

Portfolio 2021

Tanya Chawla

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FORMS

Type Design

Monogram

Identity

Type Design

माफ

EXPAND

मूल

Gossip

ठीक

Sister

टिकट

Revoke

बहुत

COUSIN

रुको

Seller

Brief

Problem areas:

1. The solution should not look too high-fashion/luxury, but should be suitable for a middle-range Indian sophisticated brand.
2. This segment has a lot of competition and the final design solution should not look like an existing brand.
3. Too many clichés in this product category, try to avoid the usual go-to fashion font style.

Parameters;

Weight: Regular

Width: Normal

Contrast amount: High

Construction: Upright

Contrast type: Translation

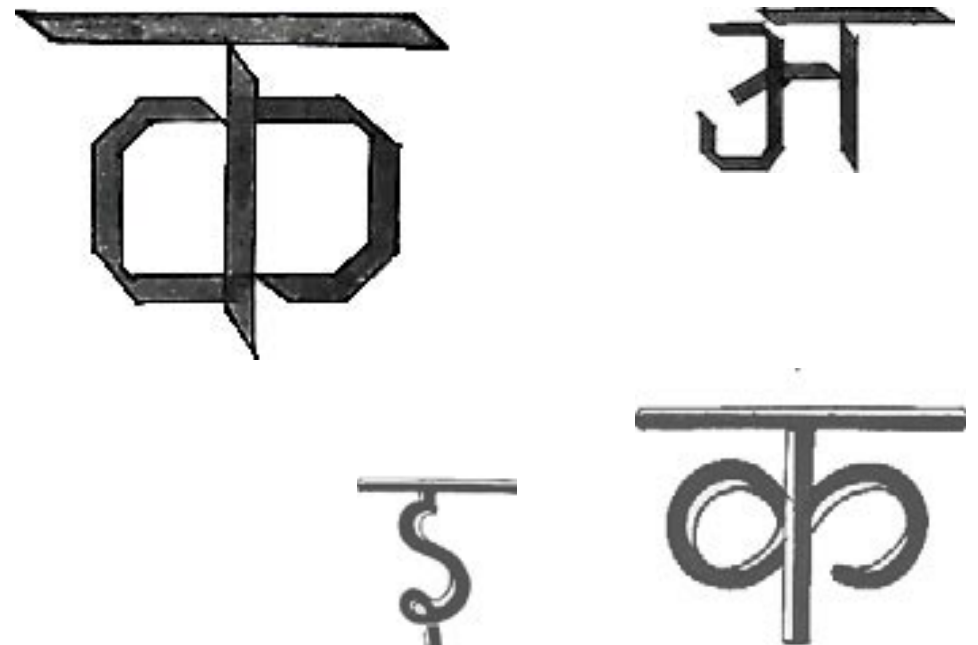
Stroke endings: Straight



Possible solutions:

1. Type face that promotes vocal for local, supports Indian artisans techniques, home grown eco-freindly textiles. Design a font which represents Indic style and authenticity of Indian tradition.
2. Letter forms be inspired from Indian traditional textile motifs, traditional Indian scripts which matches and maintains the aesthetics of a fashion brand.
3. Font would be working in varies sizes to make it reach to larger audience.

Explorations



Angular Devanagari

Regular

क

Black

क

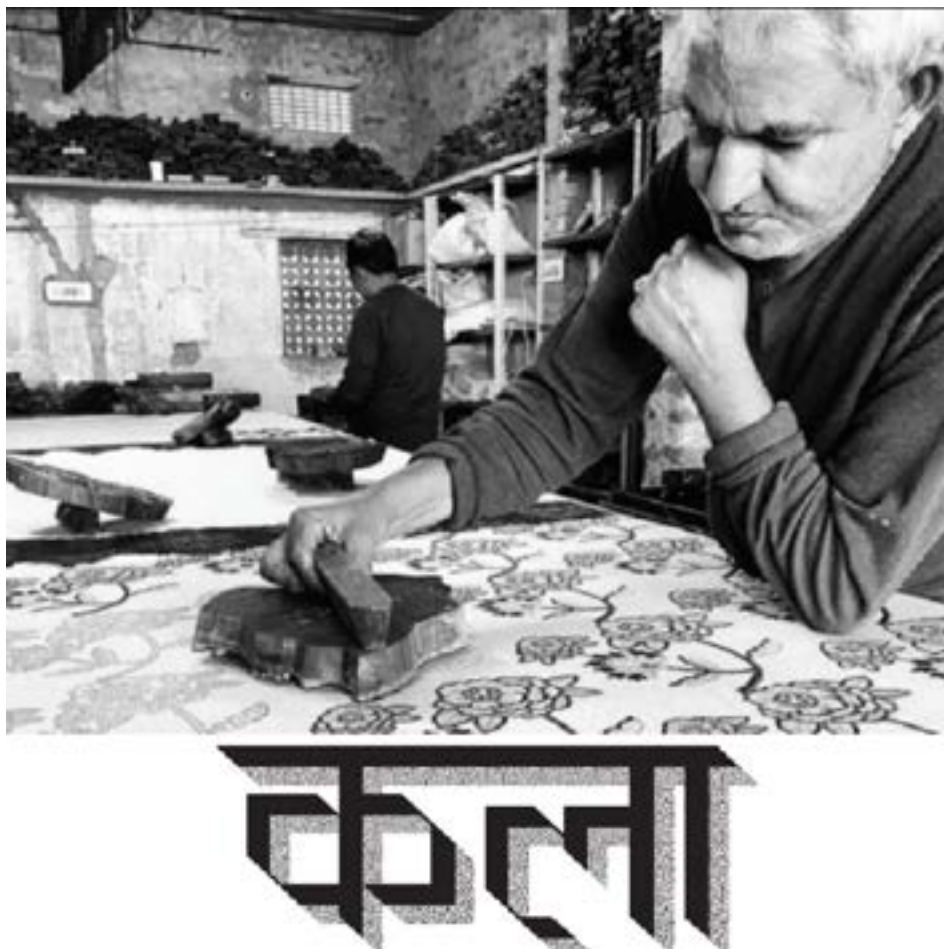
क ख ग घ ङ ज झ ञ ट ठ ड ढ ण त थ द ध न प फ ब भ म य र ल व ह श ष स

