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PORTFOLIO

COMMUNICATION DESIGN

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PUBLICATION DESIGN

FJORD TRENDS 2020

FJORD TRENDS 2020 CONTENT, SELF REDESIGN

Fjord makes sense of latest technology to design digital products and services that surprise and delight the people who use them. By helping their clients to meet customers' need and to excel their constantly, growing expectations, their work enables businesses to transform and thrive in tricky environment.



Using the Fjord trends textual content redesigning the e-book to a print publication which uses illustrations and collaging as concepts.

The layout has a 4 & 5 column grid and the fonts used are: Arial, Coolvetica, Mexcellent, Germanica, D-Day Stencil.

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Meta trend: Realigning the future

Every year, Fjord+Accenture Interactive's design and innovation practice—crowdsources trends for the year ahead from its network of 1,200 people in 33 studios worldwide. With new studios opening in Japan and across Latin America, this year's Fjord Trends are our most globally diverse. Yet, despite the diversity of regional flavors and context, there was a high level of consensus in our initial idea-gathering stage. These are also our most closely connected trends ever, telling a comprehensive story about our landscape and what's coming next.

Economics and politics, capitalism and resources, technology and society have long been entangled, but recently the consequences of that entanglement have burst into public consciousness—ironically, driven by the very technologies that made such interconnectivity possible. The omnipresence of digital and the internet have been big (possibly decisive) factors in the prominence of President Trump and Greta Thunberg, of Amazon.com and the gig economy, smartphones and techlash and, indeed, the re-evaluation of Silicon Valley start-ups triggered by the failure of WeWork's IPO.

Questions about capitalism's trajectory of endless growth with profit as the sole metric have moved from shouting on the streets to conversations in the boardroom. Concerns about plastic have developed into a major climate crisis movement, which is now among voters' top priorities in many countries. The clash between the technology industry and governments is causing widely felt tremors, as tech giants are considered to have immense power but there's disagreement about who should be held accountable.

Two years ago, we highlighted Tensions as our meta-trend. In retrospect, that led directly to last year's meta-trend, The search for value. Now, that search has evolved into a reevaluation of purpose and place in the world by governments, businesses and individuals alike.

Meanwhile, technology continues to create change: now, it's changing the shape of money, recognizing our bodies as a form of signature, and creating virtual doubles.

2020's meta-trend is nothing short of a major realignment of the fundamentals. It's tempting to misinterpret this as a gloomy picture—instead, we think this is a once-in-a-lifetime chance to innovate in business models, services and products around new definitions of value.

For companies with the courage to recognize this meta-trend, there are many opportunities—and there will also be challenges. For example, it questions the decades-old definition we've had of business success, which is underpinned by the philosophy of profit as the only directive.

This realignment also potentially leads to iconic innovation moving beyond start-ups in favor of more traditional businesses that will need to work together to make change happen at an industry-wide level. We might see a two-speed model emerging as the shift takes place at different paces in different markets. Emerging markets might just leapfrog western attitudes toward endless consumption and go straight for a more balanced view. Meanwhile, people continue to be ever more fluid in their behaviors, constantly shifting between traditional demographic segments in ways that seem contradictory.

However it plays out from here, one thing is likely: those who embrace the long-term view—by starting with their impact on the world and society, and embracing the systemic complexity of the world—will emerge as winners.

01

Many faces of growth



For decades, companies have been singular in their aim: financial growth – and the faster the better. Now, investors and customers are pushing to evaluate activities against other measures of growth as well, perhaps through environmental, social or governance realities. It's easy to assume that this is all about profit-bashing, but it's not – this is a positive call to redefine growth in new ways that enhance our lives. If financial growth is no longer an organization's sole business objective, what are the others? And how do we pursue them without losing sight of the fact that profit is ultimately essential for organizational longevity? If we can resolve that tension, the redefinition of growth offers an epoch-changing opportunity to imagine new ways we can create and celebrate value.

What's going on?



