PORTFOLIO

Dharamraj Parekh

CONTENT

- Imaging Techniques
- Branding
- Type Design
- Publication Design
- Moving Images
- Material & Modelling

Muharram



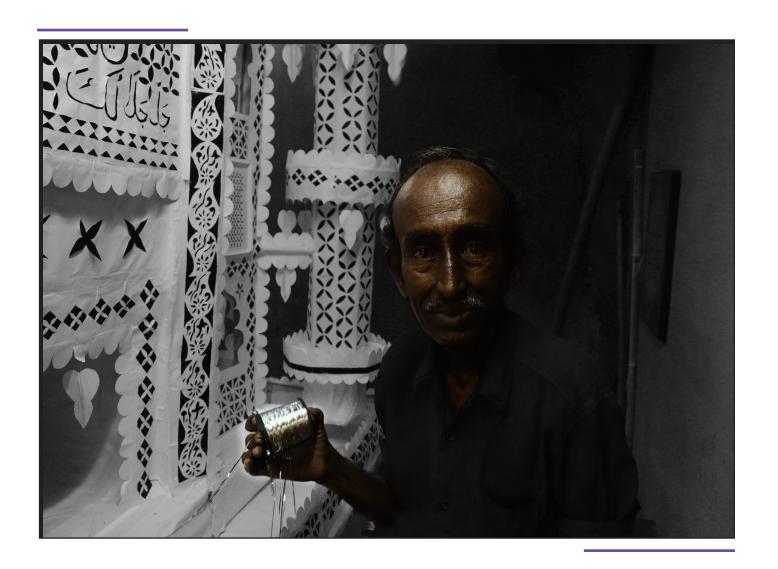
First of all I went to Khanpur, where the Muharram ends . I met some couple of guys who were sitting, gossiping. I got to know the story of Muharram, how the Muslims celebrates it, how the Shia and Sunni [Two types of Muslims] forgets their enmity on this day and celebrates and mourns together for the Sacrifice of Ali Asghar and his father Imam Husain.

The process of shooting was complex as there was no still characters or object, every thing was in motion, so accordingly I had to cope up with them. There was lot of crowd and I learnt how to capture them. I have also learnt how to respect their belief, how to talk with people of different ethnicity and this has helped me a lot in this project



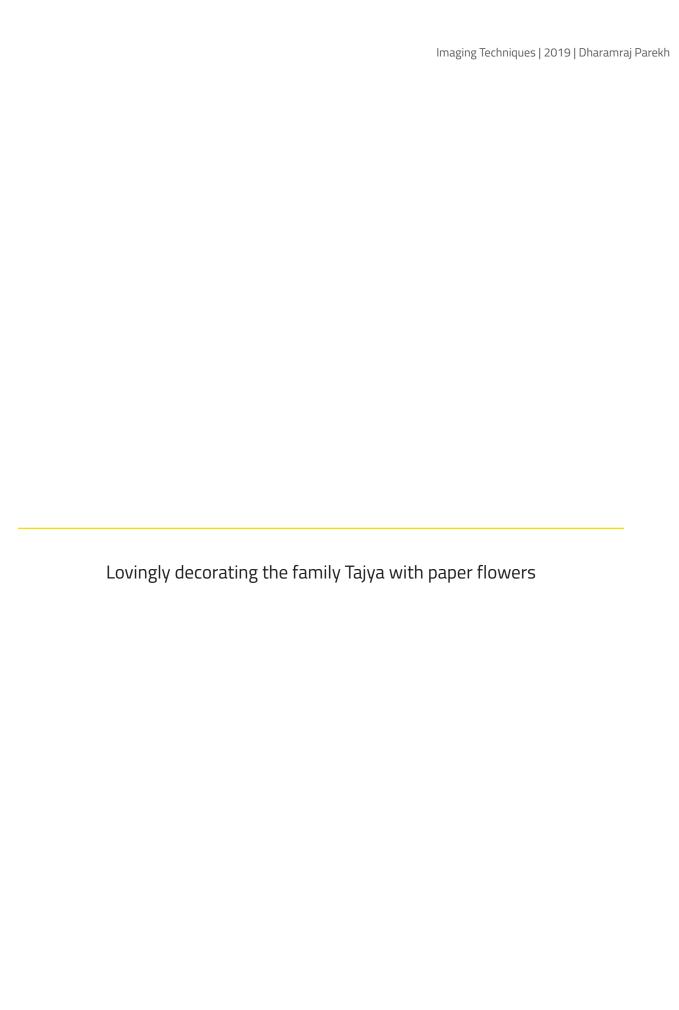
The children took the festivities a step ahead by showcasing such antic skills for visitors on the streets

	Imaging Techniques 2019 Dharamraj Parekh
Emotions overflowed as this old Tajya crasftman narrate	nd the story behind Muharram
Emotions overnowed as this old rajya crasitman harrate	a the story benina Manariam



	Imaging Techniques 2019 Dharamraj Parekh	
Street display of the beautiful Tajya crafted out of thin gold plated sheets.		