क ख ग घ ङ ज झ ञ
ट ठ ड ढ ण त थ द ध न
प फ ब भ म
य र ल व ह श ष स

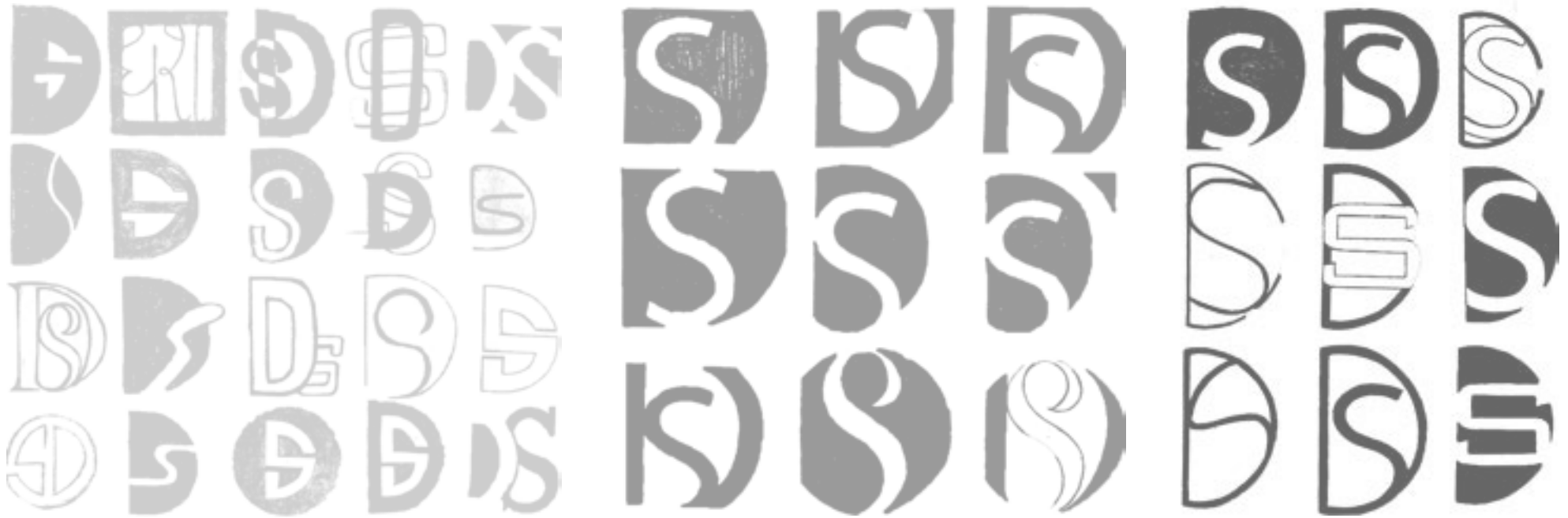
का ककी ककु ककू के कै को कौ

Usage example:

Instagram Post



Monogram



Brief

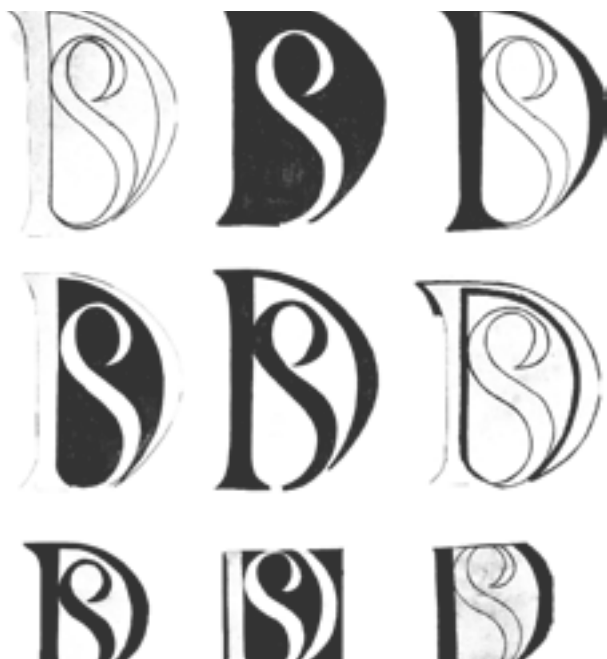
Name and Initials:

