



Shriya Jain | Communication Design | 2021



01

Limcee Packaging

Brief: How might we design a packaging for Limcee tablets which breaks the stereotype of tablet packaging being monotonous yet maintaining its safety and protection, along with maintaining the ease of its functionality?

How to provide good readability and fixed important details which stays till the tablets last?

Also how to create a sense of comfort and optimism through form, color, tone of voice and visuals?

Problems: People usually loses important information such as expiry dates and name of the medicine while consuming tablets wrapped in strips. The text on the strips are usually so small that it becomes very difficult to read. The reflecting surface of strips also hinders readability. Tearing and taking out of tablet from strips is a tedious task.

Design Brief





Design Process

Understand

through collecting information about different kinds of medicine packaging, Interviewing people and survey to understand user behaviour.

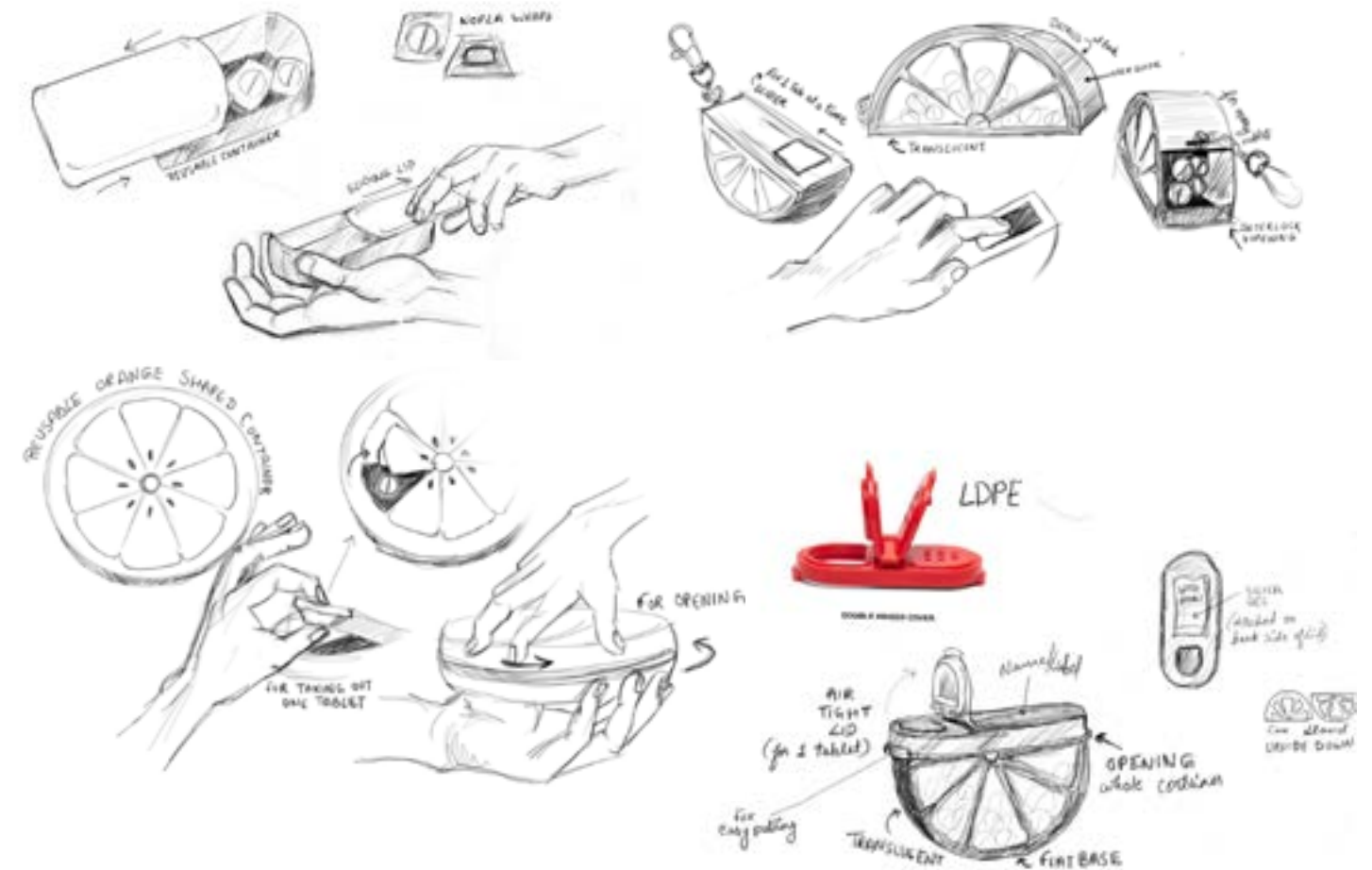
Analyse

After collecting data, analyse it based on the insights to conclude the major problems identified and set a design brief.