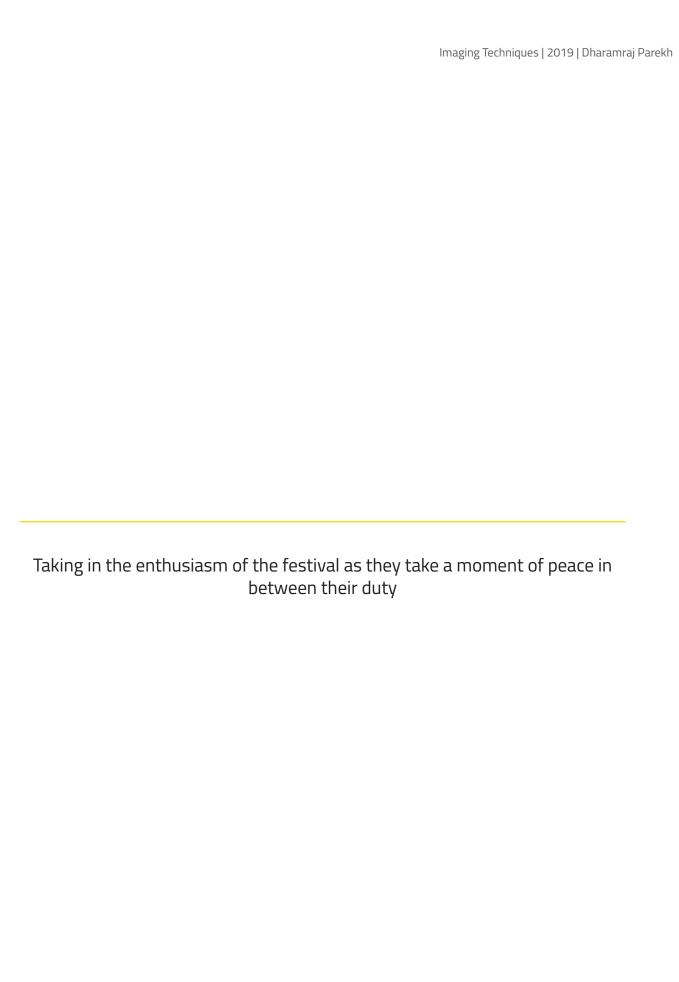




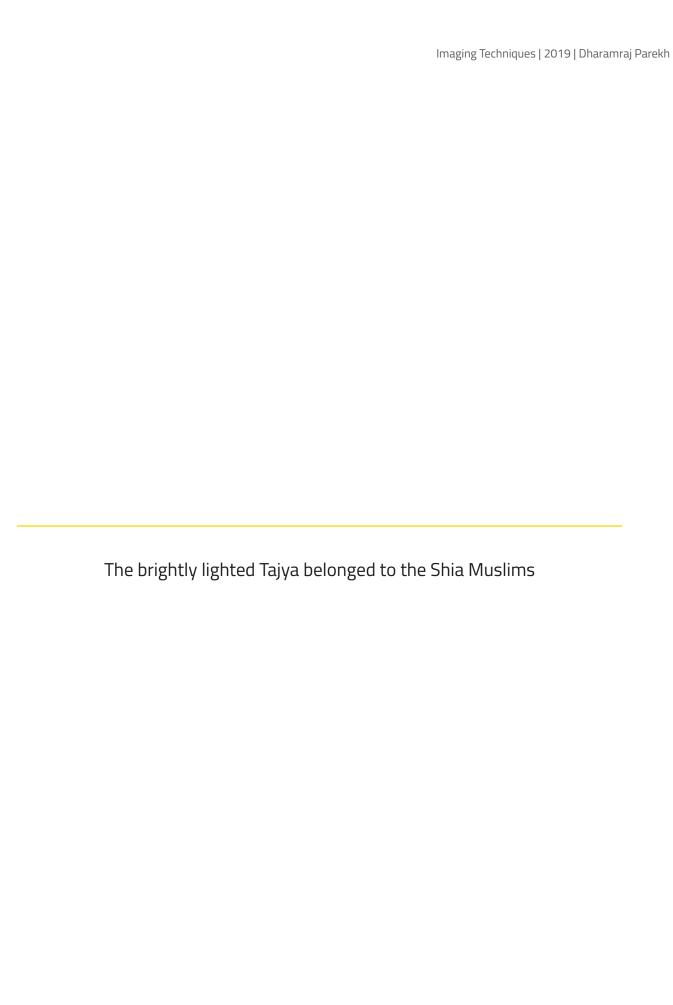


	Imaging Techniques 2019 Dharamraj Parekh	
Adding final touches to hand-made Tajya before the final display in the community space		

