

A Graphic Designer
PORTFOLIO

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01 Type Design

Brief:

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. The design principles like Continuity, Closure, Foreground and background, will be given importance while designing the font.
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.

seller

COUSIN

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Let
Kids
Be
Kids.







02 APAS Water Solution

Client: APAS Water solution

Objective: To design a visual identity and visual identity applications for APAS Water Solution Comapnay.

Background Information: Apas Water Solutions Pvt. Ltd, are a highly recognized name in the industry established in the year 2011 as a private limited company. We are working in the marketplace as the manufacturer and supplier of a defect free array of RO Water System, RO Plant, Swimming Pool Water Filter, Demineralisation Water Plant, Treatment Plant, Water Desalination Plant, Demineralization Plant.

Deliverables: Logo, Visual elements, Typography, Colour Pal-ette, Imagery, Tone of Voive- Friendly, casual

Target Audience: Youths & Adults



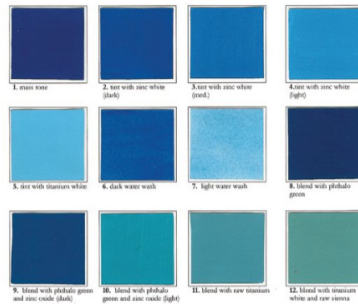


Aspects

- Purity
- High quality products and services
- Quick Execution
- Available at low cost
- Avail for customers services

Cerulean Blue

p.b. 36









03 Introduction to material & 3D modelling

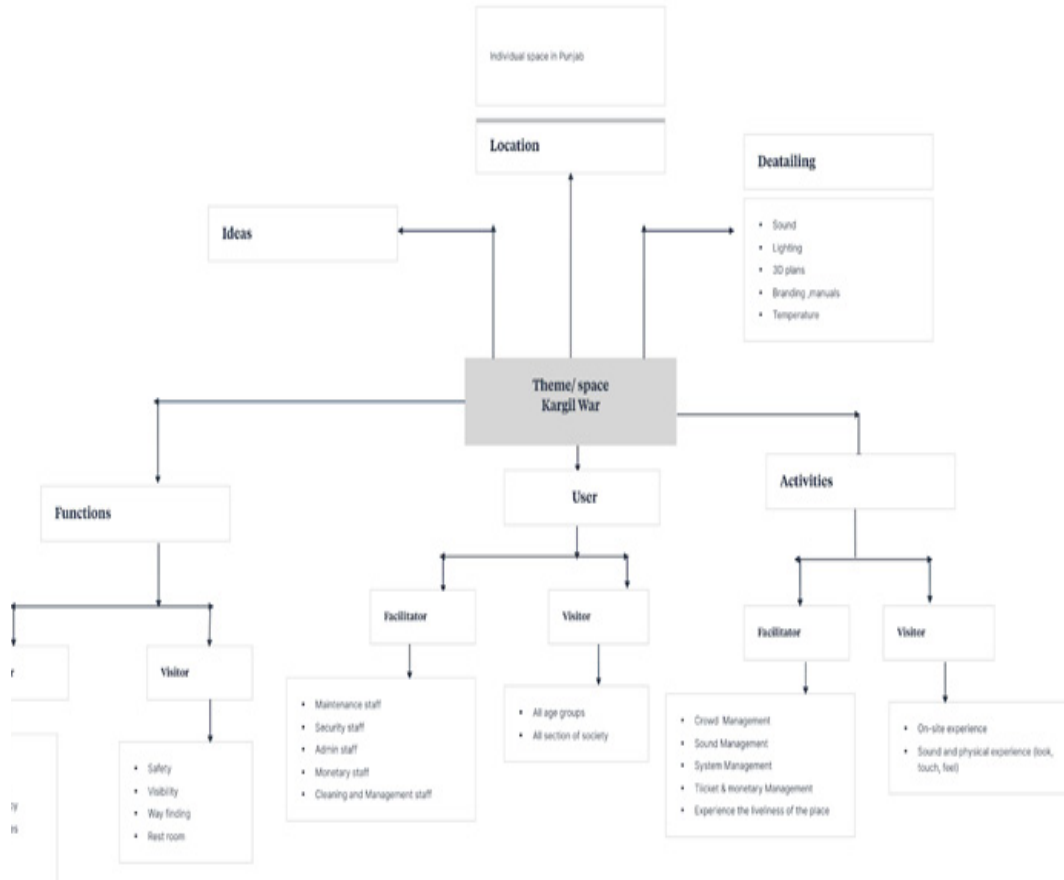
Brief : To create an experience of the Kargil War with a partner and instill the feeling of patriotism and victory as well as the grief of the martyrs. The experience should be informative and interactive.