Dhruvi Shah- D,S

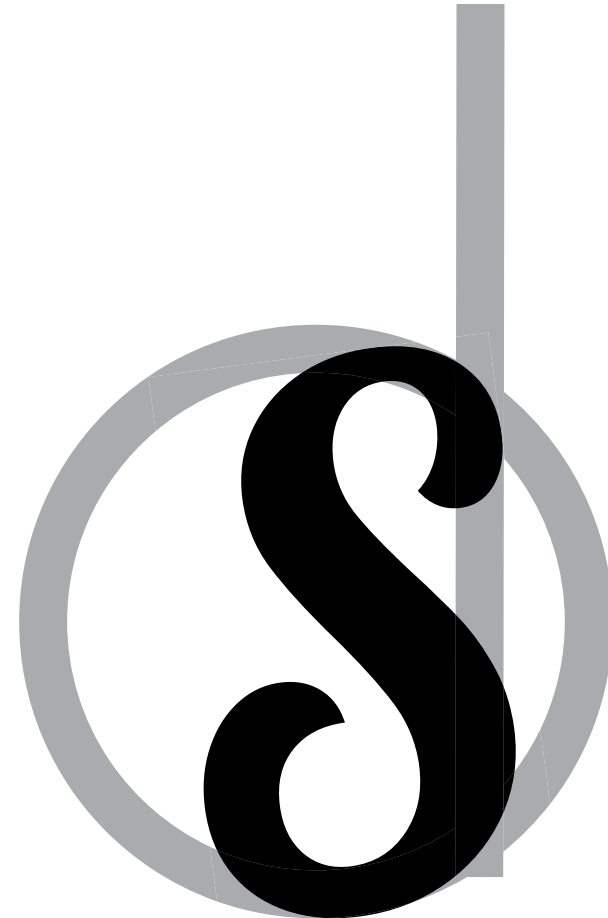
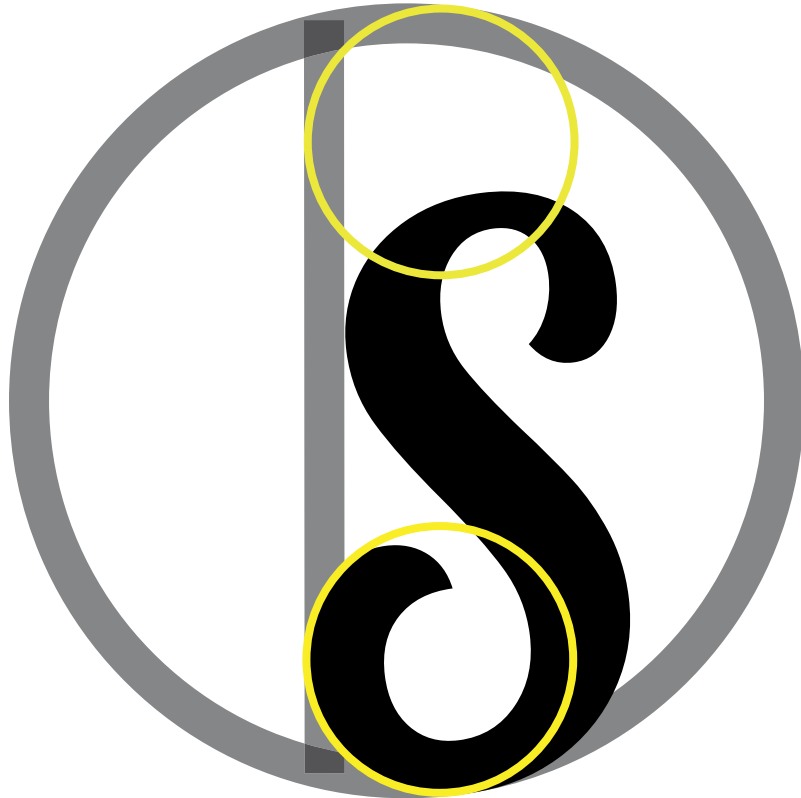
Attribute:

