

Portfolio

Siya Parmar

Portfolio

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01

PUBLICATION DESIGN

Essence Of Green

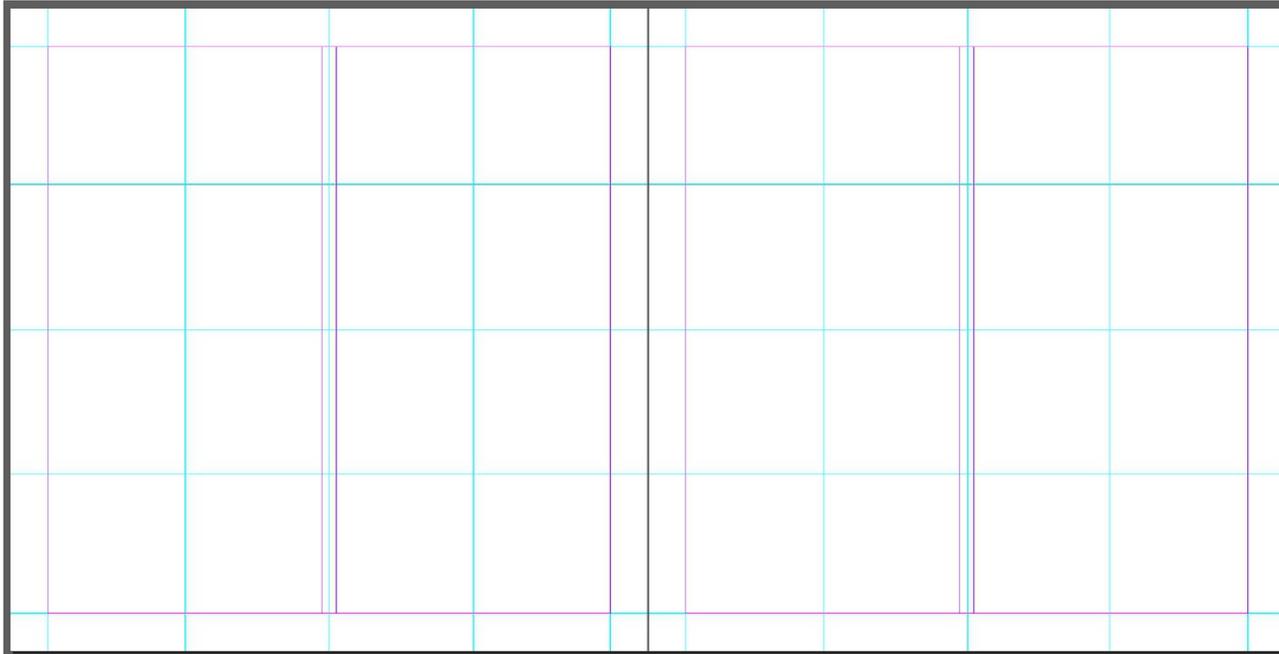
About the project

Designed a book called “**Essence of green**” about Plants and their maintenance guide.

This book was made to make the young generation more aware and conscious of nature by taking care of the plants regularly using the given instructions and also know about facts & uses of different plants. The target audience were plant enthusiast, botanists, young generation. It is high time that we all be more conscious of nature to save our planet from future consequences. This book sheds light on the daily care and needs of a particular plant and also mentions the proper steps to start your plantation journey.

Book Specifications

Grid Used



Grid:

2 Column grid and
Baseline

Gutter space: 0.1875 in

Margin:

- Top: 0.4724 in
- Bottom: 0.4724 in
- Inner: 0.4724 in
- Outer: 0.4724 in

Bleed: 3mm

Page size:

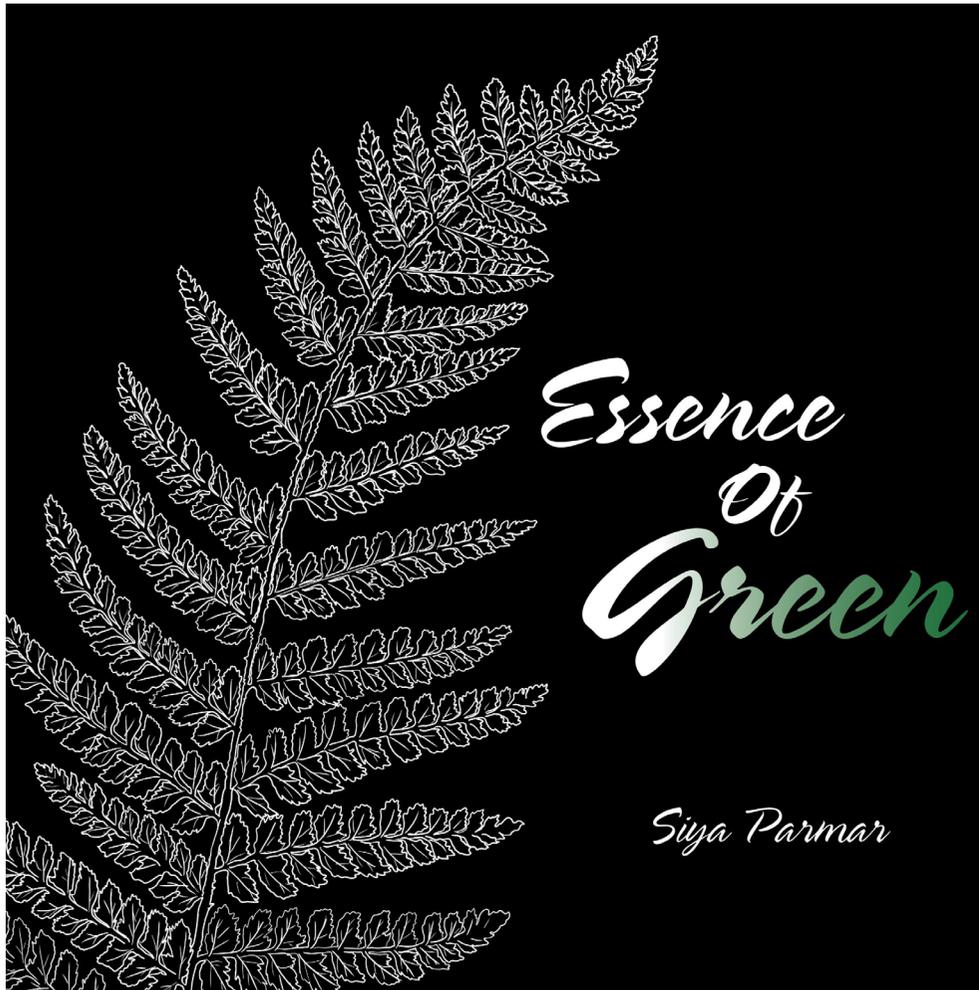
8 in x 8 in Square book

Fonts:

- Times new roman (Headings) 35 pt
- Bembo std (Body Text) 14 pt, 15 pt
- Spring LP std (Cover Title) 70 pt, 32 pt
- Rasa (Gujarati Font) 14 pt, 15 pt

Artwork Style:

- Line work illustrations using Digital medium



Front cover

Back cover





Climbers

*“Holding one another constantly they grow,
We need each other; All they know,
I stood stunned at the beauty of vine,
So many hearts with one Life-line.”*

- Unknown

A vine is any plant with a growth habit of trailing or scandent (climbing) stems, lianas or runners. Many of them are vines whose stems twine round trees and branches. They use special structures called tendrils to climb on trees

Climbers are weak stemmed plants that derive support from climbing up trees and other tall objects. They are the type of herbs and shrubs which are green in colour. They are categorized as climbers because they need some other tree or plant through which it can

climb and rise up. Examples are:- Ivy, sweat pea, Antigonon, cucumber, Money plant, Passiflora, Bougainvillea, Tecoma, Bignonia, Asparagus.

Creepers are plants with weak stem that grow along the ground, around another plant, or up a wall by means of extending stems or branches. They have very fragile stems that can neither stand erect nor support all of its weight. The examples of creepers are watermelon, pumpkin, sweet potato, etc.



Chapter divider page



Passiflora caerulea

Family Name Passifloraceae

Common Name The blue passionflower, bluecrown passionflower or common passion flower

Height 3 m to 9 m

Light Full sun to partial shade, at least four to six full hours of sunlight a day

Water One or two waterings per week throughout their growing season

Flower Colour White, sometimes pink-flushed, with a ring of blue, white and purple filaments.

Flowering season Mid-to late summer

Uses It is used in America, to treat dysmenorrhoea, neuralgia, diarrhea, hemorrhoids burns, and insomnia. It is used to cure patients with opiate dependence in India. Passiflora incarnata have been used in menstrual disorders for centuries. It reduces menstrual pain.



Quisqualis indica

Family Name Combretaceae

Common Name Rangoon Creeper, Drunken Sailor, Akar Dani, Akar Suloh, Dani, Ara Dani, Akar Pontianak, Red Jasmine

Height 5 m to 8 m

Light Full sun to partial shade

Water Regular watering

Flower Colour White and horizontally oriented flowers that open at dusk and, on the following day, change to pink and later to red

Flowering season Summer

Uses The plant is used as an herbal medicine. Decoctions of the root, seed or fruit can be used as antihelminthic to expel parasitic worms or for alleviating diarrhea. Fruit decoction can also be used for gargling. The fruits are also used to combat nephritis





Antigonon leptopus

Family Name Polygonaceae
Common Name Coral vine, Coralita, Bee bush or San Miguelito vine

Height 6 m to 8 m

Light Wide range of light conditions

Water Water 2 - 3 times per week

Flower Colour Vibrant pink

Flowering season Spring to autumn

Uses Tea prepared from the aerial parts of Antigonon leptopus is used as a remedy for cold and pain relief in many countries. In this study, Antigonon leptopus tea, prepared from the dried aerial parts, was evaluated for lipid peroxidation and cyclooxygenase enzyme inhibitory activities.



