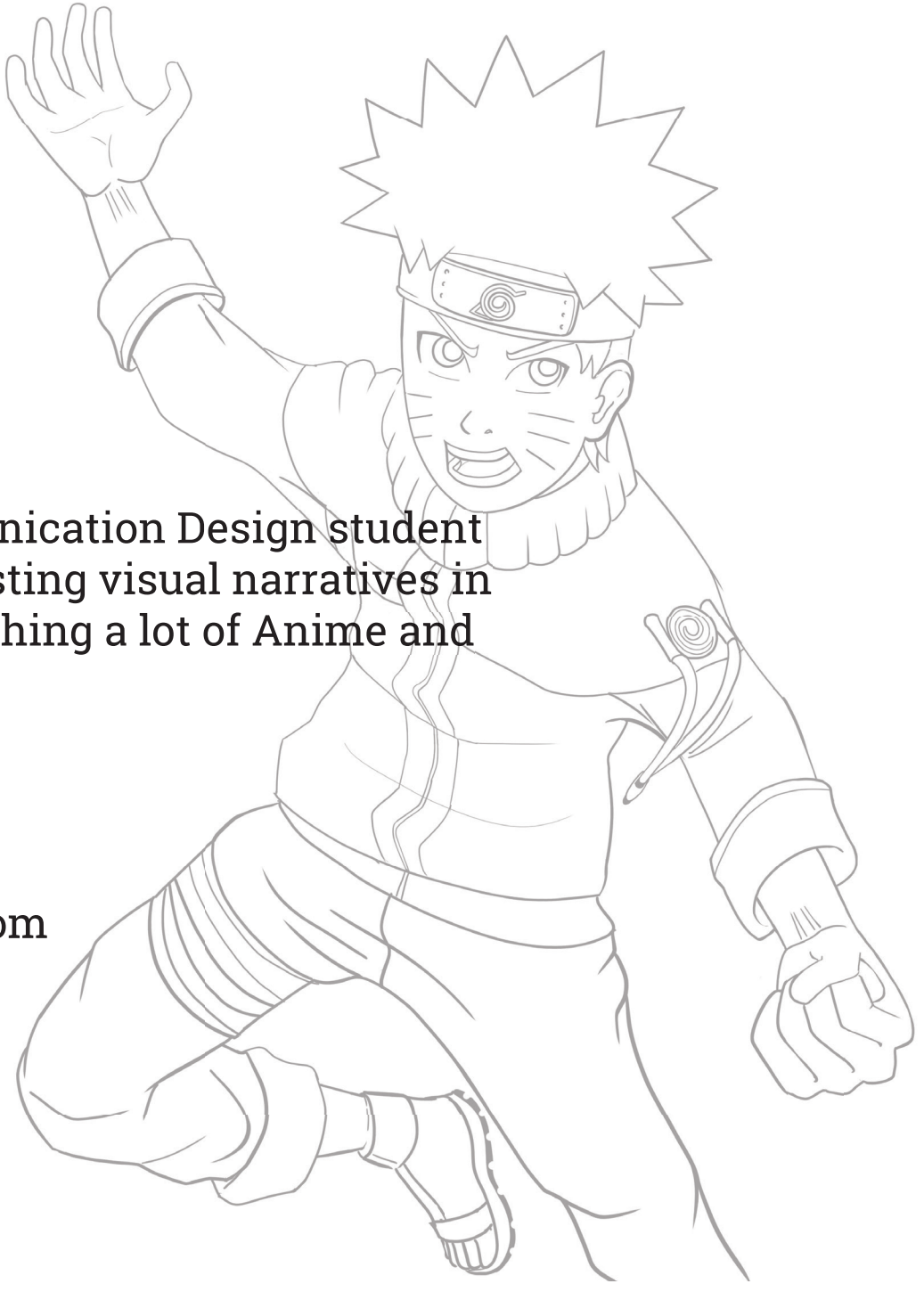
PORTFOLIO

Siddhesh Gupte
Visual Communication

HELLO!

I’m Siddhesh Gupte. I’m a Communication Design student and animal lover. I look for interesting visual narratives in any form. I spend my leisure watching a lot of Anime and sketching characters.



