Sakshi Shah

Communication Design Student

PORTFOLIO .

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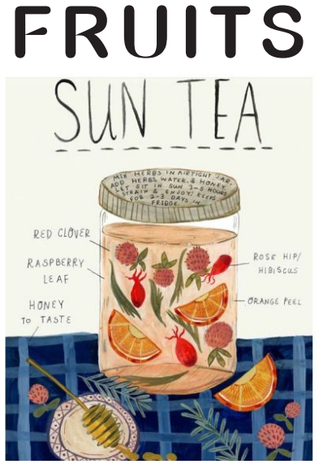
01.

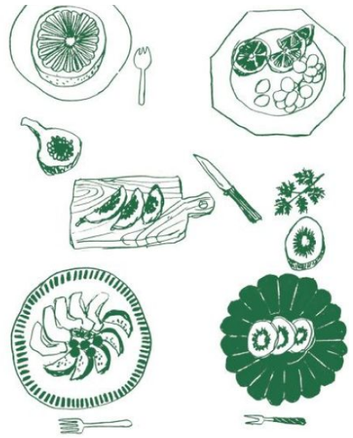
Branding System

KAAMDHENU

Kaamdhenu Foods is established in year 2002. It has unique products which are made by solar dehydration. The company has established itself as one of the leading producers, suppliers, and merchants of a variety of nutritious food items. Additionally, the company start producing healthful supplements that are nourishing for those with conditions like obesity and diabetes.
Since the company debuted on Shark Tank to promote their B2C products instead of their already successful B2B products, it has gained recognition and visibility. They now seek to expand their B2C product offerings as well. So, as a part of academic course, we as a group project did rebranding & brand communication of Kaamdhenu.

Mood Board





Target Audience

Health conscious people
Mothers
Fruit lovers
Amature cooks

Tone of Voice

Healthy
Fun
Cheerful
Informative

USP

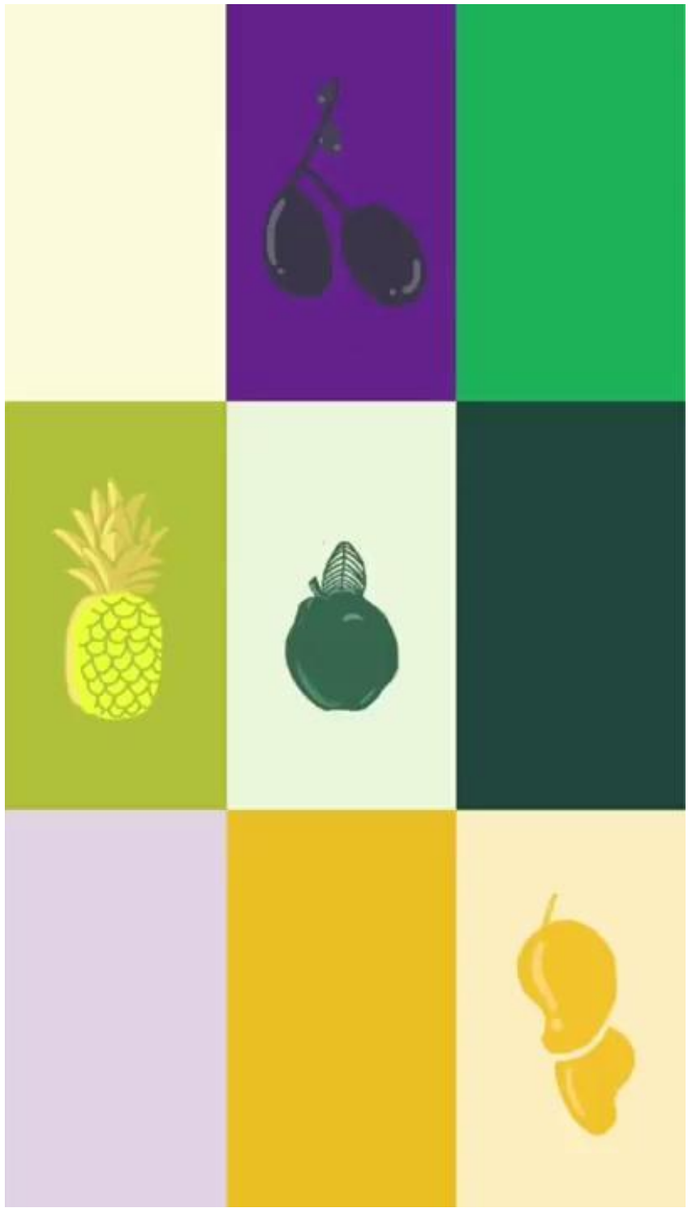
Solar Dehydration
Helping farmers
Reducing food wastage
Nutrition and health

Logo

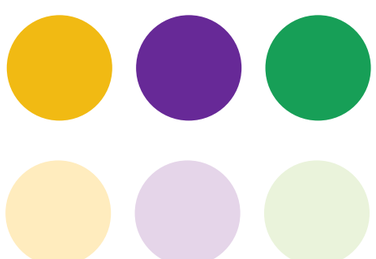
Kamdhenu
In harmony with nature!

Kamdhenu
In harmony with nature!

Pattern Library

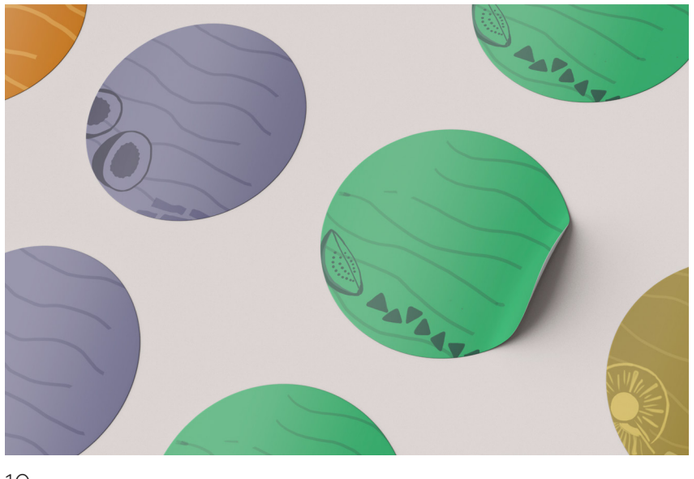


Colour Pallete

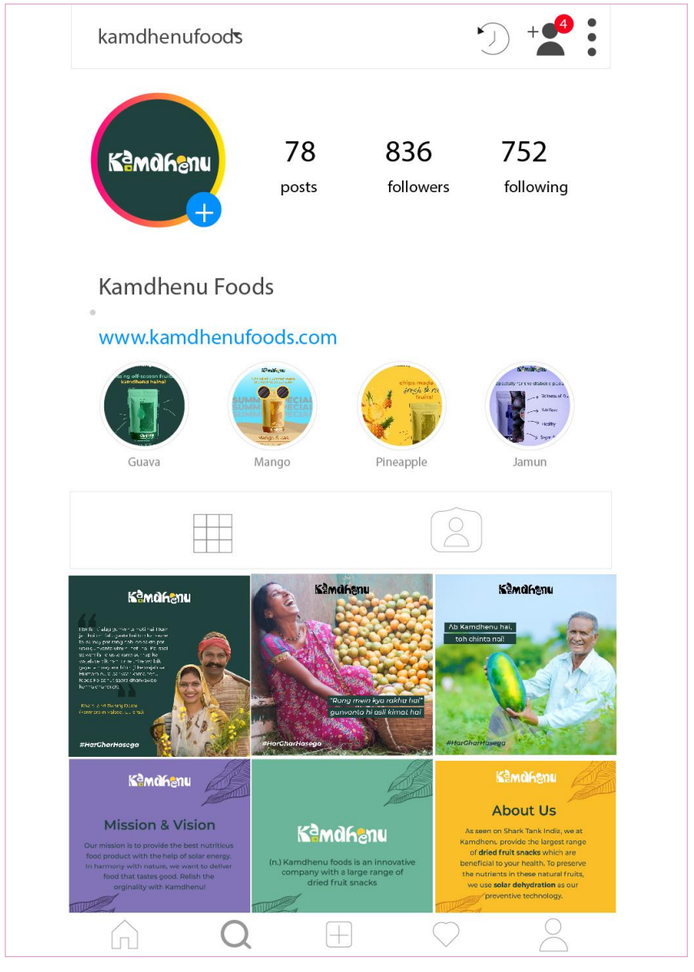


Packaging

Collatrals



Social Media



02.