Target Audience: All age groups, families, all stratas of society

Points of Researchch:

What, when, where

- Peaks and points of war.
- Mission vijay
- Names and awards
- Restrains
- Facts: Ex: Pakistani soldiers and terrorists had positioned themselves at higher altitudes, it gave them an advantage in combat, as they could fire down at advancing Indian troops.
- Visuals



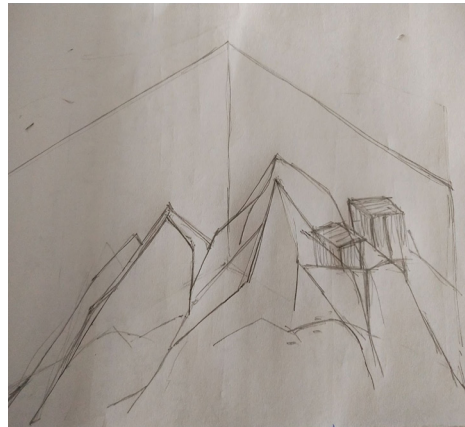
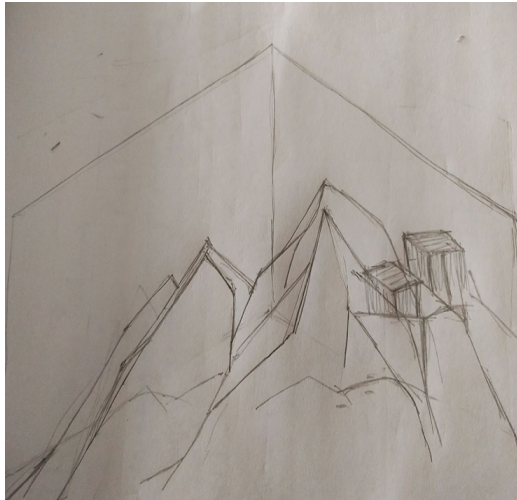
Space ideas

Detailings

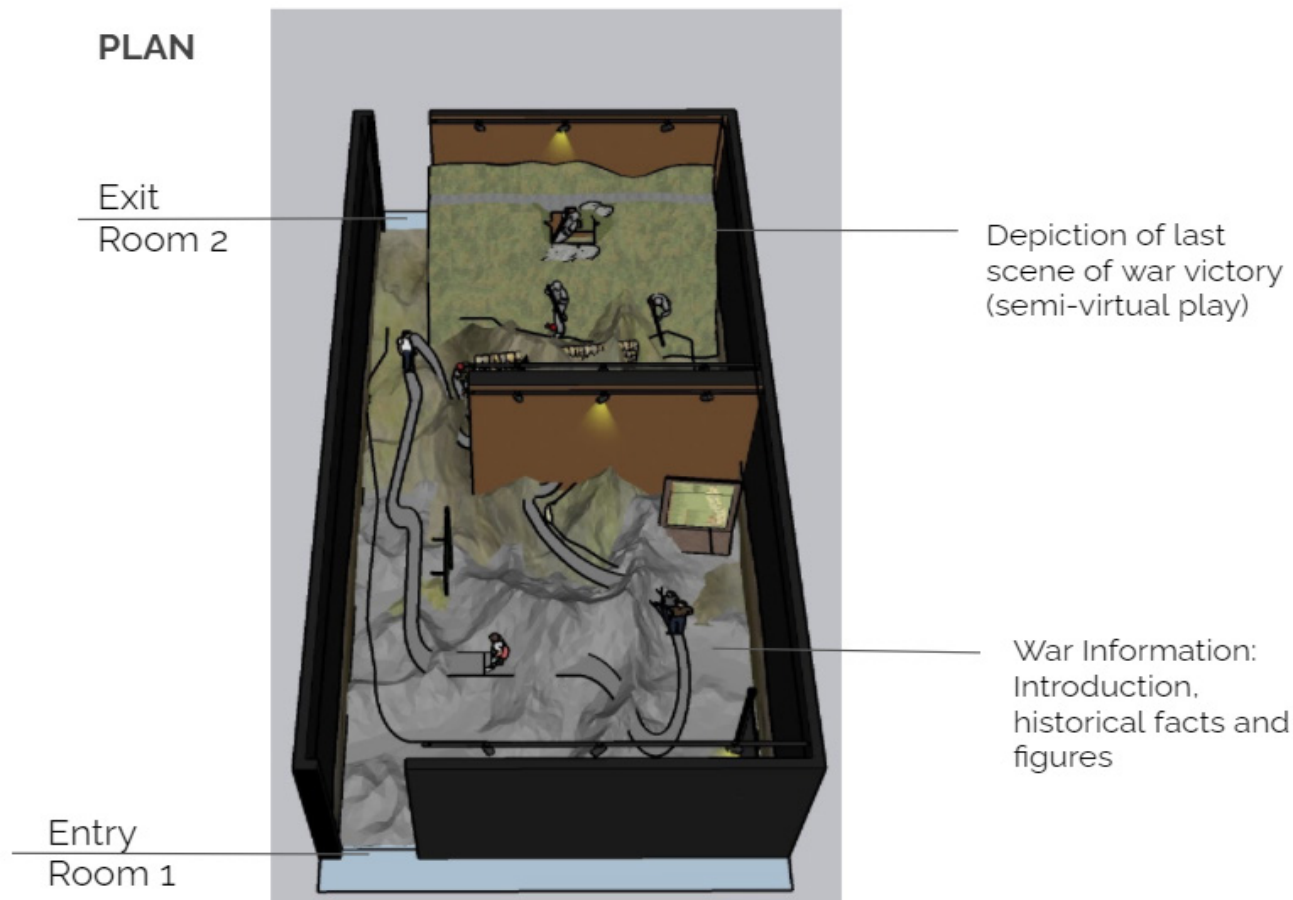
- Rocky surface, peak climbing (ex: how snow worlds are created in cities with no snowfall)
- Temperature/atmosphere near to which soldiers were fighting war
- Sound (gun shots, etc)
- Positioning (ex:safety setups)
- Last point and scene
- Look, feel and touch (ex: how 5d experience are created)



