portfolio.

Vaidehi Patel

Communication Design

2022

contents.

UI UX Design (App Design)

finds.

Scope
App Design, Research, Prototype

Aim of the project
- Design an app on an idea or re-design and existing app while considering all the opportunities and the gaps.

- Create a prototype for the app to demonstrate how the app functions for multiple users.

Description
Finds is a artist centric concept that gives artists and designers a place to showcase and sell their work to the world while just focusing on their design and nothing else. A single platform which handles all the work for you. Finds focuses on giving a place to designers and artist to bring their art to use.

User Personas

Sakshi Joshi
Content creator

Sakshi has been working as a content creator at Dunder Mifflin for past 4 years. She is single and lives with her family. Sakshi is a nerd who likes reading book and watching movies whenever possible.

BACKGROUND
Age: 27
Status: Single
Location: India

PERSONALITY
Introvert — Extrovert
Active — Passive
Feeling — Thinking

TECHNOLOGY
Blog/Vlog
Social Media
Messaging
Games
Online shopping

PAIN POINTS
She wants to collect fanart of her favorite characters but she doesn't know where to buy. She wishes her closet was more interesting and generic.

GOALS
- Finding art of her favourite character.
- Reading more books
- Attend literary festivals in Jaipur
- Finding clothes which reflects her interests and still be fashionable

INTERESTS
- Reading and writing articles
- Watching movies
- Travelling

Kenny Kalyanrath
Artist

Kenny is a freelancing artist who travels a lot for his work. He organizes workshops every month in different cities.

BACKGROUND
Age: 24
Status: Single
Location: India

PERSONALITY
Introvert — Extrovert
Active — Passive
Feeling — Thinking

TECHNOLOGY
Blog/Vlog
Social Media
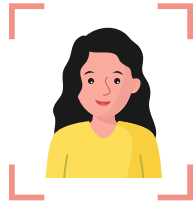Messaging
Games
Online shopping

PAIN POINTS
He needs a platform to showcase his artwork with the possibility to touch lives of people. He wants to use his artwork in as many places as possible so that more people can appreciate his art style.

GOALS
- To showcase his work and finding more work.
- Getting as much as possible income from single artwork
- Buying latest tools to make his artwork.
- Learn new songs in his guitar.

INTERESTS
- Making Art with different mediums
- raveling and exploring different places for inspiration
- Loves to play guitar and sing in his free time.

Aditi Surka
Marketing Director

Aditi is a marketing director Lacuna, Inc. who oversees assigned accounts and monitor and evaluate the project activities and results. She is very ambitious and hardworking whose aim is to be Chief Marketing Officer within a year.

BACKGROUND
Age: 34
Status: Married with two kids
Location: India

PERSONALITY
Introvert — Extrovert
Active — Passive
Feeling — Thinking

TECHNOLOGY
Blog/Vlog
Social Media
Messaging
Games
Online shopping

PAIN POINTS
She wants to gift her kids something personable and unique. Even though she knows their interest areas she could not find something that resonates perfectly and she doesn't have time to find that perfect gift.

GOALS
- A medium to get customized items for her kids
- Save time during shopping process
- Become Chief Marketing Officer within a year.

INTERESTS
- Politics and world affairs
- Chess
- Crime podcasts

Personas were created to understand and empathise with the end users of the app. In order to learn more about the target audience such that their pain points and experience are considered while designing the application.

Typography and Color palette

For graphic purpose	JACOB & SONS/Regular/52px
Headline 1	H1/Montserrat/Regular/34px
Headline 2	H2/Montserrat/Regular/24px
Headline 3	H3/Montserrat/Medium/20px
Subtitle 1	Subtitle 1/Montserrat/Regular/16px
Subtitle 2	Subtitle 2/Montserrat/Medium/14px
Body 1	Body 1/Montserrat/Regular/16px
Body 2	Body 2/Montserrat/Regular/14px
Button	BUTTON/MONTSERRAT/MEDIUM/14PX
Caption	Caption/Montserrat/Regular/12px
Overline	OVERLINE/MONTSERRAT/REGULAR/10PX

F6F6F6

A2A2A2

494949

8840FF

#f6f6f6

Buttons

Active State	Hover state	Disabled State
BUTTON	BUTTON	BUTTON

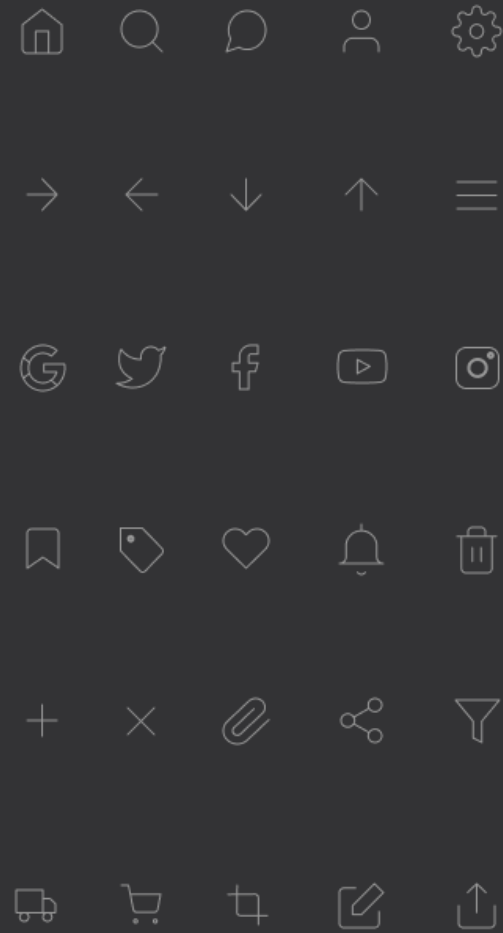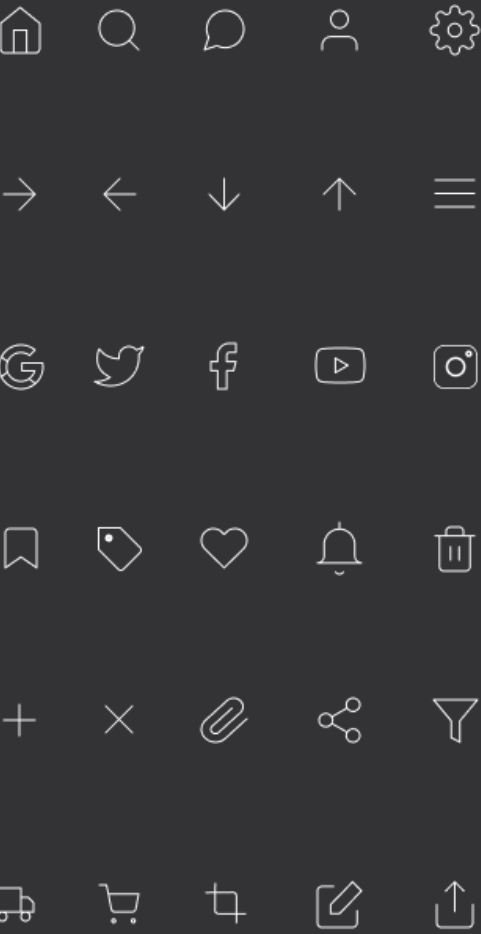| CTA Button	CTA Button hover state
BUTTON	BUTTON