Book Design

LET'S COMPOST

This book is all about compost. The essential guide to beginers to learn the proper ways and methods of composting at home. It also contains difference between compost and fertilizer and some do's and don'ts about composting. All the line illustration in the book is hand drawn.

Mood Board

Target Audience

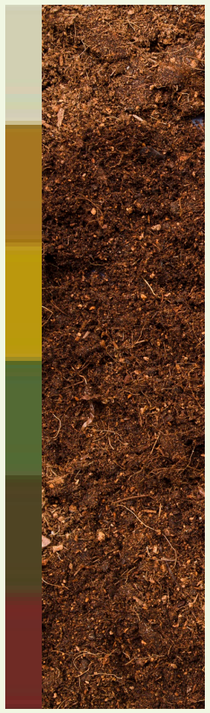
Youth
Gardener
Nature lover
Farmers

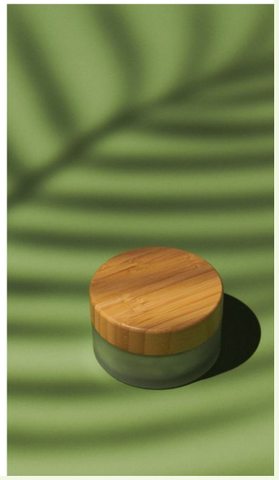
cOmpOst

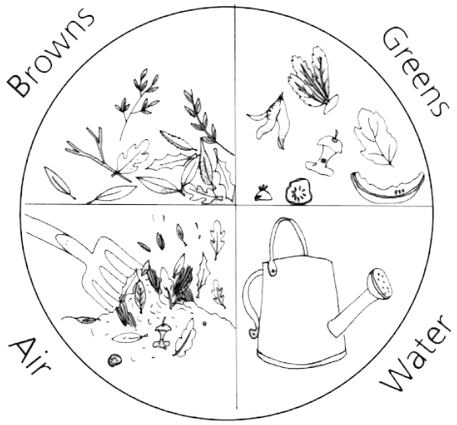
Soil

ZERO WASTE

Advantages







What to compost ??

What you can put into your compost will depend somewhat on what kind of composter you have, but some general rules do apply.

Your compost pile should have an equal amount of browns to greens. You should also alternate layers of organic materials of different-sized particles. The brown materials provide carbon for your compost, the green materials provide nitrogen, and the water provides moisture to help break down the organic matter

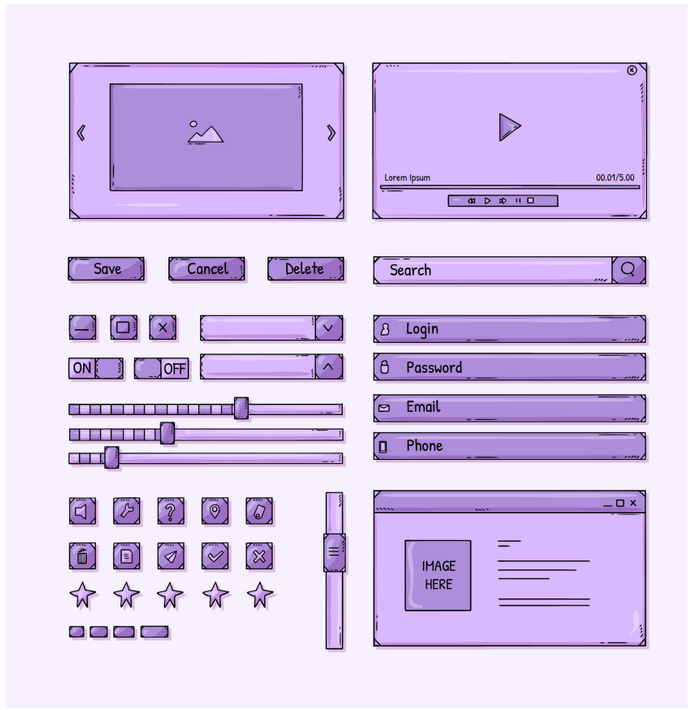
03.

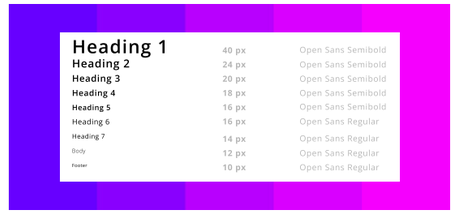
App Design

WEvent

The purpose of this smartphone application is to help users locate events nearby. The events such as marathon, live poetry, live music, play, exhibitions etc. helps to connect and socialize with each others. It has also some coin system where you can earn coin and redeem as gift voucher and discount coupens. Youth is main target audience for WEvent (we-went).

