



Portfolio

2022

Shubham
Dangi

शुभं
सुभं



Communication Design
Portfolio
2022

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Dangi



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Alternate glyph for 'g'

Otzarah | Type Design

This is a personal project where I took inspiration from lifestyle trends and started working on a variable typeface.

Variable fonts are an evolution of the Open-type font specification that enables many different variations of a typeface to be incorporated into a single file, rather than having

a separate font file for every width, weight, or style. Otzarah is a modern minimalist design typeface featuring geometric characters and several ligatures.

It is designed to be flexible, with light to bold weights that provide a touch of flare to fit into your design.

a b c d e f g g h
i j k l m n o p q r s
t u v w x y z

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

ff fi fl æ

‘ ’ _ _ _ _
* / \ : ; = ! ? '
@ % &
[] { } | [] "

0 1 2 3 4 5 6 7 8 9

**a b c d e f g g h
i j k l m n o p q r s
t u v w x y z**

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z**

ff fi fl æ

**‘ ’ _ _ _ _
* / \ : ; = ! ? '
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[] { } | [] "**

0 1 2 3 4 5 6 7 8 9

a b c d e f g g h
i j k l m n o p q r s
t u v w x y z

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Ff fi fl æ

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0 1 2 3 4 5 6 7 8 9

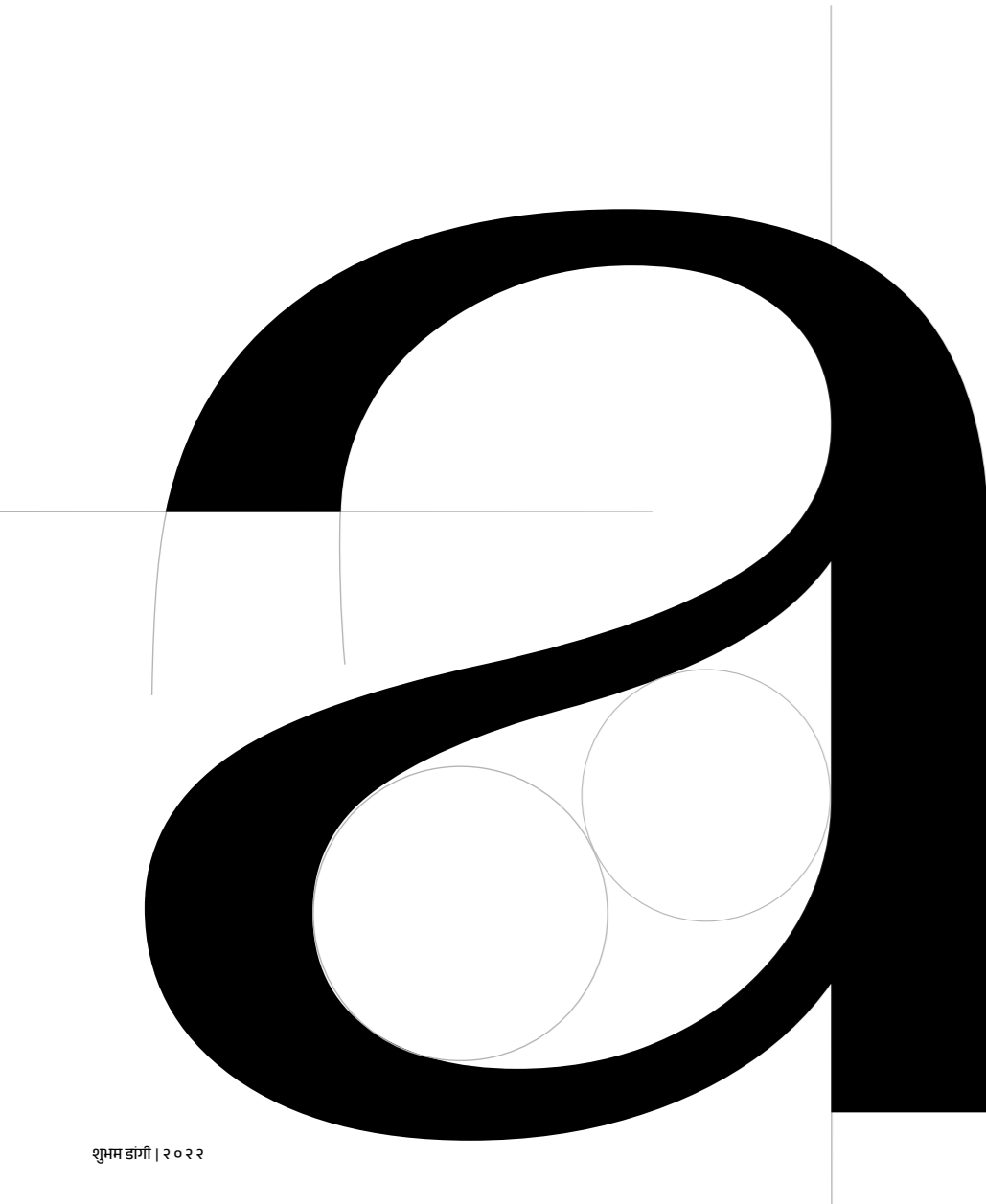
**a b c d e f g g h
i j k l m n o p q r s
t u v w x y z**

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z**

ff fi fl æ

**‘ ’ _ _ _ _
* / \ : ; = ! ? '
@ % &
[] { } | [] "**

0 1 2 3 4 5 6 7 8 9



Glyph for 'a' inspired from the paisley pattern in gond art.

Pankh | Type Design ^{WIP}

This is a student project where I worked under the guidance of Kalapi Gajjar-Bordawekar. The brief was to create a type recipe for a brand and design a font.

Variable fonts are an evolution of the Open-type font specification that enables many different variations of a typeface to be incorporated into

a single file, rather than having a separate font file for every width, weight, or style.

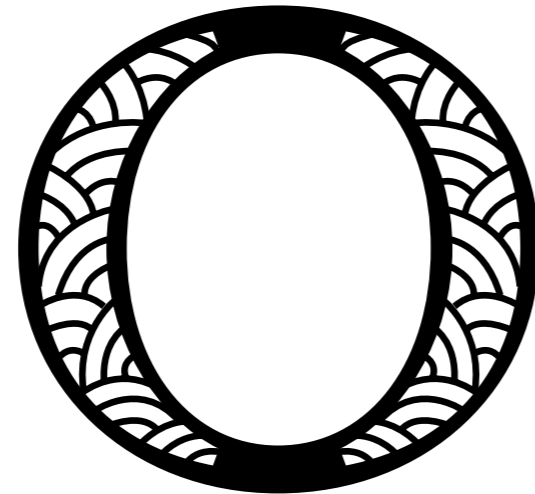
Pankh is designed for Blue Tokai roastery. It has bowls and counters which are inspired from a paisley pattern and is also inspired by the gond illustrations made on the brand's packaging.

abcdefghijklmnopqrstuvwxyz
ff

A E F H
I L O T

A E F H I L M
N O T V W X Z

A E F H I L O T



Actual idea of the inline variation for the font.

abcdefghijklmnopqrstuvwxyz
ff

A E F H
I L O T

A E F H I L M
N O T V W X Z

A E F H I L O T



pankh weight and size comparison

regular

8 POINT Our mission since we started has stayed simple: introduce our customers to the estates we directly buy our great tasting coffee from, roast the beans with care, and make high quality coffee more accessible through our cafes and our website. The coffee we roast is the coffee we like to drink, and we