Design

Conceptualising and visualising according to analysis, and solving the problems identified.

Ideations



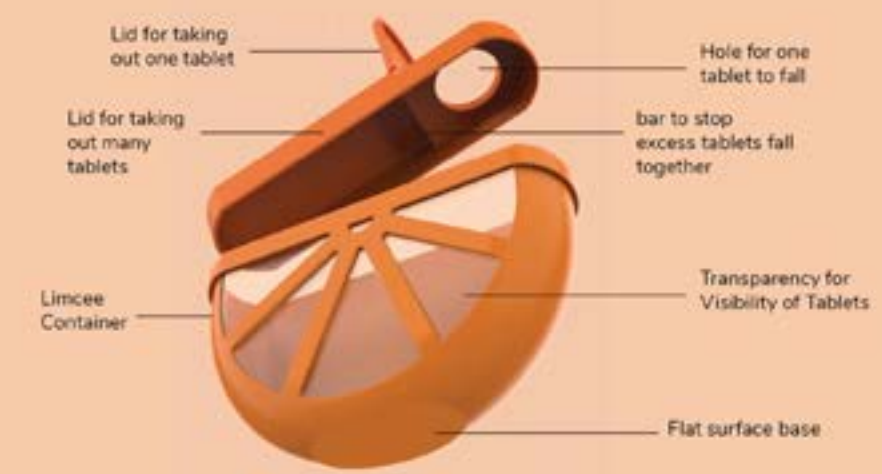
Form



Form with Label



Case



This is a packaging designed for Limcee tablets which breaks the stereotype of tablet packaging being monotonous yet maintaining its safety and protection, along with maintaining the ease of its functionality. The aim is also to create a sense of **comfort** and **optimism** through form and tone of voice.



Product Poster



02

Fjord Trends Report

Publication of Accenture Interactive Fjord trends report 2020



Background and objective

Fjord is a part of Accenture Interactive. They put together trends by visiting all studios around the world. Every year they look at what happens and think about it by stepping back and trying to find the things that are linking everything together. The themes which are stated in the report are derived from the unexpected events of COVID-19 Pandemic to resolve the problems and challenges faced by the businesses. They want the businesses to change the strategies and rethink their approach and purpose. They want to bring in a revolution for everyone's good.

Aim of new design

Is to deliver a better reading experience to the readers, with an engaging experience where people understand the trends easily and get a clear idea of how fjord trends can be beneficial for everyone.

Target Audience

Everyone who is ready to change for betterment and aims at faster and better growth. Customers who are aware and seek for added value of their consumption. Employees who want to work for the betterment.

Deliverables

A playful interactive and engaging book.

