

PORTFOLIO

ANUSHA FAROOQUI

Anusha Farooqui

Communication Design Student
Department of Design, Nirma University
Ahmedabad, Gujarat, India



About me

Hi, I'm 21 years old from Bhopal, MP. I am an avid learner, making mistakes and learning from them to do better. The people I meet in my journey of life shape and inspire me. I try to explore and find new things to be a responsible designer and develop new interests. My interests lie in publication and illustrations.

Education

Nirma University
Department Of Design
Communication Design (2018-2022)

Delhi Public School
Bhopal (2016-2018)

Carmel Convent School
Bhopal (2005-2016)

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Experience

MU INNOVATIONS, India (start up)
I was the junior designer and my responsibilities were to design packaging and work on social media post and other graphic related work (3 months 2021)

Indi Design, Pune, Maharashtra
I mainly worked on a service brand's catalogue design, website, PPT design and brand guideline

manual. I also worked on a design event online banner and its subthemes (2 months)

Disport, India
My responsibilities were to edit images, make brochure, flyers, pamphlet, stationery and other graphic related work (3 months 2021)

Tarsha Designworks, Ahmedabad, Gujarat
My responsibilities were to do research, make mock ups and social media (2 months 2020)

Nirma University, Ahmedabad, Gujarat Under the

program earn while you learn I was selected to be the library assistant of institute of design library. (2019-2020)

Bharat Bhavan, Bhopal (MP) in the ceramics department under Girija Waingankar (2019)

Taking over **UNICEF** India instagram page on International Women's Day and Facebook page on International Children's Day (2018)

Guest Editor in **DB post** Bhopal on Children's Day (2018)

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe XD
- Adobe Fresco
- Adobe Sketch
- Autodesk Sketchbook
- Sketchbook
- Fontlab
- Krita

Skills

- Responsible
- Enthusiastic Leader
- Team worker
- Punctual
- Visual Understanding
- Organized

Languages

- English
- Hindi
- Arabic (Beginner)

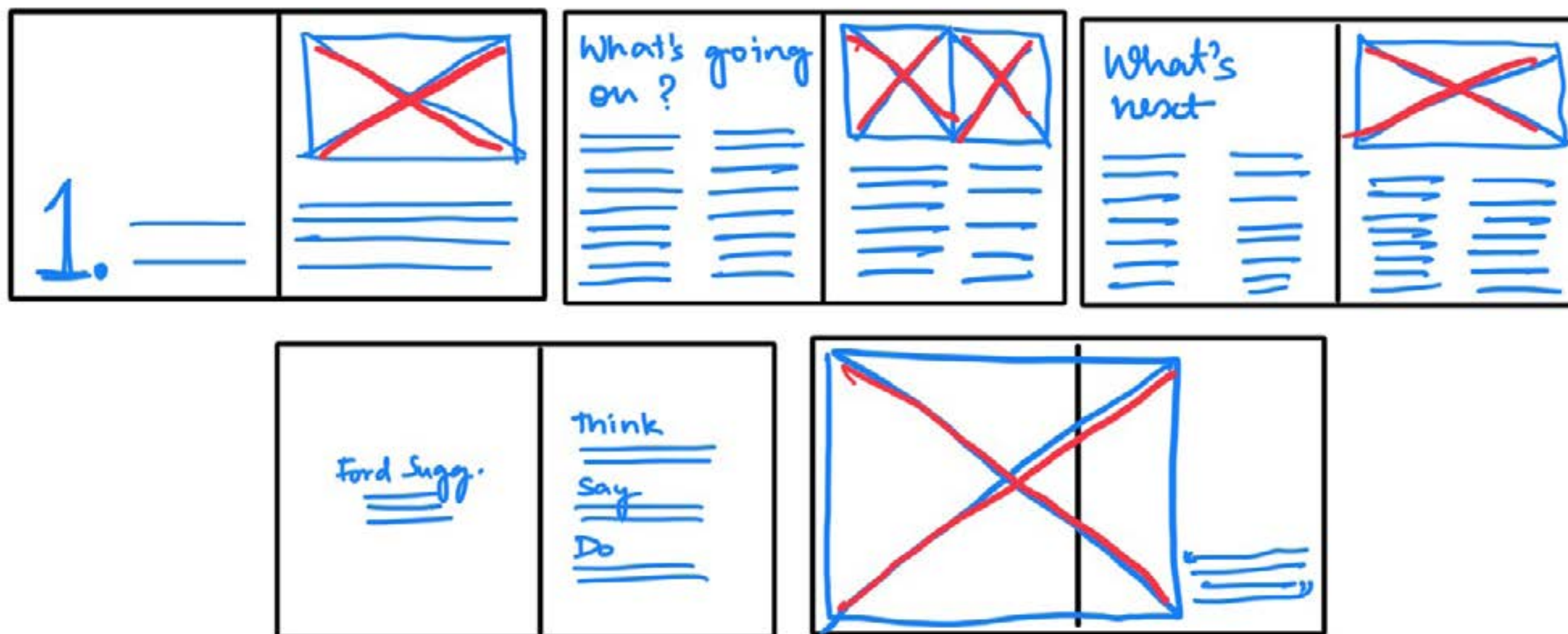
1.

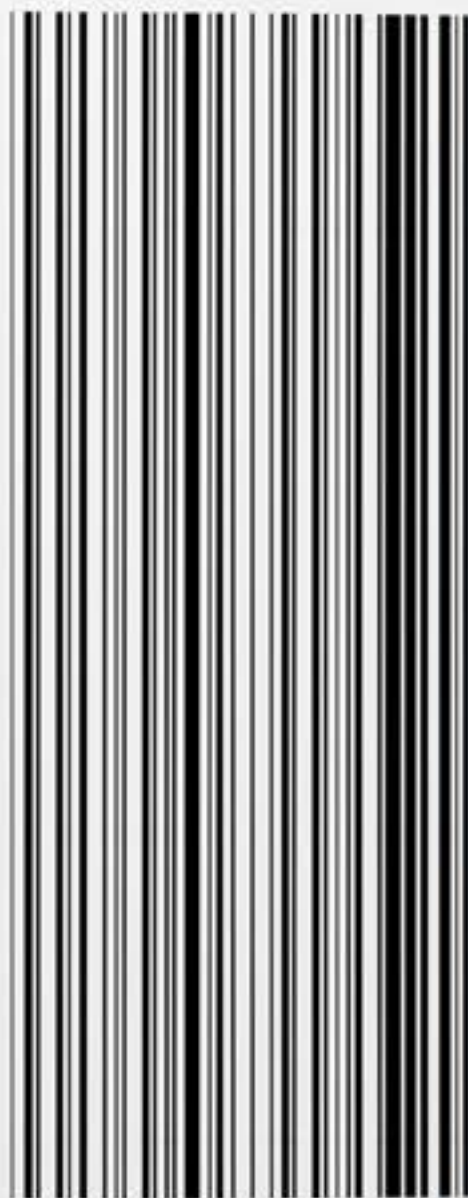
Publication



Fjord Trends 2020

Fjord, part of Accenture Interactive, is a design and innovation consultancy that reimagines people's relationships with the digital and physical world around them. They generate a trends report aiming the trends in design, trends setters, investors, designers, businessmen all over the world.





"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



2.

