FOLIO

HARSH SHARMA

Communication Design
2021

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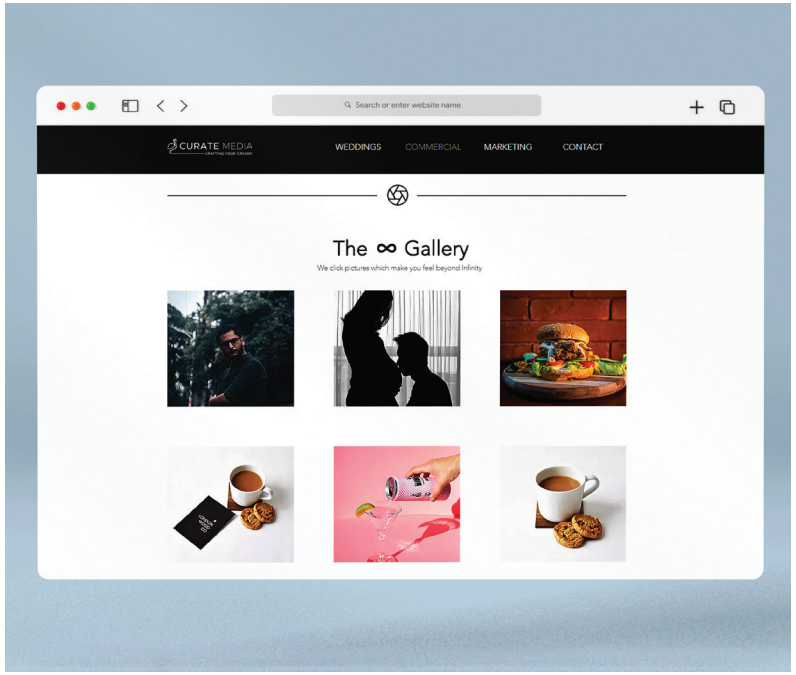
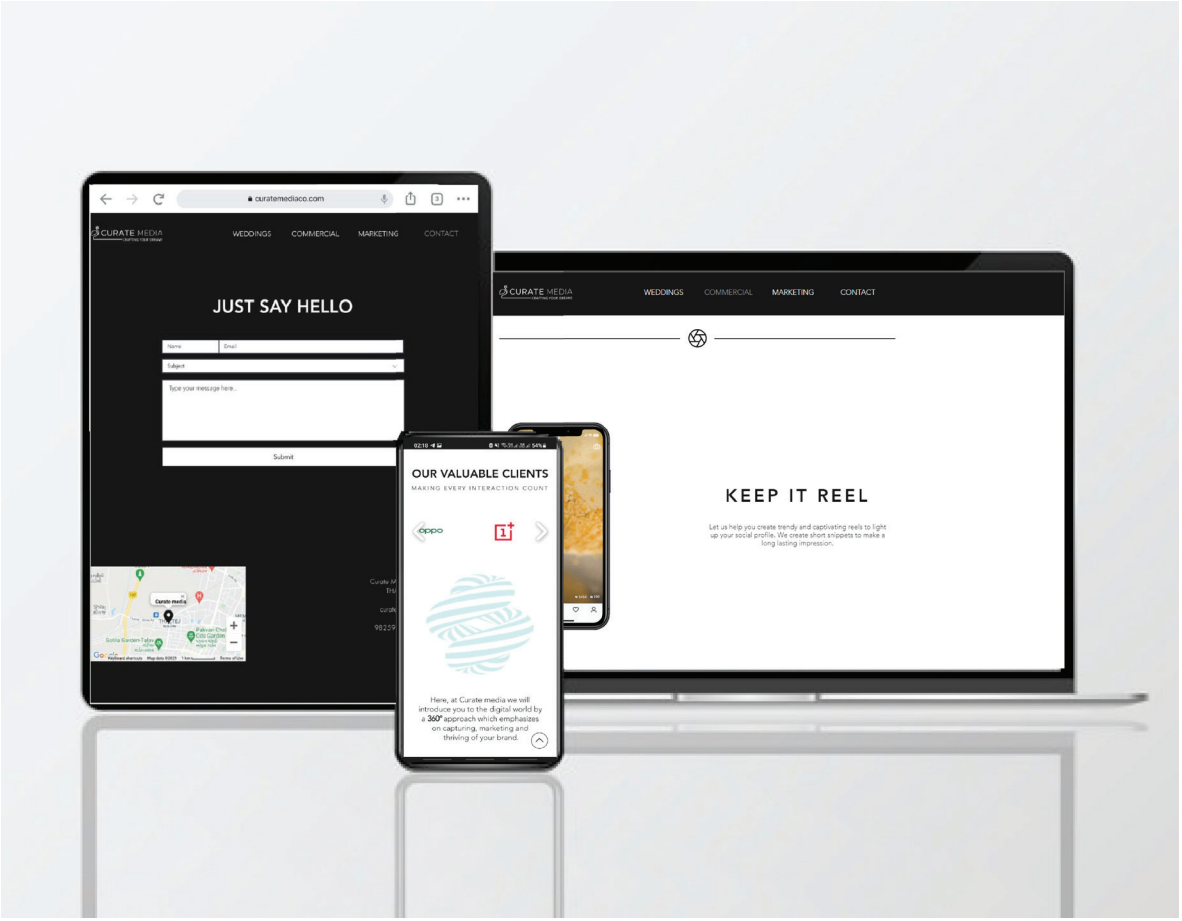
1. Web Design & Development

Photography and Advertising agency

Curate media is an innovative advertising agency, a full-service strategic marketing company providing advertising and marketing solutions for organizations across various buisness sectors.