9 POINT Our mission since we started has stayed simple: introduce our customers to the estates we directly buy our great tasting coffee from, roast the beans with care, and make high quality coffee more accessible through our cafes and our website. The coffee we roast is the coffee

10 POINT Our mission since we started has stayed simple: introduce our customers to the estates we directly buy our great tasting coffee from, roast the beans with care, and make high quality coffee more accessible

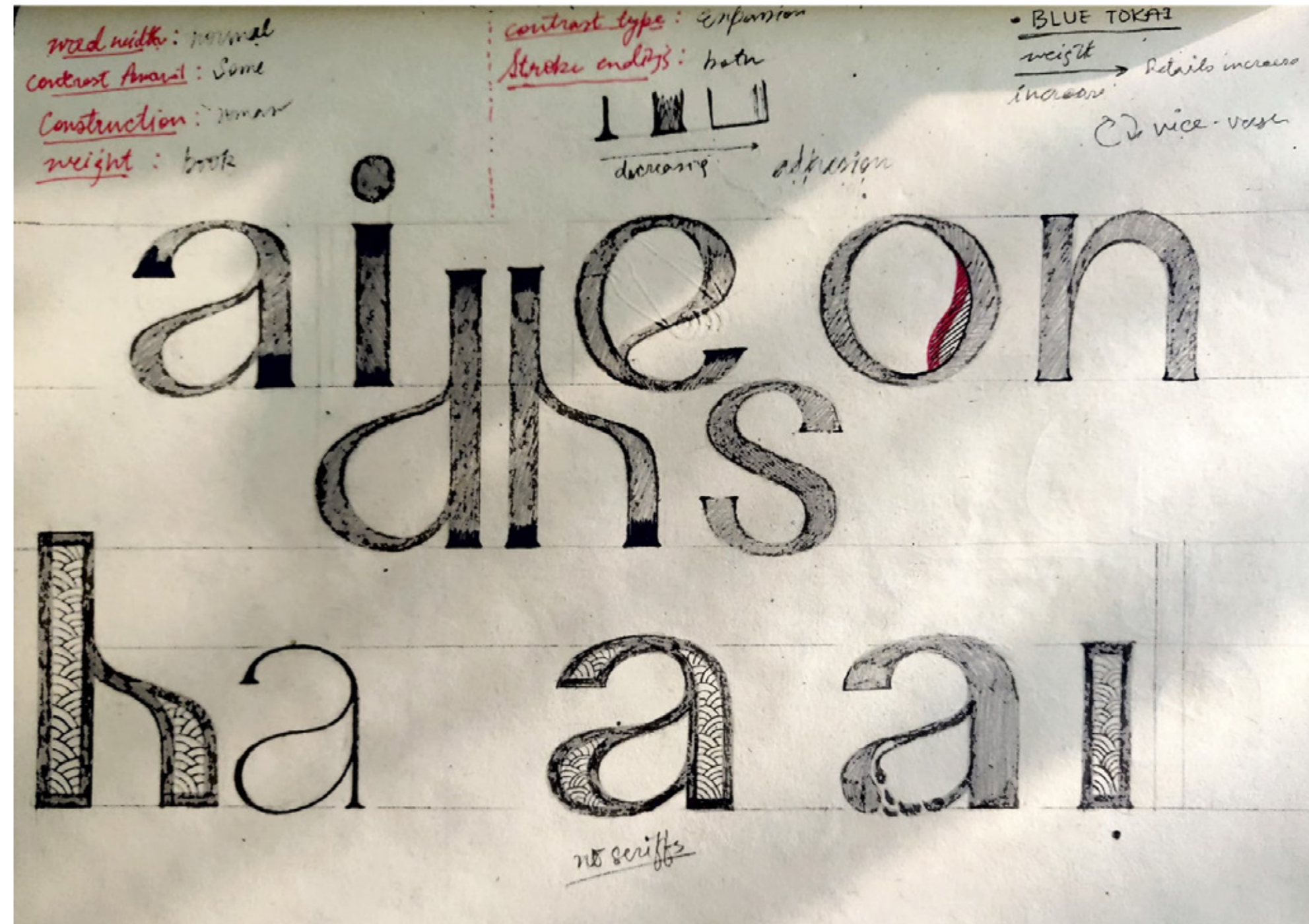
11 POINT Our mission since we started has stayed simple: introduce our customers to the estates we directly buy our great tasting coffee from, roast the beans

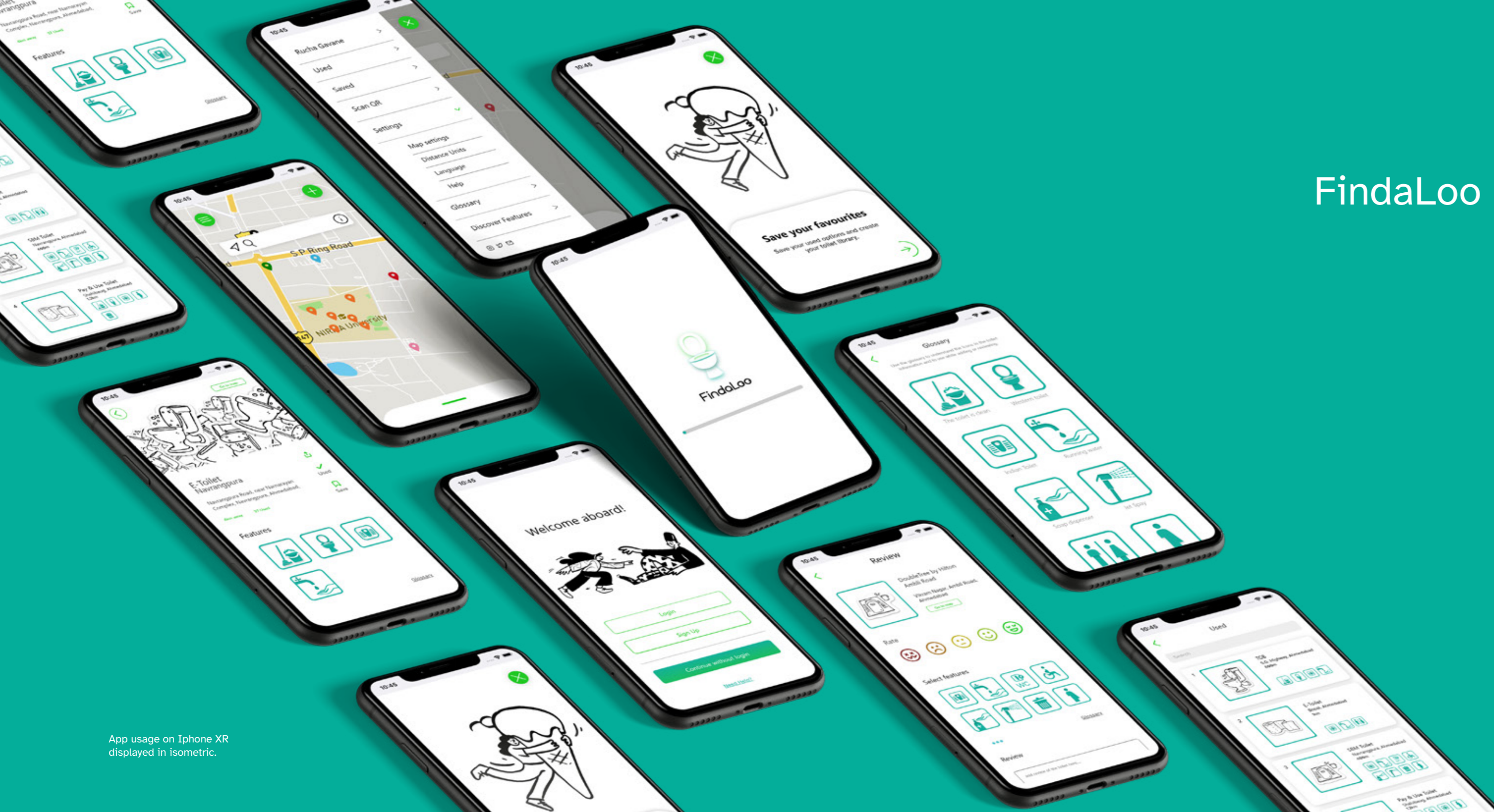
12 POINT Our mission since we started has stayed simple: introduce our customers to the estates we directly buy our great tasting coffee from, roast the

The initial idea was to create a font with both serif and sans serif stroke endings. There was supposed to be an inline pattern which could be controlled as a variable font.

