

# Portfolio

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*Communication Designer*

Manasvi Gandhi

**01** Identity Design

**02** Packaging Design

**03** Toilet Signage

**04** Space Design

**05** Photography

**06** Media Study

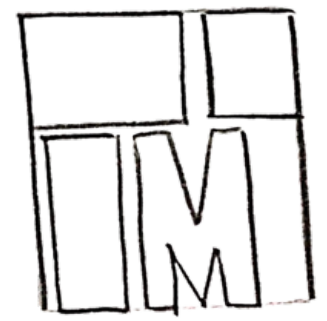
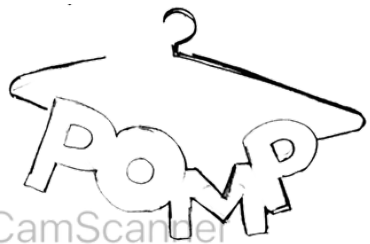
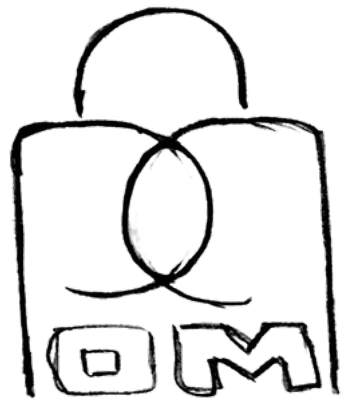
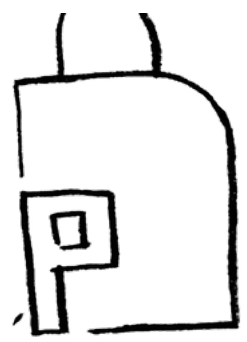
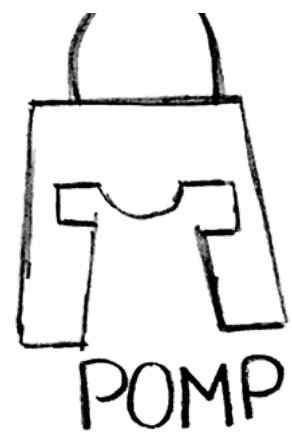
# 01. IDENTITY DESIGN

# Pomp

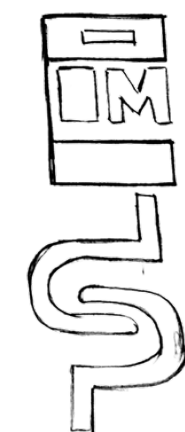
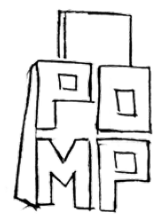
*Celebrating You*

## Pomp

A fashion e-commerce platform that provides already styled outfits with accessories for different occasions at doorsteps