The vision for this website is to provide a platform to all entrepreneurs wherein they can expand their reach and businesses to achieve impeccable heights.



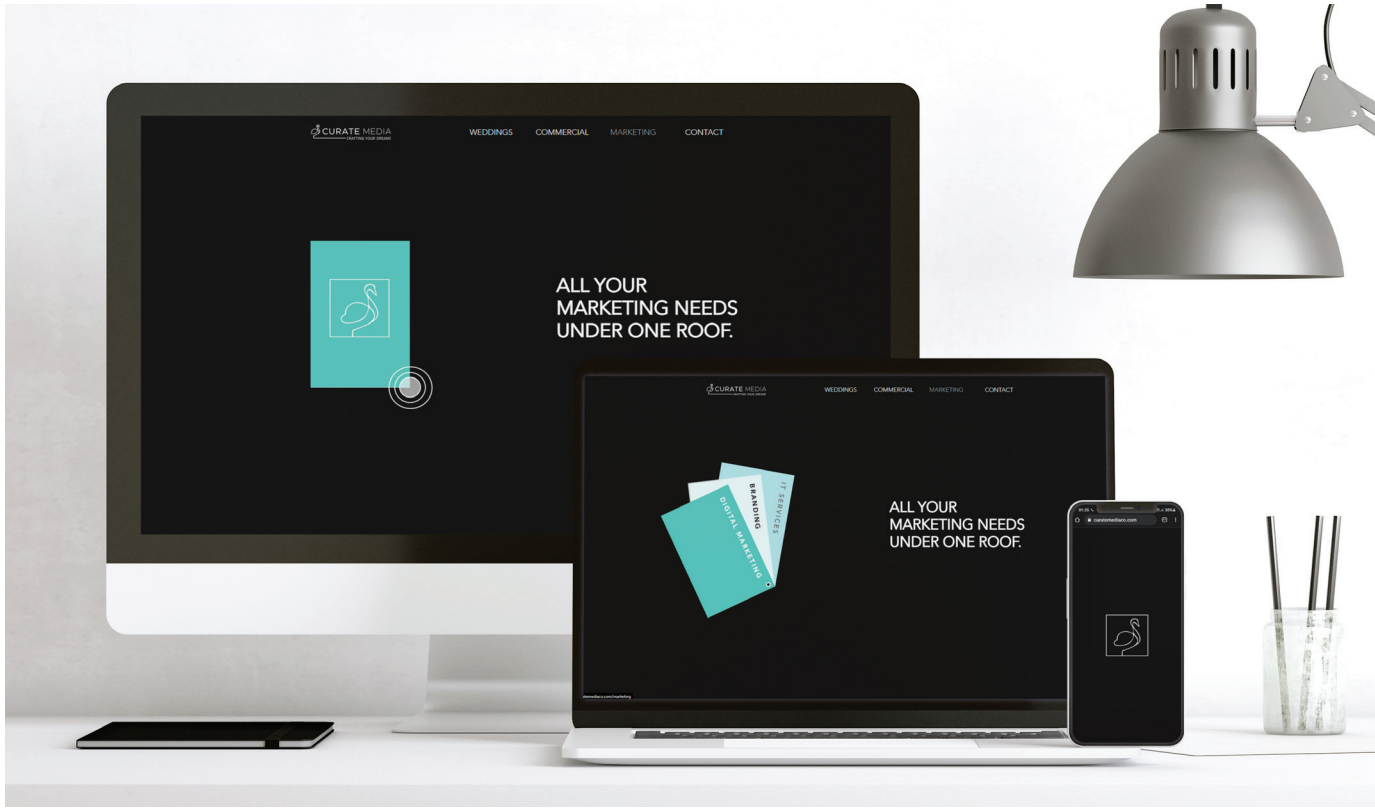


Website Design

Curatemediaco.com is a website **designed and developed from scratch**, through wixsite platform. It aims on targeting entrepreneurs and buisnesses looking for **creative execution** of projects like professional photography and cinematography, digital marketing and other IT services.