Grids

4 column grid is used with 8 px gutter space
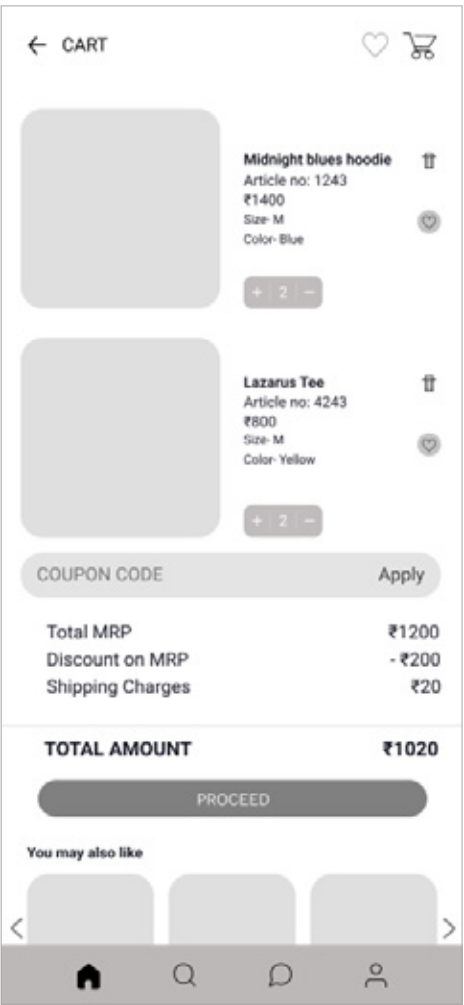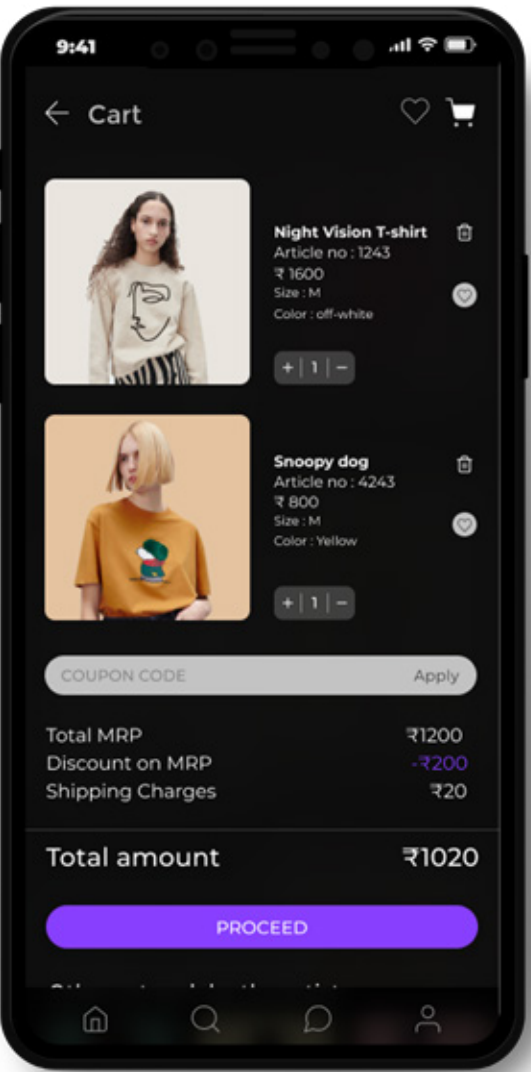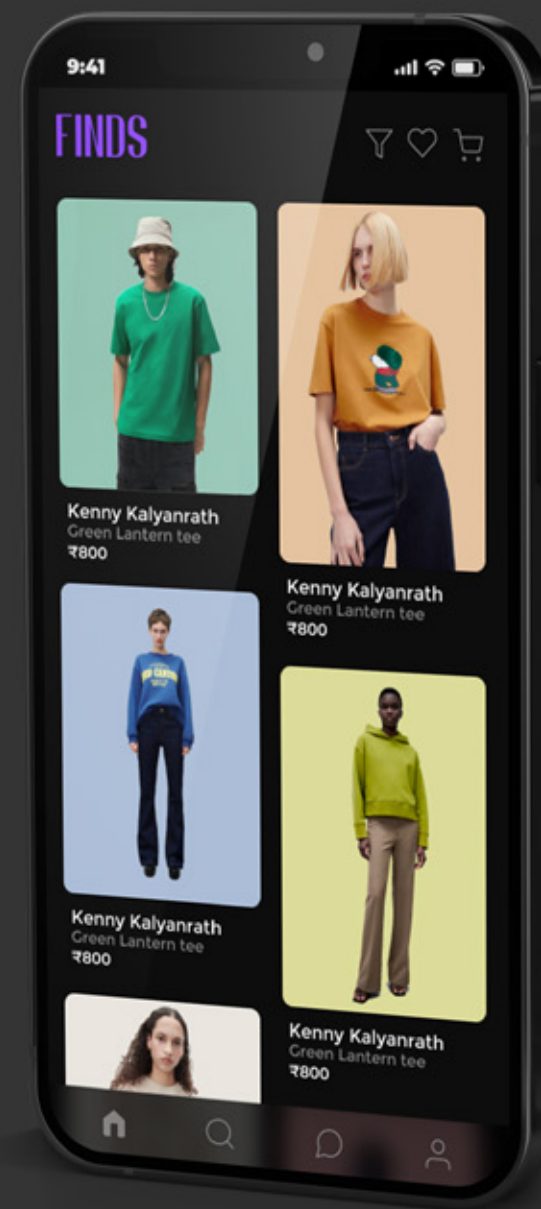
Icons states

Enabled State	Pressed state	Disabled
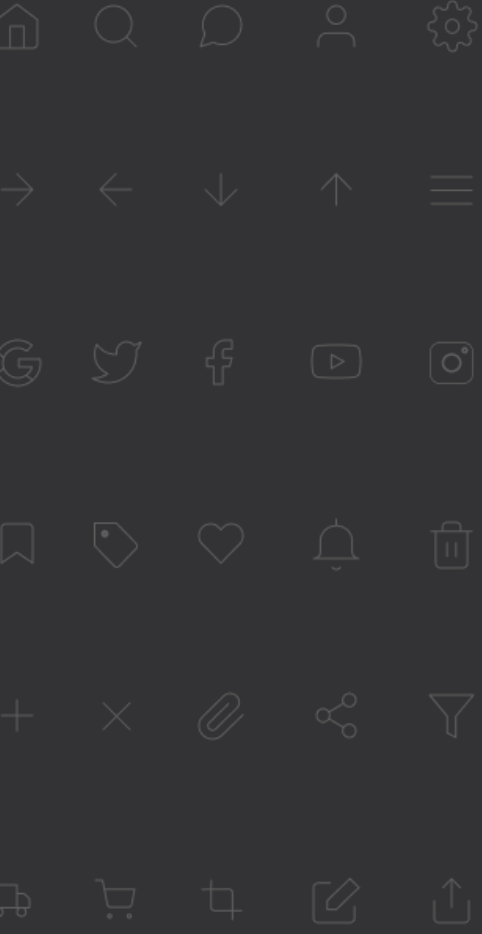
Paper Wireframe