Greta Thunberg is leading her generation in a push to heal and protect the planet for today's children and the generations that follow them.

Investors, customers and employees are urging organizations to reconsider their view of the world and scrutinize their place in it. Unsettled by changing societal values, climate change and depleting natural resources, and economic and political instability, people are starting to question long-held beliefs – including the notion that growth at any cost is acceptable. As a result, capitalism is having a mid-life crisis.

At the heart of the Many faces of growth trend is people power. People are fueling demands for change at a time when the wealth gap between the highest income population and everyone else is the widest it's been since the 1930s. Those in the top 40 percent now have, on average, ten times as much wealth as the bottom 60 percent – up from six times in 1980.

The good news is that those with the influence to change how we go about growth are listening and talking about the subject. Business Roundtable, (an influential association of nearly 200 CEOs from North America's most prominent companies), recently redefined its mission, marking a major turning point. For years, its formal statement of corporate purposes put shareholders first. As of August 2019, its new purpose champions activities such as "value for customers", "investing in employees" and fostering "diversity and inclusion" before shareholders even get a mention.

"People are asking fundamental questions about how well capitalism is serving society," said Business Roundtable Corporate Governance Committee Chair and CEO of Johnson & Johnson Alex Gorsky. Ex-Unilever boss Paul Polman and Salesforce Chairman and CEO Marc Benioff have also spoken publicly on this subject recently.



New Zealand has allocated budget to causes including mental health services, reducing child poverty, supporting Māori aspirations and modernizing hospitals. It's a bid to make the country a great place to live and work.

"It's time for a new capitalism – a more fair, equal and sustainable capitalism that actually works for everyone, and where businesses don't just take from society, but truly give back and have a positive impact."
— Marc Benioff, CEO Salesforce

Benioff observed: "We can no longer wash our hands of our responsibility for what people do with our products. Yes, profits are important, but so is society. It's time for a new capitalism – a more fair, equal and sustainable capitalism that actually works for everyone and where businesses, including tech companies, don't just take from society but truly give back and have a positive impact."

In September 2019, the Financial Times introduced The New Agenda. "The long-term health of free enterprise capitalism will depend on delivering profit with purpose," it stated. "Companies will come to understand that this combination serves their self-interest as well as their customers and employees. Without change, the prescription risks being far more painful." A month later, BlackRock confirmed a global partnership with the Ellen MacArthur Foundation to launch its first circular economy fund – a powerful signal from the world's largest asset management firm to other companies and investors.

The calls are coming from both inside and outside the house – investors, employees and customers are making their voices heard. People are demanding their employers be more purposeful and ethical, or else they'll strike or leave. Amazon staff, for example, recently staged a walk-out to show the company exactly how they feel about its failure to act on climate change. Swedish climate change activist Greta Thunberg is inspiring school children to fight for their futures. Along with 15 other young people, she recently filed a potentially world-changing complaint to the United Nations to have climate change classified as a children's rights crisis.

Customers, meanwhile, are starting to demand a different set of values from the organizations with which they choose to engage. According to a recent survey, over 70 percent of adults now feel public companies should be mission-driven as well as focused on shareholders and customers. The same study found that as many Americans believe a company's primary reason to exist should include making the world better as those who say it should include making money for shareholders (64 percent). A significant proportion of younger people have turned their backs on capitalism – in a 2016 Harvard study, 51 percent of 18-29-year-olds in the US stated they didn't support capitalism.

There's an interesting signal coming from public markets which are becoming more skeptical of some over-ambitious tech start-ups painting persuasive pictures of growth that don't always translate to business success. Uber went public in May 2019 but, by September, it was trading 30 percent below its IPO price, and its rival Lyft had slipped more than 40 percent in just six months. The same week that the smart bike business Peloton took a 10 percent tumble on its first day of trading, Airbnb decided it likely wouldn't risk listing until 2020.