Bougainvillea glabra formosa

Family Name Nyctaginaceae
Common Name Paperflower, Bougainvillea

Height 3 m to 3.5 m

Light Minimum more than 6 hours of Direct Sunlight

Water Water when the top soil(2-3 inch) feels dry to touch.

Flower Colour Deep purple or pink

Flowering season Periodically throughout most of the year

Uses The infusion of the plant's tender leaves and bracts is used orally to treat gastrointestinal problems (diarrhoea, stomach pain), and respiratory conditions



Allamanda cathartica

Family Name Apocynaceae
Common Name Golden trumpet, Allamanda

Height 0.9 m to 1.8 m

Light Full sun to Partial shade.

Water Requires consistently moist soil. Do not let dry out between waterings.

Flower Colour Bright yellow

Flowering season Summer and Monsoon

Uses Allamanda species have been used in systems of traditional medicine for various purposes. A. cathartica has been used to treat liver tumors, jaundice, splenomegaly, and malaria. In analyses, some species have shown some activity against carcinoma cells, pathogenic fungi, and HIV



Jasminum auriculatum

Family Name Oleaceae
Common Name Juh, Jasminum Molle

Height Upto 9 m

Light 3-6 hrs of direct sunlight and natural bright light for the rest of the day

Water Moderate water

Flower Colour Powdery satin white flowers

Flowering season June to August

Uses Yutika (Juh) - Jasminum auriculatum is a herb mentioned in Ayurveda for the treatment of burning micturition, treatment of wounds, diseases of the oral cavity, headaches and poison cases



Introduction

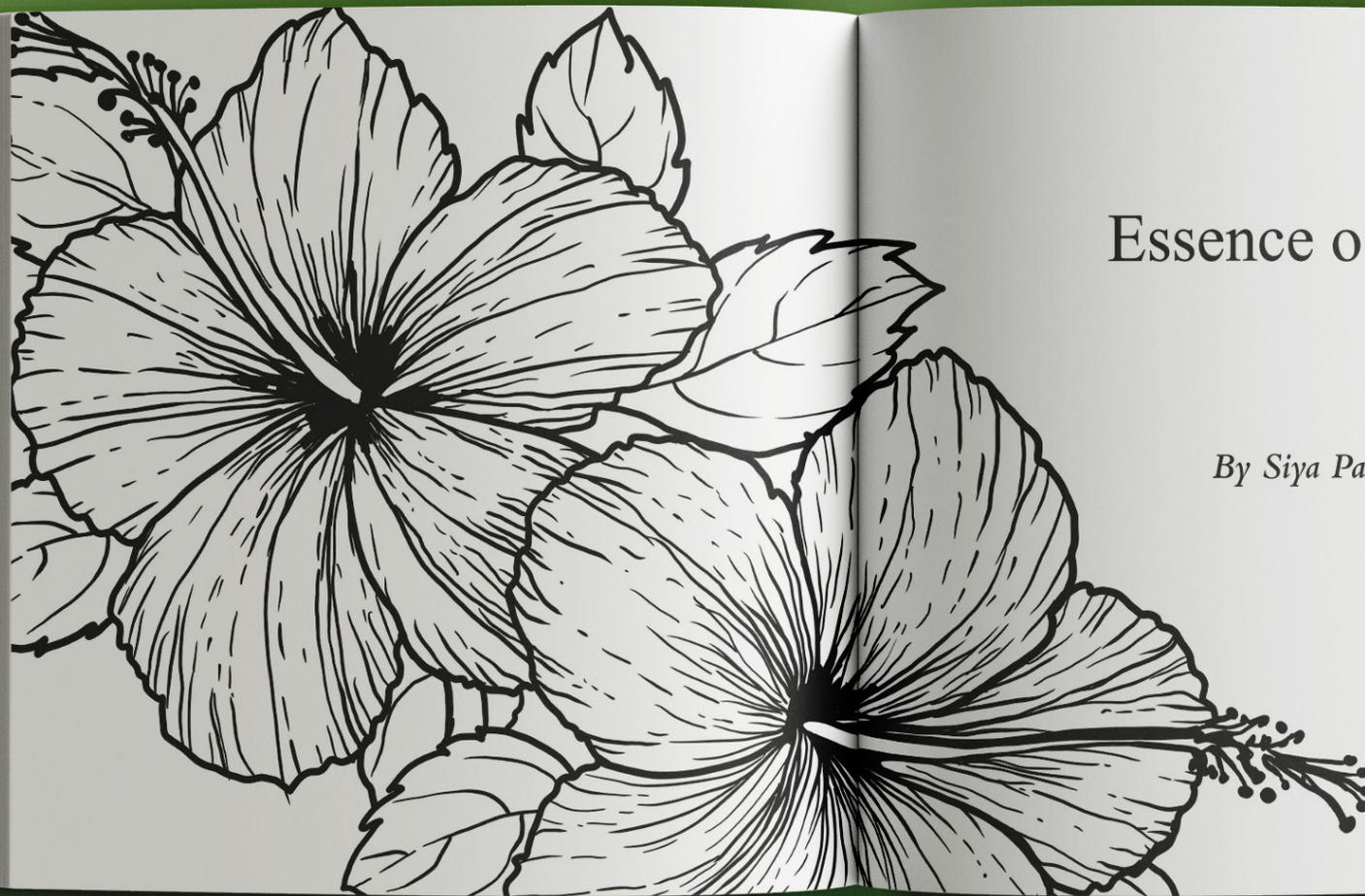
Plant is man's friend in survival-giving him food and fuel, shelter and medicine from the days beyond the dawn of civilization. The plants were considered to have healing properties. The plants were often revered and always considered invaluable gifts of God. Medicinal practices in earlier periods were often associated with magic or religion and the traditional healer always had an aura of sanctum sanctorum around him. The "Ayurveda" system developed in India is believed to have been formalized before 2000 BC, but transmitted only orally for generations. There are many traditional systems based on plants. However, these plant based traditional medical systems generally lack adequate documentation and codification. It is again man's need for survival that has put the plants in danger. The ever-increasing need of the growing human family for more and more land for dwelling and for food, compounded with the fast growing industrialization coupled with the nuclear adventure, is taking a heavy toll of the plant life. The net result is the global menace of environmental pollution. And so to survive, man has to turn to his friend-the plant. It is high time that we learn the lesson, before it is too late.

Apart from the much-needed afforestation, there is an imperative need for growing as many plants as possible, whether economical or ornamental, in home gardens, in parks and other public gardens and in wastelands, river banks and sea shores to restore the environment's natural balance to save the mankind from the impending catastrophe.

A home or a neighbourhood with well-planned greenery not only enhances the aesthetic beauty of the place but contributes considerably to our environment. But to grow and to nurse the plant, we must have some understanding of the nature and characteristics of the plants, their growth habits and environment, soil and nutrient requirements.

PLANNING YOUR GARDEN

When planning a garden you must have some understanding of what your soil is like - whether it is acid or alkaline, heavy clay or light sand - and whether the climate is hot or cool, wet or dry. Immense strides have been made in plant breeding and recent innovations have allowed gardeners far greater freedom of choice than they had previously now that



Essence of Green

By Siya Parmar

02

UI-UX APPLICATION DESIGN

Liveseeds Application

About the project

Plant enthusiasts or persons who enjoy spending time in nature who want to begin their new plantation journey confront numerous challenges in sustaining their regular plant care routine. They struggle with issues such as failing to water on time, fertilize, clean, or the plant getting infected and not knowing how to treat it.

To address these issues, I created the following app: **“LiveSeeds”**

Liveseeds is a mobile application intended to help you with your daily plant care routines and also general plant knowledge.

Liveseeds identifies infection in your plant and aids in the diagnosis and treatment of diseases. It also gives you plant information and directs you to the nearest nurseries. You can also discover new plant-growing techniques and gain points each time you complete a task. It also has a feature where you can add your plants and it will remind you to water and care about them on a regular basis.