Low fidelity Wireframe

Final UI Design

Packaging Design

chess packaging for dyslexic.
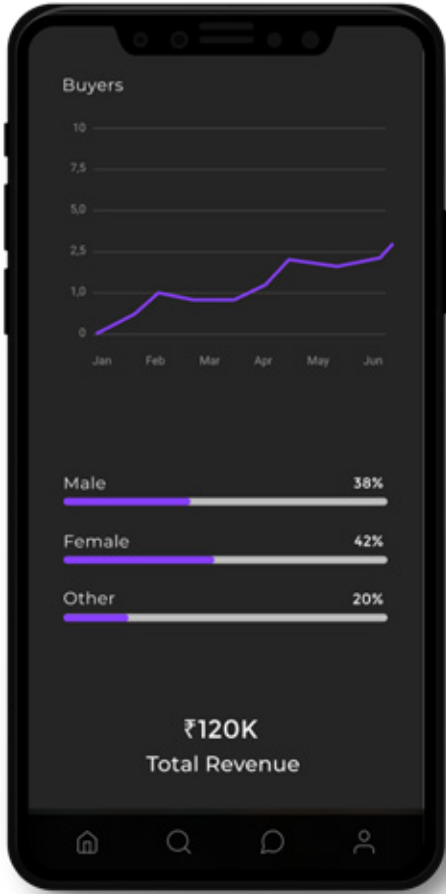
Stats Page
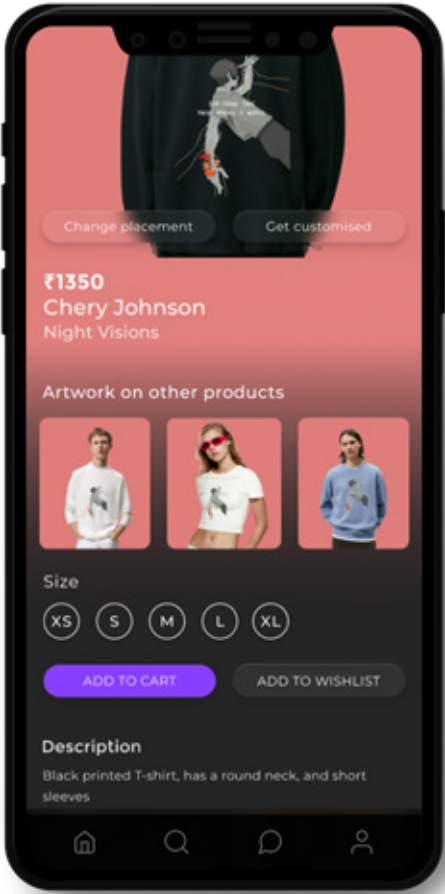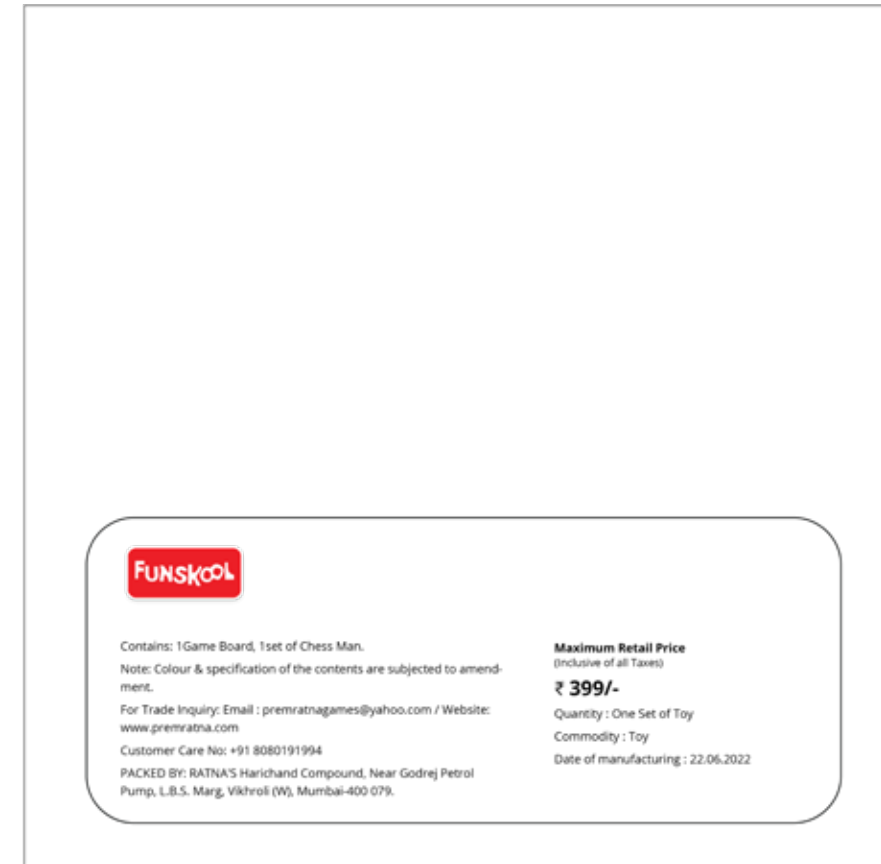

Product details page
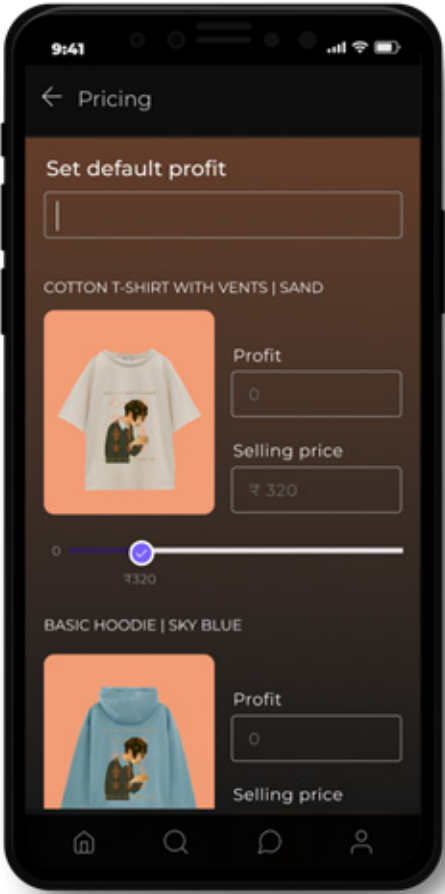
Upload: Profit set page

Scope
Packaging Design, Research, Illustration, Prototype

Aim of the project

• Develop packaging with the requisite form and function for various commodities and consumer goods.

• Create graphics for packaging and understand brand–storytelling techniques through the knowledge of visual semiotics.

• Demonstrate understanding of visual communication strategies and materials for effective packaging design.

Description
Designed chess packaging for dyslexic people so that it is easier for them to read and understand the game.

about the book.

moodboard.

illustration style.

packaging front and back.

What?

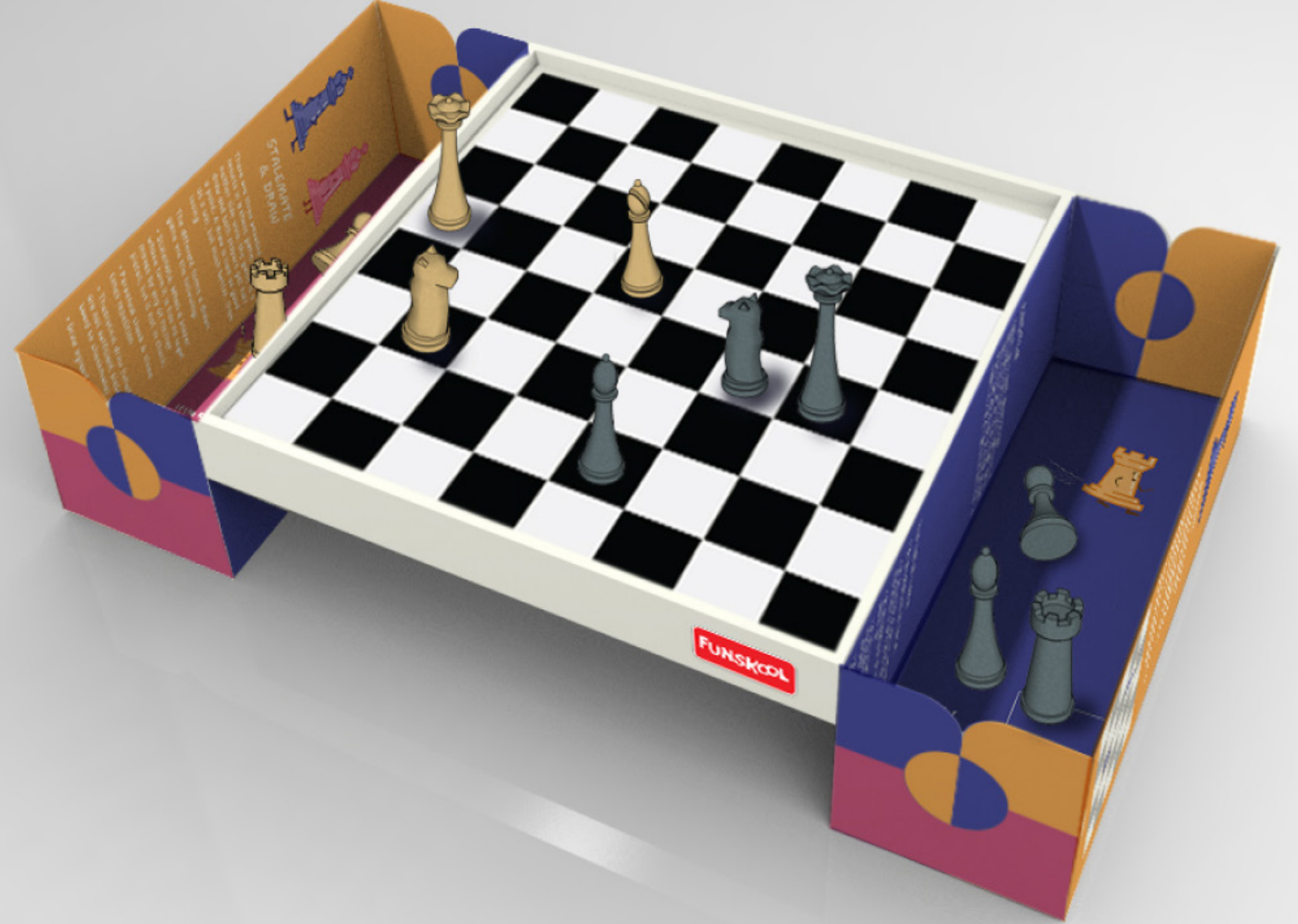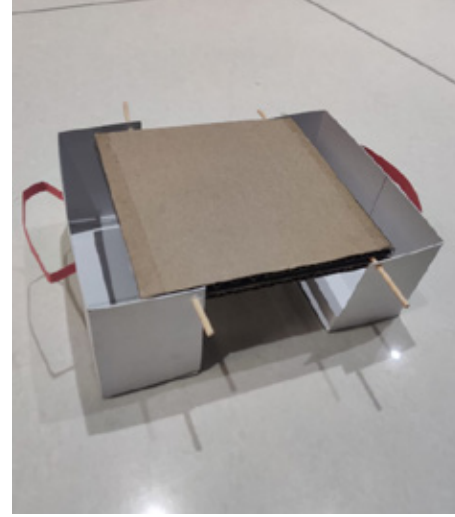• A user–friendly packaging which not only stores the game but also transforms into a stand so that it's easier to play.
• While playing the game, the packaging provides shelves to keep the chess pieces and eliminates the risk of losing them.
• Dyslexic friendly font Open Dyslexic is used which mitigates some of the common reading errors caused by dyslexia.