Type Recipe

- Width - Normal
- Contrast Amount - Some
- Contruction - Roman
- Weight - Book
- Contrast Type - Expansion
- Stroke Endings - Sans Serif





FindaLoo | UI/UX

FindaLoo is a public toilet finder where a user's 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.

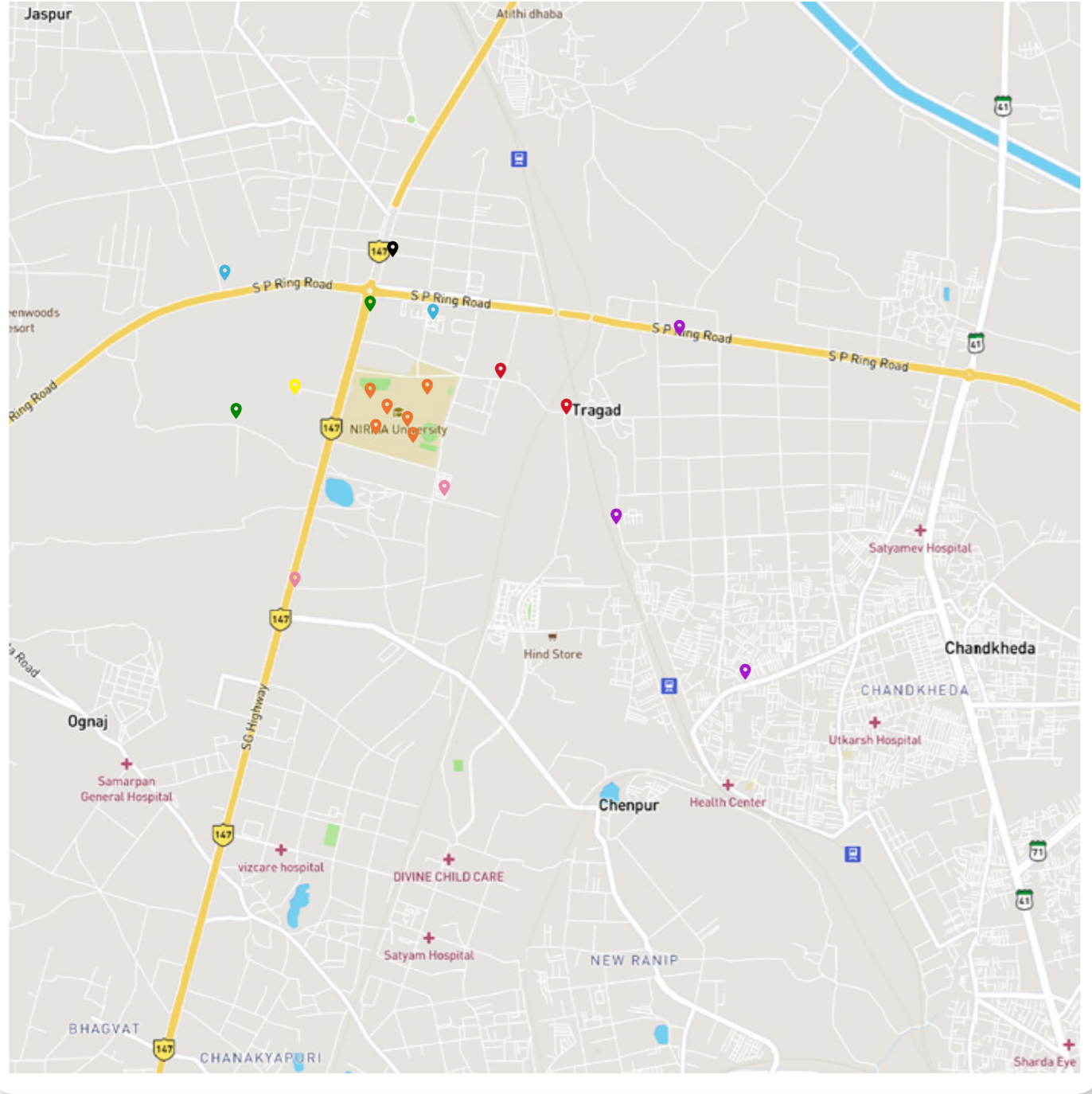
Not only the location and directions but also this app gives all adequate information about that particular toilet, its features, water, soap, cleanliness

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.



App usage on iPhone XR displayed in isometric.



Ground Research

The app required an initial mapping system to locate and search toilets.

This was the ground research we did before making the app and used an open source mapping service to pin the location for the toilets.

Now the user can add on to this making it more of a community app where the users are the authenticator of the newly added toilets and keep on updating.

- 📍 AMC toilets
- 📍 Free toilets
- 📍 Paid toilets
- 📍 E-Toilets
- 📍 Toilets in malls
- 📍 Toilets in bus stands
- 📍 Toilets in colleges

FindaLoo

A pair of eyes in place of 'oo' to connote the feel of searching.

Icon Library



Amenities icons



Rating icons



FindaLoo is a toilet finder app and there is no photo uploading option in the app, instead stickers are used to specify the toilet type in the toilet profile.



