

PORTFOLIO × sakshi ballal

communication design | 2021



ABOUT.

+917038917300

ballalsakshi11@gmail.com

“ Design for me is – a conversation between design & viewer. I strive to craft & capture stories, design, culture, lifestyle & art with an innovative approach by exploring boundaries & creative fields. There’s always a new conversation running through my mind, which helps me see stories before I see words. ”

education.

Bachelor's in Communication Design

2018 - Present

*Institute of Design, Nirma University,
Ahmedabad*

Higher & Secondary Education

2006 - 2018

*Modern School, Koradi
Nagpur*

experience.

Ballad Media

*Graphic Design Intern
2021*

Publication Office, Nirma University

*Publication Design Intern
2020*

Sarthak Creations

*Packaging Design Intern
2019*

Jatan Sansthan

*Visual Communication
Intern
2019*

CONTENTS.

01 photography & film stills.

02 publication design.

03 brand identity design.

04 ui/ux design.



PHOTOGRAPHY & FILM STILLS.

THE UNSEEN.

story.

This film revolves around a Kavya, a nineteen-year old girl who feels being gawked & followed by someone, which makes her feel in discomfort. She nervously calls her only close friend, Maya and narrates the whole sequence of disturbing things happening with her. While, she's narrating, Jhanvi her classmate comes around and asks her who she's talking to. To her surprise, Kavya is talking to Maya, who was killed in an accident two weeks ago.



color play.

The color palette in the whole film is such that it gives a feeling of gloominess as just by adding a yellow tint filter, the whole mood of the film can change.

THE UNSEEN





HIDE & SEEK.

story.

Jatin, a married middle-aged man living with his wife, Pushpa. He's very insecure about money, so hides his money in every nook and corner of the house where no one will suspect of. One day, he has to pay his mobile recharge bill, so he goes to flower pot on the table and is shocked to find money missing from there. Initially, he suspects his wife and maid of taking the money. So, in order to catch the person he plants some CCTV cameras. But, is shocked to find himself taking out money from the pot while he was sleep walking in the night. After this incident, he rectifies his mistake of being suspicious and careless of keeping money and keeps it back in the locker.

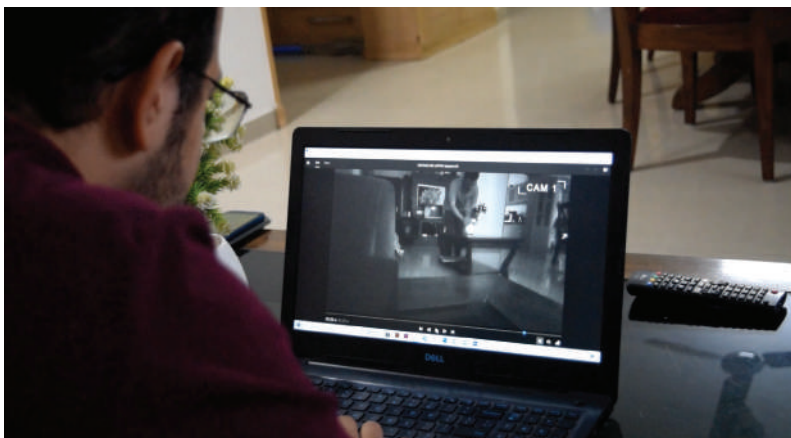


color play.

The color palette here is very natural and very subtle colors while exaggeration on the character.

HIDE & SEEK





OLD CITY : AMDAVAD.

story.

Ahmedabad, also known as Amdavad, was named after Sultan Ahmed Shah, who founded the city in 1411. It is one of the major cities of Gujarat. It served as the capital of Gujarat from 1960 to 1970. Ahmedabad has a strong association with India's struggle for independence.

Mahatma Gandhi lived in Ahmedabad for several years and it was from here that he started the Dandi March, also known as the Salt March, an act of non-violent resistance and civil disobedience against British rule in India. Located on the banks of the Sabarmati River, the city of Ahmedabad built its fortune on the thriving textile industry, which earned it the nickname 'Manchester of the East'. Notwithstanding its attraction as a business destination, Ahmedabad, the largest city in Gujarat remains steeped in history and has a wealth of historical attractions.







DOORS.

story.

