

PORTFOLIO

Communication Design Portfolio 2021

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PROJECT



VISUAL IDENTITY DESIGN

**NAME:
BINGE CHIPS**

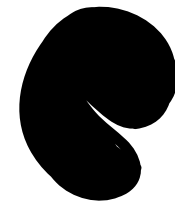
Visual identity design for a brand selling healthy vegetable chips. The design style reflects the brand's motivation of making healthy chips fun for all ages.

The word 'Binge' is usually used in a negative sense since it means to do anything excessively. But the company wishes to promote the word positively and encourage people to 'binge' on healthy snacks.



INITIAL EXPLORATIONS

The green leaf in place the dot of 'i' depicts health. The font is bold and bouncy to show the fun nature of the snack and to appeal to youngsters.



FURTHER EXPLORATIONS

The 'e' is shaped as a Pac-man to depict the act of bingeing. The 'B' is bitten to show that the brand deals with food.



COLLATERALS

The theme of PacMan was used throughout the collaterals to give a playful look to the deliverables. The 'e' of the logo is replaced with PacMan, eating away till it reached the logo on the deliverable.



PROJECT

**PUBLICATION
DESIGN**

**NAME:
AESOP'S FABLES**

Publication design for a compilation of stories from the Aesop's Fables. The book is designed for kids of age 4-6 years and uses bright illustrations to hold their attention.



A hardbound book of dimension 10 inches by 8 inches which contains 6 beloved stories from the Aesop's Fables.



EXPLORATIONS

Exploration of illustration style. I focused on giving the animals their own personalities since they are the main characters in the Aesop's Fables.



TYPE

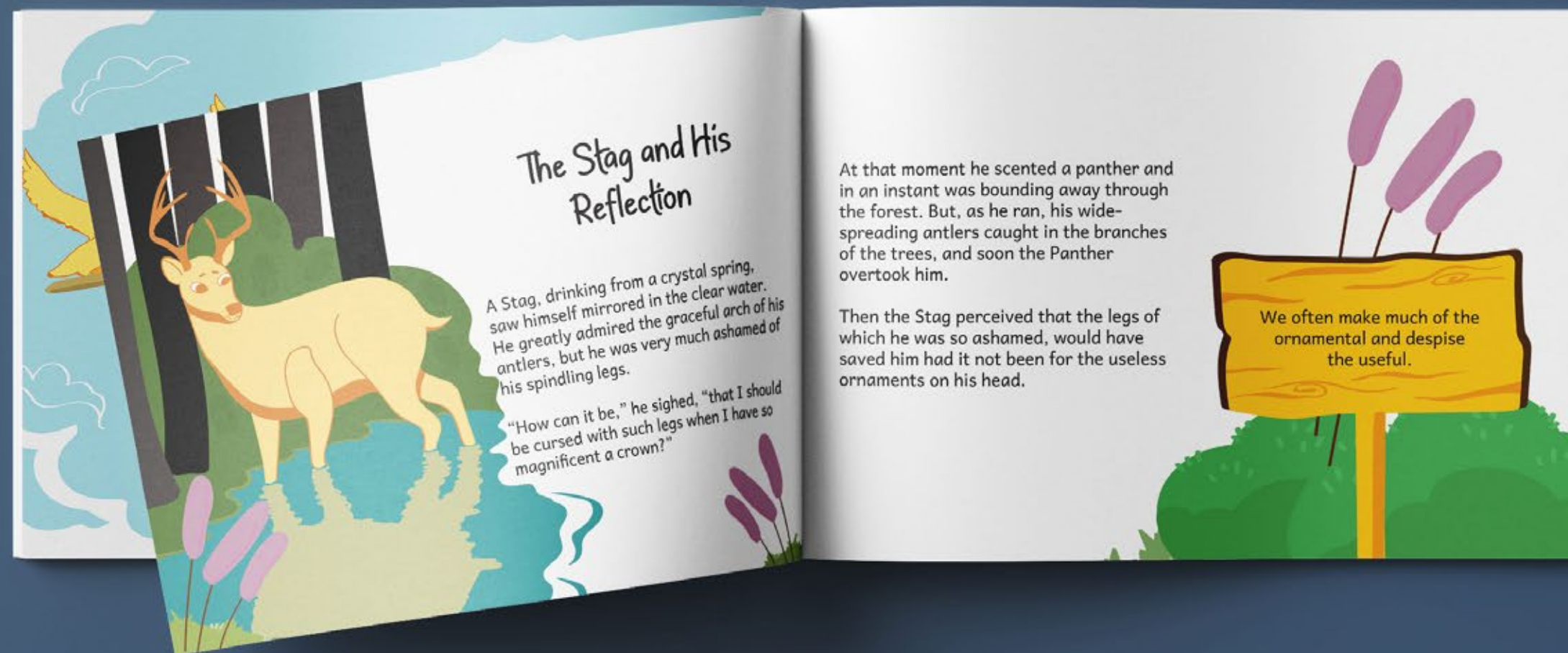
The font 'Andika' was chosen since it is a font designed for teaching people around the world to read. The font size was also kept bigger at 16 pts for easy visibility.



Andika

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
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

