

## SHAUNAK ROYCHOWDHURY

4th Year Communication Design Student

Institute of Design, Nirma University

### FIND ME ON . . .



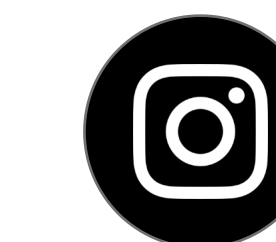
[shaunakroychowdhury.com](http://shaunakroychowdhury.com)



<https://www.linkedin.com/in/shaunakr/>



<https://www.behance.net/shaunakroychow>



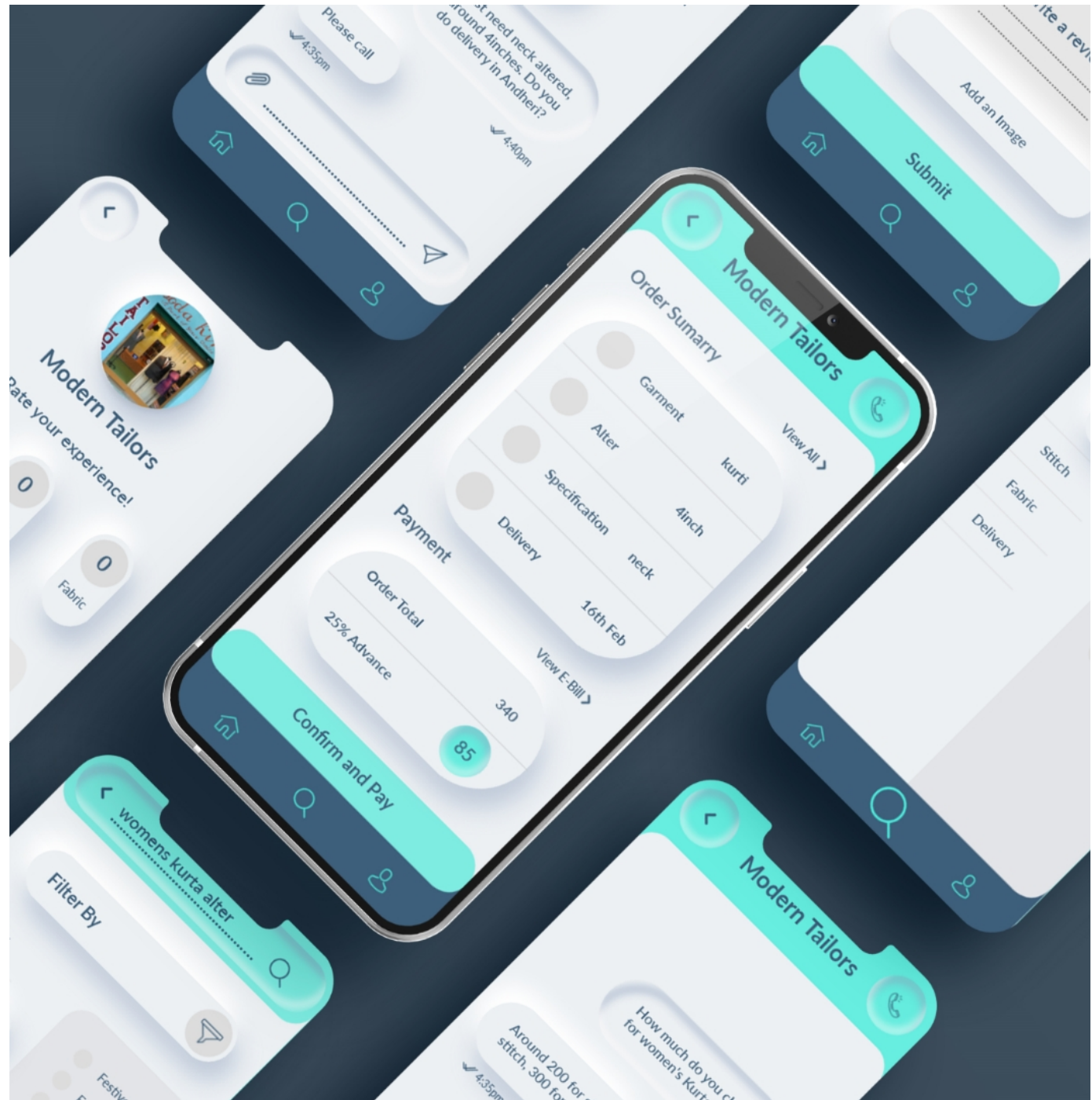
[https://www.instagram.com/expre\\_\\_shaun/](https://www.instagram.com/expre__shaun/)



[shounakrch@gmail.com](mailto:shounakrch@gmail.com)