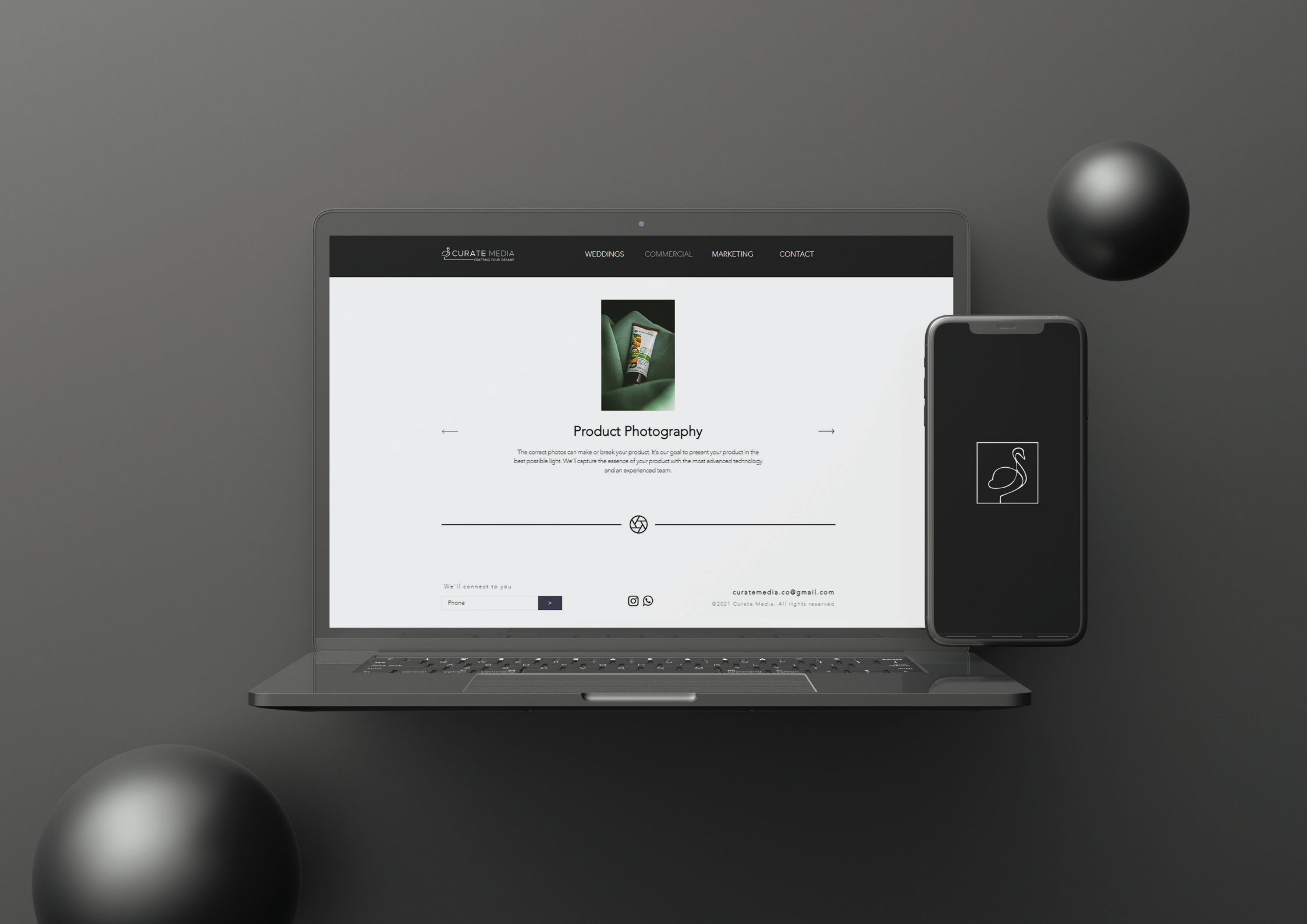
The Interface was aimed to be trendy and user friendly, with use of **contrastive colours, eye-catchy graphic elements, icons, animations, etc.**

The website has been designed and developed for all **ios, android and web platforms.**



The objective of this project was to create a **minimal, modish and attractive website.** The website must have enough breathing space and should be easily navigable.

The website has elements and graphics which give a sense of the client's background, their services can be portrayed in the webpage in a creative and catchy way.


CURATE MEDIA
CRAFTING YOUR DREAMS
WEDDINGS
COMMERCIAL
MARKETING
CONTACT
Product Photography
The correct photos can make or break your product. It's our goal to present your product in the best possible light. We'll capture the essence of your product with the most advanced technology and an experienced team.
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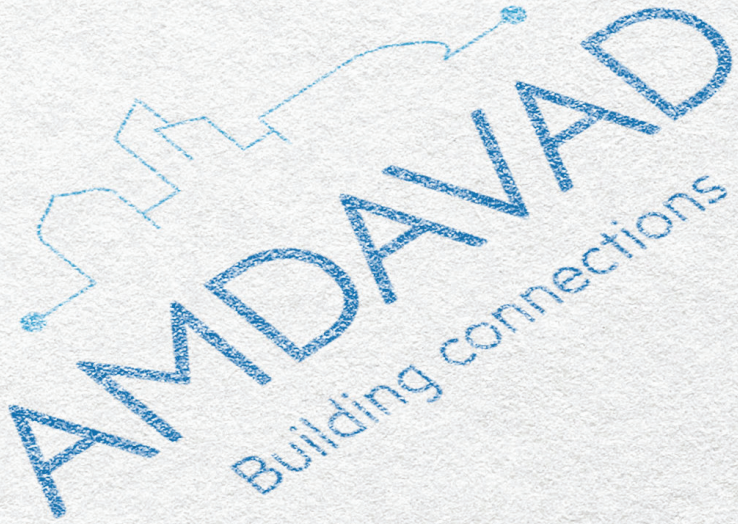
2. City branding



The objective was to design a **unified brand identity** system for the city of **Ahmedabad (locally pronounced as Amdavad)** in order to deliver the emotion of entrepreneurial spirit and welcoming opportunities of this developing City.