The most powerful illustration of this, however, came with the collapse of the WeWork IPO in September. Its US\$47 billion valuation had already been widely questioned – and even dismissed as "insane" by Scott Galwey, Professor of Marketing at NYU Stern School of Business – when the IPO was officially pulled after the company's valuation dropped by more than US\$30 billion in a matter of days.

Meanwhile, a growing number of organizations are already making important business decisions that point toward a more balanced view of what growth should mean, and lay the foundation for future gains. Swedish newspaper Dagens ETC banned advertising from fossil fuel firms and Walmart stopped selling ammunition for military-style weapons – two purposeful stands that will inevitably hit their finances but, crucially, improve their standing in the eyes of their employees and the public. Meanwhile, New Zealand unveiled its first "well-being budget" in May 2019: a new economic goal to make the country both a great place to make a living and to make a life.

FJORD SUGGESTS

Reimagine how you define and measure growth for different stakeholders.



THINK

How will you define new types of value you can deliver while making the profit required to thrive? And how will Customer Experience and Employee Experience work together to create that value at the points of creation and delivery?



SAY

Ask your employees what sort of growth they'd like to see in the organization. Get the debate going.



DO

Start to embed new metrics (alongside financial growth) to drive behaviors. What you measure counts. Collaborate with those willing to make change happen at an industrial level, as effective change is easier to commit to if many join the game. How are you set up for different value to be rewarded? How do you motivate people?

MOVING IMAGES

MOVING IMAGES

THE LIGHT, A SHORT FILM

The Light is a short film inspired by the concept of time loop. The lead character is being chased and is going through a difficult time in his life but is suddenly faced with a strange reality. This film is a collaborative effort Disha, Hevea, Paramveer, Saffron, Shaunak and I.

2INT. BASEMENT 1-DAY

FADE IN:

Black screen with audio in the background of heavy footsteps, heavy breathing and voices of the gang.

CUT TO:

Close up shot of the BOY, aged 22, scrawny looking guy who is part of a gang. He is gasping for air, sweating profusely. He is in a frantic state. He looks scared.

BOY:

Pata nahi paiso ke chaker me kaha
fasgaya, Kin logo se panga le
liya!...Aur logo ko drugs ke nashe se
barbad hote nahi dekhskta! Bohot bure
kaam kare hai mene!

ZOOM OUT:

Mid shot of the BOY.

BOY:

Ab aur nahi! In logo ke haath aa gaya
to tadpa ke marenge! aab iske alaava
koi rasta nahi dikh raha.

He opens the bottle and takes out all the sleeping pills in his hand and just when he is about to take them, he hears a thumping sound and looks around frantically.

The door behind him opens. He get pulled in by a pair of hands. Falling of the pills. The door shuts after that.

INT. ROOM- EVENING

CUT TO:

Closeup pan shot of the BOY on the floor. He is disoriented in a dimly lit room. 0

He gets up and starts looking around. Camera moves with the of the BOY. He hears muffled voices and he moves in the direction where the voice travels. The sound gets clearer and louder. He sees a crack in the wall. Light is coming through it.

Camera zooms in to a close up shot of the boy looking through the crack.

Created using Celtx

INT. HALLWAY-AFTERNOON

CROSS FADE:

The BOY is hiding behind a pillar. He is breathing heavily and sweating profusely. Two guys from the gang are looking around for him. The BOY checks if he is being followed. He makes eye contact with one of the guys. He runs off scared. The two guys run after him. Yelling of the gang members.

INT. ROOM- EVENING

The boy moves away from the wall. Shocked and disoriented to what's happening. Sound of the footsteps moving ahead.

Pan Shot.He's following the sound. Comes to a point where he sees the door. He hears himself trying to take the pills. Struggling to open the door.

Opens the door and pulls himself in.