Style guide

Fonts

Headings:

Playfair Display 30 pt

Playfair Display 28 pt

Playfair Display 25 pt

Playfair Display 22 pt

Playfair Display 20 pt

Playfair Display 18 pt

A

Regular

A

Semibold

A

Bold

A

Extrabold

Logo



Body text:

Open Sans 20 pt

Open Sans 18 pt

Open Sans 17 pt

Open Sans 15 pt

Open Sans 14 pt

Open Sans 13 pt

A

Regular

A

Semibold

A

Bold

A

Extrabold

Colors



#484848

R=72, G=72, B=72



#2B463C

R=43, G=70, B=60



#2A644C

R=42, G=100, B=76



#688F4E

R=104, G=143, B=78



#82b262

R=130, G=178, B=98



#B1D182

R=177, G=209, B=130



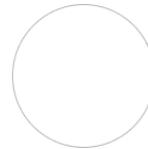
#ADADAD

R=173, G=173, B=173



#F4F1E9

R=244, G=241, B=233



#FFFFFF

R=255, G=255, B=255

Buttons

Disabled state



Base state



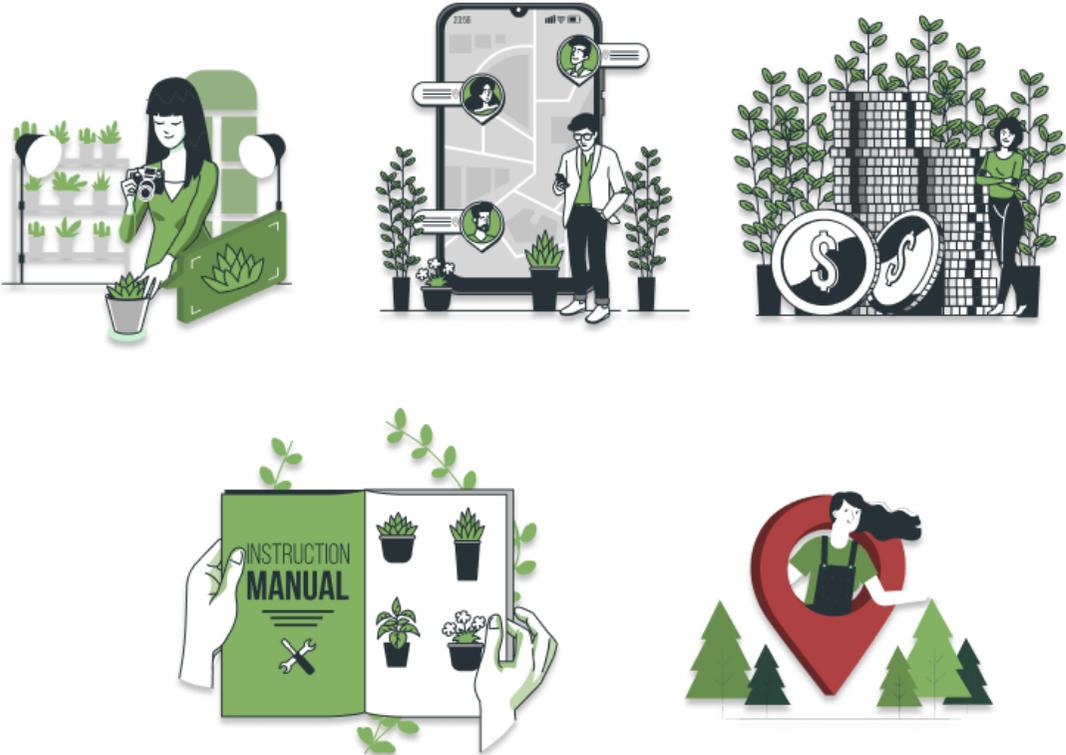
Click state



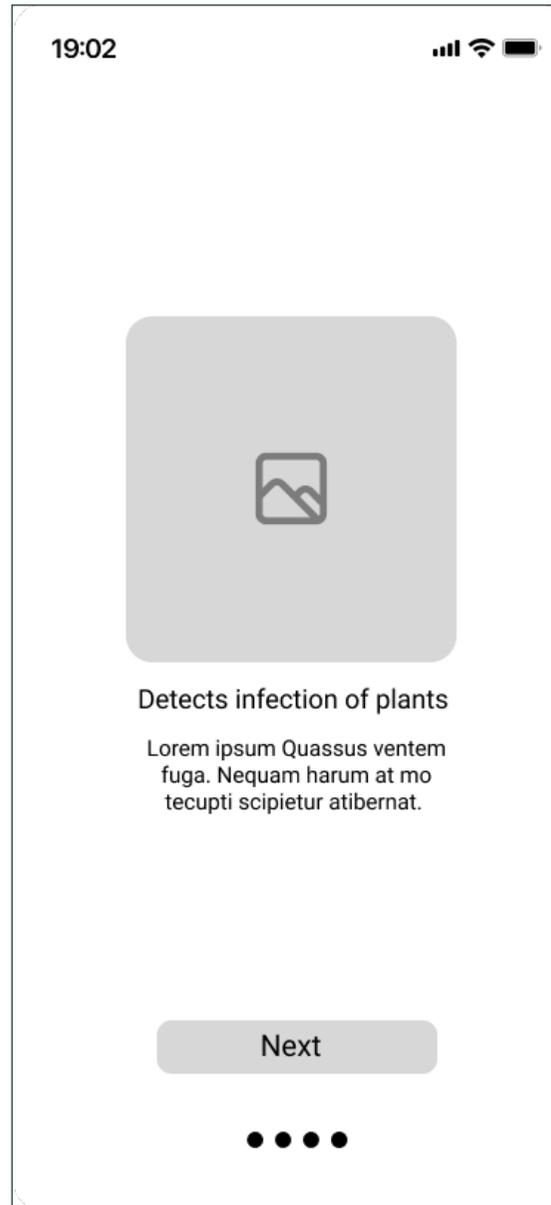
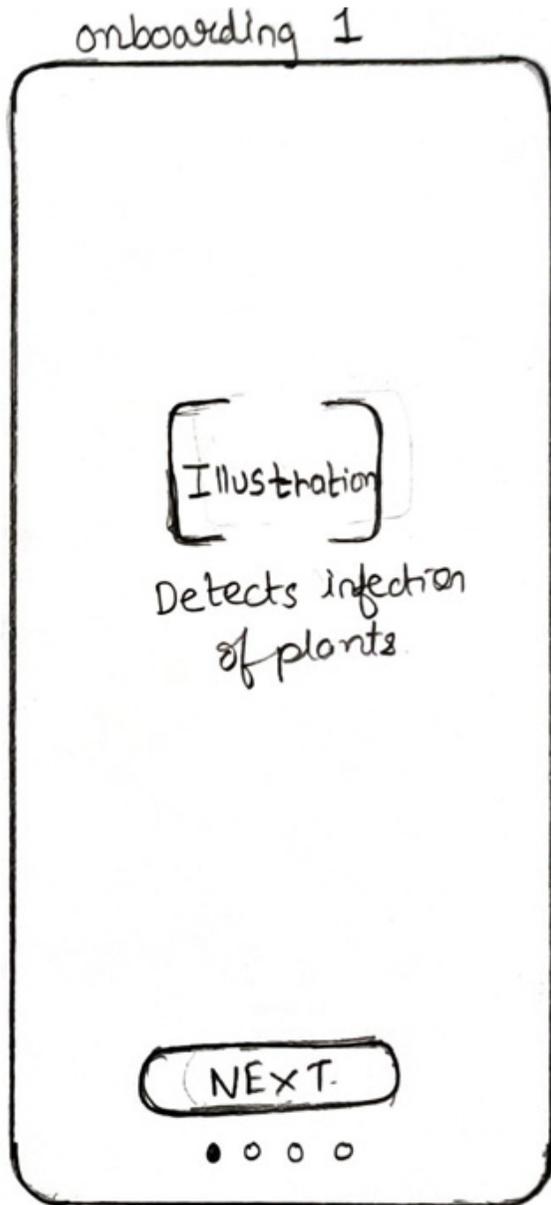
Icons