CS Scanned with CamScanner

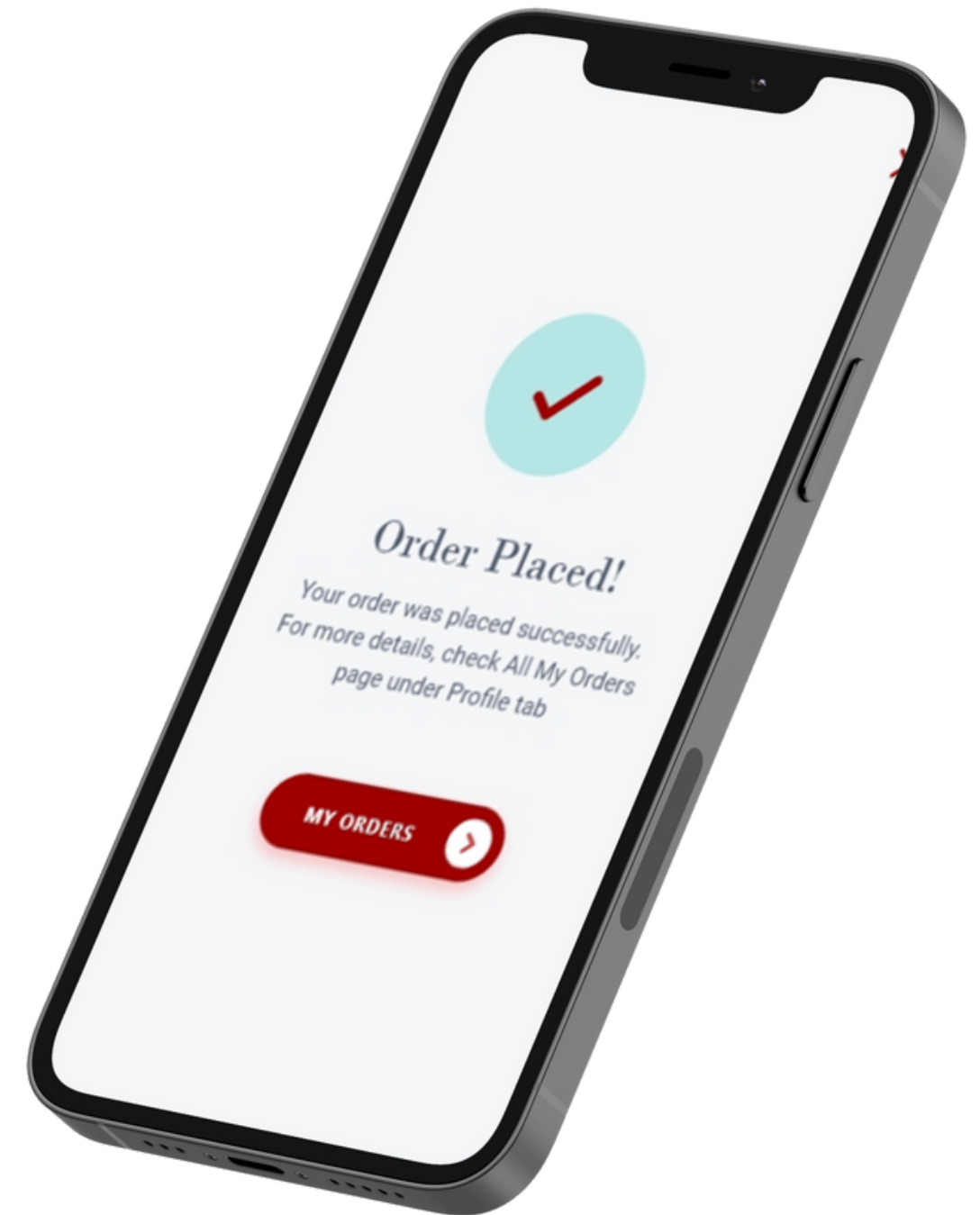