0 1 2 3 4 5 6 7 8 9



The Stag and His Reflection

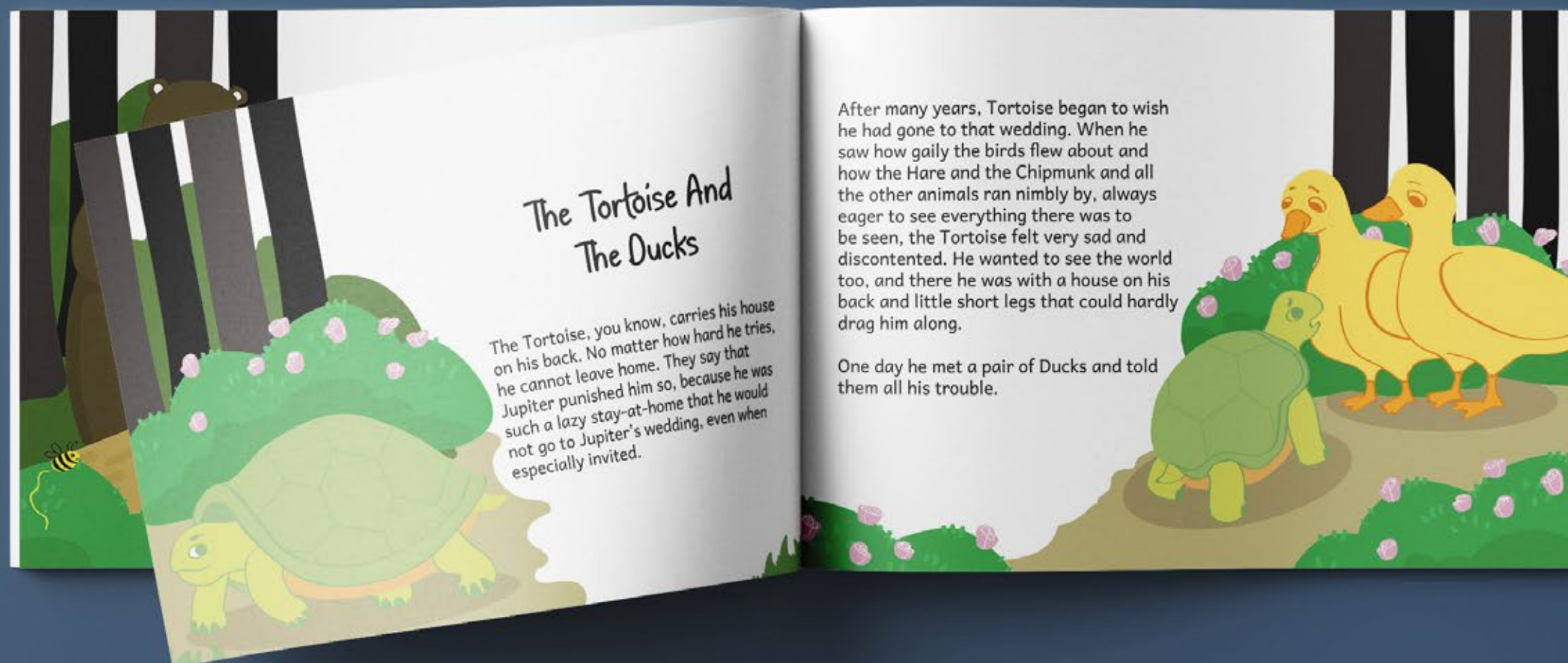
A Stag, drinking from a crystal spring, saw himself mirrored in the clear water. He greatly admired the graceful arch of his antlers, but he was very much ashamed of his spindling legs.

"How can it be," he sighed, "that I should be cursed with such legs when I have so magnificent a crown?"

At that moment he scented a panther and in an instant was bounding away through the forest. But, as he ran, his wide-spreading antlers caught in the branches of the trees, and soon the Panther overtook him.

Then the Stag perceived that the legs of which he was so ashamed, would have saved him had it not been for the useless ornaments on his head.

We often make much of the ornamental and despise the useful.



The Tortoise And The Ducks

The Tortoise, you know, carries his house on his back. No matter how hard he tries, he cannot leave home. They say that Jupiter punished him so, because he was such a lazy stay-at-home that he would not go to Jupiter's wedding, even when especially invited.

After many years, Tortoise began to wish he had gone to that wedding. When he saw how gaily the birds flew about and how the Hare and the Chipmunk and all the other animals ran nimbly by, always eager to see everything there was to be seen, the Tortoise felt very sad and discontented. He wanted to see the world too, and there he was with a house on his back and little short legs that could hardly drag him along.

One day he met a pair of Ducks and told them all his trouble.



The Bear and The Bees

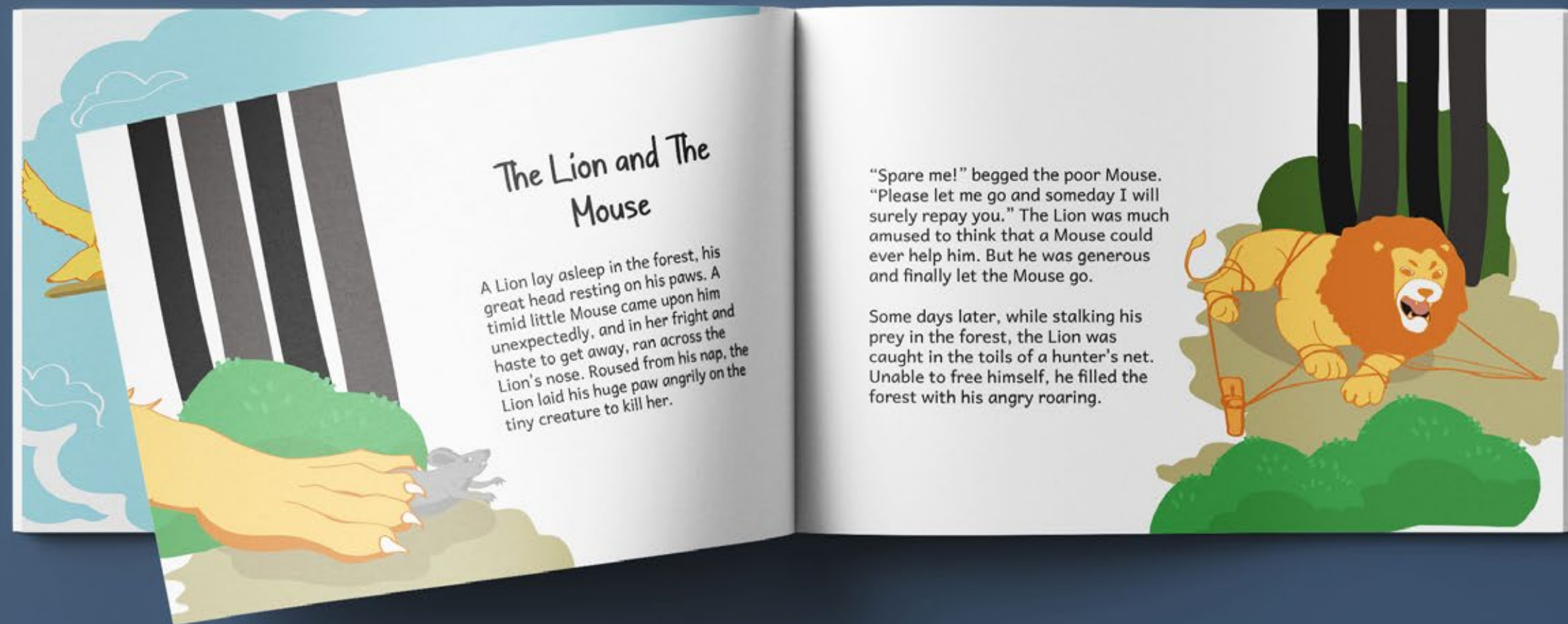
A Bear roaming the woods in search of berries happened on a fallen tree in which a swarm of Bees had stored their honey. The Bear began to nose around the log very carefully to find out if the Bees were at home.