Color palette

#008500

#04ae9a

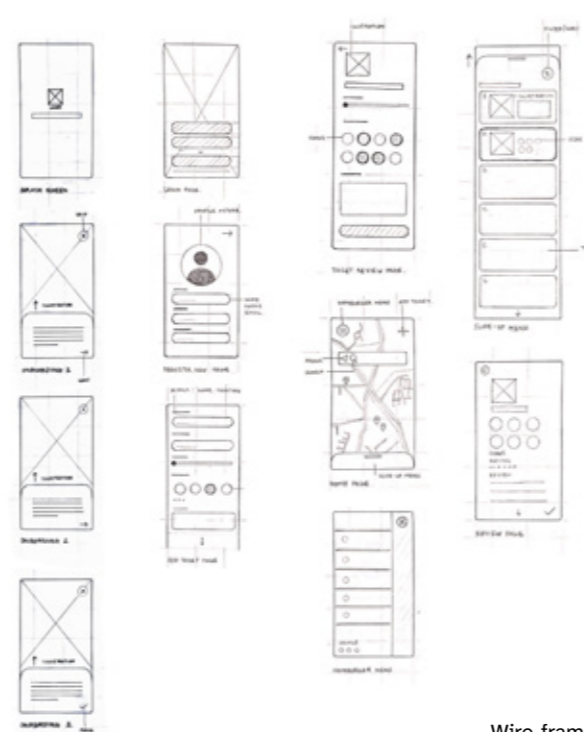
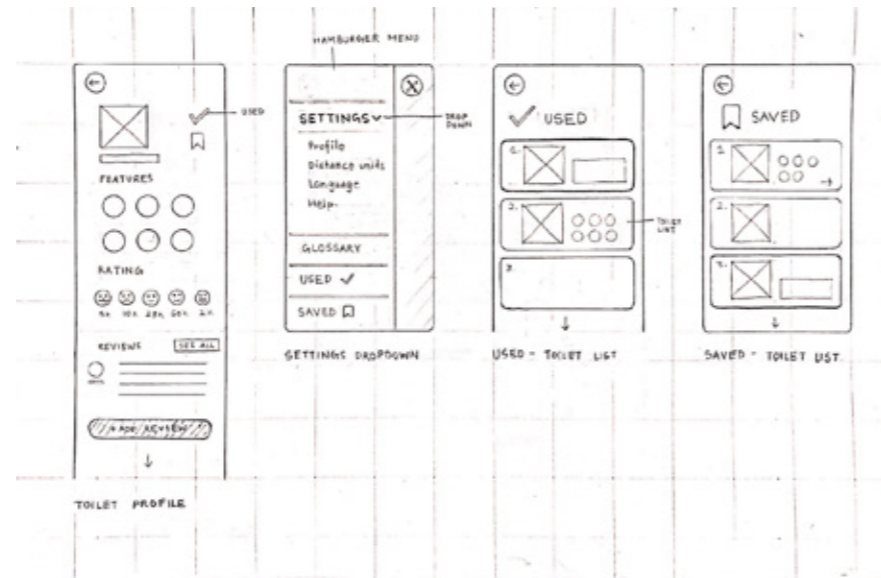
#000000

#ffffff

#57c7cf

#a6e39c

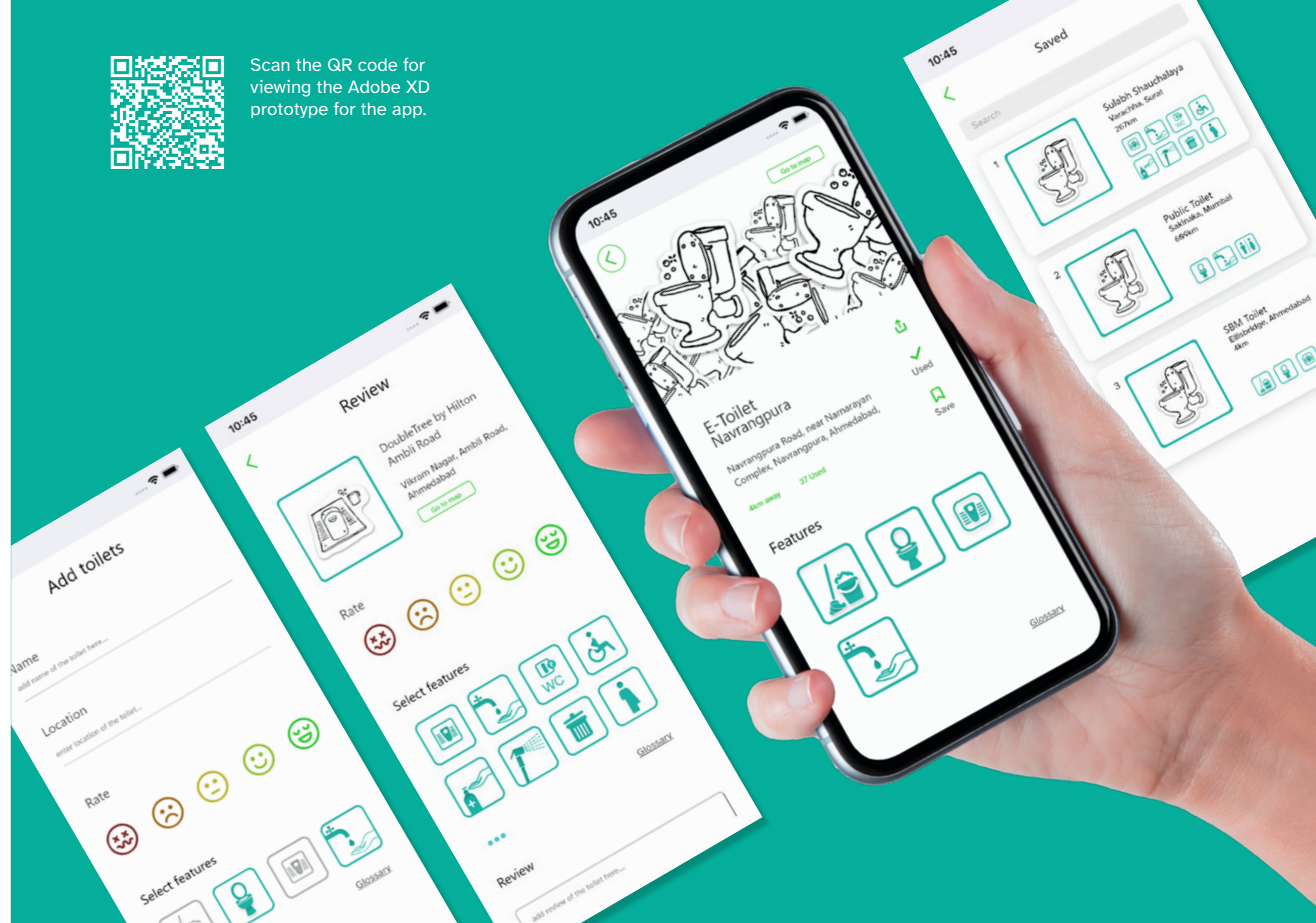
#57c7cf



Wire-frames



Scan the QR code for viewing the Adobe XD prototype for the app.





Stereotypes | Publication Design

This is a student project where we had to select a topic and design a book on the same.

I feel that the way we think and experience life and categorize individuals into groups creates stereotypes.

Not questioning them gives them the power to shape our

thoughts and feelings about other people.

So the book is centered around the notion to help people change their thinking process and ponder whether it is okay to not question these?

The dimensions of the book are 210 mm x 210 mm.



Stereotyping is not restricted to biased people. We all employ stereotypes on a daily basis. They function as a mental shortcut.

Where Bias Begins: The Truth About Stereotypes

Psychologists used to assume that stereotypes were largely unconscious. In reality, they are often conscious and can be used to justify discrimination. This book explores the history of stereotypes, from ancient times to the present, and examines how they are used to justify discrimination. It also discusses the role of stereotypes in social identity and how they can be used to challenge and change social norms.

Psychologists now understand that stereotypes are not just mental shortcuts, but also powerful tools for social control. They are used to justify discrimination and to maintain the status quo. This book explores the history of stereotypes, from ancient times to the present, and examines how they are used to justify discrimination. It also discusses the role of stereotypes in social identity and how they can be used to challenge and change social norms.

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Acknowledgment

I would like to express my gratitude towards the course faculty Prof. Monica Khanna Gulati and Prof. Ramesh Gupta for guidance. I would also like to thank Anshu Murthy for her support.

I am extremely grateful to Trishita Choudhary and Pratik Singh for their assistance in ensuring that the book is a joy to read.