Introvert

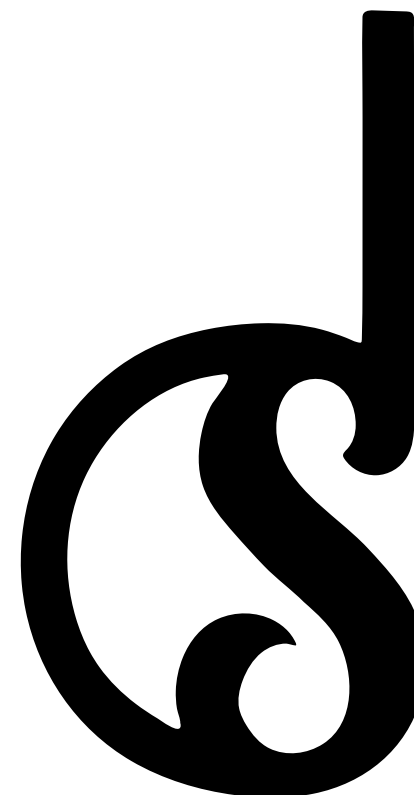
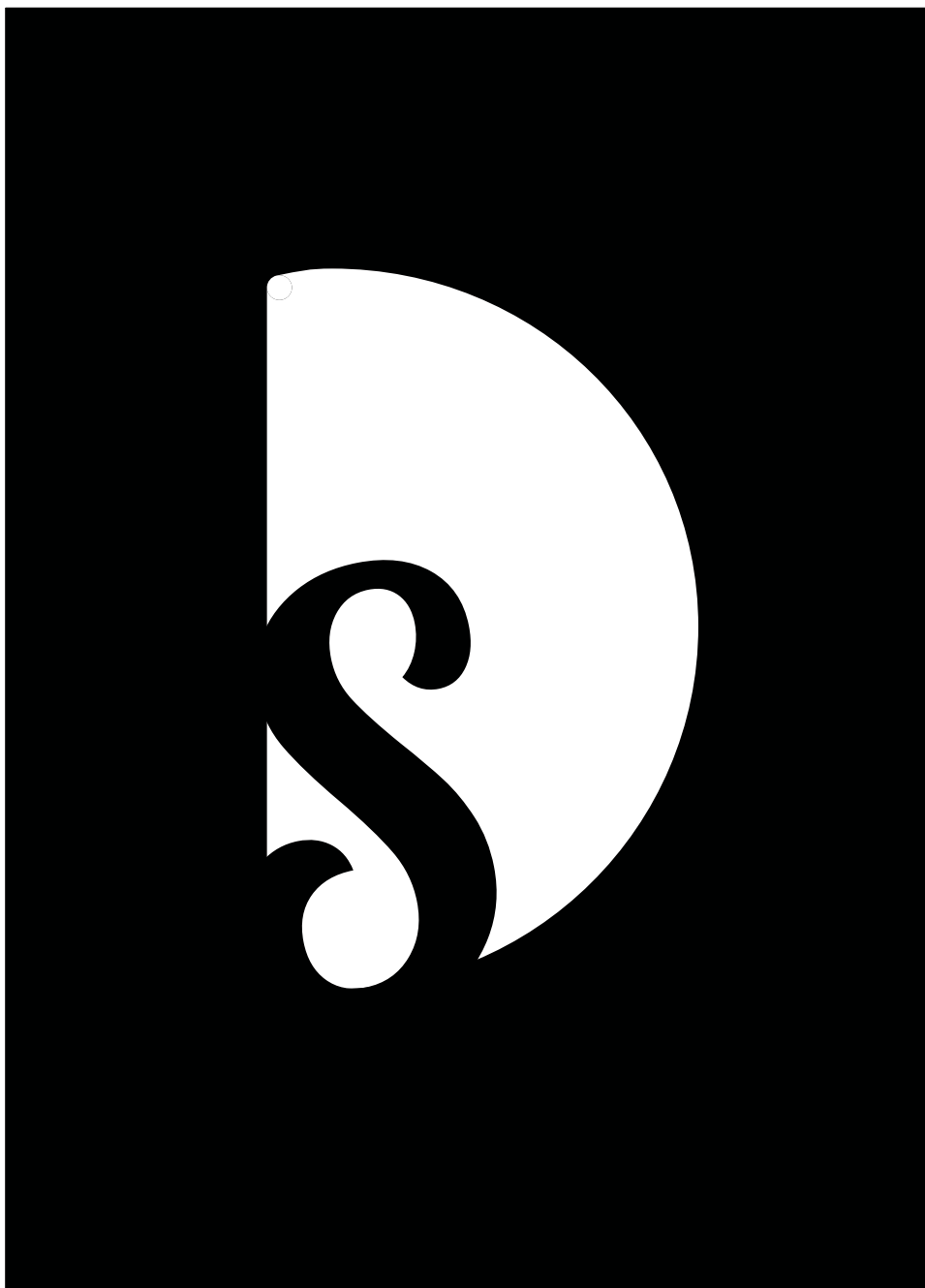
stays by herself, life in a nutshell, open ups to only few close to her).