Just then one of the swarm came home from the clover field with a load of sweets. Guessing what the Bear was after, the Bee flew at him, stung him sharply and then disappeared into the hollow log.

The Bear lost his temper in an instant, and sprang upon the log tooth and claw, to destroy the nest. But this only brought out the whole swarm.

The poor Bear had to take to his heels, and he was able to save himself only by diving into a pool of water.





The Lion and The Mouse

A Lion lay asleep in the forest, his great head resting on his paws. A timid little Mouse came upon him unexpectedly, and in her fright and haste to get away, ran across the Lion's nose. Roused from his nap, the Lion laid his huge paw angrily on the tiny creature to kill her.

"Spare me!" begged the poor Mouse. "Please let me go and someday I will surely repay you." The Lion was much amused to think that a Mouse could ever help him. But he was generous and finally let the Mouse go.

Some days later, while stalking his prey in the forest, the Lion was caught in the toils of a hunter's net. Unable to free himself, he filled the forest with his angry roaring.



PROJECT

ILLUSTRATIONS

NAME:

DIGITAL AND TRADITIONAL ILLUSTRATIONS

Personal Illustrations that have let me explore various digital as well as traditional mediums.

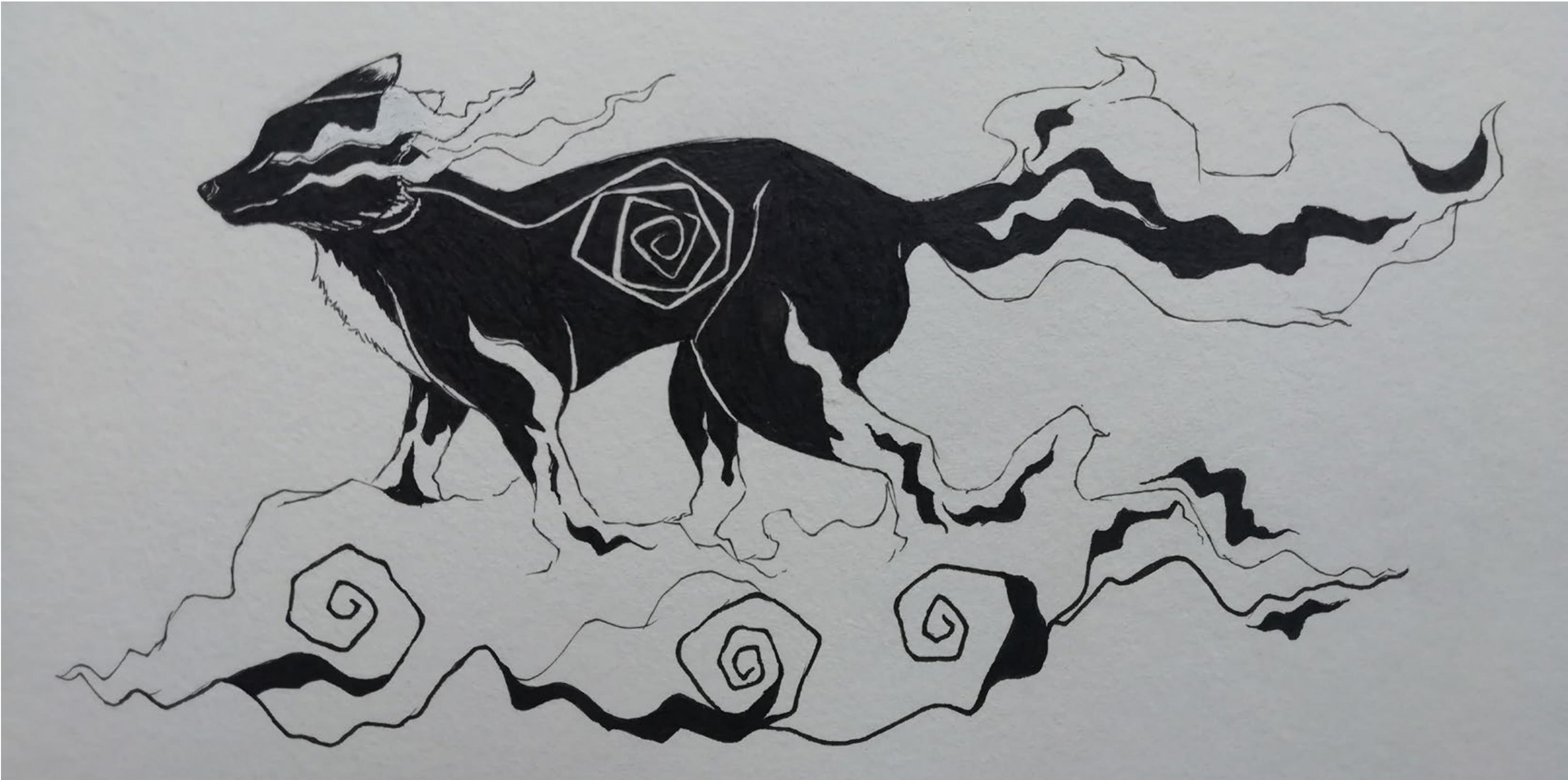


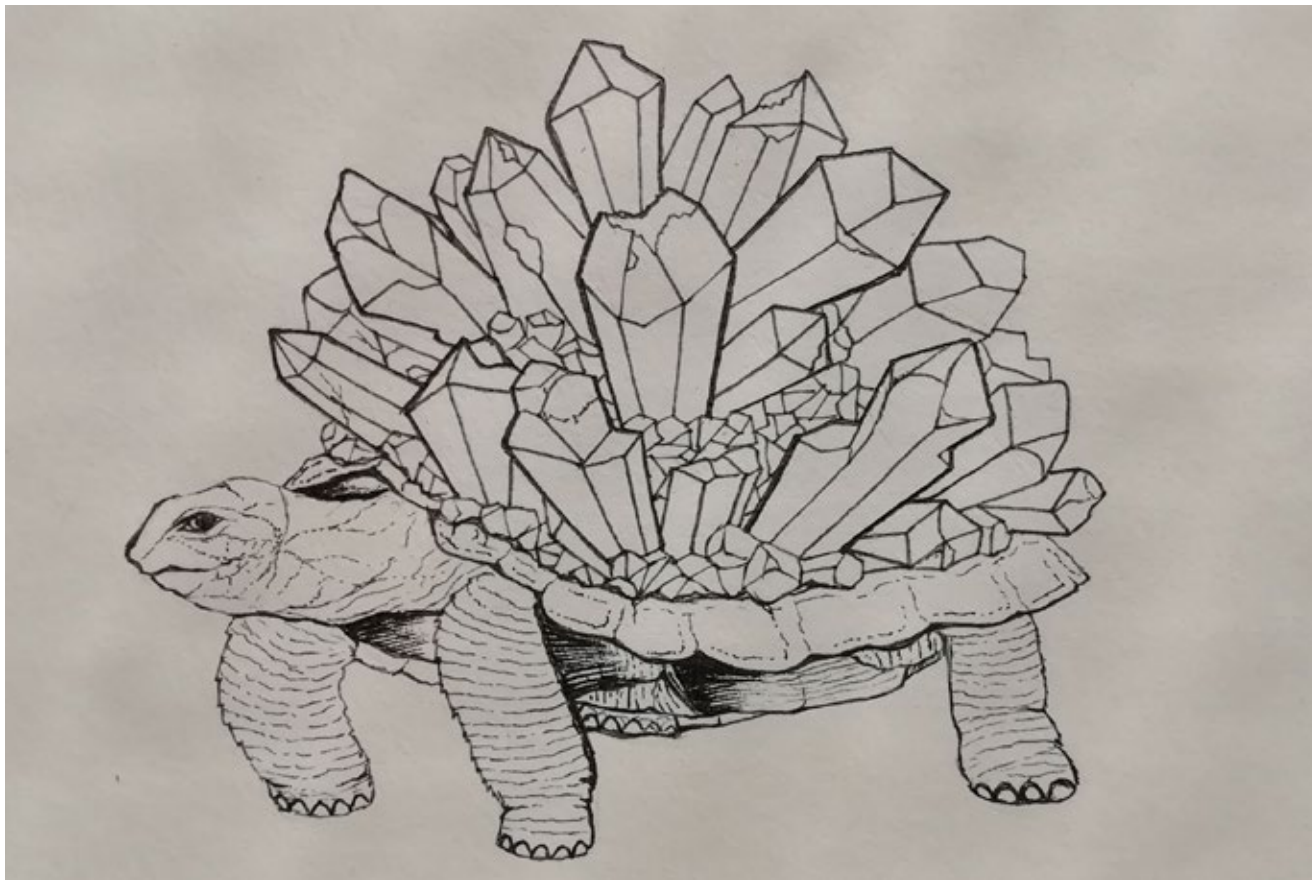
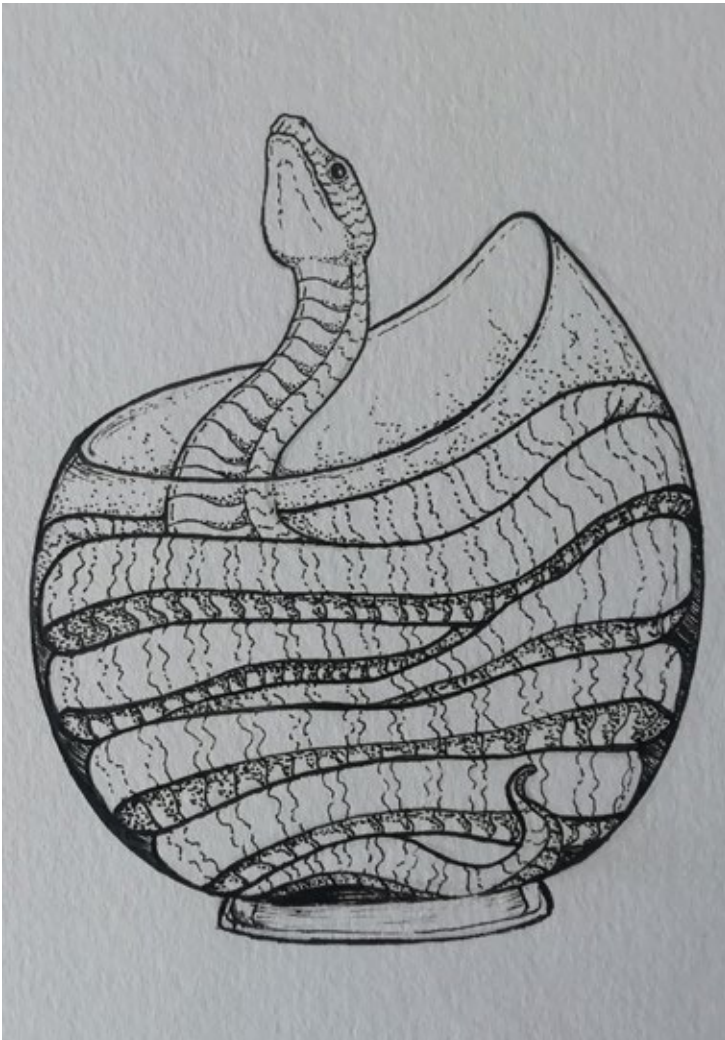
CONCEPT ART

Concept art for visualising a scene from the project 'The Whimsical Circus' where I created the character 'Lord Winterfox'.



