

Portfolio

2021

Riddhi Shah
Communication Design

About Me

The idea of minimalism and simplicity captivates my mind, and using it in design is something I like.

Alongside this, I am an enthusiastic learner and possess stellar communication, management and critical thinking abilities.



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01 COLAB 24x7

Corporate Identity design

Creating an identity for a collaborative workspace.


COLAB 24x7
creative collaboration lab

Yukti Thakkar
(Founder)

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Project Brief

The objective of the project is to design an identity for a collaborative space for the student community. It provides a shared workspace that helps the various student body interact with other people with different perspectives.

Target Audience

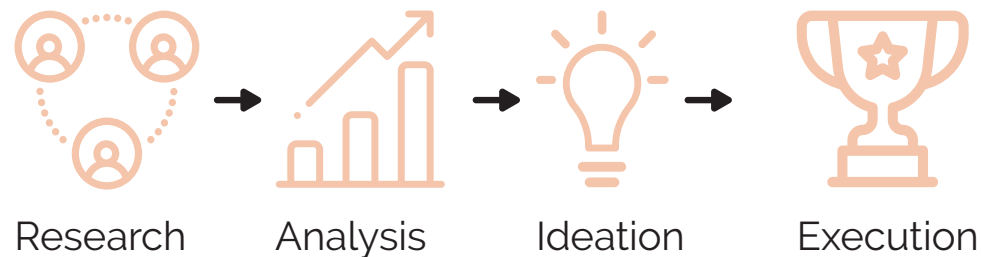
Primary Target Audience

Student community of the creative fields

Secondary Target Audience

Overall student community.

Design Process



Concept

An enclosure of six abstract shapes represents the six core ideas of the company. It also gives a feeling of people in a meeting/discussion.

The form abstractly shows desks. Thus, the leading tone of voice for the company is 'collaboration'. To illustrate the 24-hour concept, an enclosed circle has been shown, which depicts continuity.



Typography

Aa

Montserrat Bold

Heading

Aa

Montserrat Medium

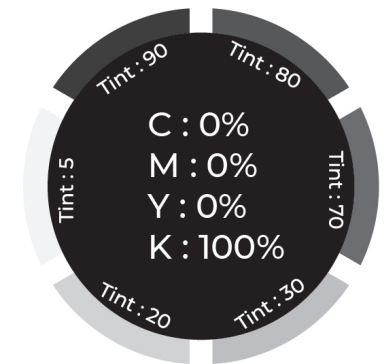
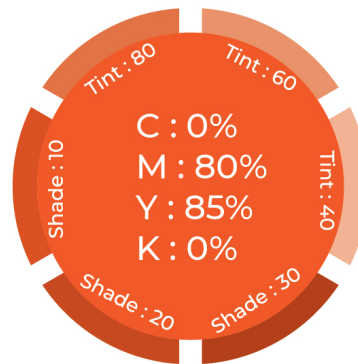
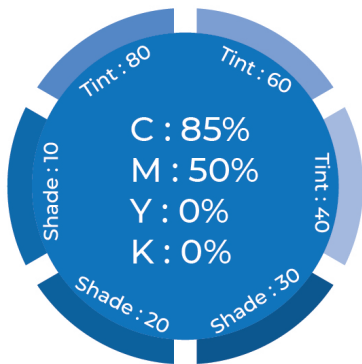
Sub-heading

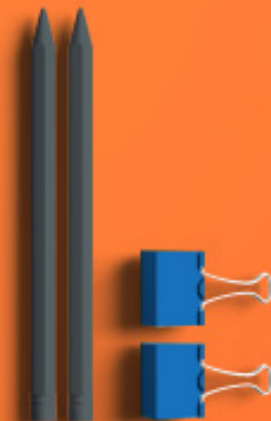
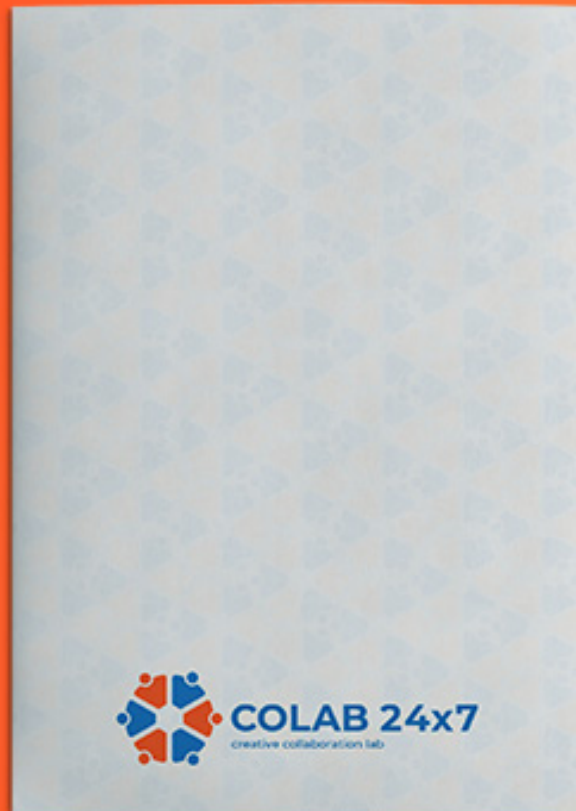
Aa

