

# PORT FOLIO

2020-2022  
*Sakshi Suthar*



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2020-2022

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# Introduction

I am Sakshi Suthar, and I am a fourth-year student in the discipline of Communication Design at the Institute of Design, Nirma University. My portfolio is my process of learning.

My portfolio (2020-2022) features examples of my work in publication design, type design, interaction design, packaging design, branding, illustration and imaging techniques.

Through my work, I aim to highlight the power of clear communication as well as the various ways that visual storytelling can be used to effect change.

Connect with me on:

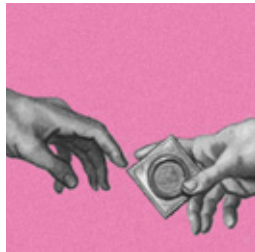
+91 78741 79968

sakshi.suthar01@gmail.com

www.behance.net/sakshisuthar

www.linkedin.com/in/sakshi-suthar

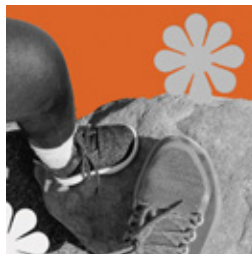
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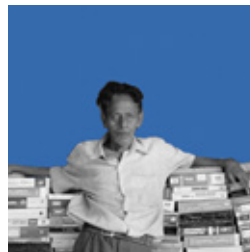
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## 02 Aakash Type

Type Design

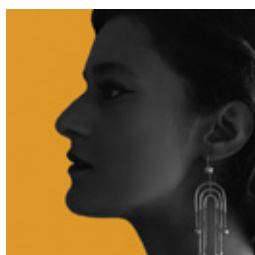
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## 03 Express Tale

UX UI Design

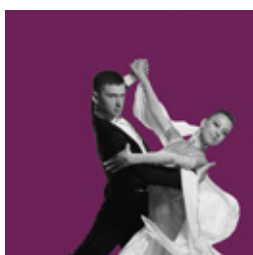
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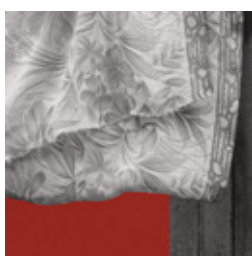
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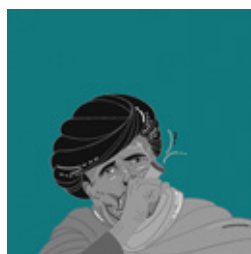
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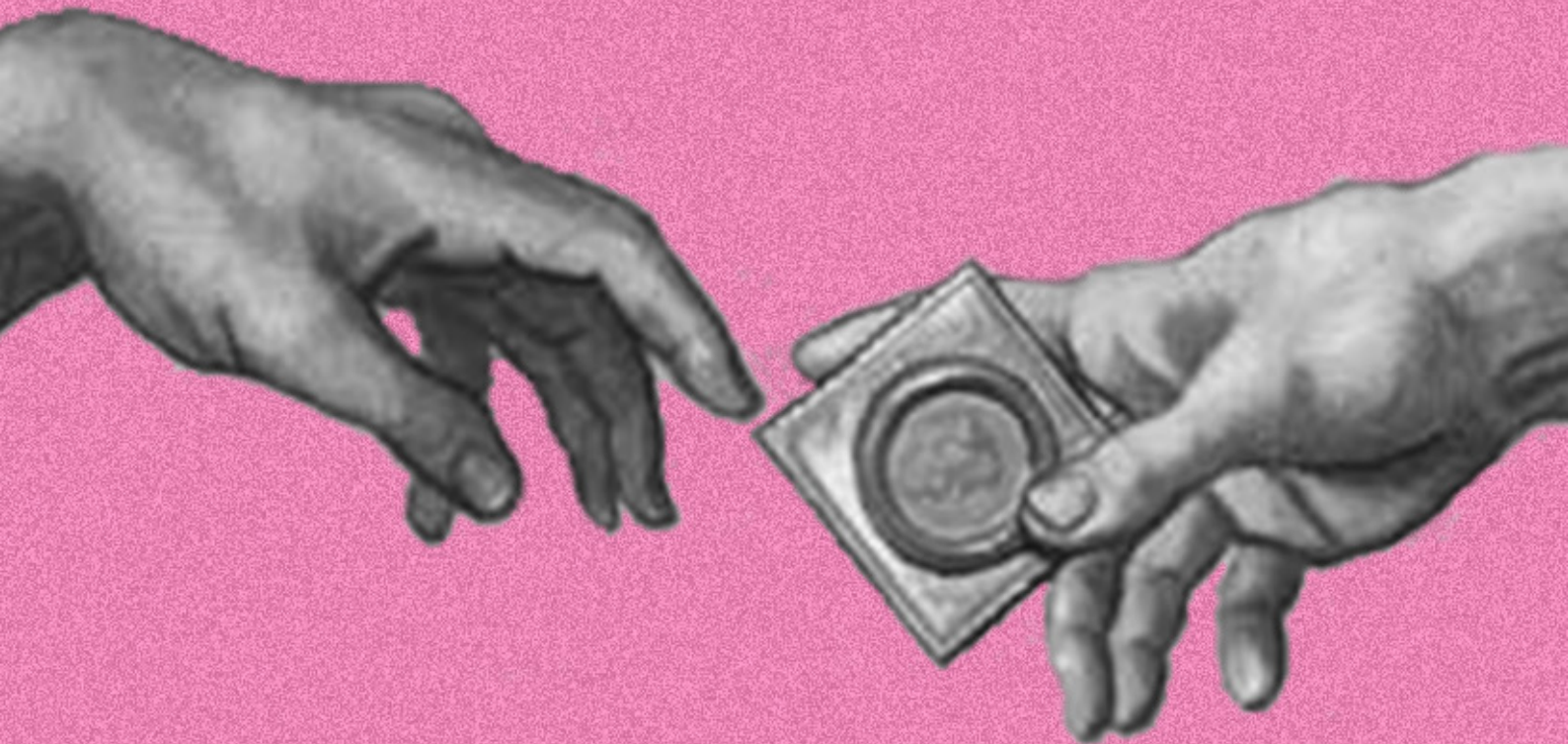


# 01 Contraception: A Re-education

Publication Design, 2021

Image Source:

*The Catholic Church and contraception.* (2020, February 21). [Photograph]. <https://overpopulation-project.com/the-catholic-church-and-contraception/>





# Contraception: A Re-education

**Scope** Book Design, Research & Type Setting

**Description** The invisibilisation of men from family planning has resulted in women bearing the entire responsibility for **birth control**.

However, in a country like **India**, wherein contraceptive pills are considered taboo, and condoms are avoided, along with the lack of men's responsibility in family planning, women are only left with the option of sterilization.

The need is for countrywide efforts like awareness drives, accessible contraceptive methods, and the **eradication of social taboo** around birth control methods for both men and women.