INK ON PAPER

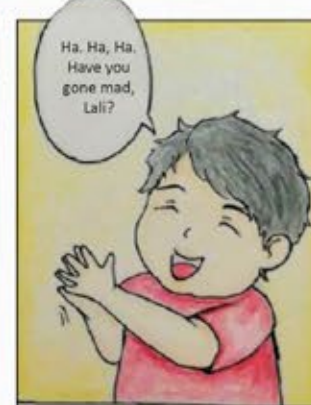
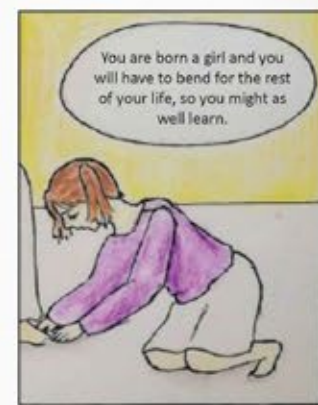




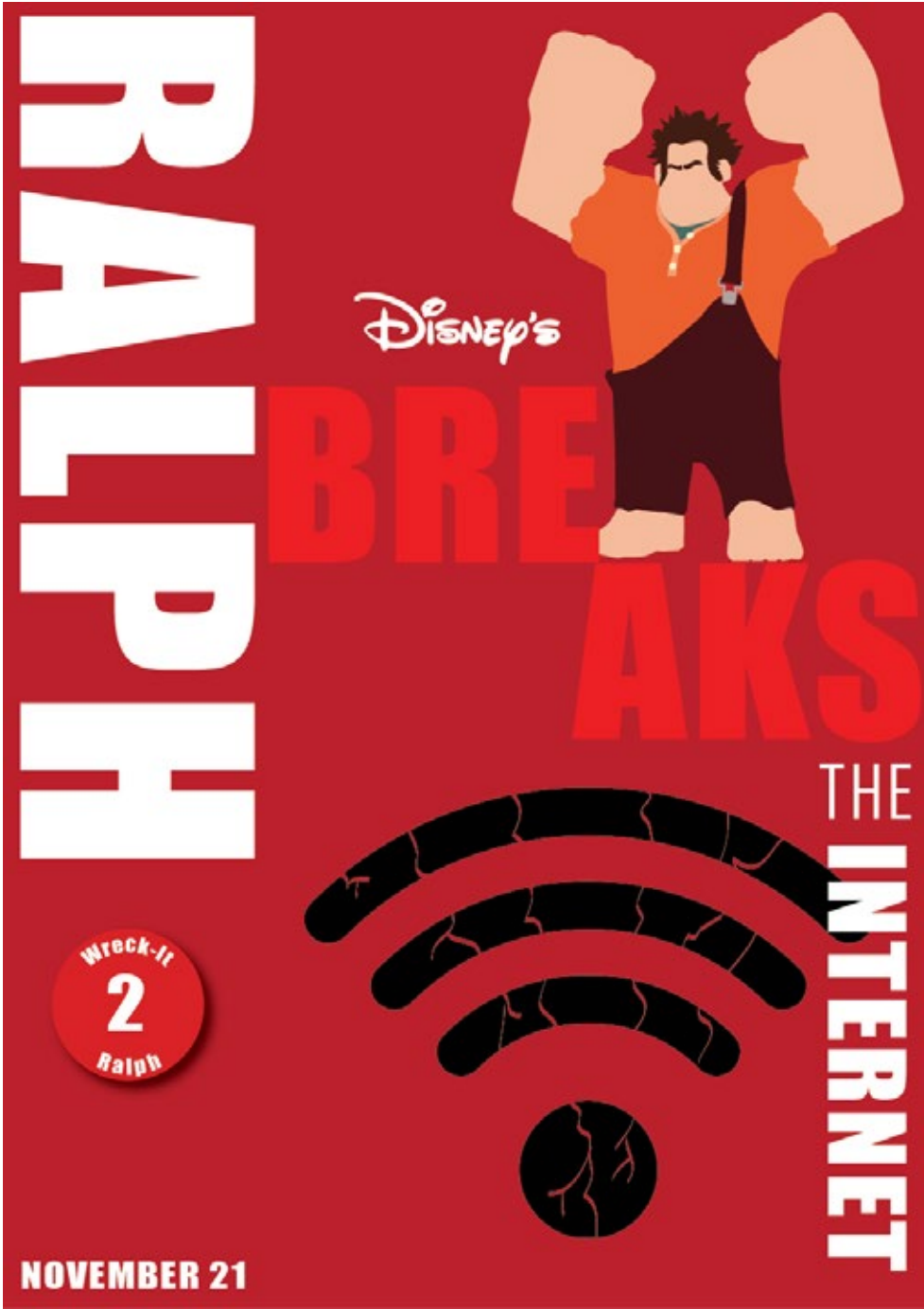
COMIC



Comic on the story 'Girls' by Mrinal Pande



POSTERS



PORTRAIT



MEDIUM EXPLORATION

Mediums used:

Poster Paints
Oil Pastels
Watercolours
Pencils
Soft Pastels
Color Pencils



LITHOGRAPH
PRINTING



PROJECT

UI UX DESIGN

NAME:
PETANION MOBILE APP

UI UX design for a mobile app that caters to every pet owner's needs, starting from getting a pet to the pet's daily needs and happiness.