Why?

• Dyslexia is a learning disorder that involves difficulty reading. Chess, globally played game, comes with lots of rules and instructions. So we designed a packaging which makes it a little easier for them.
• The current form provides step by step instructions for easier understanding. The box is of standard board game size and can be stored easily.

MADE BY DYSLEXIA

A Dyslexic friendly chess by **FUNSKOOL**

FUNSKOOL

Contains: 1Game Board, 1set of Chess Man.
Note: Colour & specification of the contents are subjected to amendment.
For Trade Inquiry: Email : premratnagames@yahoo.com / Website: www.premratna.com
Customer Care No: +91 8080191994
PACKED BY: RATNA'S Harichand Compound, Near Godrej Petrol Pump, L.B.S. Marg, Vikhroli (W), Mumbai-400 079.

Maximum Retail Price
(Inclusive of all Taxes)
₹ 399/-
Quantity : One Set of Toy
Commodity : Toy
Date of manufacturing : 22.06.2022

Prototypes

Brand and Brand Communication

monkey fries ∎

Version 1   **Version 2**   **Version 3**

logo and spacing.

Scope
Logo Design, Brand Strategy, Packaging Design

Aim of the project
- Re-design the identity for the chosen brand according to the tone of voice and extend its visual system throughout its activation points.

- Design brand communication campaigns to achieve specific objectives

- Demonstrate skills to make decisions about multi-channel communication based on critical evaluation of available choices

Description
Monkey Fries is a finger food brand. It markets itself as a one-stop station for all your fried cravings. We started with research and understanding of the brand and created a design brief. Using the brief as the base, designed a logo, packaging, posters, banners, digital media campaigns, flyers, etc.
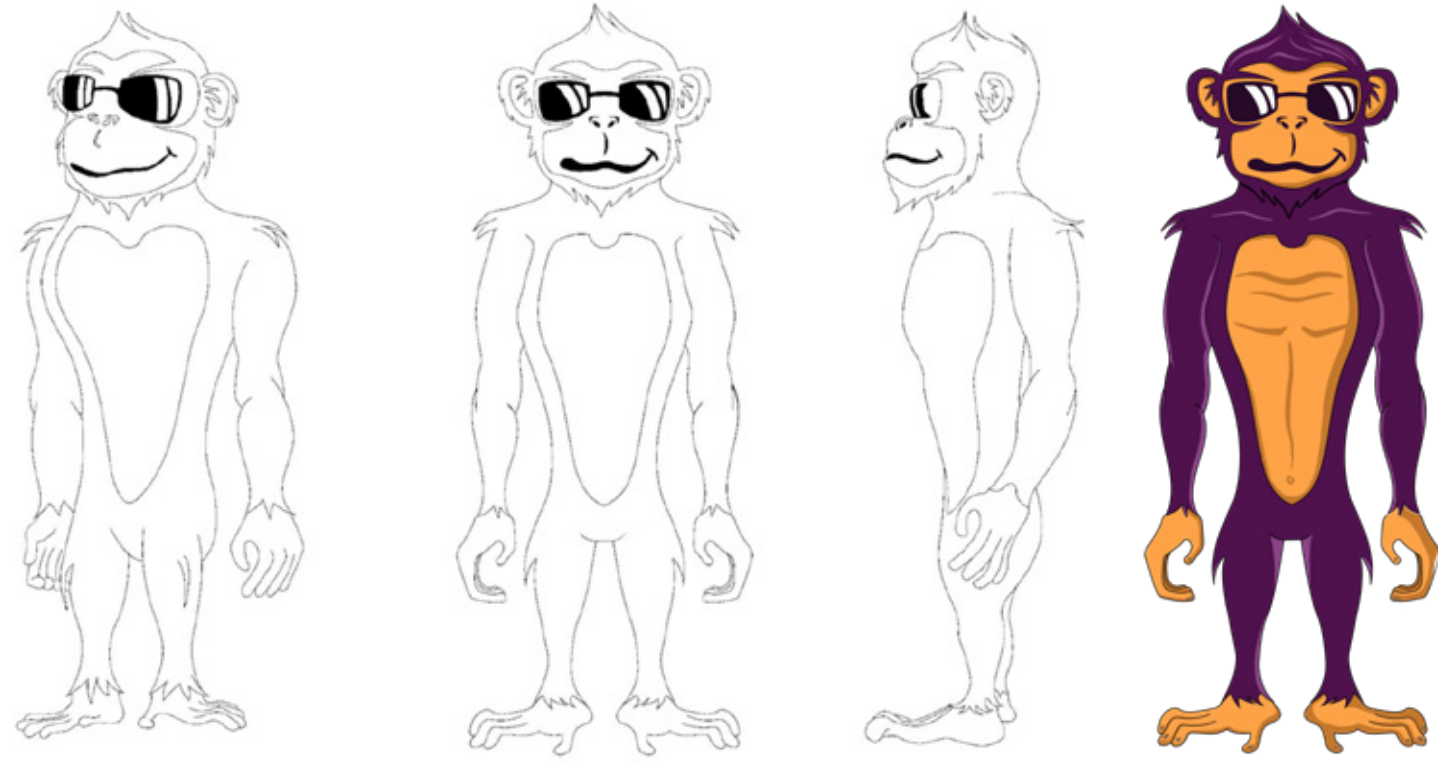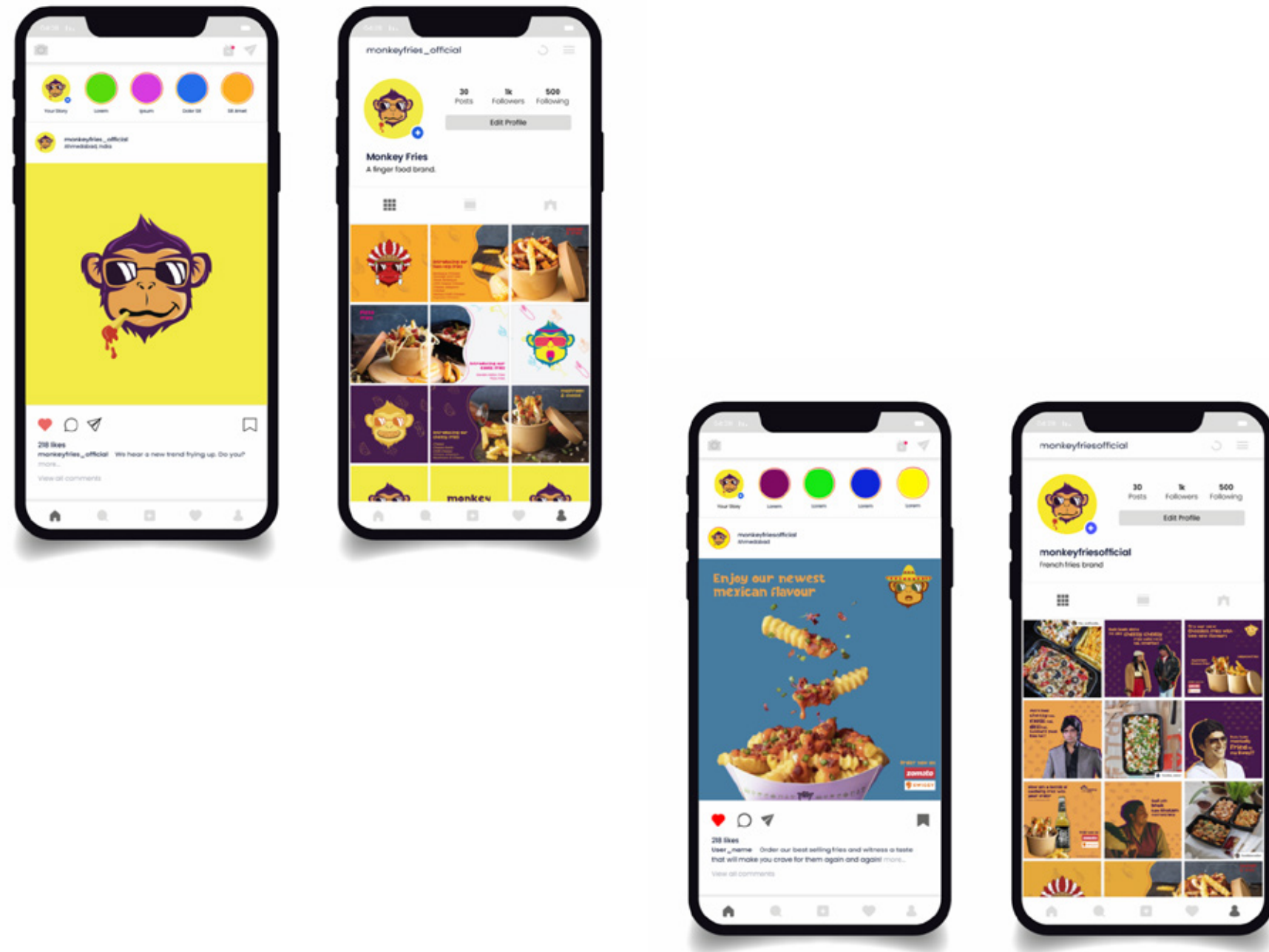