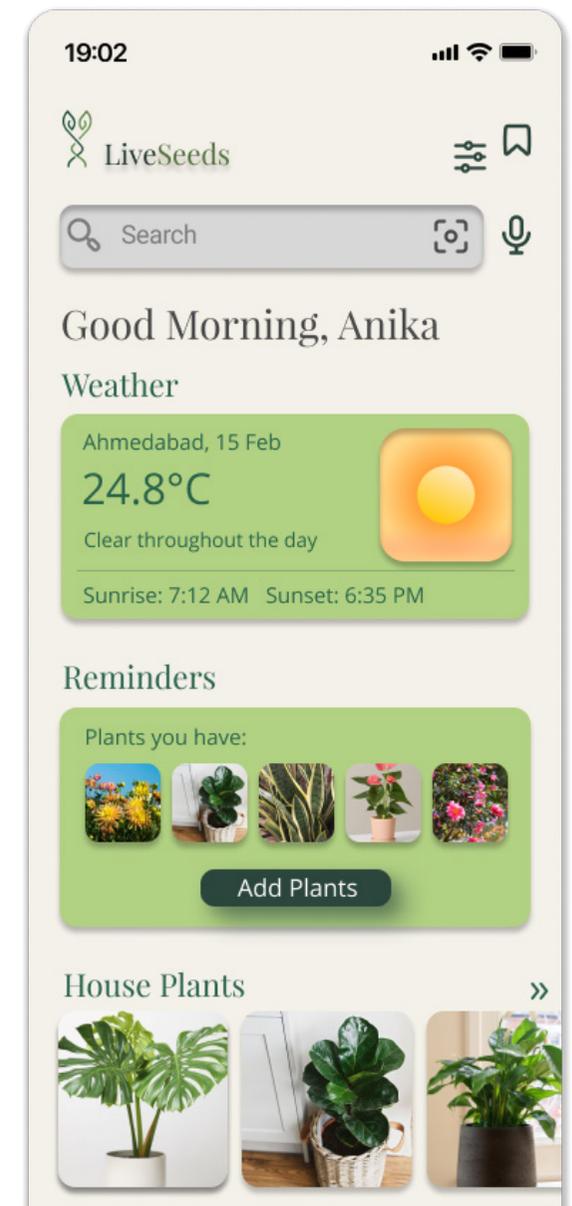
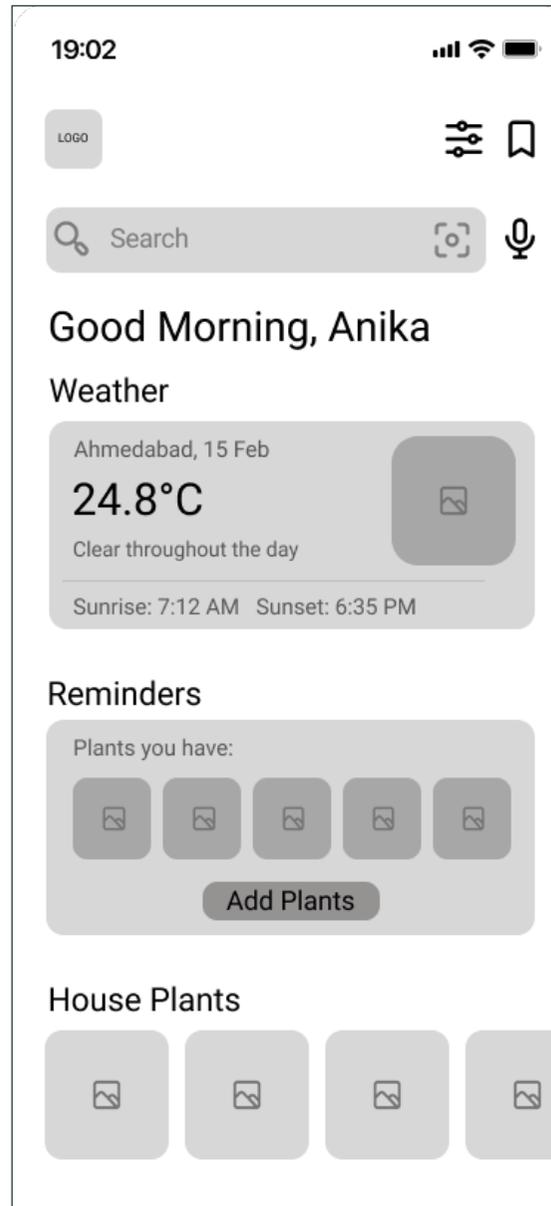
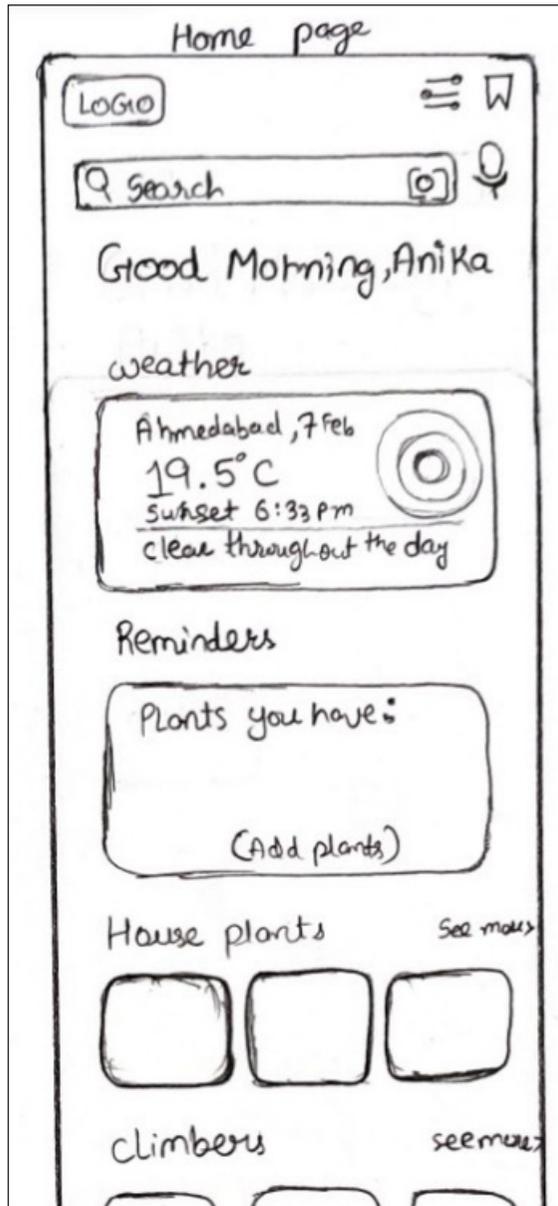
Illustrations

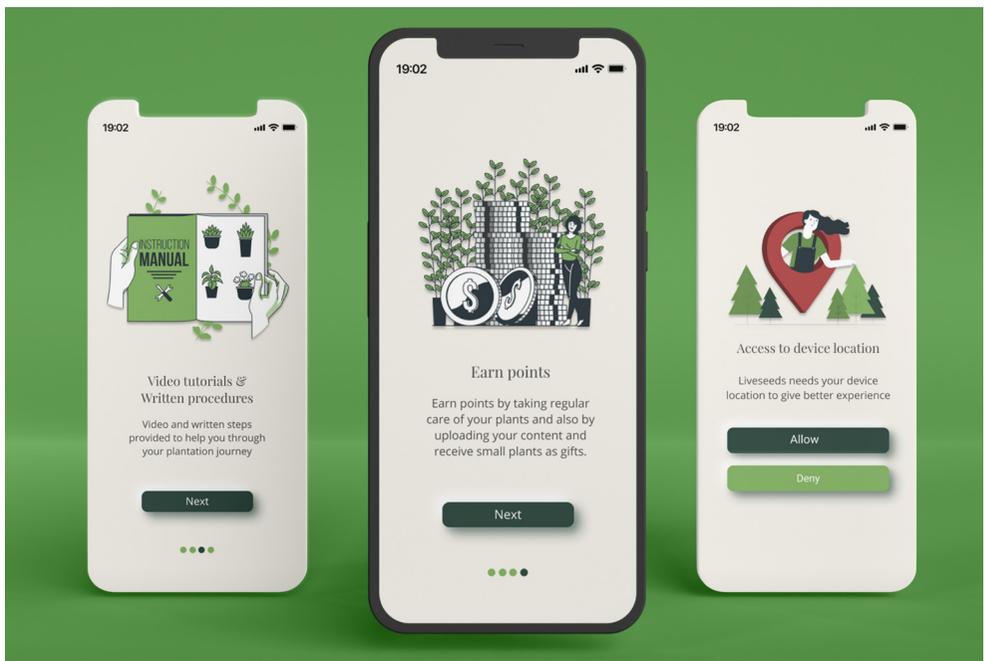
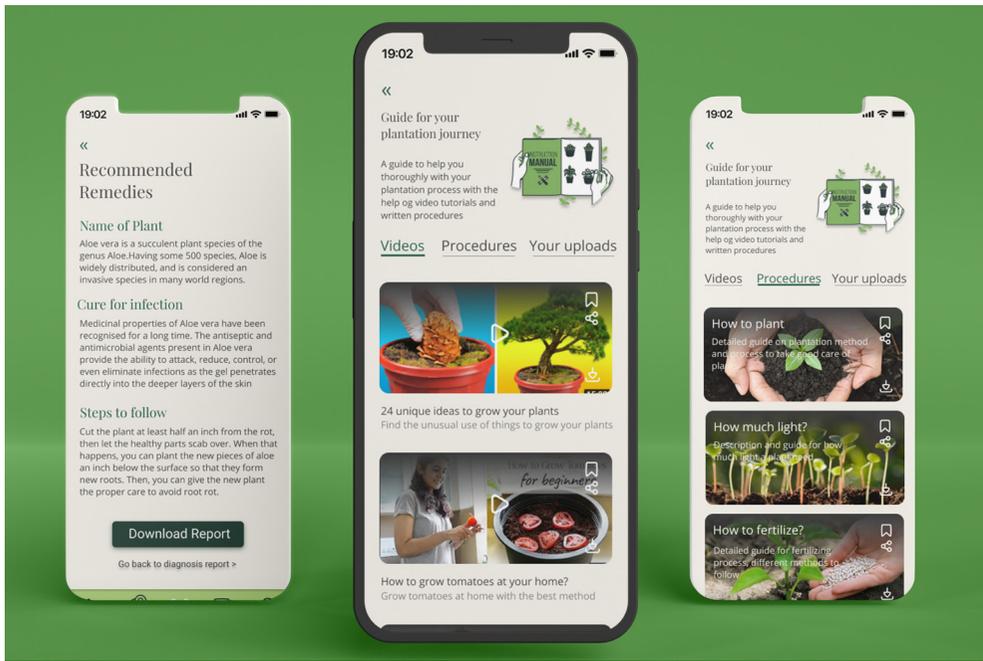
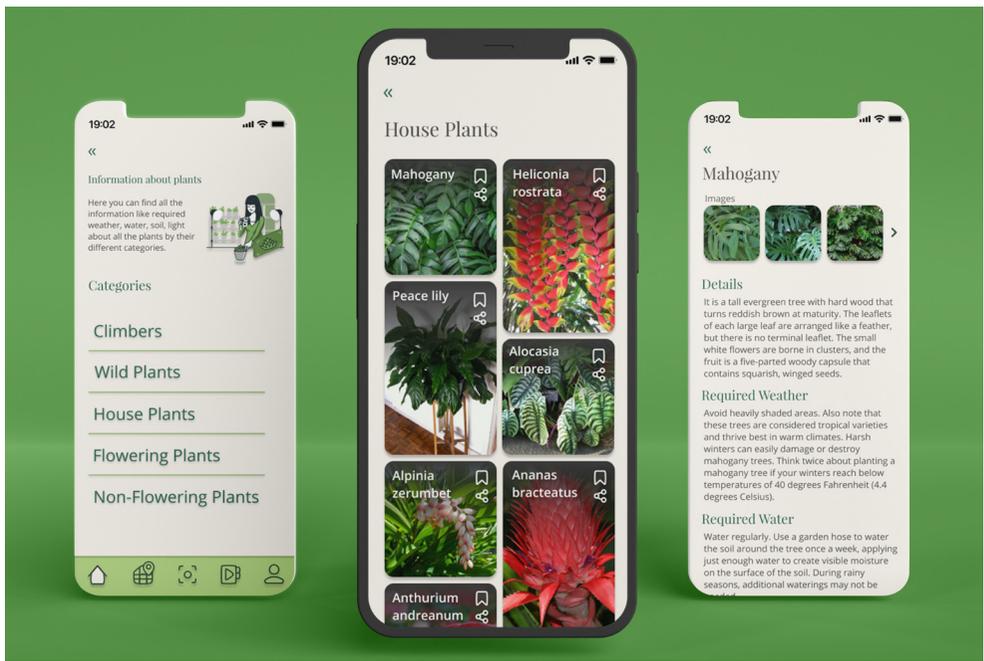