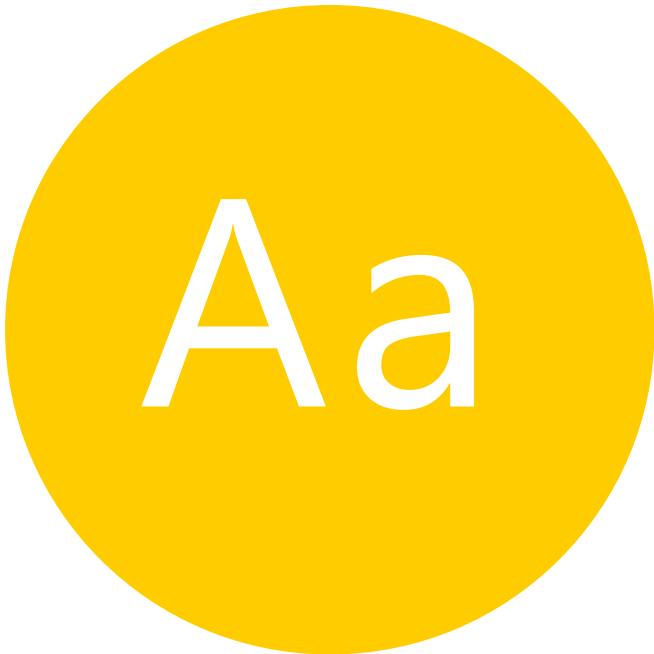


'Petanion', your pet's companion, was ideated because of the dearth of an all-in-one app for pets. Rather than having several apps, Petanion strives to be a one stop destination for all pet owners.





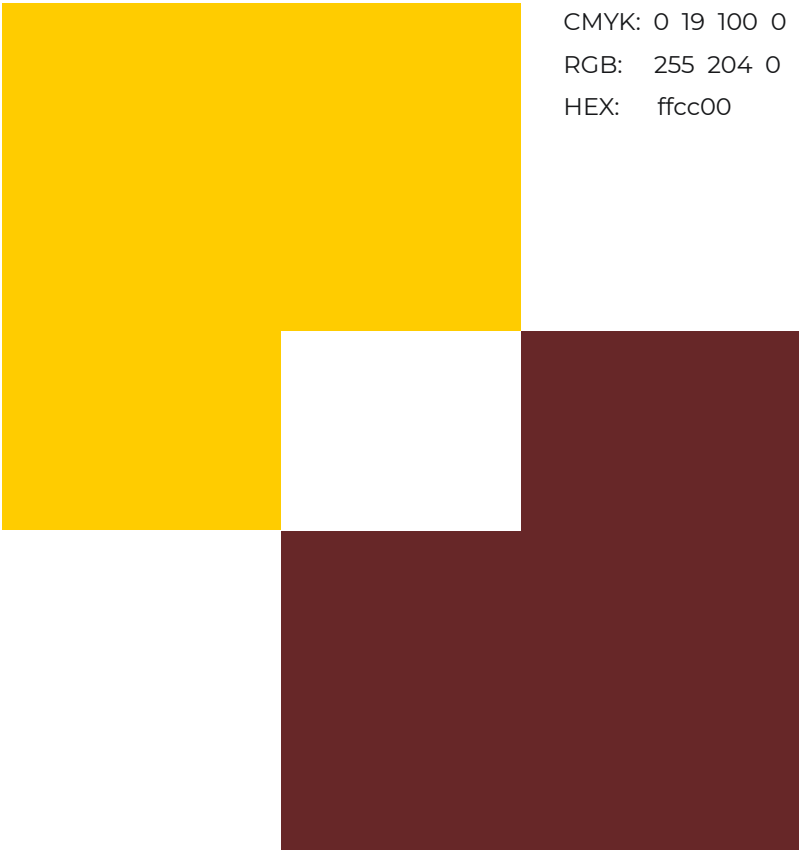
TYPE AND COLOR



Segoe UI

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
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

0 1 2 3 4 5 6 7 8 9

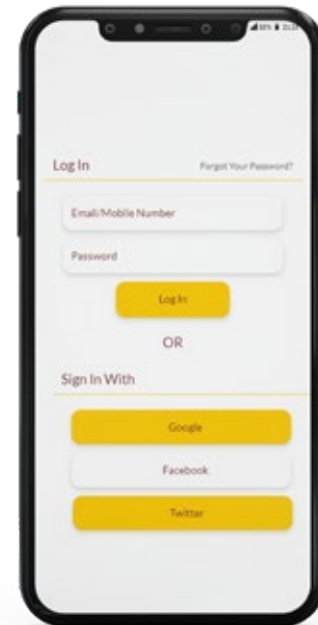


CMYK: 0 19 100 0
RGB: 255 204 0
HEX: ffcc00

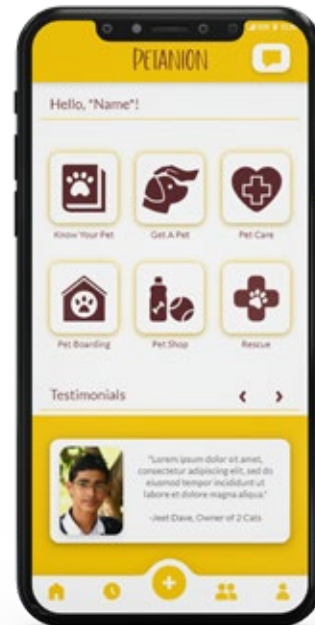
CMYK: 36 85 74 48
RGB: 103 39 40
HEX: 672728