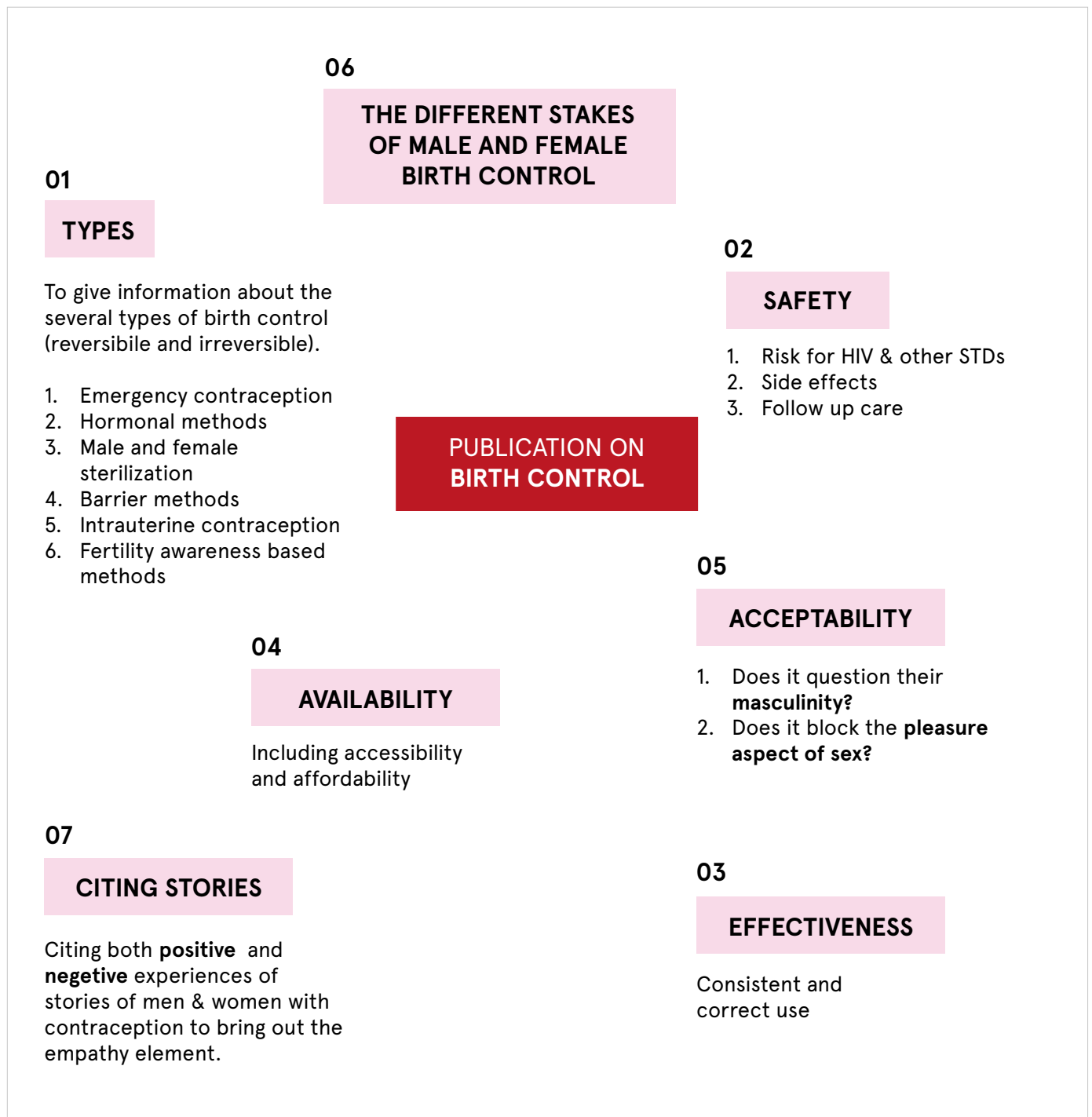
**Target group**

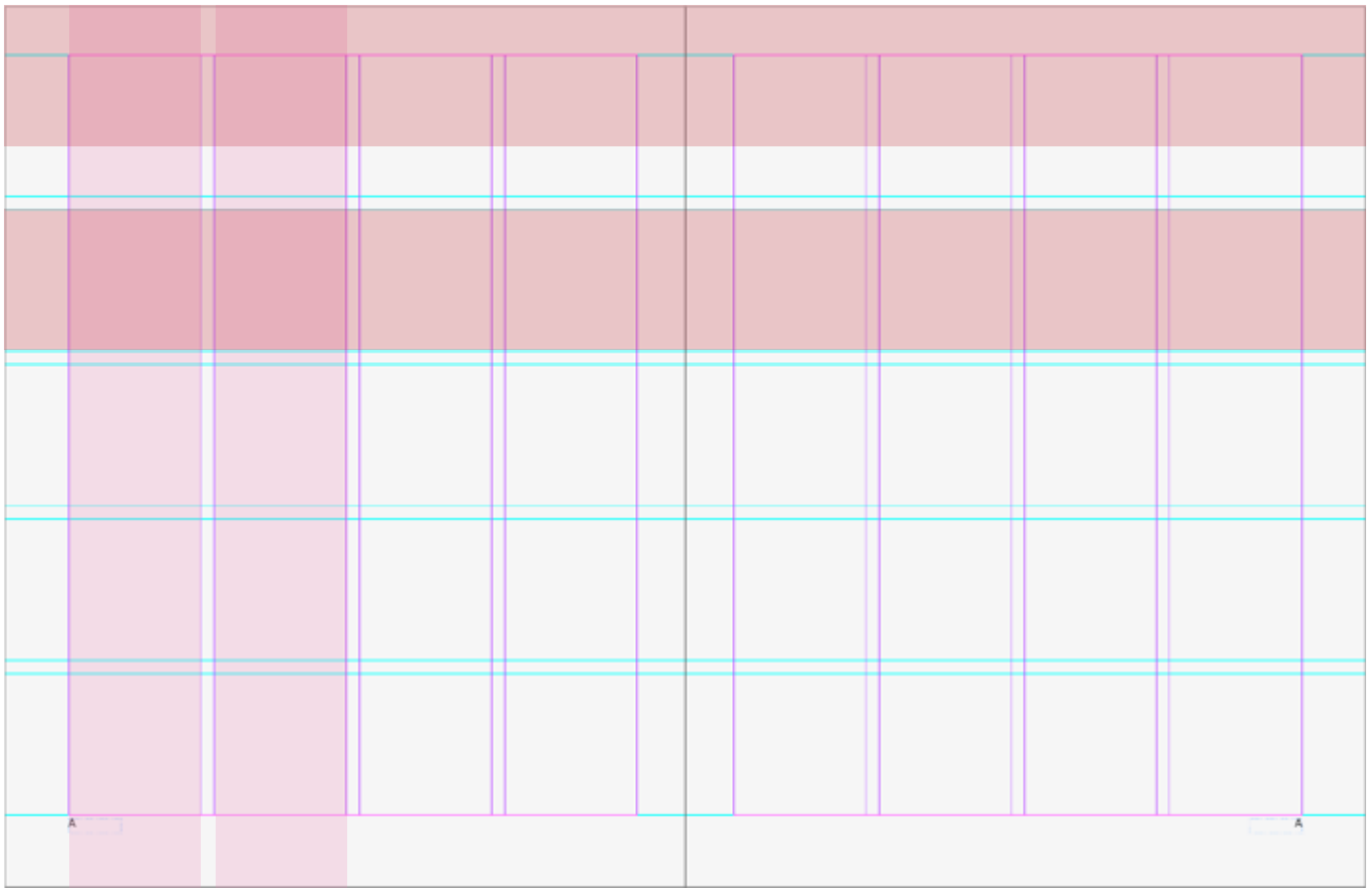
Young adults (males and females of 14–20 years of age)

**Why?**

1. Including birth control information gives tacit approval for young adults to engage in **safe premarital sexual intercourse**.
2. Teaching contraceptive methods alone would not solve the problem of premarital pregnancy, because unwed adolescent pregnancy is sometimes because of human factors other than ignorance and lack of contraceptives.
3. Birth control is a **public health and medical problem** rather than an educational.

The first step in the process of publication design was identifying the book's **focus area** and **purpose**. Making a mind map assisted in directing the **information flow** in the book while taking the target audience into consideration, increasing its **relatability**.





**Layout** The document size was **8.5 inches** in width and **11 inches** in height (standard letter paper size) with the margins as: **0.6"** (top and inside), **0.9"** (bottom) and **0.8"** (outside).

Given that the grid is a modular grid, which divides the page into **4 columns** of space vertically and **5 rows** of space horizontally with a gutter space of **0.1667 inches**, there is greater control over the layout and it helps in establishing a more **complex visual hierarchy**.

Additionally, the modular grid is effectively split into half-modules to give the appearance of an **organised yet chaotic design**. Breaking out of grid introduced **creativity, contrast, and dynamism** into the design.

“

**Drishya**<sup>1</sup> only remembers using a condom twice in her life. Both of her sexual partners used the rhythm (abstinence from sex) and pull-out methods. But after a recent pregnancy scare, both she and her boyfriend, who lives in a different city, agreed to use condoms the next time they had sex.

The next time they met, Drishya expected her boyfriend to bring protection, but instead, he just refused to be intimate with her, even when she offered to get the condoms.

“I don’t understand. I know that I am the one who will get pregnant if our contraceptive methods don’t work, but isn’t birth control his responsibility as well?” she asks. He never really gave her a reason for his refusal to use condoms, but only said that he just didn’t want her to get pregnant.