Construction



Final Outcome

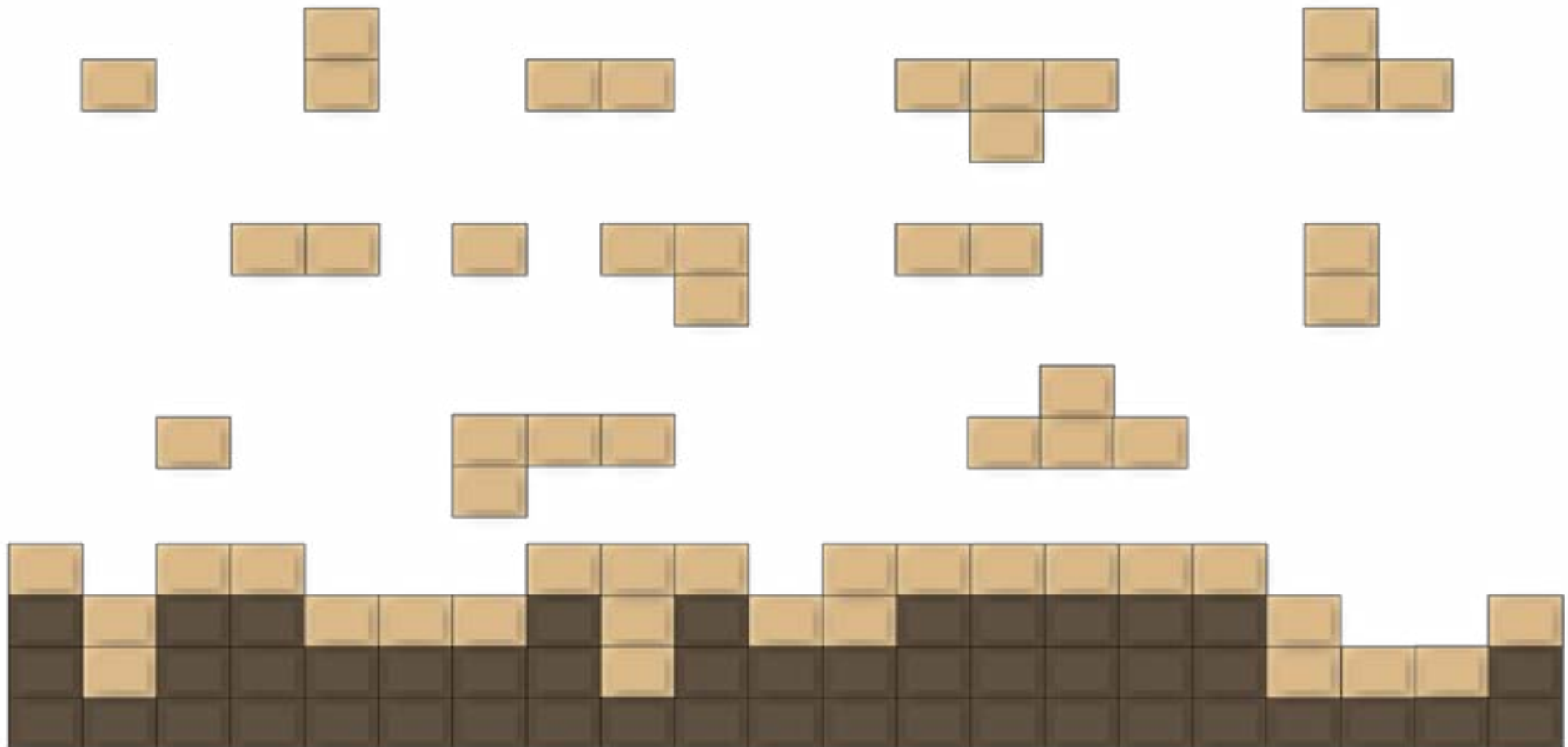


SPACE

Environmental
Graphic

Wayfinding

Environmental Graphics



Theme: Mental Health Awareness

One of the strongest reason for people dealing with mental illness is failure or say any kind of down fall in life.

- Points to inculcate:**
- Every down fall in life makes you grow up even more stronger.
 - Its experience shapes you up for a brighter future.
 - Every failure brings up a new opportunity to rise.

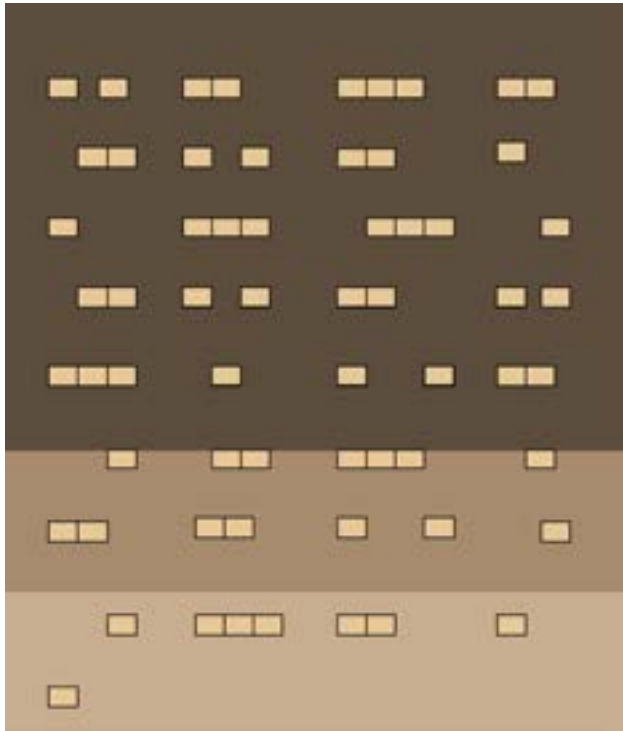
Location: Brooklyn Tower, SG Highway, Ahmedabad, Gujarat.

Building is situated at main road of Sarkhej Gandhinagar highway there so that large number of audience can be targeted

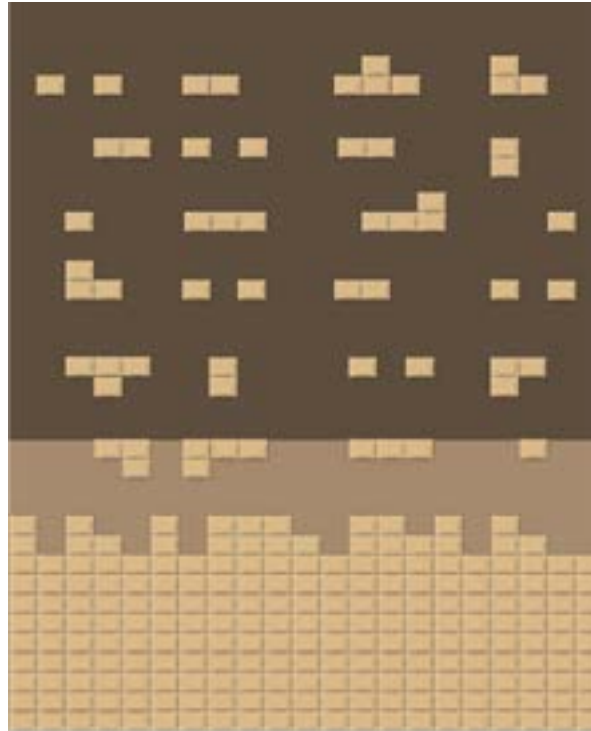


Quote:

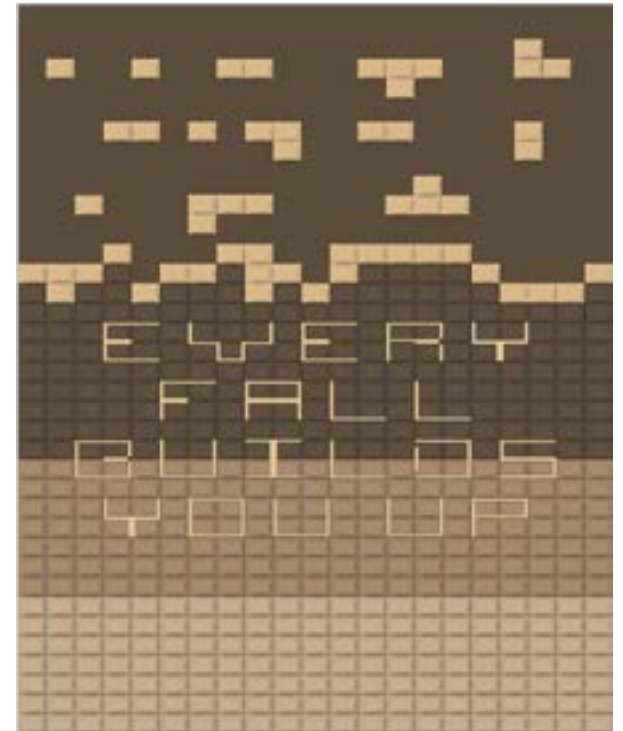
"Every fall Builds you up"