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ABAD
AMDAVAD

City branding

As the city is completing its 610 years of existence, we were asked to create a brand identity to celebrate its growth, history and culture. This was part of our 3 week long identity design course in semester 4. This project was worked on by a group of 5 including myself.

By understanding design research methods and using them for information and data collection, stakeholder and user research, market research etc. we arrived at a design brief for the identity.

Design Brief

Client
State government

Objective

• To create a brand identity for Ahmedabad city. Our Main aim is to promote the small businesses.

• These businesses play a vital role in the functioning of the city and preserving the rich culture of Ahmedabad.

• With our identity, we intend to attract more tourists, visitors and students since they are crucial for these businesses to run smoothly.

• Our identity would then act as a platform for these businesses.

Stakeholders

External stakeholders
Visitors, Students, Investors, tourists

Internal stakeholders
Residents, Government, buwsiness owners in the city, tourism company.

Target Audience

Primary
Residents, specifically small businesses.

Secondary
Newcomers to the city

ABAD
AMDAVAD

આબાદ
અમદાવાદ

The Concept

The whole form of the type is inspired from **hand painted type** from Ahmedabad. We have tried to give the quality of the paint strokes and preserve this beautiful art our logo. The English letters have been altered to match the Gujarati type.

Subset logos

ABAD
AMDAVAD

What does ‘Abad Amdavad’ Do?

Abad Amdavad welcomes the world to the beautiful city of Ahmedabad.
Diverse in culture rich in heritage, festivals are celebrated with a great enthusiasm. The monuments and temples are the evidence of the rich culture and belief.

The architecture of age-old houses is preserved. Clothing remains the most recognized aspect of its culture. This blend of heritage and tradition with modern vibrant lifestyle is the true identity of Ahmedabad. That’s what makes Ahmedabad ‘Abad’.

Our Vision

Ahmedabad city has a large number of local people with businesses that contribute to its rich culture of food, festivals and heritage. However, many of these people do not have the means to advertise their business through any kind of marketing. Due to that they remain unknown to the newcomers and residents of the city.
‘Abad Amdavad’ envisions a platform that brings to light these businesses that are vital to the city.

Friendly and welcoming

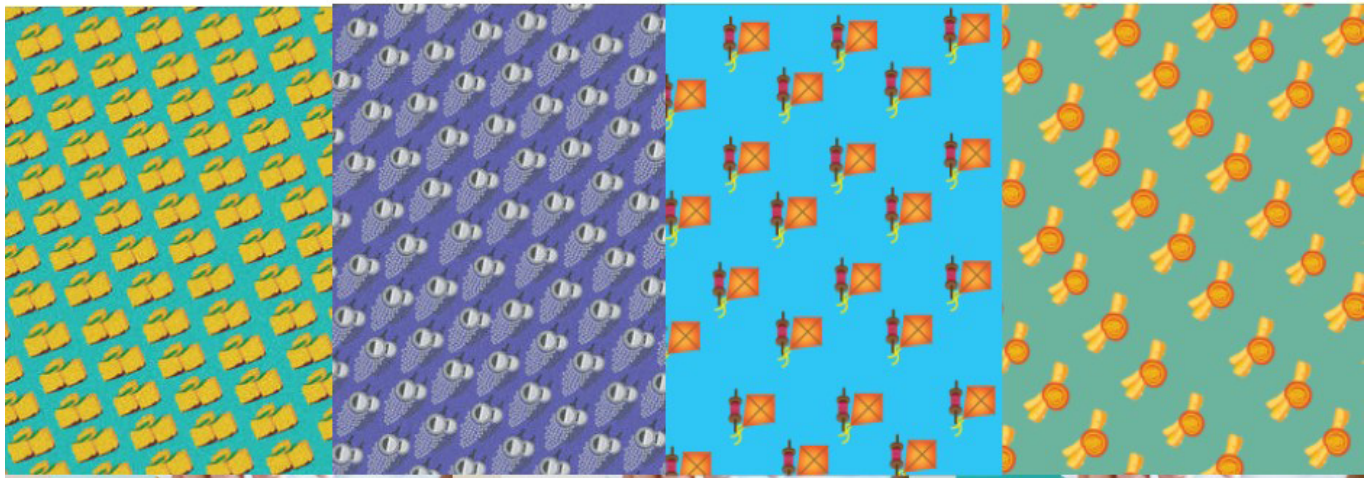
The brand also works to show the world that the people of Ahmedabad are welcoming them to come and experience the rich culture of Ahmedabad city.