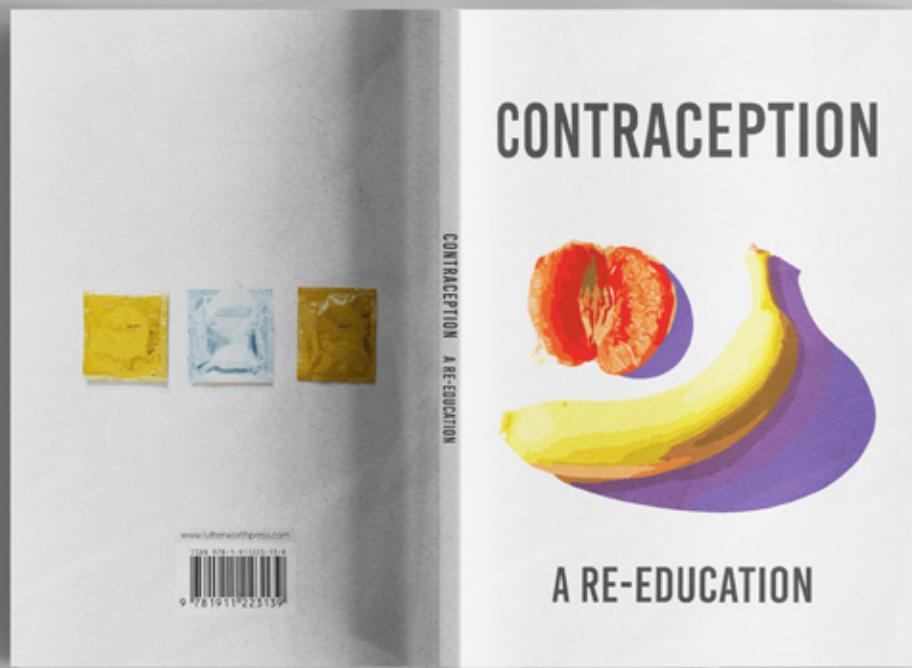
It is also difficult for women to speak about contraception in the first place. Drishya confesses that she feels shy and conscious when reminding her partner to get condoms. “Telling them once or twice is fine, but having to repeatedly say it bothers me. My previous partner even had me convinced that there was no risk if he pulled out,” she says.

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<sup>1</sup> Names have been changed in order to not disclose the identity of the person.



Grid usage in a page



## HISTORY

THE HISTORY OF BIRTH CONTROL IN INDIA WAS NEVER ABOUT **EMPOWERMENT**.



Family planning stamps from India from 1954, 1957 and 1959 respectively

An inverted Red Triangle is the symbol for family planning health and contraception services, much as the red cross is a symbol for medical services.

In India, birth control began as an obligatory prescription by elites to regulate the country's reproduction rates, rather than as a free decision by people to manage their fertility.

Discussions on birth control in India, those engaged in by elite, 'middle-class' persons did not incorporate, to quote historian Sanjay Arora of Northern Arizona University, the ideals of "justice, choice, freedom, sexual autonomy, or reproductive rights" equally applied for all. Put simply, birth control was initially discussed as a national necessity by elite Indians in our country, rather than actively voiced or requested as a personal necessity by regular Indians.

In India, contraceptive use has gradually increased since 1970. However, in a 2009 research, the vast majority of married Indians (76 percent) reported substantial difficulties in acquiring a variety of contraceptive options. In India, female sterilisation was by far the most common technique of birth control. Contraception was significantly skewed toward terminal methods like sterilisation, which means that contraception was and is predominantly used for birth limitation rather than birth planning.



## CONTRACEPTIVES



Smaller contraceptive ads: India Express, 30 October 1972, Page 7.  
A poster for Nirodh, India's first domestically produced condom.

Many elements need to be considered by women, men, or couples at any given point in their lifetimes when choosing the most appropriate contraceptive method. These elements include: safety, effectiveness, availability (including accessibility and affordability) and acceptability. Everyone should be informed of all their options and what those options actually do. Consistent and correct use of contraceptives will not only help in preventing pregnancy but will also provide protection from the simultaneous risk for HIV and other STDs.

### Reversible Methods of Birth Control

#### Intrauterine Contraception

Levonorgestrel intrauterine system (LNG IUD). The LNG IUD is a small T-shaped device like the Copper T IUD. It is placed inside the uterus by a doctor. It releases a small amount of progestin each day to keep her from getting pregnant. The LNG IUD stays in your uterus for up to 3 to 6 years, depending on the device.

#### Copper T intrauterine device (IUD)

This IUD is a small device that is shaped in the form of a "T". The doctor places it inside the uterus to prevent pregnancy. It can stay in the uterus for up to 10 years.

#### Barrier Methods

##### Male condom

Worn by the man, a male condom keeps sperm from getting into a woman's body. Latex condoms, the most common type, help prevent pregnancy and HIV and other STDs, as do the newer synthetic condoms. A condom can only be used once.

##### Female condom

Worn by the woman, the female condom keeps sperm from getting into her body and also helps in preventing STDs. It can be inserted up to eight hours before sexual intercourse.



Copper T IUD  
Condoms



# 02 Aakash Type

Type Design, 2022

Image Source:

*Allbirds*. (2022, May 8). [Photograph]. <https://www.instagram.com/allbirds/?hl=en>



# Aakash for Allbirds Inc.

**Scope** Glyph Design, Typography & Identity System

**Description** Allbirds, Inc. is a New Zealand-American company that sells **footwear** and **apparel**. It was founded by Tim Brown, a native of New Zealand in 2014.

Allbirds is not your average shoe company, having created “The World’s Most **Comfortable** Shoes.” Every facet of their decision-making, from invention to sourcing to design to packaging, considers the environment.

Aakash is a **single-weight Gujarati body typeface** designed (as a part of Type Design course) to be as **breathable** and **light** as Allbirds.

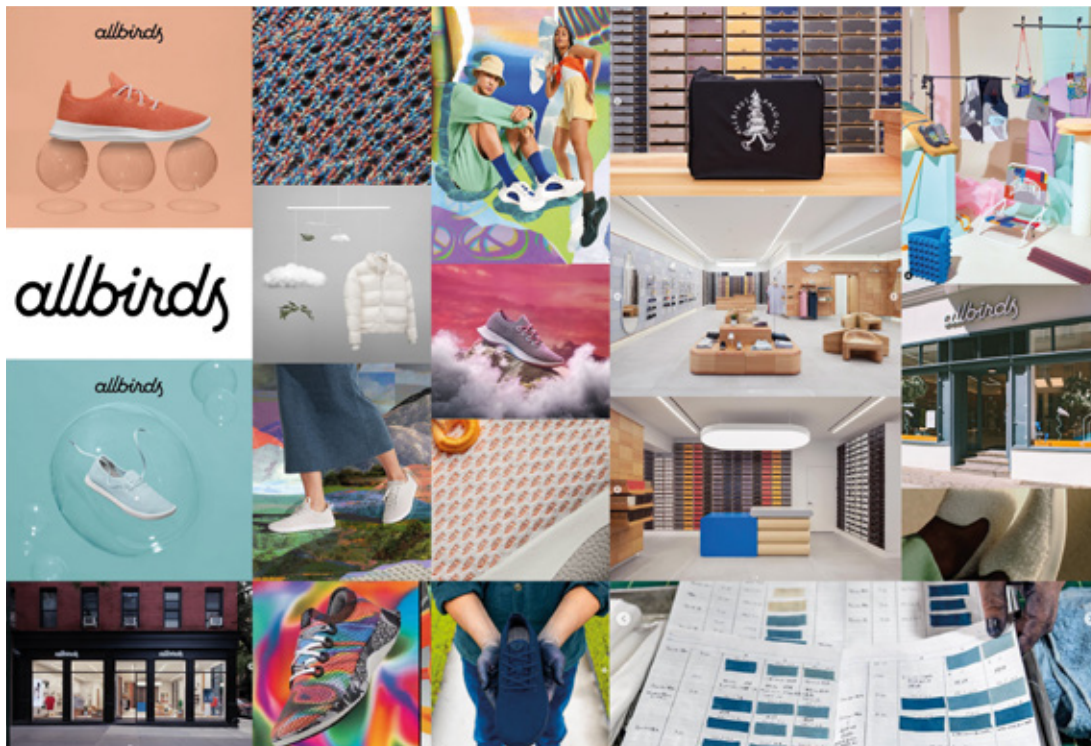
Font creation recipe:  
width **normal**  
contrast **some**  
construction **upright**  
weight **plain**

*allbirds*

અહિસૌરિ

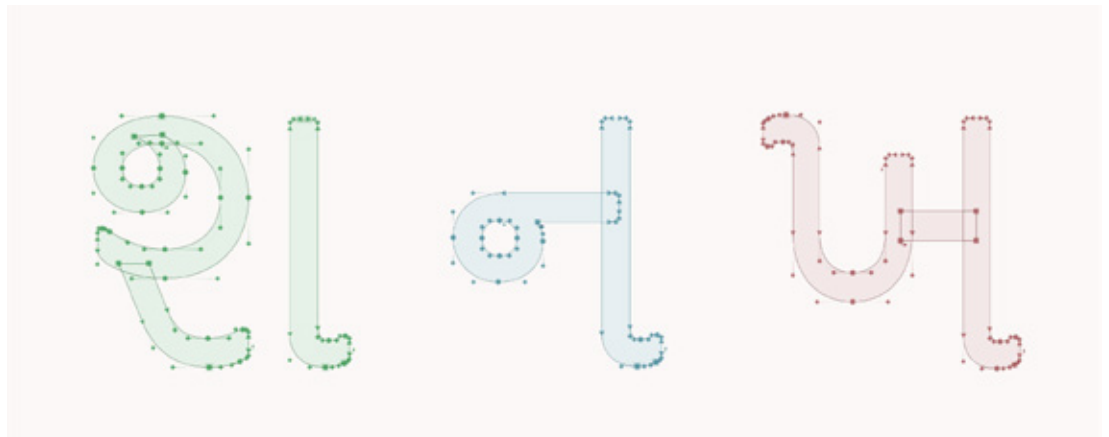
A moodboard brought concepts, ideas, colour schemes, and moods together for Allbirds Inc. in one place and established a **cogent type design approach** for the brand.

