

PORTFOLIO

COMMUNICATION DESIGN 2021

ADITI SHRIVASTAVA



ABOUT ME

I am currently pursuing Communication Design from Nirma University. I am versatile and willing to experiment new possibilities that will make me more creative in my craft. I am detail oriented and my ambition is to create artwork and designs that would communicate the idea in an appealing way.

Experience

F Square Media, Delhi

Graphic Design Intern
Jun 2021 - Aug 2021

Nirma University, Ahmedabad

Graphic Design Intern
Jul 2020 - Aug 2020

Tidal 7, Mumbai

Graphic Design Intern
Jun 2019 - Jul 2019

Rural Exposure and development

at Khamir, Kutch
2019

Education

Nirma University, Ahmedabad

Bachelor's Degree,
2018-22

NIFT, Bhopal

1 year diploma course
2017-18

Sagar Public School, Bhopal

Higher Secondary Education
2016-17

Narayana Vidyalayam, Nagpur

Secondary Education
2014-15

01

UI/UX App Design

ABOUT

Food Dude app is a whole new way to order fresh homemade food that serves the best quality.

Food is fuel to your body so having good quality food away from home is a blessing. There is nothing like eating fresh home cooked food when you get back home tired after a whole day of work.

This app serves people an opportunity to select best tiffin services available nearby. It provides multiple options to select the time slots, to choose their own menu or to choose a particular cuisine if an individual miss their regional food.



USER PERSONA

Niharika Yadav, 27 years, Associate Consultant

Personality and Behaviour

1. Thrives to be organize and punctual as much possible.
2. Regards the conventional ways to function through my life instances.
3. Ability to function efficiently under pressure with uniform quality.
4. Enjoys variety of Indian cuisines.
5. Prefers to consume nutritious food.

Pain Points

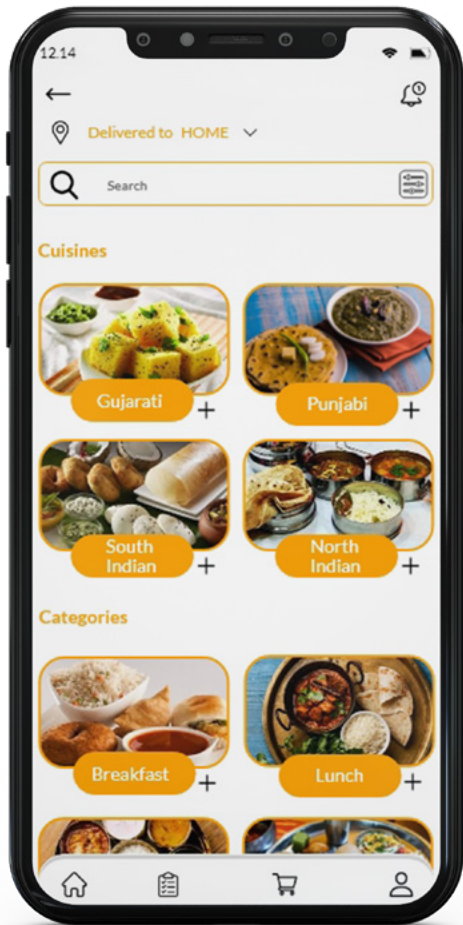
1. Inadequate health routine.
2. Not having enough time to cook for self
3. Struggle with junk food as an option left.
4. Adverse effect on health as despite spending good money on food not able to have that nutritional inputs.
5. Major missing freshly cooked home meal.
6. Due to such running and hectic routine and work hours not able to keep a maid as managing her itself requires time and most important one needs to be specific with what one wants and how one wants it.

Goals

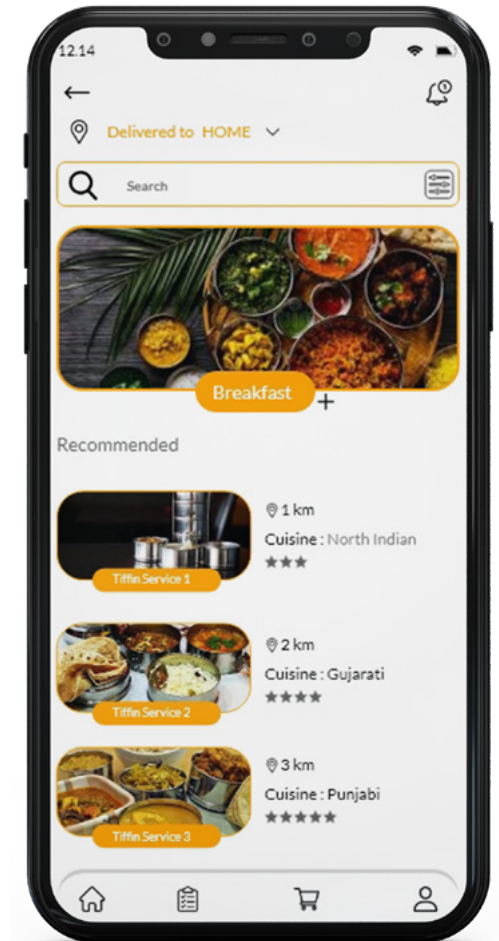
1. Focus on personal growth along with professional development
2. Join and work with international social organizations.
3. To Improve facilitation skills.
4. To maintain quality of life by engaging in healthy behaviour.