Comic Book

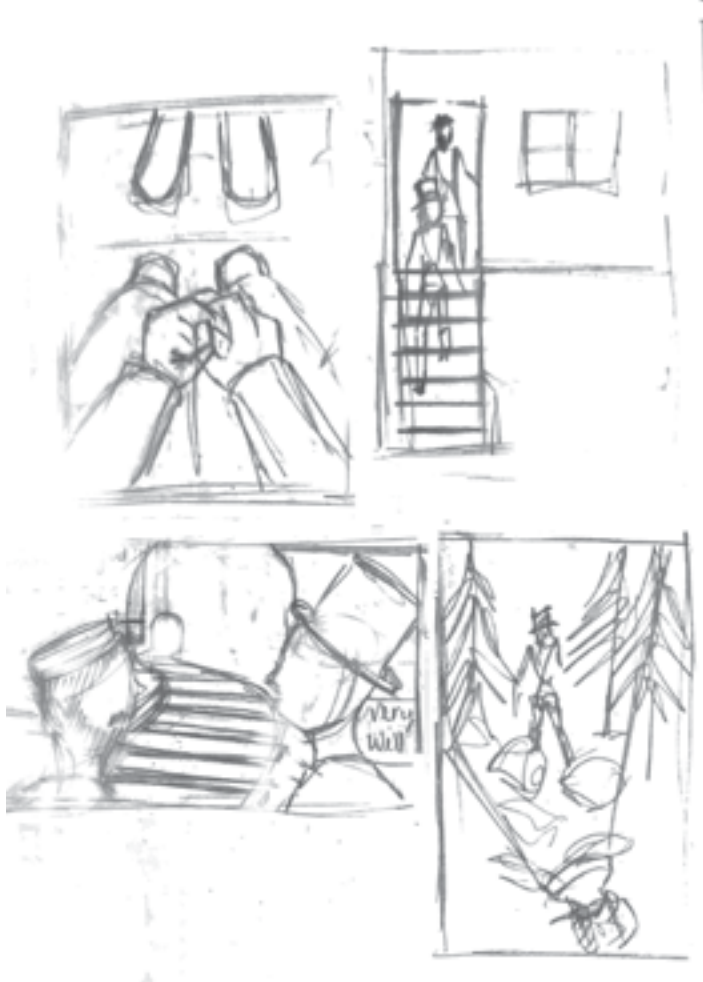


The Signalman

"The Signal-Man" is a first-person horror/mystery story by Charles Dickens. The railway signal-man of the title tells the narrator of an apparition that has been haunting him. I've illustrated the story in a comic style and the whole story has happened in the dark tunnel that is the reason why the illustrations are done by microns and are in black.

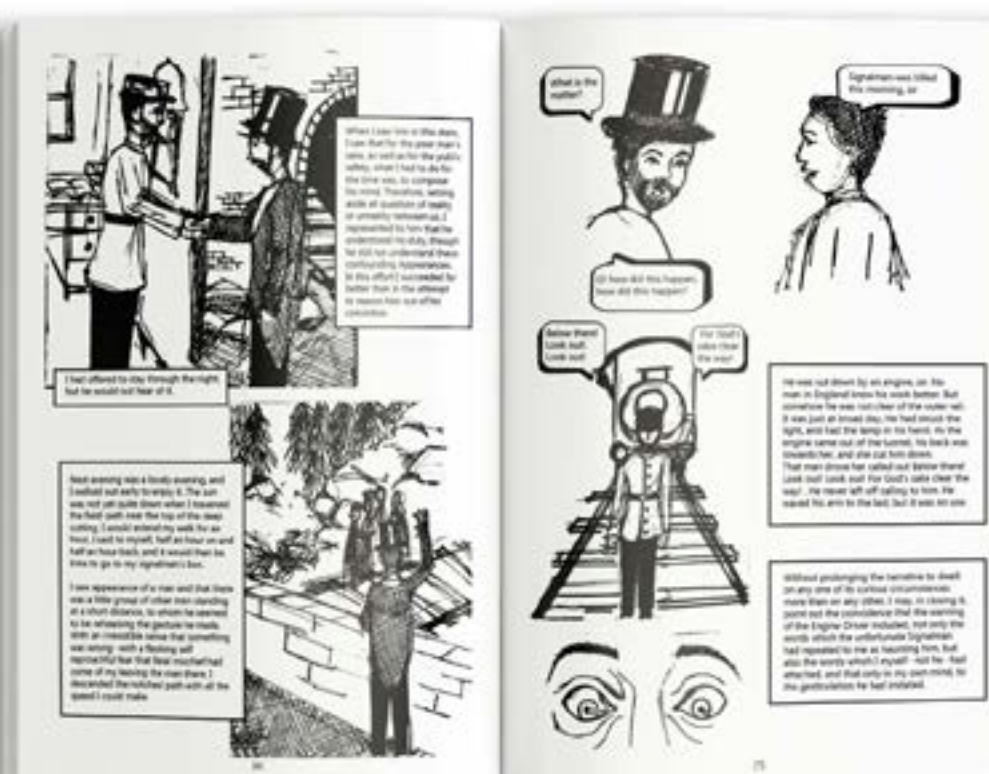
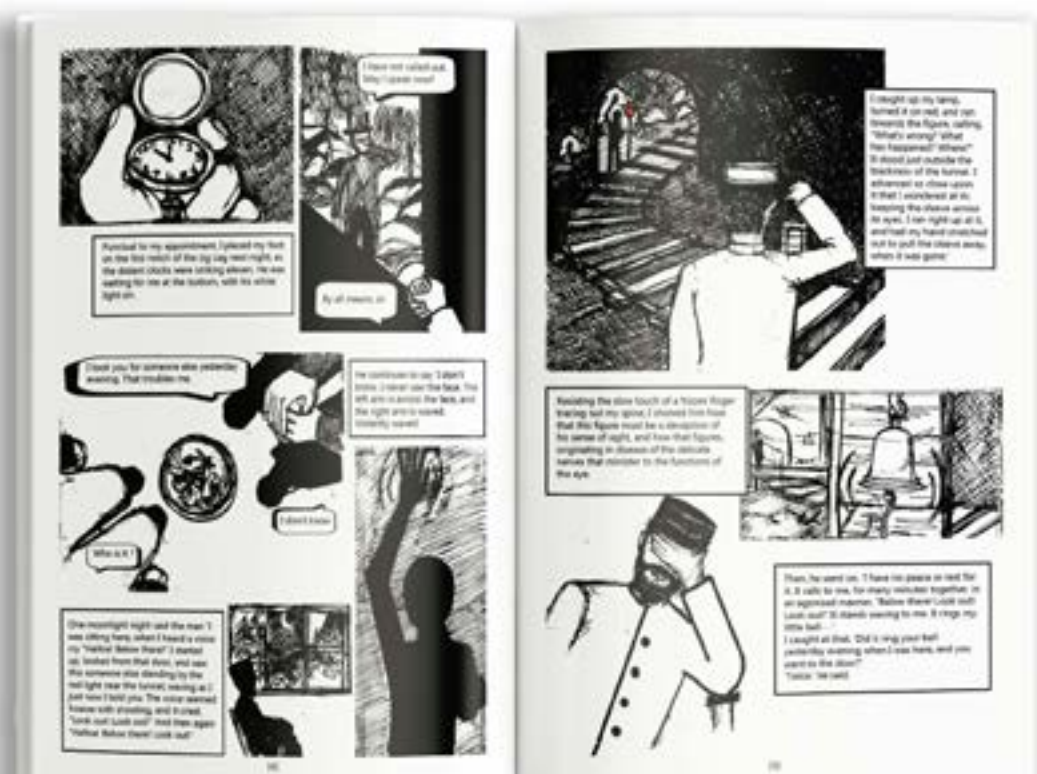


These are hand drawn micron illustration of the short story. The decision to make it hand drawn was to make it look raw and unfinished and the story feels real and ending leaves it at an unfinished point. Besides the use of black microns, some hints of red are also visible as the only color mentioned throughout the story was the color of the signal that was red.



The whole comic is hand drawn and later taken into Photoshop for further editing of image and layouting is done in Indesign.



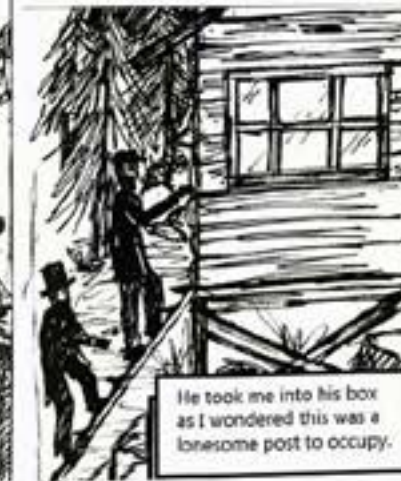




I repeated my inquiry and he motioned with his rolled up flag towards a point on my level, some two or three hundred yards distant. I called down to him, 'All right' and made for that point.



When I came down low enough upon the zig-zag descent, to see him again, I saw that he was standing between the rails in an attitude as if he were waiting for me to appear. His attitude was one of such expectation and watchfulness.



(1)

3.

Photography



I'm Nobody Who Are You ?

