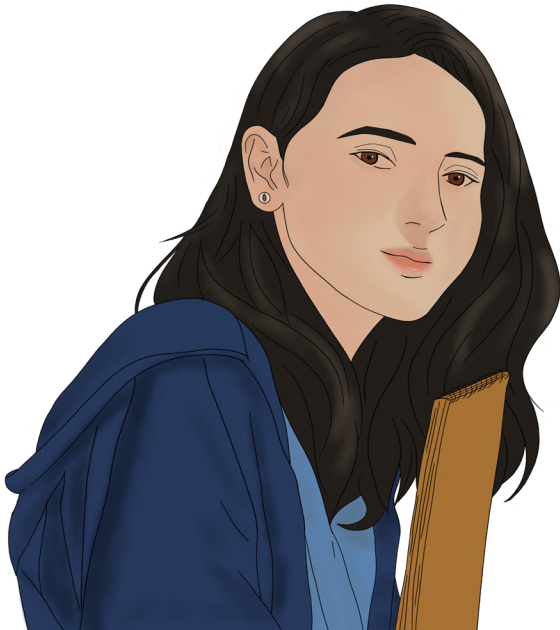


PORTFOLIO

Astha Gupta | Communication Design



Astha Gupta

Enthusiastic and hard-working Communication Design student, adept at working in a team and interested in learning new things. Deeply intrigued by Asian culture and media and an avid fan of reading and writing fictional stories of varying genres.