Design Brief





Cover Page

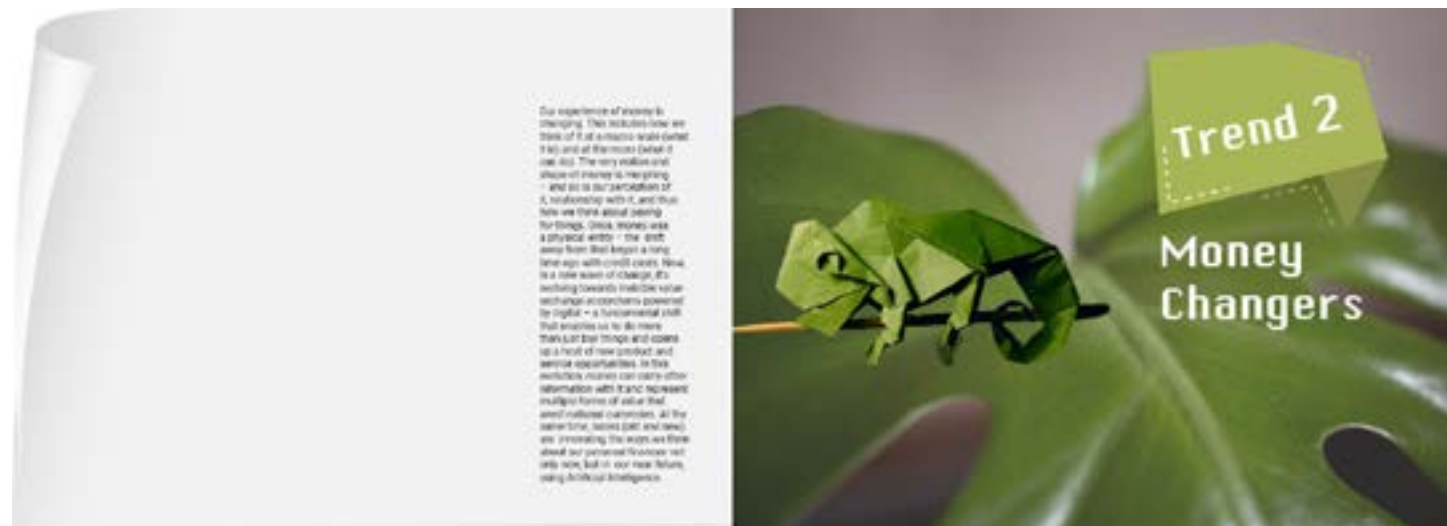


Trend Page



Subsequent Pages









03

Tiny Pocket

Typeface Designed for a Children's Clothing Brand

ABSTRACT Background:

A typeface design which reflects the basic visual properties (playful and funky) of children's clothing brand. Intended applications are the logo, (letterform-only) graphics on the clothes, price tags and shopping bags, in-store branding, among others.

Problem areas:

1. Balancing 'informal' with 'professional' and 'high-quality'. Too informal a design can end up looking unprofessional and untidy.
2. Avoiding common style traps like Comic Sans, Jokerman, etc.

Possible solutions:

1. Major attributes like playful, funky, smooth, informal and kiddish will be given the key emphasis.
2. Exaggerate the basic form of every letter in a way that it doesn't lose its identity yet looks funky and playful. Font should be easily readable and its characteristics should depict its purpose.
3. A proper grid will be followed with base letters made keeping in mind all the listed parameters in the recipe. The newest of the letterforms will be generated by exhausting and transforming a basic form to best possible level.
4. The design principles like Continuity, Closure, Foreground and background, will be given importance while designing the font.
5. For guiding the eye moment of the viewer, different perspectives will be added to the forms.
6. The letterforms will mostly be bold, stylised and curvilinear.

RECIPI: The following Type Cooker-style parameters describe my design solution:

Weight: [Bold] Width: [Narrow]