As quoted by Alexander Graham Bell 'when one door closes another one opens; but we often look so long and so regretfully upon the closed door, that we do not see the ones which open for us. The doors are not only demonstrate incredible craftsmanship and aesthetics, but the original setting, reveal information about the owner and the culture. They also play a important part as historical narrators that relay significant events or stories.



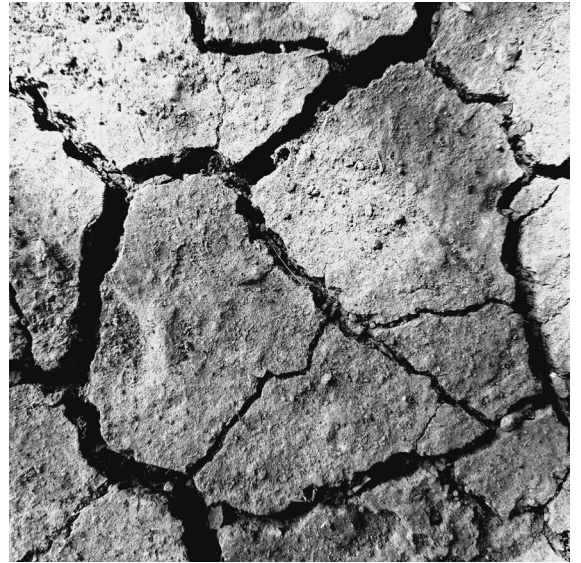




NATURE.

story.

Black and white photography removes any distraction of color and helps the viewer focus on other aspects of the photo, such as the subject, the textures, shapes and patterns, and the composition. Looking at textures through monochromatic lens is like peaking into a visual we see in daily life but don't really observe.



PUBLICATION DESIGN.



FJORD TRENDS 2020.

about.

Fjord, part of Accenture Interactive, is a design and innovation consultancy that reimagines people's relationships with the digital and physical world around them. We use the power of design to create services people love. Each year, crowdsources trends for the coming year from its global network of creatives in studios. It publishes a trends report with various trends which will be around the corner changing the way we perceive various aspects. In 2020 they have come up with seven trends that are very unusual and will give designers and business people just a new way to work and a new way to look at.

client.

Accenture Interactive's Design & Innovation practice

stakeholders.

Potential Entrepreneurs & Designers

target audience.

Designers and change seekers

goal of this design.

As the trends the report consists of are a modern way for looking up to a technologically forward life, the way we want the design to be is modern and interactive, in the text will be supported by visuals



Read the Fjord Trends 2020 on
[Accentana.com/fjordtrends2020](https://accentana.com/fjordtrends2020)

For a deeper dive visit
trends.fjord.net



Trend : 1 6
Many faces of growth

Trend : 2 20
Money Changers

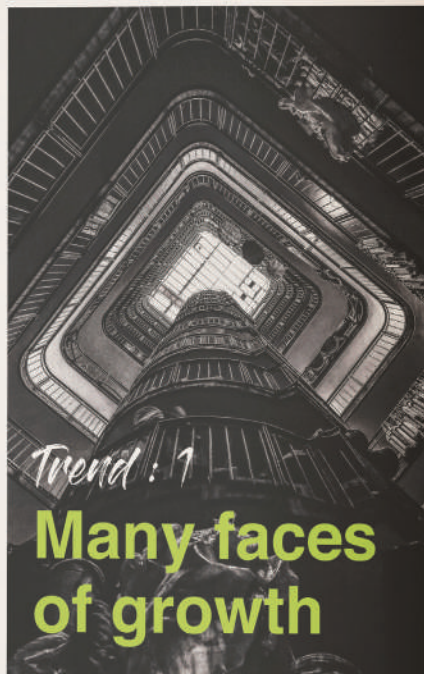
Trend : 3 34
Walking Barcodes

Trend : 4 46
Liquid People

Trend : 5 58
Designing Intelligence

Trend : 6 70
Digital Double

Trend : 7 82
Life-Centered Design



Trend : 1

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 metrics. 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?

Business, customers and employees are playing major roles in the economic transformation of the world and together they are in a state of flux. The world is changing rapidly, and the pace of change is accelerating. The world is becoming more interconnected, and the pace of change is accelerating. The world is becoming more interconnected, and the pace of change is accelerating.

At the heart of the story of growth there is a story of power. Power is the force that drives the world forward, and it is the force that drives the world forward. Power is the force that drives the world forward, and it is the force that drives the world forward.