Process from paper wireframe to final screen



Process from paper wireframe to final screen







03

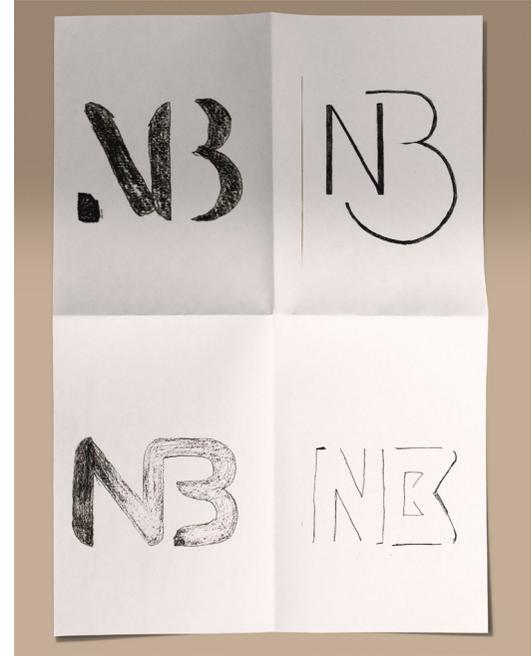
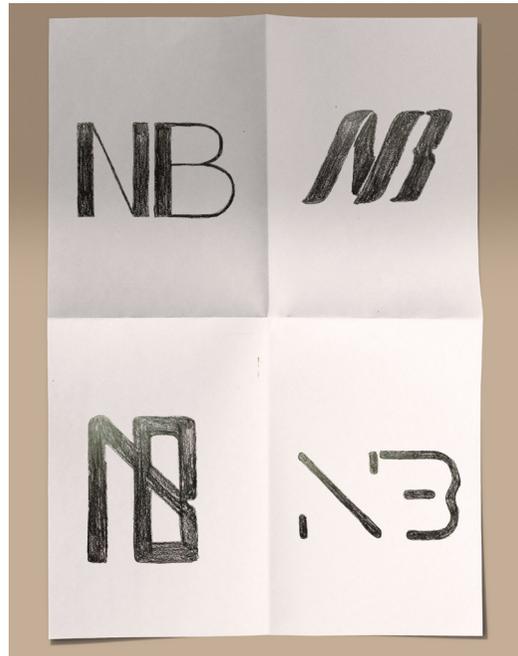
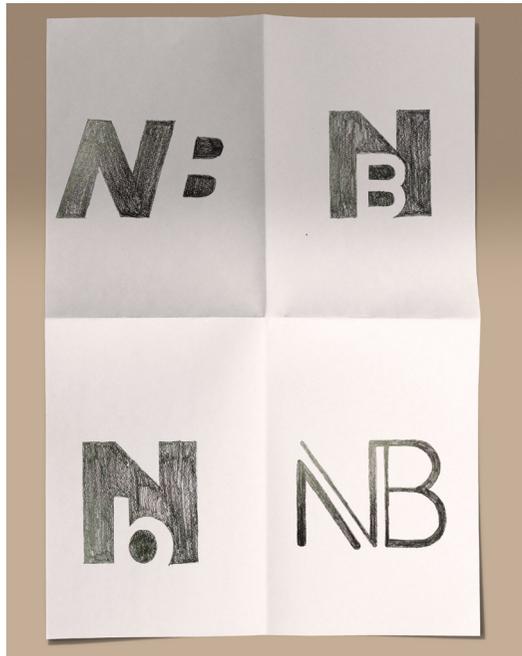
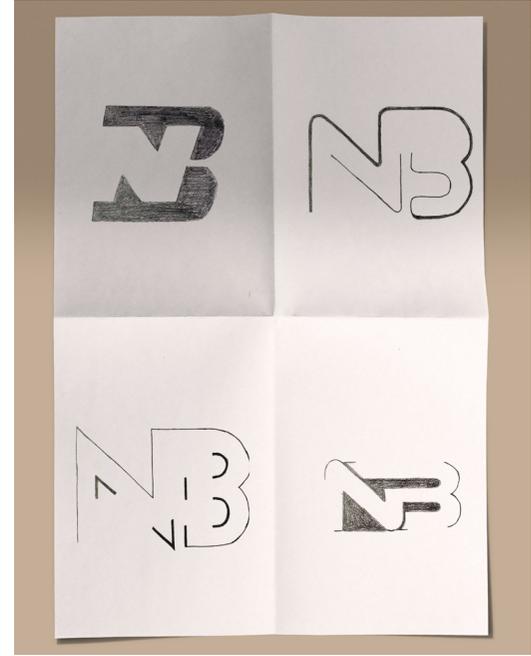
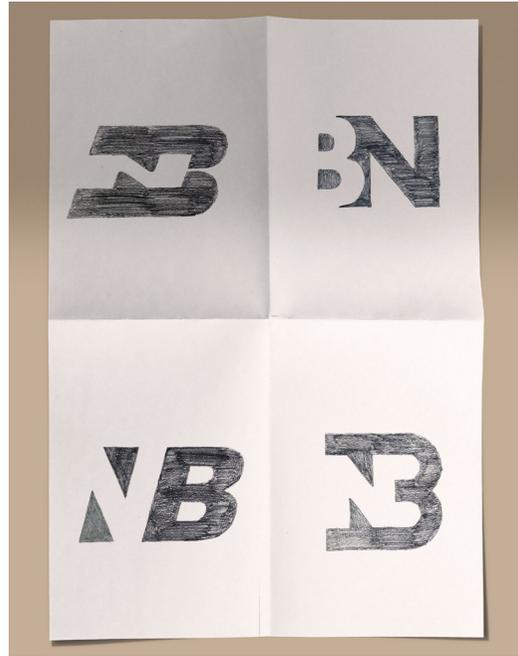
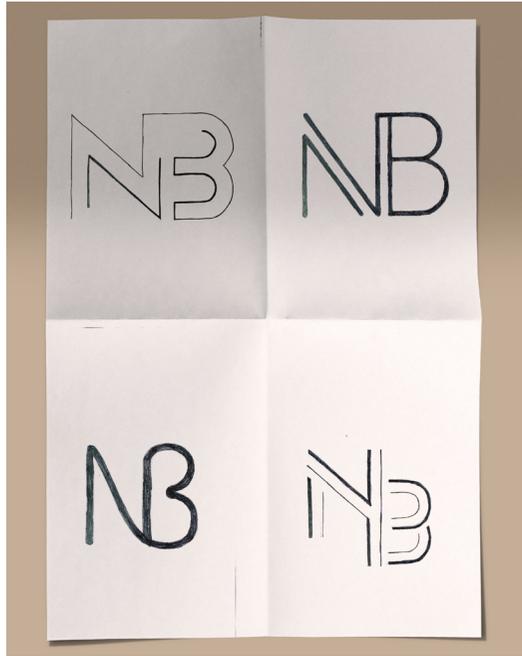
IDENTITY DESIGN

Monogram Logo Design

About the project

Choose a partner, make a list of attributes to depict them and then choose one to represent it. So, the attribute identified was “**Straightforward**”. Using the partner’s initials which is ‘NB’, created a monogram that symbolizes the desired quality.

The **monogram** was created to represent **Navya Baheti**’s personality attribute of ‘Straightforward’. The close vicinity of letters, colors, and typography, as well as the figure and ground formed in the initials ‘NB,’ highlight this feature. Also the thickness, weight and colour of each alphabet plays an important role.