Launch Screen

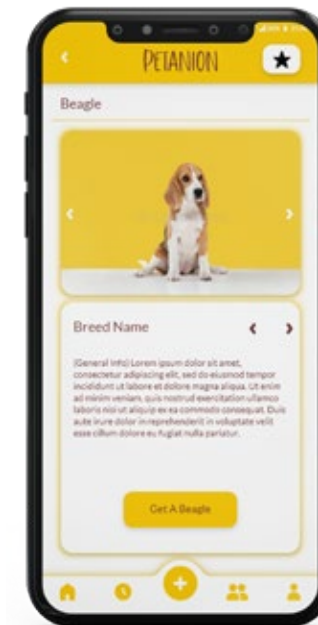


Login Screen

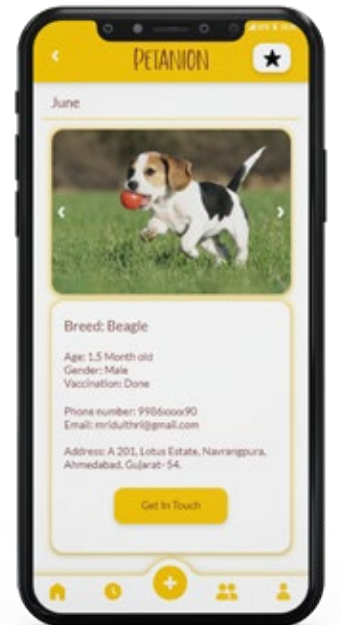


Home Screen

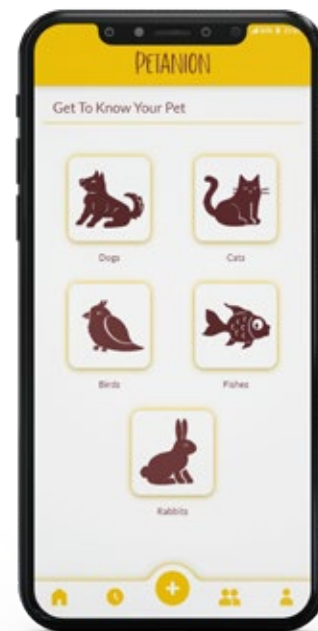
Home Screen shows all facilities that the app offers- from getting pets to purchasing their food, lifestyle and healthcare options to customer reviews.



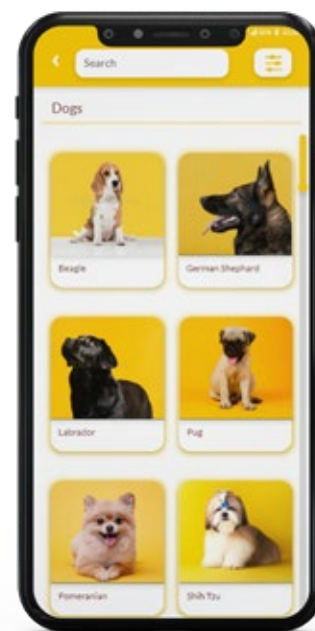
Breed Information Screen



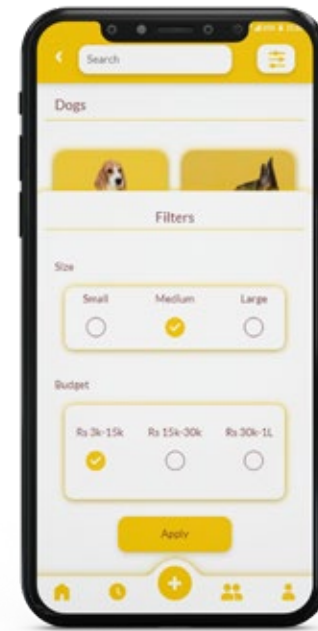
Specific Pet Info Screen



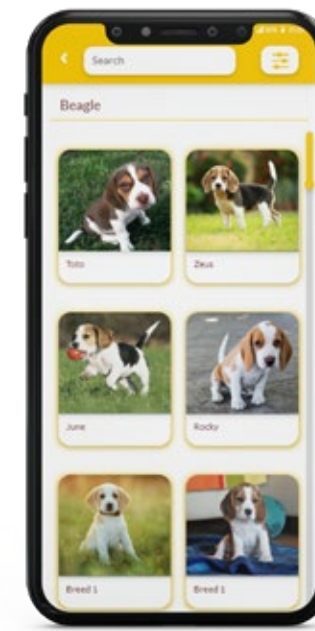
Menu to select type of pet



Menu to select breed



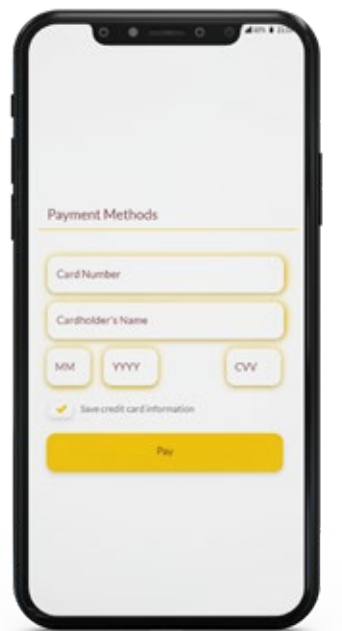
Filter Option



Pets available under specific breed



Chat Screen



Payment Page

PROJECT

CHARACTER
DESIGN

NAME:
LORD WINTERFOX

Character design of the antagonist character of a story. The brief was to choose an animal and design the character based on it.



Character:

Lord Westley Winterfox

Attributes:

- Rich Merchant and Circus Owner
- Philanthropic
- Appears kind
- Two-faced
- Greedy
- Glutton