# PROJECTS AT A GLANCE



TailorBird Application 1



Ahmedabad Branding 3



The Unstretched Realm 5



Honguskie Typeface 7



Fjord Trends 2020 9



Illustrations 11



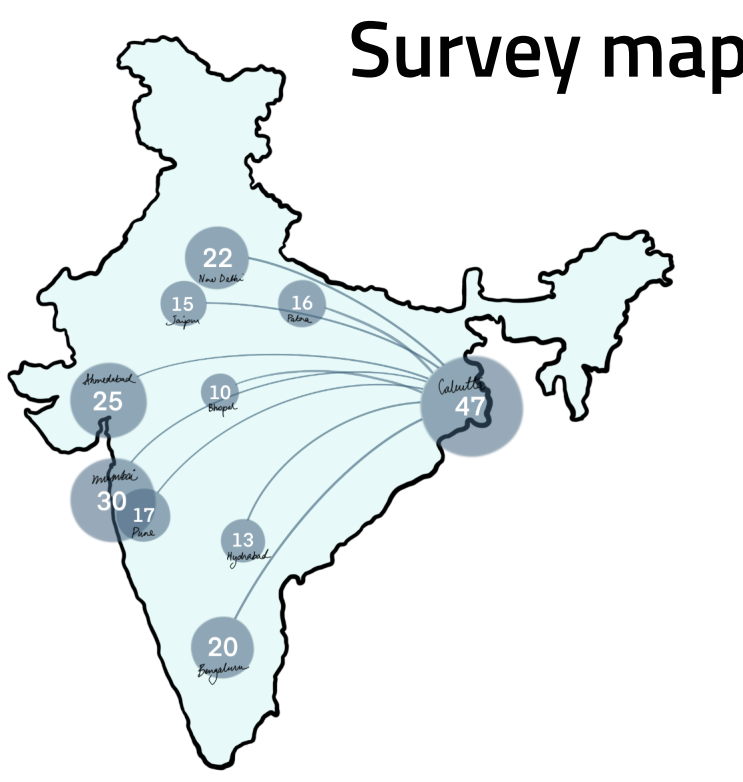
# TAILORBIRD APPLICATION

A concept for a home-delivery app for tailored clothes

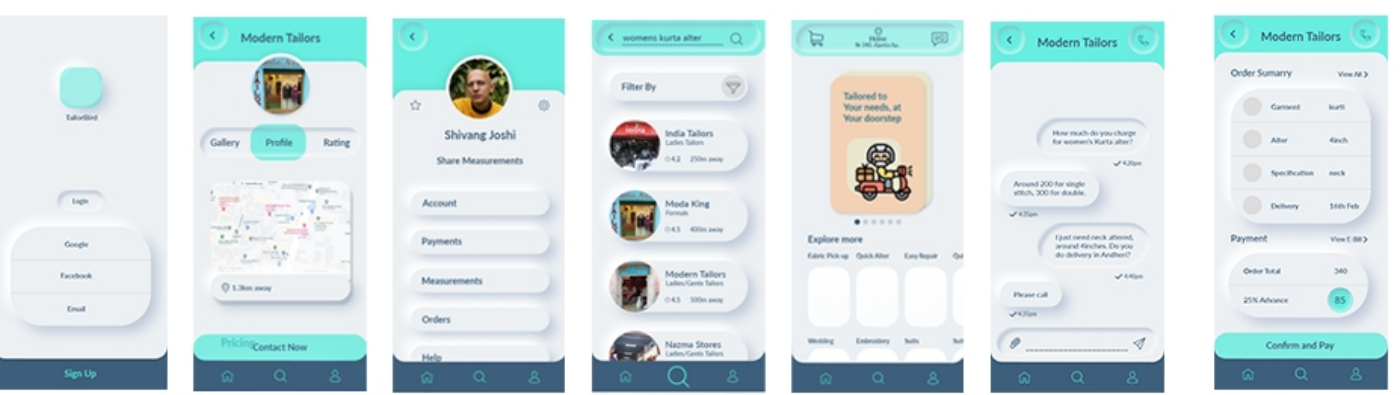
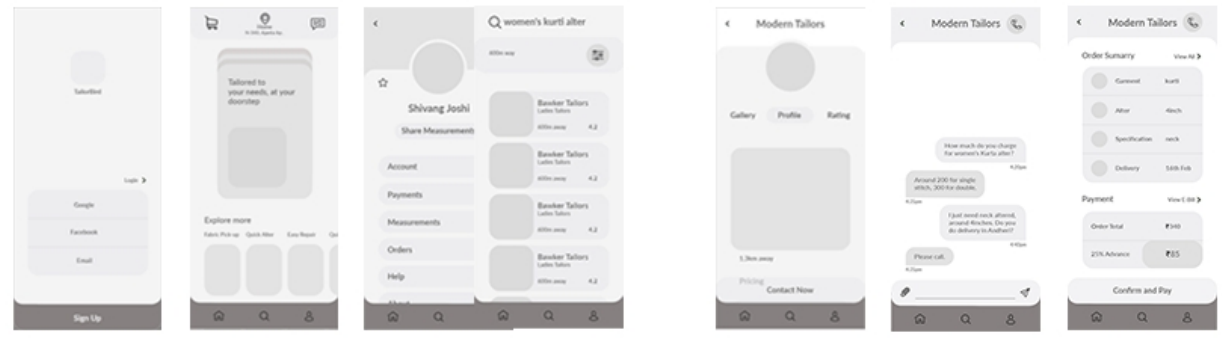
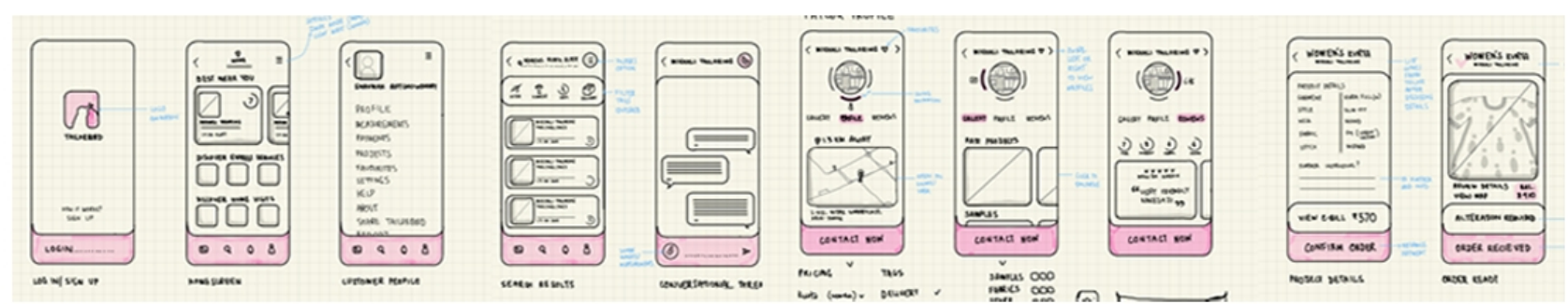
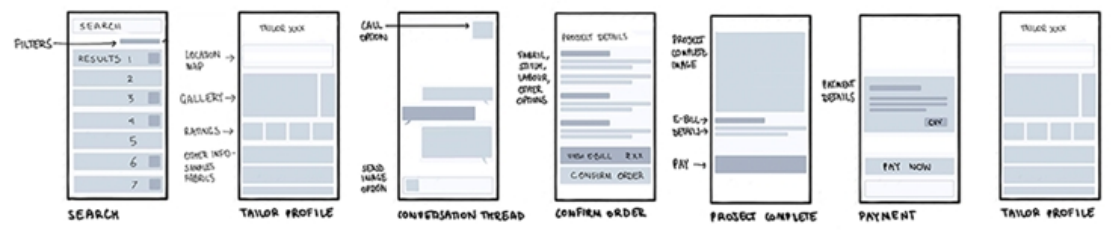
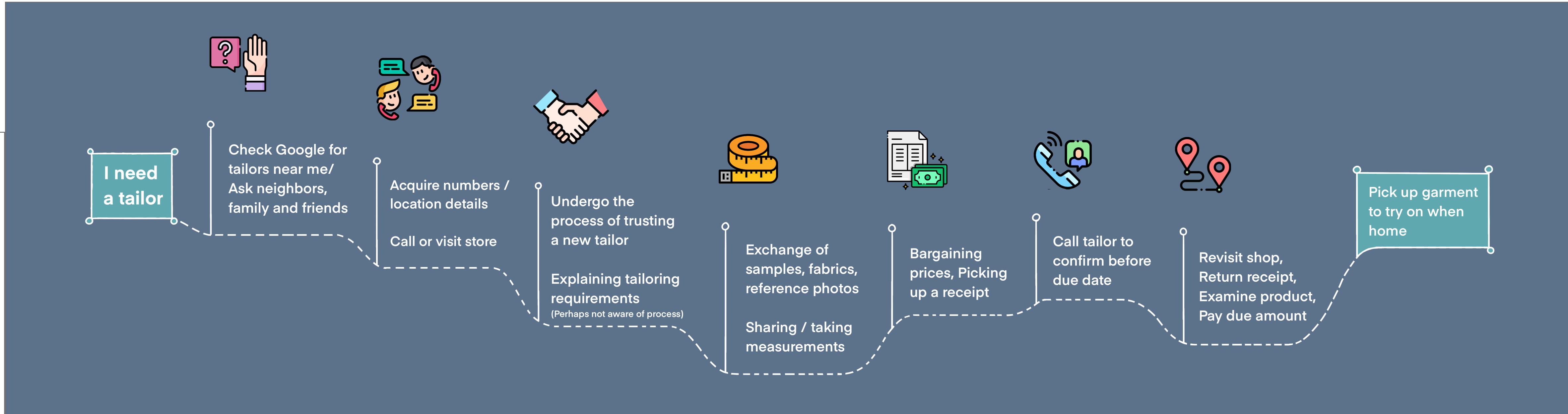
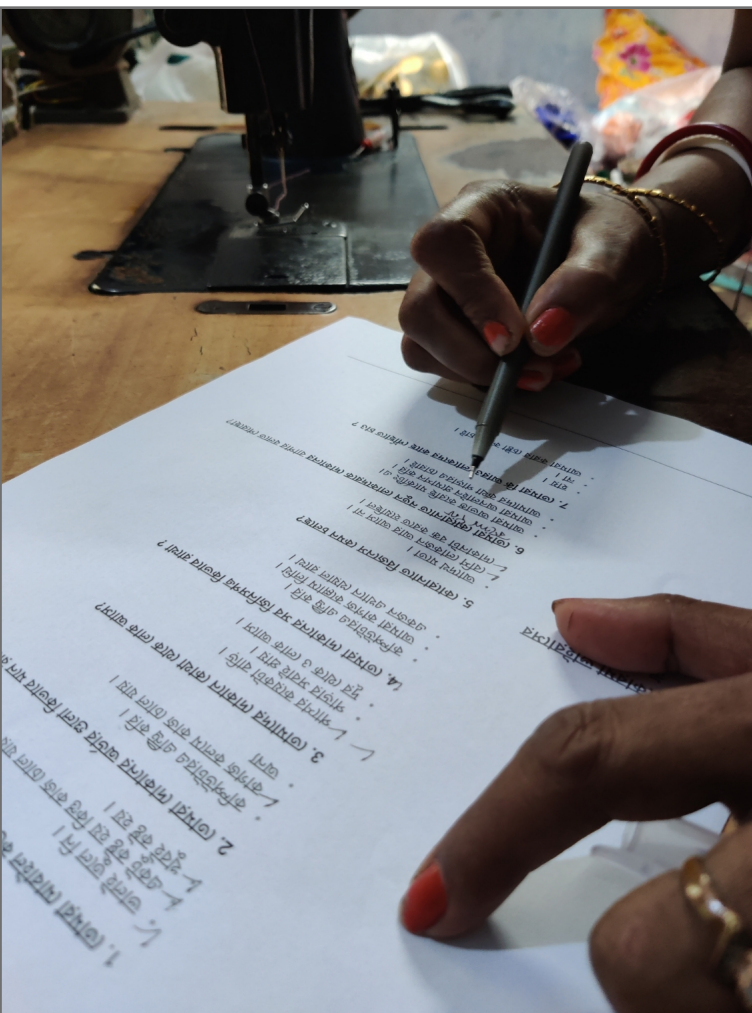
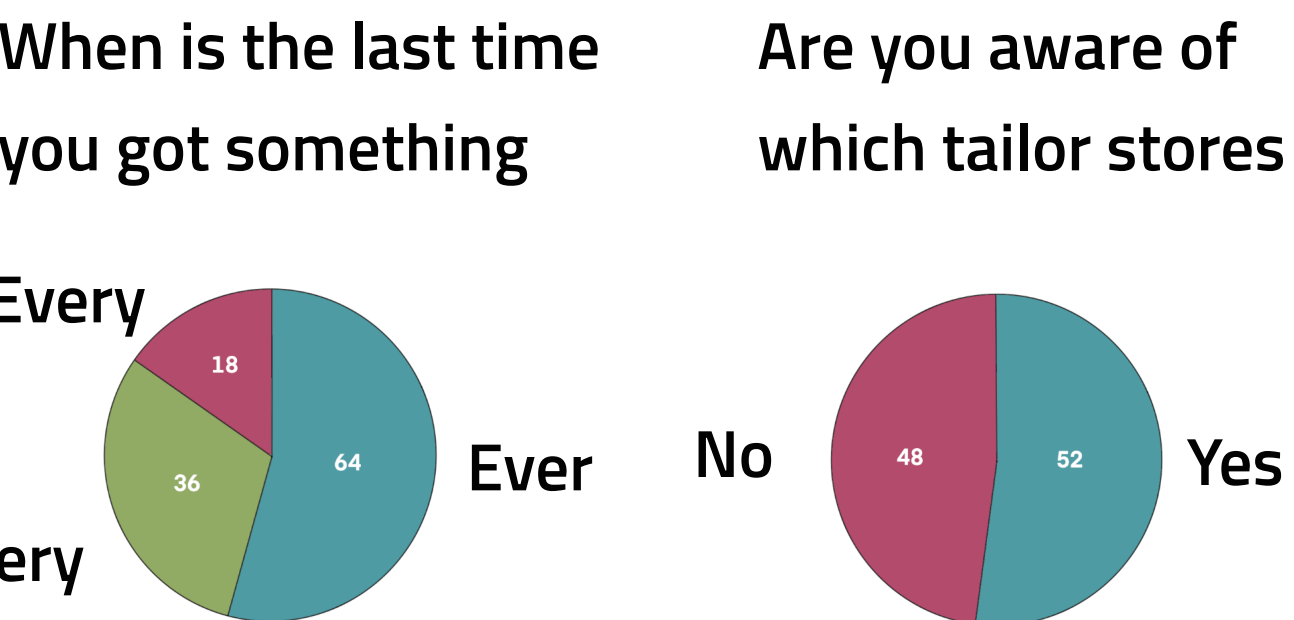


**Recommended User Journey**  
Gives tailors the ability to break out

Gives tailors the ability to break out of their locality

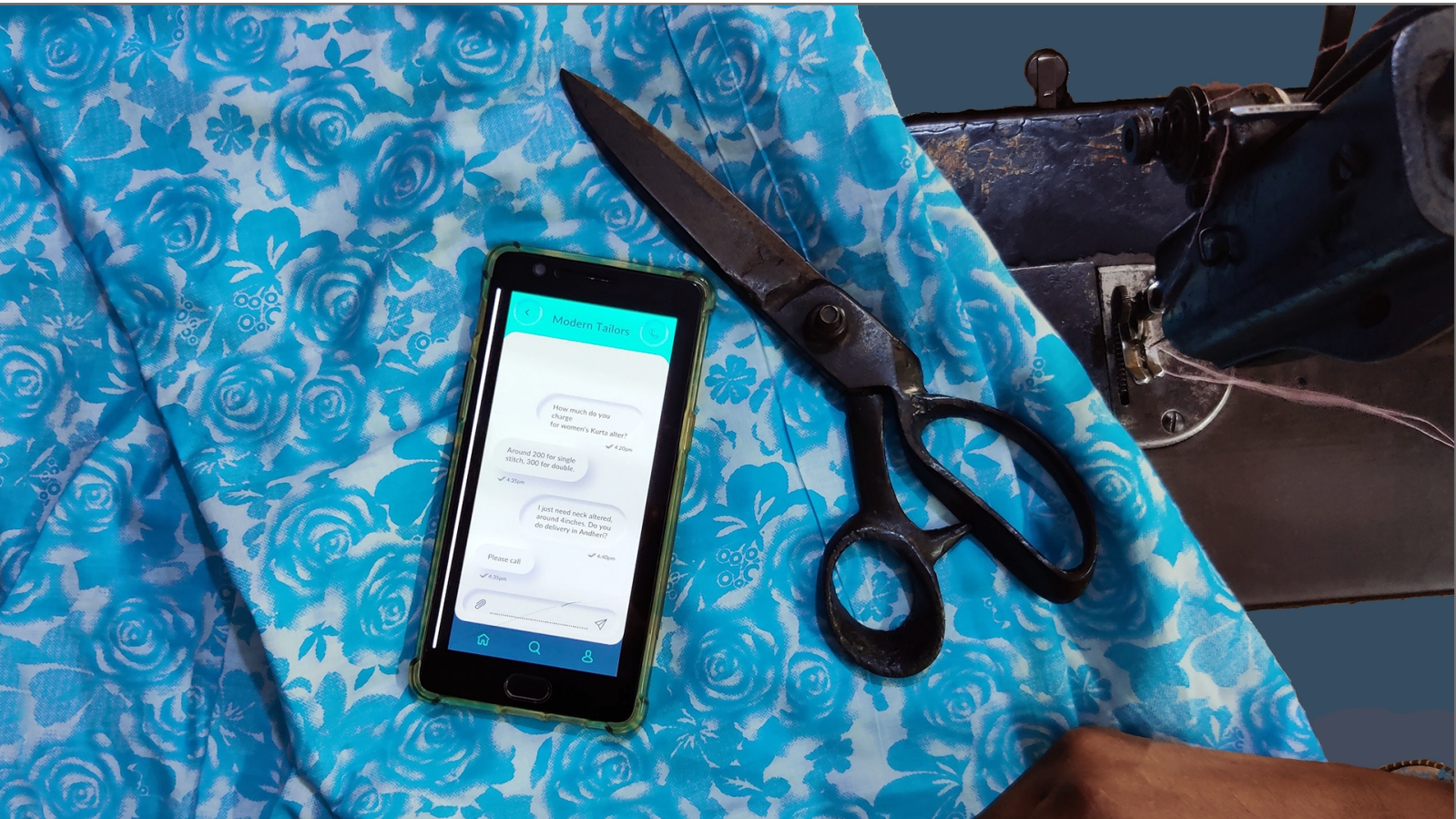


Questionnaires were Printed and Distributed amongst Local Tailors and their responses were recorded and



Gives tailors the ability to break out of their locality bound customer

Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady flow of income for



**Supports the Local**  
Gives tailors the ability to break out of their locality bound customer



**Trust your New**  
The customer can evaluate a potential tailor by his past work,



**A Business**  
The app aims at creating a digital platform for local

Why TailorBird?



**Hassle-free Tailoring**  
The app removes the annoyances attached to the tailor store



**Helping the**  
The urban Indian consumer is buying 60% more clothes than back



Gives tailors the ability to break out of their locality bound





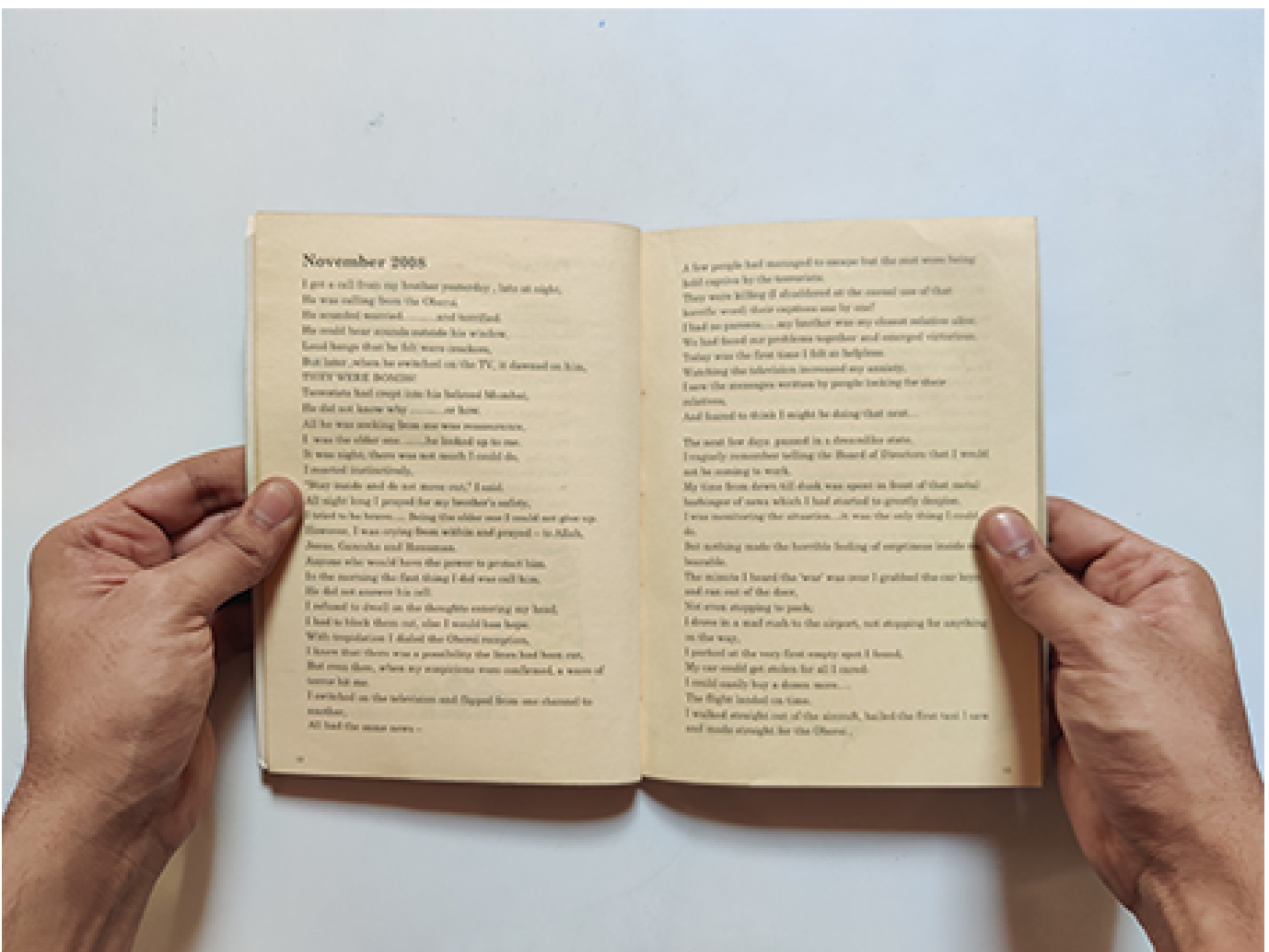
# THE UNSTRETCHED REALM II

Book cover design project for a poetry book written by school children of Calcutta