The great news is that there is a way to change the world. The great news is that there is a way to change the world. The great news is that there is a way to change the world. The great news is that there is a way to change the world. The great news is that there is a way to change the world.

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Green New Deal: A group of people holding a sign that says 'PLANET OVER PROFIT'.

CAPITALISM. TIME FOR A RESET.

THE NEW YORK TIMES

The New York Times has published this article in its business section. It is a story about the future of capitalism.



A view of a city skyline from a bridge.

It is time for a new capitalism - a more fair, more 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.

— Bill Clinton, 1992 Inauguration

Business leaders are playing a major role in the economic transformation of the world. Business leaders are playing a major role in the economic transformation of the world. Business leaders are playing a major role in the economic transformation of the world.

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Customers, employees, and society are playing a major role in the economic transformation of the world. Customers, employees, and society are playing a major role in the economic transformation of the world. Customers, employees, and society are playing a major role in the economic transformation of the world.

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A view of a city skyline from a bridge.



A view of a city skyline from a bridge.

What's next?

In the April 2019 issue of The New York Times, we published an article about the future of capitalism. In the April 2019 issue of The New York Times, we published an article about the future of capitalism. In the April 2019 issue of The New York Times, we published an article about the future of capitalism.

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A view of a city skyline from a bridge.

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?

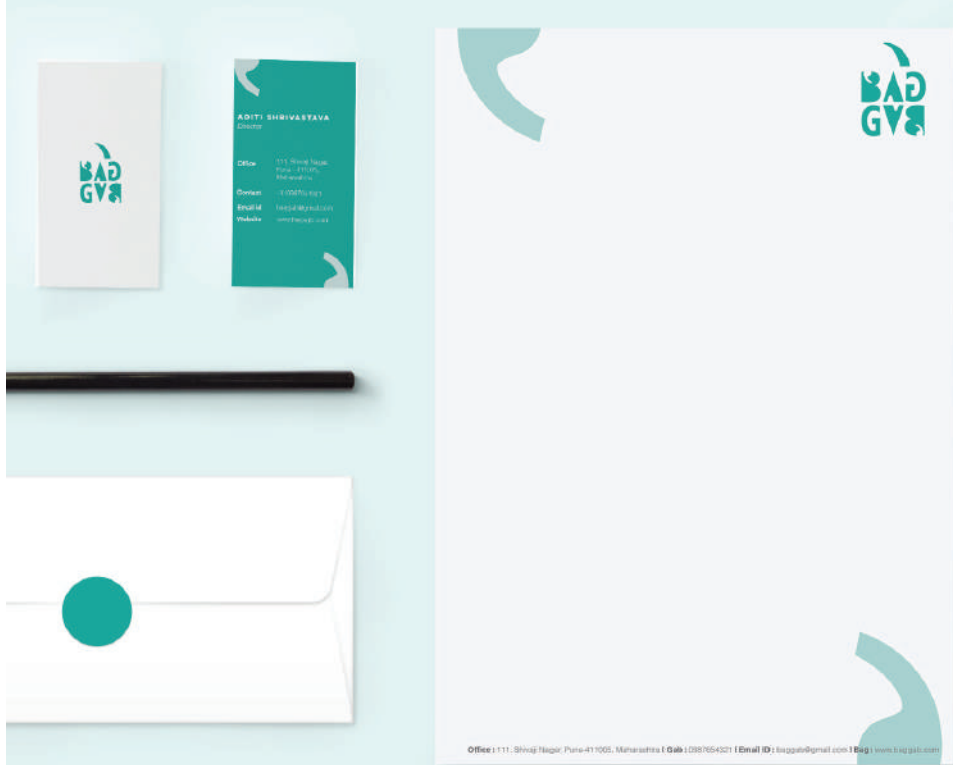
Say

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?

BRAND IDENTITY DESIGN.



BAGGAB.

about.

This is a start-up company which will manufacture and sell customizable canvas bags. Ranging from classic to kitsch it would be eco-friendly, reusable bags along with trendy. The products will be sold online on their own website.

client.

Aditi (Hypothetical)

target audience.

Women of all age groups

goal of this design.

To design a visual identity and visual identity applications for a company manufacturing and selling canvas bags of all varieties and colours and which would be customizable.

deliverables.

Logo, name of the company, colour palette for visual identity, stationary – visiting card, letter head, batches, envelope

significance behind the logo.