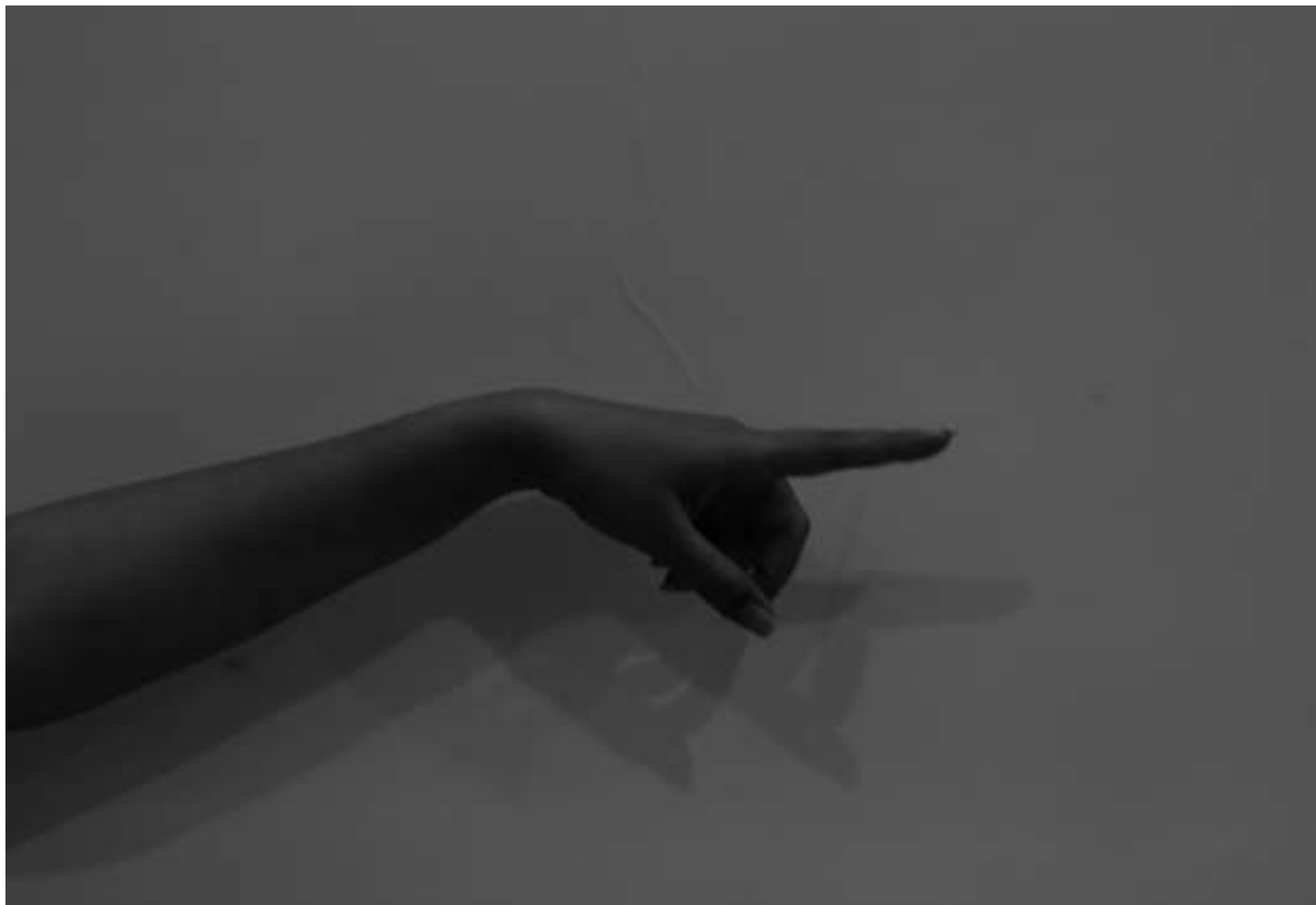
"I'm Nobody! Who are you?" is a short lyric poem by Emily Dickinson first published in 1891 and these photos are my interpretation of the poem using the hand as a subject to show the feeling of being an outsider. Throughout this series of photos, the hand or hands has used a metaphor for someone who is an outsider and alone and is trying to figure out his or her ways in this world.



I'm Nobody! Who are you?
Are you – Nobody – too?
Then there's a pair of us!
Don't tell! they'd advertise – you know!

How dreary – to be – Somebody!
How public – like a Frog –
To tell one's name – the livelong June –
To an admiring Bog!

- Emily Dickinson - 1830-1886



In the poem, a speaker introduces themselves—perhaps to the reader—as “Nobody,” before excitedly realizing that the addressee is “Nobody” too. Paradoxically, this hints at a community of “Nobodies” out there. These people just don’t make as much noise as all the “Somebodies,” who crave attention and admiration.





The poem, then, calls out to its readers to say that being humble, withdrawn, shy, or private is just fine. In fact, such a way of life has many virtues of its own. It might be part of human nature to seek attention and socialization, it's also just as important to know how to be alone, and to find self-worth that isn't dependent on external approval.

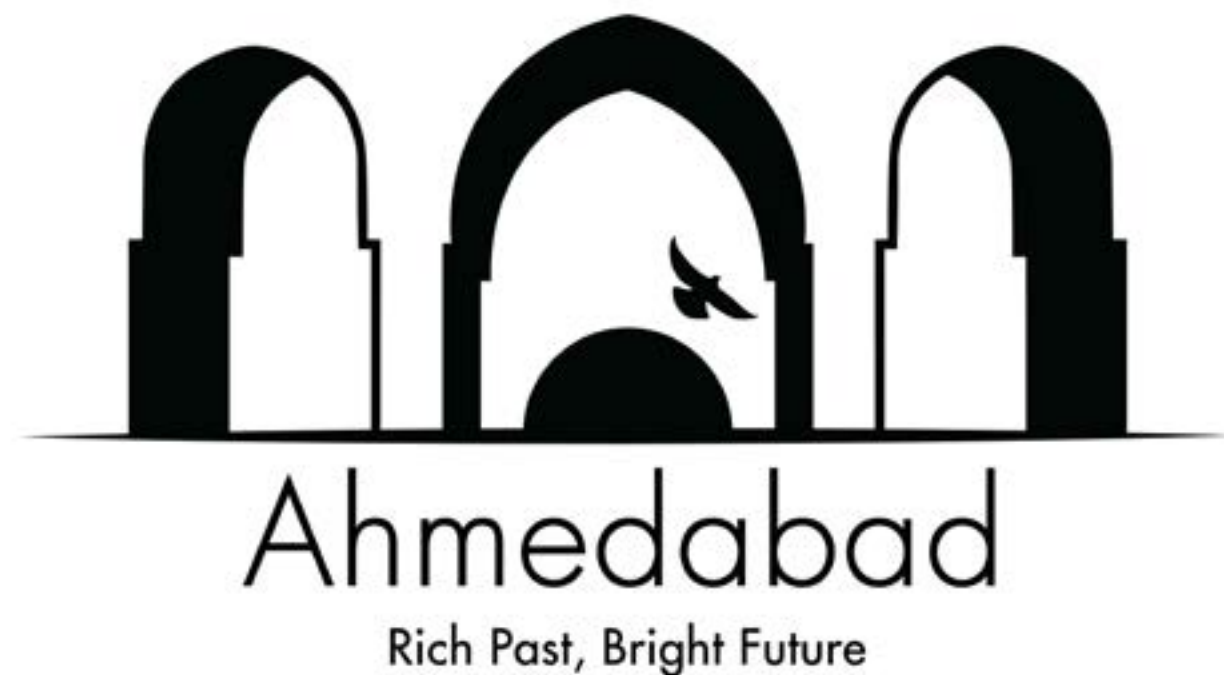


With characteristic brevity and humor, then, Dickinson's poem makes a bold point: it's okay—even powerful—to be anonymous. Indeed, in a world obsessed with social media and public perception, perhaps the poem is even more relevant now than at the time of writing.