## Children and creativity

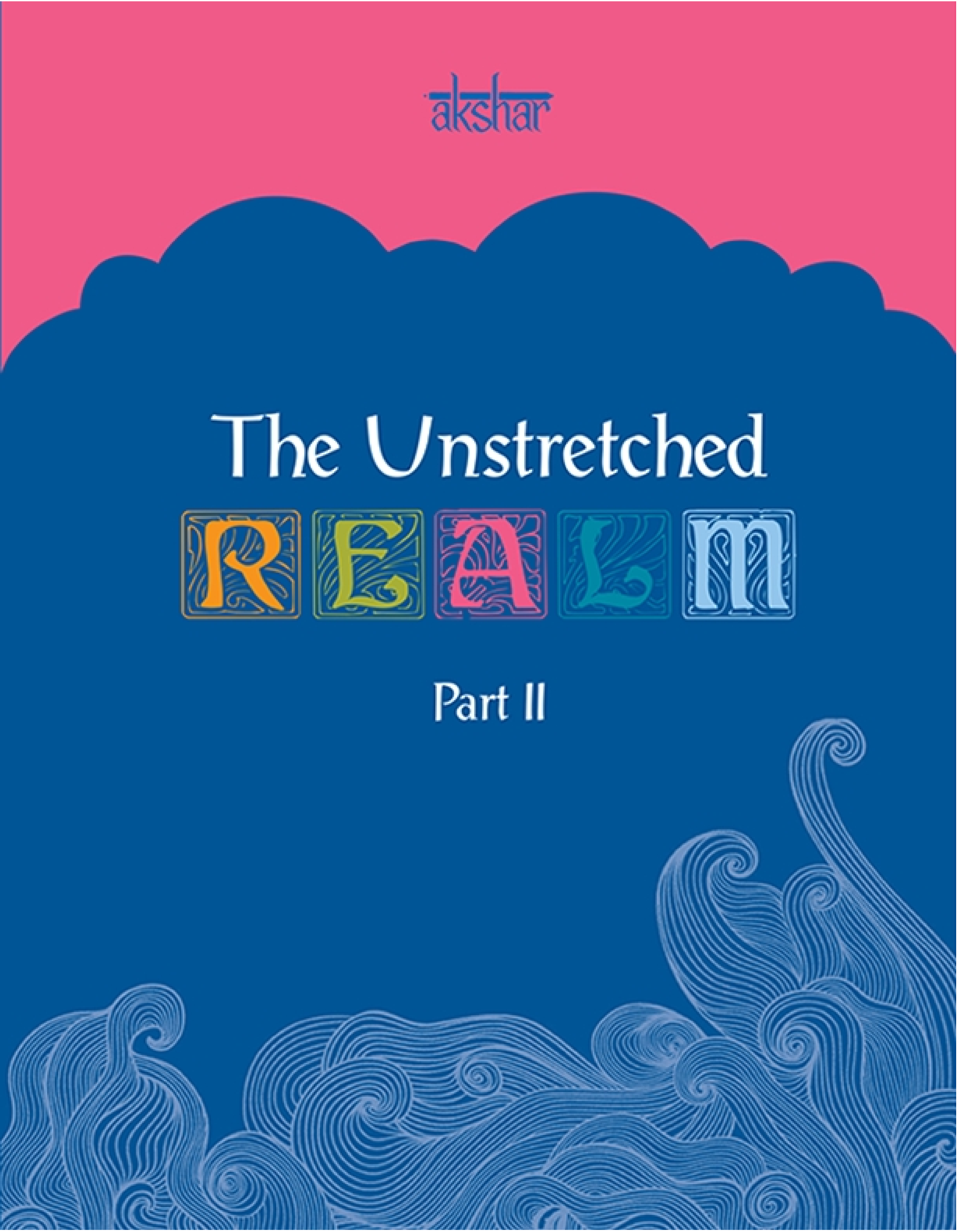
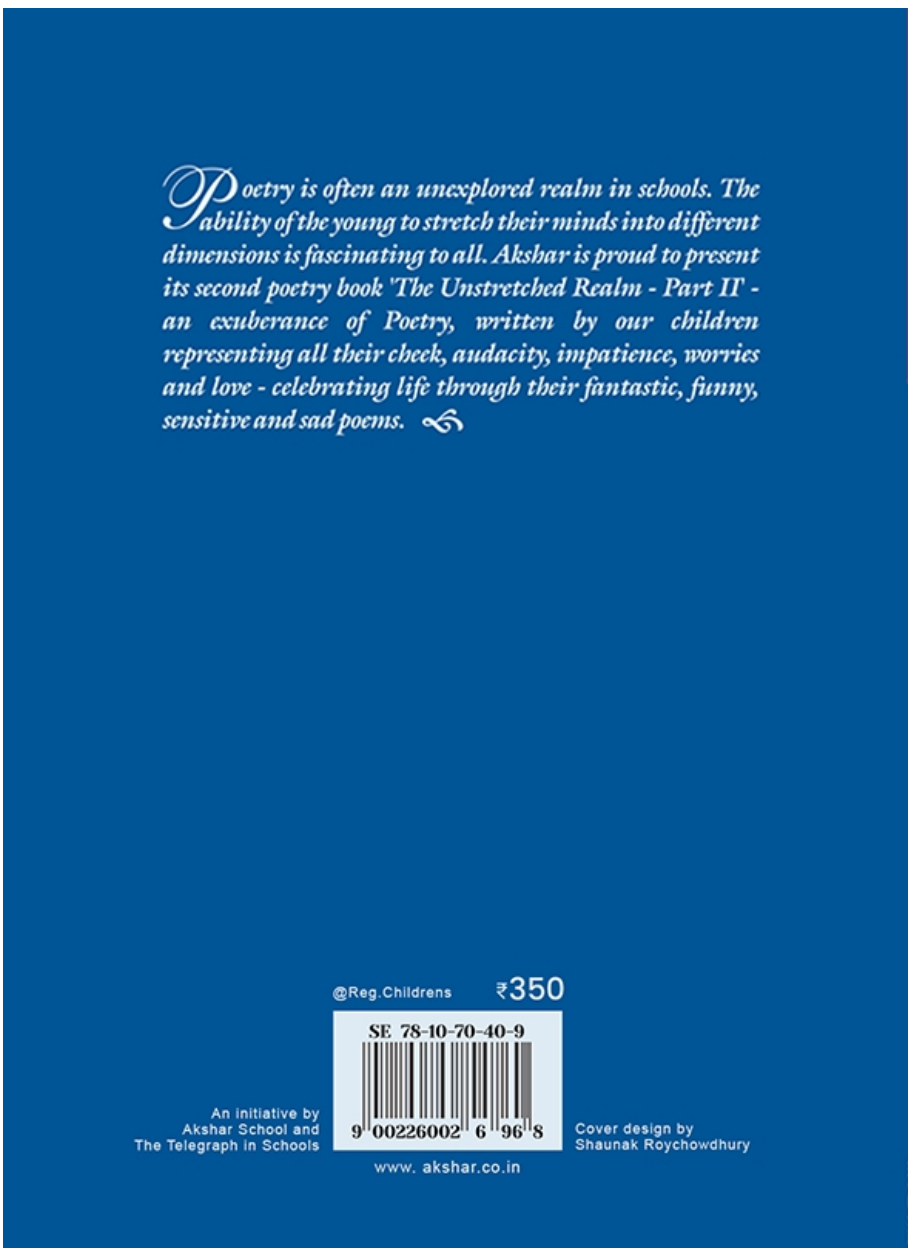
Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady flow of income for tailors, craftsmen and

Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady



Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady

Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady flow

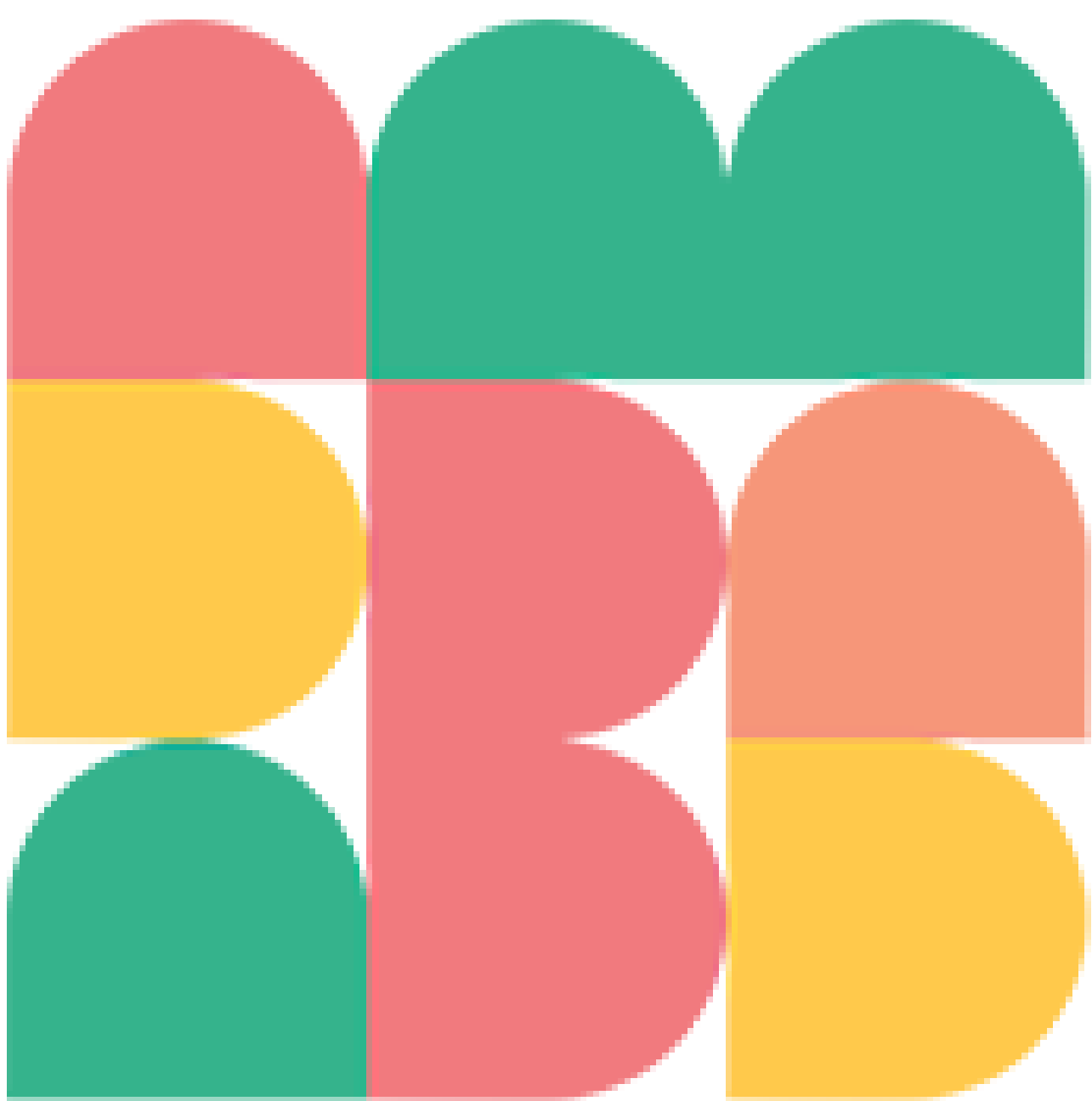
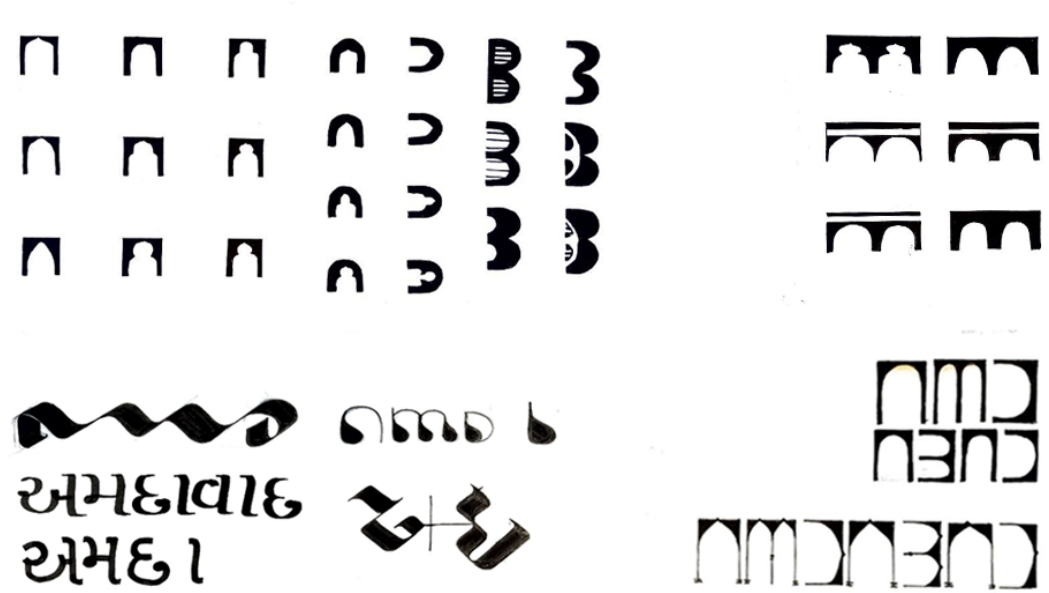