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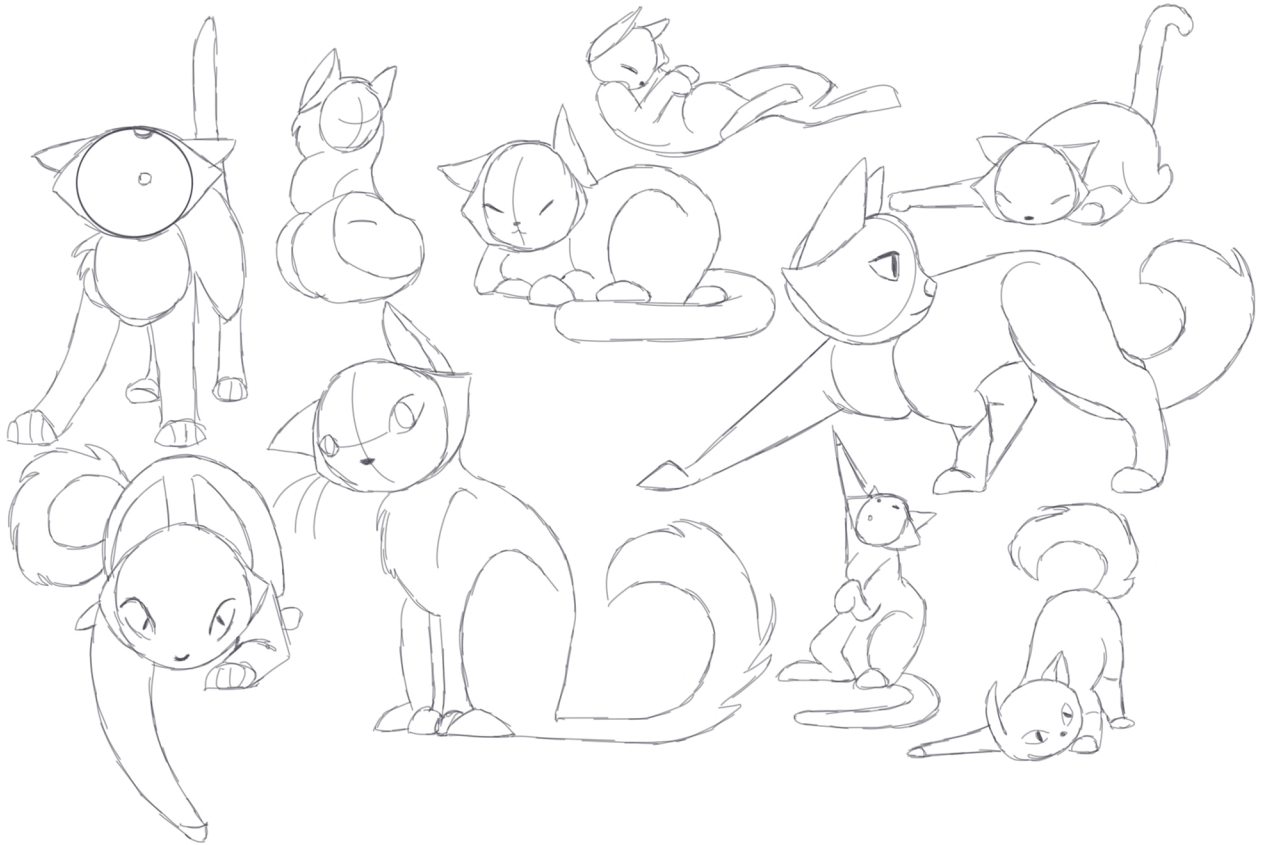
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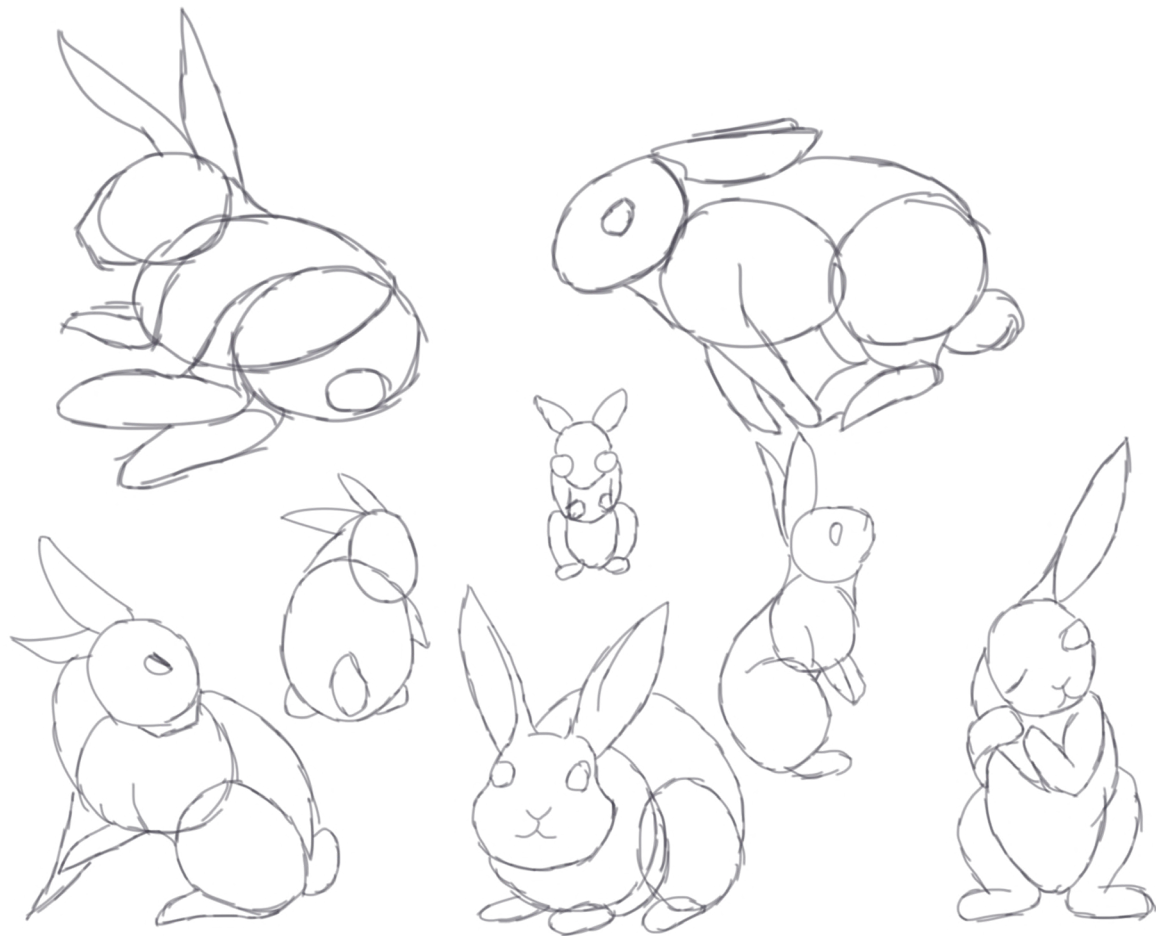
Martha