It helped in the development of a strong brand font that is memorable and effectively conveys brand identity.

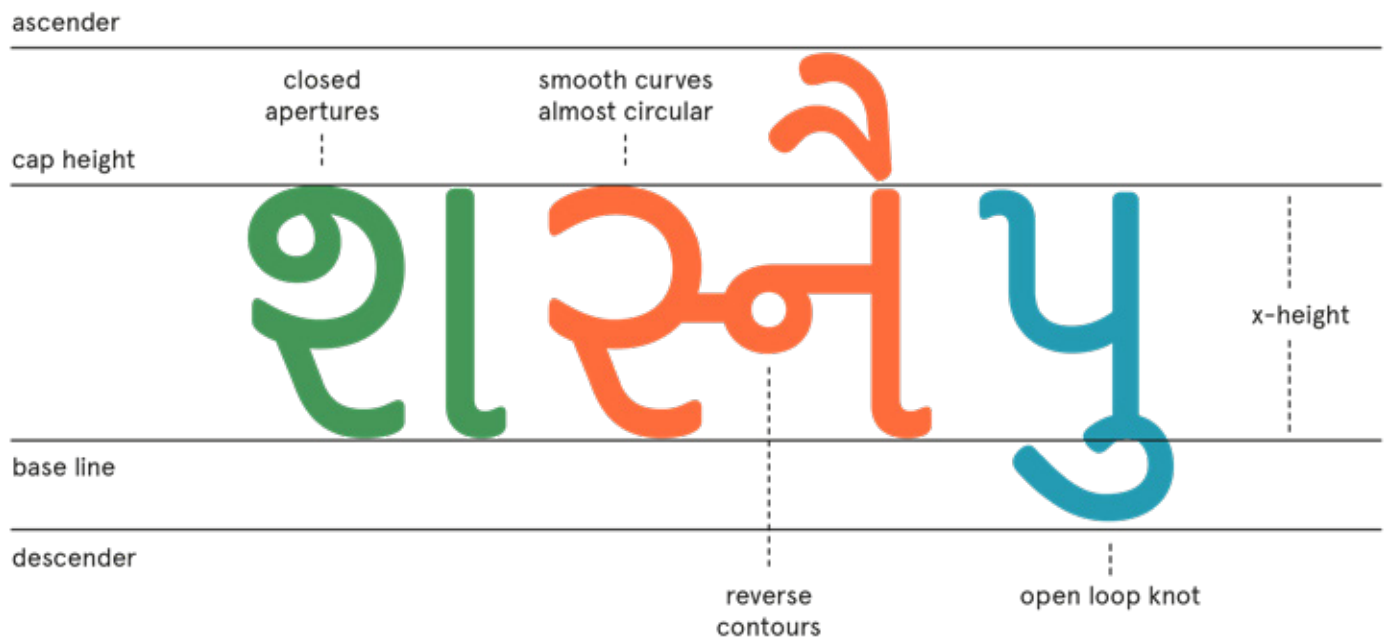


**Process** I used the various books and resources at my disposal as references and studied the various characteristics or samples of one letter to comprehend the fundamentals of letters or how much they may be altered.

The process continued with the defining of the **typeface's attributes** and the **sketching of glyphs**. After that, digital versions of the same were made using the FontLab software.



Construction of  
'Sha', 'Na' & 'Kha'





અ આ ઉ ઊ એ ઐ ઓ ઔ

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ક ખ ગ ચ ટ શ ડ ર ષ થ

સ્ન દ ન લ સ પ મ વ શ્વ

Aakash character set

પુ પા પિ પી પૌ પૈ પં

Matras

# 03 Express Tale

UX UI Design, 2022

Image Source:

*Creative Yatra.* (2016). [Photograph]. <https://creativeyatra.com/culture/fernandes-bridge-a-unique-book-market-in-ahmedabad/>





# Express Tale

**Scope** App Design, Research & User-centric Design

**Description** Local bookshop owners, especially those that sit on local streets and make available the newest book collections to you, face a lot of challenges. These were highlighted and brought to notice especially during the pandemic. Problems identified were lack of technology to maintain constant contact with the customers and lack of organisation.

In order to overcome these we designed the app: **Express Tale**.

This app connects **book enthusiasts** to their nearest **local book shops**. They can look at all the collections without roaming the streets. They can rent or buy and also compare prices on the same application with an option to get it delivered at their doorstep.

As for the owners, this app makes their book store more visible. It **connects** them to readers and helps generate customers. Moreover, the app allows them to organise their store virtually.

*Designed with Saachi Shah*



#### 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.

#### Goals

1. To read books in *different languages*.
2. To explore *different authors* of her favourite genres.
3. To have an *extensive and diverse collection* for her children and grandchildren.

#### Pain Points

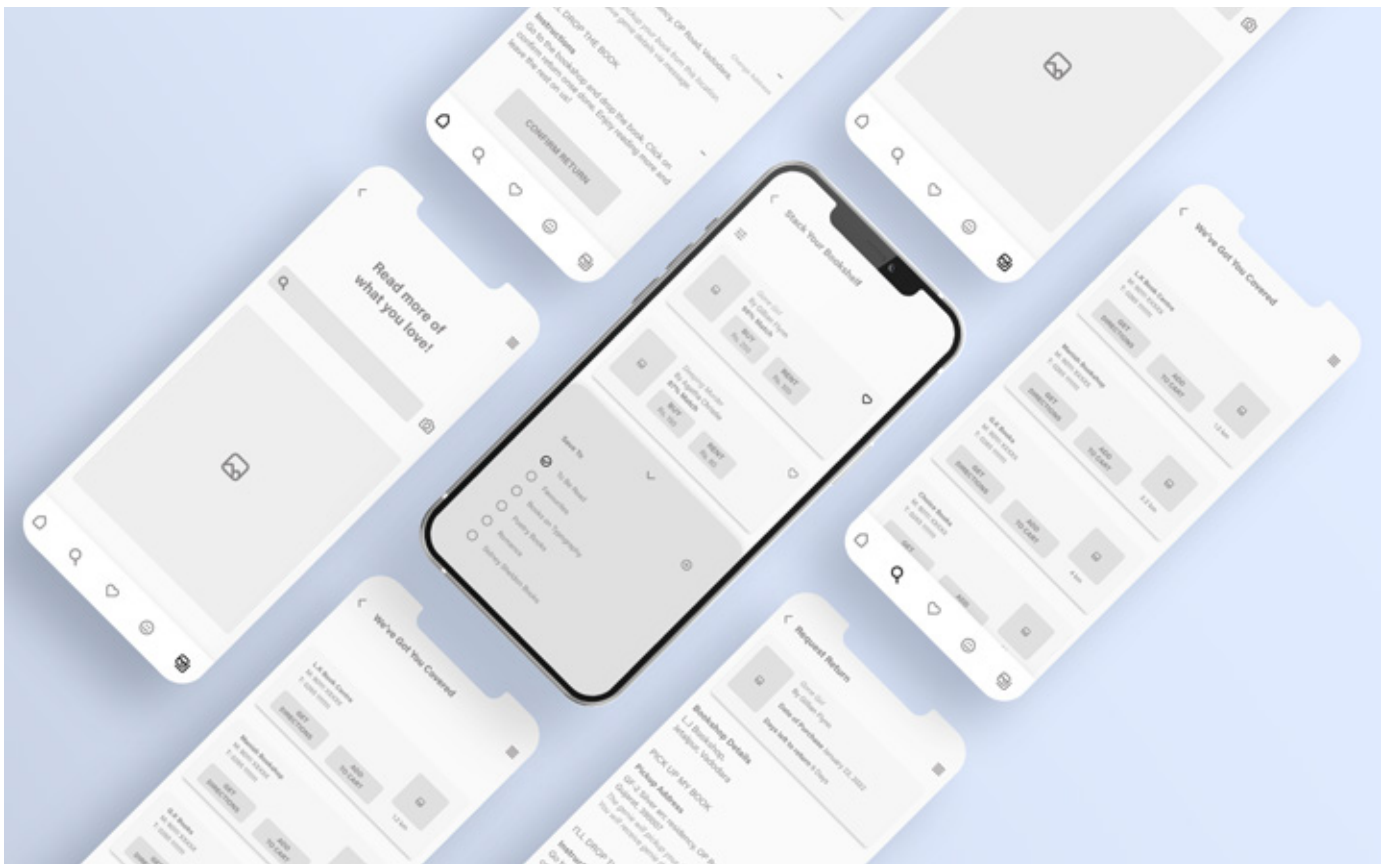
1. She is not updated about what books are *trending*.
2. She no longer has *book recommendations* on hand since her retirement from school, so it's tough for her to identify books that she thinks would be of interest to her.
3. She loves to keep *hard copies* to build her collection but is incapable 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

#### User Personas

Personas were developed in order to **comprehend** and **empathise** with end users. In order to direct the **content flow** in the application while taking the target audience into consideration, information architecture was created for the two sorts of users: **readers** and **bookshop owners**.