And to bring attention of visitors towards safe, culturally rooted and rich heritage of **Amdavad**.

The process involved brainstorming followed by developing questionare's for interviews of various personalities among various sectors in the city to gather insights and create a systematic project brief.

After sketching various logo's and their subsets, the group finalised one and proceeded choosing fonts and colors, in **regional languages** *hindi* and *gujarati* as well, for both the logo and the identity's deliverables further creating guidelines.

Ahmedabad has continued with its long history of self-reliance and entrepreneurial spirit and forged it's way ahead to become **one of the metropolitan city.**

Amdavad is growing in terms of **heritage, industries transportation, education, trade and commerce, etc.**

The '**developing Amdavad**' was our key focus during this project as it holds a blend of past and present which is the true essence of Amdavad.

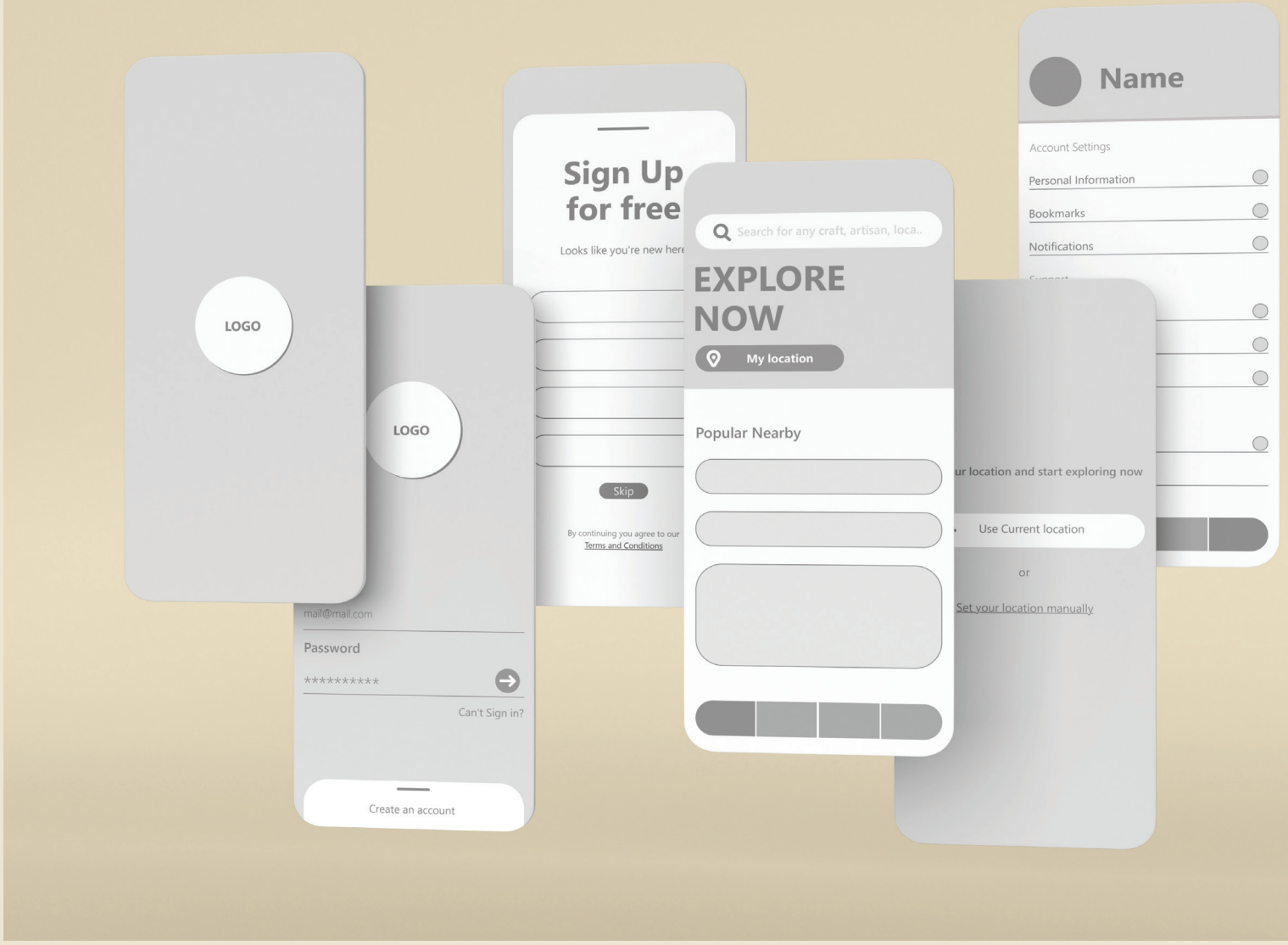
Throughout this project, we developed a new identity for the city and created several deliverables like **stationery, custom merchandise t-shirts and jute bags, overlook of their social media page for instagram and a brochure.**