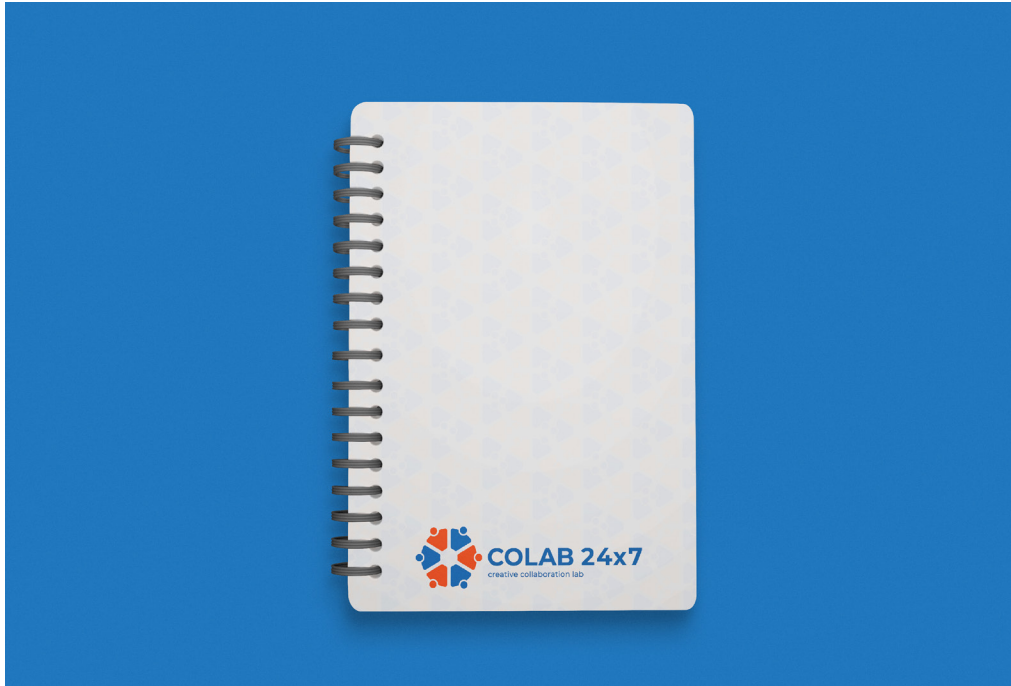
Montserrat Regular

Body

Color Palette







02 ORGANIC-ALLY

UI/UX Design

An app that eases the purchase of plants from local nurseries. It provides information and helps in plant management.



Concept Note

The application 'Organic-ally' has been designed using soft UI. It is an app where a user can find local nurseries/vendors and purchase plants directly from them. The app aims to provide basic information regarding the plants and in turn help the user to manage them. Using location/GPS, it can also determine the location of a user and suggest fauna based on the users' location.

Process

1. Identifying the problem and solutions.
2. Research
3. User Personas
4. Journey Map
5. UX Flow
6. Style Guide
7. Wireframes
8. Final UI

Typography

Aa
Cera Pro Round Bold
Heading

Aa
Cera Pro Round Regular
Sub-heading

Aa
Cera Pro Round Thin
Body

Color Theory



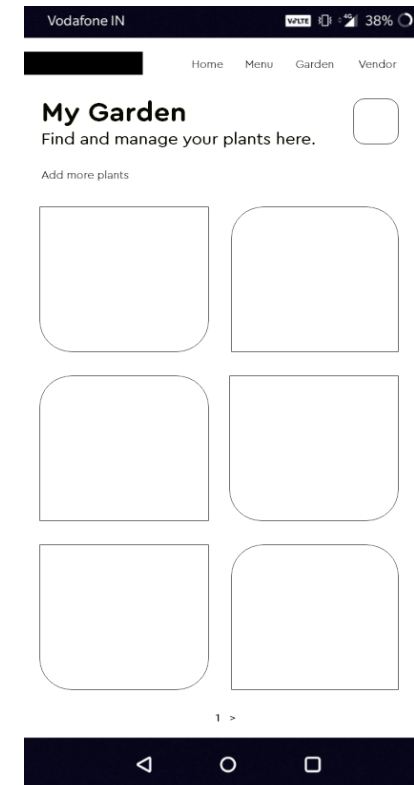
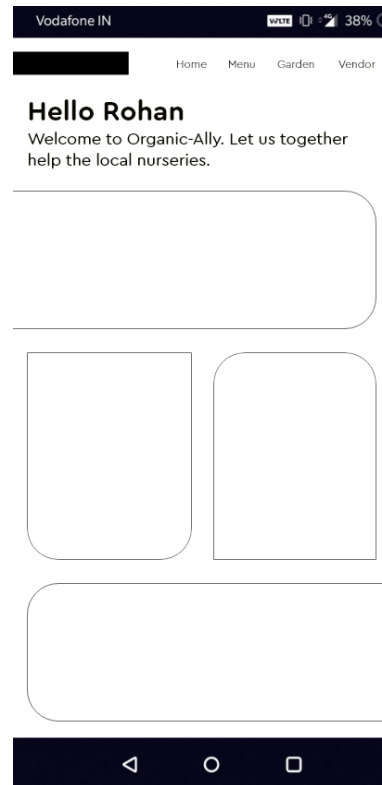
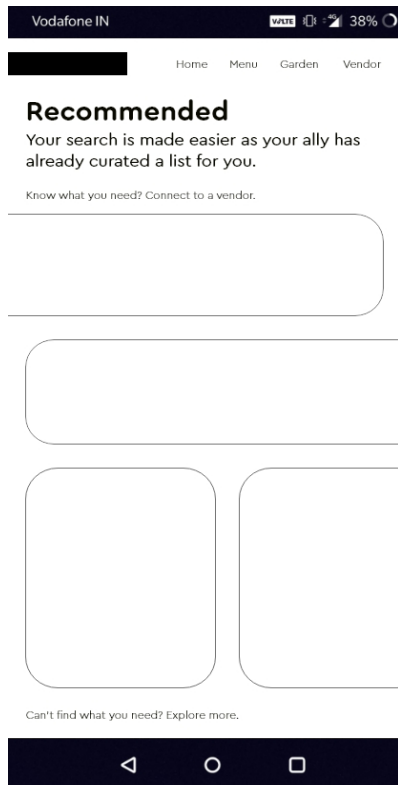
Logo