Mood Board





Style Guide

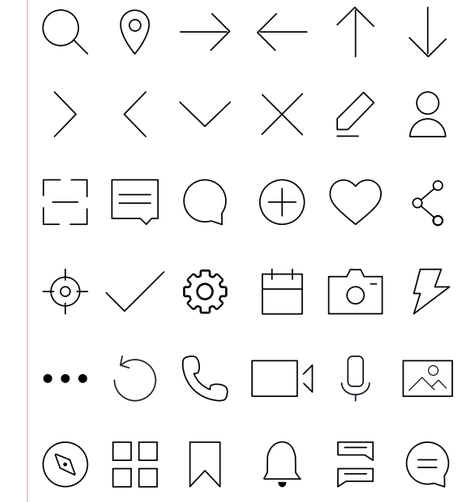
#B055A1

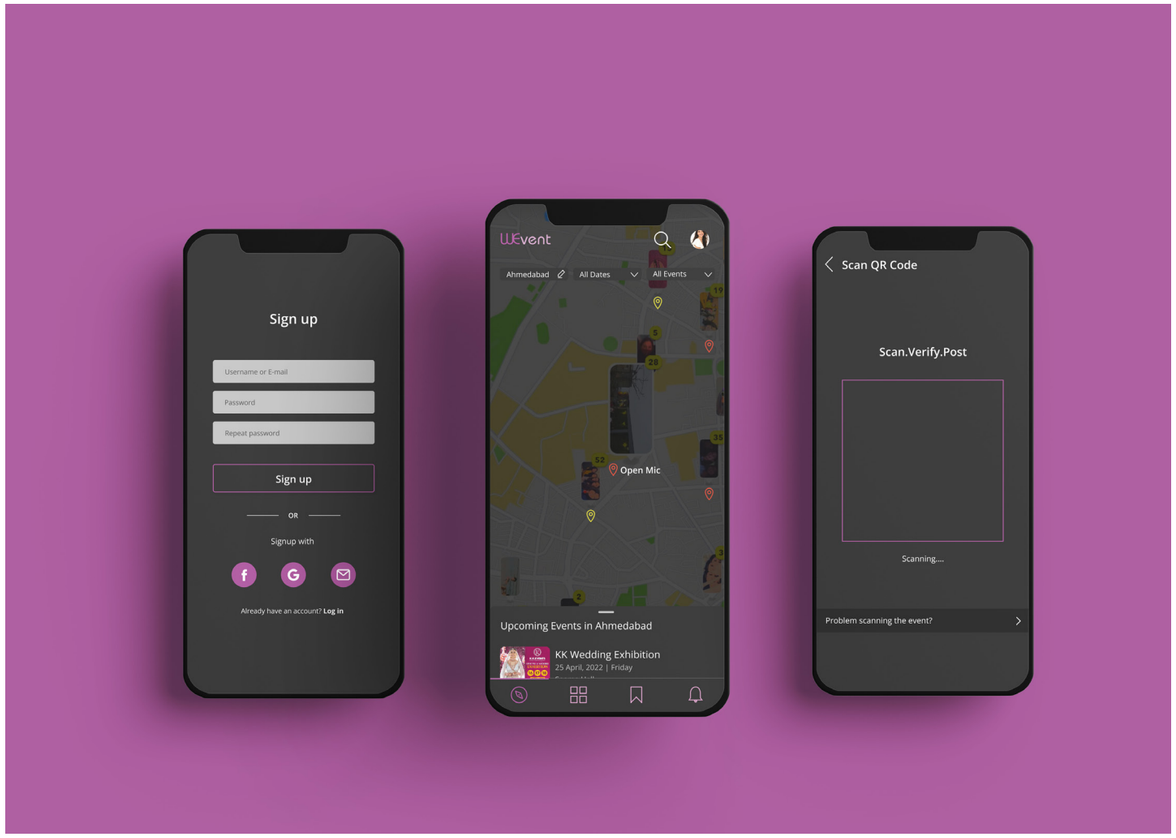
#2D2D2D

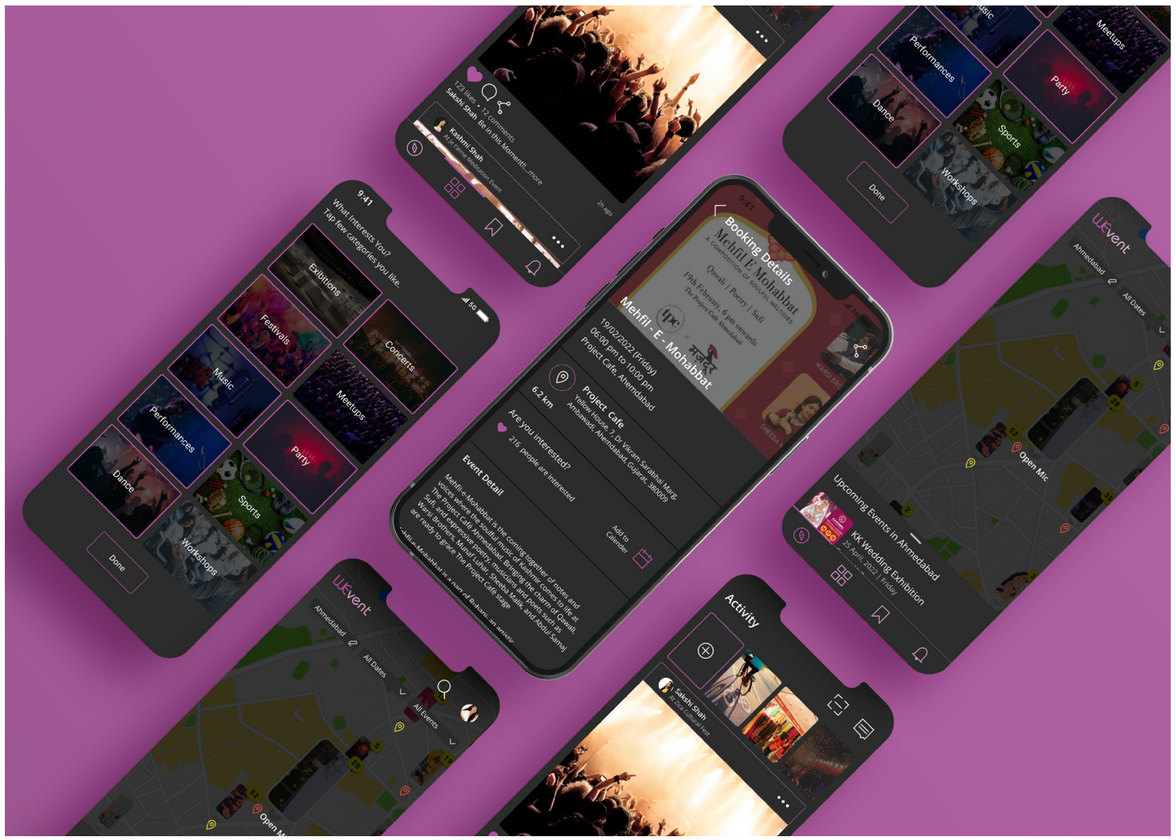
#000000

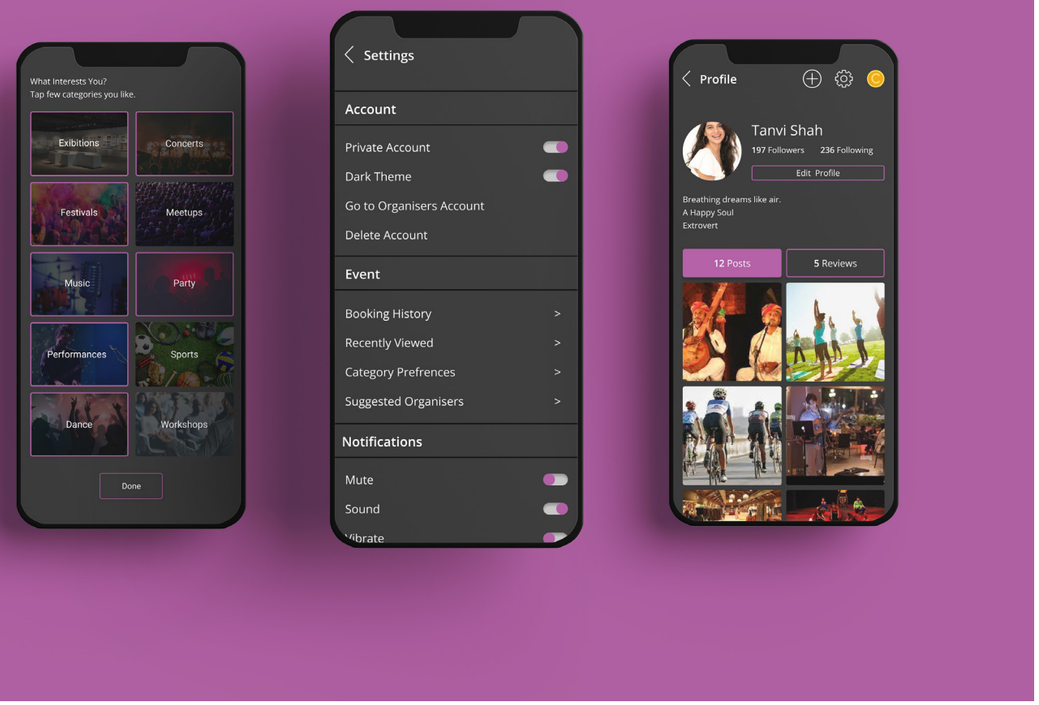
#D89CC6

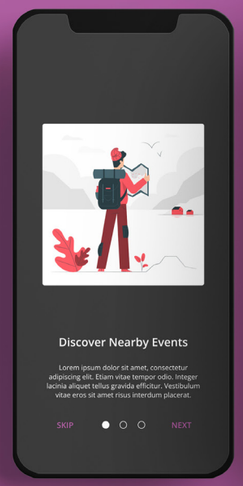
Font: Open Sans

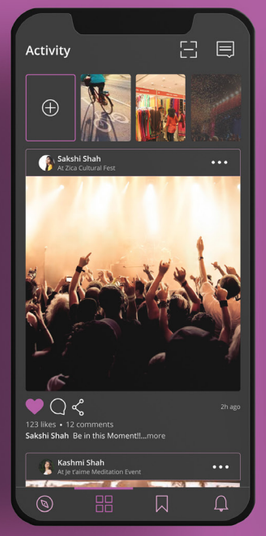


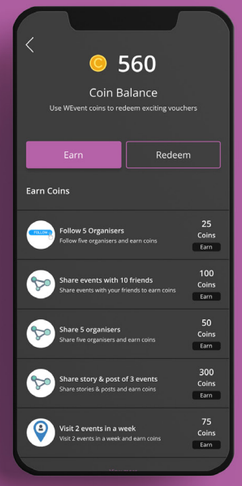


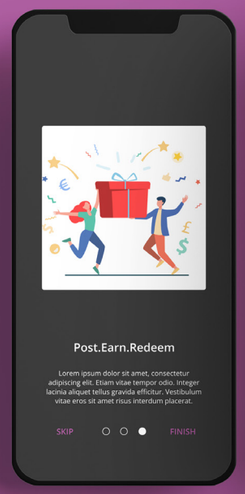


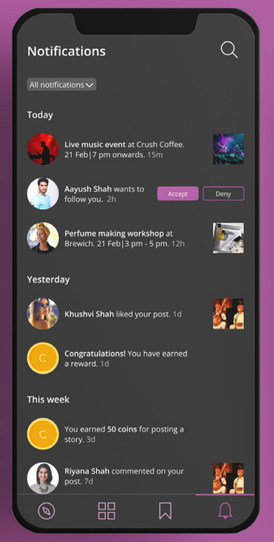


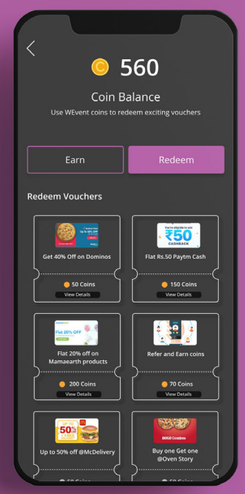

Discover Nearby Events
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vitae tempor odio. Integer lacinia aliquet tellus gravida efficitur. Vestibulum vitae eros sit amet risus interdum placerat.
SKIP
NEXT

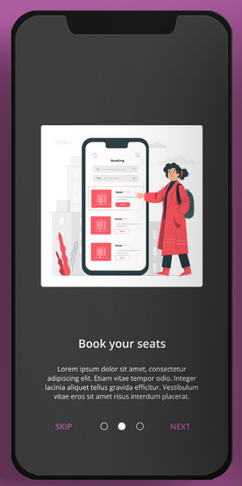

Activity
Sakshi Shah
At Zica Cultural Fest
123 likes • 12 comments
Sakshi Shah Be in this Moment!!...more
2h ago
Kashmi Shah
At Je t'aime Meditation Event

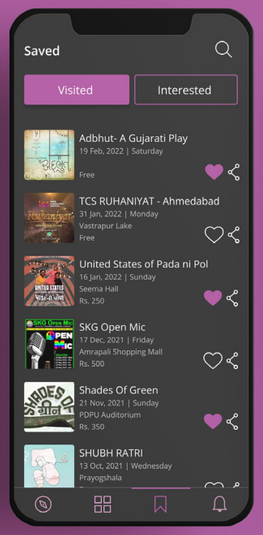

560
Coin Balance
Use WEvent coins to redeem exciting vouchers
Earn
Redeem
Earn Coins
Follow 5 Organisers
Follow five organisers and earn coins
25 Coins
Share events with 10 friends
Share events with your friends to earn coins
100 Coins
Share 5 organisers
Share five organisers and earn coins
50 Coins
Share story & post of 3 events