The term 'gab' means talk or chatter. So, the whole idea behind the logo is 'let your bag do all the chatter'. The placement of the curve is such that it symbolizes 'bag' as well as when inverted symbolizes a 'chat bubble'.



#00a79d

C: 80%

M: 15%

Y: 55%

K: 1%

R: 0

G: 160

B: 142



#f1f2f2

C: 4%

M: 2%

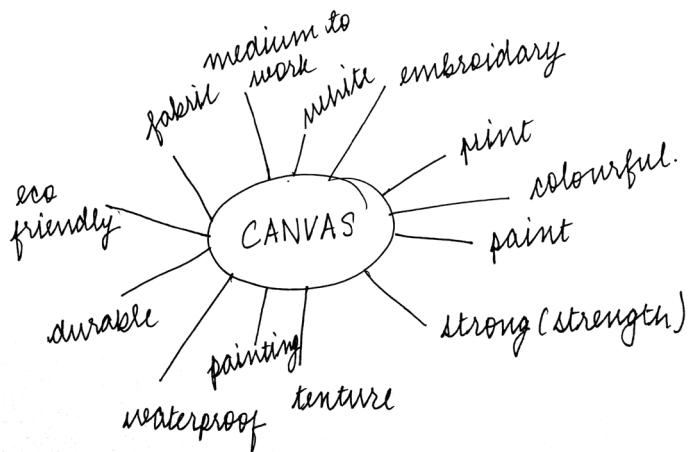
Y: 2%

K: 0%

R: 242

G: 243

B: 243



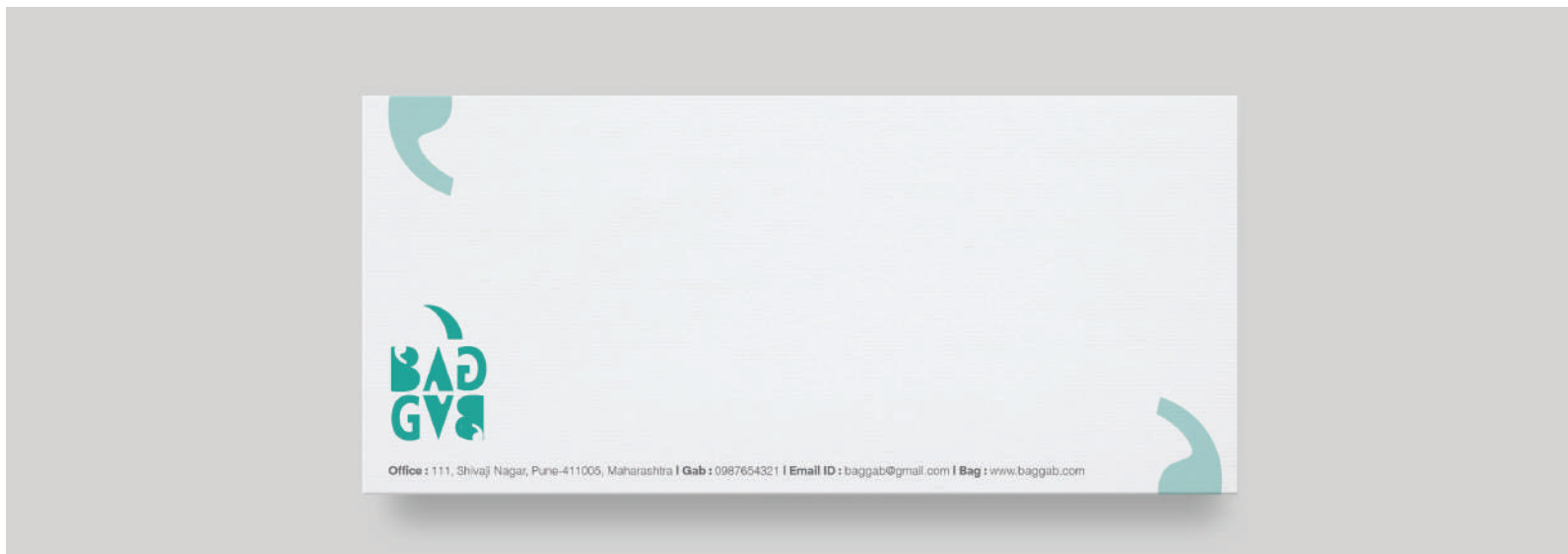
initial visual brainstorming.