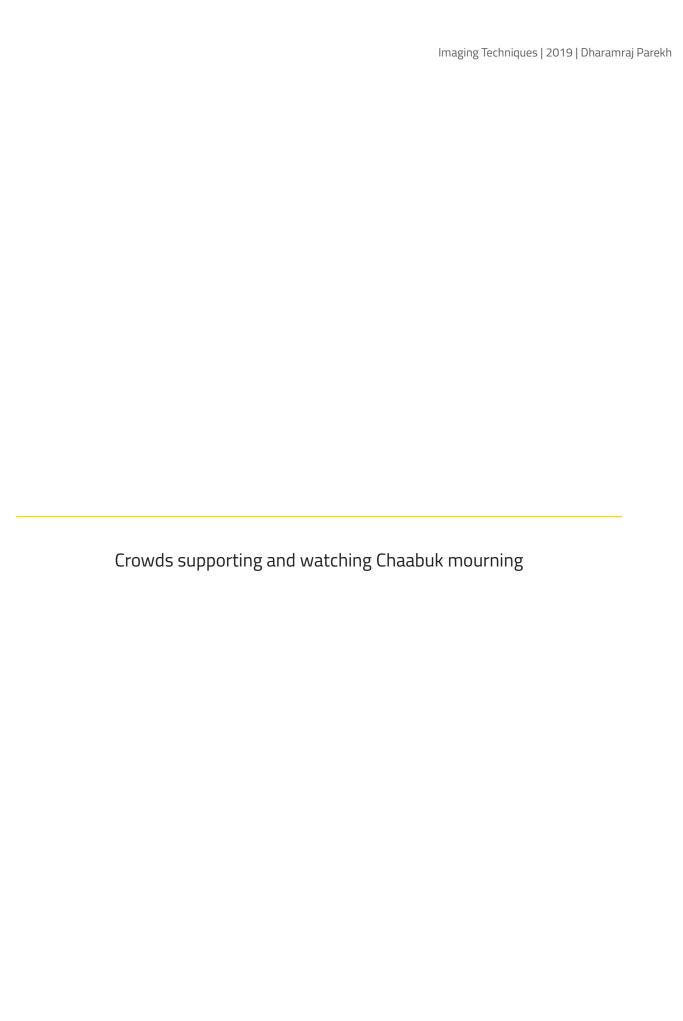














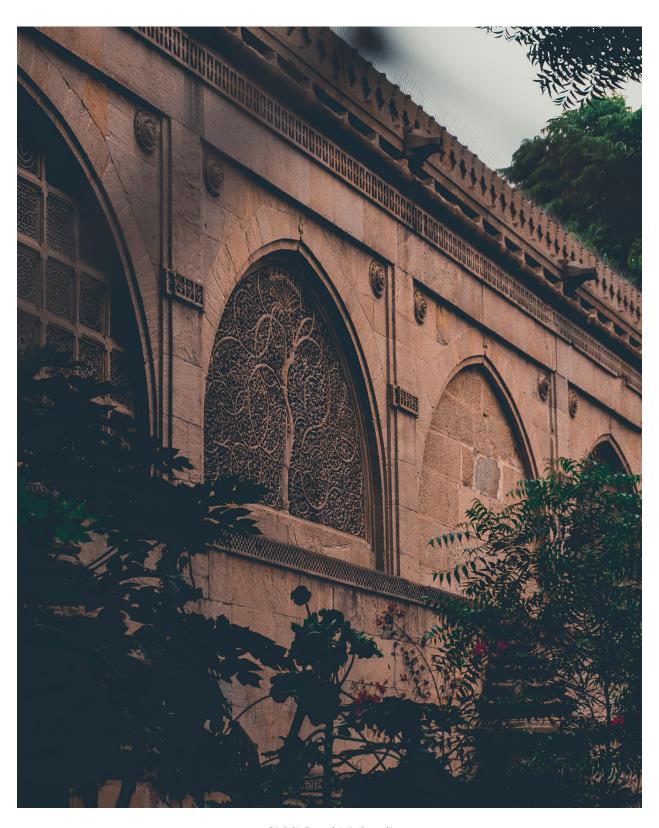
CITY BRANDING

2

As a part of our academic course, we, a group of 5 members were required to do the re-branding of the city of Ahmedabad.

The city has an histoy of more than 600 years old. Ahmedabad gave India Mr. Narendra Modi as Prime Minister in recent times but Ahmedabad has been the famous world over for ages for its Textile Industries. Ahmedabad has its own beautiful culture and traditions. Many great industries are thriving in Ahmedabad like the Automobile industry, machine manufacturing.

But we tend to overlook our own people, small businesses who are thriving to prosper the economy of Ahmedabad. Here we have taken an approach to prepare a system that encourage small businesses and artists who can work with us to make the identity of Ahmedabad possible.



Siddi Syed Ni Jhaali

Logo Process

The logotype should be strong, vibrant, warm, friendly and welcoming, that can clearly illustrate the cultural and traditional beauty of Ahmedabad



EIDIE SHIFTS

AMDAVAD

 श्रीधारा भाषाह

Final Logo

Final Logotype



The logotype is inspired from local artist's painting style

Public lettering plays a huge role in brining a unique experience to our cities and neighbourhoods

The magnificance of this form is taken from Indian Lettering.