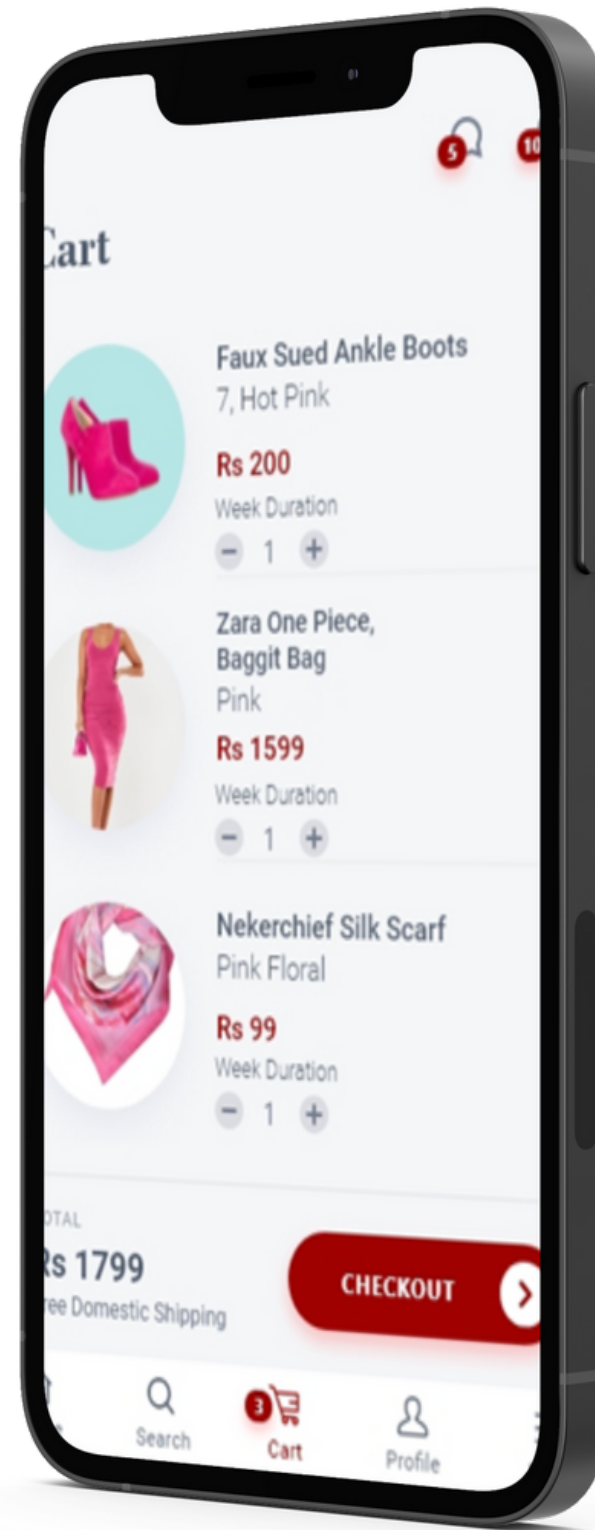