Middle Fidelity Wireframes

## colour



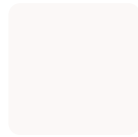
#F2A413



#F24B26



#289182



#FBF8F7



#0C0A3E

## appstore icon



## typography

H1	24 px	<b>Poppins SemiBold</b>
H2	20 px	Poppins Regular
H3	16 px	Poppins Regular
Body Bold	14 px	<b>Poppins SemiBold</b>
Body	14 px	Poppins Regular

## logo

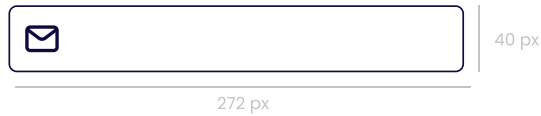
logo size : 185x100 px



Style Guide

## ui elements

input text label



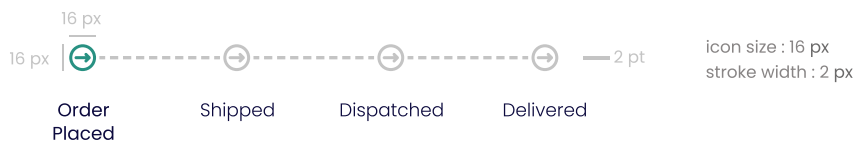
active text label



success text label



error text label



stepper button



text font-size : 12 px  
corner radius : 8 px  
stroke width : 1 px

switch button

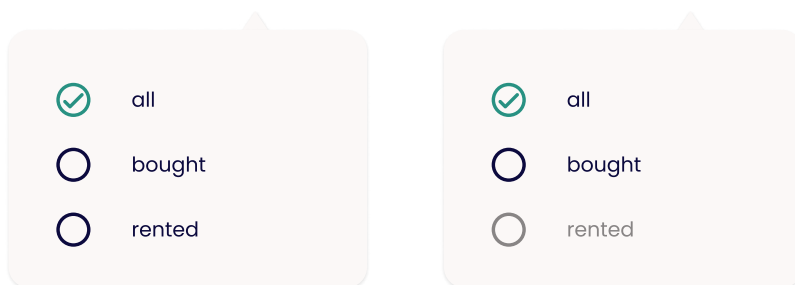


text font-size : 12 px  
corner radius : 8 px  
stroke width : 1 px

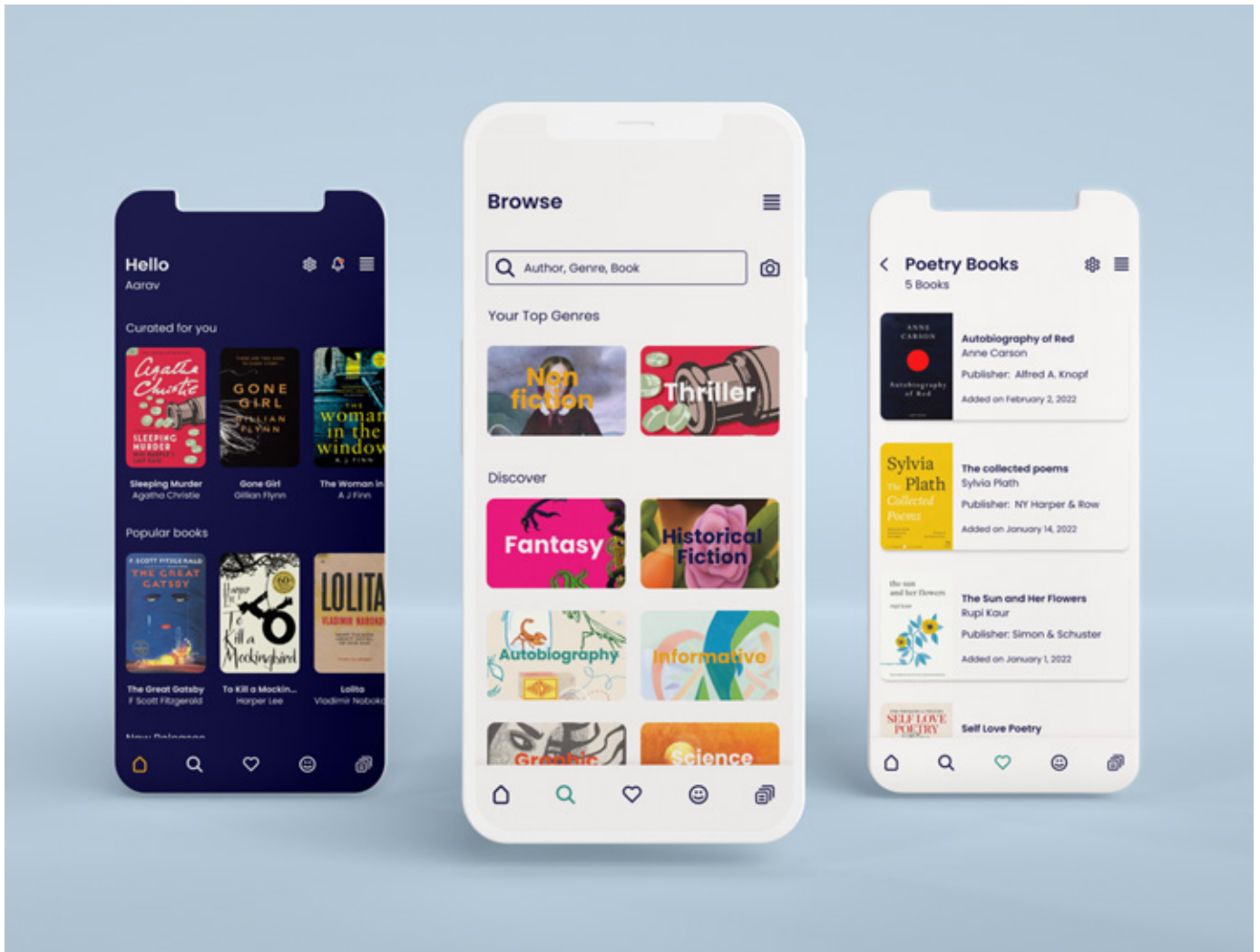
toggle switch



corner radius : 12 px



disbled options



Home Page (Dark mode), Browse Page & Poetry Books in My Lists Page

**For Readers** To create a **reading plan** for their choice books, readers can use the application's features to make lists of their favourite book categories and genres. Additionally, it enables them to spread the same to their friends and family.