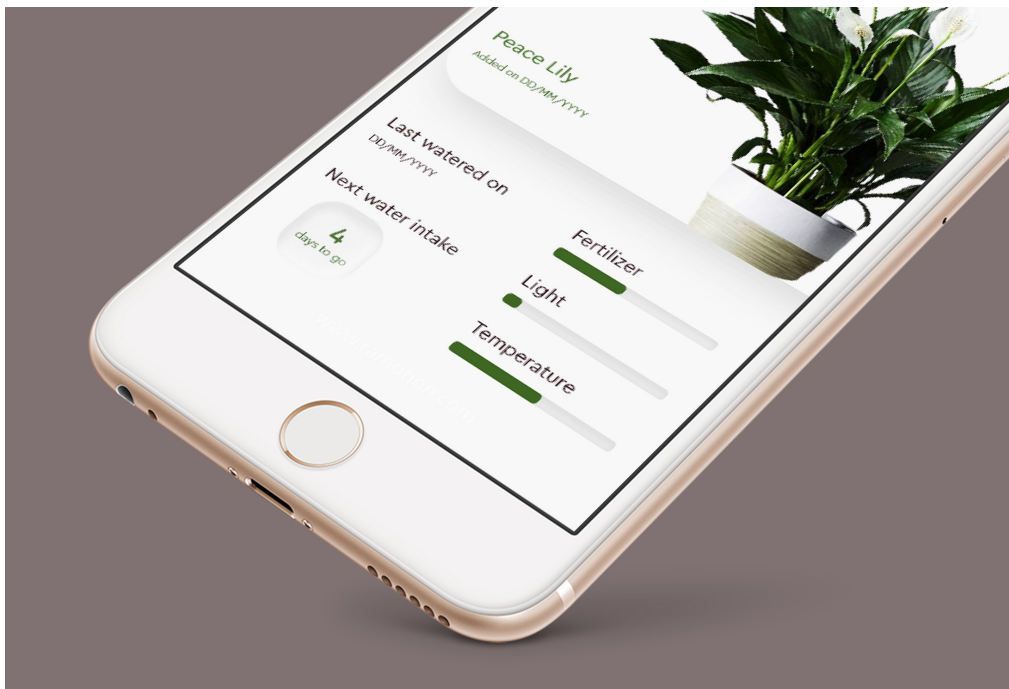
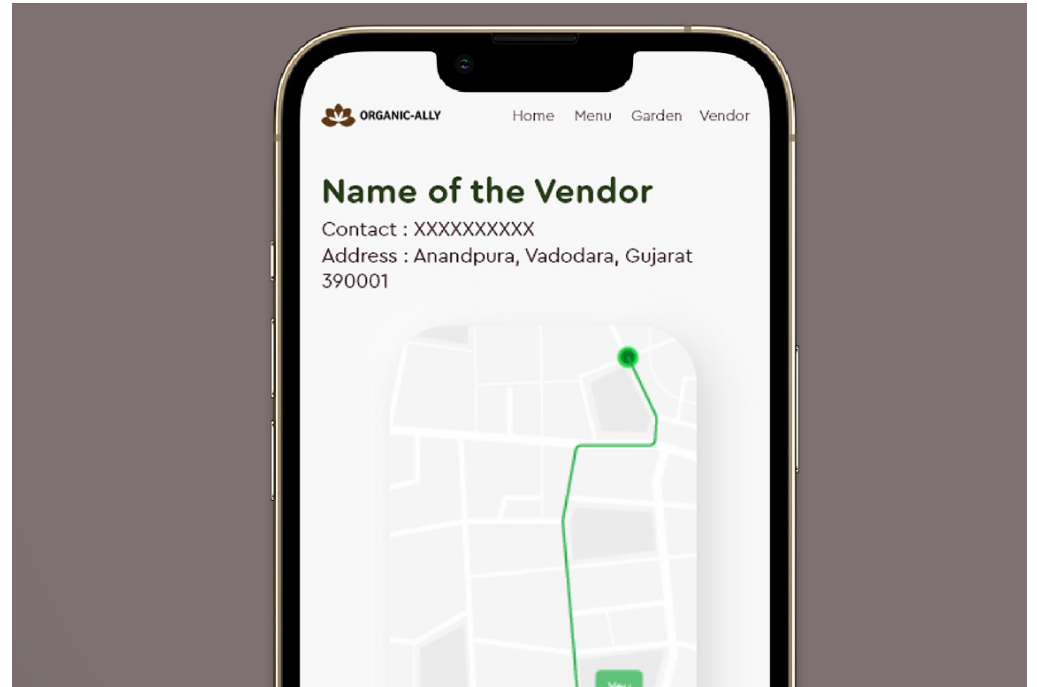
Iconography