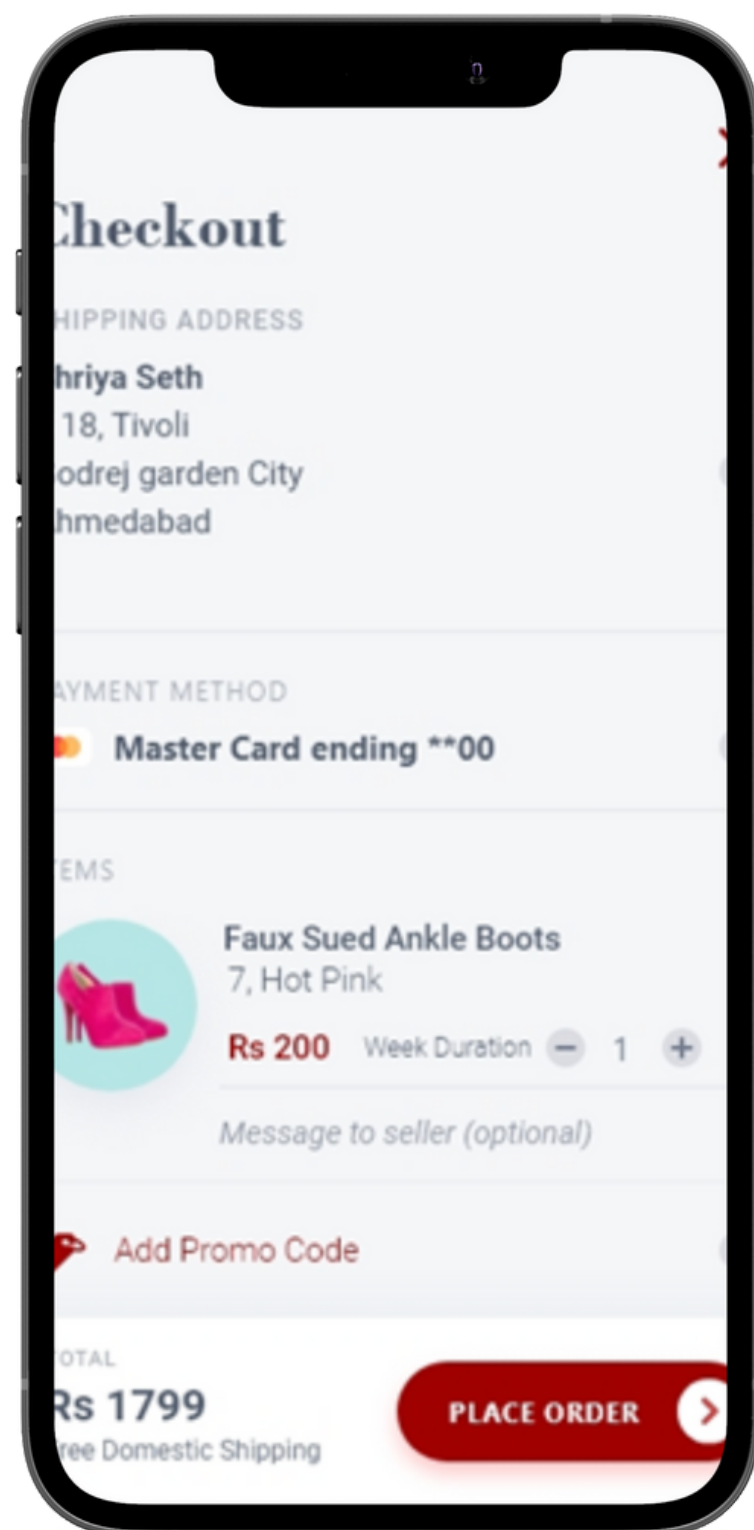
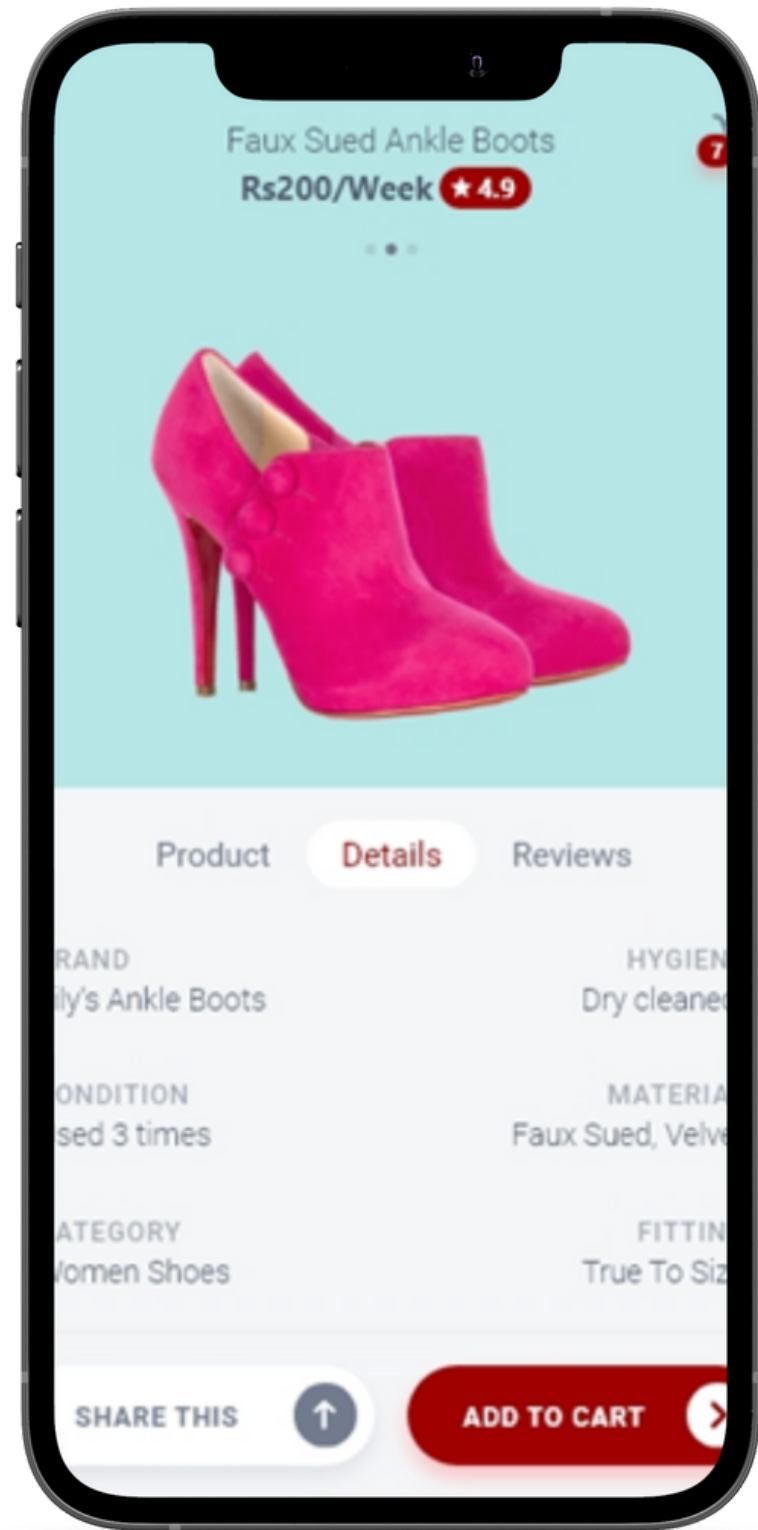