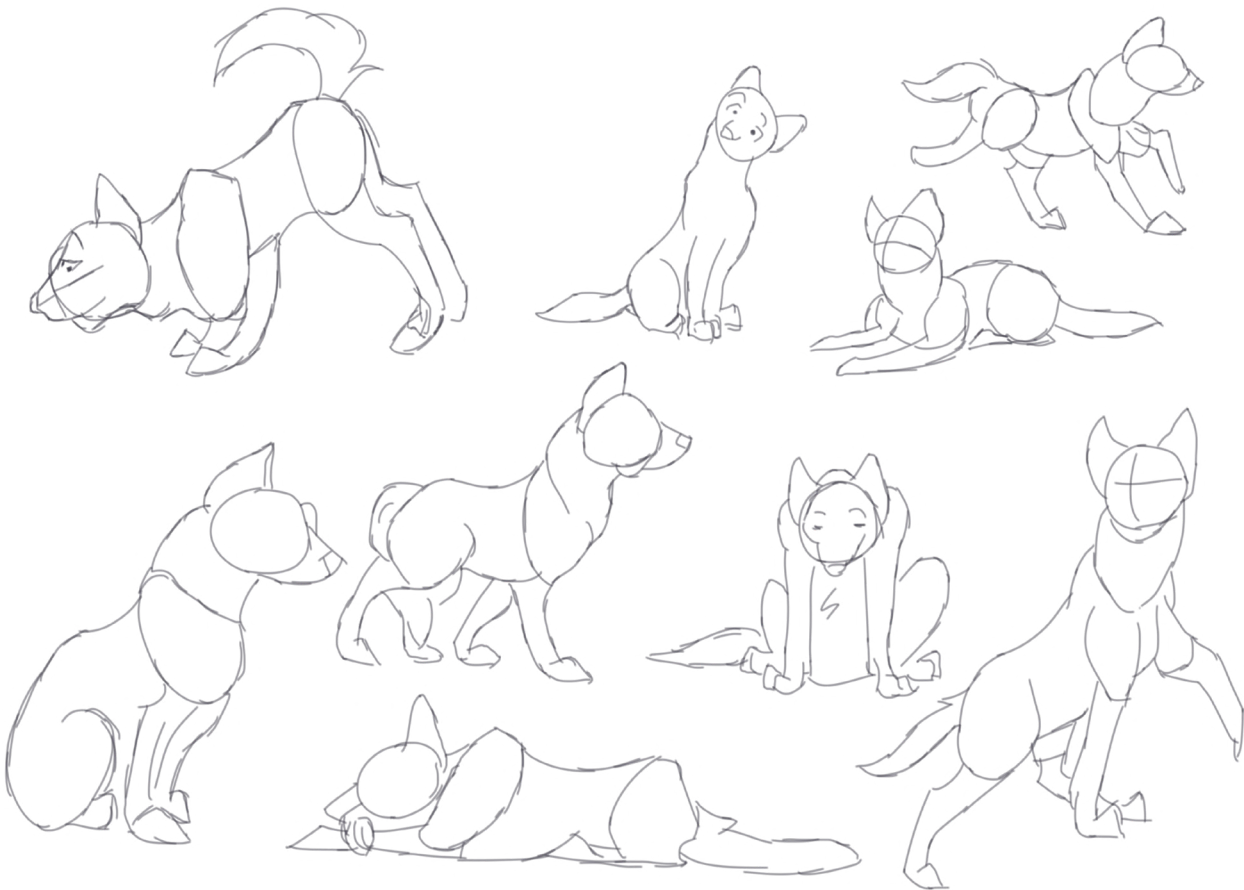
Martha is a kind middle-aged female Panda based in Victorian setting. She is a kind yet strict mother and has a calm and docile temperament. Rarely she can get really aggressive whenever her children are harmed. For her kid's lives and happiness, she can be an uplifting mother or a fierce and protective mother.





Before selecting my character animal I started with some rough animal sketches to get a better grasp of how animal anatomy works.

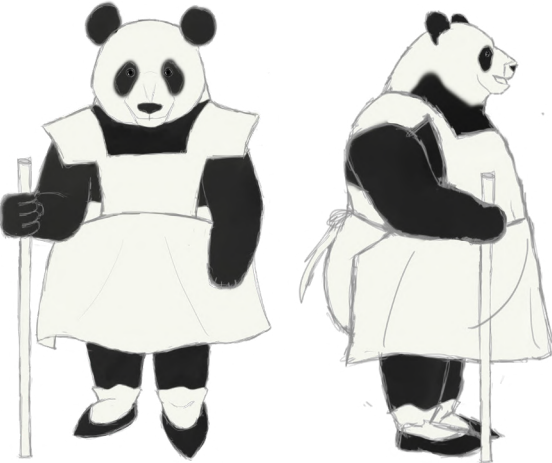






After researching about various animals; their appearance, behavior, habitats, and other characteristics I choose the female Giant Panda as my character. The mother and child interaction among Giant Pandas even after being solitary animals gave the character a dynamic personality. The behavioral fluctuations according to the situation also gave a more human touch to the character.