Created using Celtx

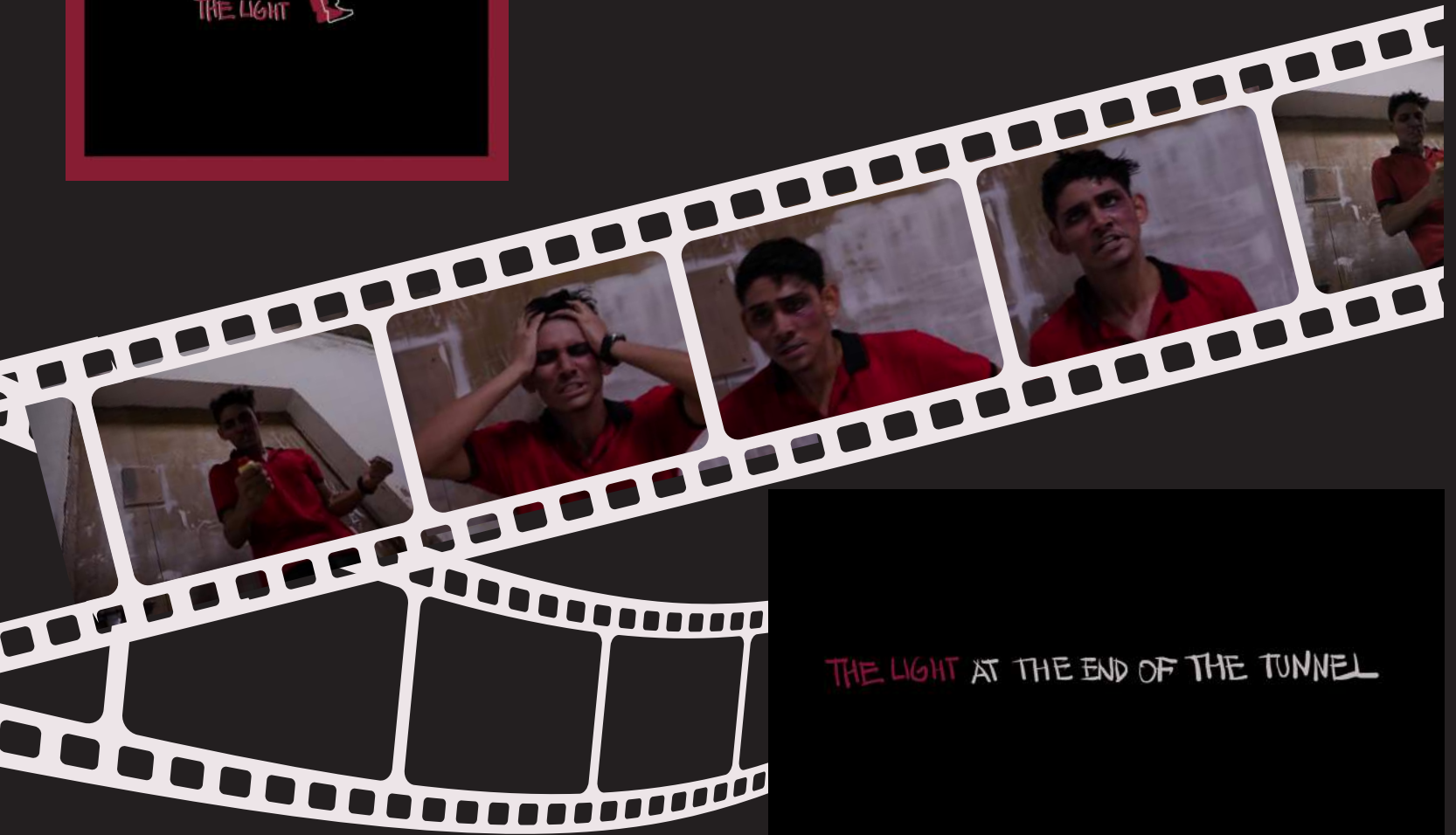


Location hunting at nirma university campus. Keeping in mind the lighting, frame, sound and various camera angle.





Snapshots of the short film. The lead travels through an alternate reality time loop and saves his past self from killing himself.