# AHMEDABAD CITY BRANDING

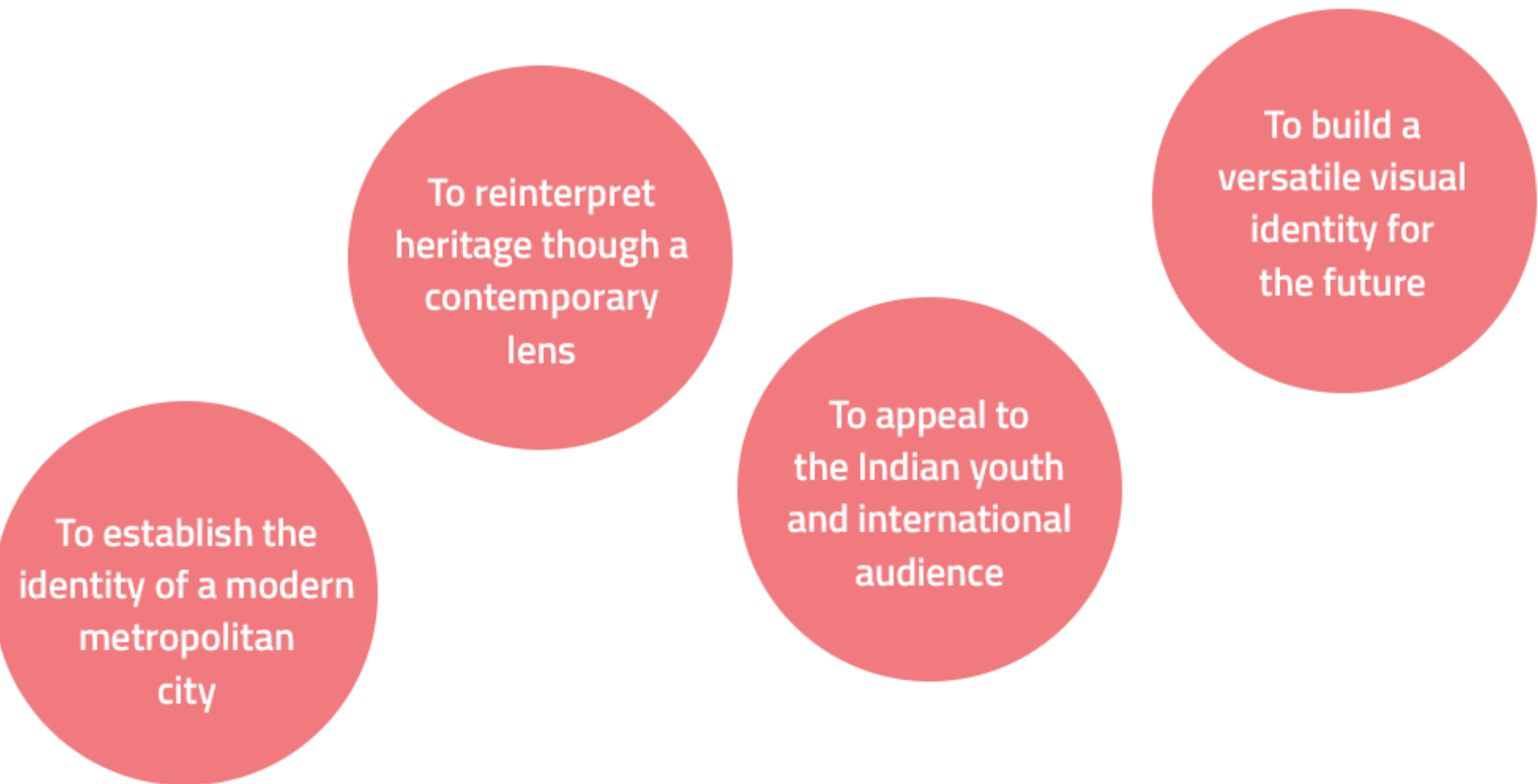
Branding project for Ahmedabad city with emphasis on identity, stationery, environmental graphics, digital product and merchandising

Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady flow

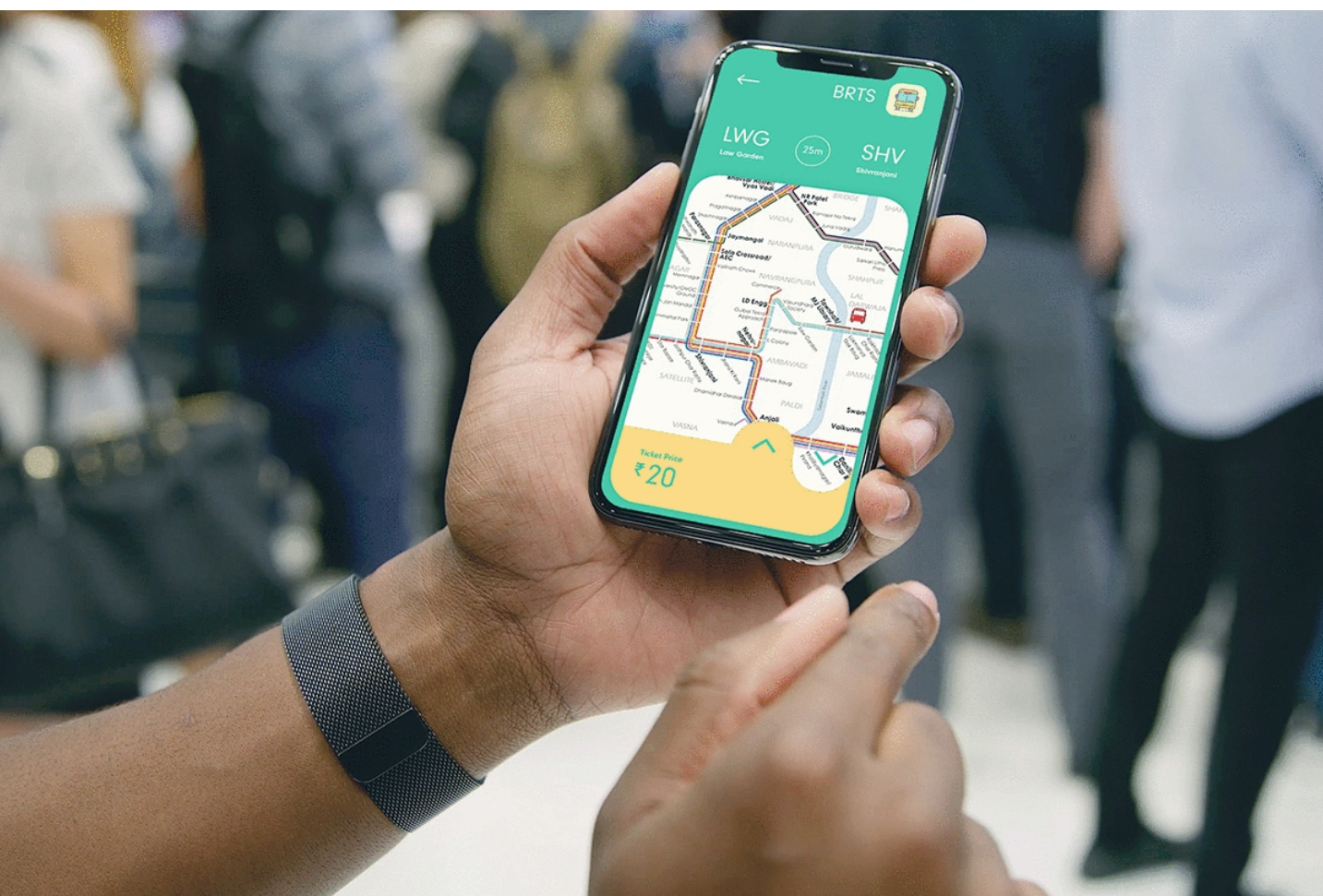
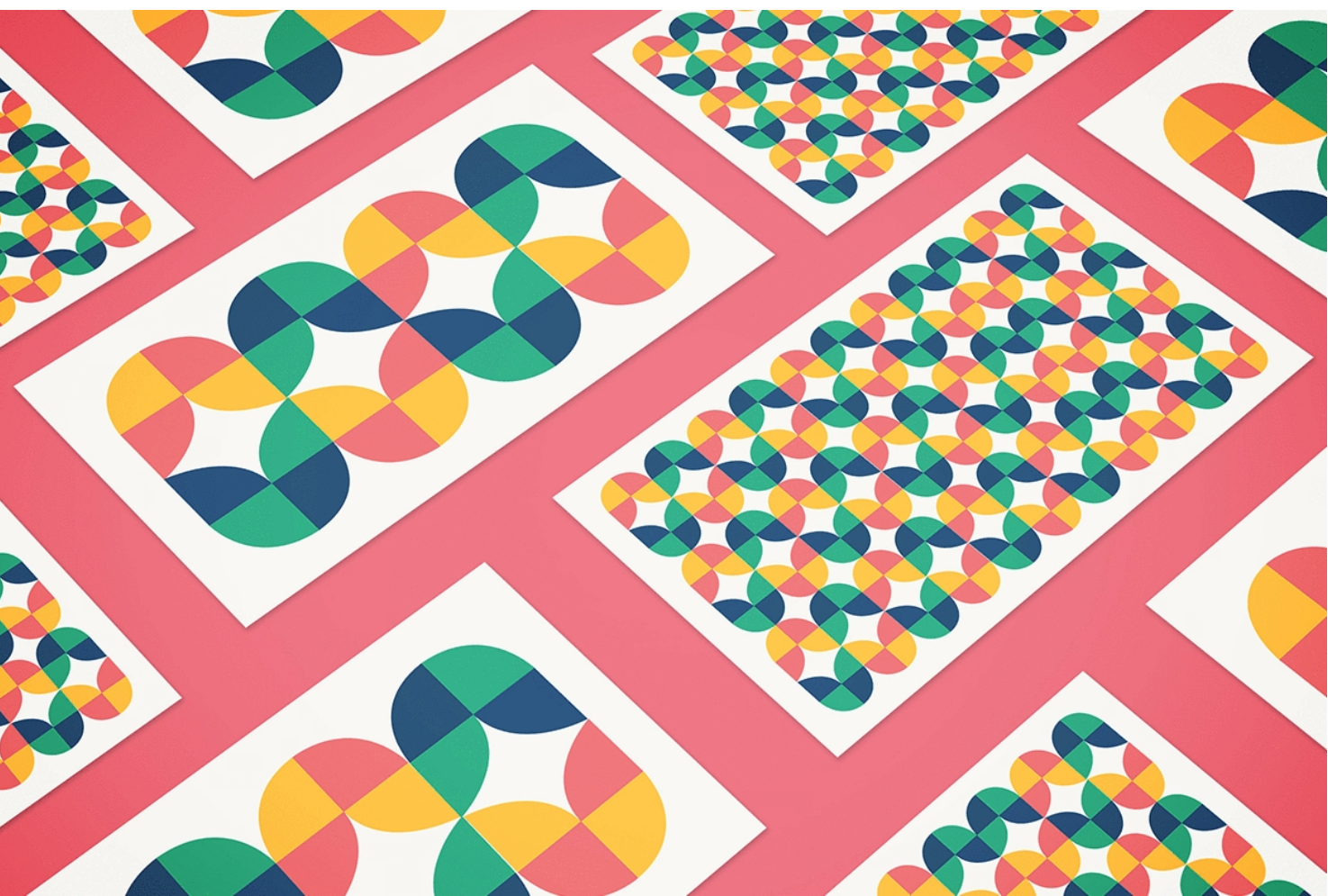


Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady

Gives tailors the ability to break out of their locality bound customer reach. The app's goal is



Gives tailors the ability to break out of their locality



Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady flow



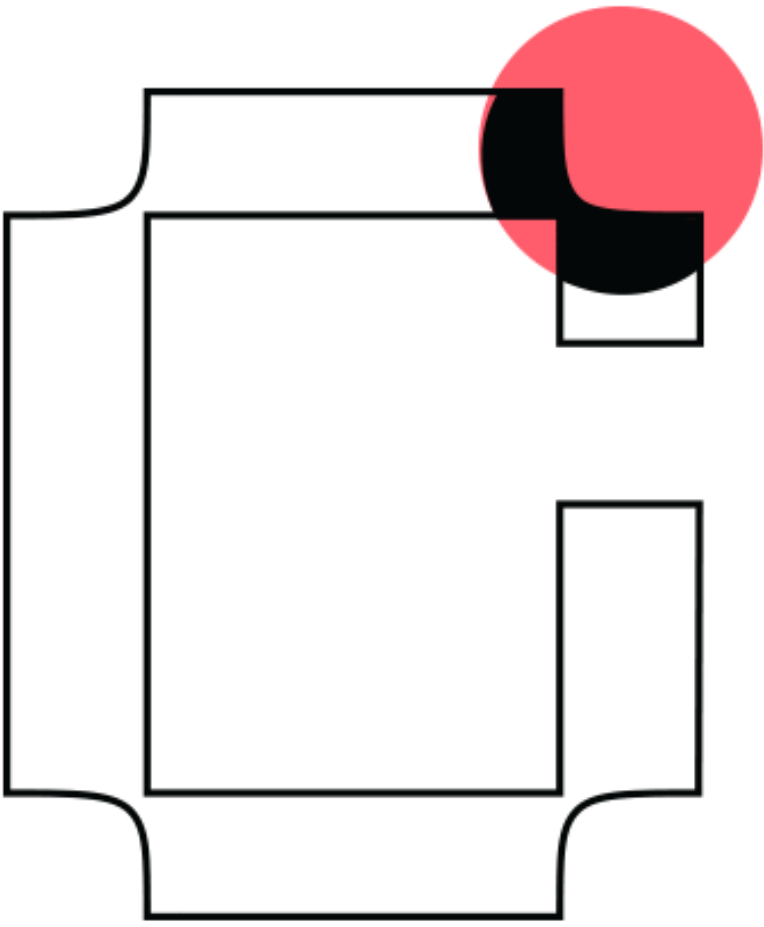
Tulip Form Development Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to



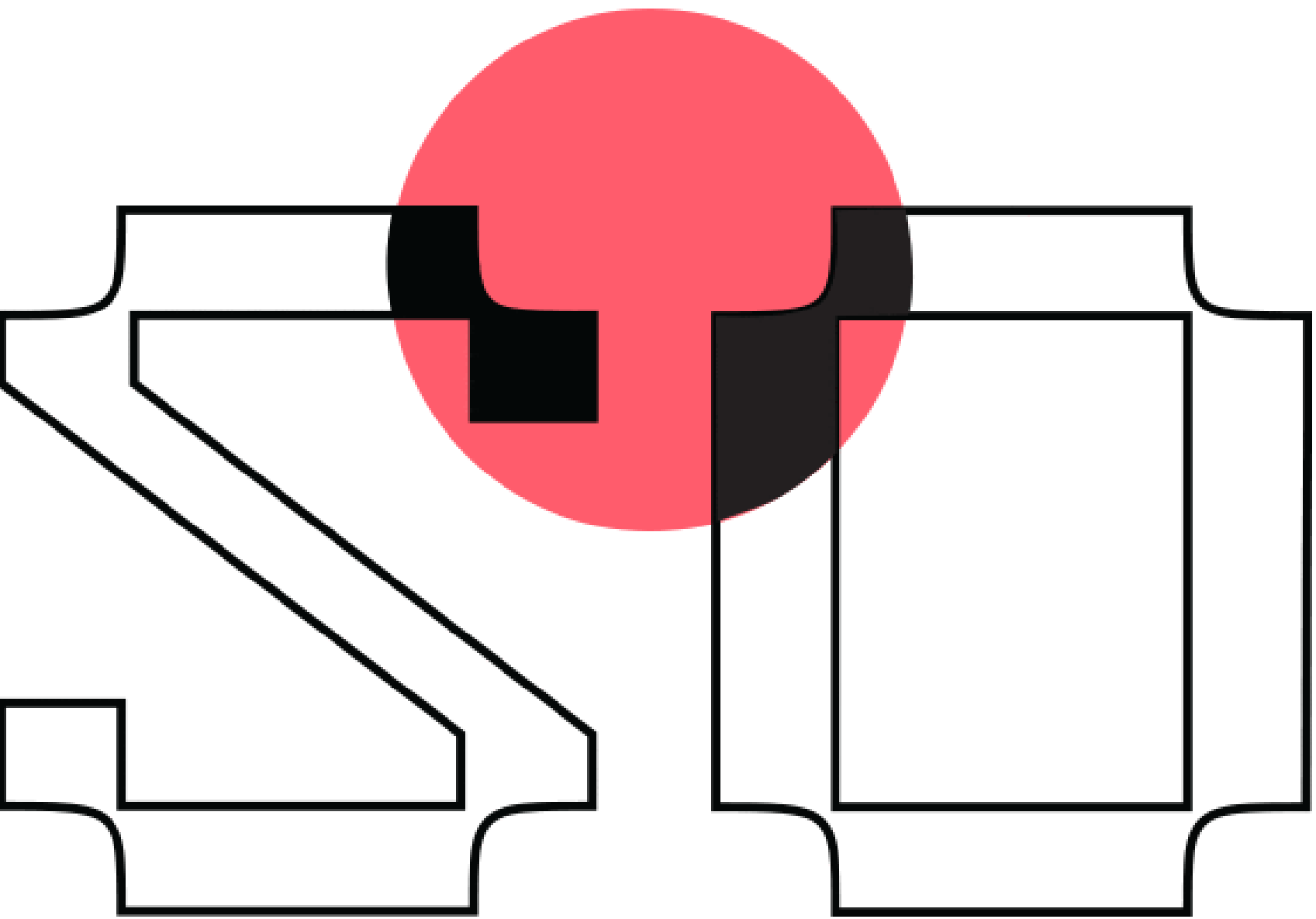


# HONGUSKIE TYPEFACE

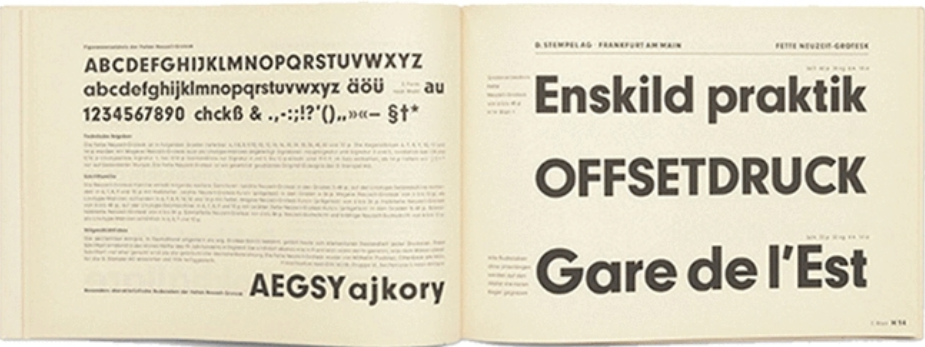
A typeface inspired from the perforated edges of postal stamps



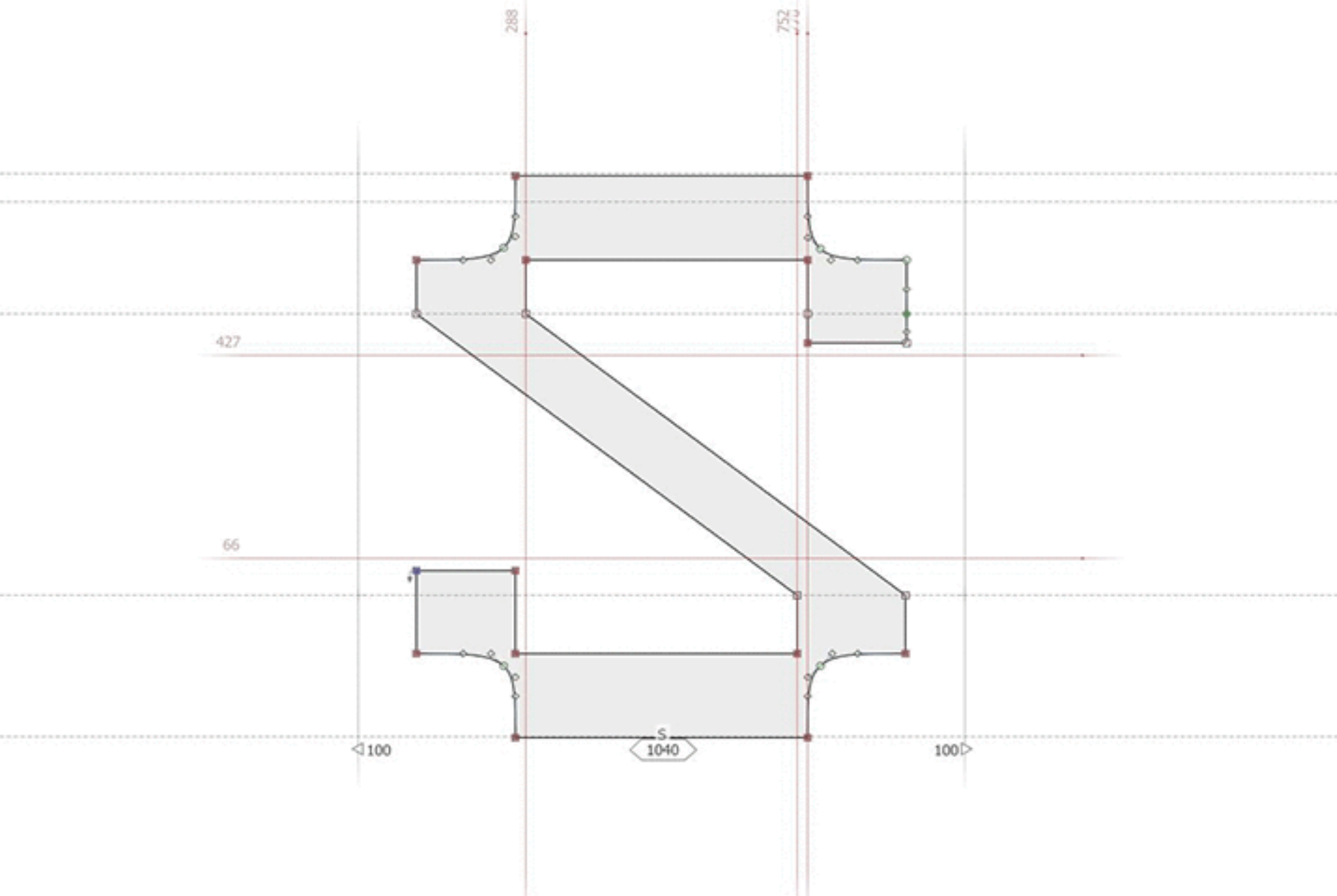
The character terminals represent the protruding, squared stamp corners.