Share stories & posts and earn coins
300 Coins
Visit 2 events in a week
Visit 2 events in a week and earn coins
75 Coins

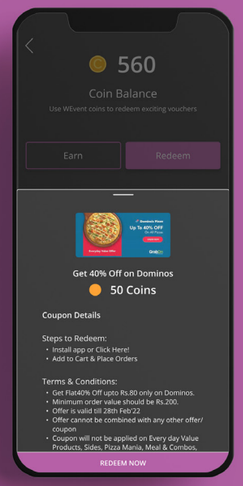

Post.Earn.Redeem
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vitae tempor odio. Integer lacinia aliquet tellus gravida efficitur. Vestibulum vitae eros sit amet risus interdum placerat.
SKIP
FINISH

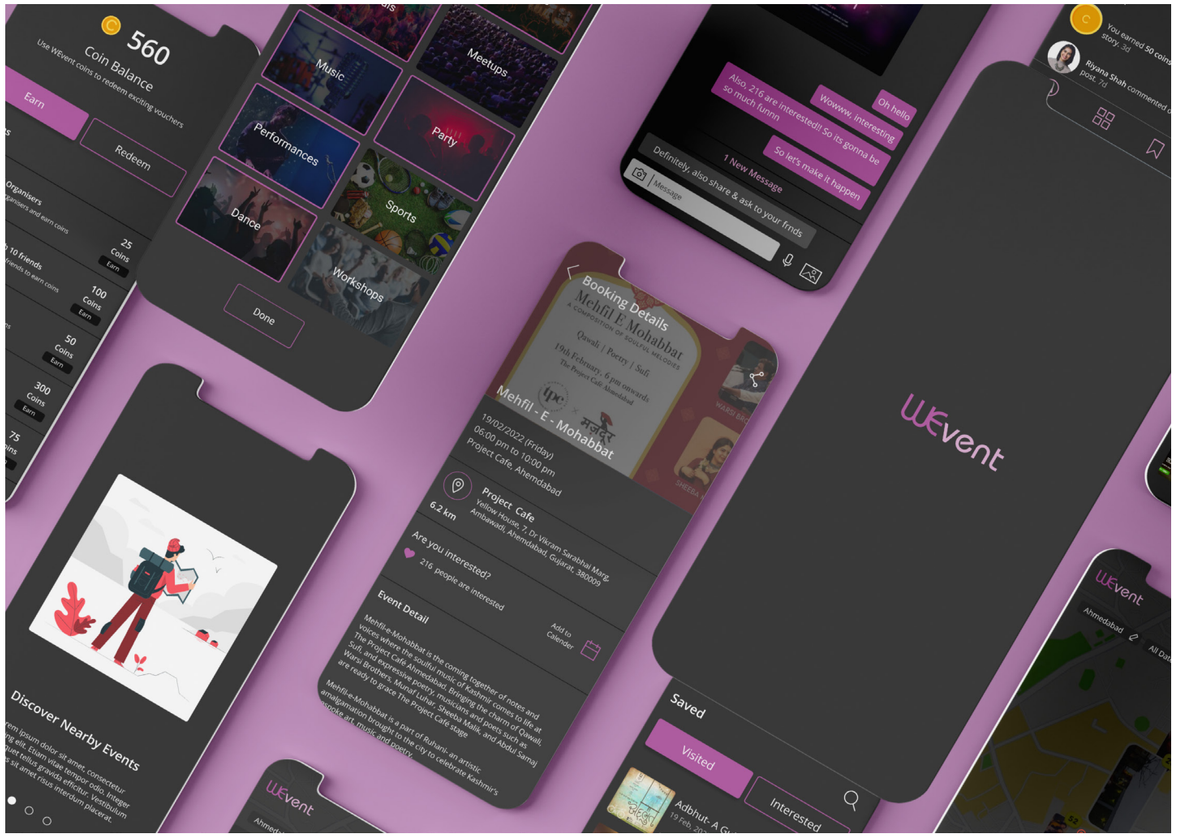

Notifications
All notifications
Today
Live music event at Crush Coffee. 21 Feb | 7 pm onwards. 15m
Aayush Shah wants to follow you. 2h
Accept
Deny
Perfume making workshop at Brewich. 21 Feb | 3 pm - 5 pm. 12h
Yesterday
Khushvi Shah liked your post. 1d
Congratulations! You have earned a reward. 1d
This week
You earned 50 coins for posting a story. 3d
Riyana Shah commented on your post. 7d


560
Coin Balance
Use WEvent coins to redeem exciting vouchers
Earn
Redeem
Redeem Vouchers
Get 40% Off on Dominos
50 Coins
Flat Rs.50 Paytm Cash
150 Coins
Flat 20% off on Mamaearth products
200 Coins
Refer and Earn coins
70 Coins
Up to 50% off @McDelivery
Buy one Get one @Oven Story


Book your seats
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vitae tempor odio. Integer lacinia aliquet tellus gravida efficitur. Vestibulum vitae eros sit amet risus interdum placerat.
SKIP
NEXT