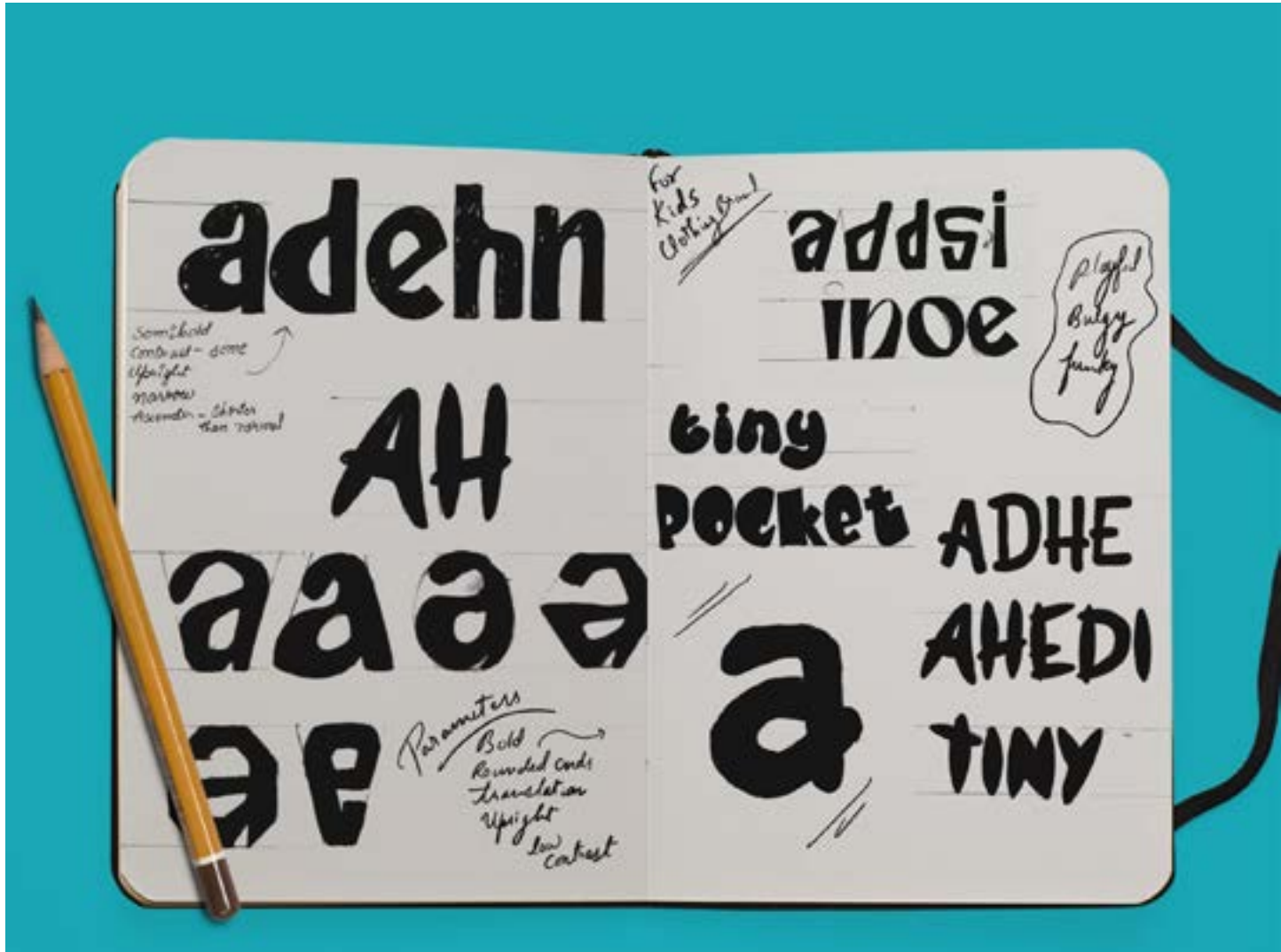
Contrast amount: [Low] Construction: [Upright]

Contrast type: [Translation] Ascender: [Shorter than normal]