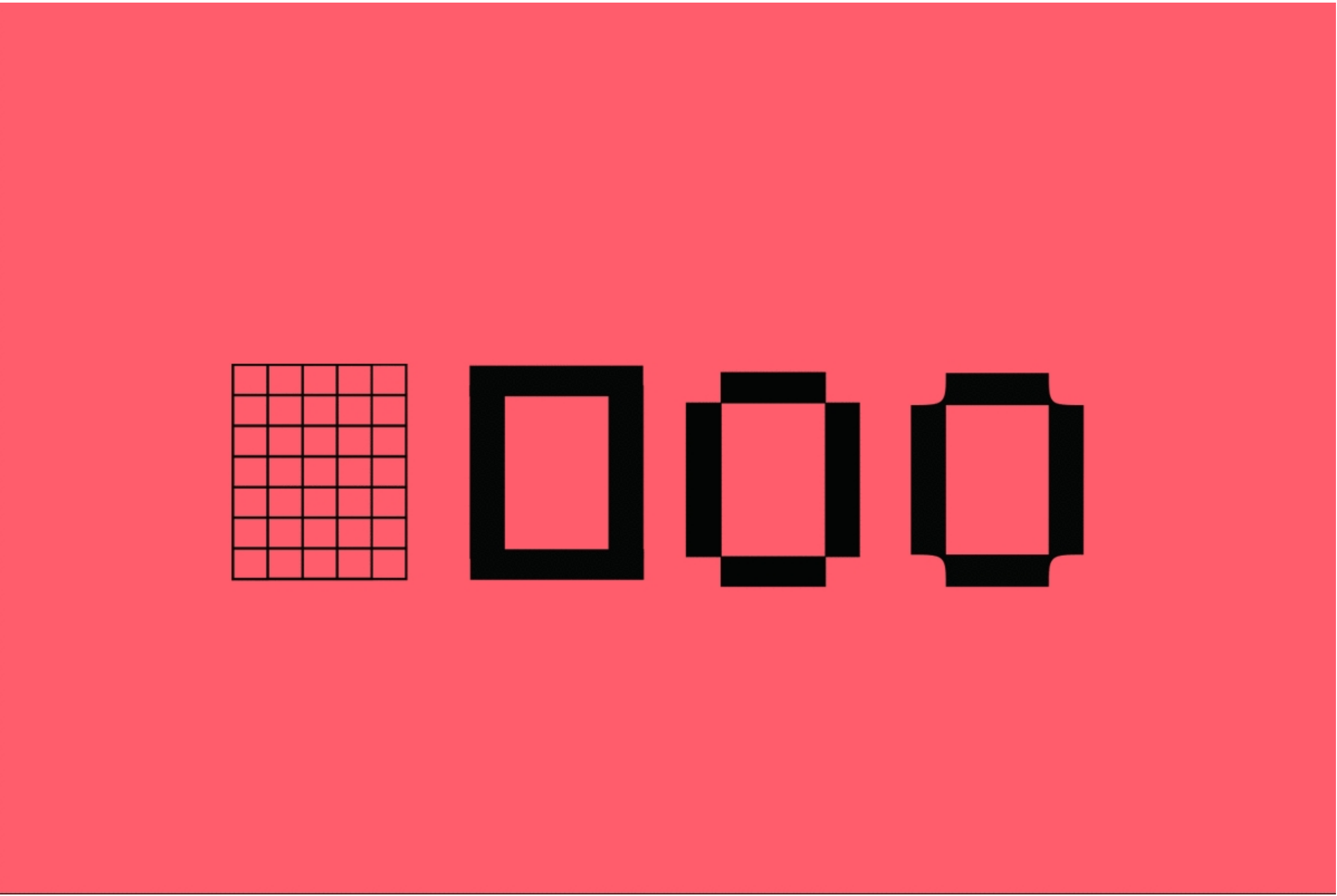
The pattern created by the visual continuity of the shoulders mimics the



Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating a steady flow of income for tailors, craftsmen and

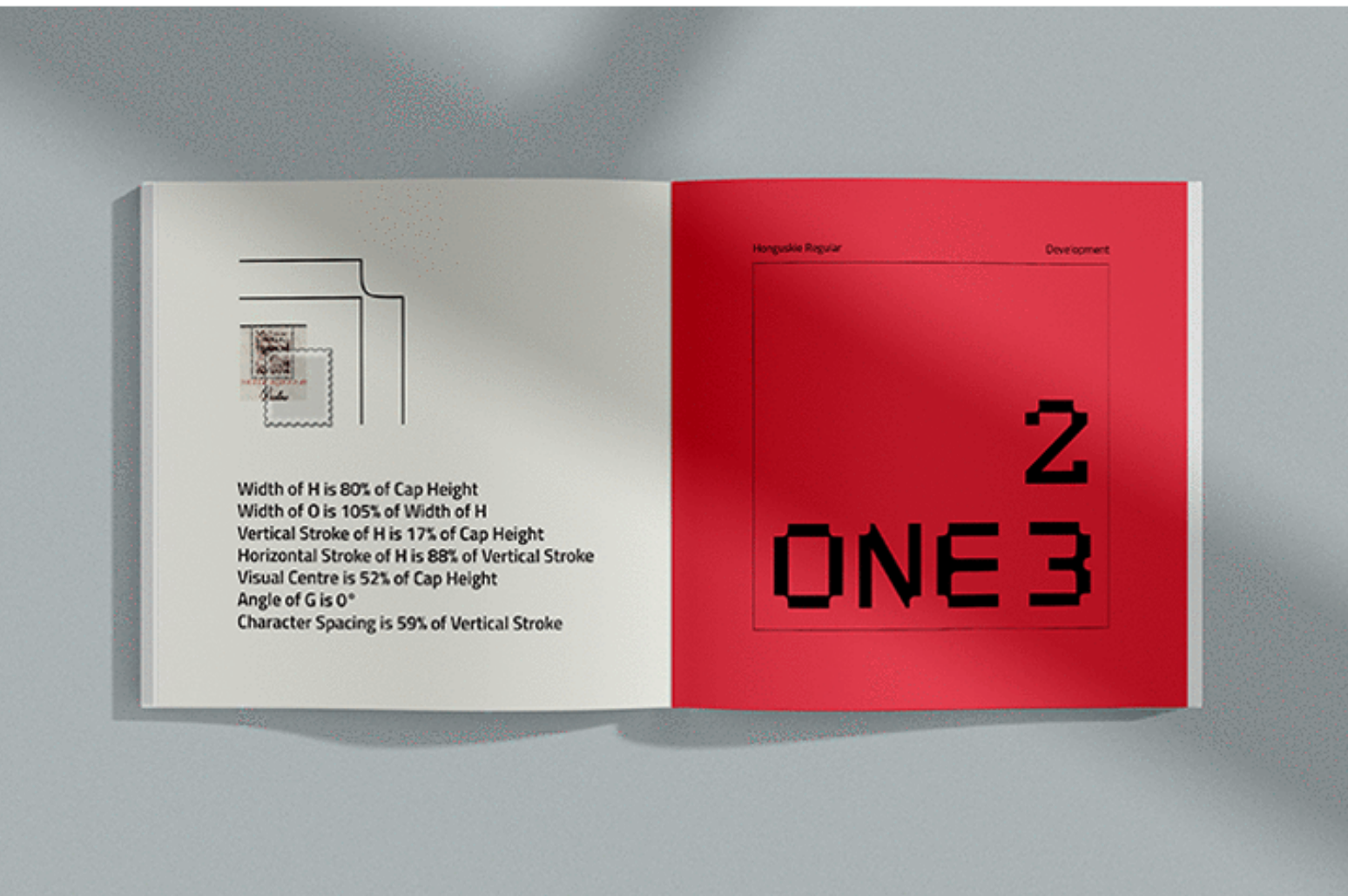


Gives tailors the ability to break out of their locality bound customer reach. The app's goal is to generating



The typeface follows a simple modular grid with contoured vertices at a 45 degree angle. Gives tailors the ability to break out of

Gives tailors the ability to break out of their locality bound customer reach. The



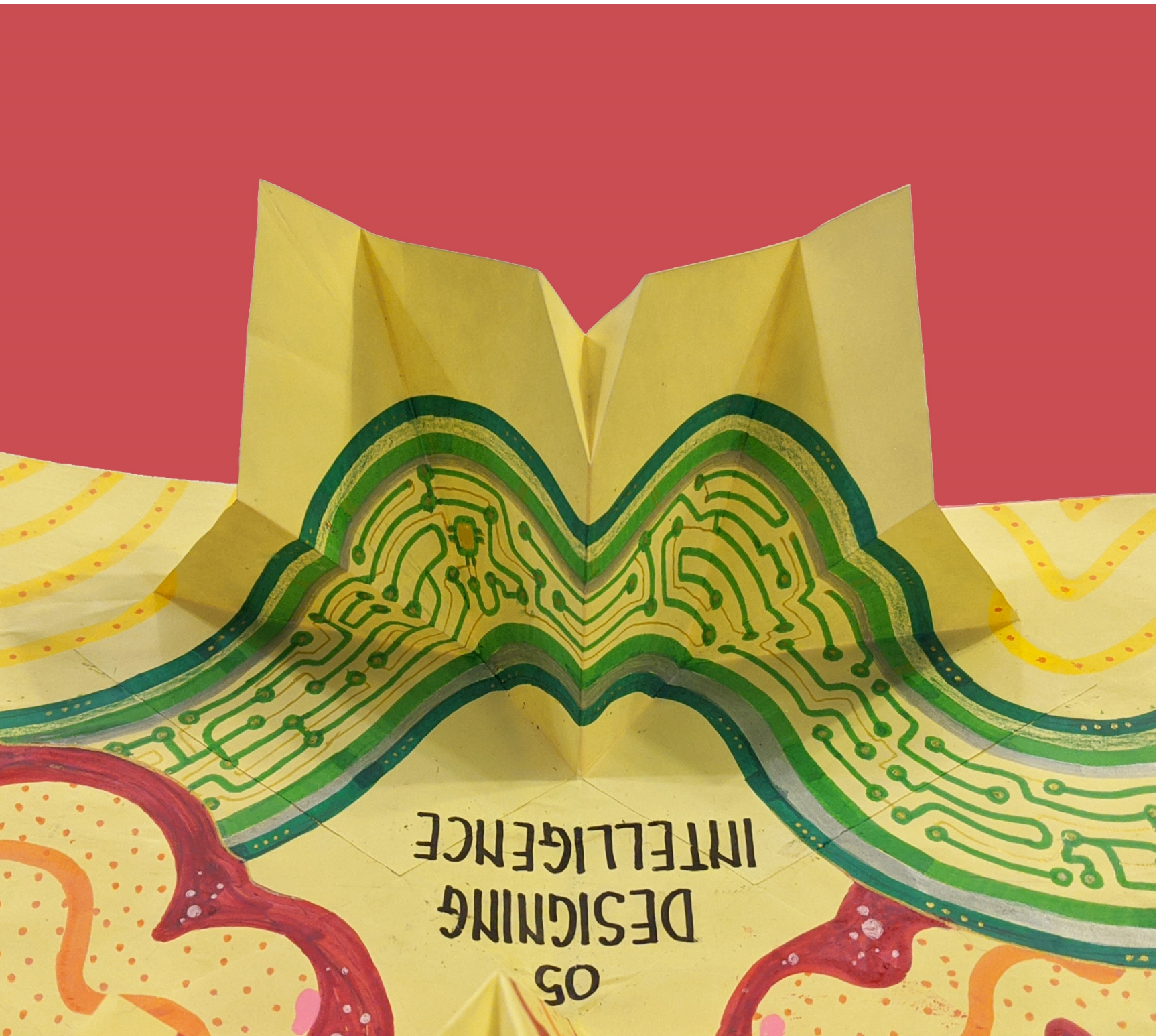
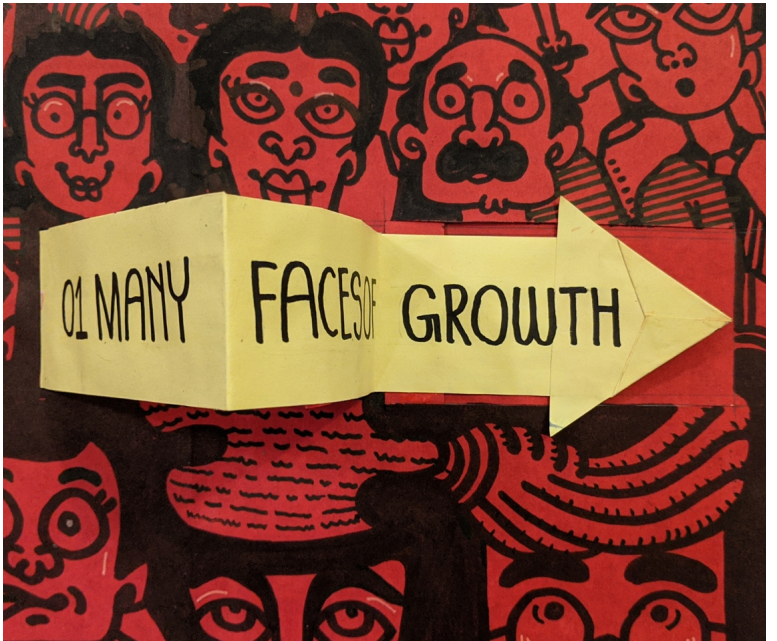


# FJORD TRENDS 2020

A pop-up book design to accompany the website I made for Fjord Studios 2020 design trends