Final logo in black & white



Color explorations



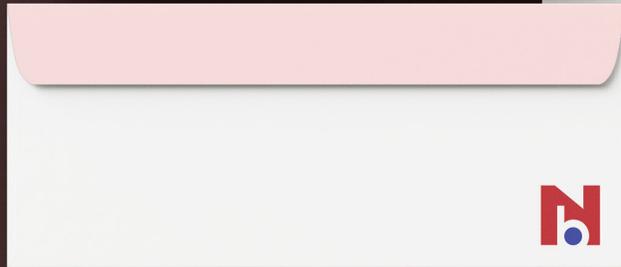
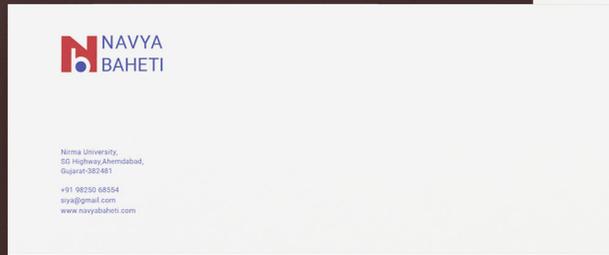
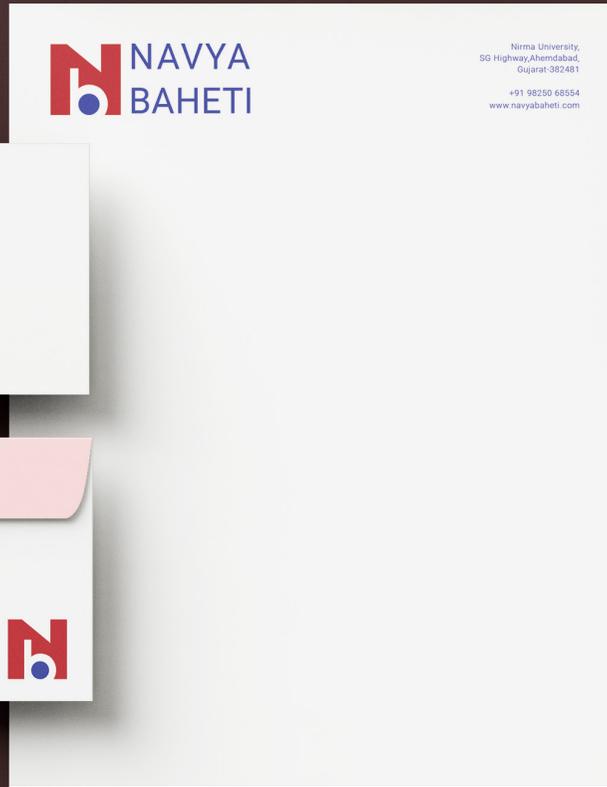
Final logo with colors



Visiting card



Stationery





Merchandise



04

PHOTOGRAPHY

Details

About the project

Clicked some photographs in the streets of old city, ahemdabad.
The subject of photography was **'DETAILS'**.

















05

ILLUSTRATION DESIGN

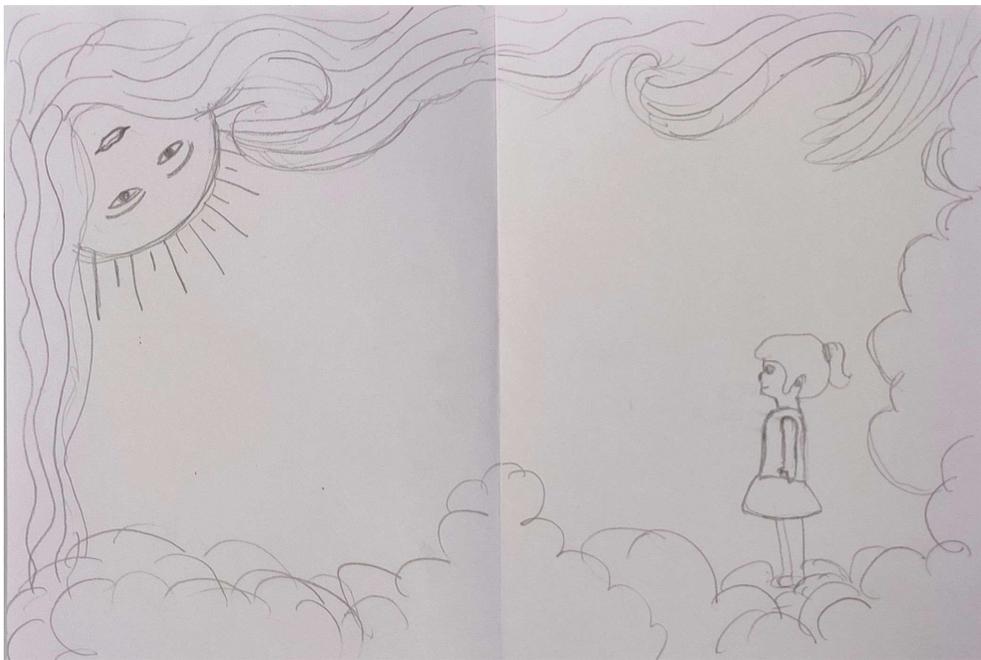
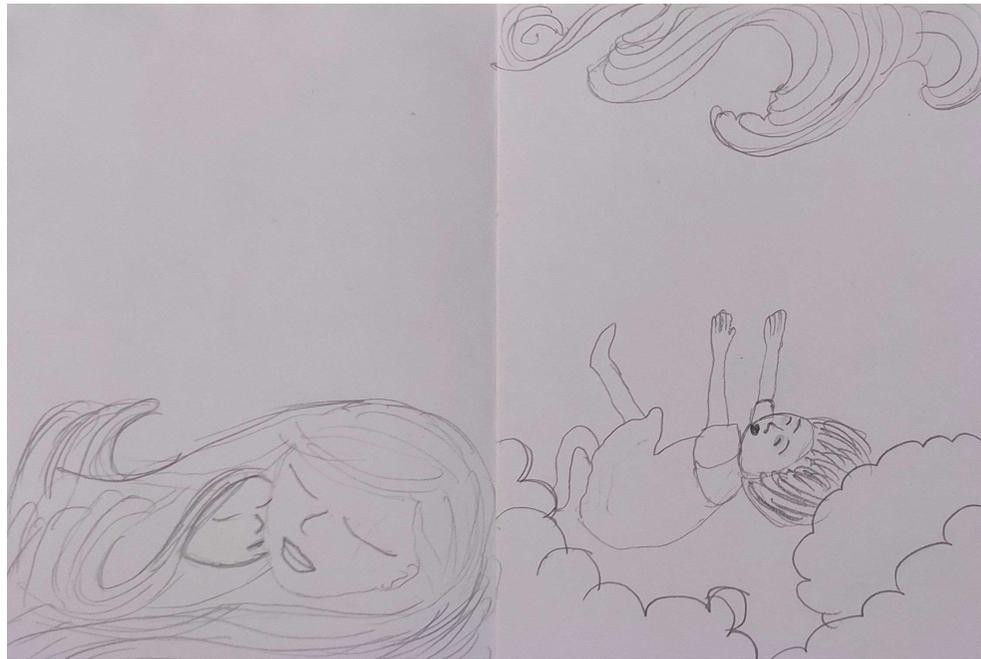
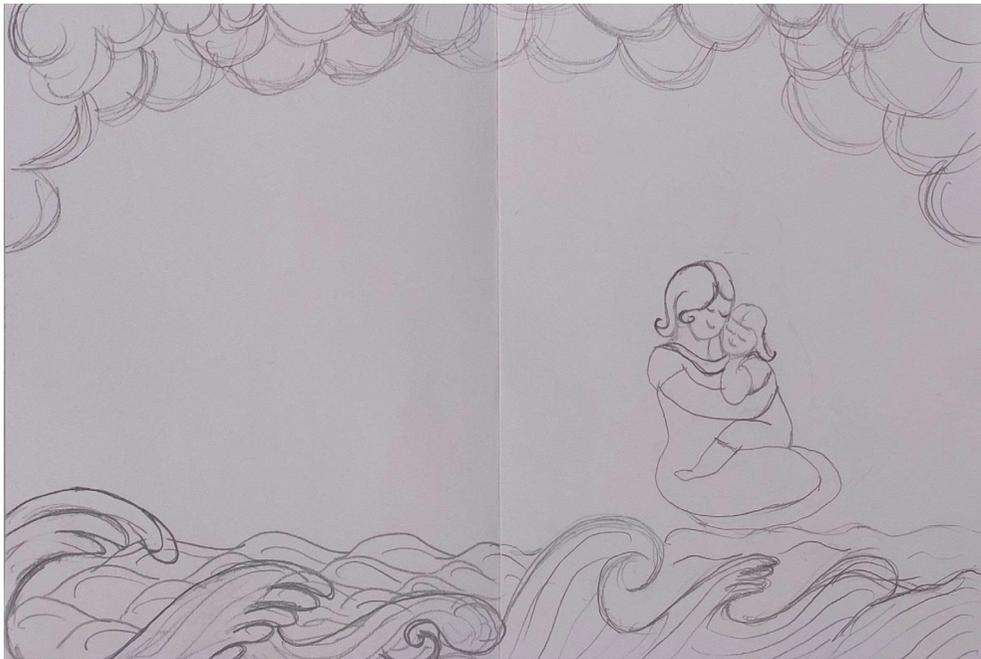
Clouds And Waves