3. UI/UX - App Design & Research

Artisanctuary is a hypothetical mobile application, designed to promote **handicrafts** and **assist local artists** all across India by connecting them with the user through the means of technology.

It aims to build a completely connected community of artists and people interested in **handicrafts and artefacts** primarily.

Wireframing



artisanctuary
Srinivasan
Account Settings
Personal Information
Payment Options
Notifications
Support
Get help
Give us feedback
Contact Support
Legal
Terms of Service
Log Out
Narayan Patang
Kite Market / Patang
2005, Kalupur Tower Rd, Near Hajira Pole, Old city, Kalupur Darwaja, Ahmedabad - 380001
Copy Location
Opens in 20 minutes- 9am-8pm (Today)
Get Directions
3.5
29 Visitor Reviews
Rate
Report
Add
Share
Suggested
Leather Work
Relief Road
Kutchi Embroi.
Bapunagar
See all
Discover Ahmedabad
Search for any craft, artisan, loca..
Handicrafts
Locality
Artists
Patang Bazaar
Top picks
Beadcraft
Kalupur
Wood Carving
Nikol
Bamboo Craft
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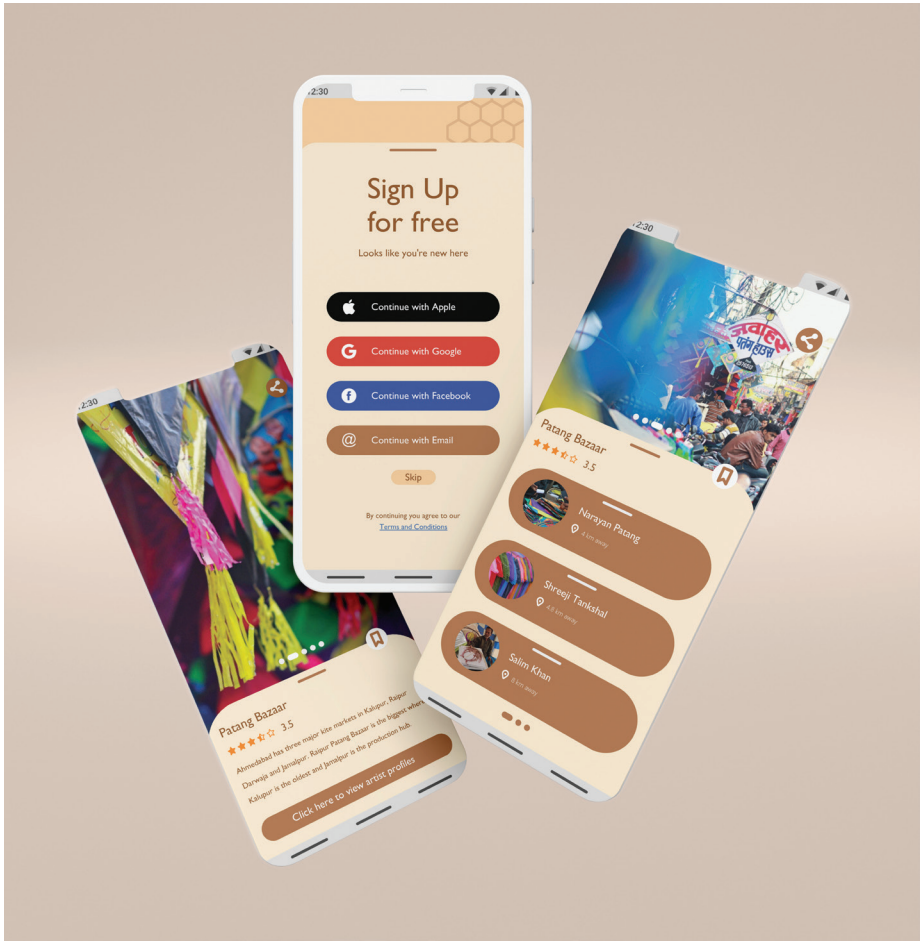
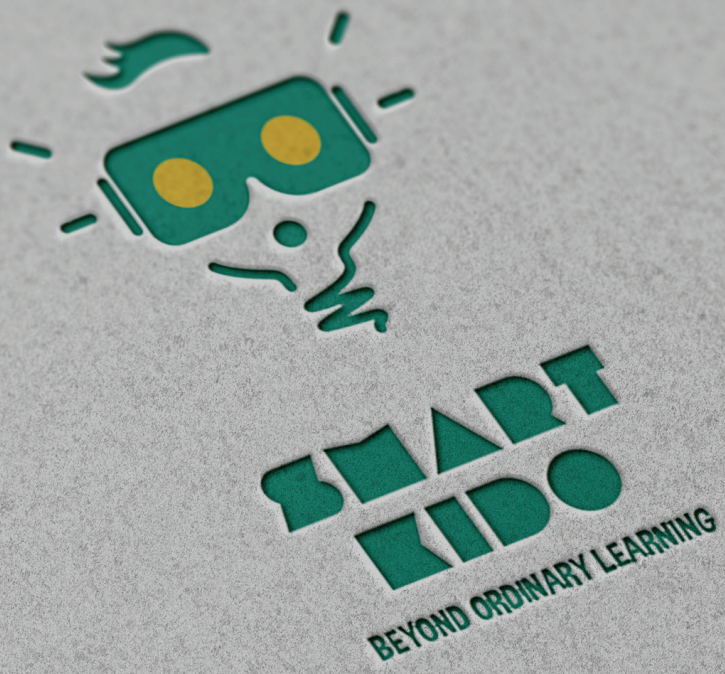