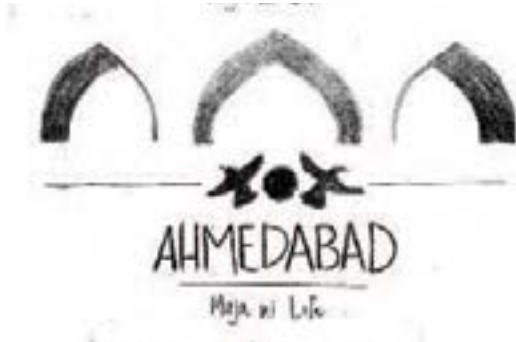
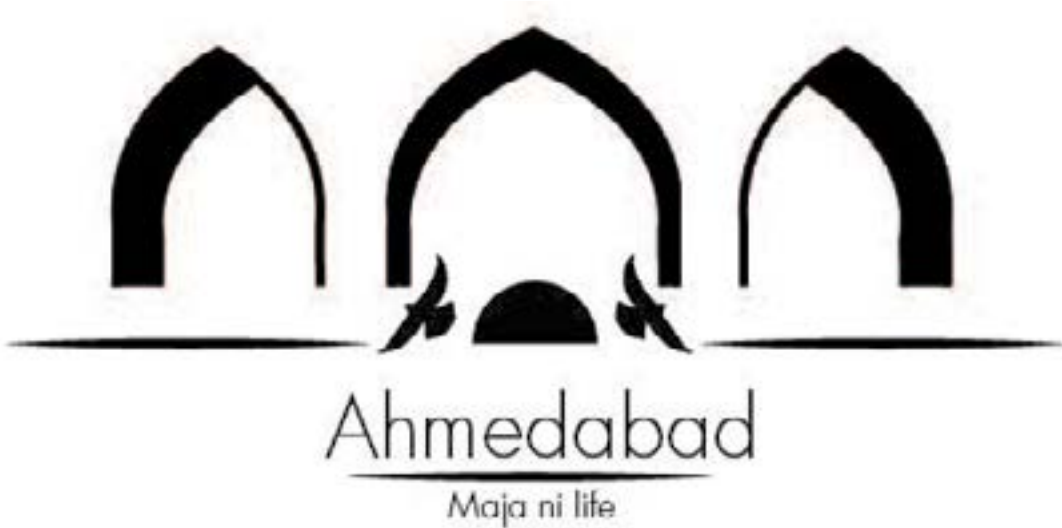
4.

City Branding

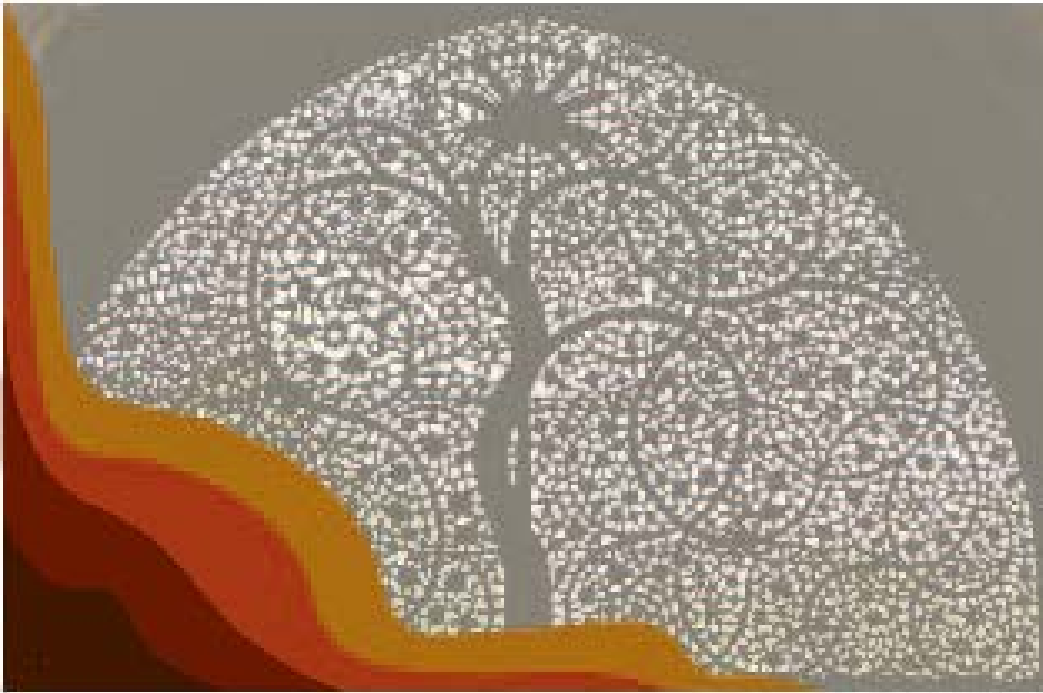


Ahmedabad City Branding

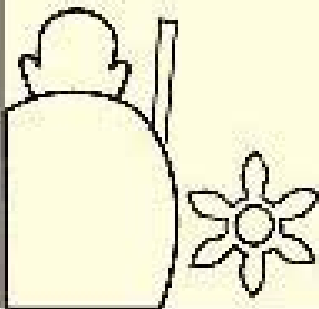
Ahmedabad has a strong past and a very ambitious future. Creating an identity for such an influential city is a challenge as well as a great opportunity. The infinite aspects of the city's 610 years of existence makes it challenging to do justice to the city's rich past and a bright future. It would be unfair to just consider the mega city aspect, the rich heritage and the culture of Ahmedabad has to be incorporated and should be given a significant role while making its identity.



Final Ideas



Belongingness is the human emotional need to be accepted.
Engaging attract someone's interest and attention (entertaining and all else w/)
Other words : Curiosity, Awareness, Reliable, Proud