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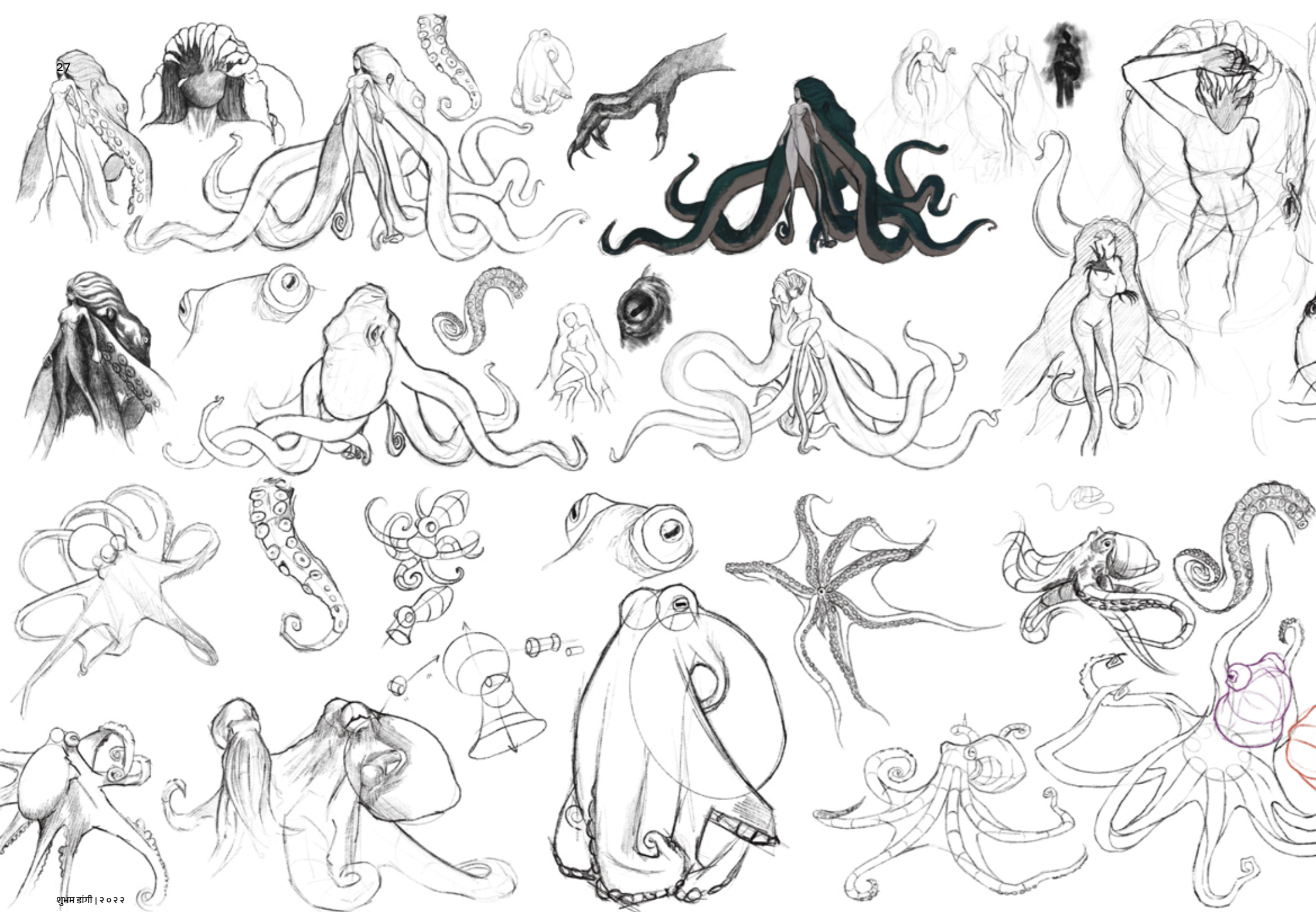
Otzarah | Character Design

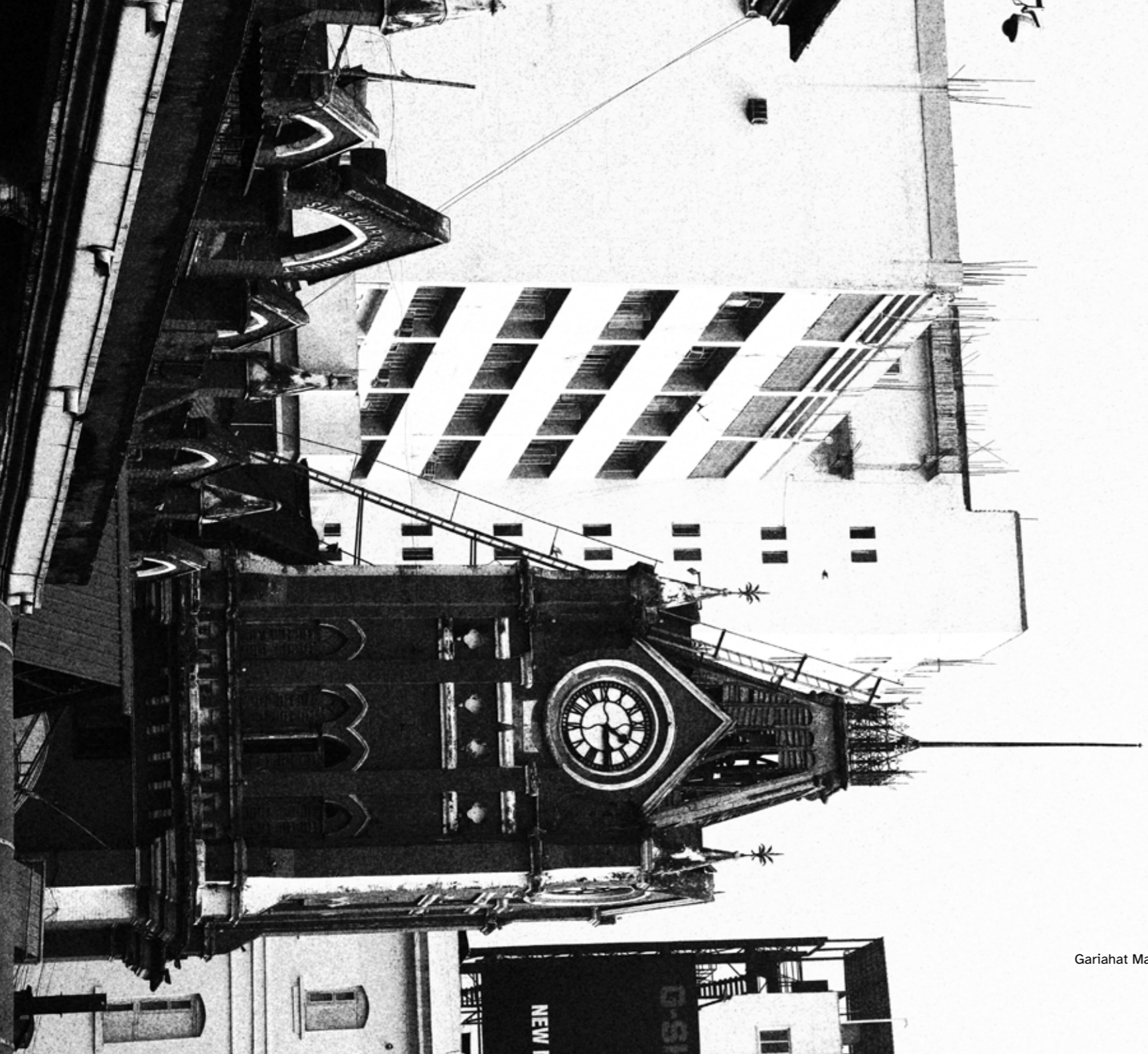
This Project was done during a character design workshop as a part of an elective course at Institute of Design, Nirma University.