After, coming down to the name of the brand. I started brainstorming the visuals that came to my mind when we hear the work 'baggab'. I more of explored it around the 'conversation' or 'chatter' aspect or concept.

initial brainstorming.

I started with brainstorming some adjectives that come in one's mind when they hear about a tote bag. After which, I came down to naming it 'baggab'. Further to which I brainstormed the visuals that came to mind.





UI/UX : APP DESIGN.



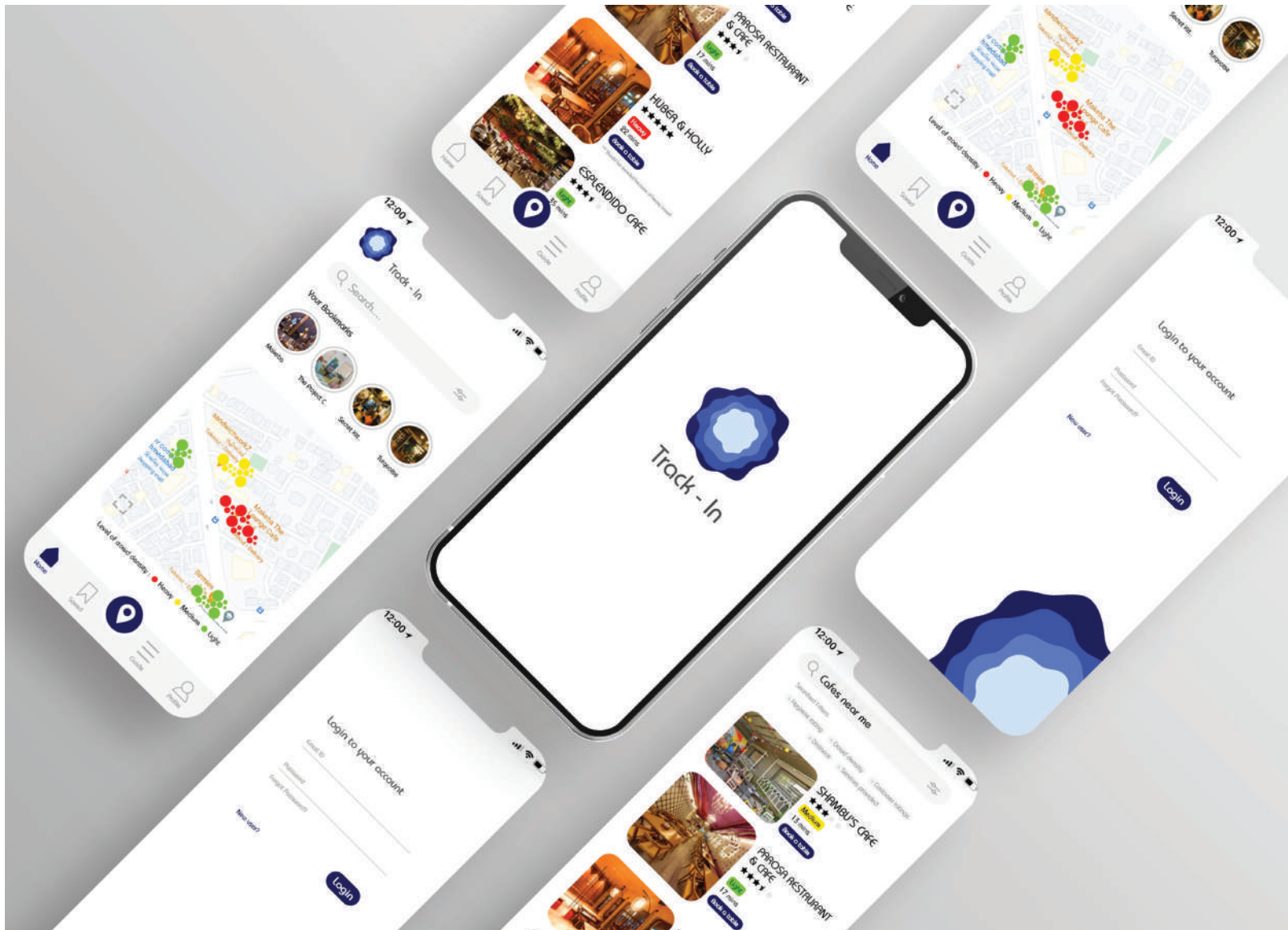
TRACK IN.

about.