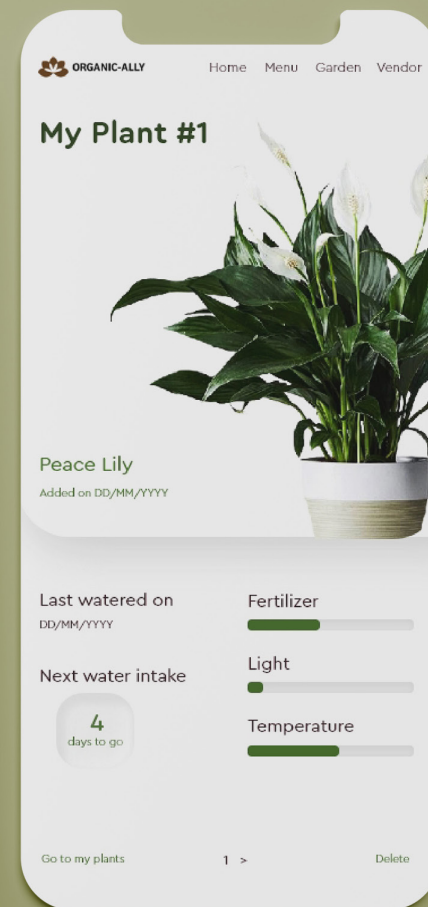
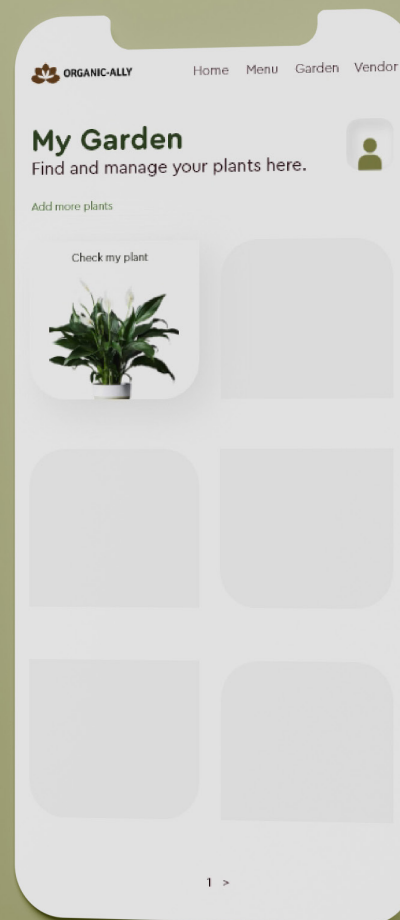
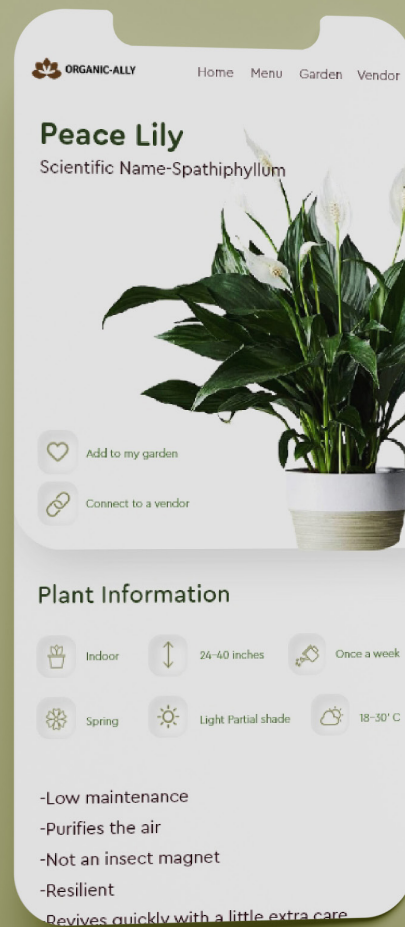
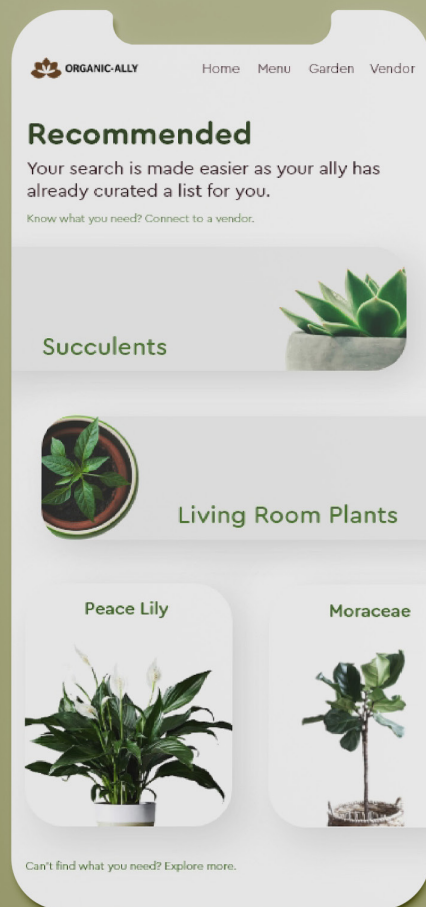