Initially I worked upon a panda in its animal entity with the concept of a panda living its solitary life in a forest. That idea soon changed to become a humanoid panda to show more human like actions and emotions in the character and to create an animal personification theme in the story.











Poster by: Aasmita Bhattacharya

Plot

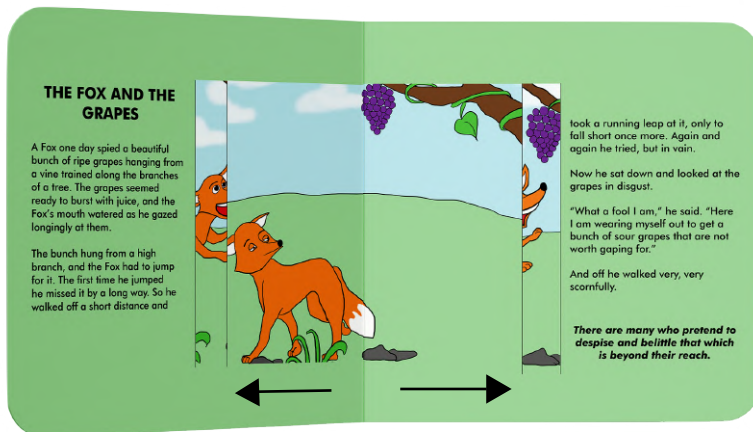
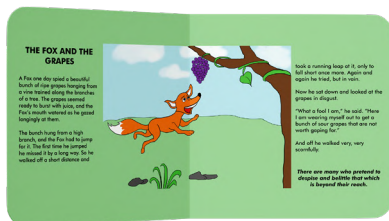
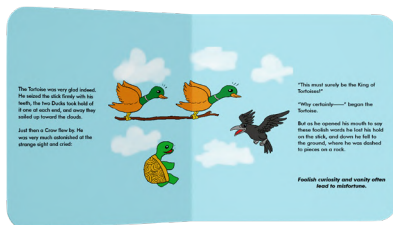
Jack lives in an orphanage run by Martha. He is sponsored by Lord Winterfox and is taken to the city with some other kids to look for a job. During their journey Jack overhears the guards' plan to eat him and escapes.

From then on, he starts his journey to save all his friends and finds out that Lord Winterfox is not a kind person as everyone thinks and works along with Martha to face against the evil fox and expose his real face to the world.



Aesop's Fables

In this project I tried to make an interactive story book where each story had two illustrations one above the other. This mechanism will make the book interactive more fun to read.