Track In is an crowd density app, which allows user to inspect what's the density of crowd at any particular place. This app also allows user to book a time slot as well as a table at nearby restaurants. And comes handy with all the pandemic news & updates.

target audience.

people of all age groups who visit restaurants & cafes frequently and wish be pre planned.



USER PERSONA.

Amit Patel, 25 years, architect.

personality & behaviour.

- Always keeps himself updated with the current norms of the pandemic, as well as makes sure the people around him are aware too.
- Punctuality is equal to honesty for him.

pain points.

- Time wasted in figuring out a space to work/eat at that doesn't have a lot of people.
- Is anxious about the crowd of the places he is going to.
- Uncertain if a particular place would be empty according to his needs.
- Is punctual but the same isn't matched by the cafes/restaurants he goes to

goals.

- Ensuring proper hygiene in public places.
- Follow the government norms and act under the rules and regulations.
- Socialise with friends and families.
- Ensuring safety of his near and dear ones

tasks.

- Wears masks religiously when in public.
- Sanitises products and items ordered online.
- Opts for no contact delivery.
- Likes to socialise with friends but keeping in mind safety rules.
- Doesn't like going in crowded places considering the current pandemic situation.

primary colors.

#1e1d55
#455ca9
#5d79bb
#cadef3
#f4f4f4

typography.