Wireframes



The following images are an example of the hi-fi wireframes designed for the final app design. The final app is designed on the basis of the following design.





03

CUT JOINT

Type Design

Designing a display stencil typeface.



a b c d e f
g h i j k l m
n o p q r s
t u v w x y z

Name

Cut Joint - Because the stencil cut is placed exactly at the joineries of the letters.

Background

To create a general purpose display stencil typeface. The typeface can be used for branding purposes mainly. In particular for logo, posters, number plates, etc.

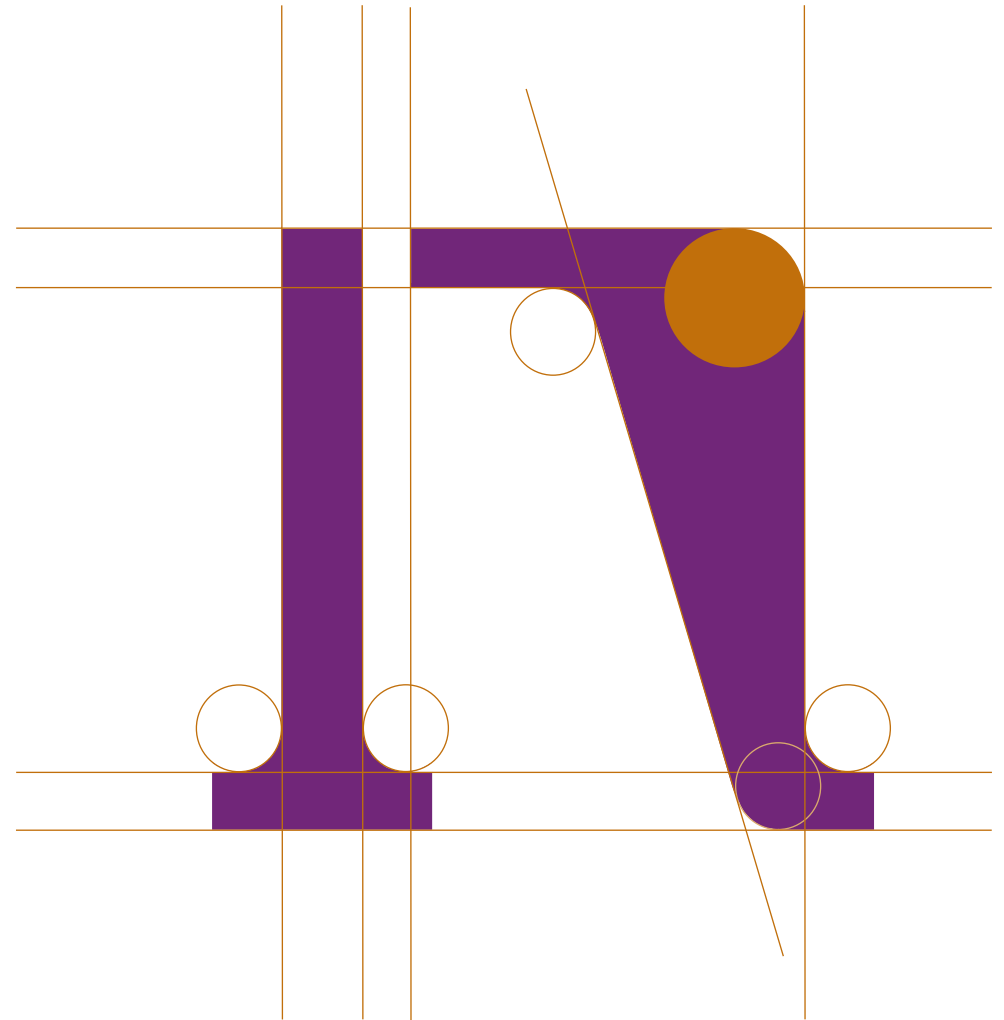
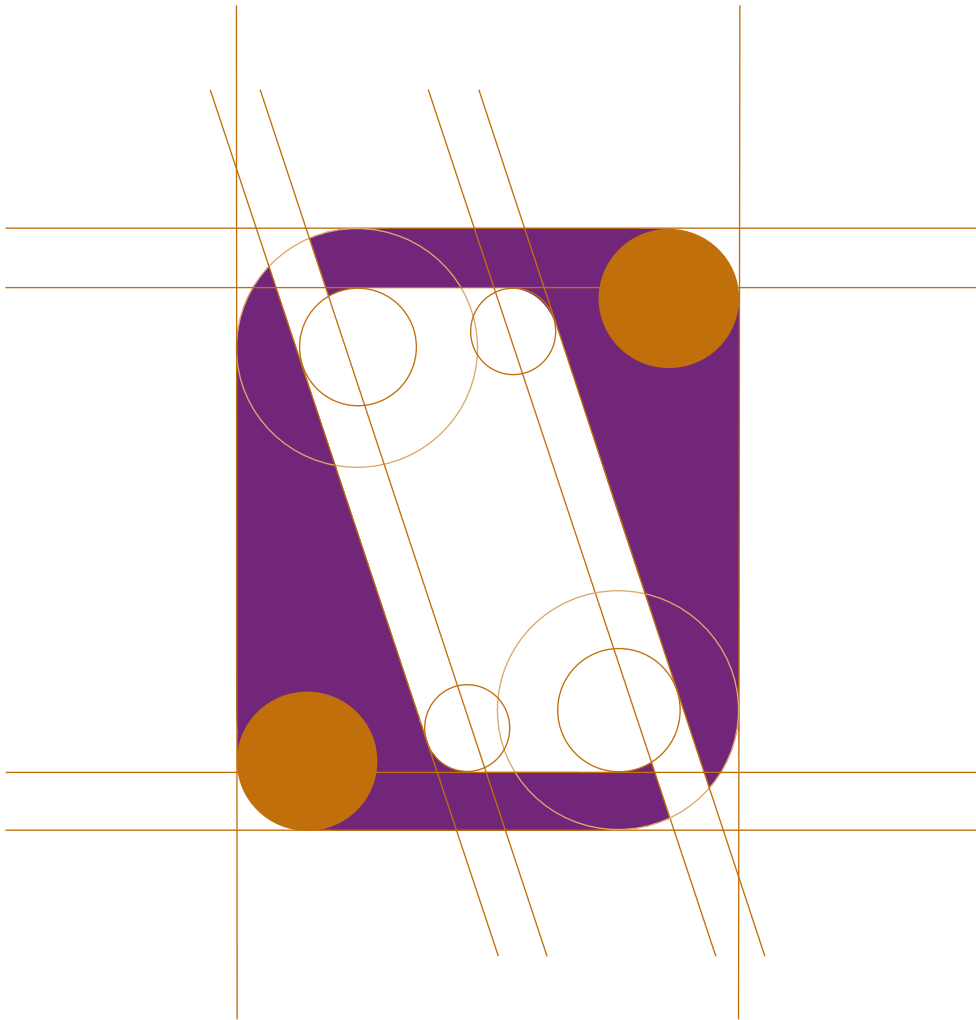
Concept