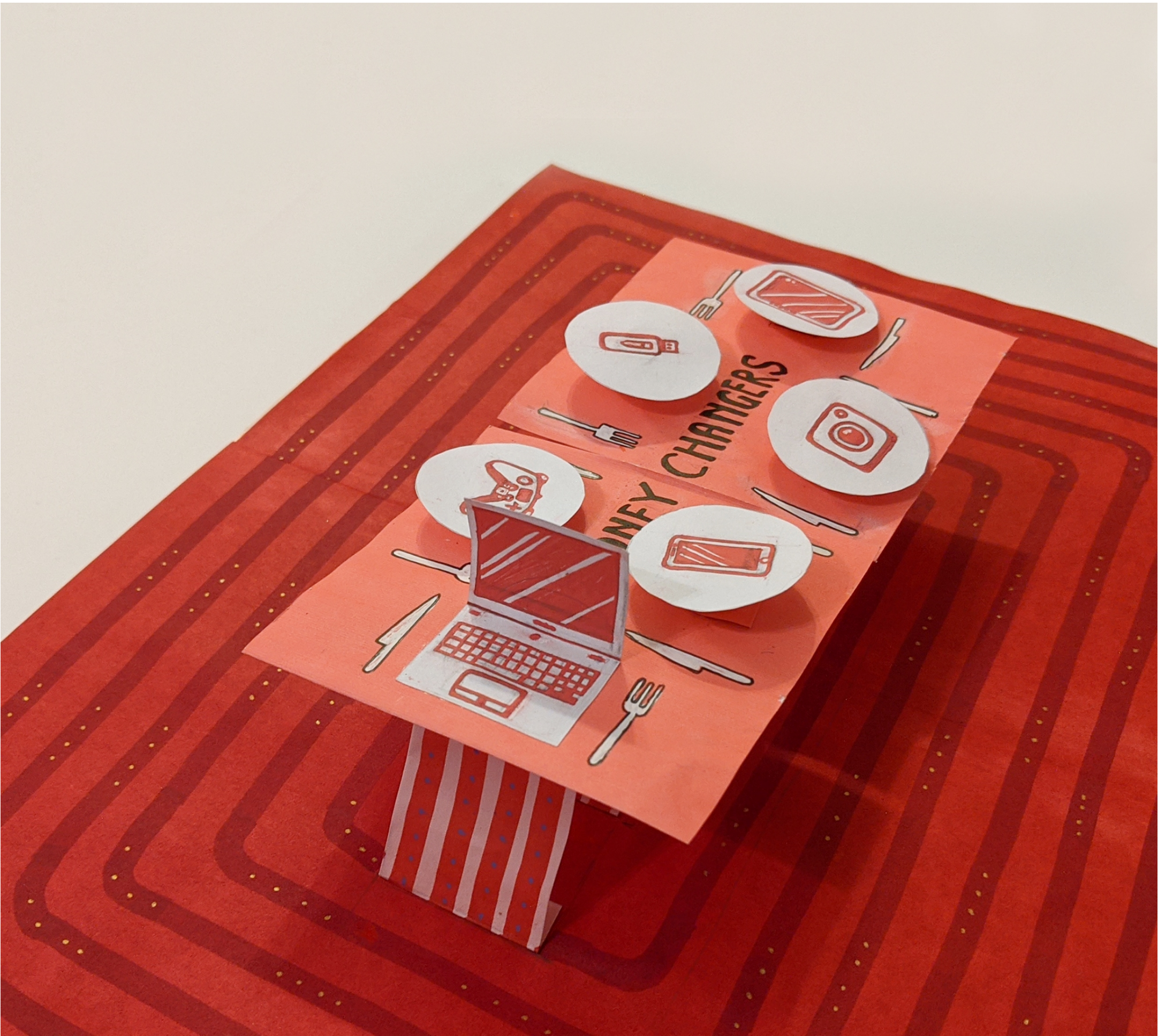
The pattern created by the visual continuity of the shoulders mimics



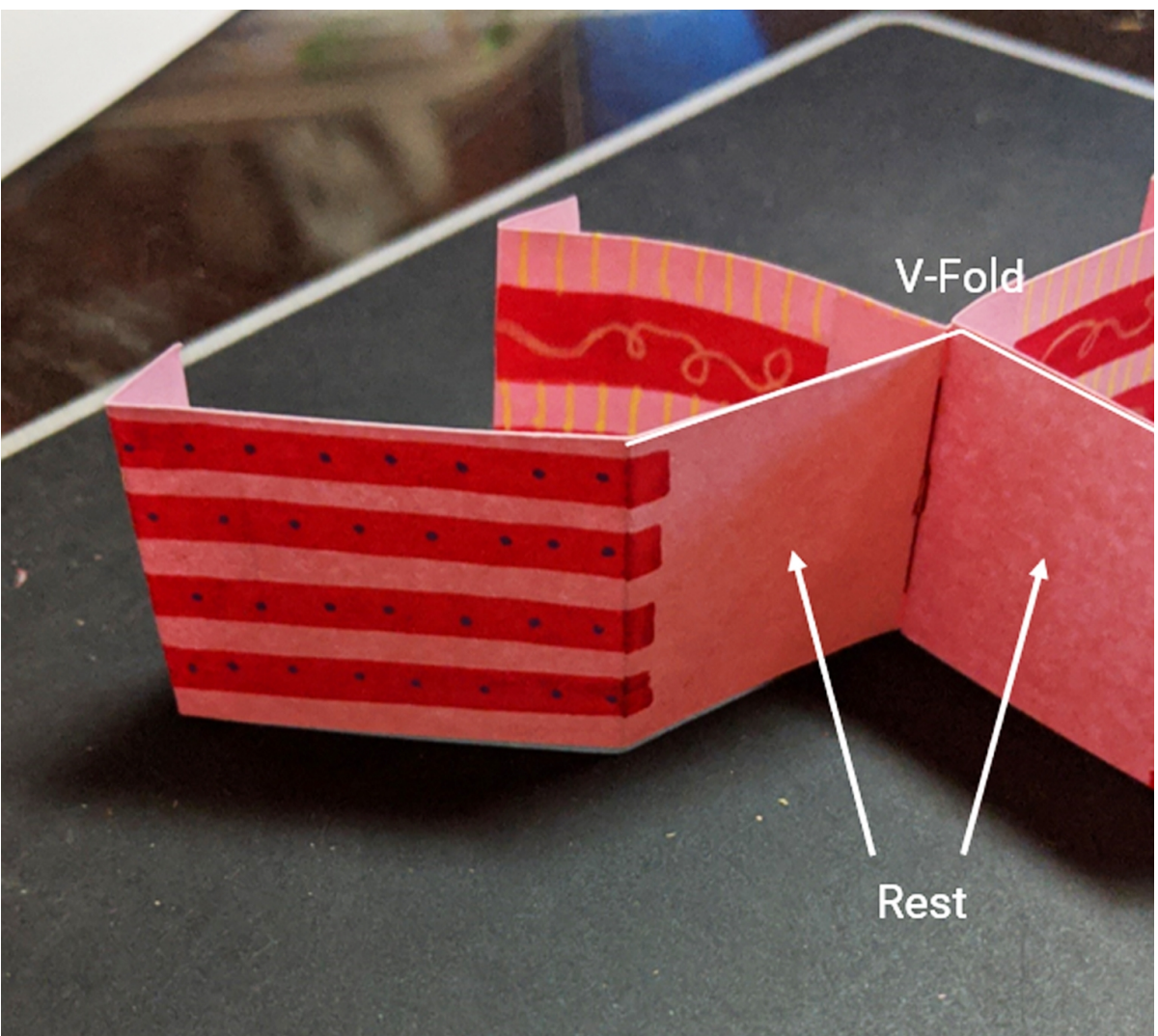
The pattern created by the visual continuity of the shoulders mimics the



The pattern created by the visual continuity of the shoulders



The pattern created by the visual continuity of the shoulders mimics the perforation on postage



The pattern created by the visual connect continuity of the



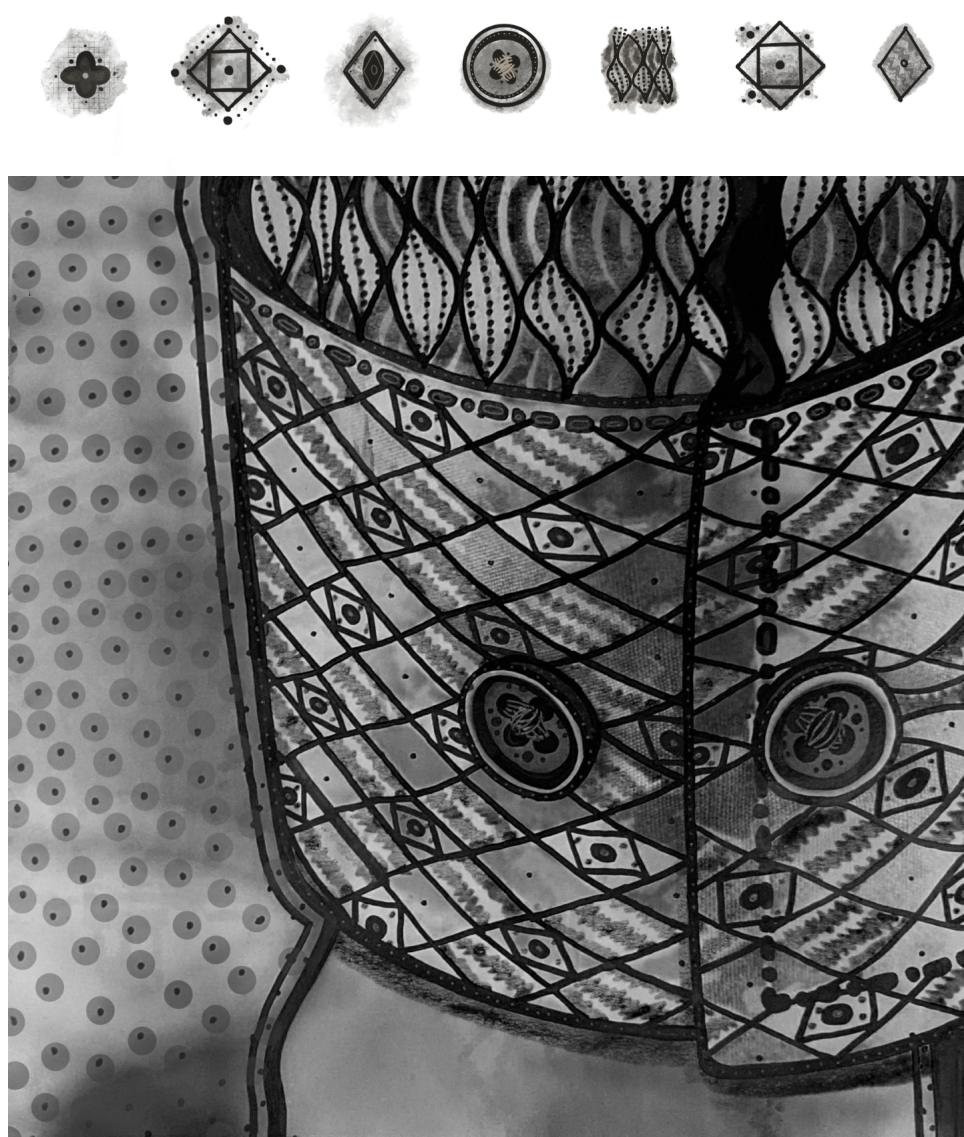
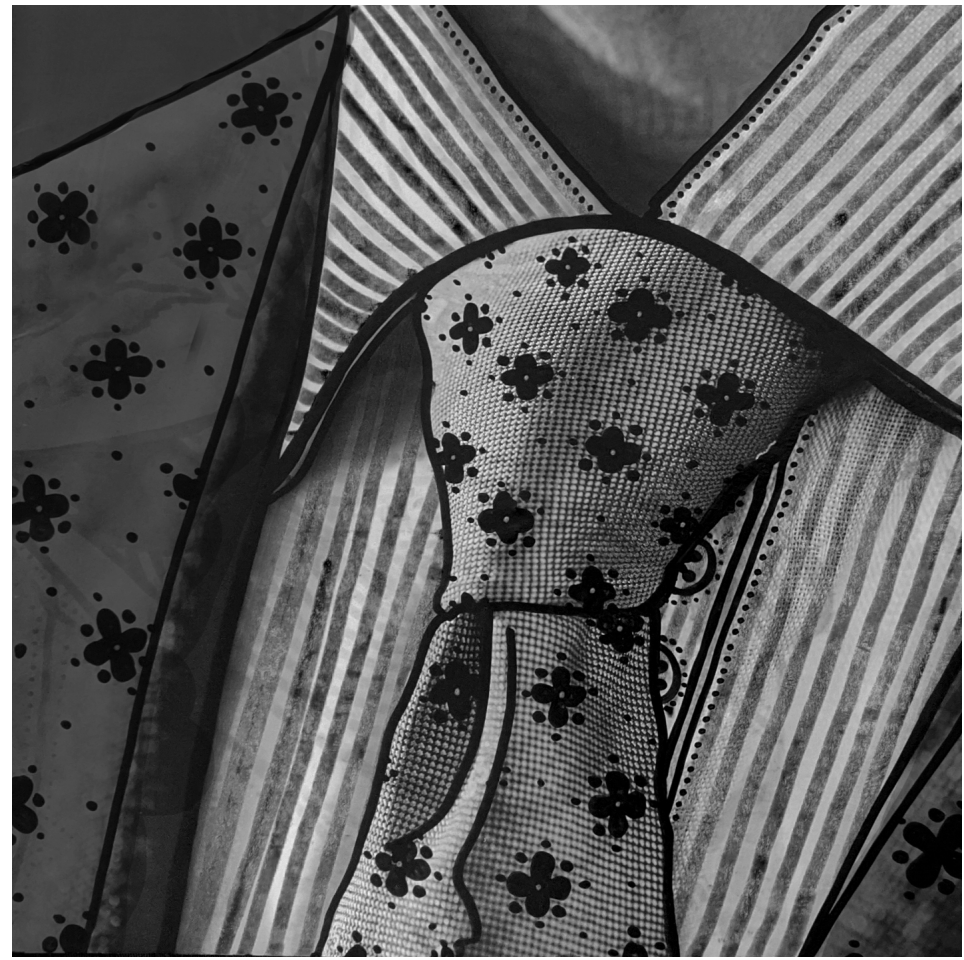
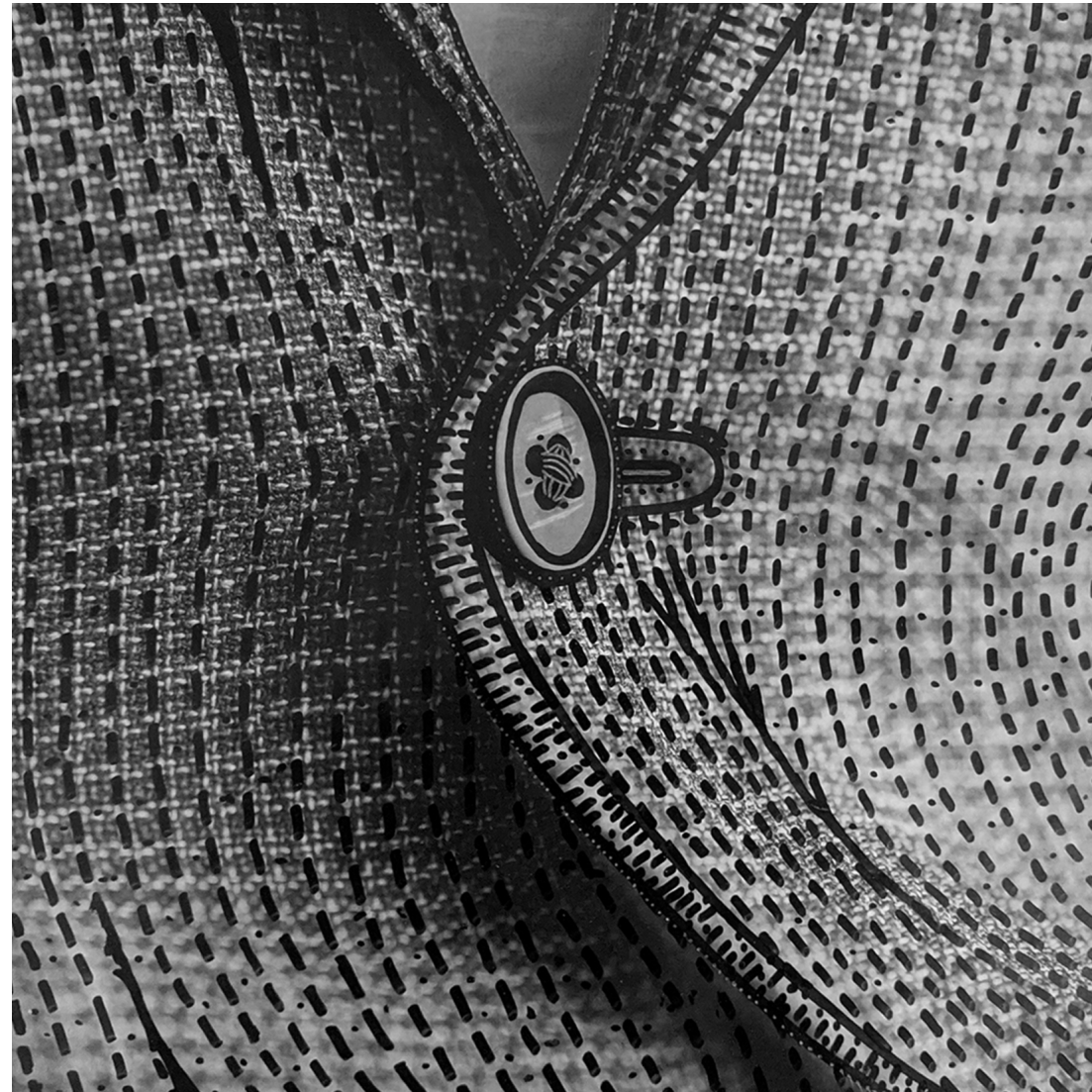