We had to pick a specimen/ inspiration and design a character based on the characteristics of the chosen specimen.
The character i designed

was based on a giant pacific octopus. I picked up the fact that the female octopus die after giving birth to the offspring and built up a villainous character around it.

As part of the project, other groups members were to do the same and then get together to make a story that included each group member's character.





Gariahat Market | गरियाहाट मार्केट
Kolkata - 700019

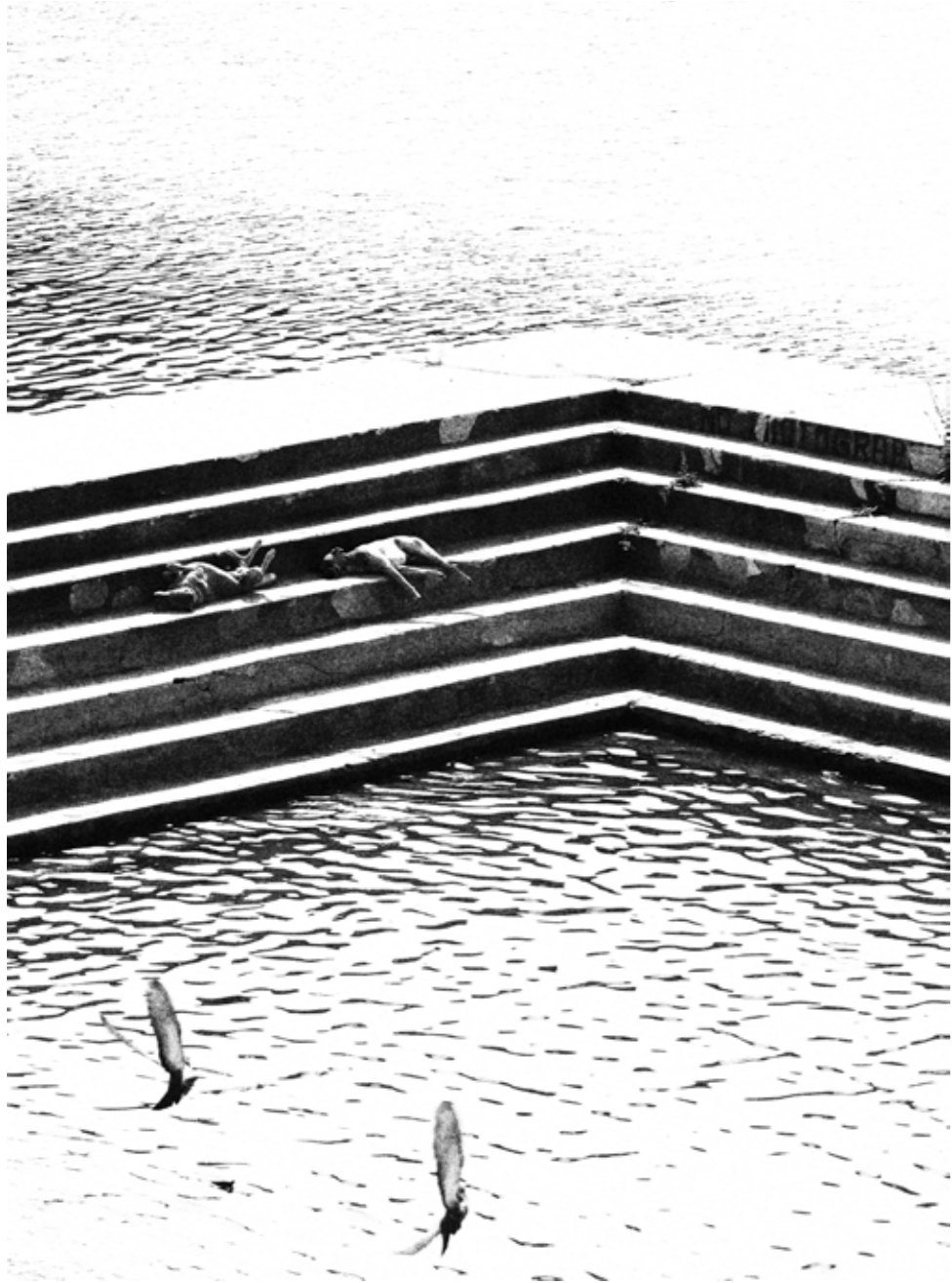
Photography

This section comprises of my travels and how texture and contrast tempt me to just capture them. The photographs are mainly from Pushkar, and Kolkata.

I am deeply motivated by Alan Schaller's and Vineet Vohra's work. Their work is often abstract and incorporates

elements of surrealism, geometry, high contrast, and the realities and diversities of human life.

They try to synthesize human movements and the environment and their main 'oomph' is how they make ordinary moments look extraordinary.



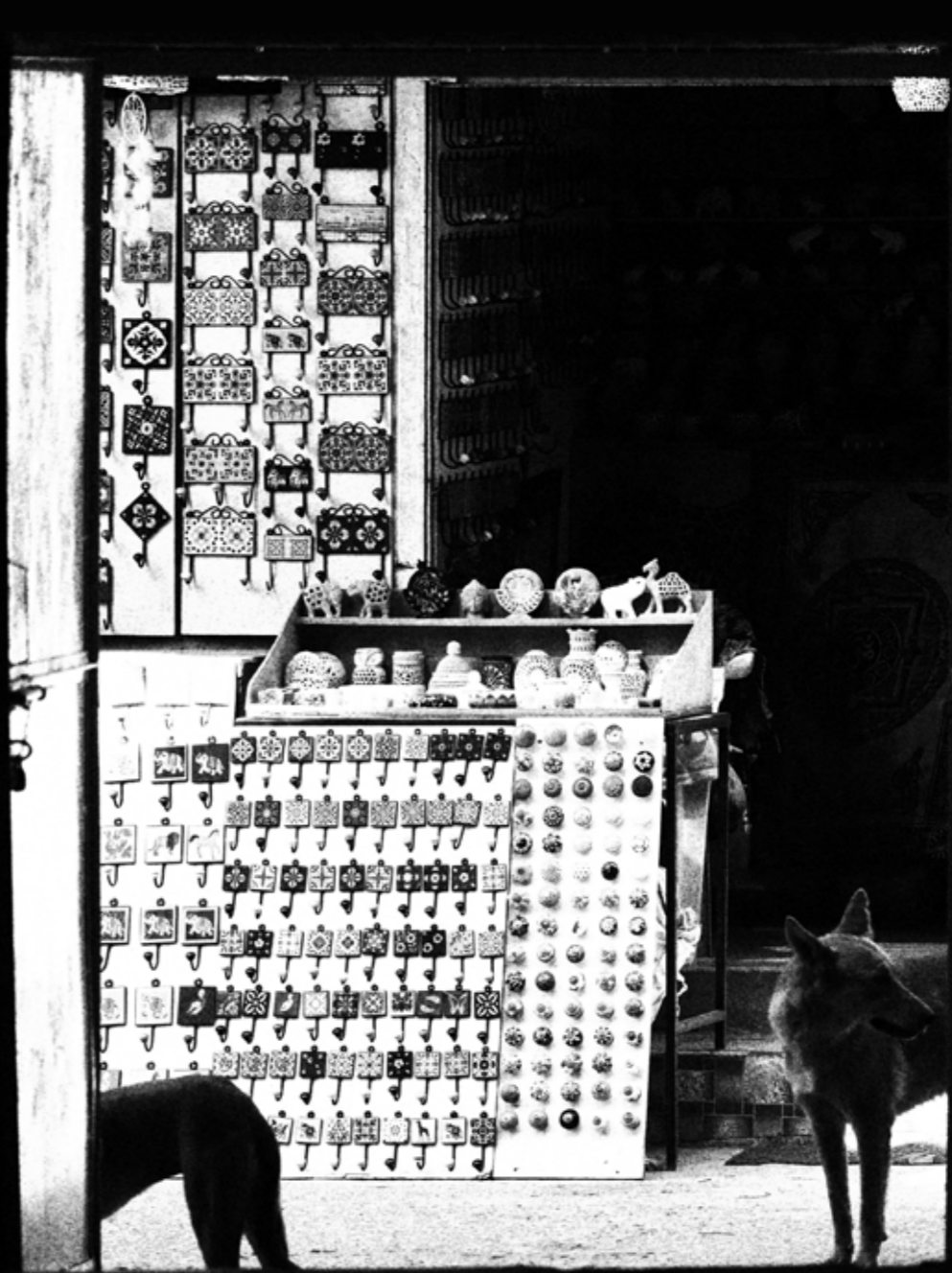
Duality of a waking dream.
जागरत स्वप्नों का द्वैत।