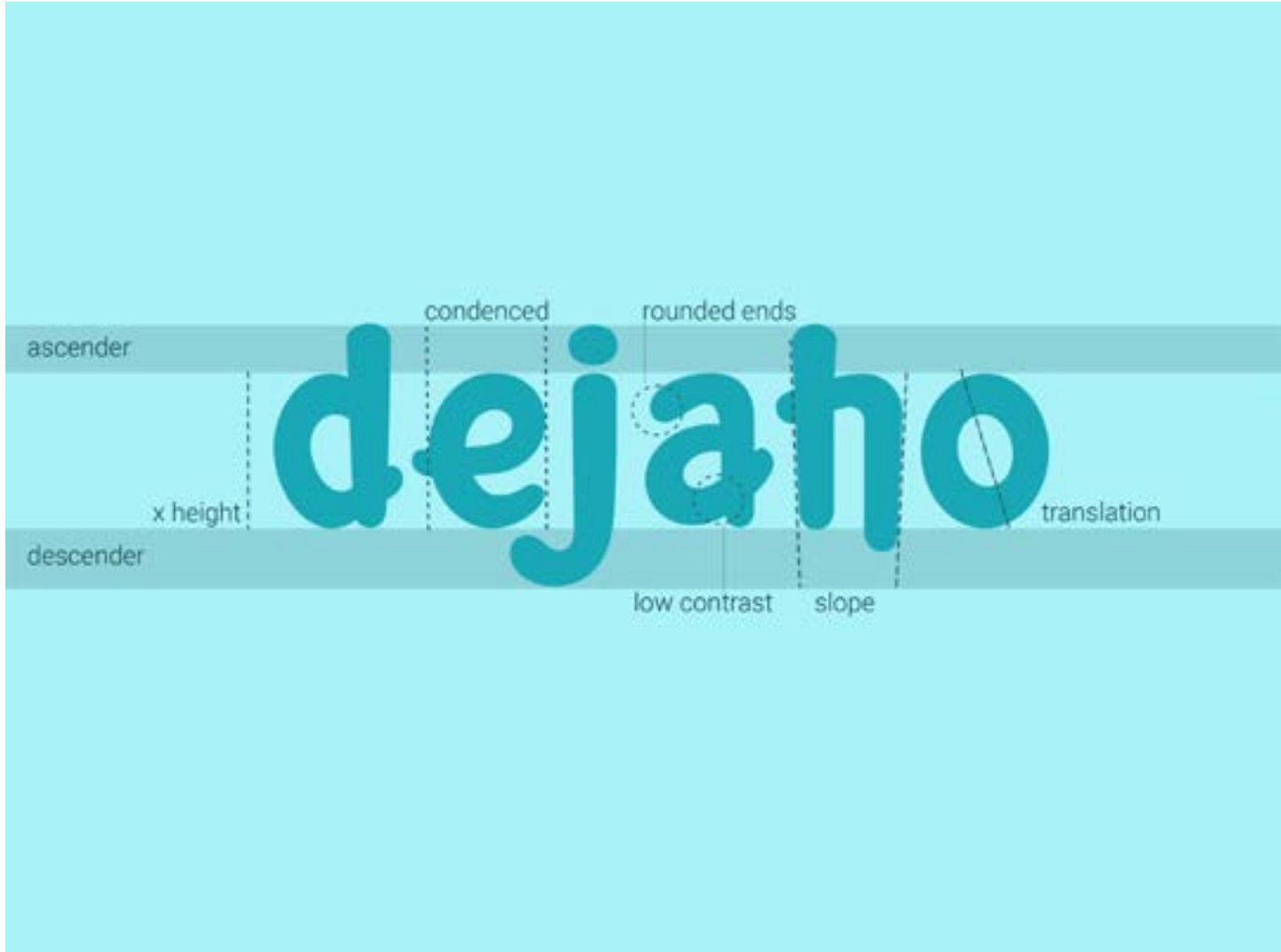
Stroke endings: [Straight and rounded] Application: [Multi-purpose]

Design Brief

Brainstorming



Parameters



abcd
efghijk
lmnopqr
stovwxyz

Lowercase

ABCDEFGHI
JKLMNOP
QRSTUV
WXYZ

Uppercase

12
345
67890
(<.,!:.?/;:>)