# ILLUSTRATIONS

Best of my illustration projects over the years



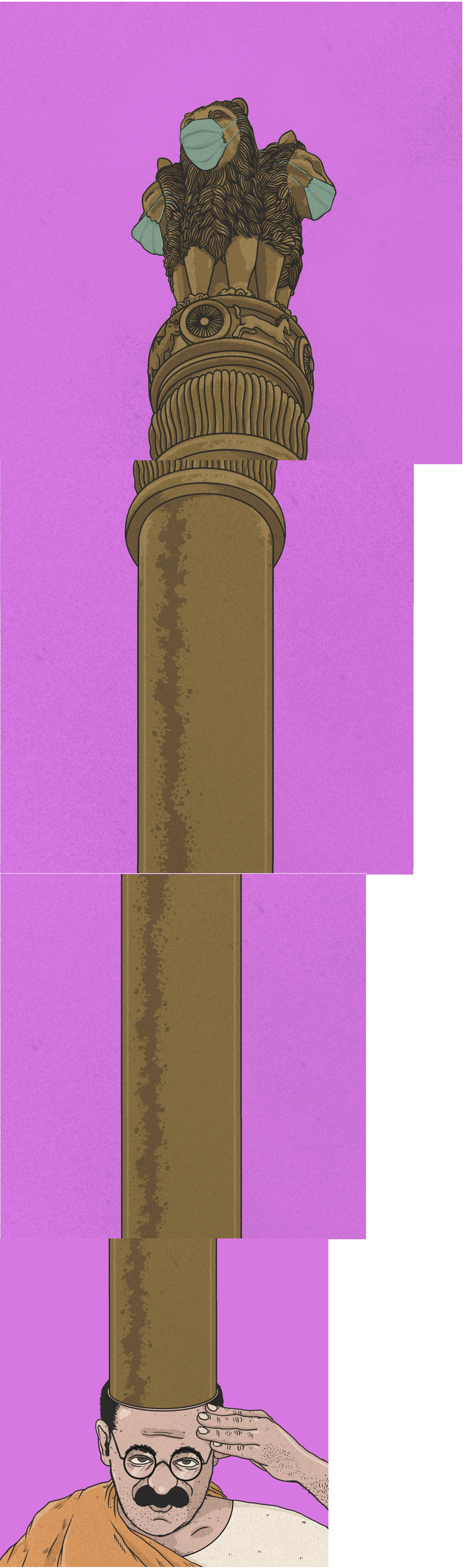
Gives tailors the Time  
Ability to break out of  
their locality bound



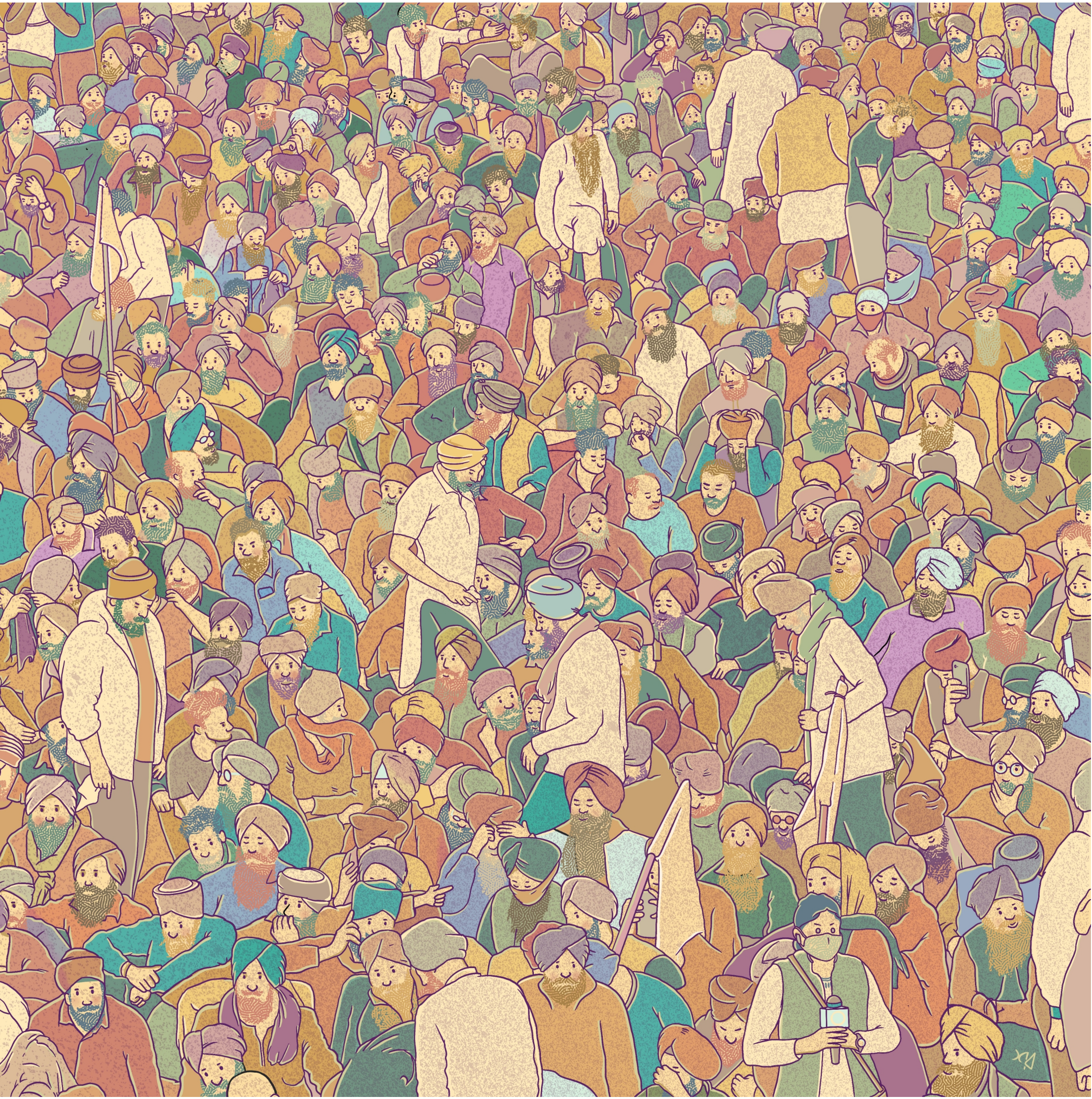
Gives tailors the Time  
Ability to break out of their  
locality bound customer  
reach. The app's goal is to



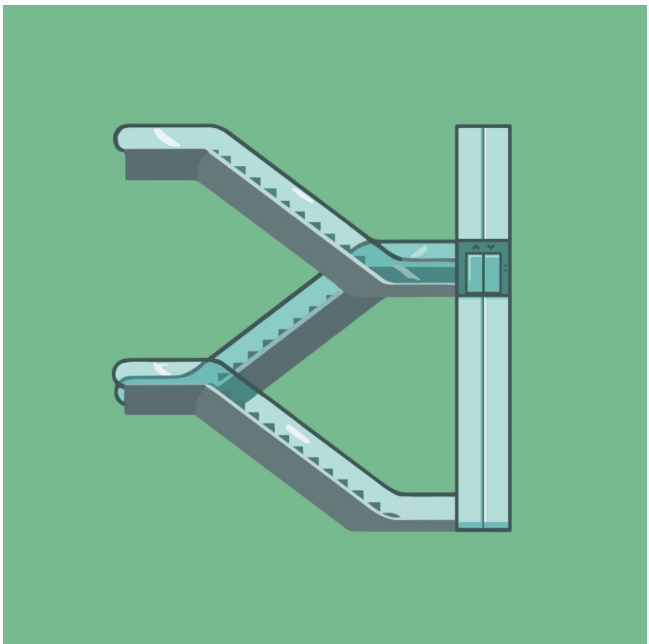
Gives tailors the Time  
Ability to break out of their  
locality bound customer



Gives tailors the Time  
Ability to break out of their  
locality bound customer



Gives tailors the Time  
Ability to break out of  
their locality bound  
customer reach. The  
app's goal is to



Gives tailors the  
Time Ability to  
break out of their





Gives tailors the ability to  
break out of their locality  
bound customer reach. The  
app's goal is to generating a

[shaunakroychowdhury.com](http://shaunakroychowdhury.com)

# LETS CONNECT!



# PORTFOLIO SPECIFICATIONS

## Printing and Binding

Dimensions- 12 x 12 inch  
Binding- perfect binding

Bleed marks- 3mm  
Margins- 3.7cm  
Cover- coated matte  
Paper- 300gsm print paper  
Printing- digital printing

## Layout and Presentation

Presented- in hand  
No. of pages- 14  
  
Font size (head-Bungee)- 50pt  
Font size (body- Titilium Web)- 12pt  
Colour palette- black and white  
Grid- 5 column grid  
Gutter- 1/8th inch