The typeface shall be used in large size for legibility. A medium/low contrast stencil typeface. The weight shall range from thin-regular-bold.

Recipe

Weight: Thin, Regular, Bold
Contrast amount: Some/low
Construction: Upright
Contrast type: Translation
Stroke endings: Serif

Construction



It has a rigid appearance with a medium-low contrast. This design stands out due to the diagonal cut and rounded edges.

Ascender height

Cap height

Median

Baseline

Descender height



Alphabets

a b c d e f g h i j k l m n
o p q r s t u v w x y z

The typeface has been designed for there different weights in lowercase letters.

Weight Variables

cut joint

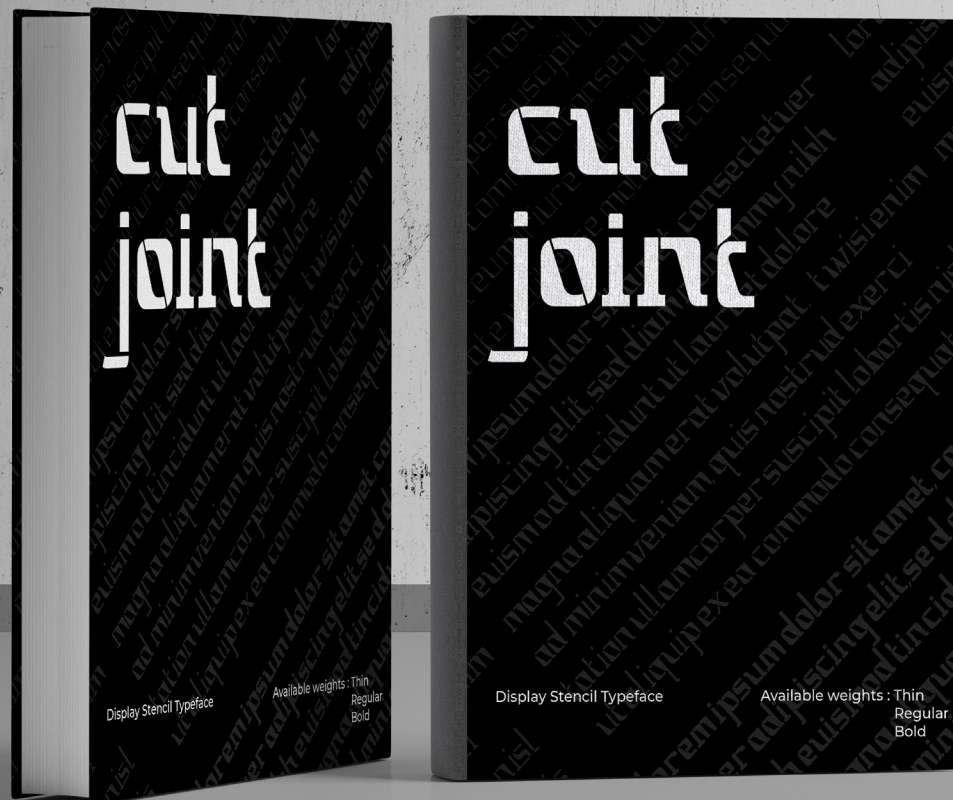
Bold

cut joint

Regular

cut joint

Thin



04

FOSSIL WATCH BOX

Packaging Design

A watch box designed to ease the storage and display purpose of watches.



Background

Most of the original watch packaging for fashion and luxury watches are bulky and opaque in their form. While they do provide safety, the purpose of displaying such watches with inquisitive design for one's personal space gets defeated.

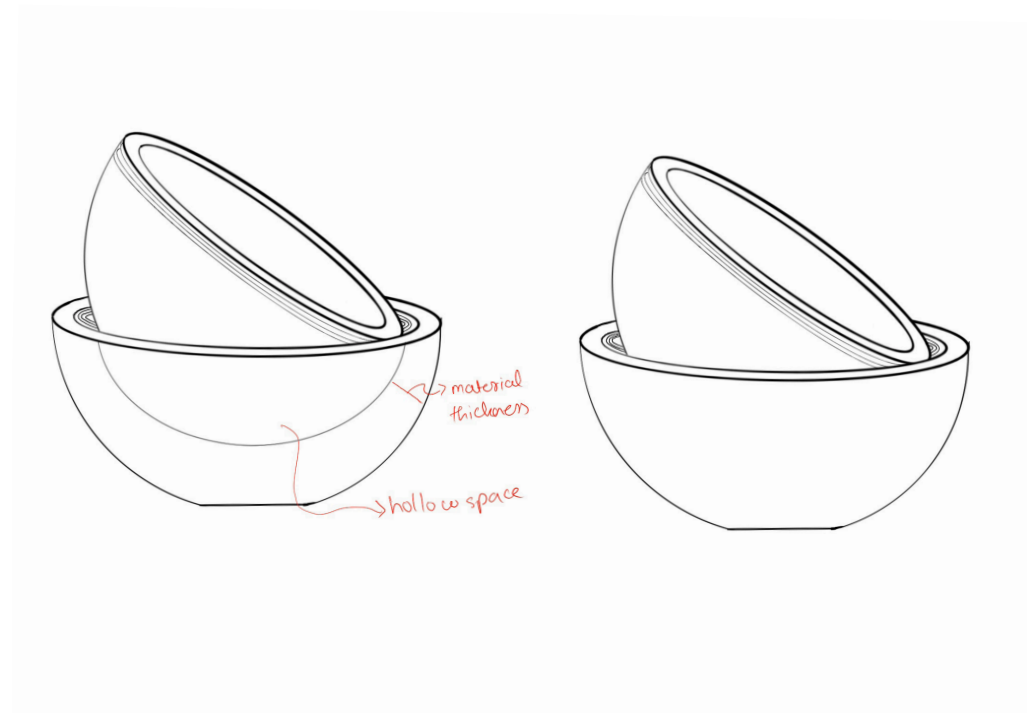
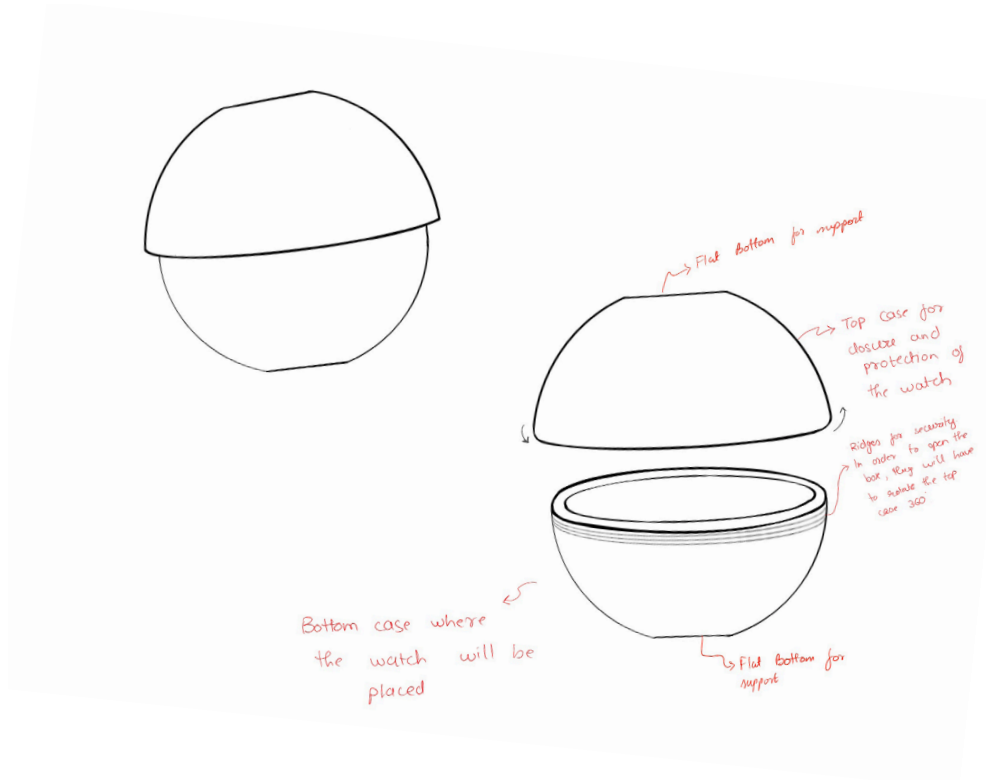
Target Audience