Vibrant

The celebrations of festivals, preservation of heritage and architecture is worth exploring. This vibrant community presents itself in the form of ‘Abad Amdavad’.

Proud

It is made for the people of Ahmedabad to accept as their own and give them a feeling of pride by being a part of this magnificent city.



ABAD
AMDAVAD

ABAD
AMDAVAD

LET'S
RIDE

Illustration

Visuals are highly effective as a medium to communicate thoughts, ideas and concepts. I enjoy working on conceptual illustrations, prompt based illustrations that stem from a single word as a starting point and fan artwork of my favourite anime characters.

Illustration 2020

Siddhesh Gupte

Climate Change

The main purpose of this poster was to promote cycling for a positive impact on the environment. This was made as a submission for open call by fineacts and ted countdown to artists all over the world to create digital illustrations for climate change.

Anime fanart - Naruto

Illustration 2020

Siddhesh Gupte

Heroes Without Capes

Illustration 2020

Siddhesh Gupte

Corona Warriors

In 2020, when the world was knocked down by covid, the medical professionals were tirelessly fighting it off like real superheroes. My thought was to portray this scenario as a small tribute using a digital illustration.

Strange Encounter

Illustration 2020

Siddhesh Gupte

Conceptual Illustrations

Communicating a fictional story using digital illustration. The main focus is on using the characters, background,light and shadow to show a scene that conveys my thought. The composition is made to frame the characters and show their dynamic.

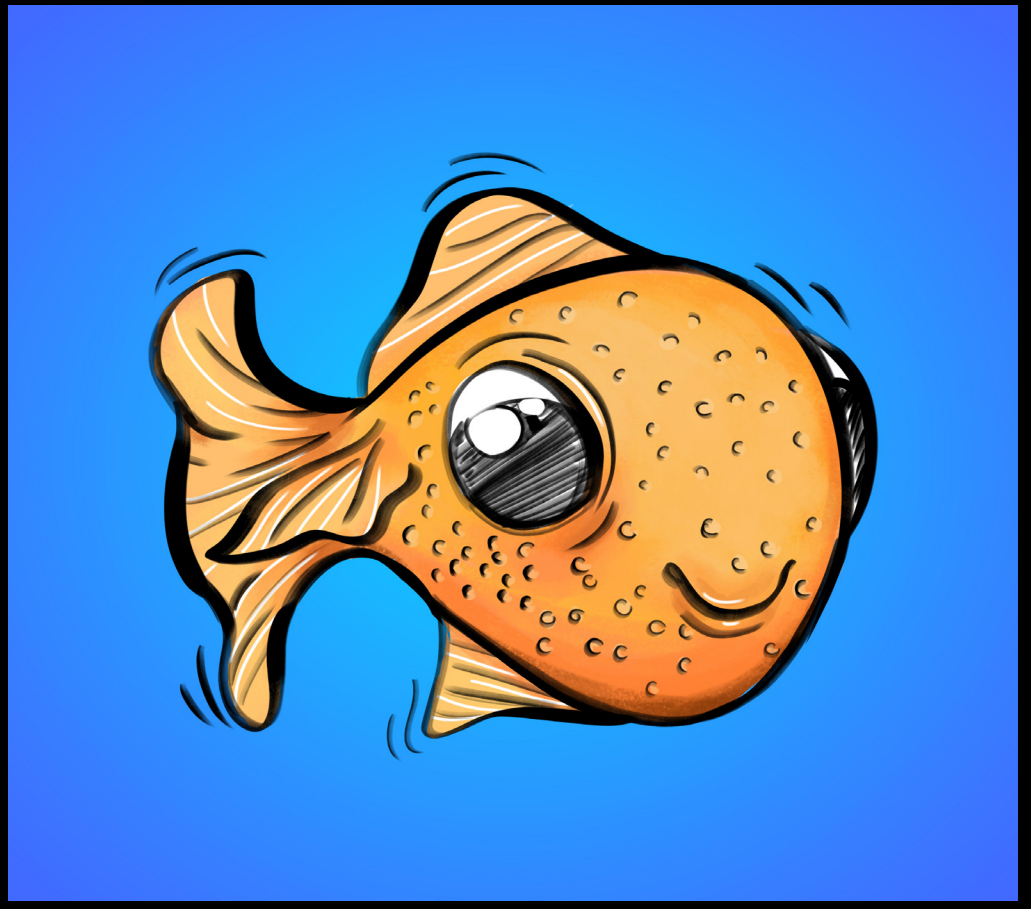
In this particular one, the idea was to show a boy who has stumbled across a strange being in a forest.