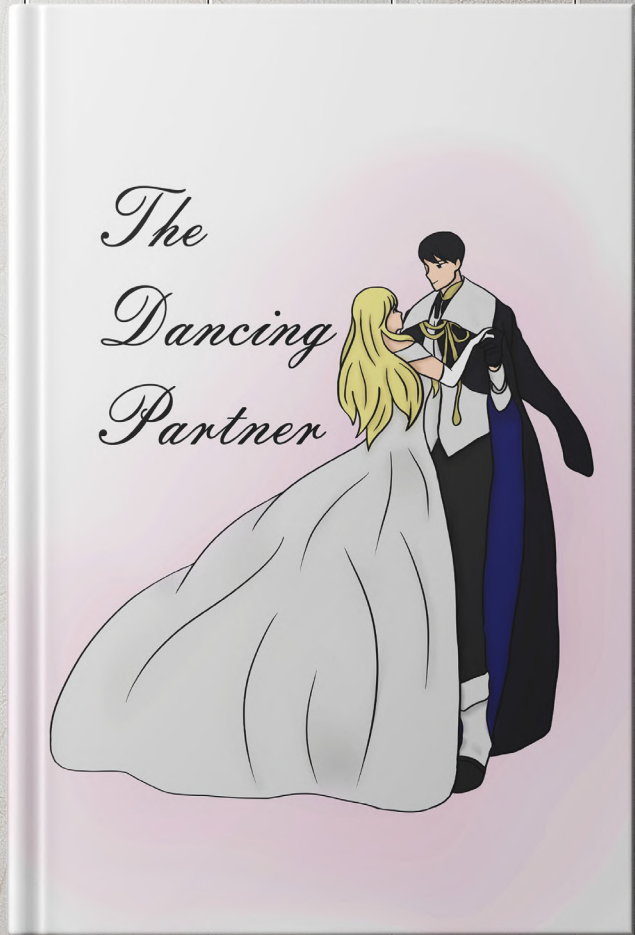


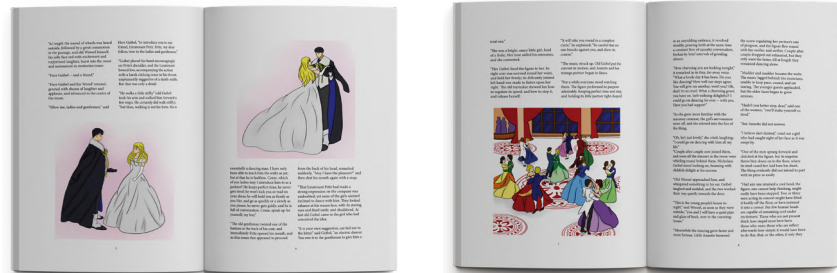
Push out the first illustration to view the one behind.

The stories which are longer and needs two spreads to fit in have one illustration each spread. To balance out the weight of each page of the book the spread with mechanism is placed between two plain story spread.

The Dancing Partner

A graphic book for a story by Jerome K. Jerome. The Dancing Partner is short story about the scarcity of young men as dancing partners and a creepy solution offered by a mechanical toy maker.





The focus of this project were the illustrations that are based on the story. The European setting and the ball room plot were emphasized through the illustrations.



Darji Tailor App

The app provides tailor shops basic tools/ features to make their work life easier and for those who need it, a platform to show their presence to potential customers looking for tailoring services. It is also a convenient platform for the customers to look for tailer and placing the order remotely.

Mohika Saxena

Age:21
Female
MDS Student
Bharatanatyam Dancer

Devices:
Phone
Laptop

"I need cloths that speaks my personality and fits my body perfectly as every size is not available in the market"

Personality and Behaviour:

Extrovert
Health-conscious
Tech-savvy
Have a love for the arts, specially literature and dance
Likes listening to music
Strongly Opinionated

Wishes:

Cloths that fit the body perfectly
To design the clothes herself.
The product needs to be delivered fast.

Goals:

Save money
Sustainable clothing choice
Have something different to wear for festivals and weddings

Pain Points:

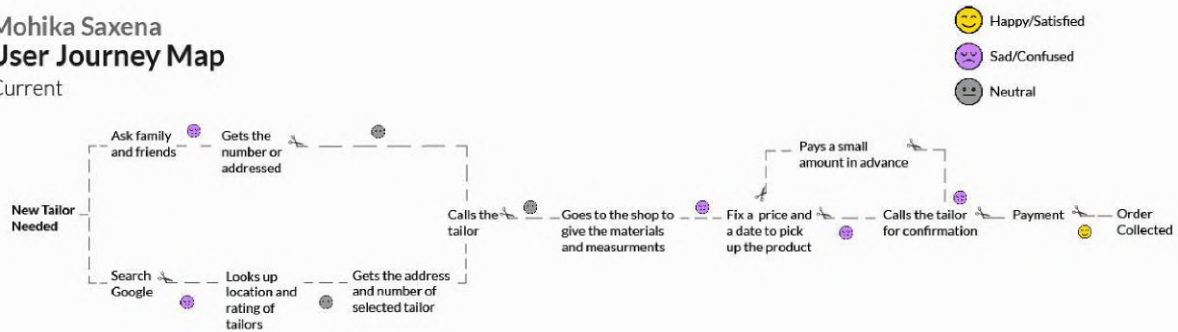
Every size is not available in ready made cloths
Cannot go out of the house freely due to the pandemic.
Branded cloths are expensive



The user journey map is based from the customers viewpoint. The app structure is also customer centric.