Numbers & Punctuations

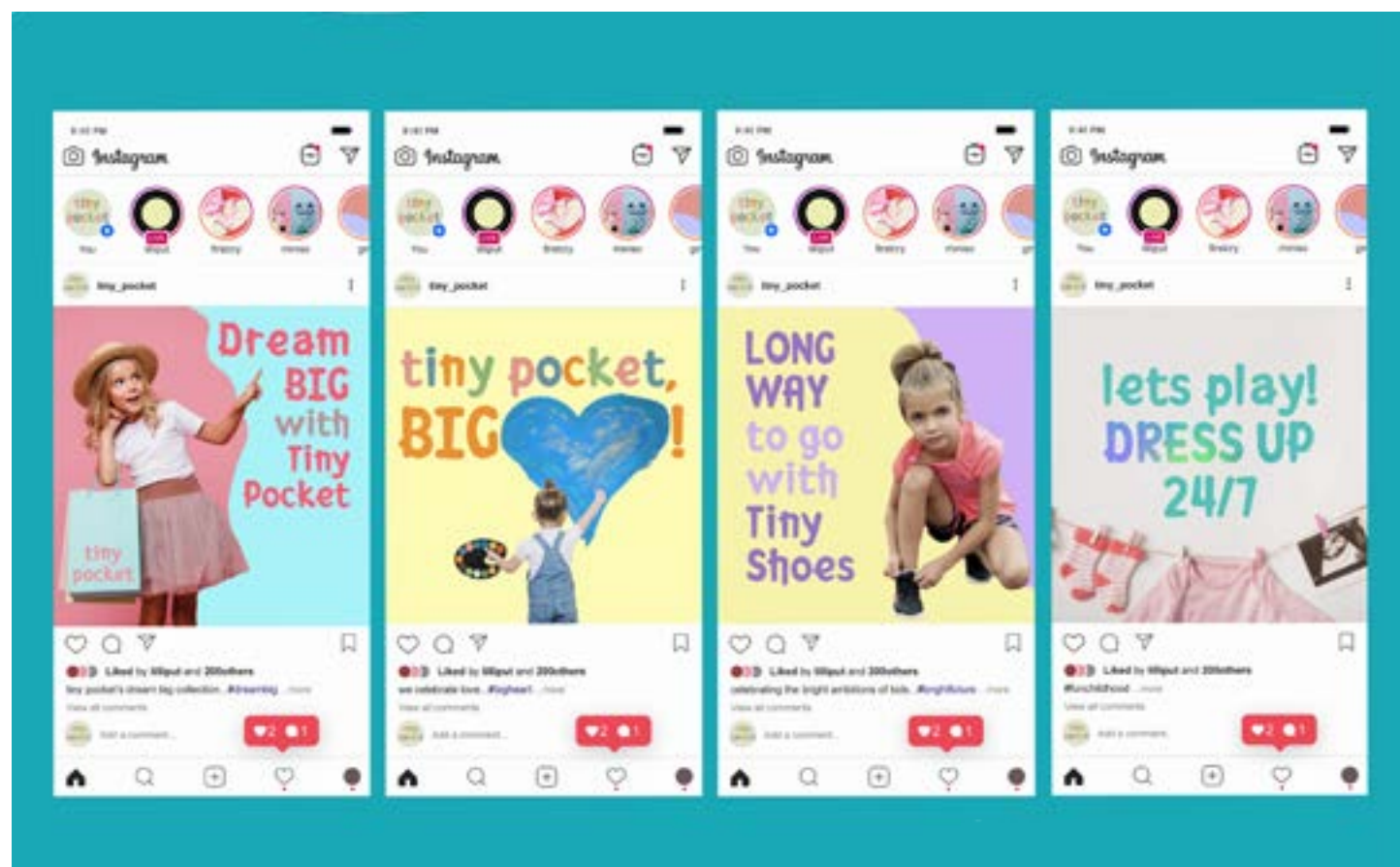
adhesion
adhesion
adhesion

TinyPocket90light

TinyPocket90Semilight

TinyPocket90Bold

Font Family



Applications



04

Shilpkhoj

App Design (UIUX)

Background and objective

This is an app designed for local artisans, they put together trends by visiting all studios around the world. Every year they look at what happens and think about it by stepping back and trying to find the things that are linking everything together. The themes which are stated in the report are derived from the unexpected events of COVID-19 Pandemic to resolve the problems and challenges faced by the businesses. They want the businesses to change the strategies and rethink their approach and purpose. They want to bring in a revolution for everyone's good.

Aim of design

Is to deliver a better reading experience to the readers, with an engaging experience where people understand the trends easily and get a clear idea of how fjord trends can be beneficial for everyone.