Grid

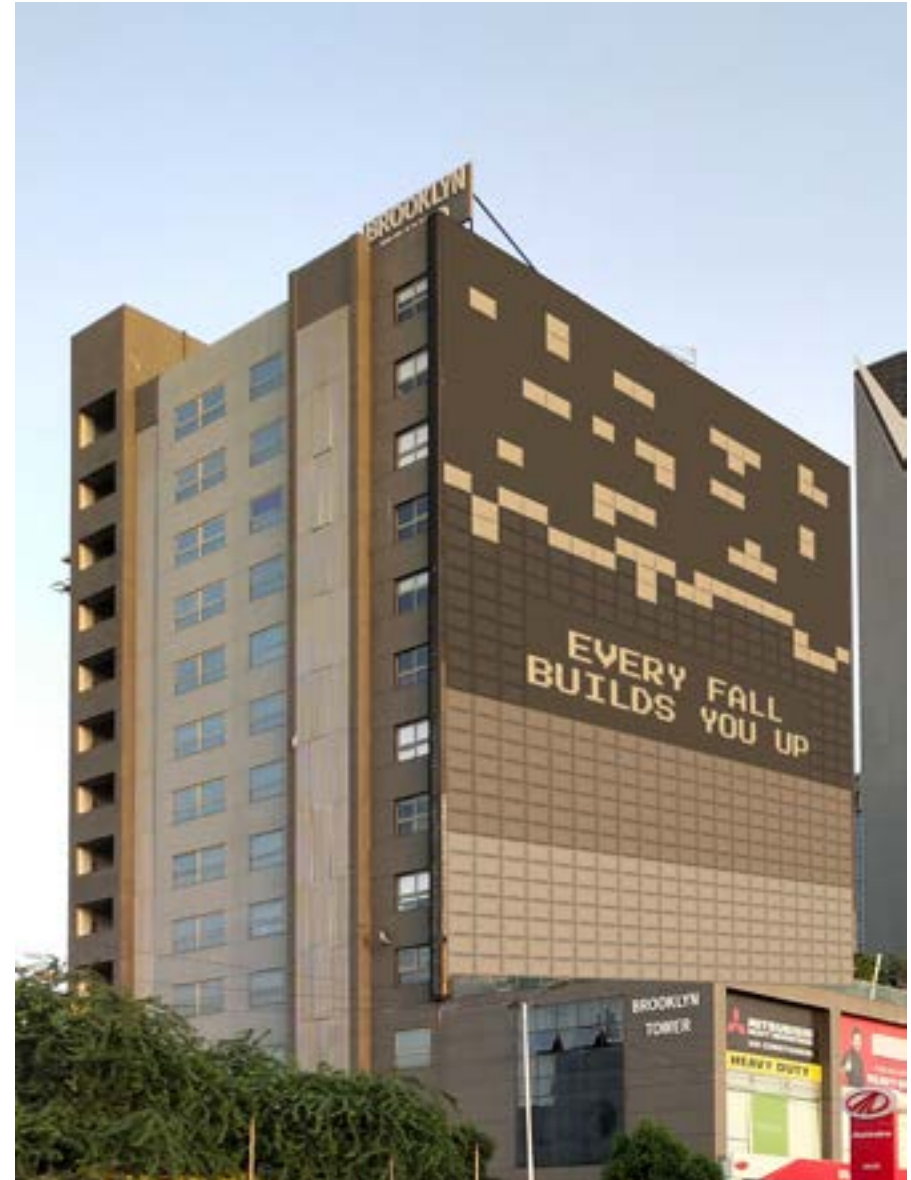
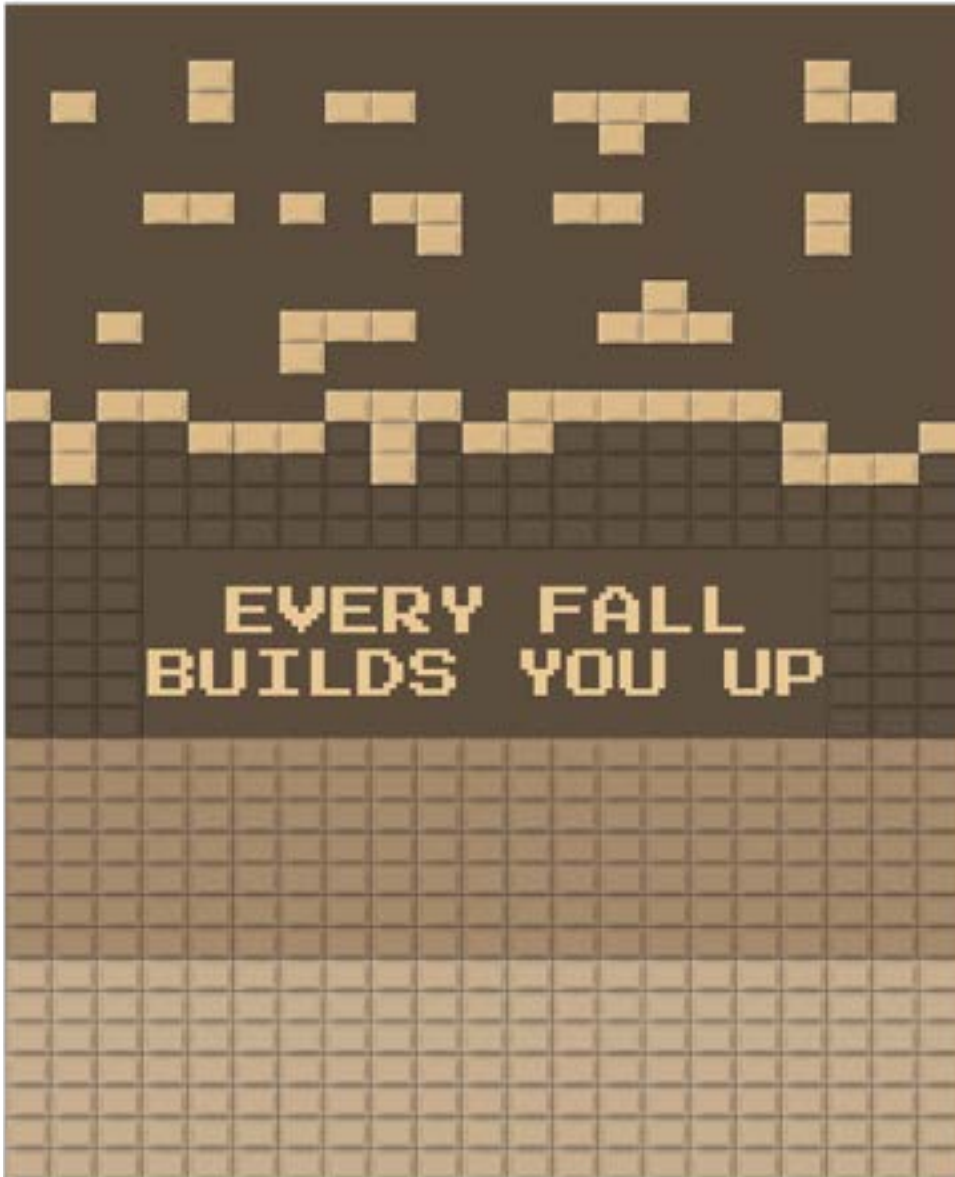