By building this space we want to make close to real experience faced at the peak point and communicate attribute such as fearless, inspiring, pride. Message specially to youngsters to never fear to be a soldier and stand for their country.



PLAN





Dark room: Light, sound and temperature to play a major role. Narrow walkways to move around/ ropes to climb rocky surfaces

3D screen projected at two sides, to give a real/virtual feel, as if someone is in the war environment



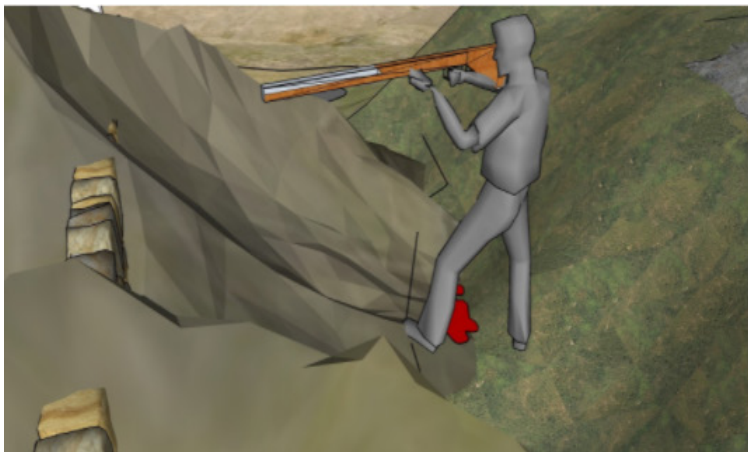


Materials to be used:

Mountains/walk ways: GFRP(Glass Fiber Reinforcement Polymer) flexible therefore can be shaped into complex structure; ceramic coating: stones.

Dummy's: fiberglass and plastic. Cloth as an external wear.

Information boards: Expanded PVC, Acrylic





04 Character Design

Character designing of a porcupine

Plot

In a peaceful town, there lived a three magical stone keeper with balancing the elements; love(blue), friendship(yellow) and power(red). All three stones only worked together.

Porcupine has caring and loving nature and lives with his mother who is housekeeper in a mansion owns by horse's father. Panda have a responsibility of his little brother and sister. The three friends given stones by an old man from the valley.

One day, a tragic incident happen and horse's father died in a blast on factory. When the truth revealed, the bull plan it to take horse power stone to gain most power in the town. He himself has a dark stone but without the one of the three stone, it can't be worked. The bull manipulate horse to become his loyal dog or else he will killed his father who is hostage at bull's secret godown, shockingly he is alive to plan against horse. But without knowing true intention of horse, who works just for revenge from bull, bull give his full faith.

Now the battle continues how horse will treason bull and give secret information to porcupine and panda to reveal the true identity to public, in whose eyes bull is still a political servant to them. But horse actually deceived his own friends and started to work for bull.

Now, Porcupine and panda knew that horse is no longer their friend and build to a plan to use him as a pacemaker to reach bull. Later, he realizes his mistake and smartly helped them without knowing anyone. Porcupine and panda stole the power stone and combine three stone to defeat bull. In between, Panda got badly hurt but fight continue between porcupine and bull.

NINJA

Ninja is the protagonist of the story. He is caring and loving in nature for his friends. He shares all his secrets to horse and panda. He gets aggressive if some tries to harm him or his friends. He has spikes on his body used as protection weapon, he also carries a sword and bow Dhanush as a weapon.









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