Style scape



Ahmedabad

Rich Past, Bright Future

Logo



Ahmedabad
Transport



Ahmedabad
Market



Ahmedabad
Cuisine



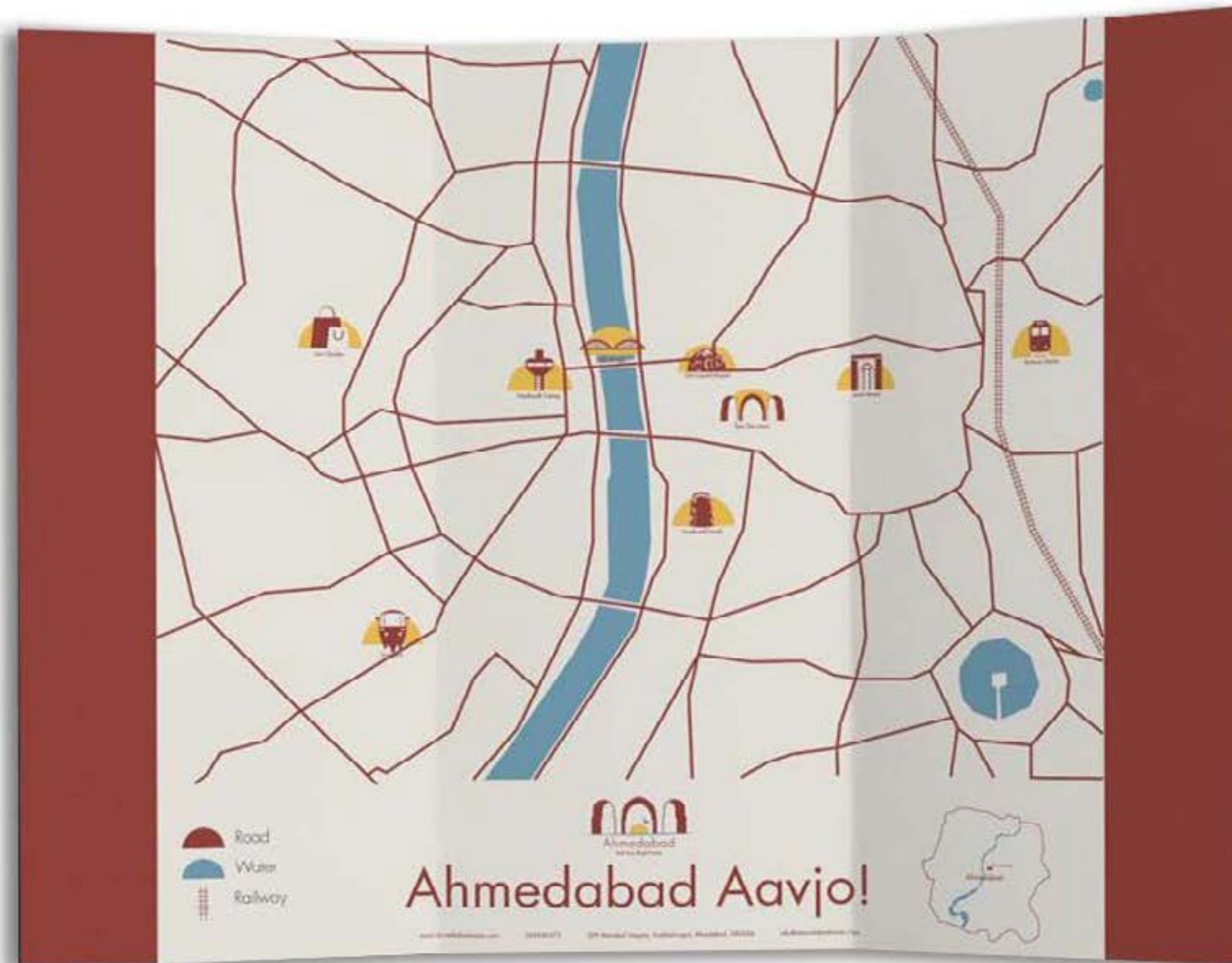
Ahmedabad
Education



Ahmedabad
Heritage

Subsets





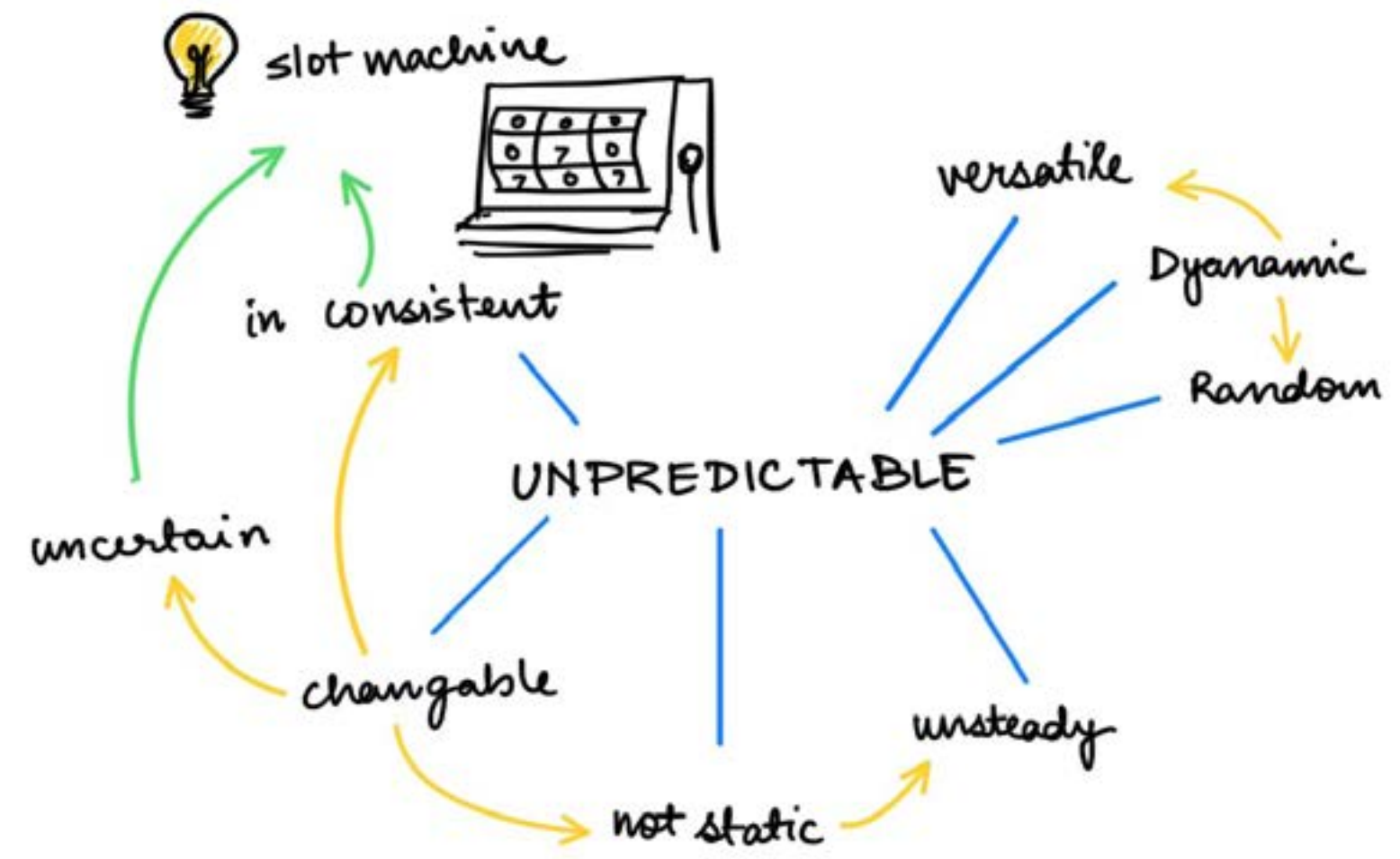
5.

Monogram



NT Monogram

Making a monogram of the initials N and T from the name Naqsh Thakkar. He is a fellow classmate and a friend and the monogram is suppose to reflect his personality which I concluded with my classmates as him being Unpredictable.



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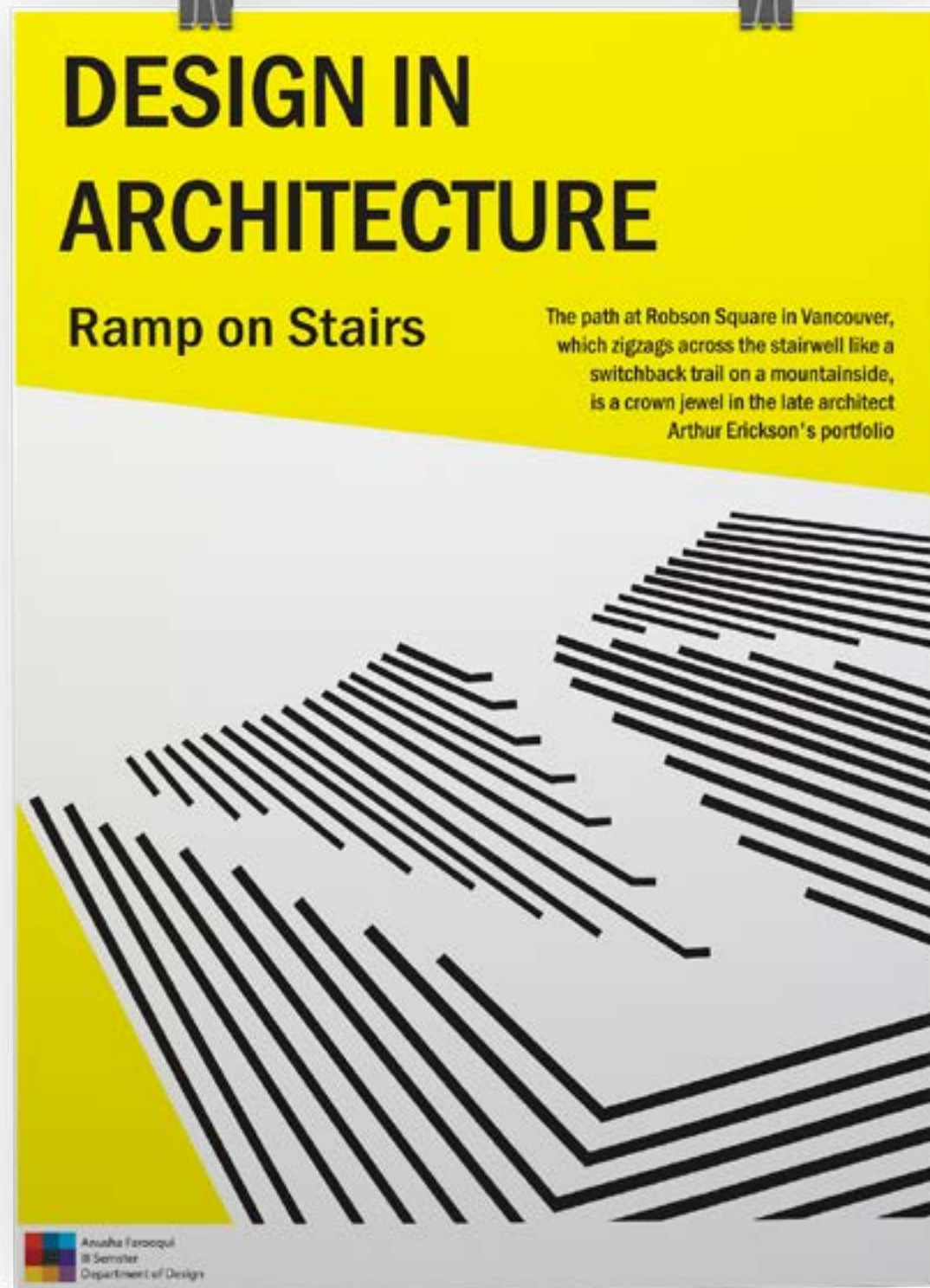
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6.