Exploration-1



Exploration-2

Final Outcome



PHOTOGRAPHY

Street Bamboo
Artisans

(Others)

Street Bamboo Artisan

Living and lifestyle









DESIGN AND STRATEGY

Sustainable
Packaging

Food waste

Sustainable Packaging

Strategy study and outcome

For fashion brand selling online

Brand characteristics: handcrafted, sustainable, ecofriendly.



Do's and Dont's

1. Use less packaging: with less components in your packaging suite, you're using less resources, less space in transit, and putting less burden on the customer for disposal.
2. Share disposal and recycling best practices: when sharing disposal practices, identifying your materials is always the top priority. It's a more scalable option than telling customers how to recycle the materials.
3. Ship in a smaller package: shrinking your packaging size shrinks shipping costs, material costs, resources, and emissions en route to your shipping warehouse and your customer.
4. Avoid mixed materials: when paper and plastic, or even two types of plastic, are fused together, they are no longer recyclable because the layers can't be separated in sorting. Stick to packaging pieces that are made entirely of paper or the one type of plastic.
5. Use less virgin material: the longer you can keep materials in use, the better. The more recycled material you use, whether it's plastic or paper, the less new resources you're using from the planet.
6. Use materials that are easy to recycle curbside: the availability of curbside recycling varies from city to city, so it's not easy to know what your customers can recycle locally. Paper is the safest bet — nearly any city that offers curbside recycling, accepts paper.
7. Try alternative materials: a wide variety of new renewable materials such as bioplastics are becoming available and can reduce our reliance on fossil fuels. These alternative materials can have unique, exciting properties like biodegradability or compostability. Often, these materials are more expensive because they are in limited production, but the more companies start to adopt them, the more costs will go down as production scales up to meet demand.
8. Use local manufacturing partners: the closer your packaging manufacturer is to your shipping warehouse, the smaller your transit foot. Find the closest manufacturing partner that can meet your design and delivery needs. Local fabrication is easier for products that are widely manufactured and made from resources that are produced locally.
9. Use manufacturing partners with sustainable practices: factories have various ways of practicing sustainability: minimizing electricity or water use, optimizing machines, even time management.

Packaging material:

Kraft paper is 100% sustainable, and among one of the most popular packaging materials in the world. It is much more sustainable to manufacture kraft paper compared to regular paper. Kraft is produced from all-natural ingredients such as pulp from all types of wood, while regular paper uses specific woods. Bleaching is also not involved, which maintains the strength of the paper and decreases manufacturing costs. Kraft paper is also a lightweight packaging material that helps maintain a low shipping cost.

It has a natural appeal and can be crafted to your desired style, shape and other specifications. The strength of the bag can be made from one to six layers according to customer requirements.

Box style:

Folding carton/ paperboard boxes

When it comes to the custom packaging box, no matter for retail products packing or for shipping, the mailer box style is the most commonly used packaging option. It's easy to fold up and they are flat packed to save your storage room and shipping cost when you purchase this kind of packaging for your products. The most important is Kraft paper boxes are disposable packaging which is eco-friendly subscription mailer boxes. *(many other names such as tuck in flap, traybox etc are used to describe this similar box style).