The application aims to navigate the user easily through the process of finding artists across a locality and connect them directly through providing **contact details, precise location and photos of the same.**

It also allows the user to **order artefacts** and other products available, through in-app purchases. The products can be sorted and filtered out eaily on basis of the **handicrafts, artists or the locality.**

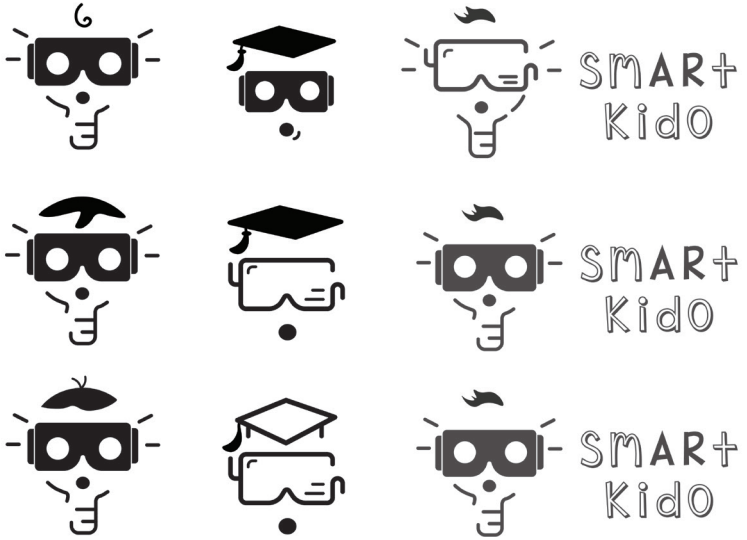
4. Re-branding & Product development



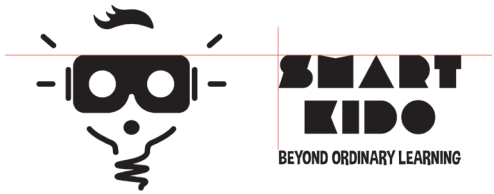
Smart Kido is an **Augmented Reality** software-based learning product for children, a project initiated by the **Government of Gujarat**.

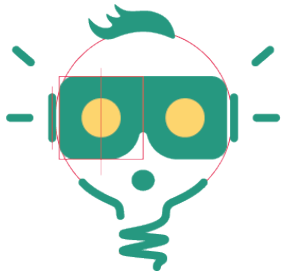
My role in this project was to recreate the identity of the brand, i.e Smart Kido and recreate the product - **AR Cards**, along with the **packaging**. The process involved initially brainstorming and sketching out various logo possibilities and finalising one which seems friendly and has play value along with a decorative motif or a mascot.