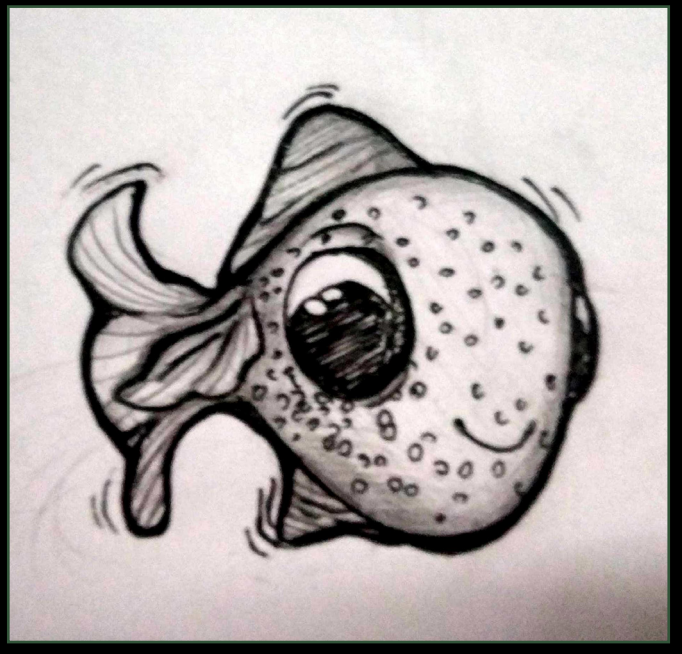
Woolly Mammoth

Illustration 2020

Siddhesh Gupte

I was fascinated by the woolly mammoth and its history. I decided to illustrate its characteristics and its environment. This also helps me explore illustration styles and practice composition.