Additional material:

1. Cloth ribbon or paper tapes which is minimalism, aesthetic and gives personal feel (For extra safety purpose)-

Cloth ribbon: To attain sustainability, Cloth ribbon shall be produce by brand itself out of cloth waste left generated while garment production. Its act as a reuse of a material. It can also be customized according to garment inside the packaging so ribbon can go of same material, generated from its waste cloth, gives personalized feel.

Paper Tape: with nice brand graphic can, work as an alternative.



2. **Shipping Bag** (in case a single product needs to shipped) Compostable plastic bag or recycled poly mailers. works as an alternative to plastic shipping bag. Water proof and maintaining sustainability criteria.
3. **Lining warping paper** (for inner covering of clothes)
Butter paper (custom printed): Non bleached brown sheet is a sustainable and water proof option. It can be reused by consumer for packing different precious things. Or Water proof tissue paper.



[HTTP://WWW.NOISSUE.CO/BLOG/INSPO/](http://www.noissue.co/blog/inspo/)

[HTTP://WWW.ECOENCLOSE.COM/SHOP/RECYCLED-MAILERS/100-RECYCLED-POLY-MAILERS/](http://www.ecoenclose.com/shop/recycled-mailers/100-recycled-poly-mailers/)

[/HTTPS://WRAPPILY.COM/](https://wrappily.com/)

<https://www.noissue.co/blog/the-benefits-of-using-custom-tissue-paper-for-your-business>

<https://www.nonasties.in/>

Trip to Rajsamand

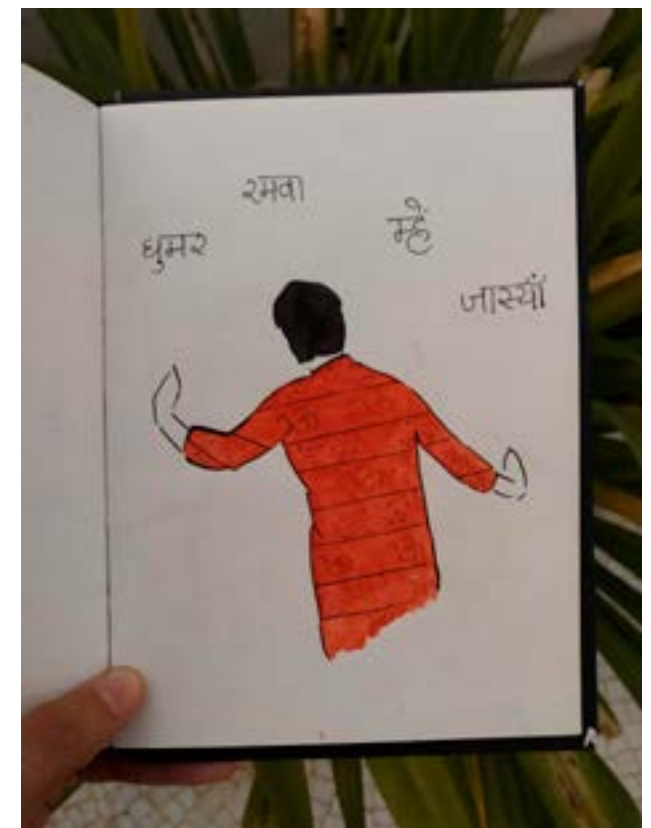
Quick Hand illustrated document of my experience

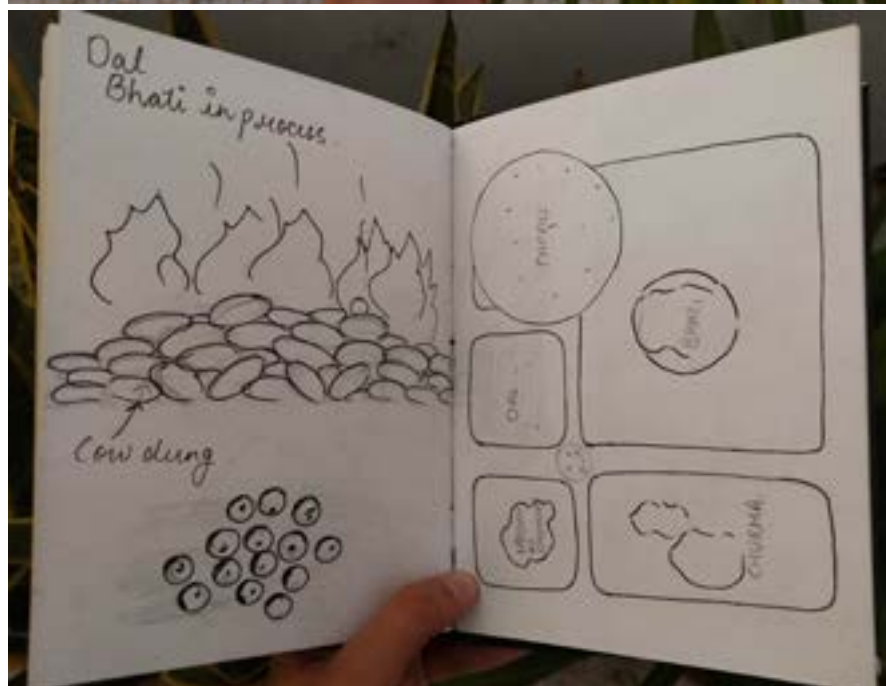


*That white Building
under blue sky.*









Puzzle

Hand doodled representation
(I'm fond of creating such patterns)