Watch owners. Specifically the kind of people who would like to display their expensive/fashion watches.

Objective

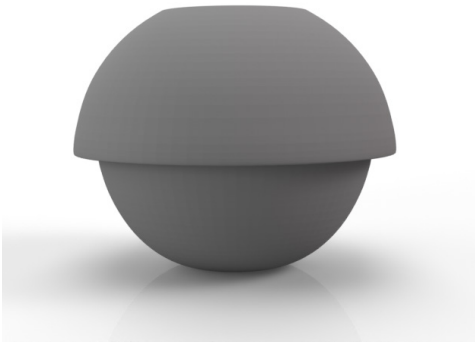
To create a packaging that serves the purpose of displaying watches in a one's room. It shall also provide storage .The visual language must be minimal.

Concept Sketches



A spherical structure that can be used for display as well as in storage. The top hemisphere (TH) is larger in size than the bottom hemisphere (for support) that contains the watch (BH). When the box is closed, it gives a feeling that anything kept inside it is precious. The angled display form grabs attention of the user.

Rendered Form



Top hemisphere

Inner lining

Manual and its protective disc

Watch

Cushion

Metal buckle

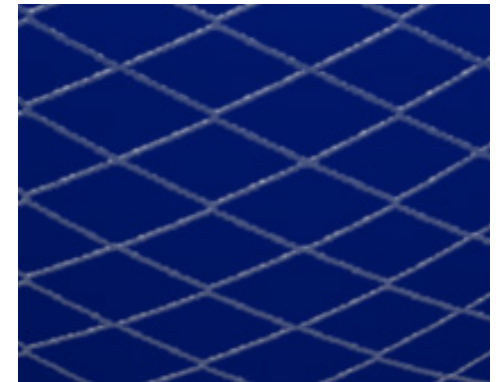
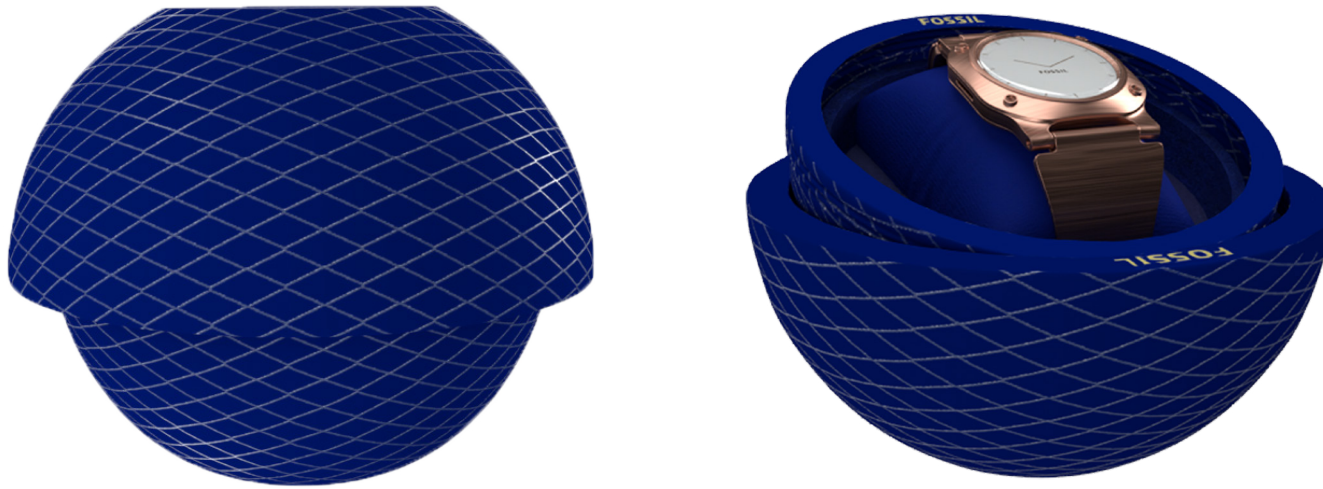
Foam support

Inner lining

Bottom hemispehere



Final Form



The form is easy to store your watch in or show it off. The top hemisphere acts as a support system for different display techniques. The bottom part has the watch carefully placed and protected. The outer pattern acts as a tessellation of the element in Fossil's logo. Due to the difference in materials, the pattern acts as a medium of friction when on display, thus preventing the bottom part from falling. The branding is done on the rim of the hemispheres as it is the only part whose orientation isn't hampered with.





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