Posters



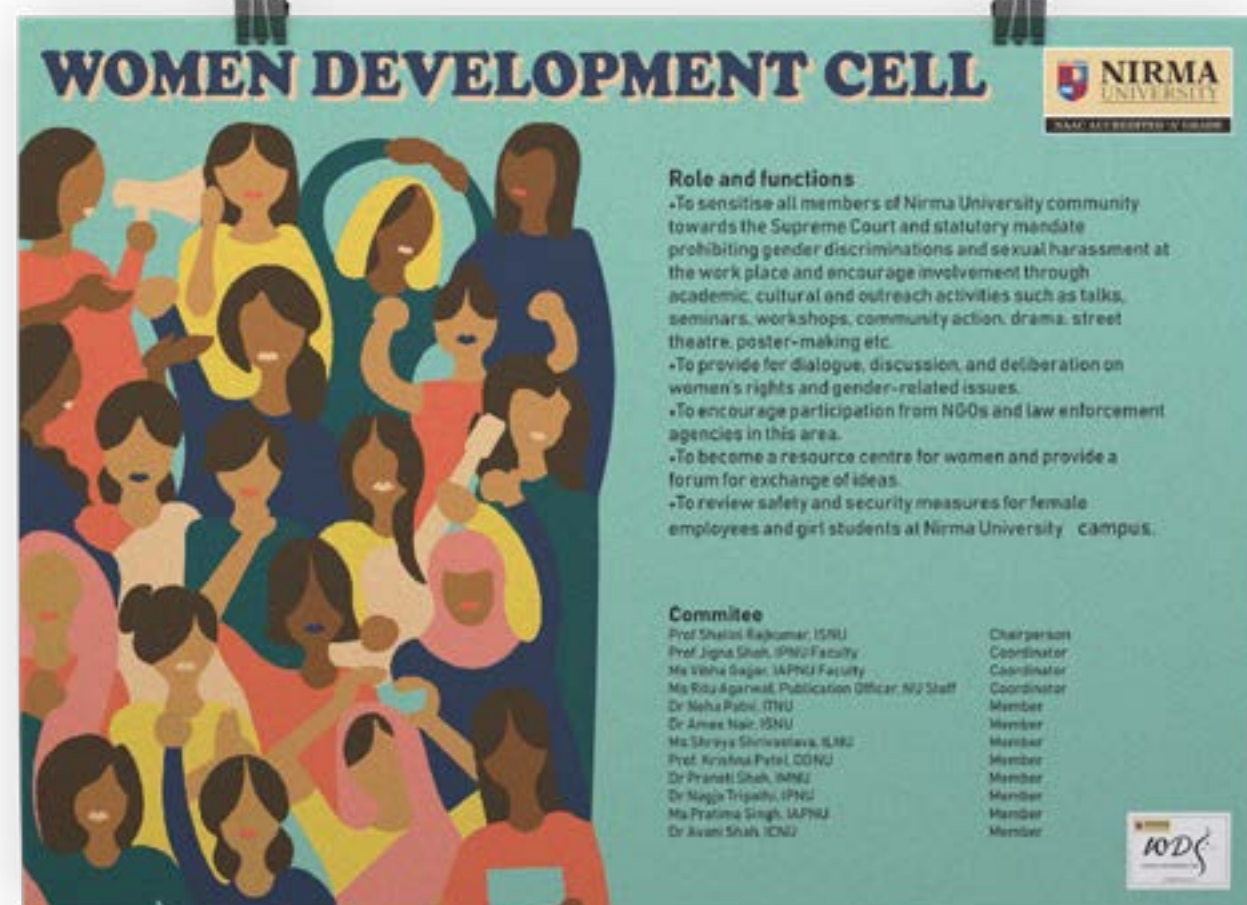
Design Poster

This poster was made during poster making course the brief was to make a that can spark an interest or curiosity among teh view about design field and make them aware about the different opportunity. I went ahead with the field of architecture and as I was doing my research I came across this incredibly architecture of ramp and stairs together and I was fascinated so took that up in my poster to make people curious about what is it and how it works and people can get aware about the wonders or architecture



Typography Poster

This poster was made during typography course the brief was to study the a font and make a poster of the font giving a breif insight on the history of the font and what are its attributes.

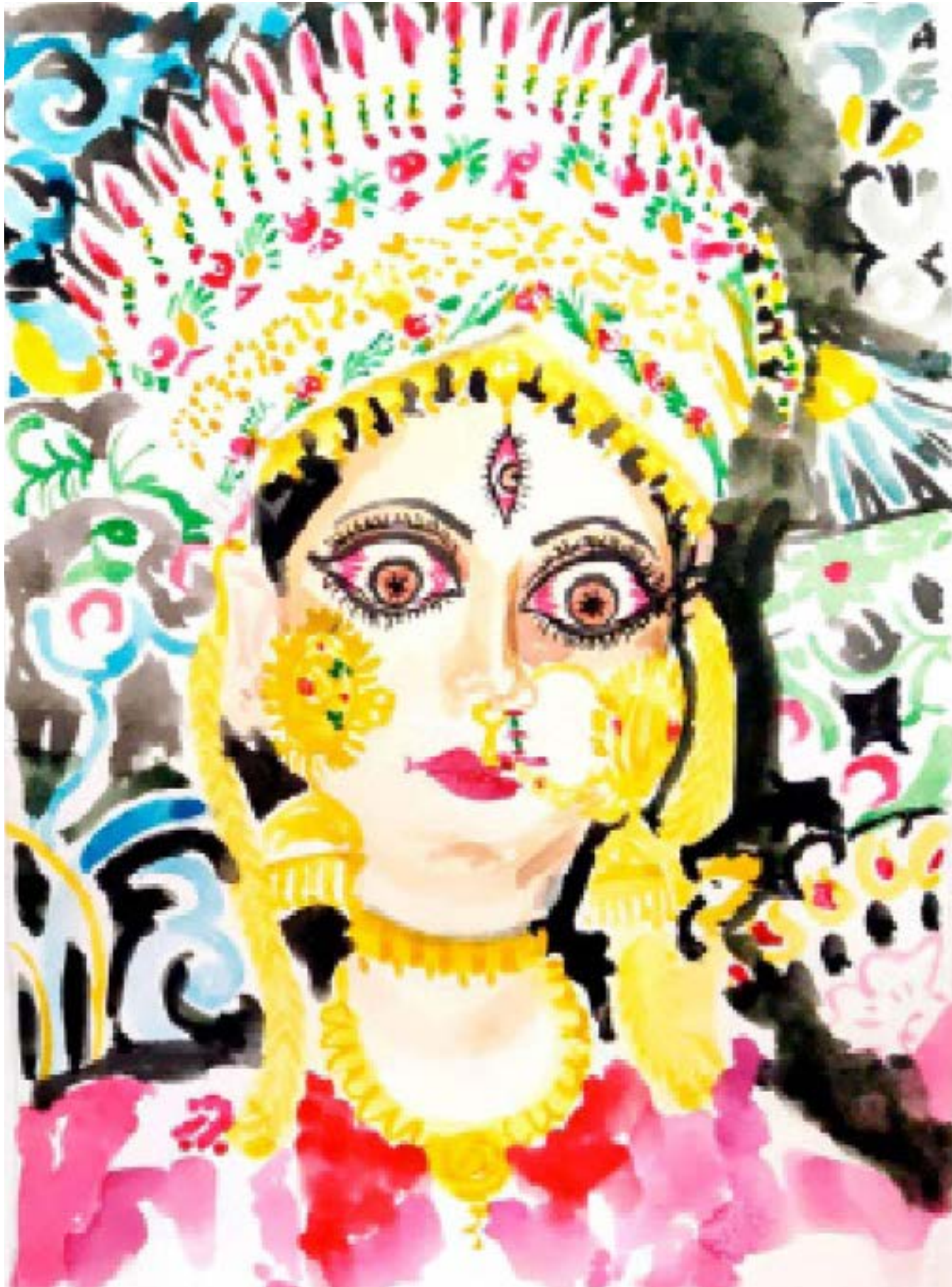


Women Development Cell Poster

The Women's Development Cell (WDC) is a statutory body for the prevention of and action against sexual harassment of women. The main objective of WDC was to look into the grievances of teaching staff, non-teaching staff and students, especially in cases of gender discrimination. This poster was made to make everyone on the campus of Nirma University aware about its role and functions as well who all are a part of the committee.

7.

Research Project



Night of Death

Goddess Kali in the history of world religions is most evocative and complex. Kali appears to be an intensely frightening manifestation of the sacred, with her associations with blood sacrifice, death, and destruction. At the same time, Kali is seen as the ultimate mother figure, protector, and liberator. We cannot understand Kali without embracing both sides of this paradox. This project will be a study of how her images have been portrayed over the years, stories behind prints and what does she symbolize.