Target Audience

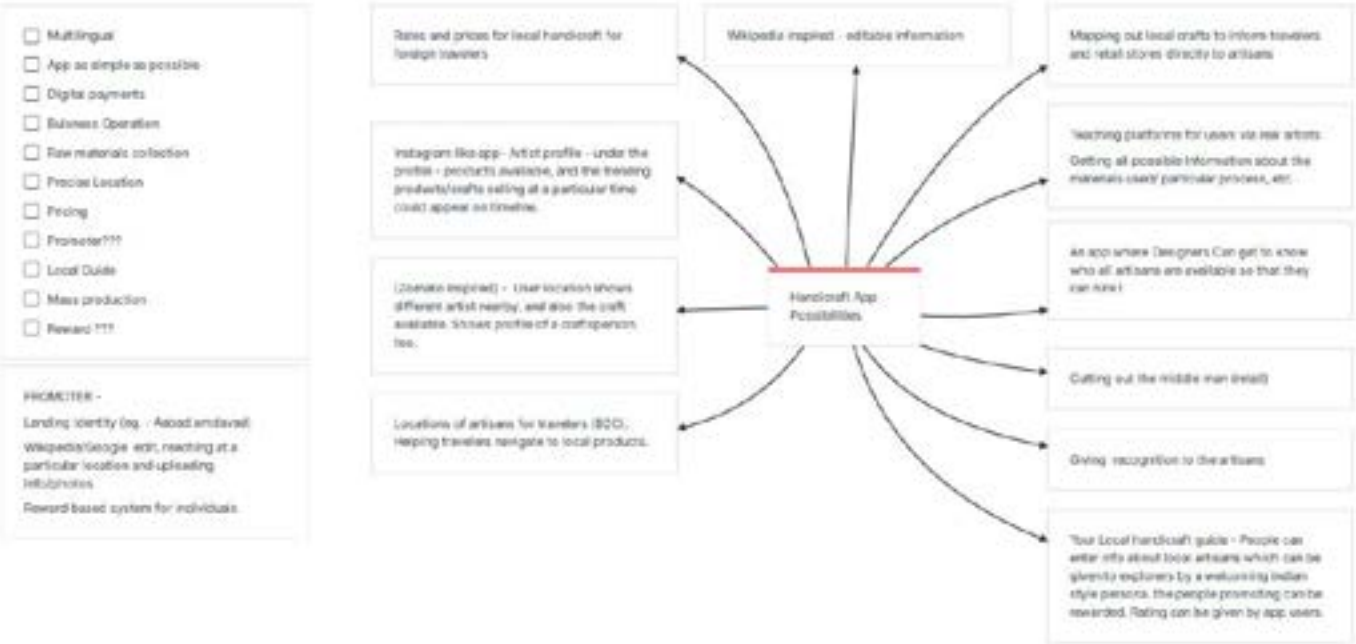
Everyone who is ready to change for betterment and aims at faster and better growth. Customers who are aware and seek for added value of their consumption. Employees who want to work for the betterment.

Deliverables

A playful interactive and engaging book.

Design Brief

Brainstorming



Screens



05

Tarana

Brand Identity

Client: Unmesh Patil

Objective: To design a visual identity and visual identity applications for music production company named 'TARANA'.

Background Information: TARANA is a music production house they composes songs, sound, sound effects and soundtracks. It is a one stop music solution for any movie, short film, animation, documentary or any moving imagery.

Their specialty and field of excellence is composing background music for a particular scene in such a way that it perfectly suits and goes with the emotion of that particular scene.

Target audience: Small Budget filmmakers and Design College Students.

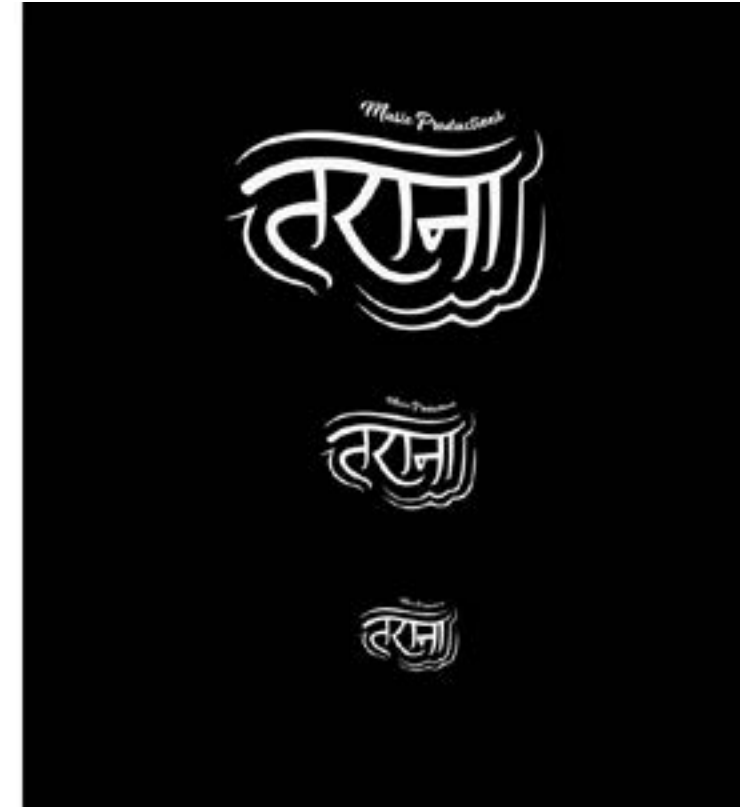
Deliverables: Logo, Visiting Card, Letter head, Envelope, Id card and t-shirts.

Design Brief

Exhausting of Form



Logo Lockup





Diliverables