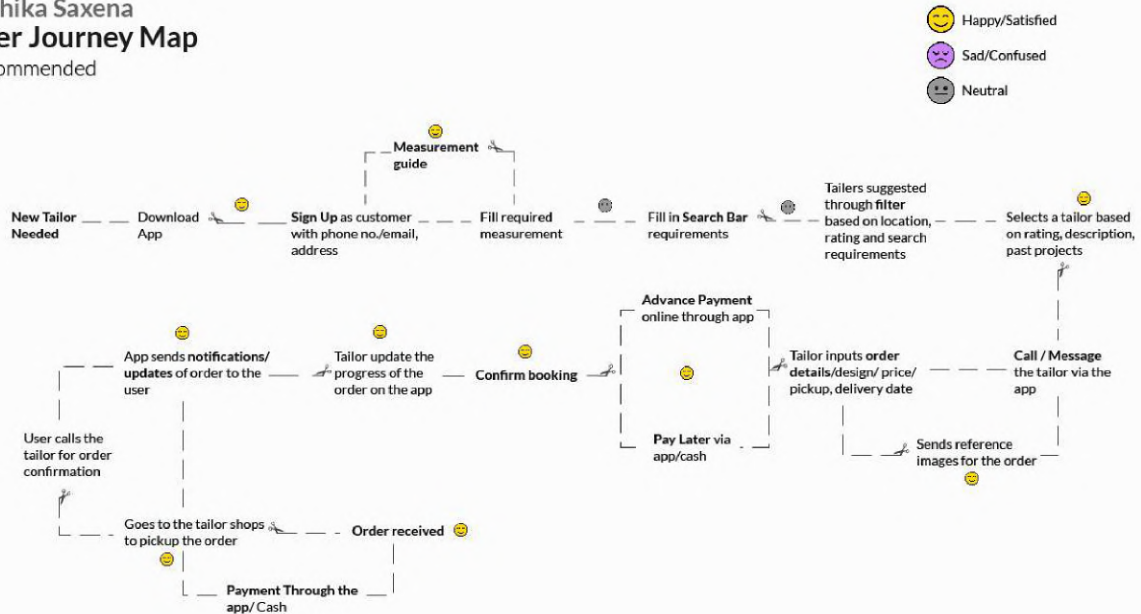
Mohika Saxena User Journey Map

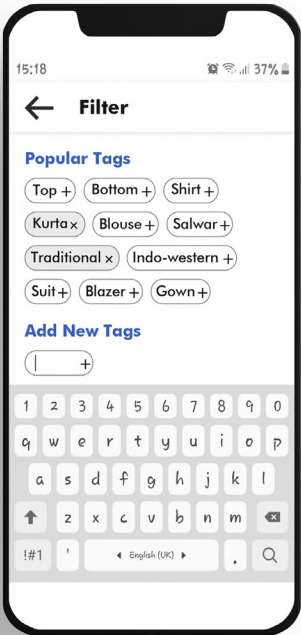
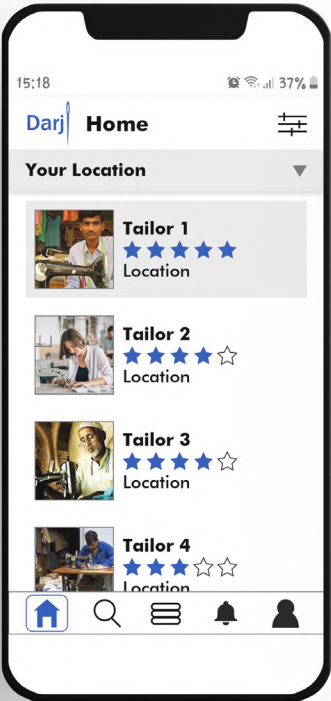
Current



Mohika Saxena User Journey Map

Recommended





HONG
USKIE

Serebell

An original basic sans serif font with only Capital letters. It is made as a practice font while getting familiar to the Font Lab software.

THE QUICK BROWN
FOX JUMPS OVER
A LAZY DOG

Astha Gupta
18bdc007

HOVB

HAOB

THE QUICK
THE QUICK BROWN
FOX JUMPS OVER
A LAZY DOG

THE QUICK
BROWN FOX
JUMPS OVER
A LAZY DOG

Understanding different typeface and their formation on the basis of ancient typography styles.

HONGUSKIE

160 pt Serebell Extra Light

HONGUSKIE

160 pt Serebell Light

HONGUSKIE

160 pt Serebell Regular

HONGUSKIE

160 pt Serebell Bold

HONGUSKIE

160 pt Serebell Extra Bold

HONGUSKIE

160 pt Serebell Black

HH HO

GG

1. 90% of cap hight
2. O width is 111.1% of H width
3. Vertical stroke weight is 15% of cap hight
4. Horizontal stroke weight is 93.3% of cap hight
5. Visual center is 54% up from the base line
6. 45% is the ending angle of letter 'G'
7. Character spacing on left and right is 86.6% of vertical stroke weight
8. Alignment zone of O is 2%

Vertical stroke: 150
Horizontal stroke: 140
H width: 900
O width: 1000

The form of the font is based on rectangles and concentric circles. The font family ranges from extra light to black consisting of six fonts.