Safe space around the logo
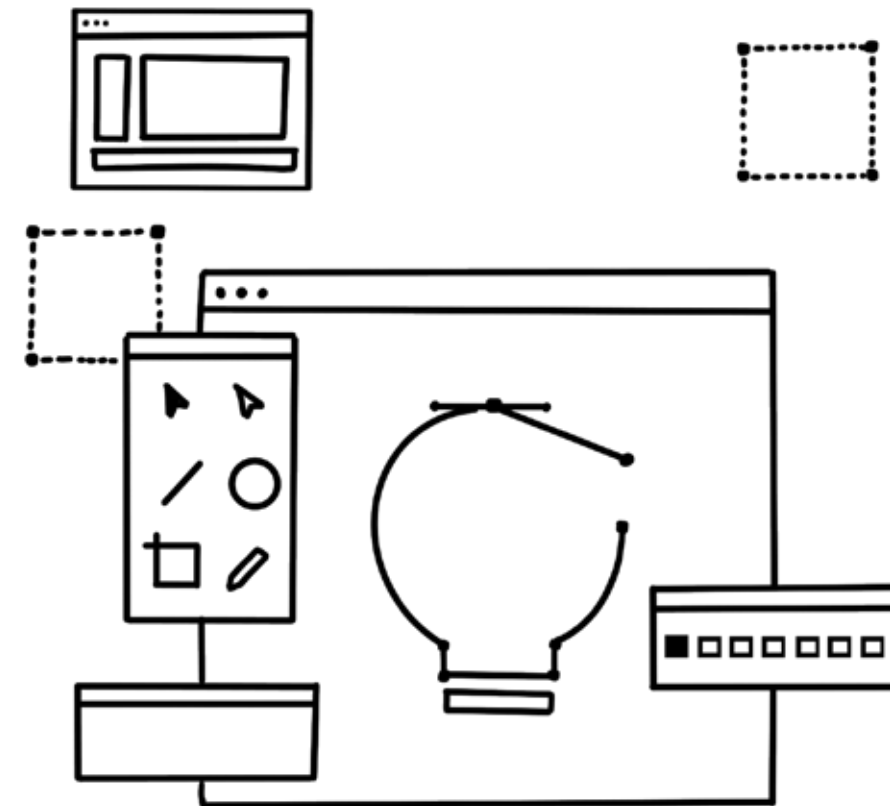
mascot design.

flavor varieties.

The packaging sleeve was designed in such a way the you have to peel the monkey all the way round to get the food box inside. The customer can collect all different flavors monkeys as a collectible to get a discount on the next purchase.

social media.

Branding

cynectix.

Scope
Logo Design, Brand Guide

Aim of the project
• Re–design the identity for the chosen brand according to the tone of voice and extend its visual system throughout its activation points.

Description
Cynectix is a non-government company which provides design and engineering services. The company believes in stimulating creativity among ourselves and customers to get to a well-defined problem and identify, prioritize and evaluate alternatives for a solution. And wants a logo which shows creativity yet professionalism

27.9 mm

12.7 mm

<12.7 mm

The circular form of the logo symbolises the globe. It expresses the brand message of connection and international connectivity. The form in itself represents completeness and totality. It is also intended to look like the uppercase alphabet C, the initial of the brand name Cynectix. The circular form further extends into an upward–pointing arrow, which represents forward movement, motion, and direction.

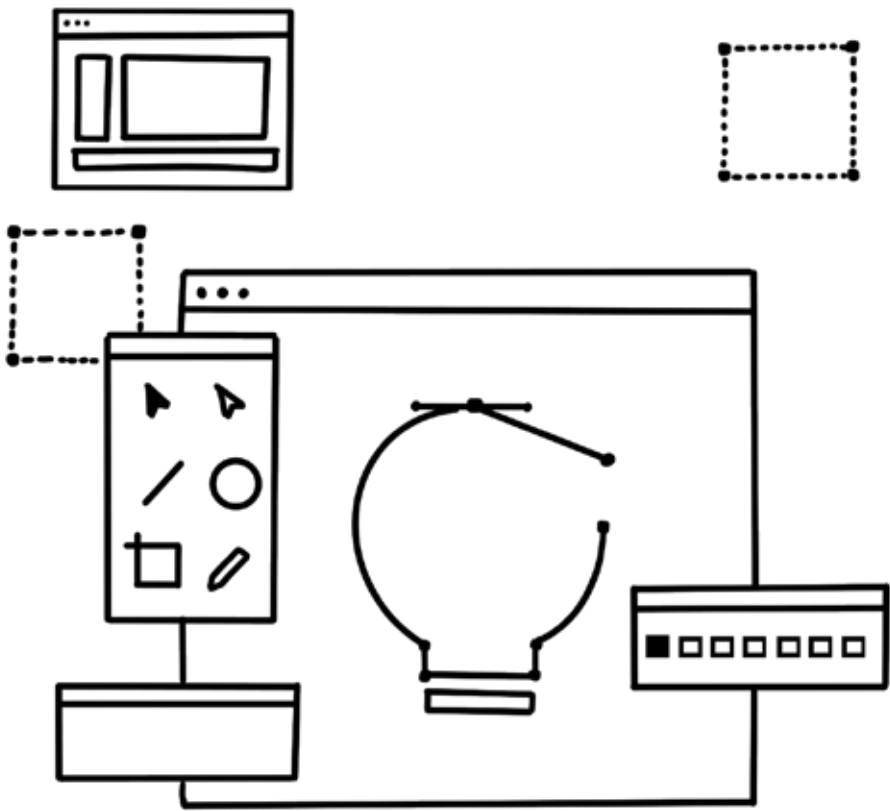HEX 1A2141
RGB 26/33/65
CMYK 100/90/40/50