There is diversity in styles and materials. Some signs are hand-painted

The logotype is made in a way to encourage local craftman and painter who earn through hand painted lettering

The Type face used is **BENTON SANS** as it easily associates with our logotype

Clear Space



Ratio



Final Logotype

'Abad Amdvad' uses Yellow as a symbol of friendliness and positivity. It represents Ahmedabad's warm and welcoming nature.

The red symbolizes Ahmedabad's enthusiasm and liveliness and adds to the boldness of the brand.

The blue works as a neutralizing element to the rest of the warm color palette of the logo as well as the embellishments in orange. It adds a pleasing quality and conveys reliability since the brand aims to aid people in increasing their livelihood through expansion of their business.











ABAD AMDAVAD

R: 246 **G**: 212 **B**: 22

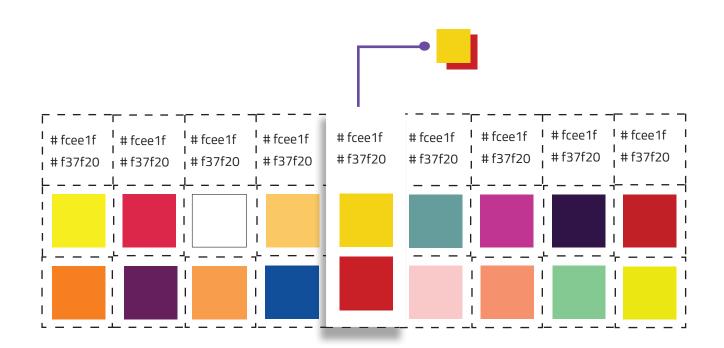
C: 5 M: 13 Y: 98 K: 0

f6d416

R: 199 **G**: 33 **B**: 39

C: 15 M: 100 Y: 100 K: 5

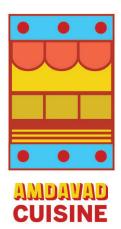
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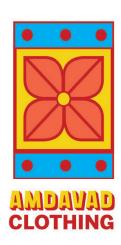


Parent Logo & Subset Logo System

'Abad Amdavad' is not only an identity, its a system that encourages small business workers and craftman. Here we have created a system where every business like clothing, shopping and eateries will have their own icons which will give them an identity and also a belief of trust among the tourists and localities to buy from them.









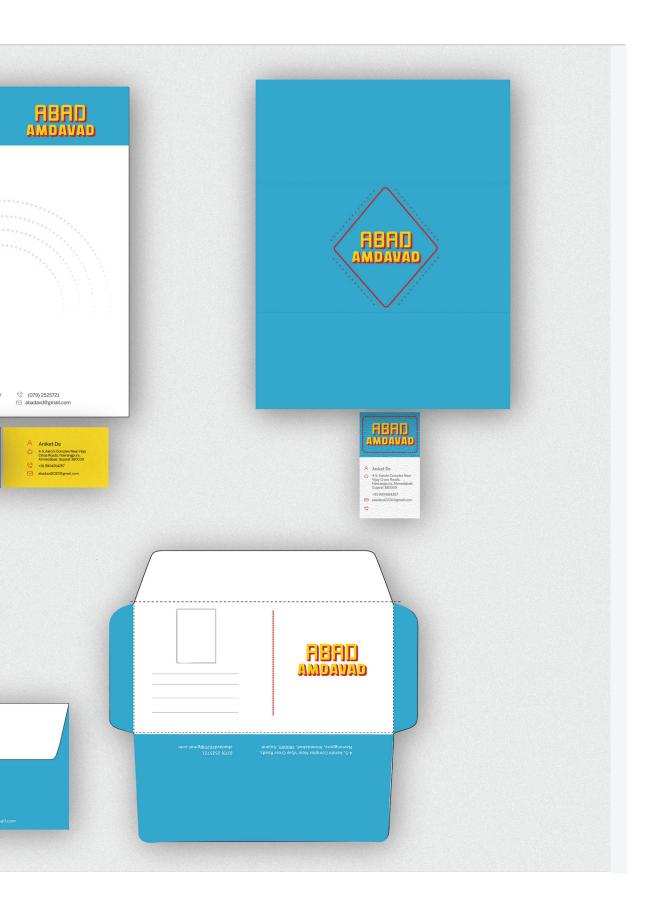




Application of the subset for Cuisine

Applications





We wanted to make a system which brings all small businesses under one roof. For that we wanted to make our own stationeirs and packaging and T-shirts that can build trust among the people to buy from them. We took this inspiration from the strategy used by popular companies like Swiggy and Zomato



Abad Amdavad logomark on Buildings











TYPE DESIGN

3

Type Design course which was mainly based on creating new typeface and font family helped me a lot in conceptual thinking and adding various design principles in making the assignment successful. The course was very informative and I learnt minute details of designing a type in this course and also learnt the amount of hard work that into creating a new typeface.