Tasks

1. Program management and development under the systemic heads.
2. Once or twice in a month field visit to communicate with the team as a office task.
3. Develops and design strategic initiatives.
4. Coordinating with multiple people for various day to day task at office.
5. Finding a good meal service which avails customization .
6. Maintaining records of money transactions (self earnings and spending).



→ This page helps you to select whether it is breakfast, lunch or dinner. and let's you choose your own choice of cuisine



← This page takes you to the best tiffin services available nearby. With a variety of cuisines.

02

Branding and Brand Communication

About the Brand

Our brand provides a physical place where undiscovered musicians can perform on the weekends and gain an audience, they can rehearse in the rehearsal space, they can record their music and get help in managing their music and events. So the brand will be involved with music promotion, music management and studio space.

Brand Aim

Our primary aim is to provide a platform for musicians of all genres where they are able to perform, create and reach a larger audience. Musicians have trouble in gaining confidence, exposure, opportunity and finding the correct environment. And we are bridging the gap with our brand.



SQUARE ONE

BRICK CITY



30 Oct 2021
SATURDAY
05:00 PM

PRICE : Rs. 500



SQUARE ONE
BANER ROAD
PUNE

SECTION	AREA	ROW
MID	GRD	B2

Brand Promise

Our promise is to provide a premium standard of music and musicians to all the people who are interested and enthusiastic about music.

Brand Positioning

A platform for musicians to practice, perform and create music that is accessible to the mass. because we are creating and bringing new music with the help of new undiscovered talents.

SQUARE
ONE

HEAR IT
SEE IT
LIVE IT



CREATE YOUR
MUSICAL
JOURNEY AT
SQUARE ONE,
BANER ROAD,
PUNE

www.squareone.org

Brand Essence

Our brand essence will be of building a community of people who are keen on listening, creating and performing music that brings everyone together and connects them.

Brand Image

The big idea is to bring forth new and undiscovered musicians and help them build their audience and platform. The image that we portray as a brand is of belief, trust and youthful experience that the music and the musicians you will hear will always be of the premium standard.

A black and white photograph of a man with a beard, wearing a dark t-shirt, singing into a microphone. He is positioned on the left side of the frame, facing right. The background is a solid red color.

CATCH THE MIC AND BUILD YOUR TRIBE



03

Packaging Design

About

The design of the product focuses on how to make it a zero waste product, make it easier on-the-go product, as it will have a blender attached to it.

Usually, when an individual carry their makeup products with them to their work place they find it difficult to use a sponge separately while applying foundation. This product helps them with the same.

Generally, there is some product left on the walls of the container, using a pump in this container solves the problem of left over foundation on the walls.

TARGET AUDIENCE

Primary target audience – Professional working individuals.
People at professional level, who wear makeup daily to their jobs, or the place where they work are the primary focus for this product.

Secondary target audience – young adults





→ The cap of the foundation bottle has a sponge attached to it to prevent dust and also prevent from losing it.

↙ A pump attached to the bottle of foundation to reduce waste, for solid handling, and to protect shelf life of the product.



→ This way sponge remains more hygienic and easy to carry product.

↙ Promotes zero waste product as it produces exact amount of product.



04

Publication Design

About

Background – This project is about to help people grow their money faster. To basically, help employees make smart decisions and get their job done efficiently. Fjord publishes a trend report every year changing the way how we look at things. This year they have come up with seven different trends and will be giving business people a different perception of the work.

Client – Fjord

Target Audience – futurist or technologist who aim to see the future of technology, designers.

Stakeholders – Business people

Objective – The objective is to design that are responsive to the user and the environment, able to shape-shift and renew themselves to remain relevant. To be, more modern and interactive.