Saved
Visited
Interested
Adbhut- A Gujarati Play
19 Feb, 2022 | Saturday
Free
TCS RUHANIYAT - Ahmedabad
31 Jan, 2022 | Monday
Vastrapur Lake
Free
United States of Pada ni Pol
16 Jan, 2022 | Sunday
Seema Hall
Rs. 250
SKG Open Mic
17 Dec, 2021 | Friday
Amrapali Shopping Mall
Rs. 500
Shades Of Green
21 Nov, 2021 | Sunday
PDPU Auditorium
Rs. 350
SHUBH RATRI
13 Oct, 2021 | Wednesday
Prayogshala


560
Coin Balance
Use WEvent coins to redeem exciting vouchers
Earn
Redeem
Get 40% Off on Dominos
50 Coins
Coupon Details
Steps to Redeem:
Install app or Click Here!
Add to Cart & Place Orders
Terms & Conditions:
Get Flat40% Off upto Rs.80 only on Dominos.
Minimum order value should be Rs.200.
Offer is valid till 28th Feb'22.
Offer cannot be combined with any other offer/ coupon
Coupon will not be applied on Every day Value Products, Sides, Pizza Mania, Meal & Combos,
REDEEM NOW


560
Coin Balance
Use WEvent coins to redeem exciting vouchers
Earn
Redeem
Done
Music
Meetups
Performances
Party
Dance
Sports
Workshops
Booking Details
Mehfil E Mohabbat
Mehfil - E - Mohabbat
19/02/2022 (Friday)
06:00 pm to 10:00 pm
Project Cafe, Ahmedabad
Project Cafe
6.2 km
Are you interested?
216 people are interested
Event Detail
Add to Calender
Oh hello!
Wowww, interesting
So let's make it happen
Definitely, also share & ask to your frnds
1 New Message
WEvent
You earned 50 coins for posting a story. 3d
Riyana Shah commented on your post. 7d
Saved
Visited
Interested
Ahmedabad

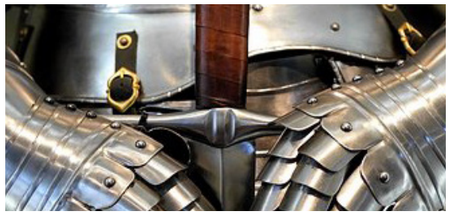
04.

Character Design

Eagel

In this project, I was to select a living organism and base mycharacter on physical characteristicts and attributes of the specimen. I chose The Golden Eagle. The character i designed was named ‘Aquila Amzi’. As part of the project, other group members were to do the same and get together to make story that included each group member’s character. So, we as a team created story ‘Dark Game’.

Mood Board

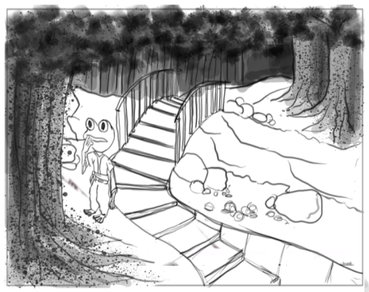


THE GOLDEN EAGLE

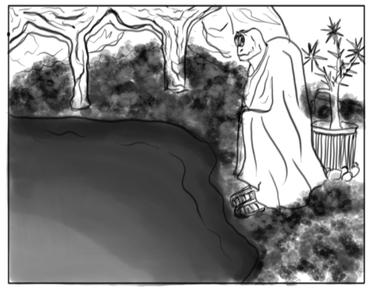
DYNAMIC
COMPETITIVE
JEALOSY
DOMINATING
EGOTISTICAL
UNSYMPATHETIC
POWERFULL
FOCUSED
DARING
PUSHY
AQUILA
AMZI
THE GOLDEN EAGLE

Story Board & Poster

DARK GAME

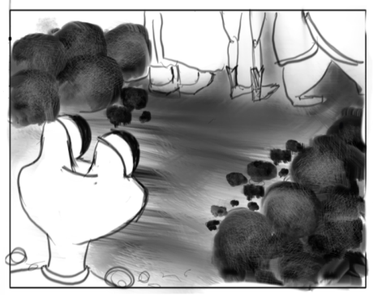


Once in a magical town, there lived 5 creatures - Turtle, Frog, Bug, Squirrel and Eagle. One day, Frog encounters black spots on the golden tree which later dies.



Next day, Turtle encounters various mysterious incidents such as - the holy lake turns red and the flowers turning into thorns.

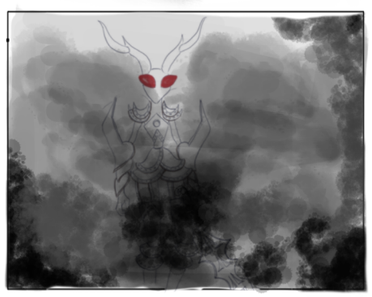
Then, they called a meeting where they all together concluded that their world is in danger. So, they begin the investigation for the same.



They decided to boycott the frog from the investigation as his mischieves were distracting them.

The other day, frog was found dead by the turtle. There, turtle finds some evidence against the bug in frog's hand.

Squirrel turns suspicious about the bug after watching her going inside the hole of a tree having blood spots on her head.



After watching the bug come out having evil appearance, squirrel rushes to the turtle to share everything she learned about the bug.

Squirrel and turtle bravely fought with all their strength but failed to defeat the bug. Bug attacked them and the turtle was knocked unconcious and when she was about to kill the squirrel, eagle came to her rescue.

After few days, when things got normal, the eagle's body suddenly starts glowing just like the bug and he smirks at the world with the fiery eyes.

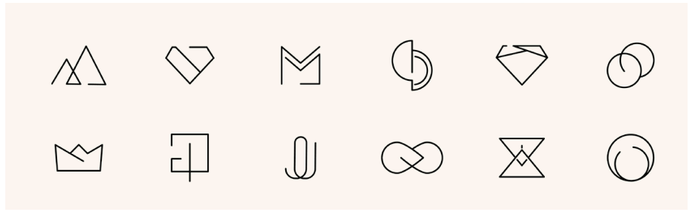
05.