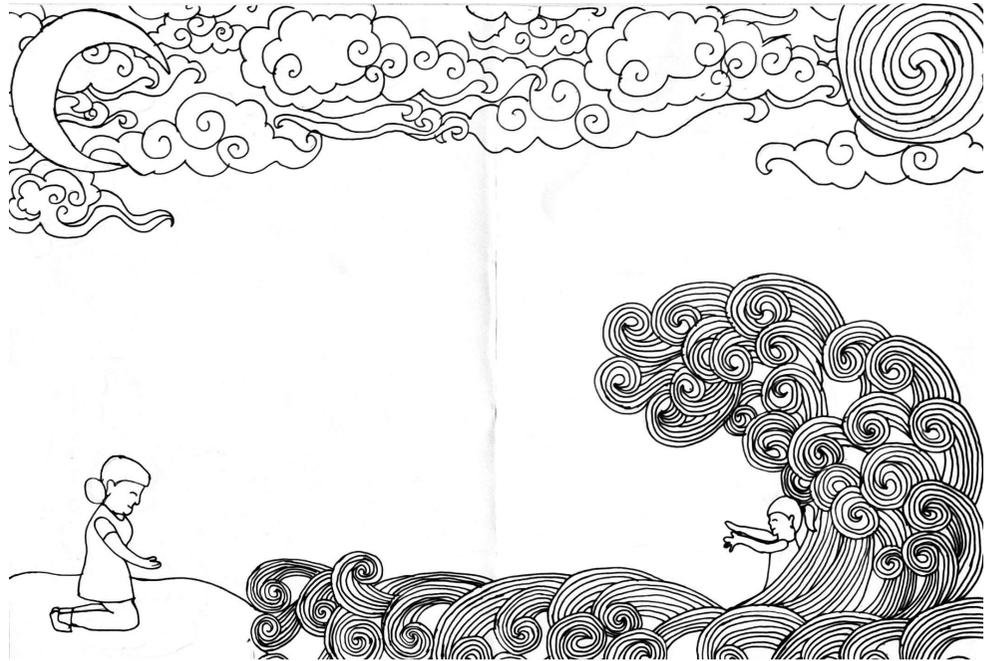
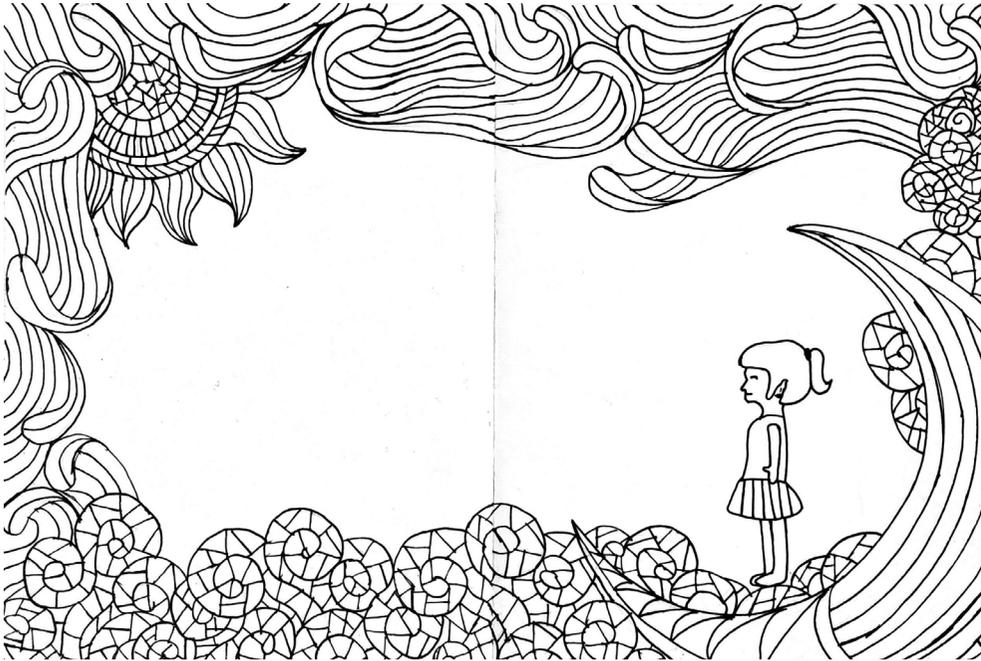
About the project

Designed cover illustration for a book on the poem '**Clouds and waves**' by **Rabindranath Tagore**.

Target Audience: Young childrens and new parents

Took an different approach towards the poem, designed the cover keeping in mind how creative a kid's mind can be. A kid can have the wildest possible imagination of clouds on the earth and water in the sky, applied the same ideology in the illustrations.







Clouds and Waves

by Rabindranath Tagore





Clouds and Waves

By Rabindranath Tagore





06

BRAND COMMUNICATION

Monkey Fries

About the project

Monkey fries is a finger food brand which sells many different flavors of loaded french fries. Finger foods are small, individual portions of food that are eaten out of hand. It markets itself as a one-stop station for all your fried cravings like french fries.

We rebranded monkey fries to increase brand recall value and to make the brand stand out in comparison with other competitors.