EXPLORATIONS



DIFFERENT
POSES



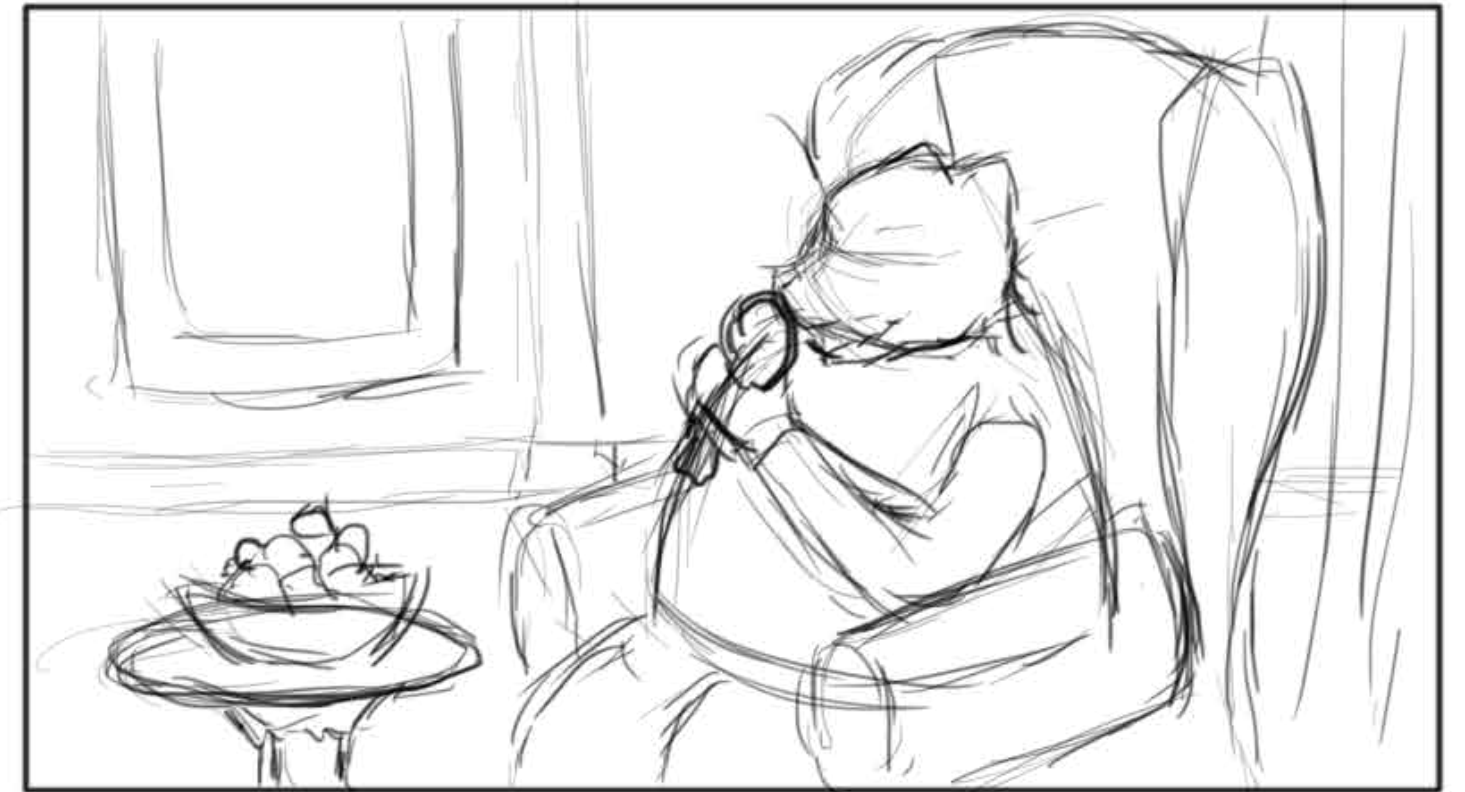
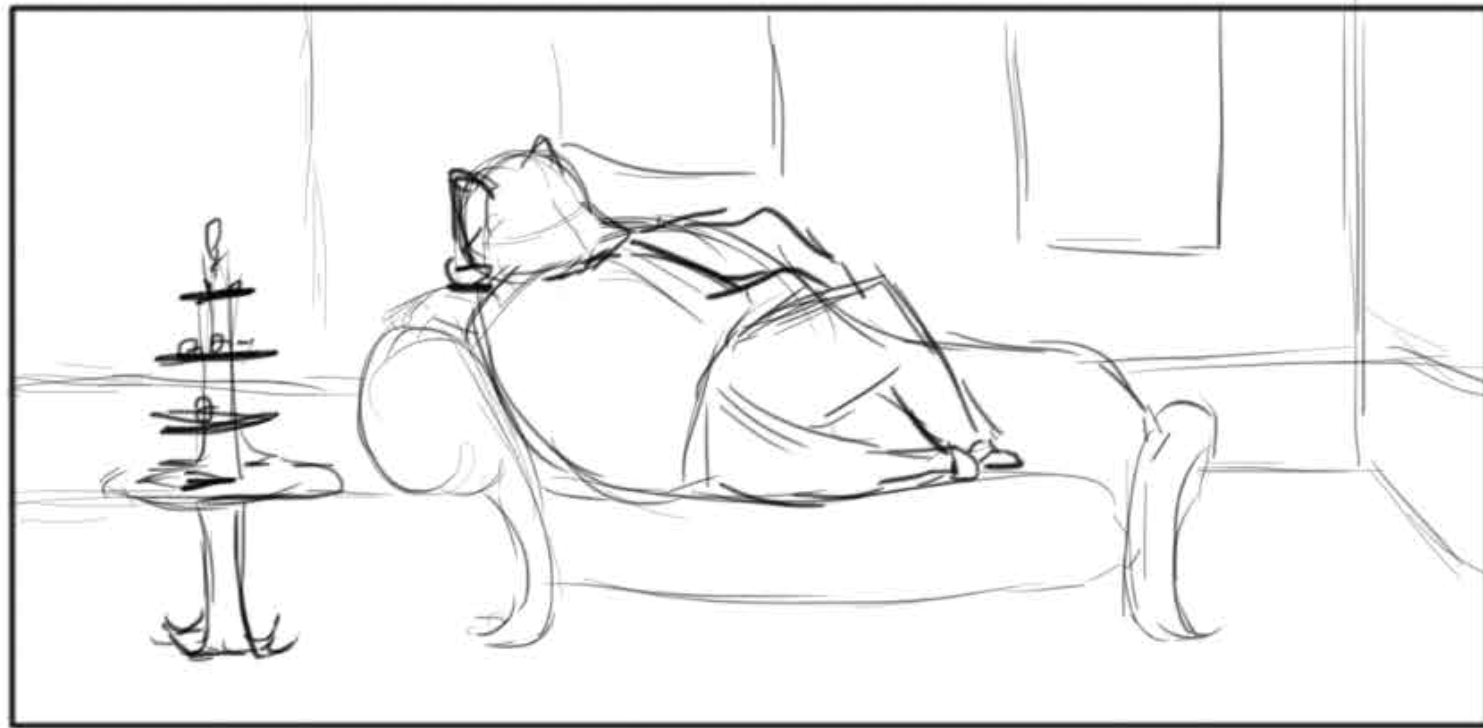
ACCESSORIES AND CLOTHING



Colour Exploration of the Suit Vest.

Poster for the story. The stormy background and vignette shows the dark nature of the story. The Panda and Rabbit and their respective backgrounds are by my group members, Astha Gupta and Dhruvi Shah.





Thumbnails of the character in different settings. I wanted to emphasize on his noble lineage and especially his gluttony. A table with a lavish feast was the most appropriate.



Finally, the character was rendered into a suitable setting. He is shown at his mansion, enjoying a meal. The setting shows his noble origins as well as his gluttony.

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