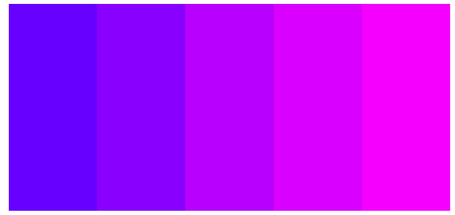
Website Design

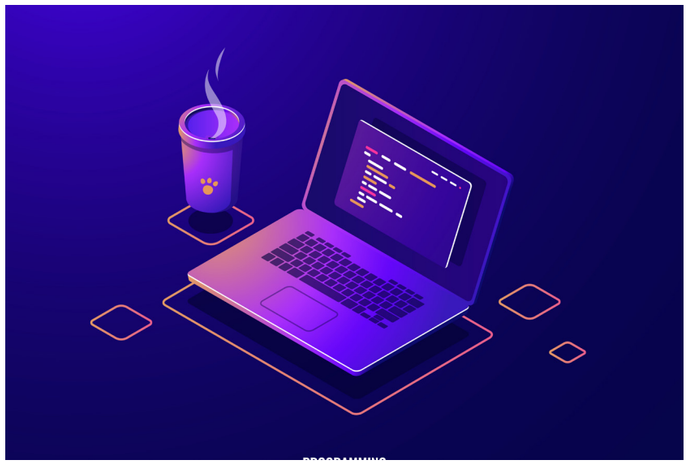
PORTFOLIO WEBSITE

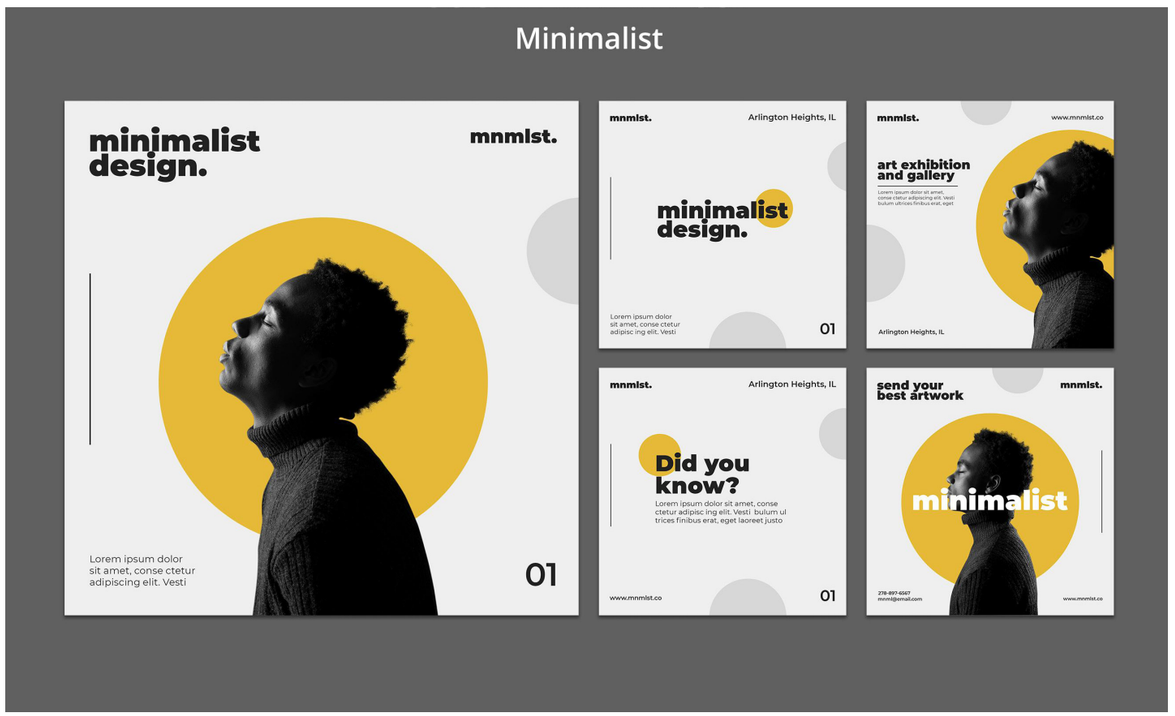
Designed website layout for my portfolio. The layout and icons are minimal. Also the colours and look of the website reflect my personality which is calm & minimal yet cheerful and creative.

Mood Board



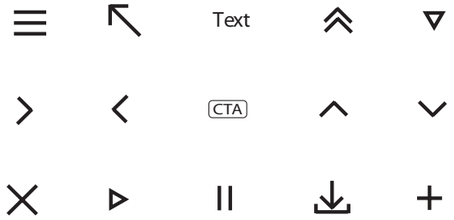




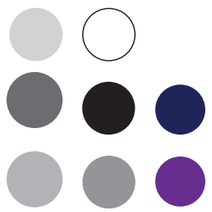


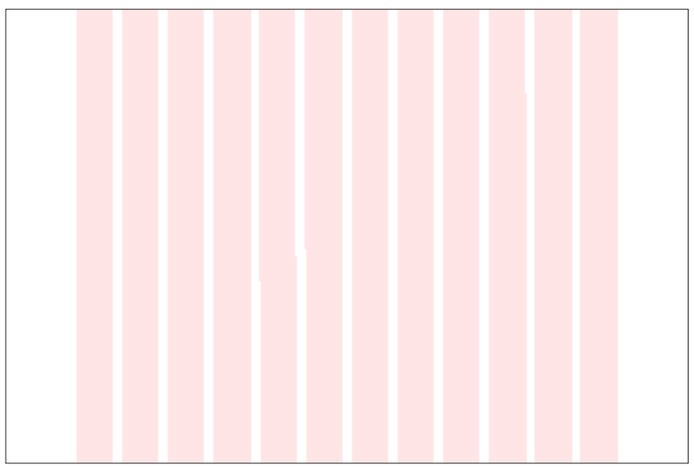
Safe Space

Icons



Colour Pallete





30

B1-Avenir LT Std (85 Heavy)

B2-Avenir LT Std (65 Medium)

B3-Avenir LT Std (55 Roman)

B4-Avenir LT Std (45 Book)

B5-Avenir LT Std (35 Light)

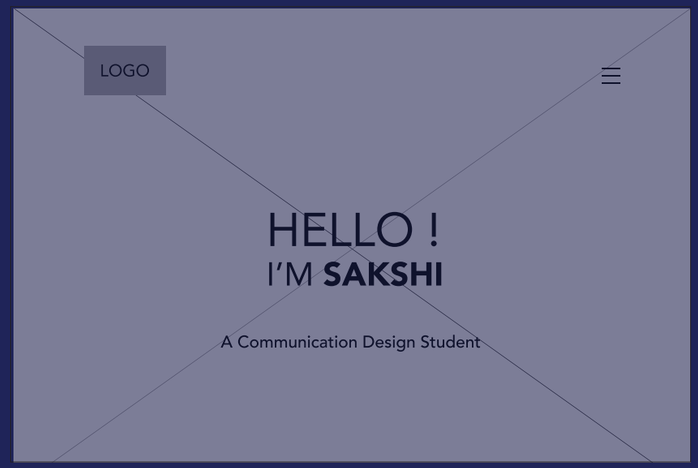
HEADING1- 80px
HEADING2- 60px
HEADING3- 48px
HEADING4- 30px
HEADING5- 24px

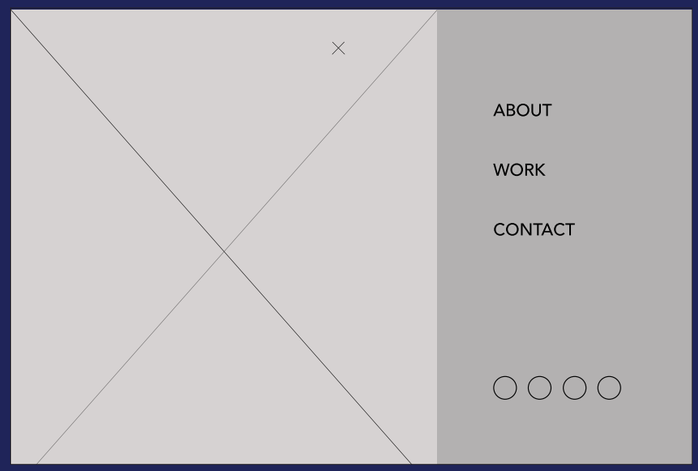
Page Size: 1440*1024 (Website)