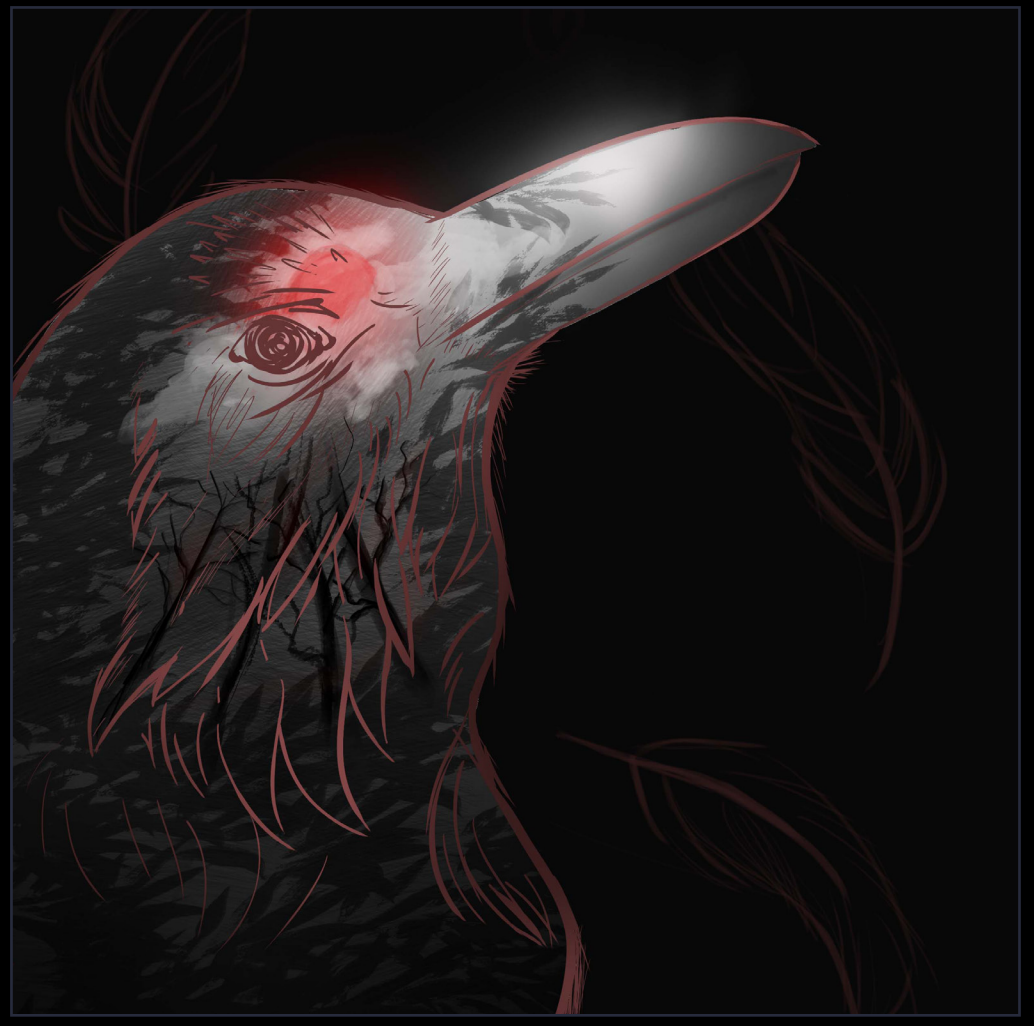
Prompt - Fish

Inktober Artworks

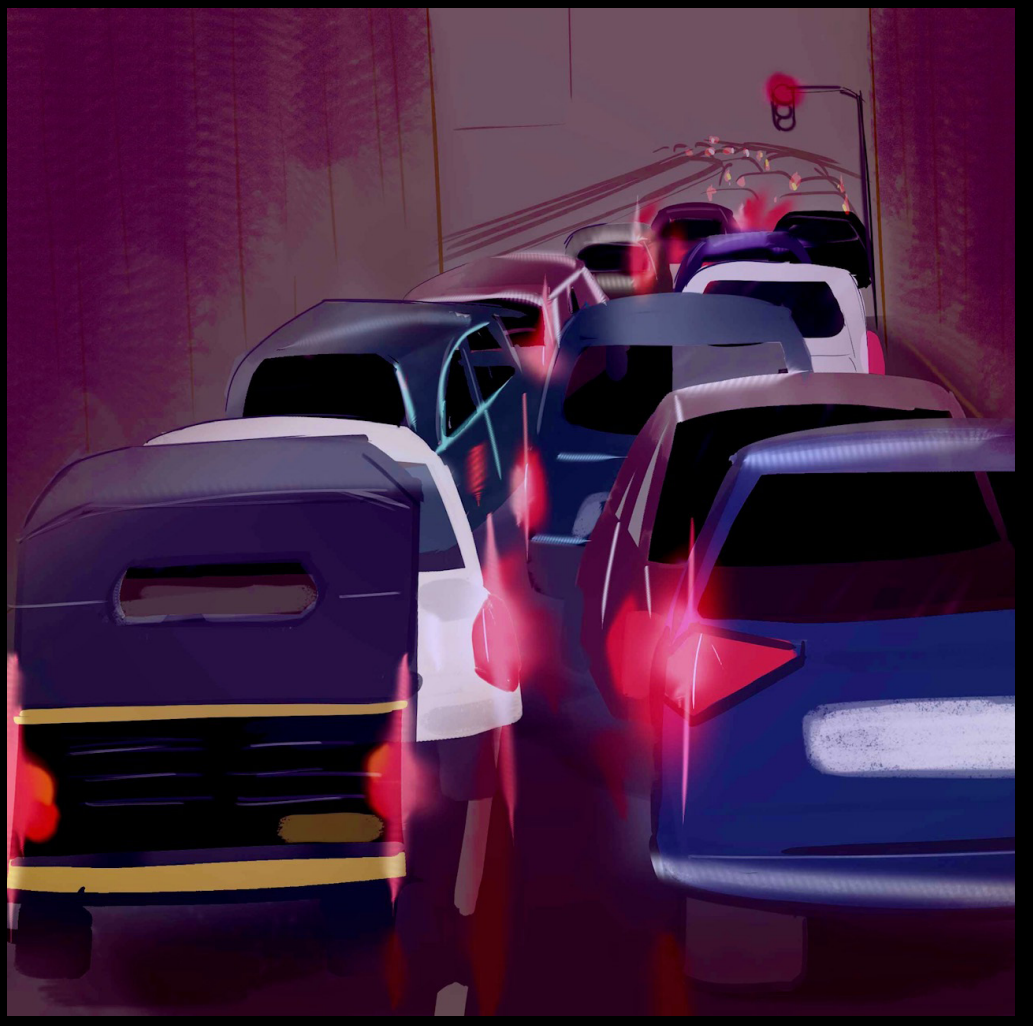
Inktober is a challenge that artists take for themselves in the month of october every year. It was started by Jake Parker in 2009.He puts out a prompt list for the month that artists follow to create primarily pen and ink drawings. The main purpose is to develop a habit of drawing everyday and developing skills. It has now evolved into people creating digital art, paintings and even creative writing.