The course began with our Type Design teacher explaining us to construct Alphabets. Alphabets? Yeah, you are hearing it right. We learned to construct alphabets through geometrical steps and precision. After constructing the alphabets on paper, we started to digitise our typeface. And adding more to this, I have only one thing to share, that is, Yeah!! It is very tiring making each and every alphabets of a Typeface and the font family. The process is fun and one will enjoy it very much if they are planning to specialise in Typography or Type Design in future.

THE QUICK BROWN FOXJUMPS OVER ALAZY DOG THE QUICK BROW NFOXJUM PS OVE RALAZY DOG

Roman Letters

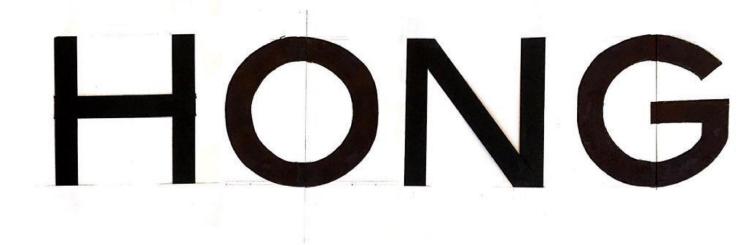


Rustica Typeface drawn manually with a crafted Bamboo pen



Skeleton Letters are Sans Serif typeface drawn manually with pen

Geometrical Construction of Letters



Digital Construction of Master Typeface



JSKIE

USKIE

HONG USKIE

TYPE LOGISTICS

93.7% Width of Capital height 150% Curved Width of Capital height 16% Vertical Stroke Weight 93.7% Horizontal Weight of Vertical Stroke 52% Visual Centre 45.8 degree Angle of Stroke endings Spacing according to vertical stroke 81%

HOKAGE HOKAGE HOKAGE HOKAGE HOKAGE **HOKAGE** HOKAGE HOKAGE HOKAGE HOKAGE HOKAGE HOKAGE SASUKE SASUKE **SASUKE** SASUKE SASUKE

HOKAGE

DONKEY DONKEY DONKEY DONKEY DONKEY

MANGEKYO MANGEKYO MANGEKYO MANGEKYO MANGEKYO MANGEKYO MANGEKYO

HONG USKIE

DOG FAN

DONKEY DONKEY DONKEY DONKEY DONKEY DONKEY DONKEY MANGEKYO

Dharam Typeface family

As a part of my college course Type Design, we were asked to make a type family using the master typeface. The brief said to create a type family by changing the visul centre, alignments and strokes of the master typeface.

Digital Master typeface Dharam-Regular

HONGUSKIE

Type styles adapted from the Master typeface Dharam-Regular

Dharam-Visual Centre: Changing the visual centre of each type

HONGUSKIE

Dharam-Stroke: Altering the width of each type

HONGUSKIE

Dharam-Exploration: Playing with the structure of the typeface

HONGUSKIE

Dharam-Alignment1: Changing the proportions of the type

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Dharam-Alignment 2: Second version of Dharam-Alignment 1

HONGUSKIE

Publication Design

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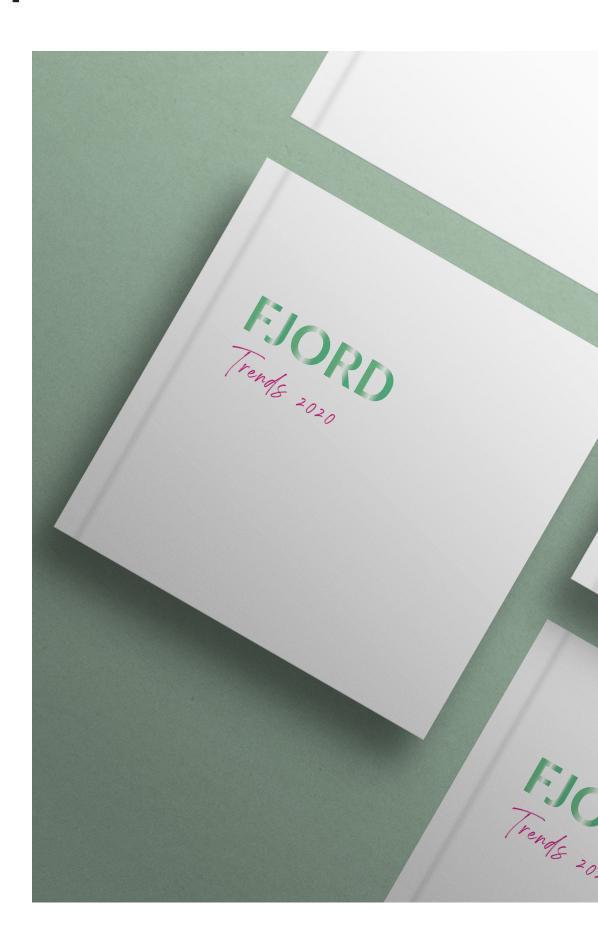
In Publication design course, I worked on recreating a print design for the annual document called Fjord. Fjord is a global design and innovation consultancy which is a London based company and its Studios all around the world. The main purpose of the assignment was to understand the print media and web documents along with the printing production and its techniques.