HEX 179188
RGB 23/145/136
CMYK 80/20/50/5

Blue and Teal, the logo gives off a serene, dependable impression.
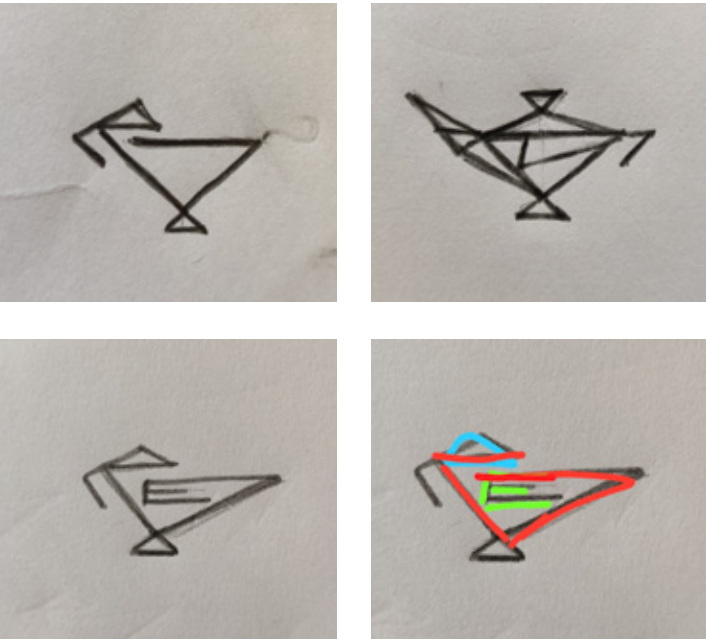
dream genie entertainment.

Scope
Logo Design, Brand Guide, Collateral design

Aim of the project
- Re-design the identity for the chosen brand according to the tone of voice and extend its visual system throughout its activation points.
- Creating collaterals and brand guide for the brand.

Description
Dream Genie Entertainment is a event planning company. They wanted a logo which is minimal yet elegant.

GENIE ICON

LETTER D   LETTER G   LETTER E

DREAM GENIE
ENTERTAINMENT

Logo

Submark

DREAM GENIE
ENTERTAINMENT

Wordmark

DREAM GENIE
ENTERTAINMENT

SIDDHARTH CHATURVEDI
DIRECTOR

+91 98925 13329
siddharth@dreamgenie.in
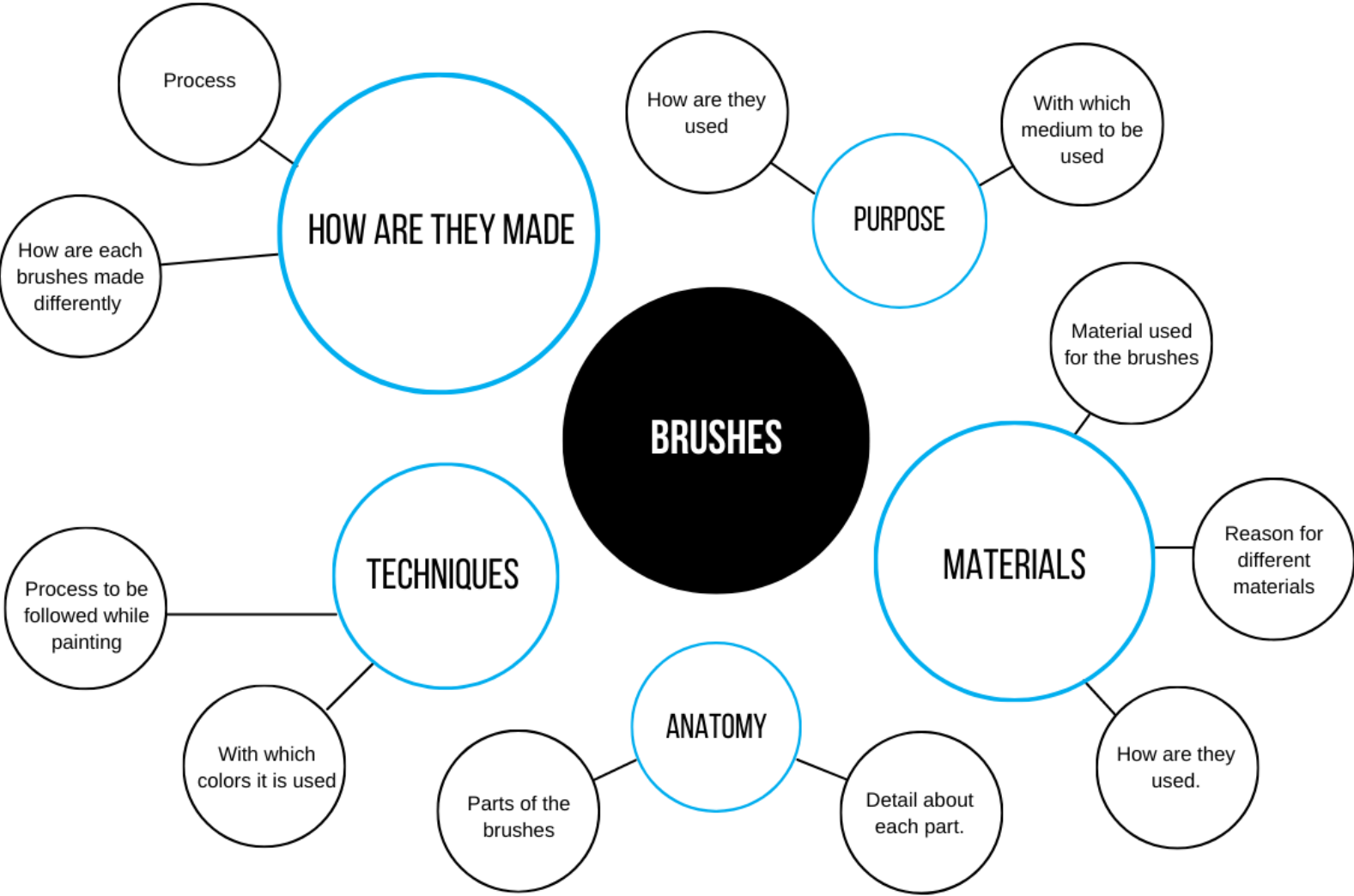@dreamgenie.in
www.dreamgenie.in

brush up.

Scope
Book Design, Research, Illustration

Description
Designed a handbook which allows a beginner or an intermediate artist to understand their most important tool; Brushes. Brush Up covers all the necessary details which every artist should know about.

The book has been designed such that there is:

- Evolution of a visual language / graphic voice based on an analysis of client, publisher, objective of publication – function and purpose, profiling of reader and technical considerations.

- Development of the publication design system – grid, content organization, navigation through book/publication etc.

- Grasp of technical parameters, nuances, tuning of design and preparation of print ready/ web ready artworks.

Process

HOW ARE THEY MADE

How are each brushes made differently

How are they used

PURPOSE

With which medium to be used

Material used for the brushes

BRUSHES

MATERIALS

Reason for different materials

TECHNIQUES

Process to be followed while painting

How are they used.

With which colors it is used

ANATOMY

Parts of the brushes

Detail about each part.

Brush Up

Vaidehi Patel

TECHNIQUES

Dragging Straight Brush Lines

Another trick you can teach a rigger brush is to make a nice straight line by dragging. The secret to this brush technique is to let the brush do the work. Load it with paint, lay the bristles on the paper at the start of the line and drag it steadily towards you. You may have to turn your painting around to do this. Don't put any downward pressure on the brush. Resting the end of the handle on your finger is the best method. Let the brush rest lightly on your finger then drag it towards you without any downward pressure.