## PACKAGING



ANDROID APPLICATION PACKAGE







# Jaahnavi Patel

Design a monogram based on a single dominant character of a client. To understand the visual nuances and different characteristics that help embed the concept into visual form. Using this monogram as a boutique logo.









# Frozen Treats

To design the visual identity and visual identity applications for an icecream company named 'frozen treats'

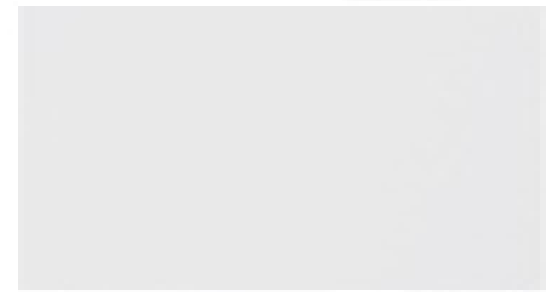
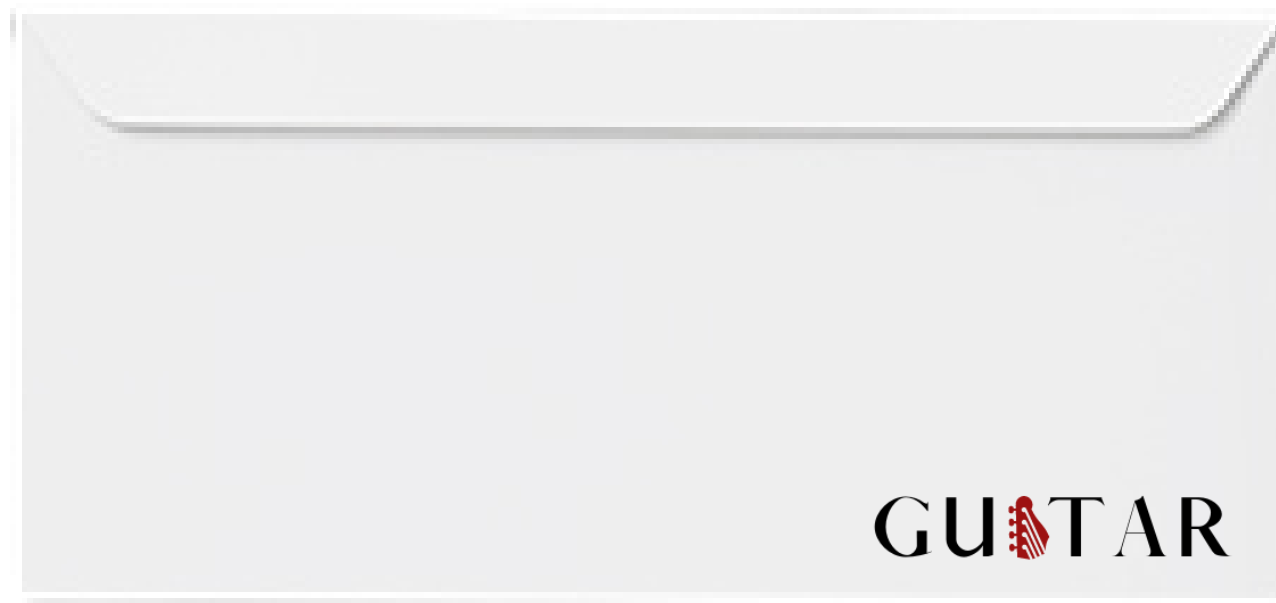