Rebranded to create

Brand personality - Mischievous & Quirky

Toen of voice - Hangry, quirky, mischiveous & upbeat

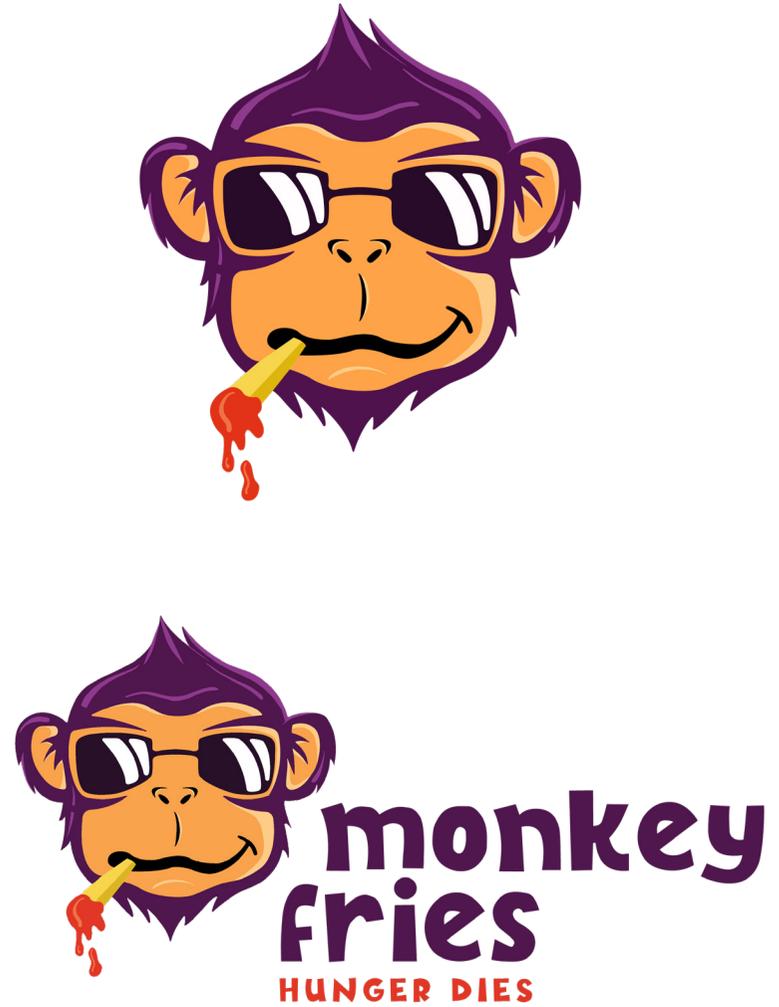
USP - Variety of fries and flavors

Logo design

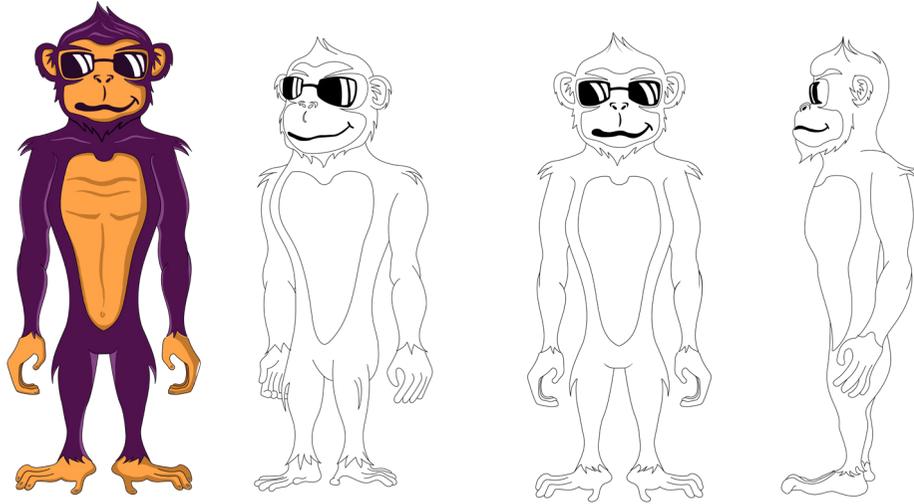
OLD



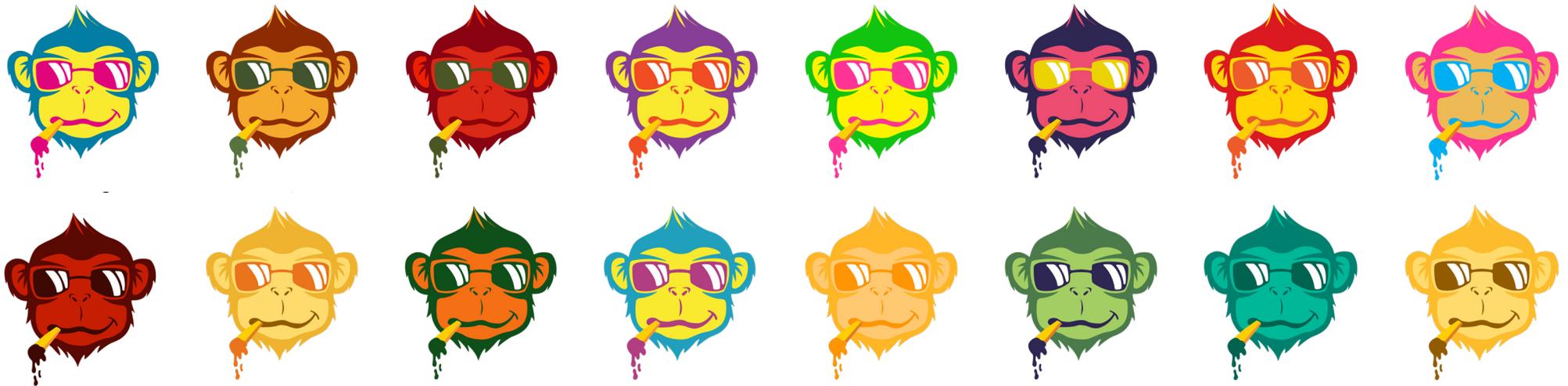
NEW



Character sketches



Color explorations



Different variations for different flavors of fries

Mexican



Exotic



Hot & Spicy



Non Veg



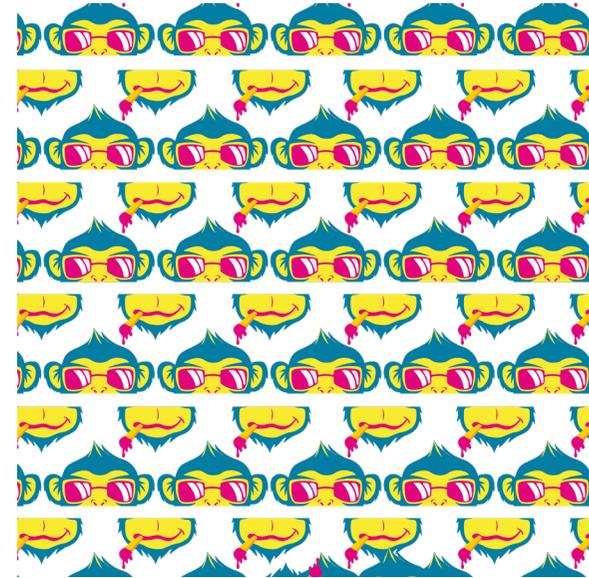
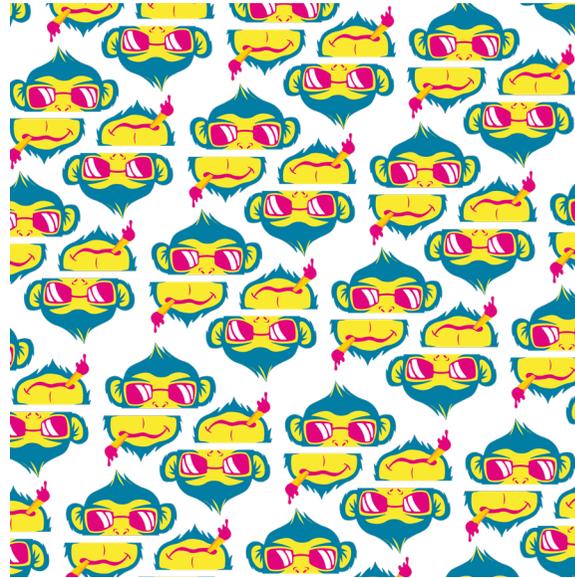
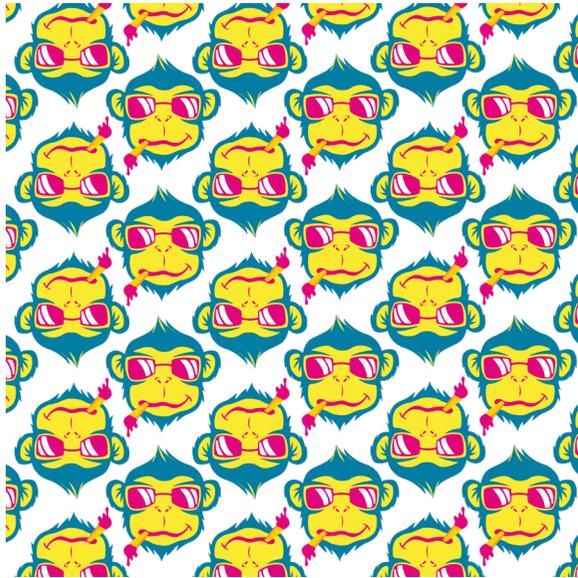
Cheesy



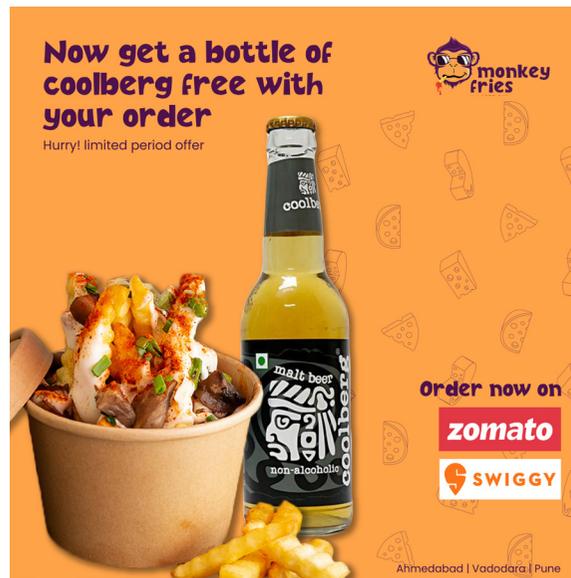
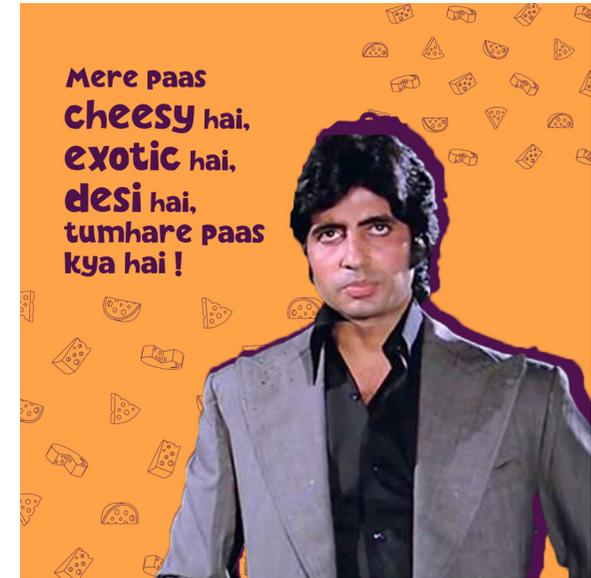
Desi



Patterns explorations



Social media posts



Social media stories

Try our new
Cheesiest fries with
two new flavours



Mushroom
Cheese Fries

Jalapeno Fries



Order now on
zomato
SWIGGY

WHICH ONE EXCITES YOU
MORE?

Mushroom cheese fries

Jalapeno fries

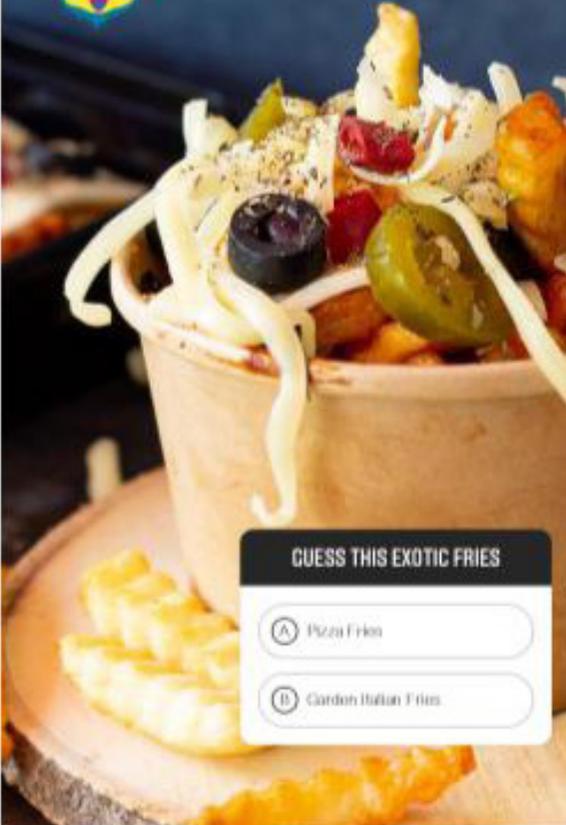
Now get a bottle of
coolberg free with
your order



Order now on
zomato
SWIGGY



Check out our cool
collaboration with
coolberg 🥰



GUESS THIS EXOTIC FRIES

(A) Pizza Fries

(B) Garden Italian Fries

Social media grid