THE LIGHT AT THE END OF THE TUNNEL

SCREENPLAY

SAUMYA
SOGANI

ILLUSTRATIONS

DISHA
PATEL
SAFFRON
DAVE



THE LIGHT AT THE END OF THE TUNNEL
... IS YOU.

PACKAGING DESIGN

CAKE BOX PACKAGING

97' DESSERTS CAKE BOX, REDESIGN

For those of us who share an affinity for sweets, cake probably 'takes the cake' as our favourite dessert ever. It's the one treat most commonly associated with momentous celebrations, and it can even manage to evoke nostalgia. Cakes have flavor profile that exists for practically every taste and celebration.



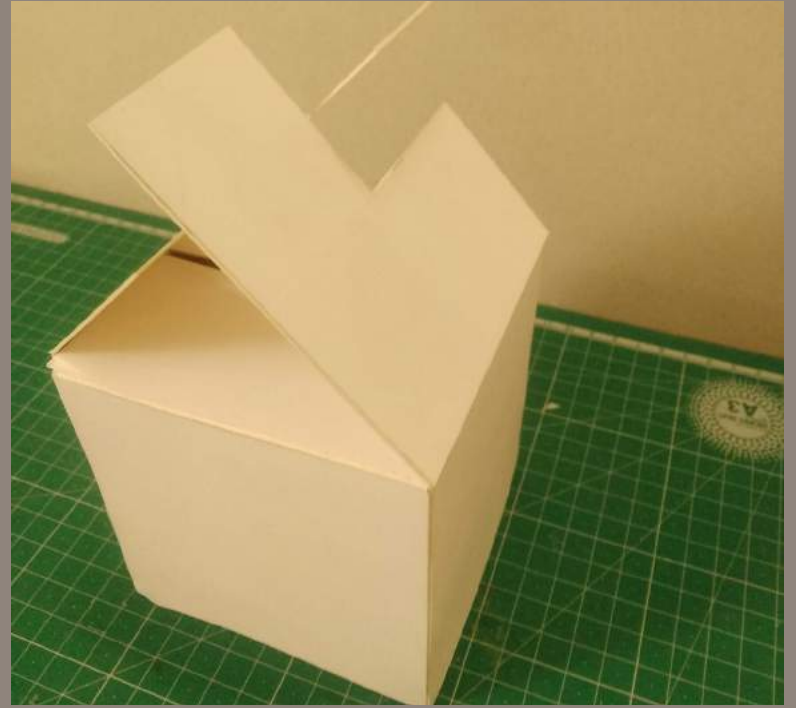
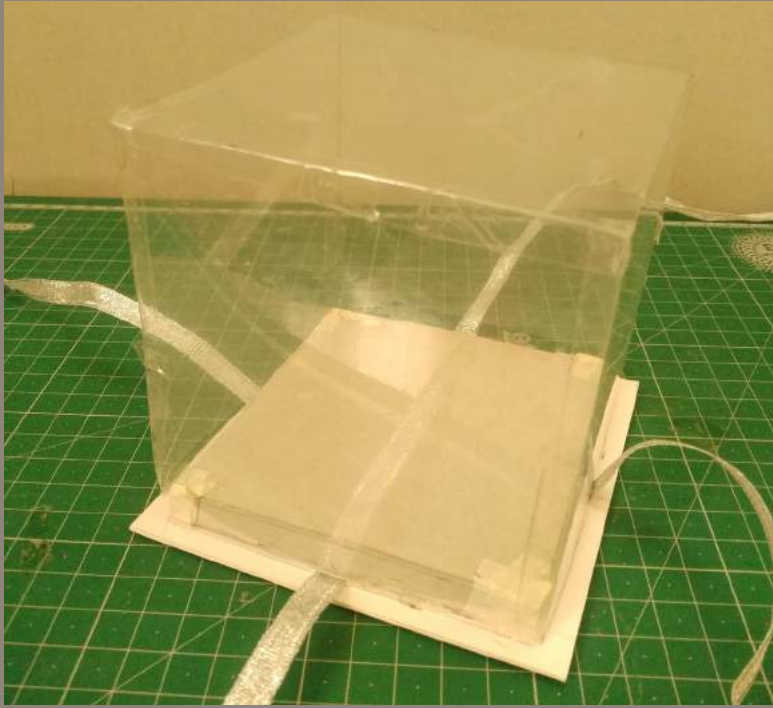
97' desserts is a bakery based in Jaipur & Ahmedabad. They started their bakery during the pandemic on instagram.