# GUITAR

## GUITAR

To design the visual identity and visual identity applications for an instrument shop named 'Guitar'



*one*  
BOUTIQUE

ONE

To design the visual identity and visual identity applications for a boutique called 'One'









## 02. PACKAGING



# Circle Bites

Design for essential bakery product “biscuits” used on occasions. Design the new packaging material which is convenient for consumers to use and reduce wastage.



The reason behind designing this manner of packaging is because it will help a consumer to have biscuits to store in the pack once it's opened so there is less wastage, the flavor and freshness don't run off, decrease breakage, is environment helping, and convenient for traveling.

#### TARGET GROUP

- Children and Adults.
- Users who prefer chocolate biscuits.
- Users who don't favor consuming broken biscuits.
- Users who don't want to use the entire biscuit package at a time.



Packaging will be created attractive so that the consumer's attention is grabbed.  
Product is marketed in Departmental stores and online.



## 03. TOILET SIGNAGE

## TARGET AUDIENCE

- Kindergarten students



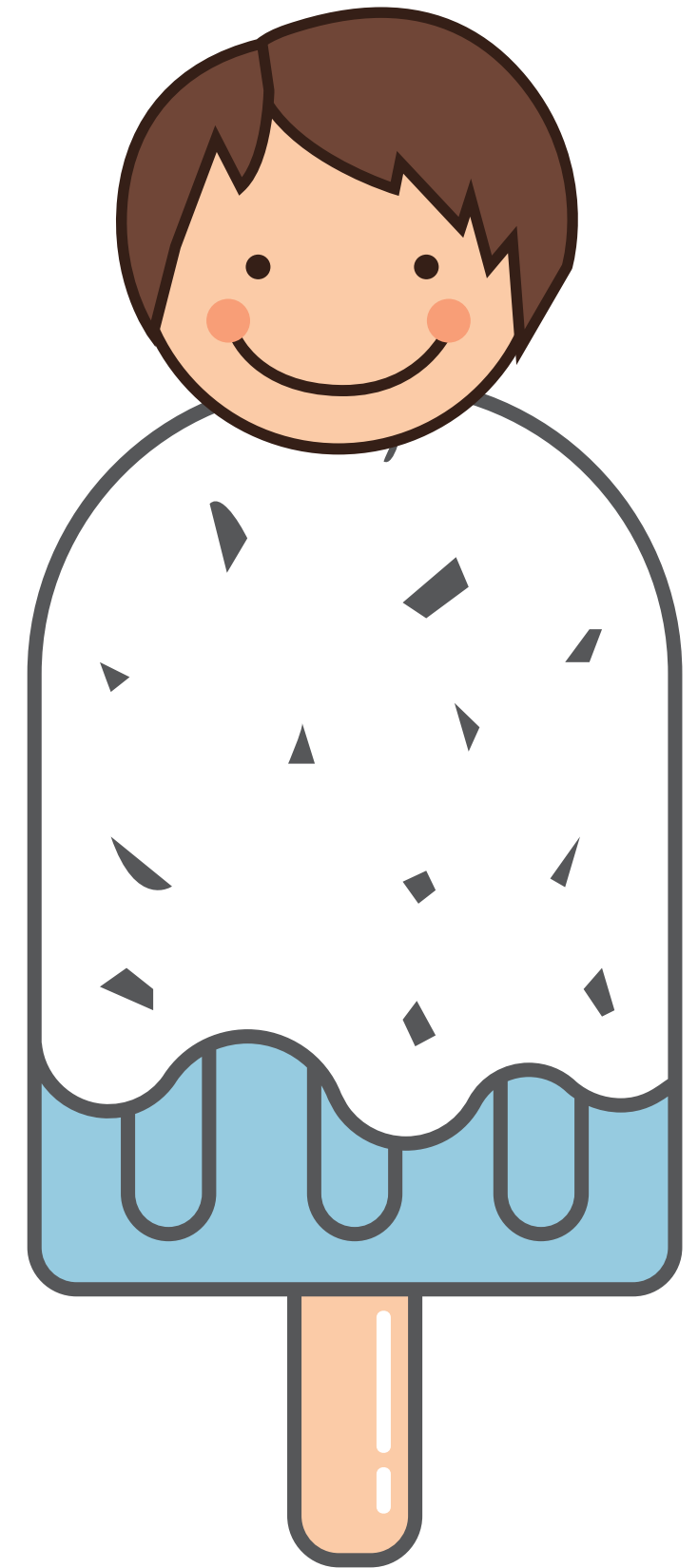
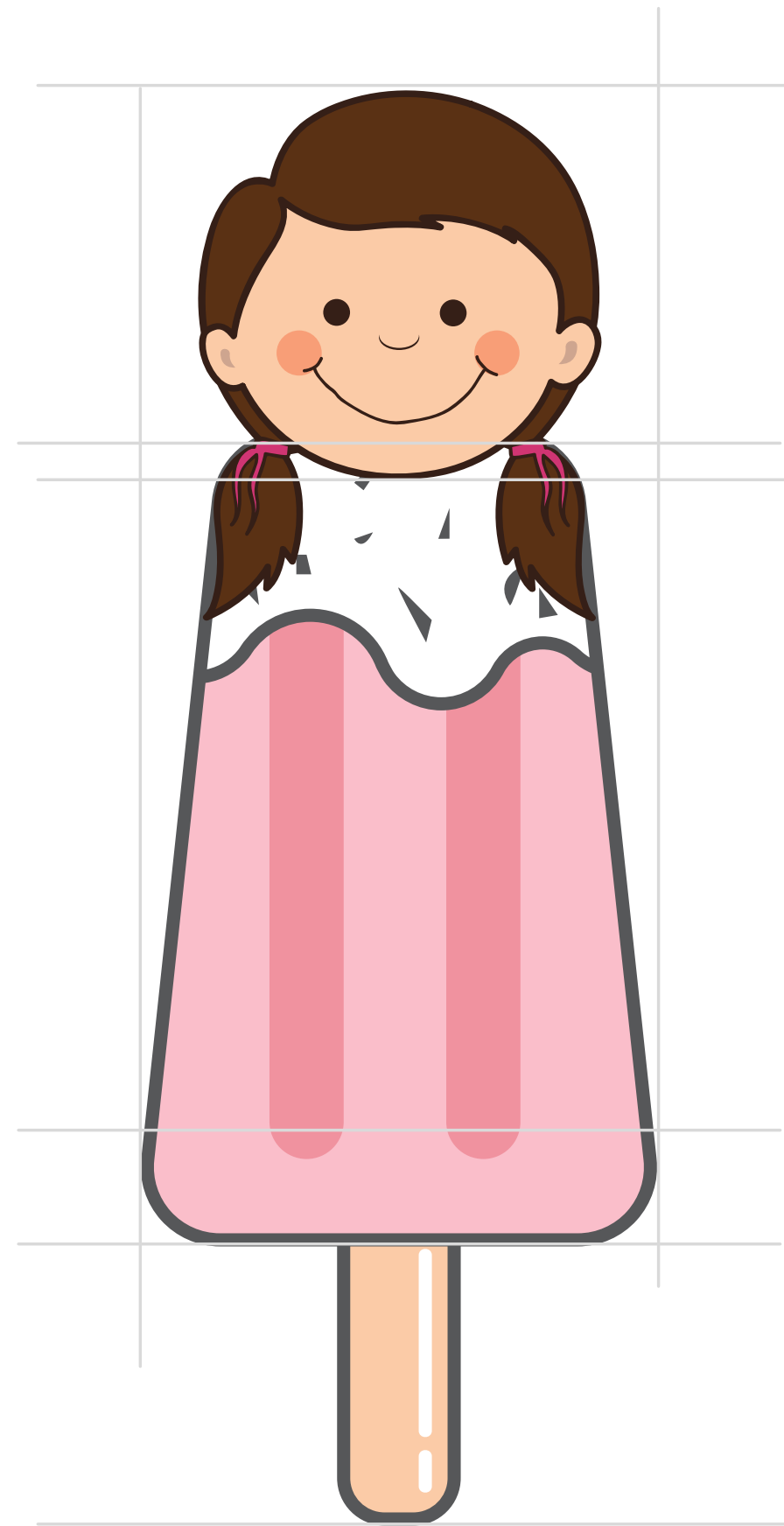
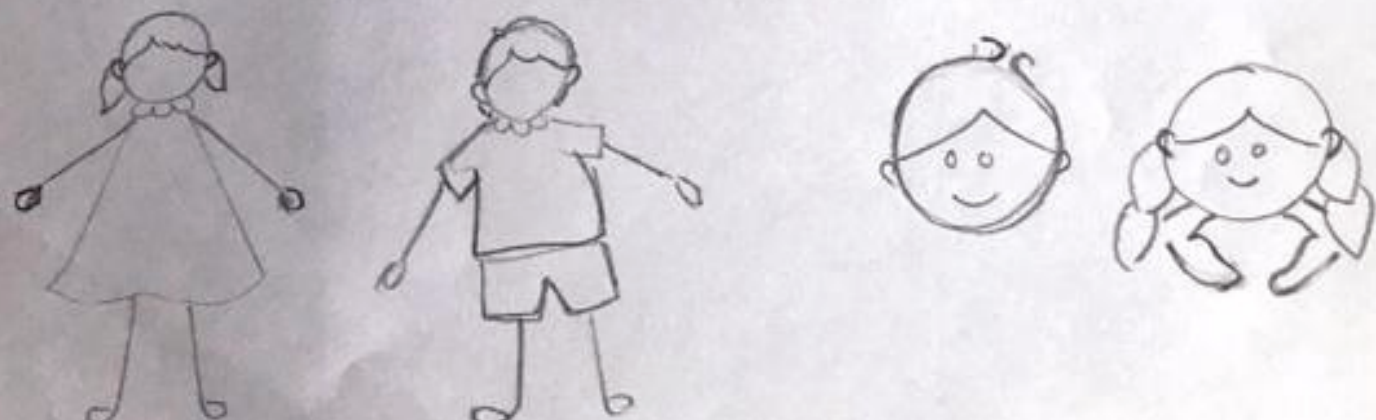
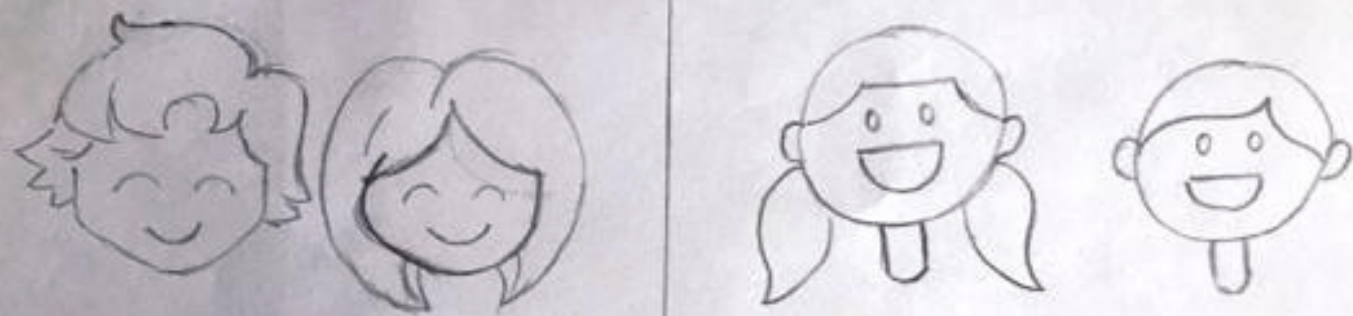
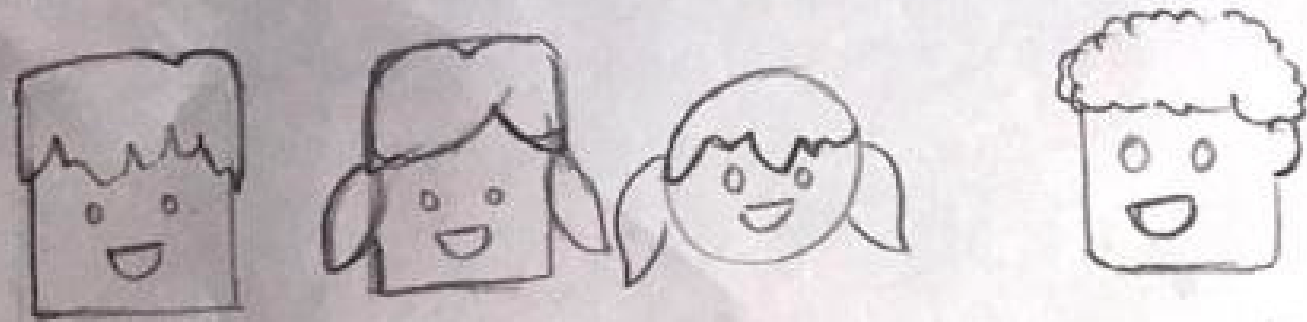
## LOCATION