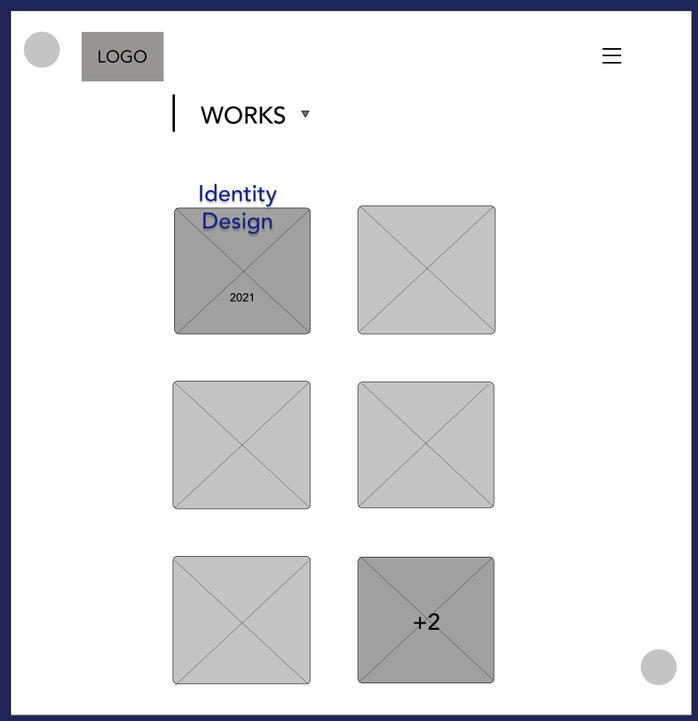
Column: 12

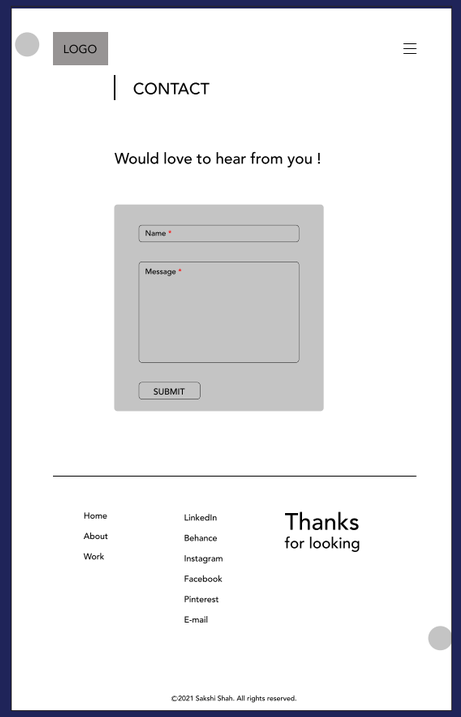
Margin: 150

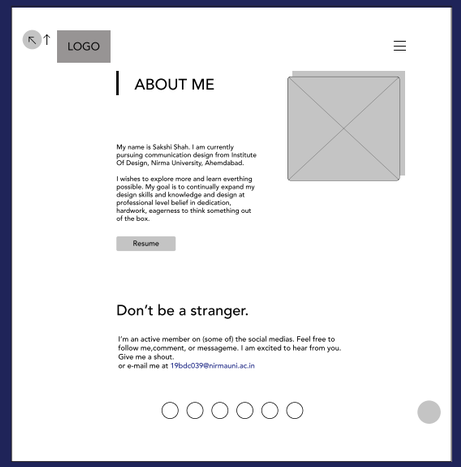
Gutter: 20

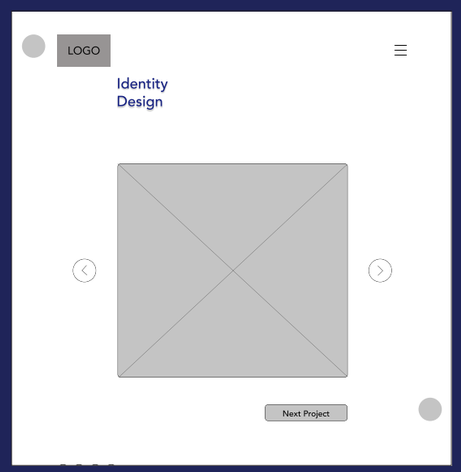












ABOUT ME

My name is Sakshi Shah. I am second year graphic design student at Institute Of Design, Nirma University, Ahemdabad.

I wishes to explore more and learn everthing possible. My goal is to continually expand my design skills and knowledge and design at professional level belief in dedication, hardwork, eagerness to think something out of the box.

Resume

Don’t be a stranger.

I’m an active member on (some of) the social medias. Feel free to follow me,comment, or messageme. I am excited to hear from you.
Give me a shout.
or e-mail me at 19bdc039@nirmauni.ac.in

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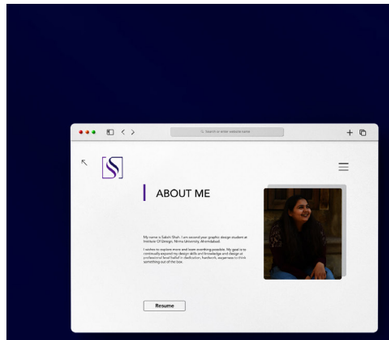
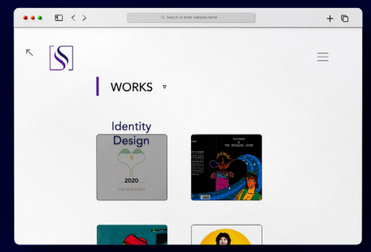
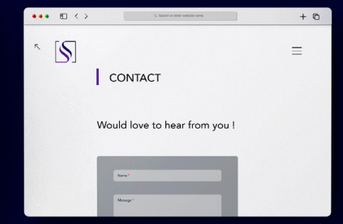
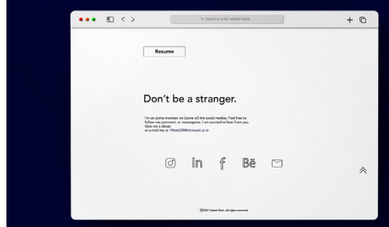
WORKS

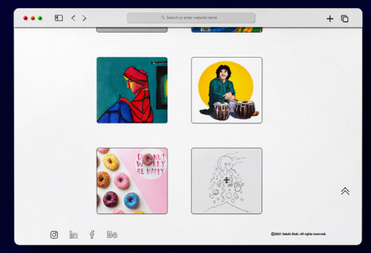
Identity Design

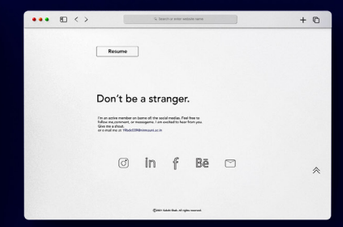












Identity Design

Next Project

CONTACT

Would love to hear from you !

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Message *

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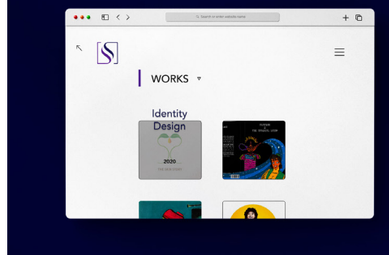
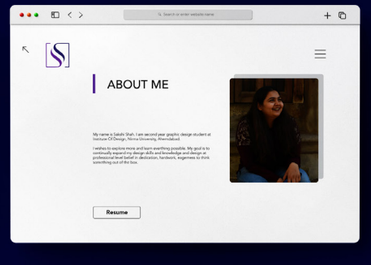
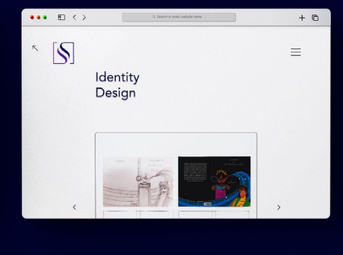
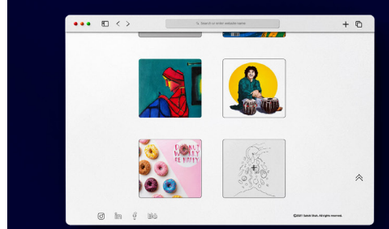
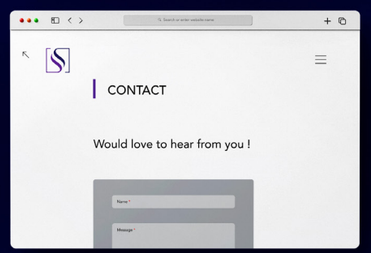
Thanks !
for looking

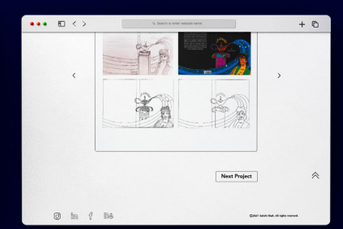












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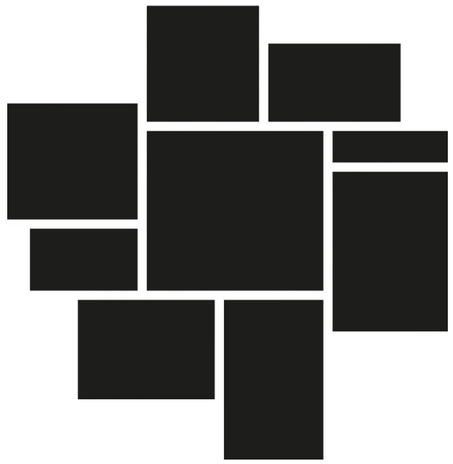
06.