We were asked not to use any visual styles. Our course faculty had already taken the permission to use the text from the Fjord, so there cannot be any chanced of copyright violation in future and we were only allowed to use any graphical elements or photos only from Copyright free website.

For the introduction part of each Trend, I thought of using hand drawn sketches that would make more impact to the type of content that the Fjord had produced



Mock-ups







Fjord suggests

REIMAGINE NEW SERV

REIMAGINE NEW SERV

FOR DISSOLVING INT

ENABLED BY 5G.







Interfaces are dissolving, and we're finding new ways interfaces are dissolving, and we're finding new ways for technology to identify both us and features of our behavior. Combined, these factors create amazing behavior. Combined is simplifying our everyday opportunities to continue simplifying our everyday opportunities of the simplifying our everyday of the simplifying our everyday of the simplifying our everyday. Now, facial and body digital footprints everyday. Now, facial and body we might not like it much). Now, facial and body

language recognition are becoming widespread, so we're leaving a physical cookie trail everywhere we go in the real world. With 5G right around the corner, there's abundant potential to design new products and services that address the challenges of physical world data collection and content personalization—with real-world solutions and enhanced experiences.







Use of beauty filters has become such a popular phenomenon in China, it has a name: "internet celebrity face".

weather helped drive rapid uptake. What will be the equivalent for facial recognition? The world's airports are starting to introduce biometrics in their security checks, including the UK's Gatwick Airport, which recently became the country's first airport to confirm it will permanently use facial recognition cameras for pre-flight ID checks. In China, Chengdu Shuangliu Airport now automatically presents a traveler with up-to-date personalized information when they approach a screen.

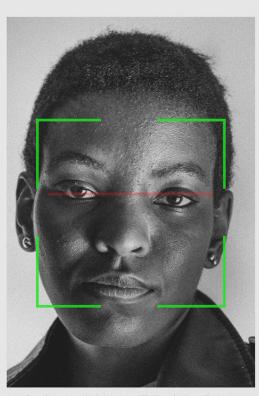
There's growing momentum in self-managed identity solutions that enable people to take control over the information they share, with whom and for how long – including the ability to revoke access. This is the focus of a key initiative at the World Economic Forum involving a broad public private consortium of experts and stakeholders, focused on the future of good digital identity. How soon will we use facial recognition to open front doors, gym lockers and then approve ATM cash withdrawals?

What can we do with other forms of body recognition? For example, tracking the speed at which the elderly move around their environments, or using machine learning to look for tell-tale signs of frailty.

Capitalizing on Walking barcodes will not be easy. Increasingly, we'll live in environments powered by intelligent, automated systems that access our data to learn about our behaviors. As this becomes more common, we'll notice a decline in screen-based interaction, such as via a kiosk, so organizations will need to factor this in when designing services. People will need a tangible indicator that they've handed over some of their information – performing the function of the barcode reader's beep at the store. This could mean re-directing energy toward designing meaningful human moments instead of transactional stop-gaps, and making the invisible handing over of data worthwhile for all people feeding the machine.

"Now, with facial and body language recognition becoming widespread, we're leaving a physical cookie trail everywhere we go in the real world."

- Fjord Trends 2020



As we become used to being scanned like barcodes, how will privacy and trust issues evolve?

Moving Images

5

Ek Kaatil

As a part of the curriculum of our 4th semester, our whole class was divided in group of 5 and we were asked to make a short film using natural light conditions and professional filmmaking equipment's like microphone, recorder, gimble, Tripod and many more.

After filming all the shots of the film, we had to sync all the audio with the video, edit it, add more sound layers to it and colour grade it.

My group members:

Aniket De Saee Kerkar Siddhesh Gupte Unmesh Patil

First and formost we had to finalise the story, decipe upon the characters, detail out the story, rehearse with the performing actors and then start shooting it.