- TODDLER'S DEN, Ahmedabad



Toilet Signage

Exploration



Toilet Signage



The target audience is Kindergarten students who are still in a learning process.

**Visual Impact** - simple and cartoon visual with the use of bright colors or pink and blue colors.

**Understanding** - 2 different colors will be used for girls and boys for easy understanding of colors.

**Visibility** - Basic shape for better understanding and minimalistic effect



## FINAL OUTCOME

- Toilet signage for kindergarten students

# 04. SPACE DESIGN

# A Thousand Years Of Good Prayers

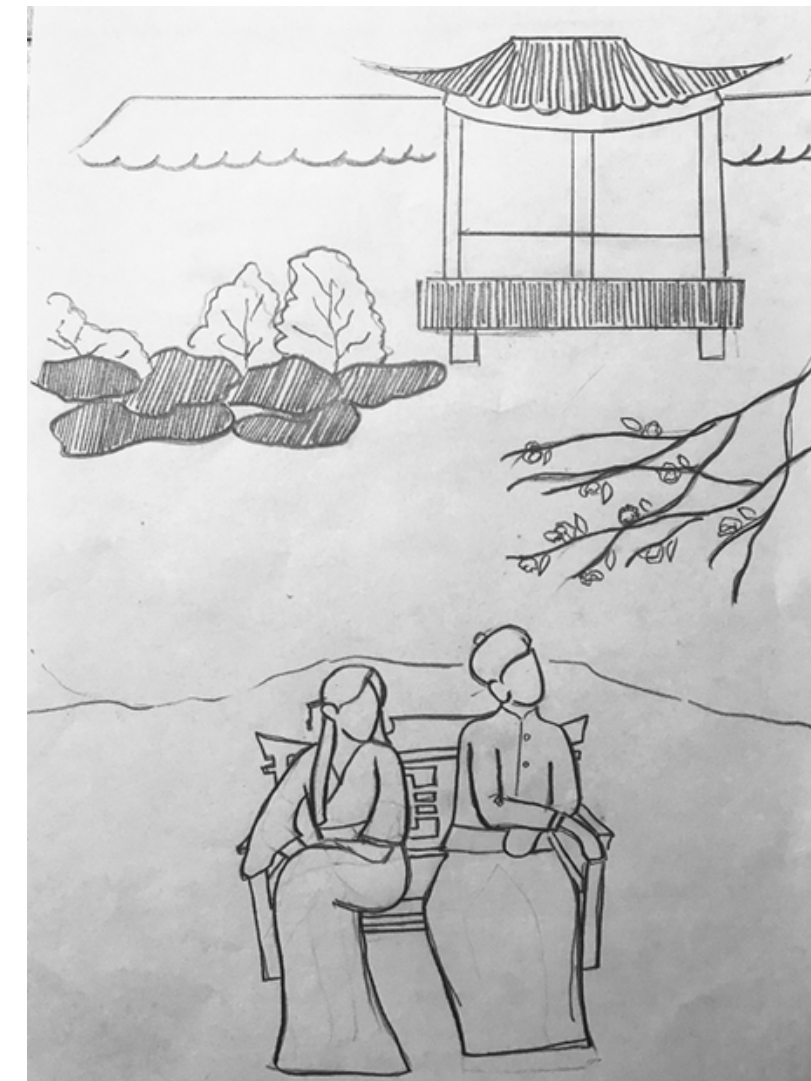
Yjyun Li



In A Thousand Years of Good Prayers, there is the theme of friendship, culture, freedom, conflict, identity, and pride. It is unclear really as to whether Mr. Shi or the madam understand each other. Though this does not stop them from having a friendship. The fact that Mr. Shi's daughter tells him that she knew he wasn't a rocket scientist is interesting as she appears to be using this information to greenlight her relationship with the Romanian man. The fact that the story is set in America might also be important to suggest that in America a person is allowed to be who they want to be. Two different generations think differently about how they should live their lives with no sense that either is prepared to give the other any common ground.

## KEY POINT IN THE STORY

- Sensation
- Both want to give but at different times
- Highlighting Asian culture that parents do not talk about everything (finance)
- Different culture
- conversion while having dinner



## IMAGES



# 05. PHOTOGRAPHY







# 06. Media Study

The “NEW STUDENTS” group focuses on challenges faced by the newcomers on the campus. The main target group is Semester 1 and Semester 3 students. The main issue faced by the newcomers are as follows

Poster presentations are a common form of presenting health information in the community. Health information framed in a poster presentation may be an effective method of knowledge transfer.

I have used an illustrative and minimal approach to get students fascinated by it  
Posters can be placed on the building entrance and K canteen soft boards as these areas would have a maximum step of students.





Students are concerned about qualitative and healthy food of canteen while acquiring it.



As per the survey, Students want to support and recognition to help them through this crisis. They have been put under a lot of pressure in recent months, and they are worried about the impact it will have on their studies, as well as their mental health.




Students are facing Anxiety, mental health, and psychological issues during the lockdown period and fear of infection after the opening of campuses.



# Thank You.

**MANASVI  
GANDHI**

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