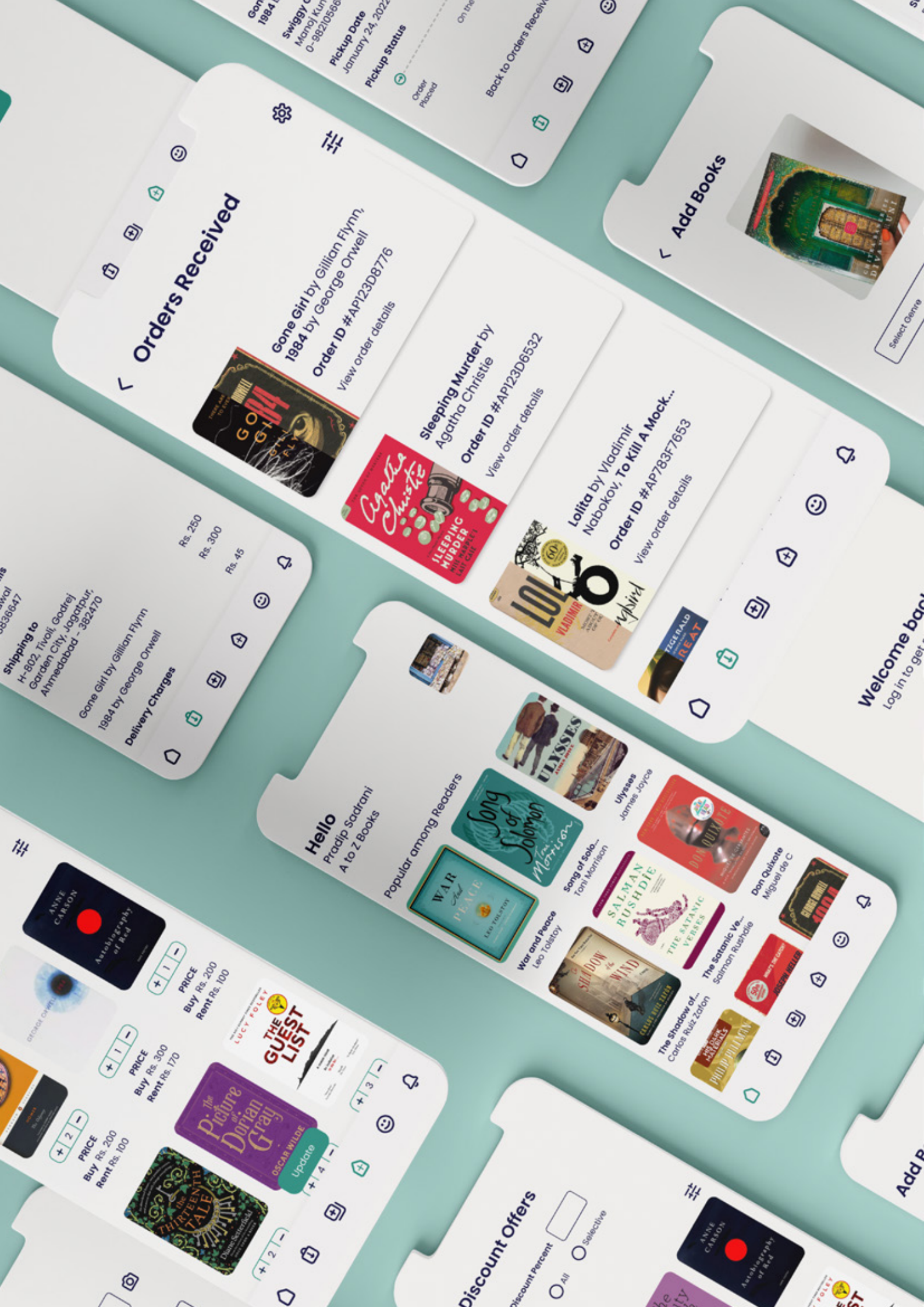
Additionally, the application offers a unique function that enables users to search for books that are **similar** to ones they have already read by simply typing the title of the book or scanning the book's cover. It ensures that people can read the books they enjoy without having to deal with finding them.

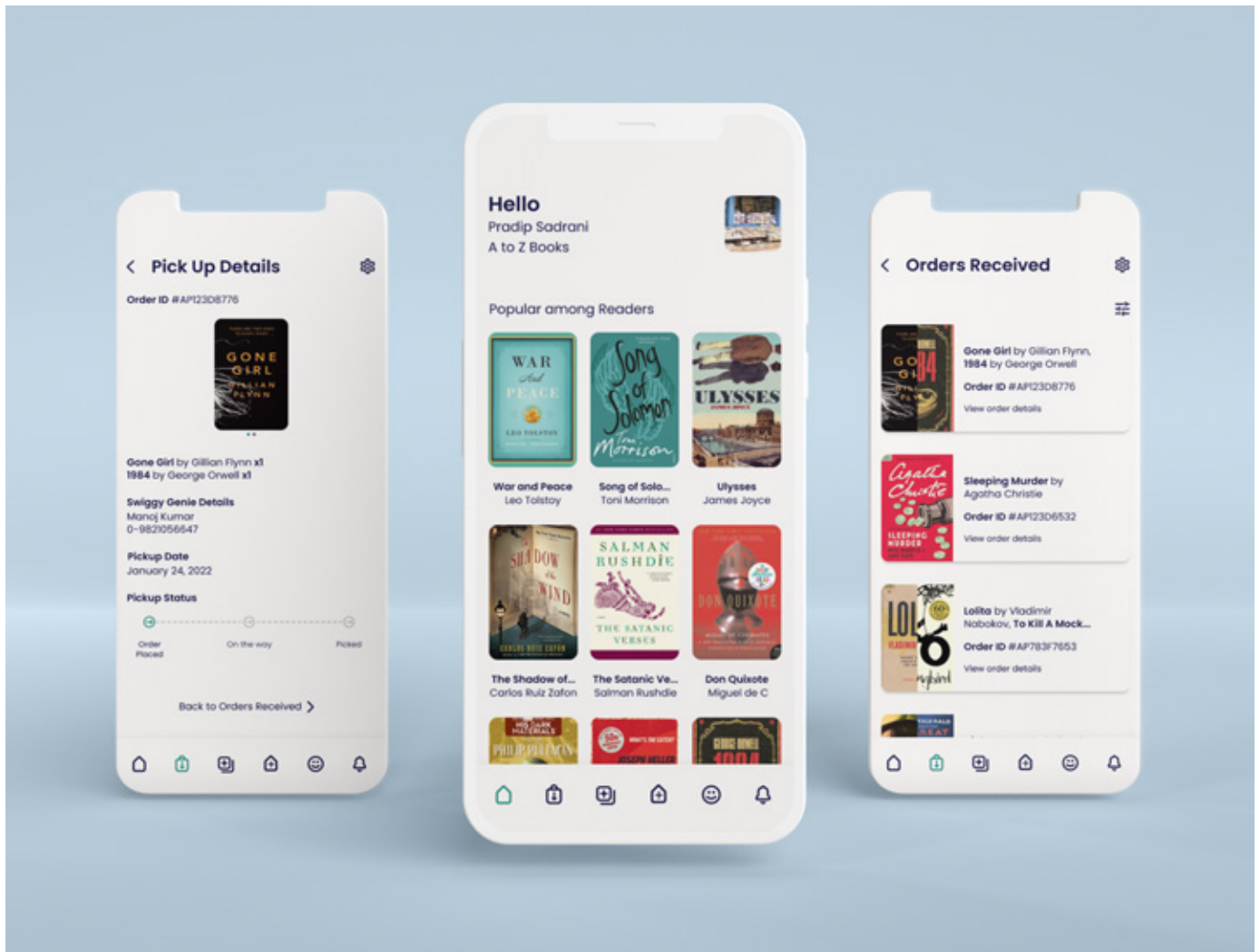












Pick Up Details Page, Home Page & Orders Received Page

### For Owners

By enabling them to create their **virtual store**, the application also helps the local bookstore owners. They can update the older books and add new ones to their collection. They can also use the app to find out which books are **out of stock** and which books are **popular** among the readers.

Additionally, they may locate customers and engage with them, boosting **reader engagement**.

Most significantly, Express Tale enables them to **compete with online retailers** like Flipcart and Amazon. They can work along with Swiggy Genie to **deliver orders** that they have received from readers.





# 04 Baka Packaging for Earrings

Packaging Design, 2022

Image Source:

*Deco Flapper Earring*. (n.d.). [Photograph]. <https://shopbaka.com/>



# Baka

## Packaging for Earrings

**Scope** Packaging Design, Research & Sustainable Design

**Description** Baka is a **slow-designed**, contemporary, **sustainable**, ethically produced jewelry line. It believes that good design can mainstream sustainability into fashion, and that is exactly what they intend to deliver to their customers. The pieces are made from **clean materials**. The materials used are **up-cycled, repurposed, recyclable** and **renewable**. The materials are also ethically-sourced.

The proposed packaging also reflects the **brand values** and ideologies. This packaging is intended to be visually appealing, structurally impressive, and rigid. It also conveys a sense of prestige, luxury, elegance, and quality.

The packaging's primary goal is to support **slow fashion**. Slow fashion promotes the use of locally made, environmentally friendly materials that can be broken down quickly. Once you are finished wearing them, these materials can eventually be recycled back into the environment.