THE FOX
QUICK

BROWN

ASTHA GUPTA

G

O

D

JUMPS

OVER

A

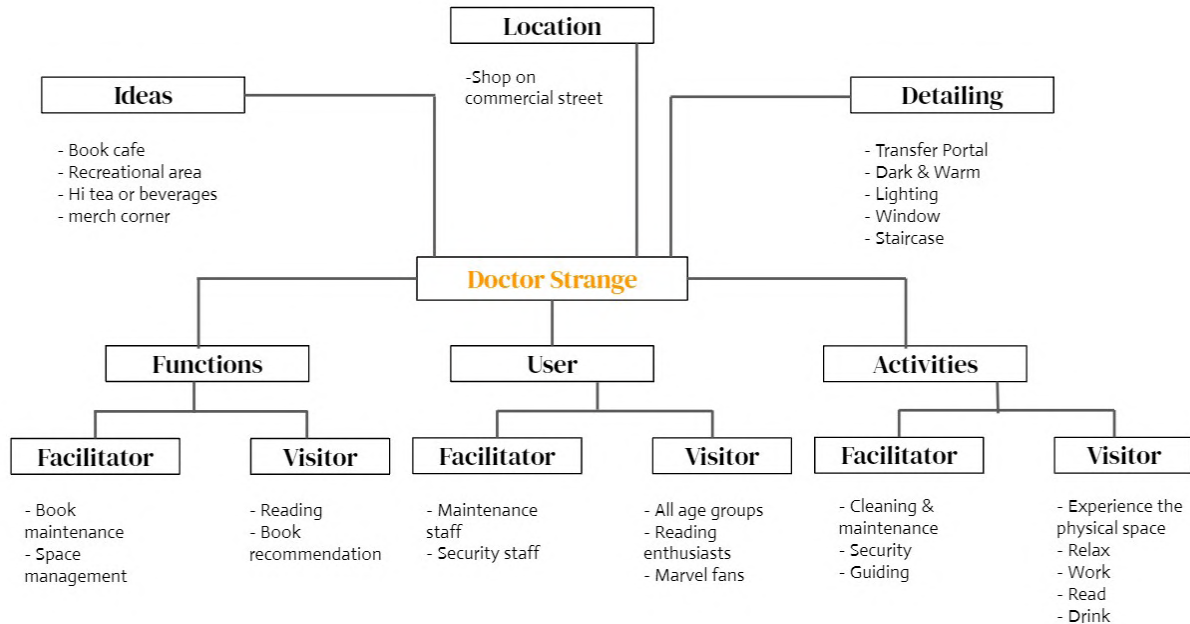
LAZY

The font family only consist of capital alphabets and does not have any small letters, numbers, special symbols or italic type face.

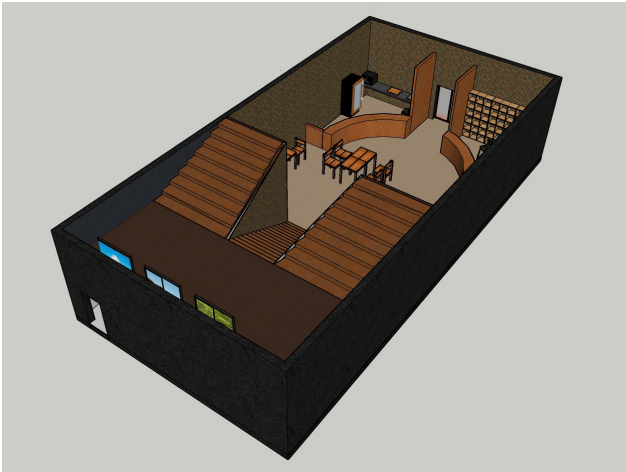
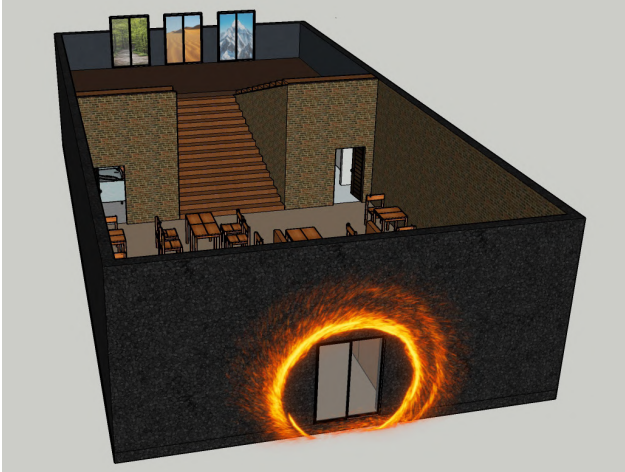