Cake box packaging sometimes ruin the cake decor and appeal. Taking it out of the box or carrying it are some issues surrounding with us.

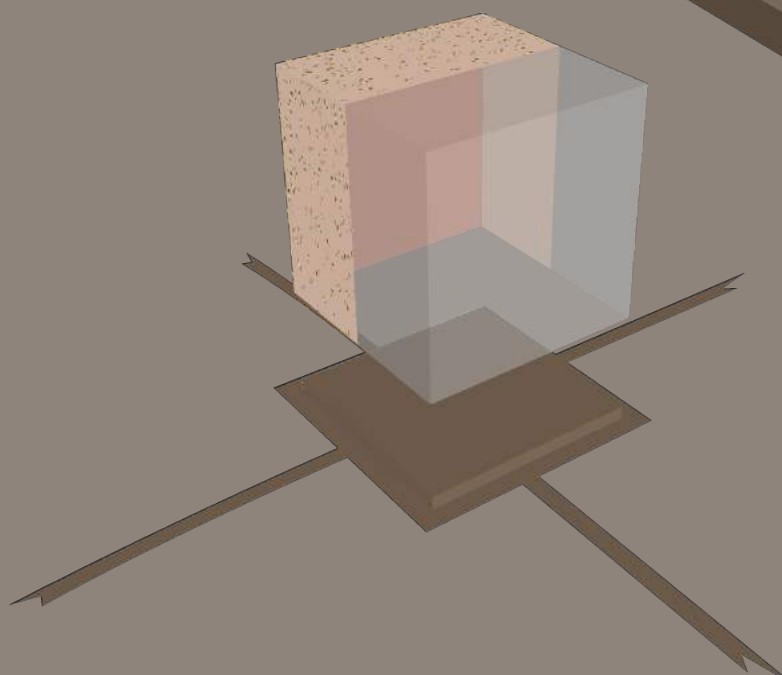
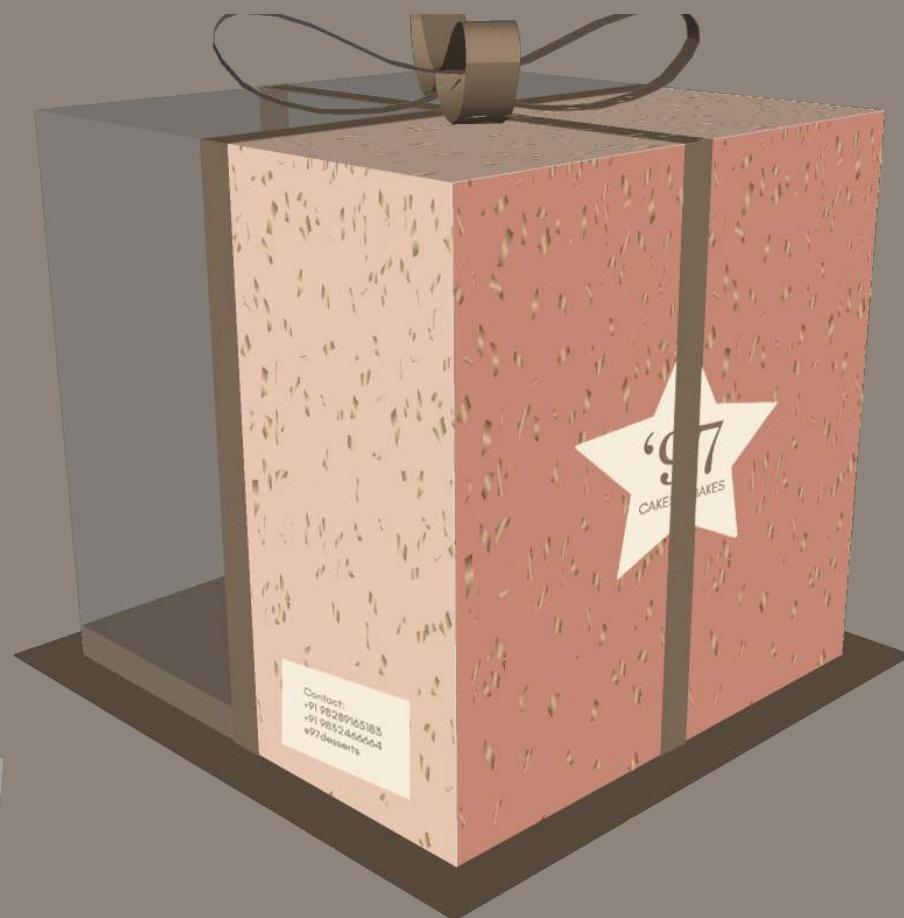
Since cakes are so common and consumed by almost everyone it is important that the packaging is functional and appealing.