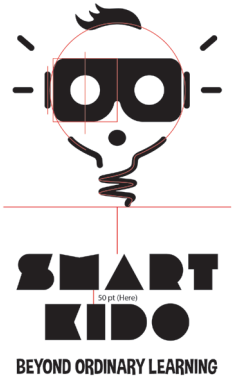
Logo exploration

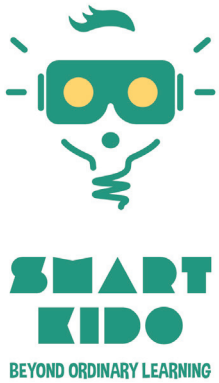


Final Logo



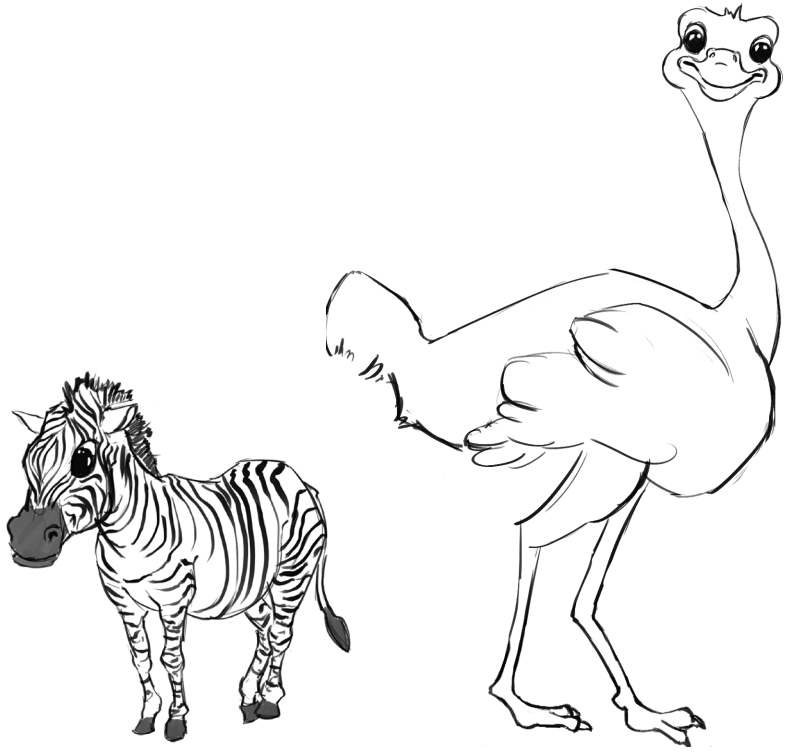






How it works -

The **AR cards** need to be placed in front of the camera within the Smart Kido Application on your mobile/tablet, which then **augments the particular character**/object for each alphabet/number in your screen.



The process even involved digital sketching of mostly animals, objects and other characters for the AR Flash cards, which then kept in front of the application's camera would augment the same character in a more realistic - 3D form on your screen.

The existing packaging (L-31.5cm B- 23cm H-5cm) was redesigned, using the same dimensions.To make it look more attractive, the logo was developed as a **mascot,** creating a sense of **friendliness** & to add **personality.**

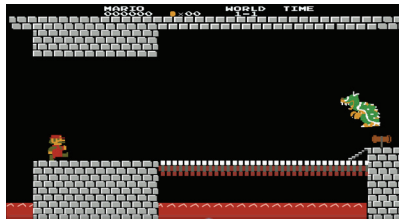
Other than rebranding, product development and packaging, I did put effort for creating loading **motion screens** for the android application.

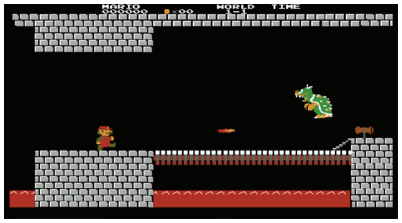
5. Environmental Graphic Design

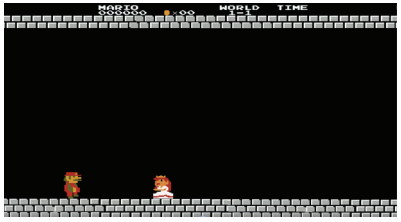
Technology is being used constantly world-wide in the context of COVID-19 outbreak and helping in manage or even prevent further cases.

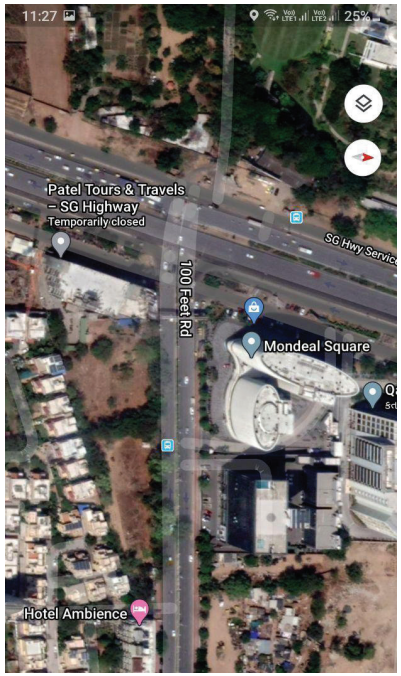
This project is aimed to spread awareness in a large public place seeking attention from mass audience i.e Mondeal square, at S.G highway-Prahladnagar crossing, Ahmedabad via digital projection.

I created a GIF as the final outcome, which is a part of game-play from a very popular video game series Super Mario. The intent behind choosing Mario was that people all over the world are familiar with this character as well as the game, this could create a sense of Nostalgic relation with the GIF seeking the audience to watch it till the end with a minute tweaking creating minimal but effective communication.