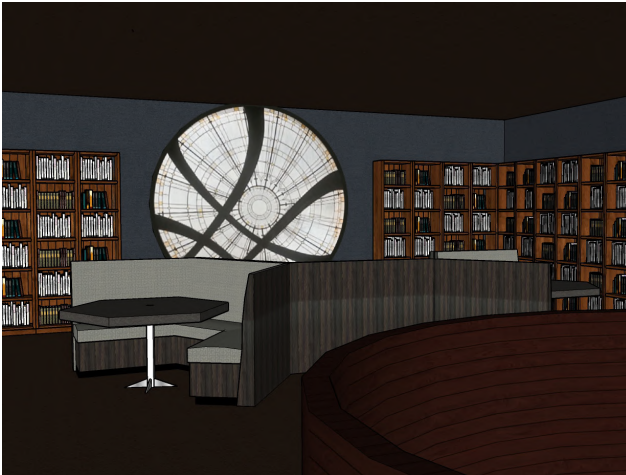
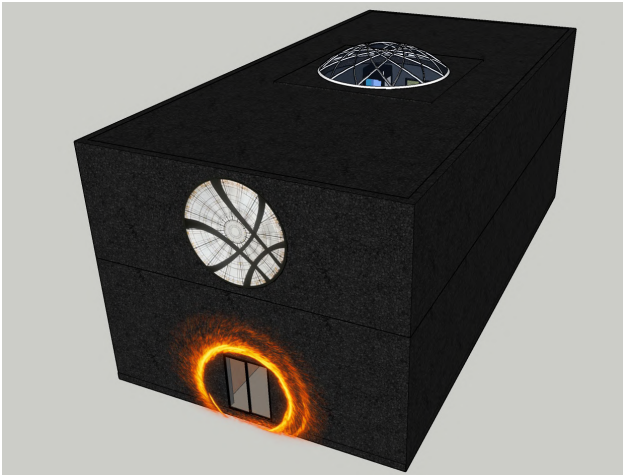
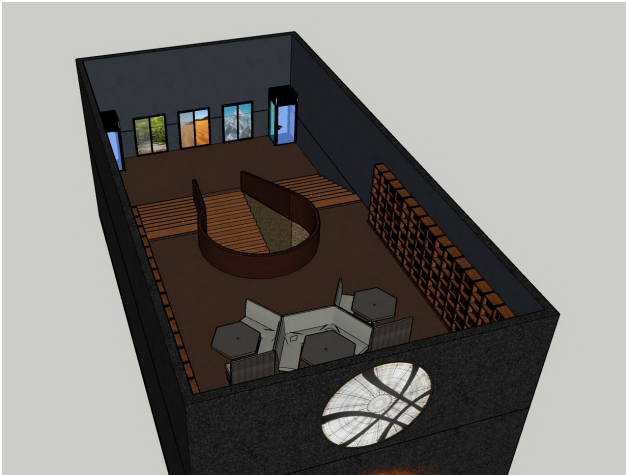
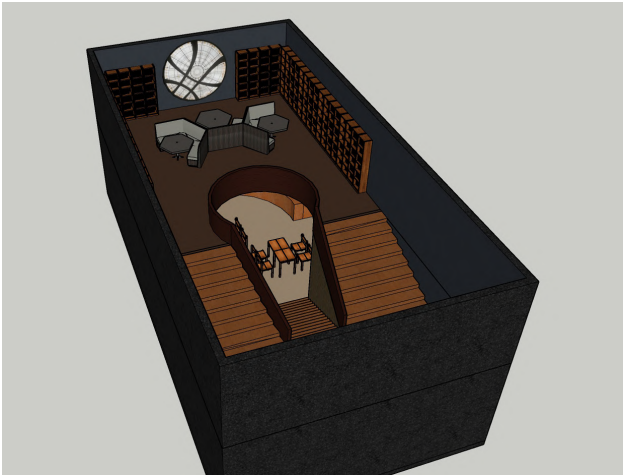
Strange Cafe

A promotional and fan based book cafe dedicate to Doctor Strange a Marvels comic character.



The first floor is the cafe and the second floor is the library. The second floor consists the elements of Doctor Strange and also works as a fan gallery.





asthagupta.bell@gmail.com