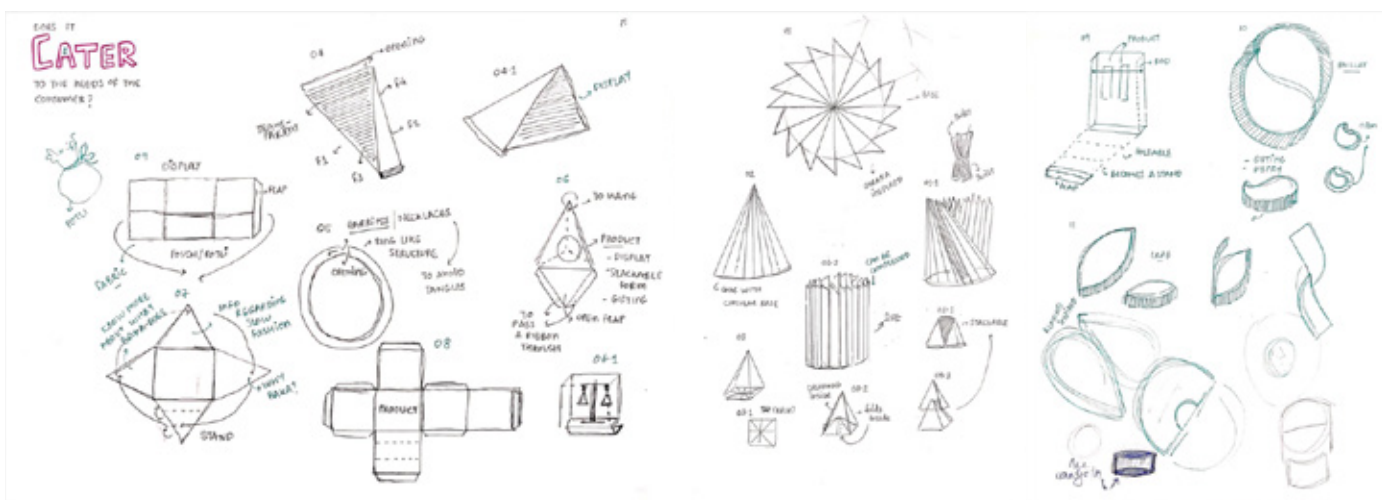
*Designed with Samriddhi Shrivastava*

**Process** The process started with **researching** about slow fashion and the brand Baka, followed by **mind mapping** the initial ideas for the brand.

In order to comprehend the rationale behind the packaging approaches, it was also necessary to ask “**What? Why? How?**” about the product and its package. which was followed by creating similar **concept sketches**.



## Mood Board

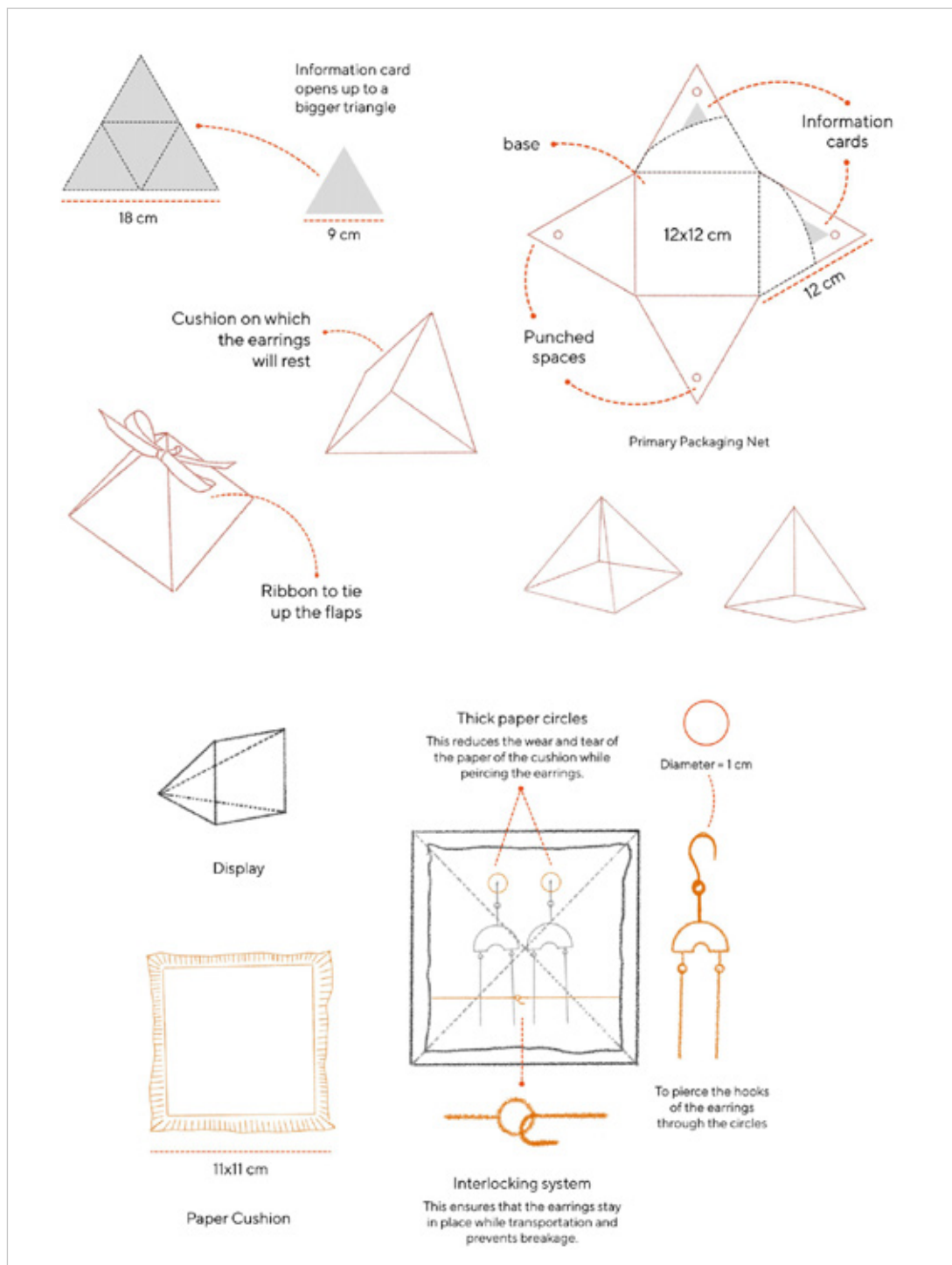


## Form exploration sketches



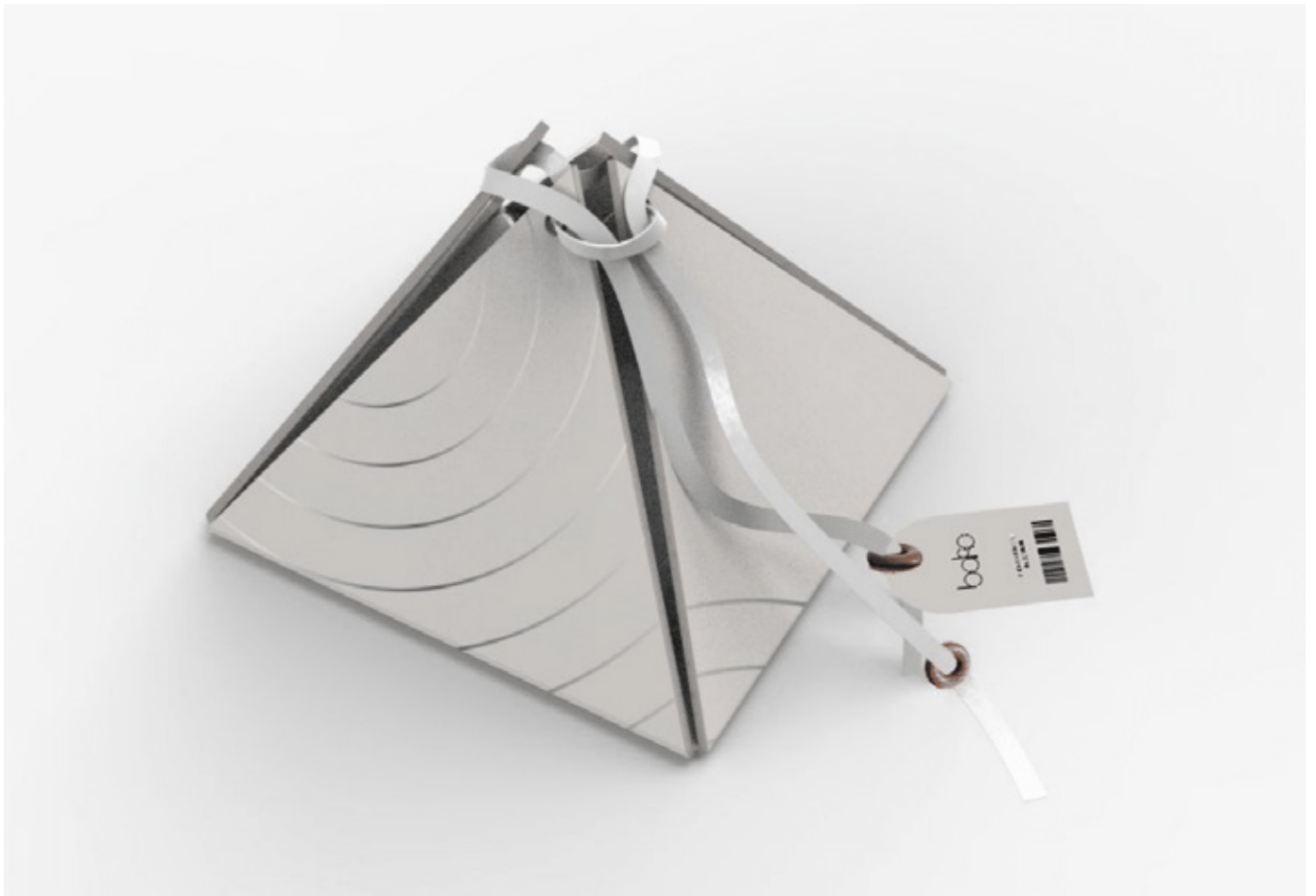
The proposed packaging concept consists of:

1. **Paper Cushion:** Paper bag filled with paper shreds. Cushion helps prevent any movement by filling up any free space within the packing and secures the earrings.
2. **Card Pieces:** Recyclable paper card pieces to educate customers about the brand and how to care for the jewellery.
3. **Primary Packaging:** A strong pyramid-shaped form that may be folded in two orientations depending on the packaging's intended use.
4. **Ribbon:** To tie up the flaps on the primary packaging during storage and transportation.
5. **Product:** Baka earrings



Final concept sketch





Price tag

Recyclable paper card pieces to educate customers about the brand.

**Material** Baka thinks that sustainability should be approached holistically and goes beyond eco-design. Hence, paperboard is used for the packaging. It is naturally renewable, recyclable, and sustainable, making it appealing to today's environmentally concerned customer.

**Form** The pyramid is a distinctive shape that attracts customers' attention and piques their curiosity. These boxes can be opened easily and conveniently. They have a contemporary style that complements Baka's sophisticated jewellery.

**Visual Elements** To symbolise the idea of timelessness that is consistent with Baka, a pattern of concentric circles has been used on the packaging. The grey colour used helps in maintaining a clean and neutral look.



# 05 Gitika Joshi

Identity Design, 2020

Image Source:

*Ballroom dance your way to fitness.* (2014).

[Photograph]. <https://www.news24.com>



# Gitika Joshi

**Scope** Logo Design & Visual Identity

**Description** The monogram has been designed to depict the trait “**Graceful**” for Gitika Joshi. The selected form represents the lowercase letters “g” and “j” in a graceful fashion. It depicts the physical characteristic of displaying **pretty agility**.

The trait then needed to be transformed into a business with the same characteristics. Gitika Joshi’s monogram could be adopted by a **dance academy** with the same name.

The typeface chosen for the wordmark is **Amigh-Regular**. The Serif font is elegant and is combined with a sense of **quality** and **class** to suit the trait depicted for Gitika Joshi.

Bright **purple** hue used here is a **feminine, graceful, elegant** color that has long been associated with **refined**, wealthy women.

C : 60 %

M : 100 %

Y : 30 %

K : 25 %

HEX: 6C1D56





Construction

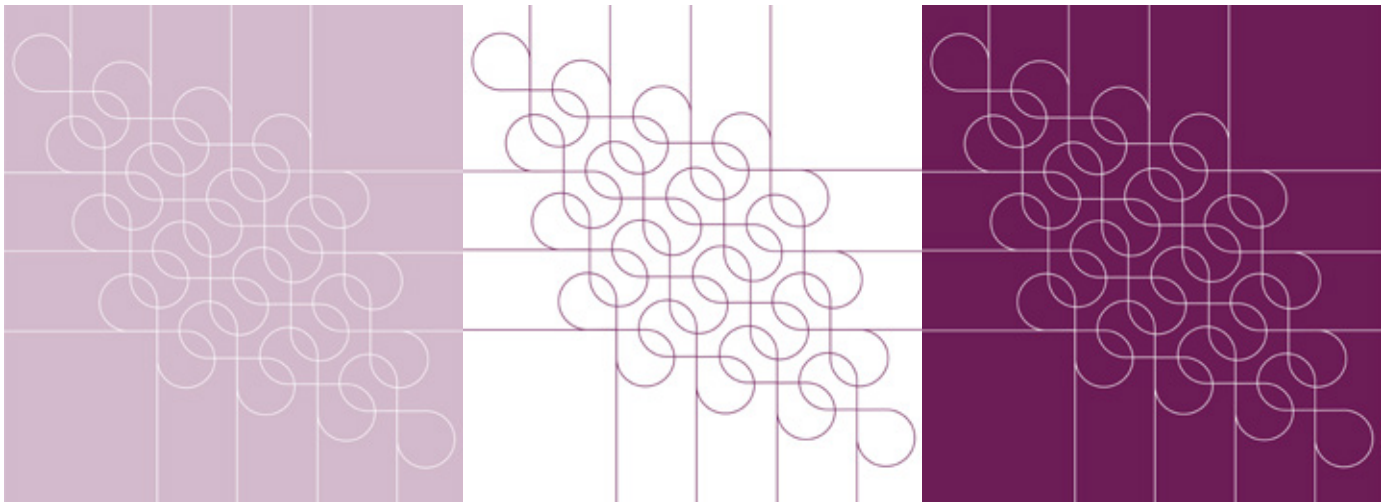


GITIKA JOSHI

Finalised Monogram



Type and Color Palette



Pattern Library





Brand stationery



Water bottle and Notebook



Stickers





06

અમદાવાદ, ૨૦૨૦

Photography, 2020

# અમદાવાદ ૨૦૨૦

## Amdavad 2020

**Scope** Photography, History & Colour

**Description** The photography series અમદાવાદ, ૨૦૨૦ (*Amdavad, 2020*) captured the **people** and the ornate and **decorative structures** of the the **walled city of Ahmedabad, Gujarat** on the eastern bank of the **Sabarmati river**.

The urban fabric of the city is made up of tightly clustered traditional homes (pols) along gated traditional streets (puras), each with its own distinctive features like bird feeders, public wells, and religious buildings. The city has a rich architectural legacy.

The goal of this study is to comprehend Ahmedabad's evolution throughout six centuries and how it has undergone numerous cycles of deterioration and growth. The city still generally emanates wholeness and intactness in its urbanity and fabric.

It is a series of 50 photographs.











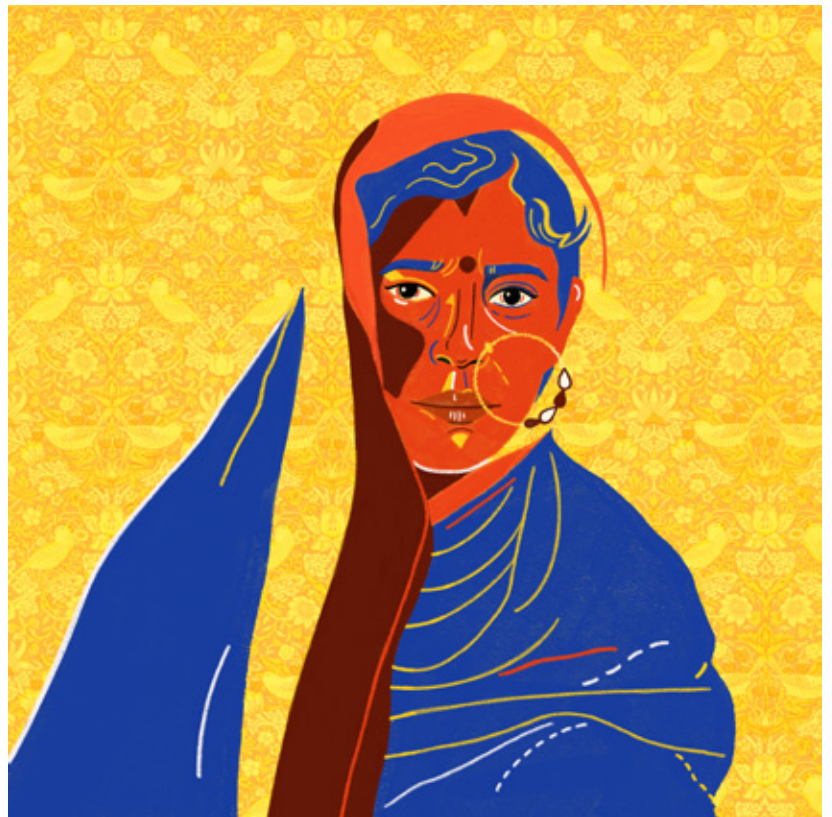
# 07 Illustrations

2021-2022





*Indian Man*



*Indian Woman*





Illustration in Teresa  
Rego's art style