Prototypes of different ideas inspired from a gift box. Making the packgaing as simple as possible and portable.

Making one side of the box see through to remove and the ribbons to make it portable.



PHOTOGRAPHY





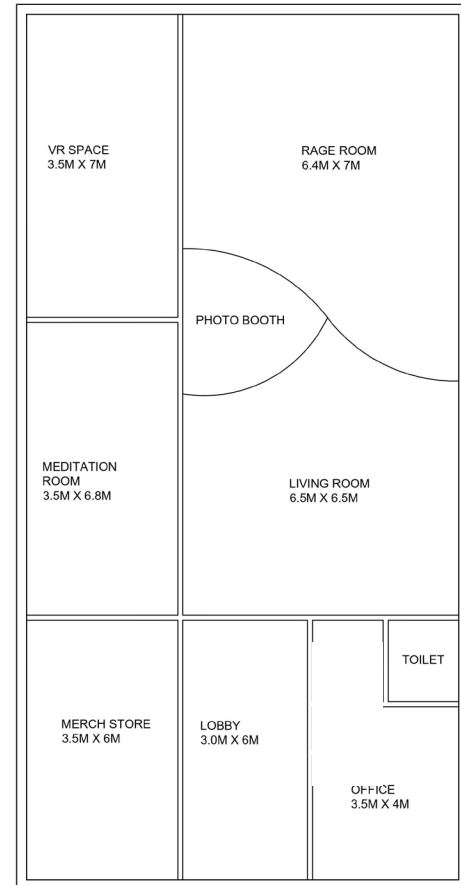
Saumya Sogani, Communication Design

3D SPACE MODELLING

MATERIALS & 3D MODELLING

HULK INSPIRED SPACE

Creating a space that is inspired by Marvel Comics Universe character HULK. The space is an interactive space designed to be inside a mall. Space is divided into different rooms and is planned in a way that the user goes through all the rooms.



The user journey goes from Lobby & Reception area to Living space where the furniture is miniature sized from the perspective of how Hulk would see human sized furnitures. From the living space the user goes into the rage room where Hulk's demolishing part of his personality can be experienced. Moving on comes the area with Hulk related VR game space. To portray the other personality of Hulk and Bruce Banner comes the meditation and calming space. And on their way out of the space the user can grab some Hulk and Marvel related merchandise.



Merchandise store



Office space

Lobby area



Lobby area

Living space



Living space

Rage room
glass wall



Rage room

Rage room



VR space

Meditation
space



Overview
20mX10m space