Straight Line Rigger Brush Techniques

Use your little finger as a guide for straight, confident lines. Clean, fine, confident lines can mean the difference between success and failure. So practice this exercise to train your rigger brush to make nice straight confident lines.
- Hold your brush perpendicular to the paper
- Stand so you make the stroke across in front of you. From left to right if you are right handed (right to left if left handed)
- Decide where the line will start and finish. Put the tip of your brush down on the starting point, move quickly and smoothly to the finish point, stop, then lift your brush off.
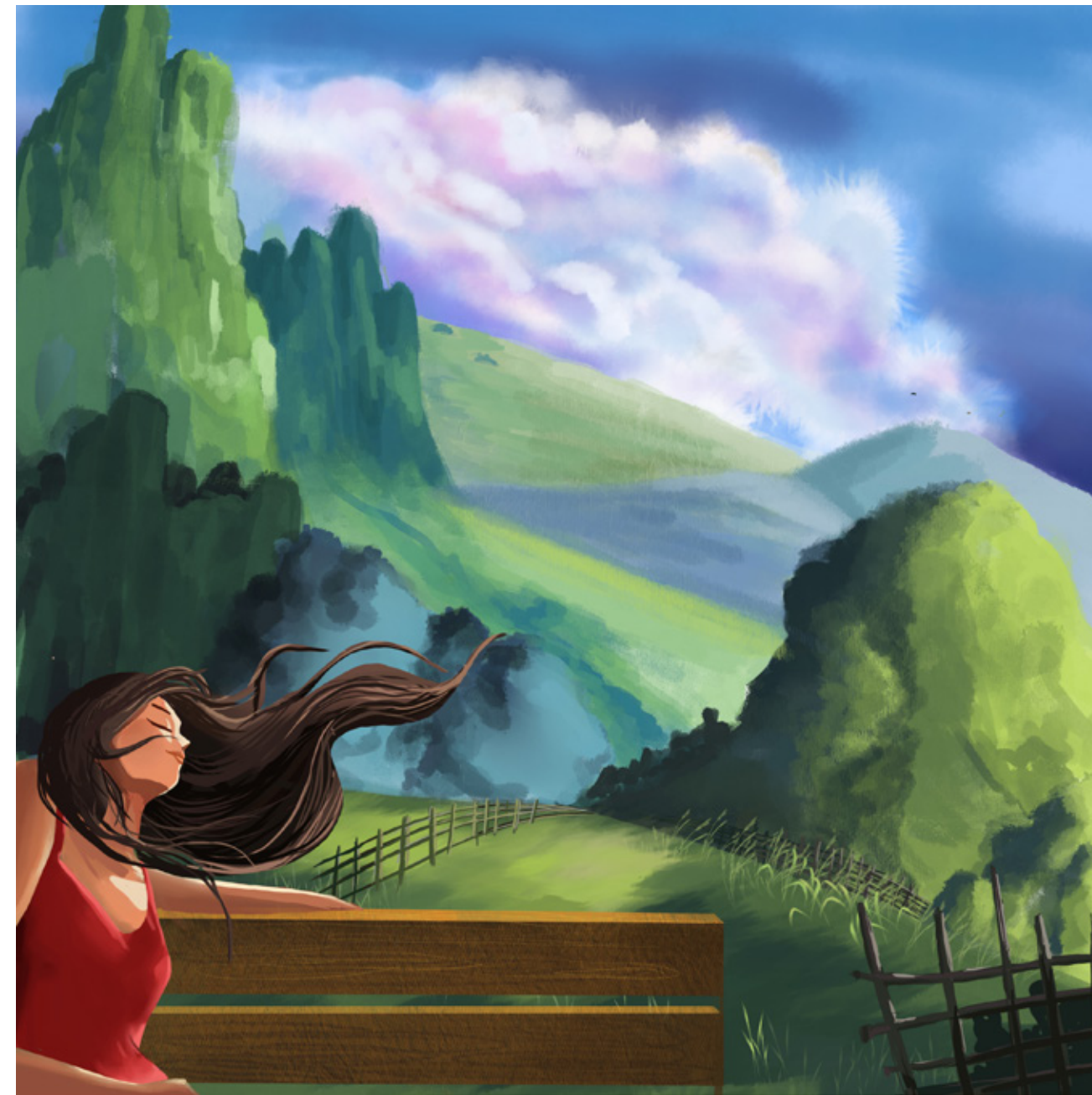- Make the brush stroke with a big sweeping movement from the shoulder
- Don't move your wrist and don't flick your brush off at the end of the stroke – you will teach it bad habits!
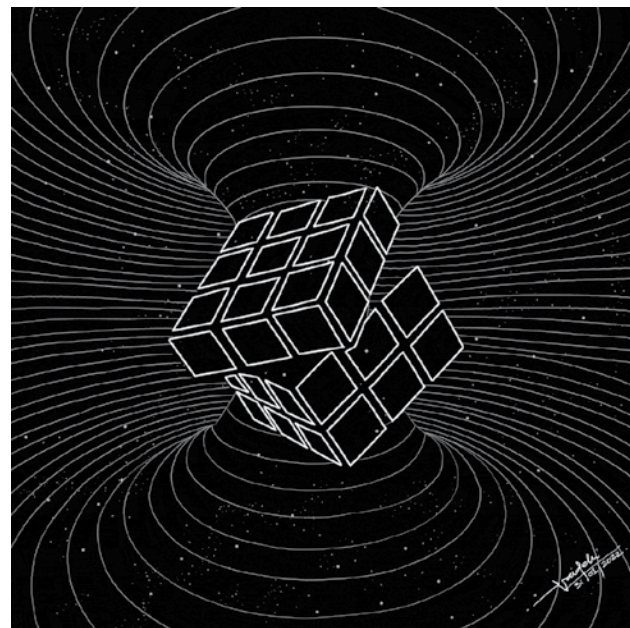
Illustrations.

illustrations.

ILLUSTRATION | 39

TENET

DON'T TRY TO UNDERSTAND IT, FEEL IT!