Jaipur Ghat | जयपुर घाट
Pushkar - 305022



The hopeful strings of a father.
एक पिता के उम्मीद के तार।

Jaipur Ghat | जयपुर घाट
Pushkar - 305022



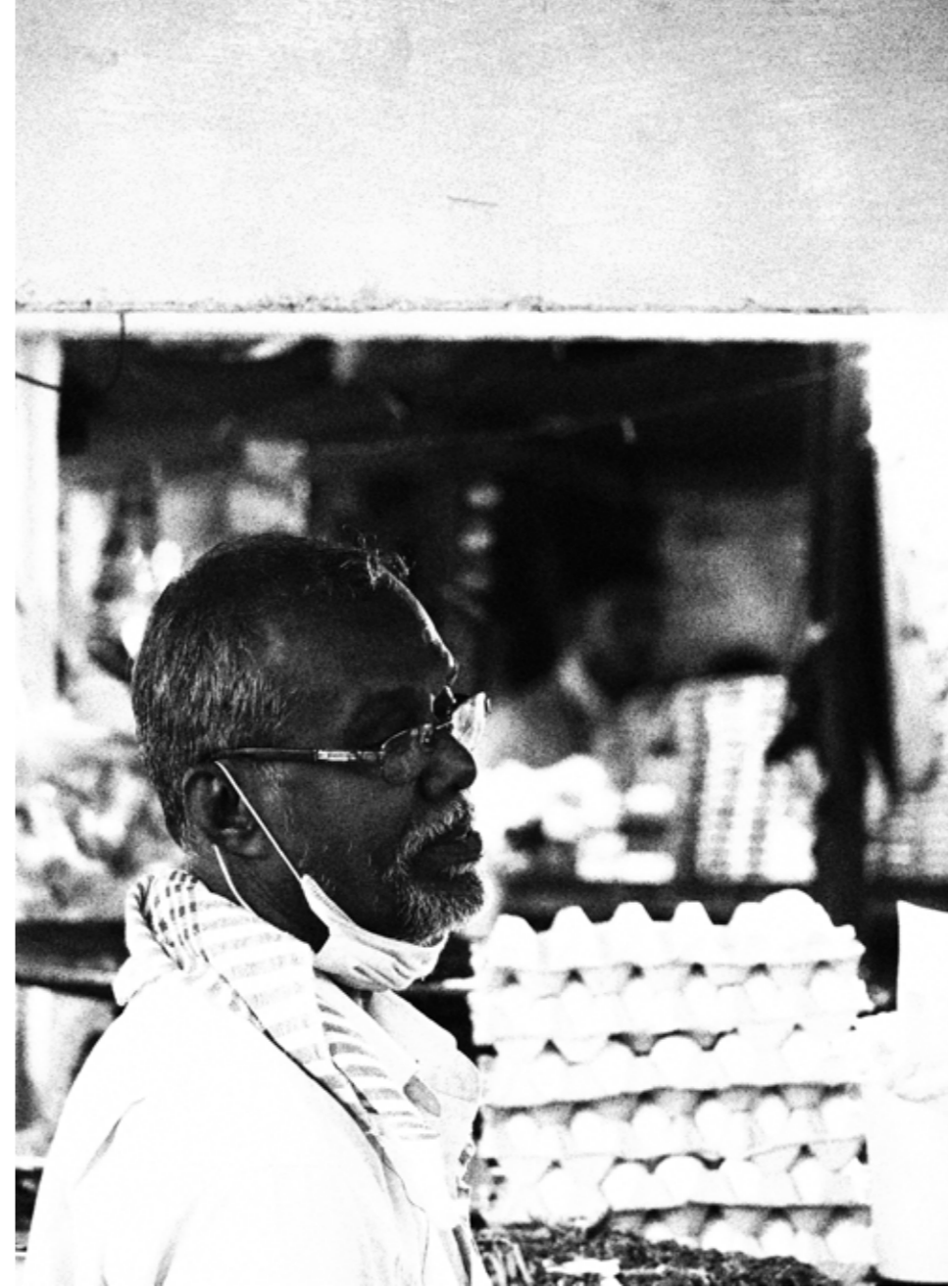
Consumerism
उपभोक्तावाद

Jaipur Ghat | जयपुर घाट
Pushkar - 305022



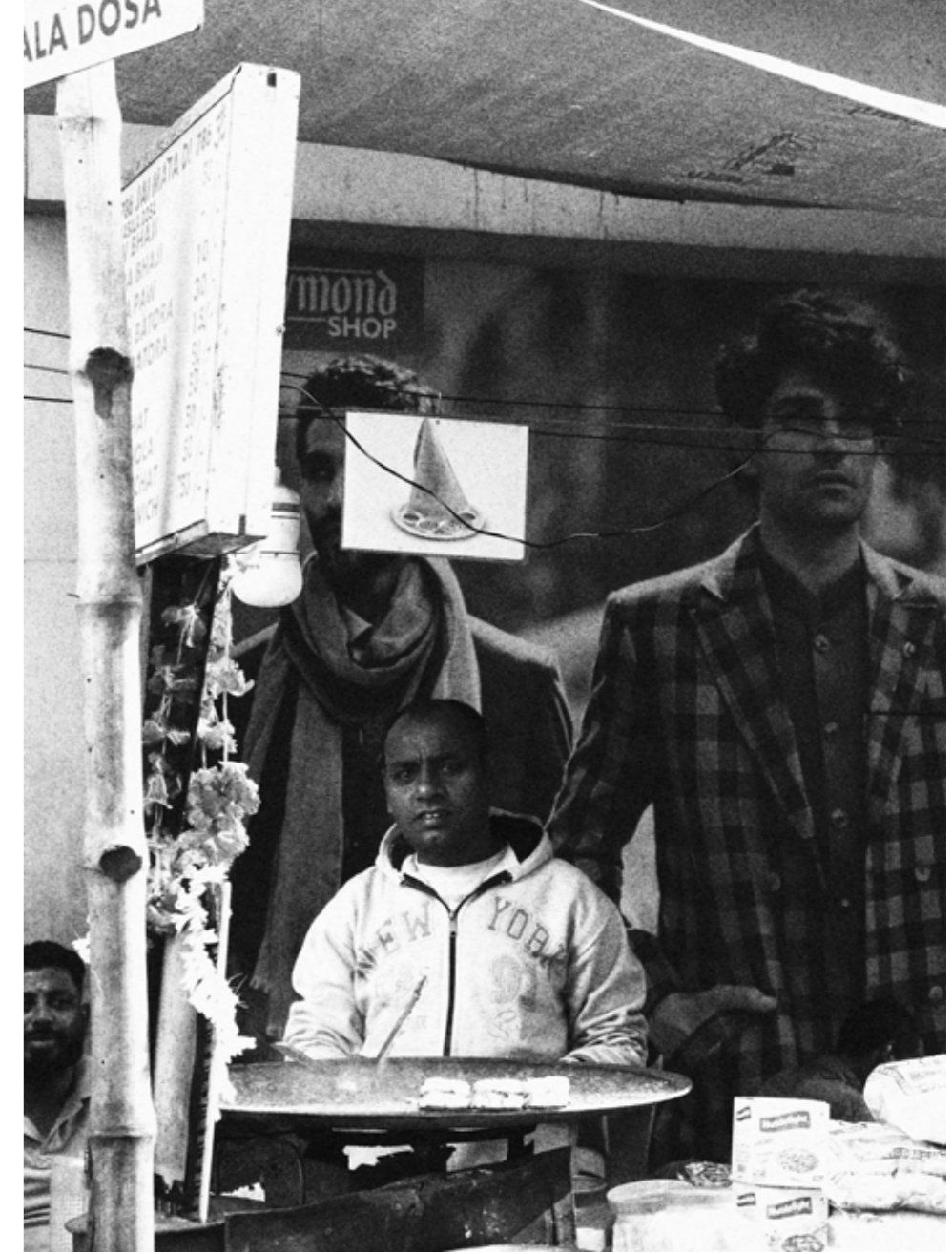
Grasping darkness in light.
अँधेरे को रौशनी में समेटे हुए।

Jaipur Ghat | जयपुर घाट
Pushkar - 305022



Ek anda, Ek paav aur Do roti
एक अंडा, एक पाव और दो रोटी

Gariahat Market | गरियाहाट मार्केट
Kolkata - 700019



bhaiya smile please
भैया स्माइल प्लीज

Gariahat Market | गरियाहाट मार्केट
Kolkata - 700019



Maai - The center of gravity
माई - गुरुत्वाकर्षण का केंद्र

Howrah Bridge | हावड़ा ब्रिज
Kolkata - 700007



Mc Maharaja
मैक महाराजा

Gariahat Market | गरियाहाट मार्केट
Kolkata - 700019



Light - PartIcle - Wave
लाइट - पार्टिकल - वेव

Howrah Bridge | हावड़ा ब्रिज
Kolkata - 700007



The Bleeding Tree
Collage