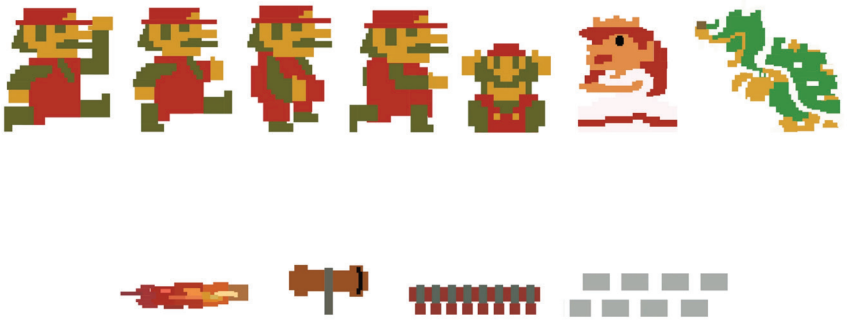




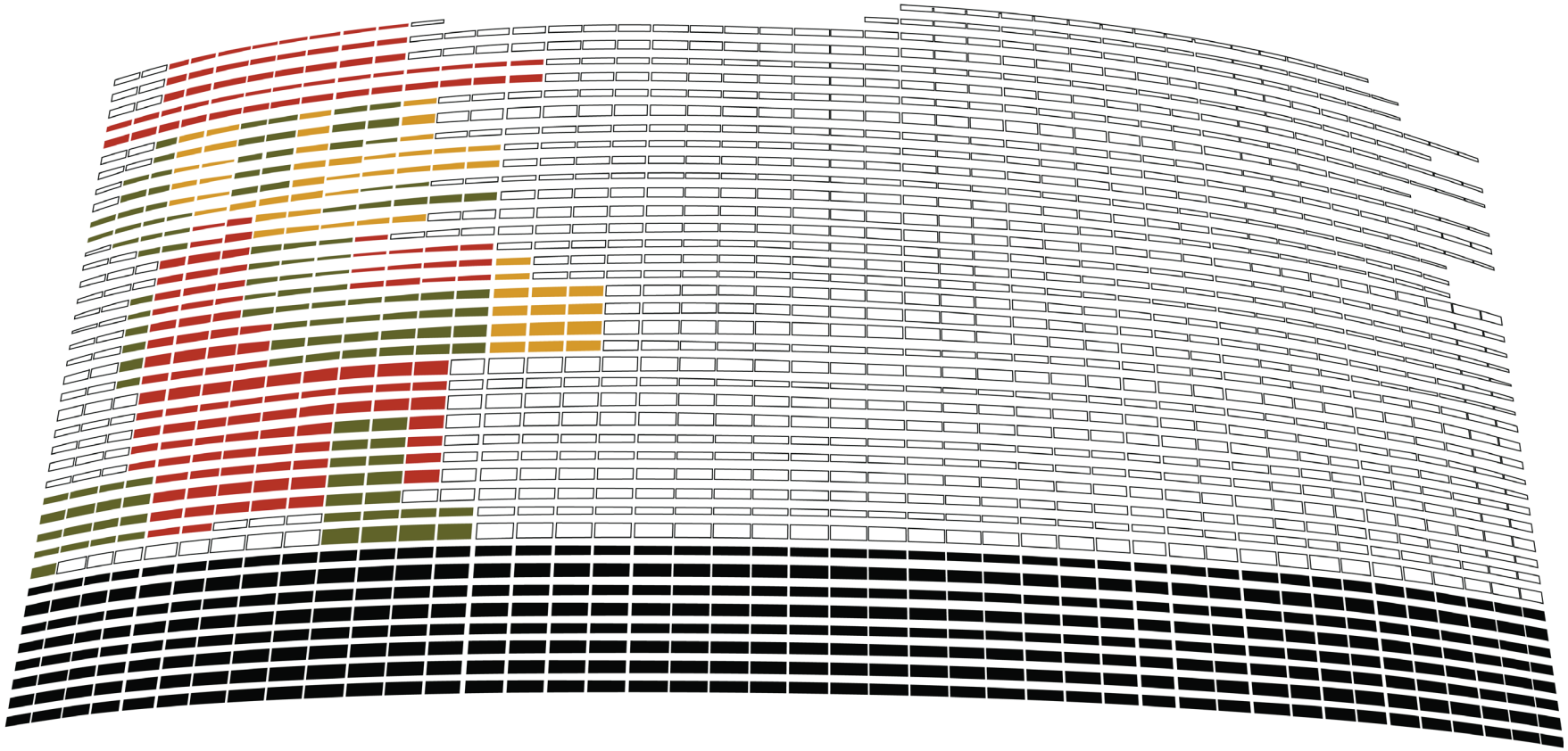
The building being located at such a popular crossing of the city which is an entry to the public from Sarkhej-Gandhinagar Highway and an exit from populous areas like satellitle, prahladnagar, vejalpur and more.

There are many restaurant chains nearby, from which a number of audience can view this project if implemented. Also there is a busy traffic almost everyday at the crossing, catching a lot of eyes.

The process started with initial brainstorming, followed by - conceptualising a startegy to deliver a particular message - Awareness about Social Distancing, through a process of digital projection. Then I began looking for probable options of big facades nearby, obeyed by developing characters of the game - Super Mario.



This is another concept, which can be used on the same facade if we use LED Strips on the building's grid as another projection and lay the whole GIF.



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