Ram-dao which is traditional bengali sword used in hindu ritual sacrifice of animals

Yellow beam of light (perhaps a deconstructed halo)

Red tongue sticking out

Demon head that she decapitated

Garland of demon heads

Bowl or skull cup (kapla) catching the blood of severed head

Skirt made of demon arms

Left leg on shiva

Standing of her right left

Blue skin color (black in some other prints)

Earliest depiction of Goddess Kali

Kali (c.1915)

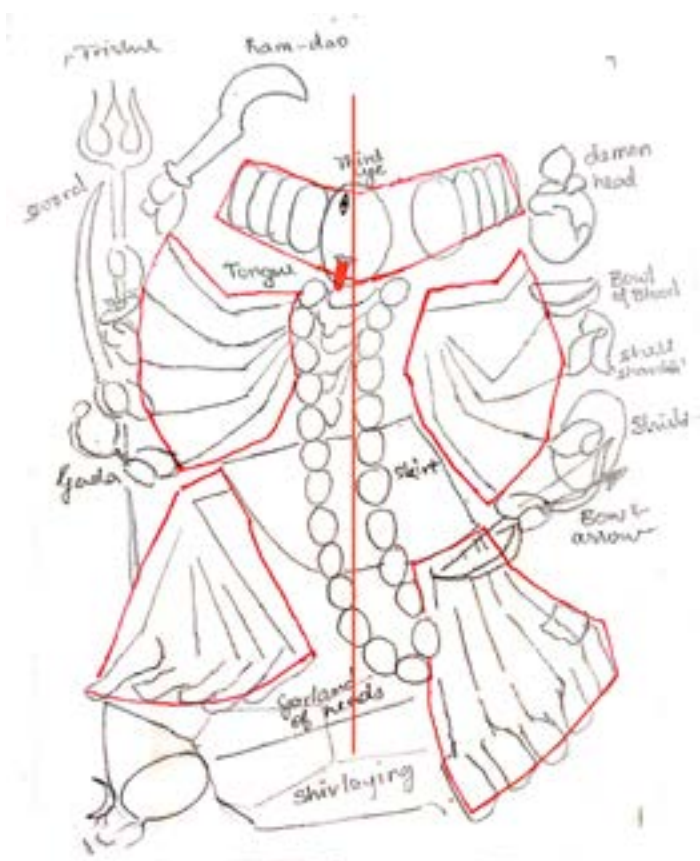
– Ravi Varma Press

Karla, Lonavala

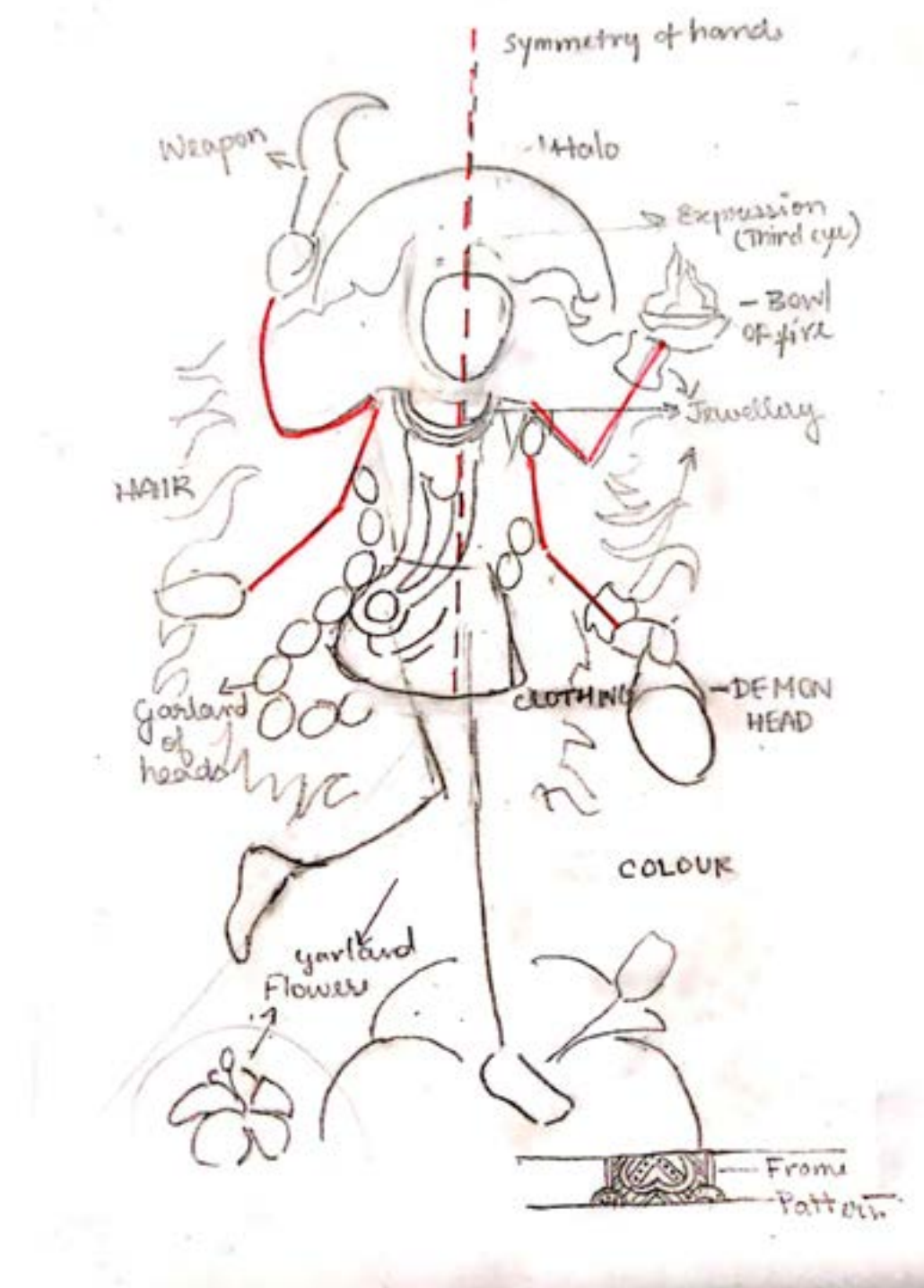
Kali is the Hindu goddess (or Devi) of death, time, and doomsday and is often associated with sexuality and violence. Kali also embodies Shakti – and is an incarnation of Parvati, wife of the great Hindu god Shiva. Kali's name derives from the Sanskrit meaning 'she who is black' or 'she who is death', but she is also known as Chaturbhuja Kali, , or Kaushika.



In this print Kali is shown in her most common four armed iconographic image that shows each hand carrying variously a sword, a trishul (trident), a severed head and a bowl or skull-cup (kapala) catching the blood of the severed head. Her hair is shown disheveled and her tongue is sticking out. She has a garland consisting of the heads of demons she has slaughtered and she is wearing a skirt made of demon arms.