Illustrations

This section comprises of my illustrations that I've done over a period of 5 years from 2018-2022.

These mostly include portraits and some artworks inspired from movies that really moved and had an impact on my work as a designer.

Similar to photography I'm really fascinated by the feel and look of textures that come from charcoal and graphite. I try to replicate the textures digitally.

I feel the immense power black and white has over a composition and what the artwork stands for.



Jack Nicholson
Micron



Matthew Perry
Micron



Zienne Sonne
Chalk



Irrfan Khan
Charcoal



Tangerine Chicken
Digital



'Punya'
Watercolor and Ink



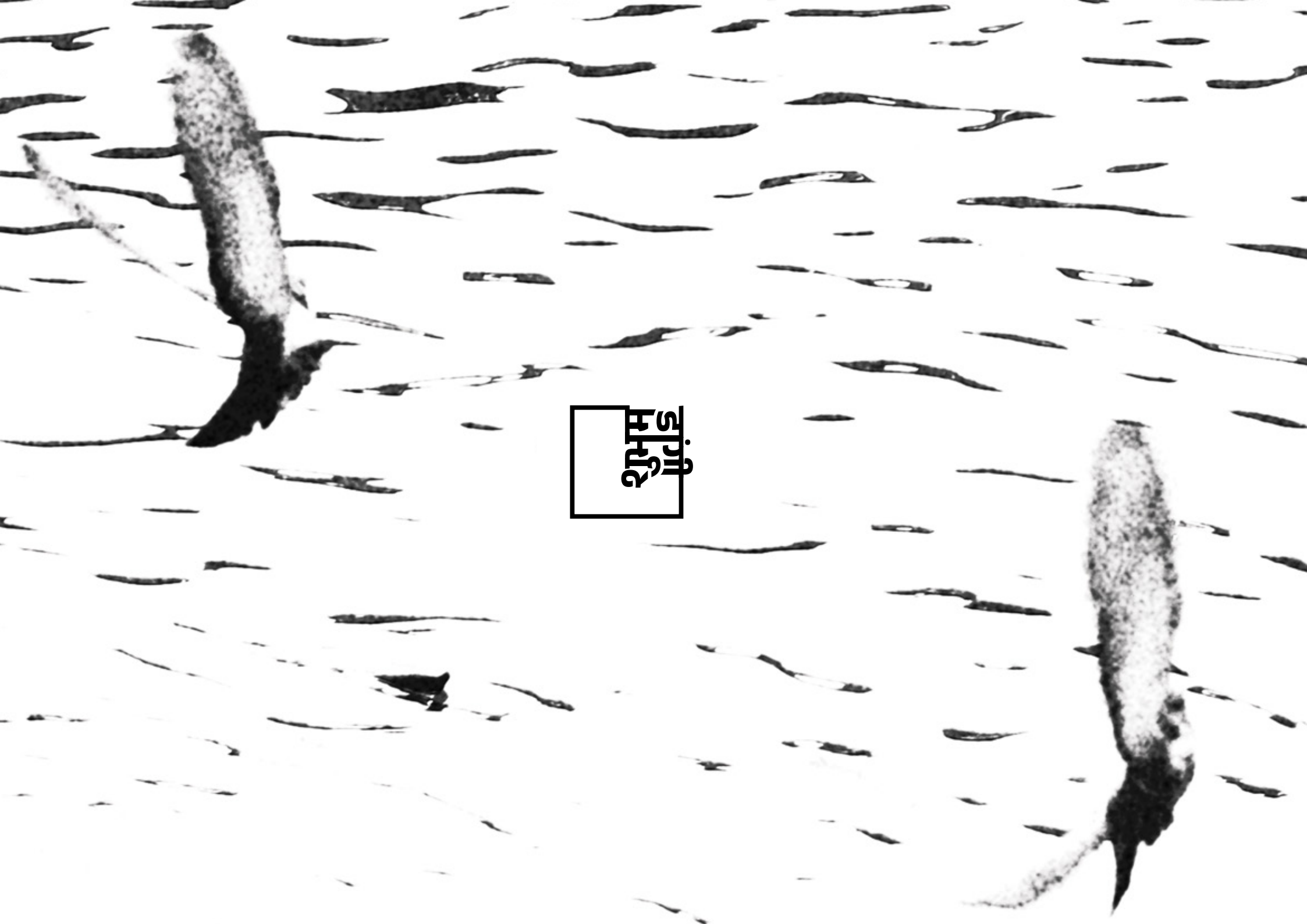
MHA - Shigaraki Tomura
Micron



IPSUM - Back cover
Digital



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LinkedIn	https://bit.ly/3AbOf0G
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डांणी
अभिरि