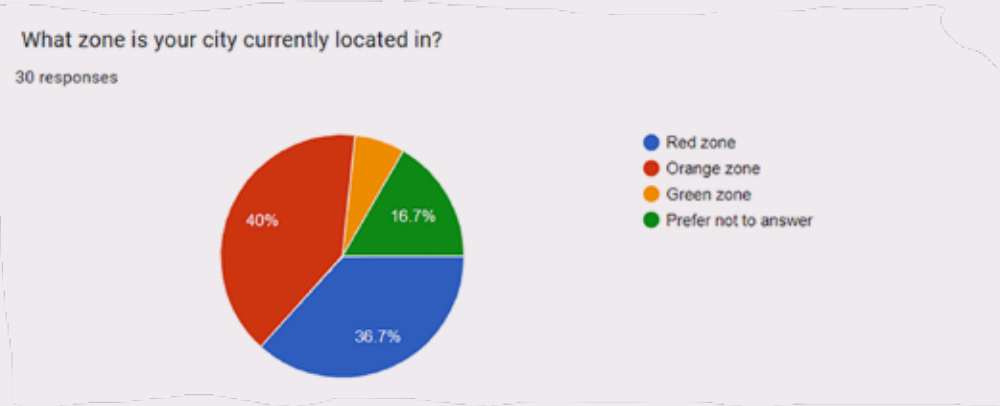
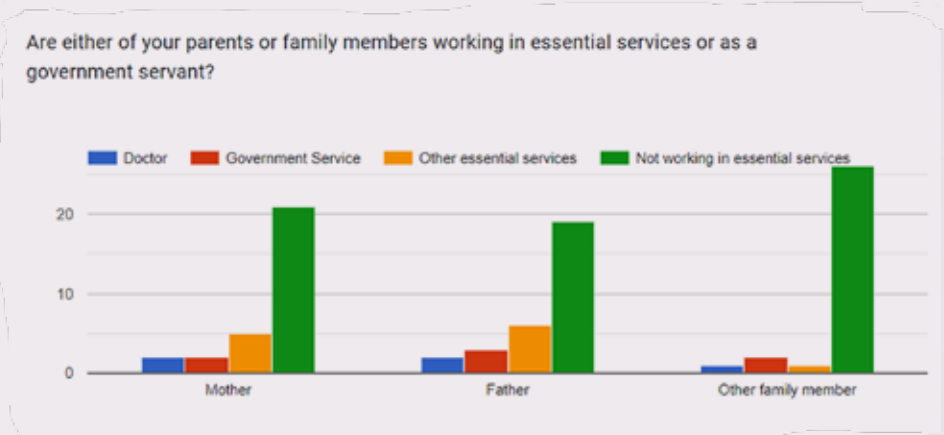
While the nature was beneath a **veil of vulnerability then**, the uncertain times have brought an **urgent need to adapt**.

From Place to Space- Encountering Design Education Online was an online conference conducted by Srishti Institute of Art, Design and Technology in the year 2020. The aim of the conference was to bring together design students and teachers to discuss views on the topic of **Online Design Education amidst pandemic as design pedagogy widely differs. The paper is based on a survey sent to design students of Institute of Design, Nirma University.**

It aims to emphasise the significance of the impact of distant learning while taking into account a student's physical, social, and mental environment.



A few questions and responses from the survey sent





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Behance