Inktober has always helped me practice my skill and challenge myself to come up with multiple ideas from a single word.

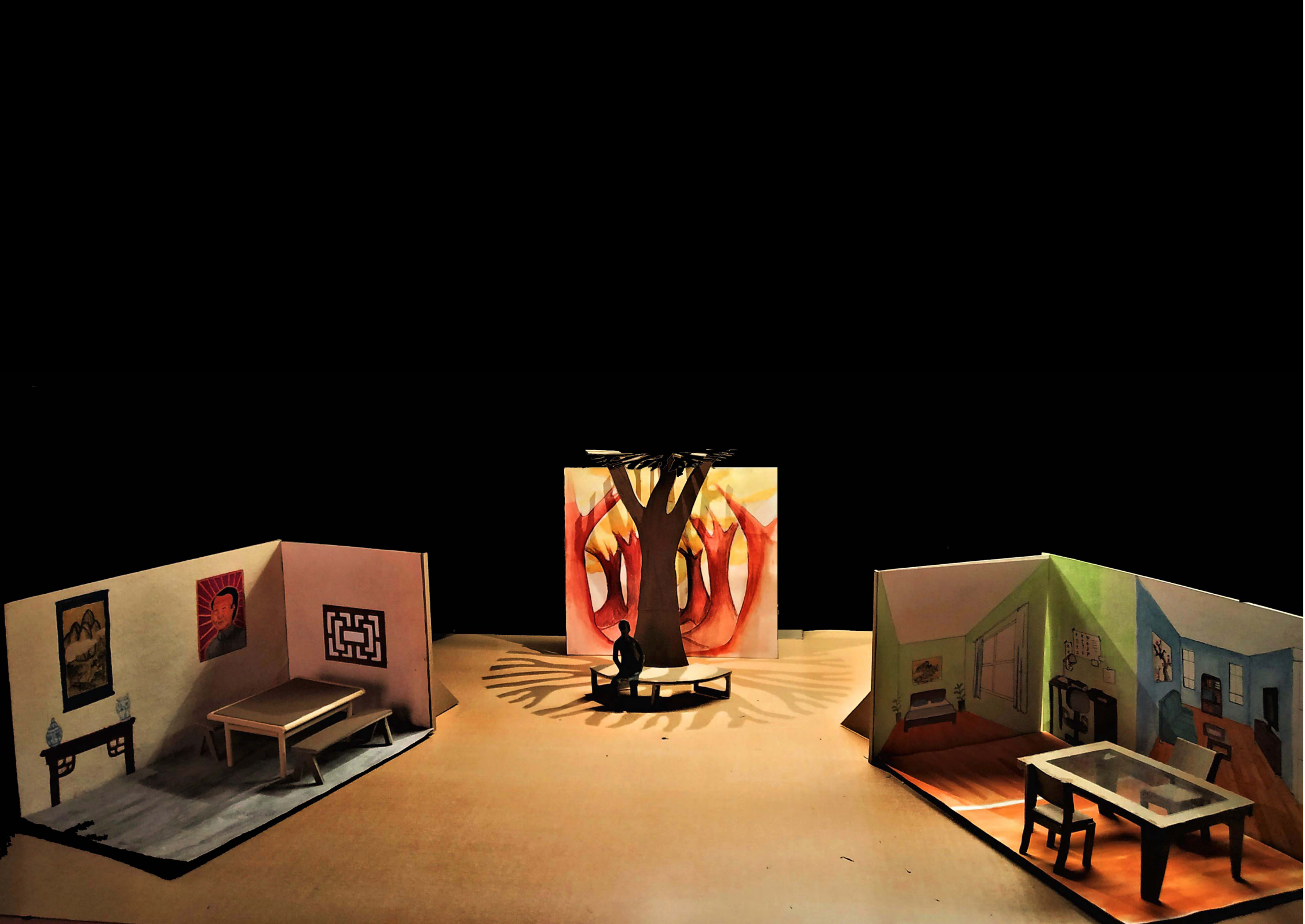
Prompt - Crystal



Prompt - Raven



Prompt - Stuck

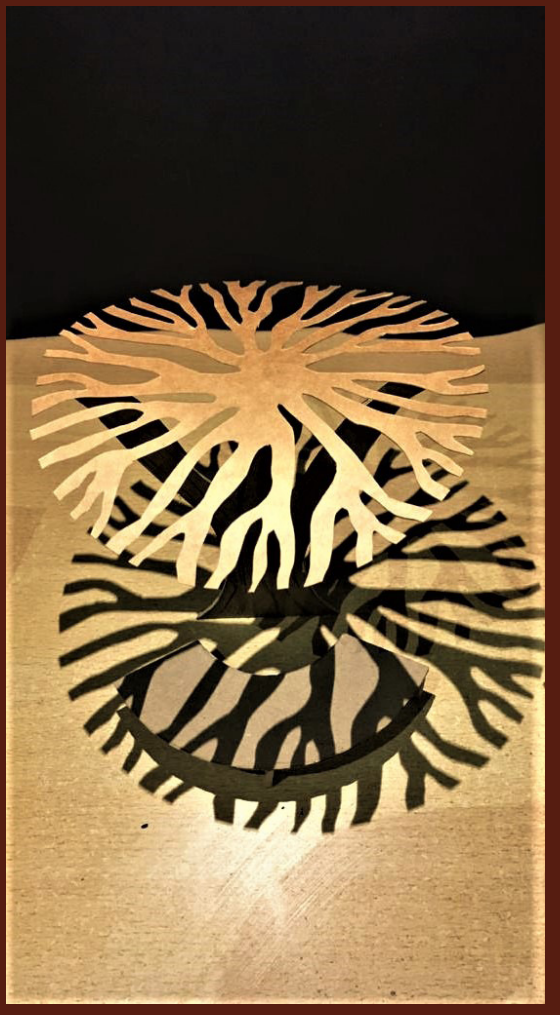


Theatre Space Design

As part of the space design course in my 6th semester, I designed a theatre space based on a short story called 'Thousand years of good prayers'. The first step was to identify the key events that were significant to the story. Followed by 2D and 3D visualisation of the spaces. Finally, bringing the spaces together for a dramatic performance. The final outcome was a 1:20 scale model of the space.

The story revolves around Mr. Shi and his relationship with his divorced daughter who is a librarian and lives in America. There is a communication gap between them that has stemmed from Mr.Shi's detached behavior in his daughter's childhood.

As per my identification, there were 3 main spaces, a chinese home based in communist china, a park bench with gingko trees which was a safe space of introspection for the main character, and a modern American home.



I created the park bench space with a tree shade and a circular bench. It is meant to be a calming introspective space.

The American home was made like a modern house but with subtle references from chinese culture.

Since the characters were from communist china, I researched about symbolic visual metaphors from communist china. I used ‘Shan Shui’ paintings, communist leader Mao Zedong’s posters and the furniture that was used in that era.

In a dramatic play, the space plays an important role is quick communication of context of the characters. It sets the overall tone of the play and gives information about each scene.
It is also important to understand the characters and their traits. This helps in creating a space where it feels like the characters fit into and belong.

GUJARAT
OUTDOOR
ADVERTISING
ACROSS GUJARAT
સેન્ડવીચ
પીઝા
સેન્ડવીચ
વડાપાઉ
માયાનીઝ પફ

Photography

In our 3rd semester we were taught to observe our surroundings, find stories and portray them through pictures. I went to law garden in Ahmedabad to capture people and events around lucky sandwich stall and a tea stall next to it.

GJ27
BR0240

Swaminarayan temple, Ahmedabad

Thank You