Bauhaus Std

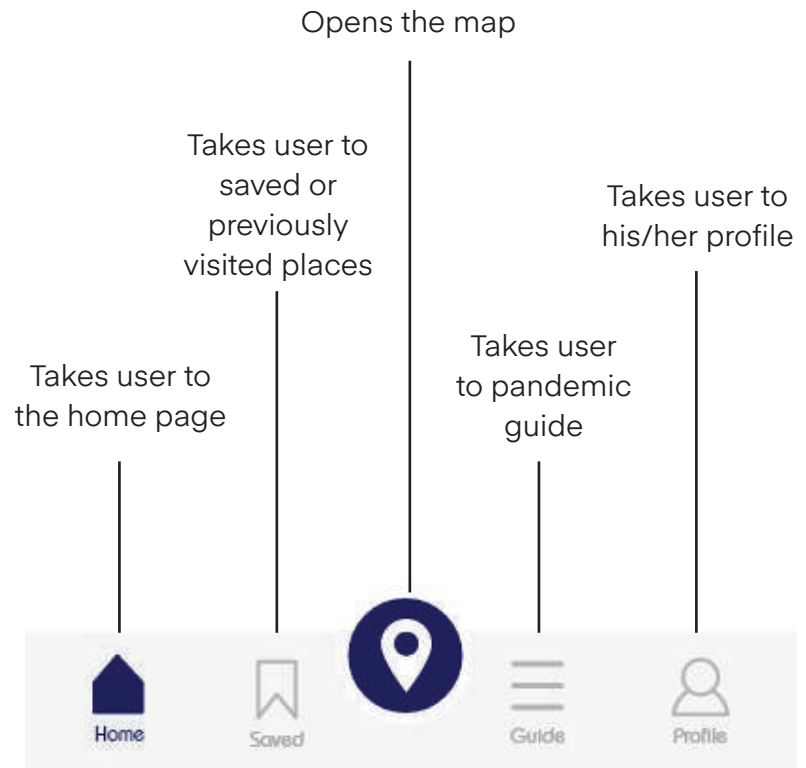
A B C D E F G H I J K L M

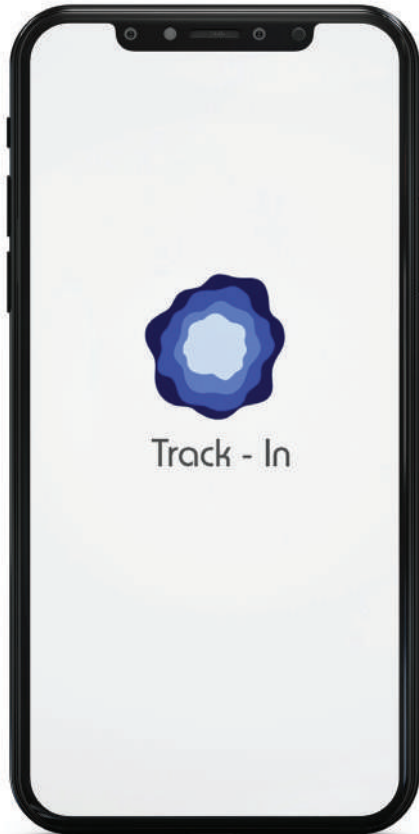
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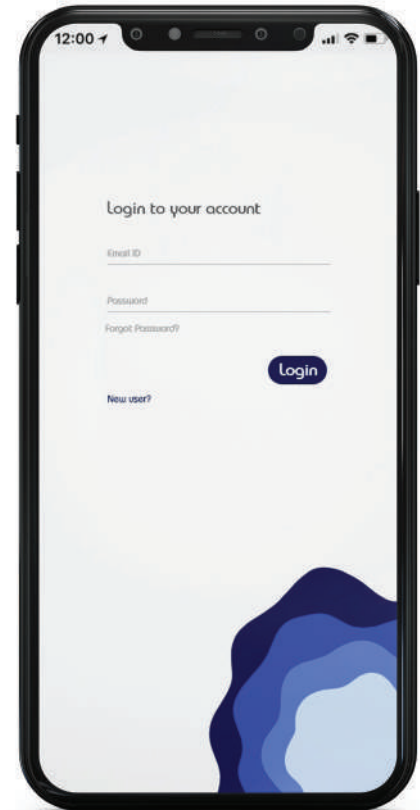


pre-loader.

Whenever a user opens the app, it will land him on this page.

log in/sign in.

Allows existing user to log in and if you are a new user you will be taken to another page to sign up.



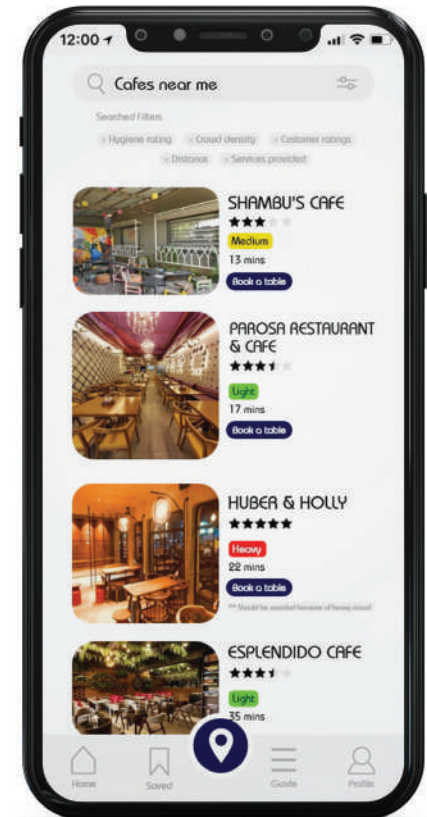


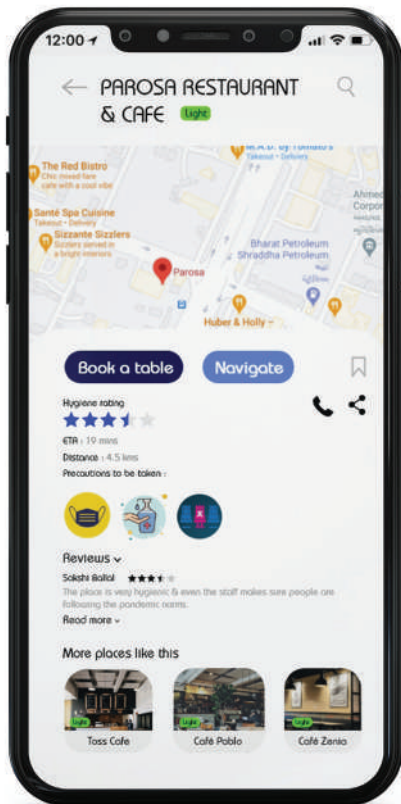
homepage.

In the case of existing user, he/she will land on this page where they can access previously saved data and also it displays the current crowd density of the nearest places,

search results.

Assuming user searches cafes nearby so. It will take her/him to a list which shows the data and also gives an option to add filters they would like to add .





Chooosen place.

After user selects any place it opens up to a page where user gets option to book a table, navigate and the neccessary steps the restaurant is taking as precaution to prevent spread.

pandemic guide.

Here user gets all the new updates regarding the COVID 19 virus. It also comes with a self assessment sheet..