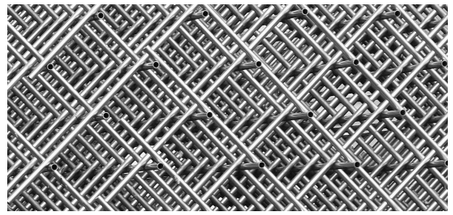
Publication Design

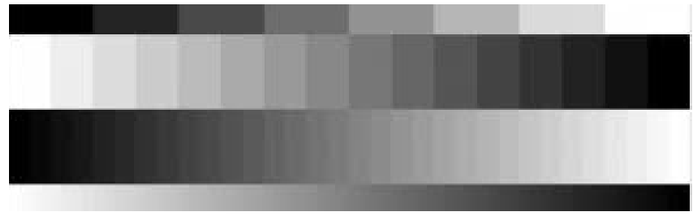
GRIDS

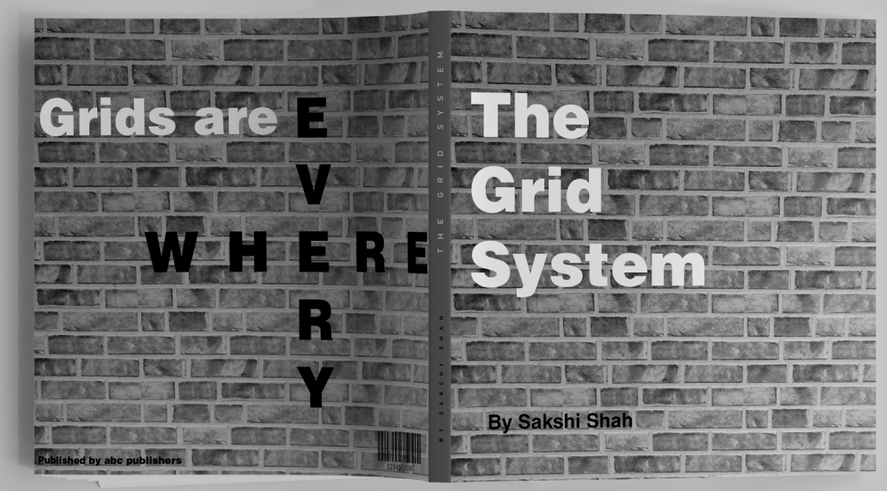
Created a layout of clicked photos as 4-8 sample inside pages of a coffee table book “Grids are Everywhere” understanding grids - margin, columns, gutter space etc.

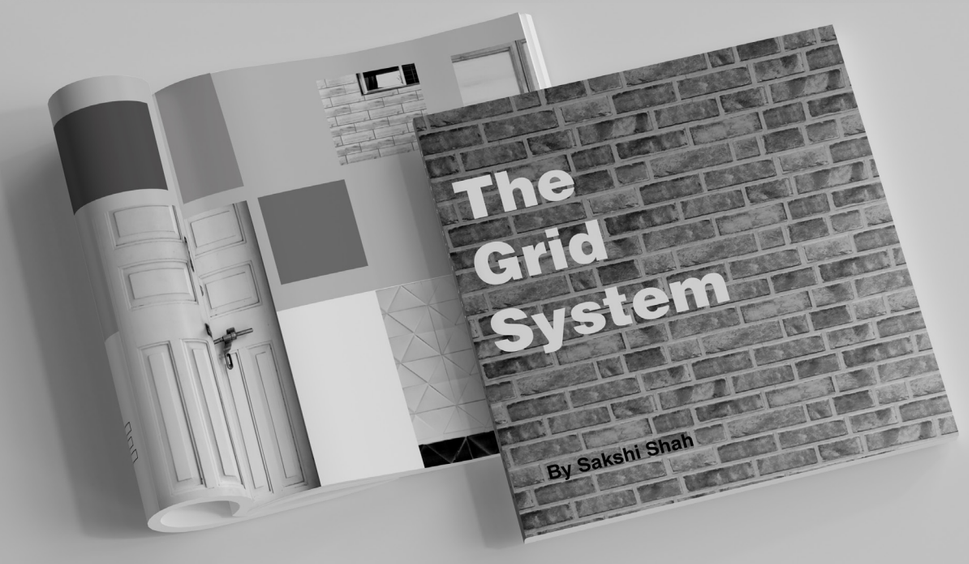
Mood Board

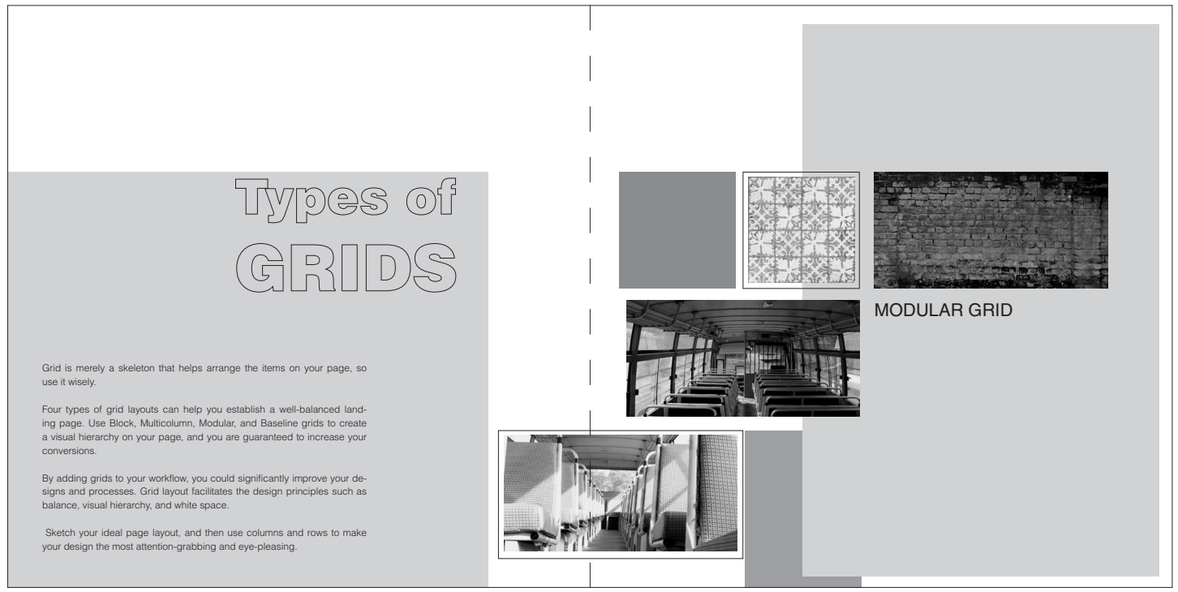







Grids are
E
V
W H E R E
R
Y
The
Grid
System
By Sakshi Shah
Published by abc publishers
BY SAKSHI SHAH
THE GRID SYSTEM


The
Grid
System
By Sakshi Shah


Types of
GRIDS
Grid is merely a skeleton that helps arrange the items on your page, so use it wisely.
Four types of grid layouts can help you establish a well-balanced landing page. Use Block, Multicolumn, Modular, and Baseline grids to create a visual hierarchy on your page, and you are guaranteed to increase your conversions.
By adding grids to your workflow, you could significantly improve your designs and processes. Grid layout facilitates the design principles such as balance, visual hierarchy, and white space.
Sketch your ideal page layout, and then use columns and rows to make your design the most attention-grabbing and eye-pleasing.
MODULAR GRID

If you want to design something that works you simply need a system. Grids are everywhere we only ignore it because it's invisible, and it is invisible but there.
E
V
E
W H E R E
R
Y

Thank You

Behance
sakshishah22

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Contact
+91 96387 28733