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MANY FACES OF GROWTH	MONEY CHANGERS	WEAK-KING BARCODES	
04.	05.	06.	07.
LIQUID PEOPLE	DEBUNKING INTELLIGENCE	DIGITAL DOCTRINES	LOVE-CENTERED DESIGN



interfaces are dissolving, and we're finding new ways for technology to clarify both the needs and features of our behavior. Consequently, these boundaries among opportunities to enhance human-computer interaction are becoming increasingly complex and more difficult to navigate. As we find our way through this new world, we'll find that the challenges of physical world and virtual world are merging into a single world. We'll find that the challenges of physical world and virtual world are merging into a single world. We'll find that the challenges of physical world and virtual world are merging into a single world.

What's next?

What's next?

...perhaps it could even become the Dictionary word of the year in the background as we navigate through the often competing demands of a product that is also (27), but also

hear more about ethical food it could even become the Dictionary word of the year in the background as we navigate not only between competing brands (how far has the product had these demands and our own wants? How well does it deliver us that? her business. One Ford designer told us that her automobile refused to pin her in decreasing sustainable consumption because he was already "doing enough" by being vegan.

For now, conscious consumption may not be for everyone but as it becomes a new social ideal, a set (or mainstream) in certain organizations must be ready to

One Ford dealer in the Midwest refused to pin a sign on his window that said "No AIDS" because he was "thought by being vague."

Now, conscious consumption may not be everyone but as it becomes a certain urgency, it will go mainstream in our markets—and organizations must be ready to respond when it does.

People suggests that we need to connect with employees experience much more than if both companies, why not similar goals in the pursuit of higher job satisfaction and higher job

—There's little doubt that "do what you love" is now the unofficial work mantra for our time.
—Miyu Takemitsu, author



People are living longer, healthier lives, so our steel door population is growing—and seeking new purposes when they retire.

Of course, people's needs and services will need to be understood, and they are and make good decisions. Organizations must understand the particular priorities and concerns of different people – as well as where shared priorities overlap.

Worldwide, the number of people aged 65 and older is expected to double by 2050. In developed countries, some retirees are expected to become a growing part of the total population. In the U.S., the aging population is expected to increase from 51.1 million in 2010 to 70.5 million in 2030, while the total population is projected to increase from 307 million to 400 million. In Europe, the working age population is projected to increase from 511 million to 592 million in 2030, while the total population is projected to increase from 728 million to 732 million. In the U.S., the older generation is projected to increase from 33 million to 52 million in 2030, while the total population is projected to increase from 307 million to 400 million. The number of children for the first time in U.S. history.

"All too often, individuals are expected to come up with a device when it comes to finding a purpose in a post-retirement period as long as the middle years in duration, according to Marc Freedman, author of *Live Forever: The Enduring Power of Connecting the Generations*. "Many feel like they are all alone in navigating the new terrain, radically and emotionally."

Digital tools like 3D and data models are established tools in manufacturing and industry. Now, they're getting personal, and the race is on to create truly personalized entertainment opportunities. Soon after, they'll combine with other aggressive systems.

Eventually, they'll become a virtual home for all our data, which we'll have control of (at least in theory). As a basic requirement, brands and public services must learn to design how to create their data — the new least how to create them will be the biggest winners.

What's next?

What's next?

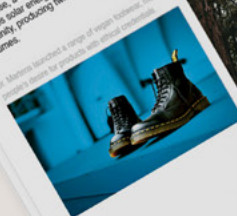
Businesses struggle to keep up with the rapid shifts a customer wants and as they continue to evolve in a post-recession era, organizations will have to change their business physical and financial models to produce physical and financial results in time to meet customers' demand for products and content. Those digital model enterprises that embrace connectivity, integration and their business model of continuous innovation and their services will survive. There's opportunity for the enterprise giant. The future parameters of the UK's 5G network of the future parameters of the combining digital and physical worlds are in the UK's capital. Wireless - wider reach, more help, efficiency - reduced costs and increase of 5G network.

As John Thackara has observed, because everything affects everything else in one way or another, organizations will increasingly need to be more holistic when dealing with complex systems. The business combines purpose with habit, and comes from the heart and habit.

Don't
this time
in time."

[illegible]

...launched a range of vegan barbecue, meat-free products with ethical credentials.



and a range of vegan footwear, meeting products with ethical credentials.



People's attitude to their planet is evolving, and businesses must prioritize environmental, social and governance concerns.

05

Imaging Techniques


About


Concept was to capture a day in Puncture wala's life. The day routine of puncture wala.








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