ILLUSTRATION | 41
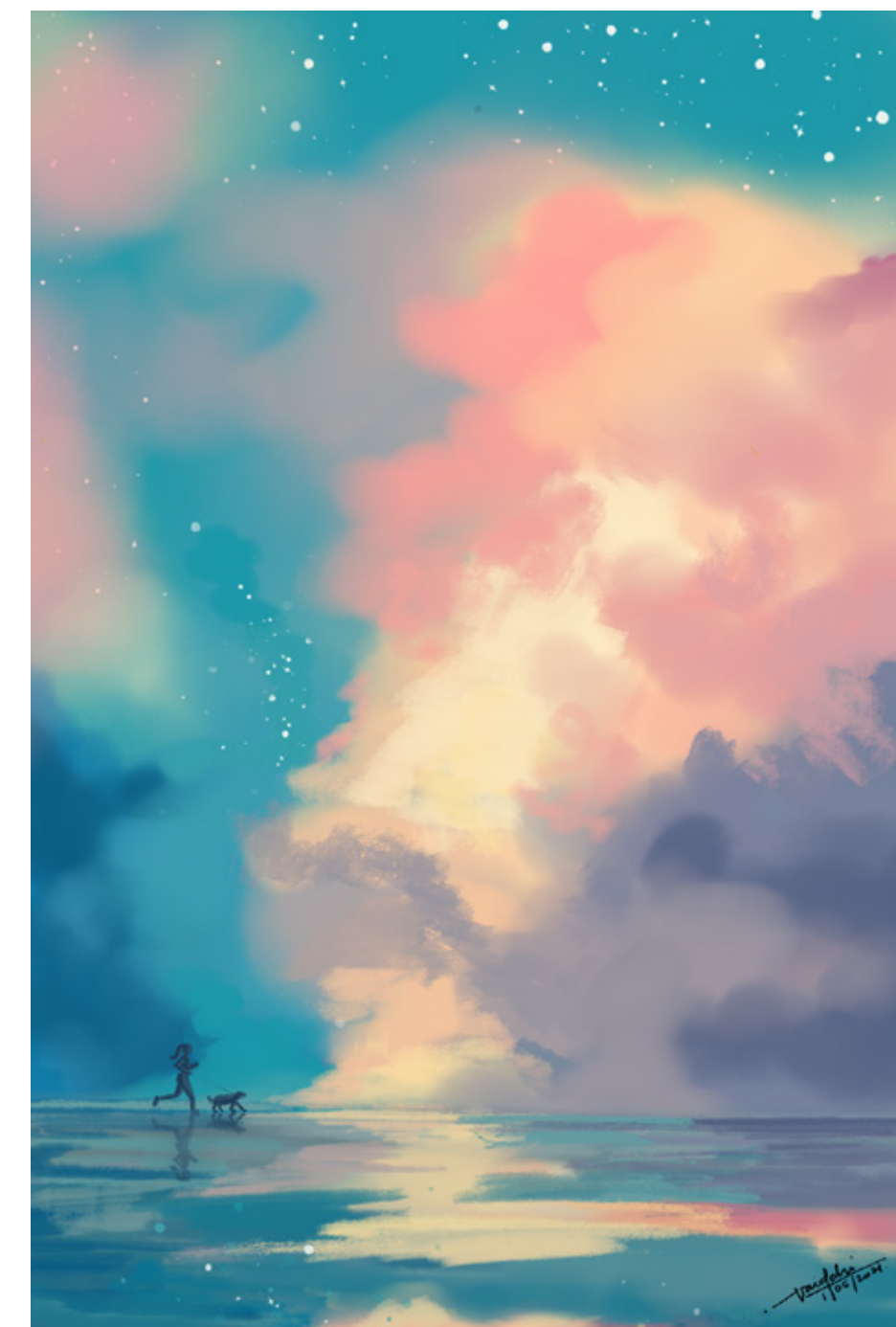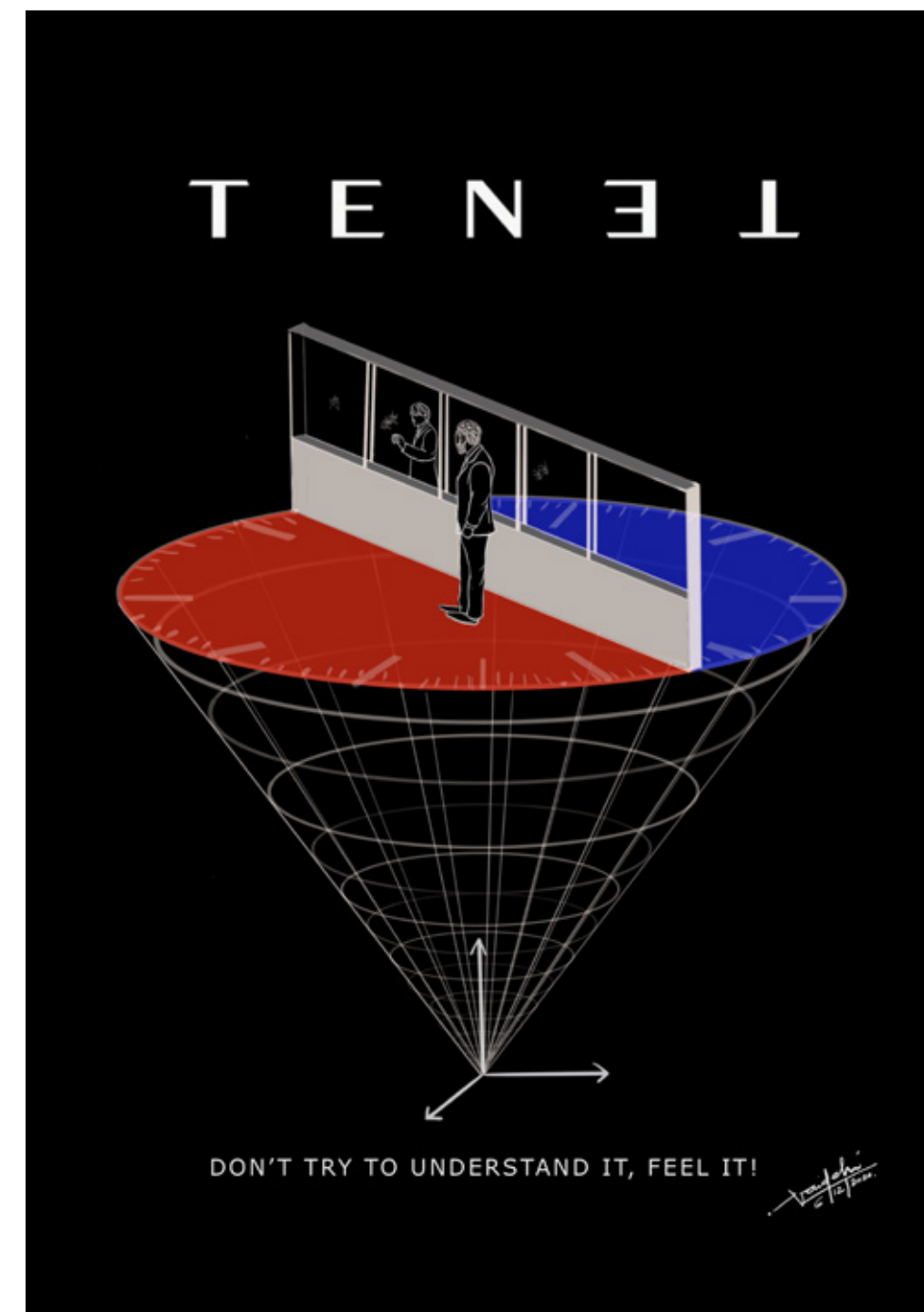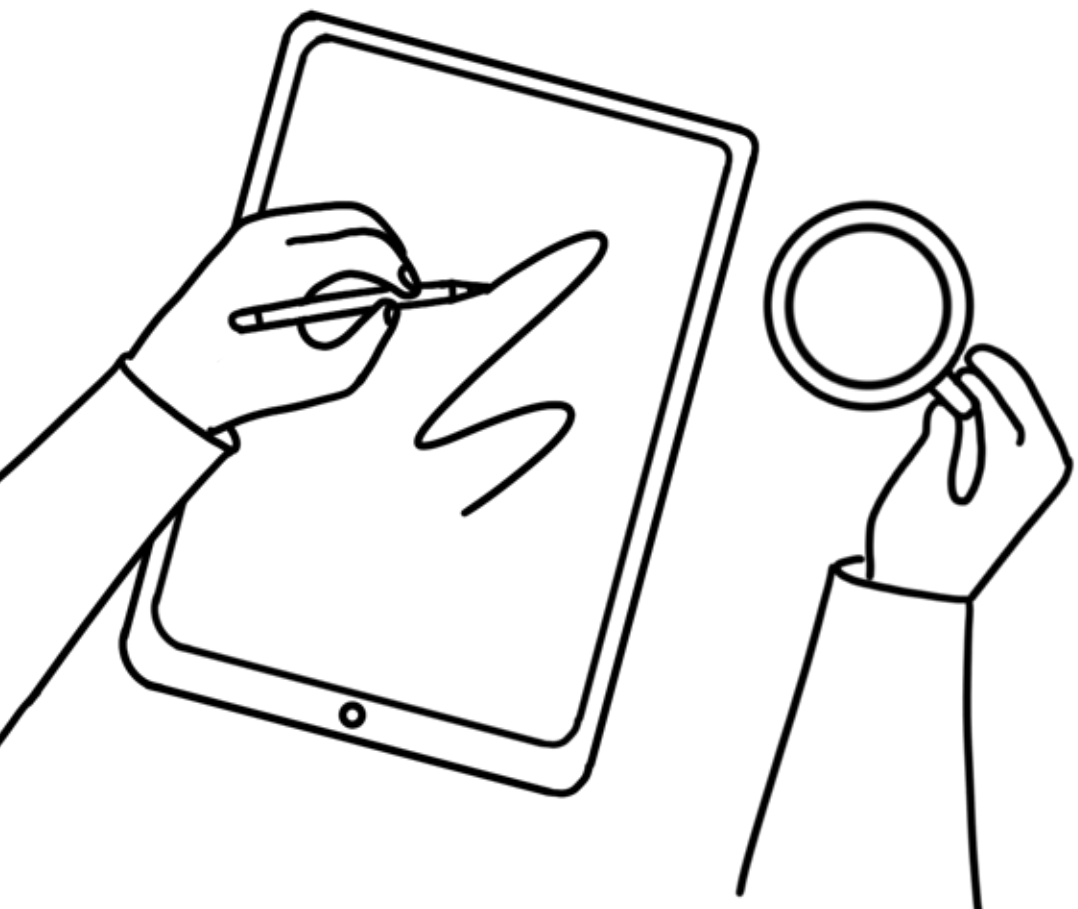
For more work:

Contact:
8209895898
pvaidehi66@gmail.com