Link for the movie: https://youtu.be/ymjXqsIzUAo

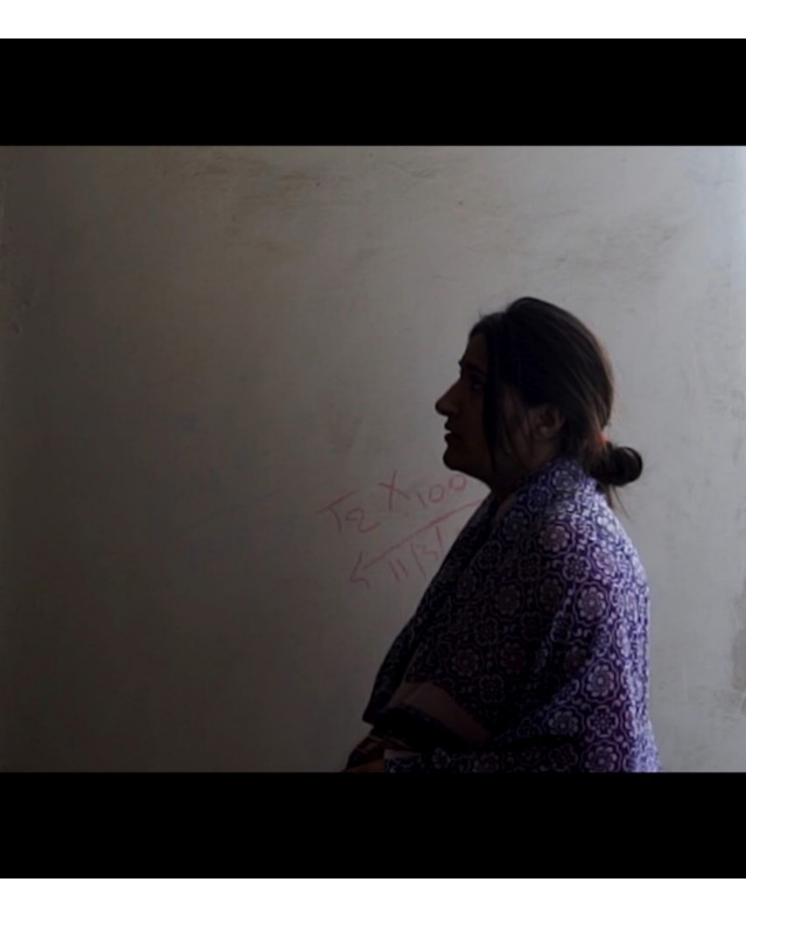


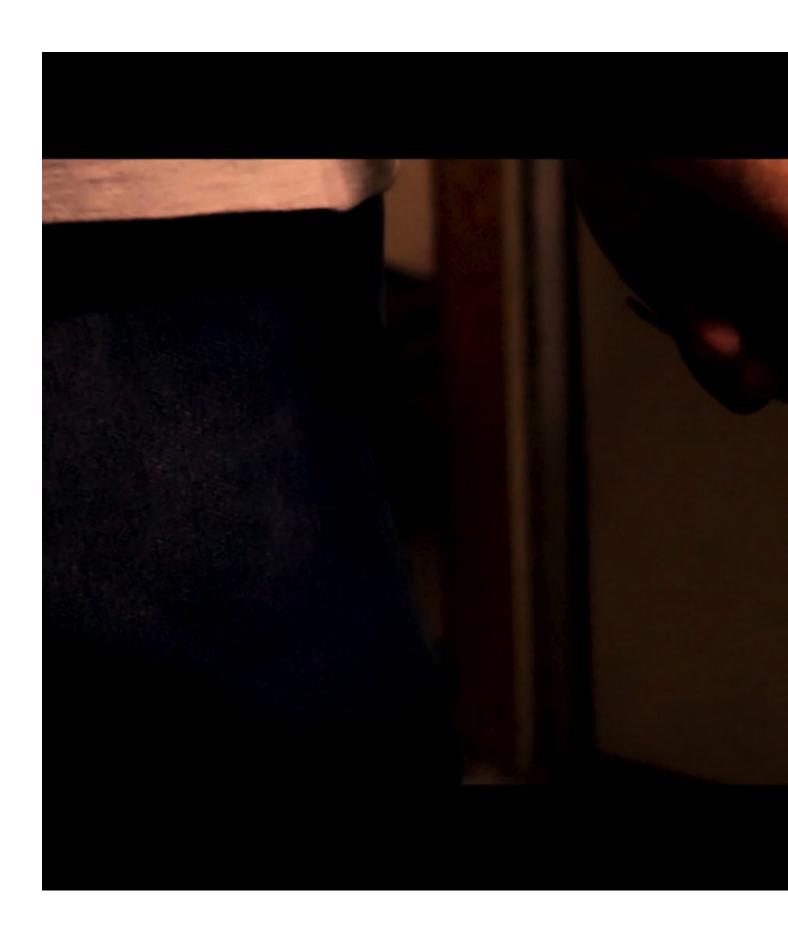
Snipets from the Movie



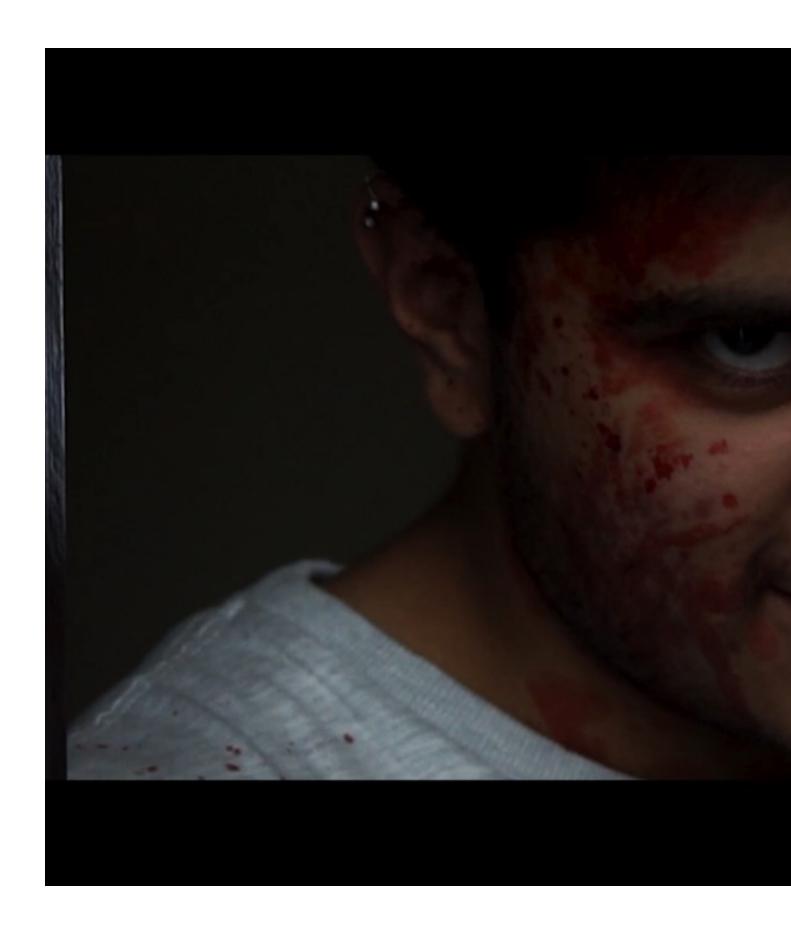


















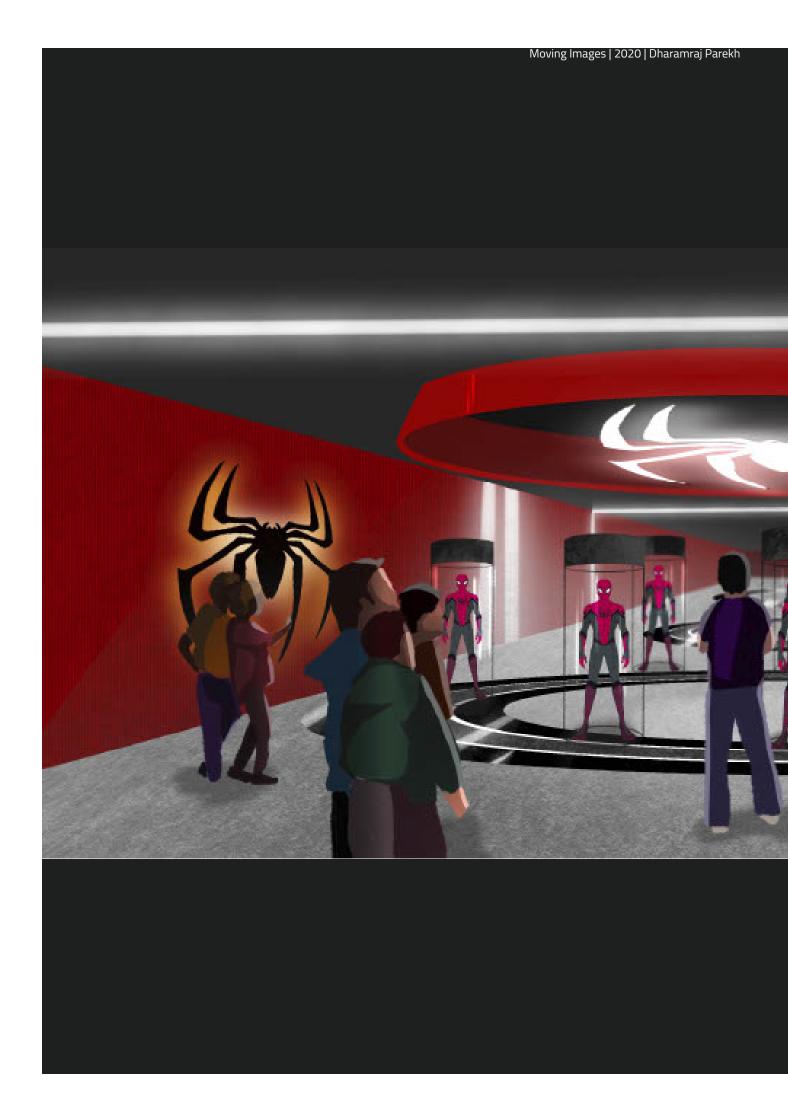
Space Design

6

As a part of my curricullum for 7th Semester's course Materials and 3D Modelling, the brief was to work in a pair and design a promenade taking Marvel's Superheroes as a theme and exploring each and every material to be used in the space.

I and my teammate Aniket started researching upon the topic, started designing the space based on the finalised target audience and the location where we want our space to be located.

SPIDERMAN





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