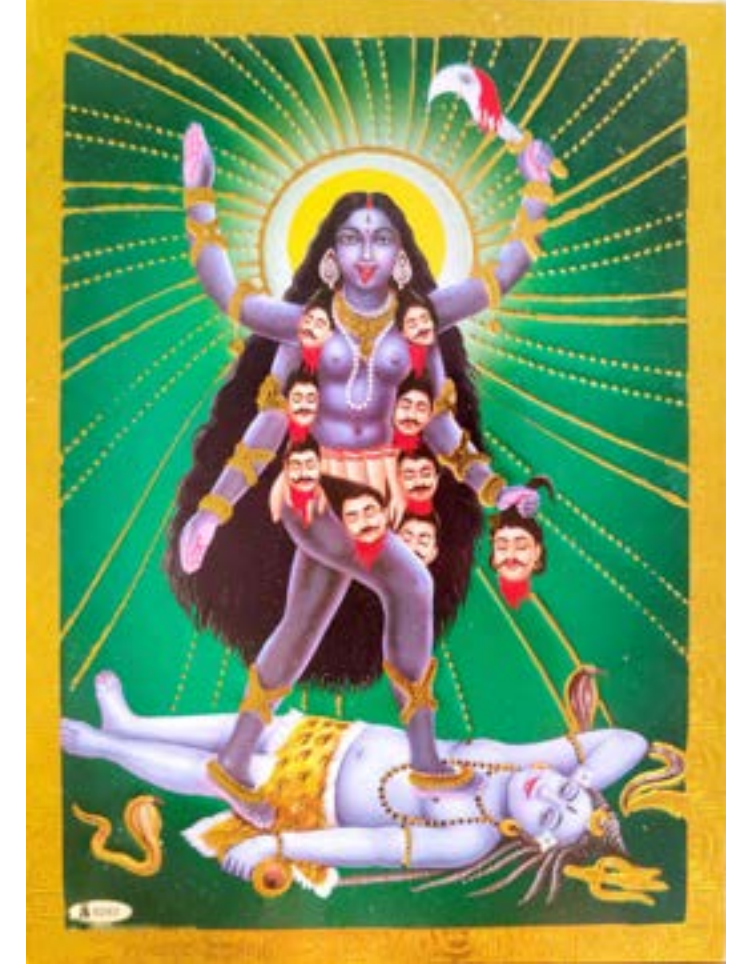
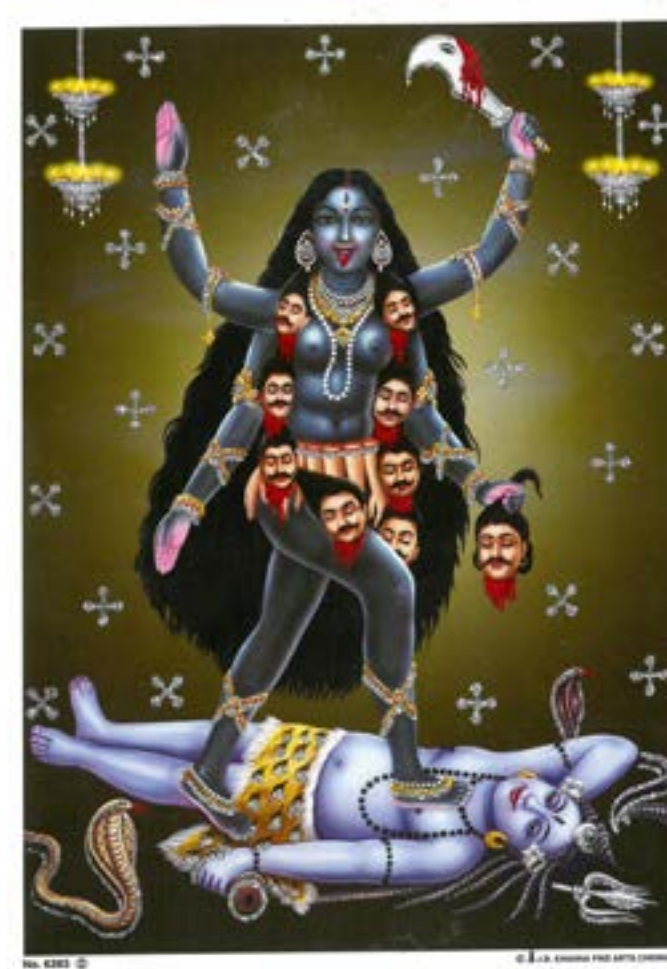
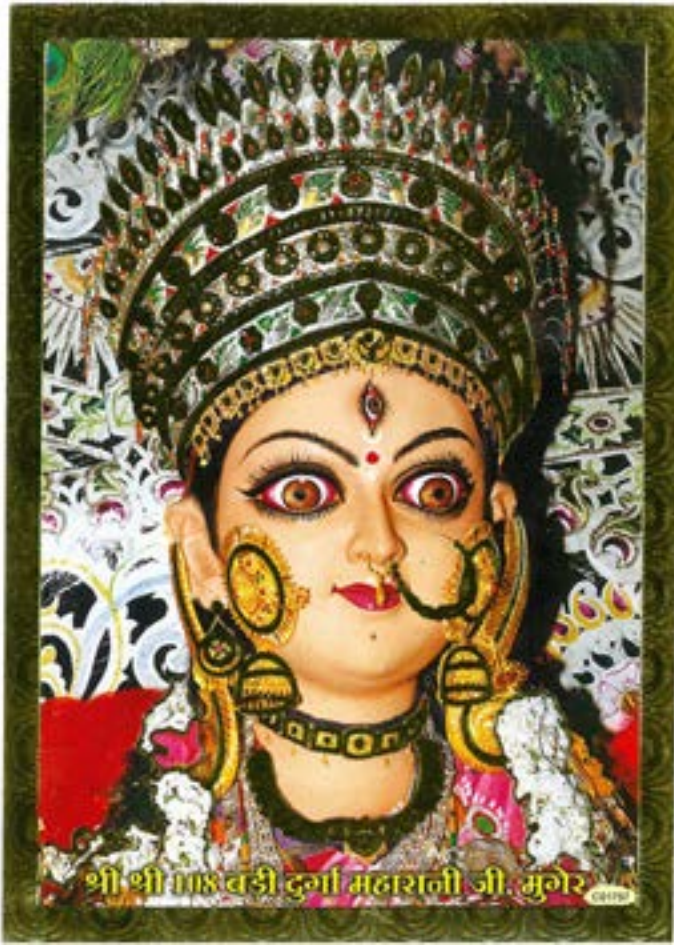
In this print Kali is shown with ten headed (dasamukhi) and is known as Dasa Mahavidya Mahakali and in this form she is said to represent the ten Mahavidyas or "Great Wisdom". Each of her ten hands is carrying a something which varies in different accounts, but each of these represent the power of one of the Devas or Hindu Gods. She is carrying - Ram-dao which are traditional Bengali swords, Trishul (Trident), Sword (khadga), Gada, Chakra, Demon head, Bowl or skull-cup (kapala), Shank (shell), Shield, Bow & Arrow.



This print is totally different from the prints we have seen earlier in this print Kali is in her most simplified form the expression of her face is calm and posed, it almost looks like she is smiling showing that Kali is also the image of Mother Goddess. This print has soft tones of orange, red, yellow and it gives the eye a warm feeling compared to the earlier prints not with backdrop being all bloody red and showing a war. Her consort Shiva has been replaced by her favorite flowers hibiscus of red



and pink. She still can be seen holding her sword, the demon head, a bowl of fire and one hand is free. She is heavily jeweled and the whole print is treated with gold foiling and just like in most of the print there is a halo behind her head with a golden lining indicating that she is of high power.



Material that I collected and studied in Ahmendabad during my communication theory II course in semester 4

8.

Illustrations



Pressure



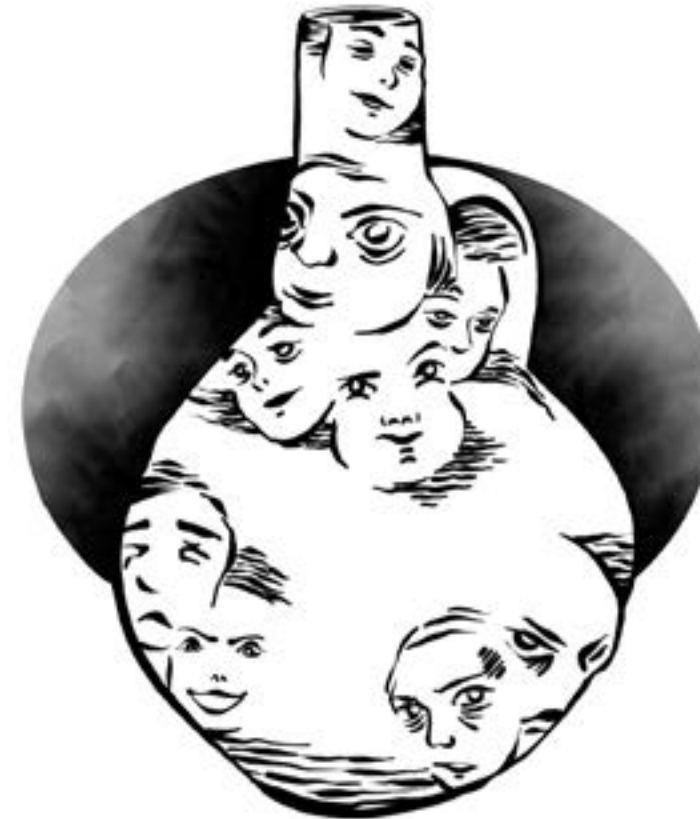
Stuck



Watch



Sour



Vessel



Crystal



Knot



Raven



Spirit

Thank You !

To view more of my projects do visit my behnace and instagram



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Instagram

[@i_am_anusha](https://www.instagram.com/i_am_anusha)