

Portfolio 2021

Vagmi Karera

Vagmi Karera

Hey! I am a fourth year Communication Design student at Nirma University, Ahmedabad. I love to illustrate the world around me and never stop searching for new styles and ways to improve my skills. I consider myself a positive person constantly looking for new experiences that inspire and challenge me.

Experience

MU Innovations

Junior Communication Designer
July 2021 - Present (3 months)
Ahmedabad, Gujarat, India

Tarasha Designworks

Design Intern
July 2020 - February 2021 (8 months)
Ahmedabad, Gujarat, India

Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS)

Photography Intern
June 2019 - July 2019 (2 months)
Bhopal, Madhya Pradesh, India

Volunteer experience

Photographer

Vihaan Theater Group
May 2019 – Jul 2019 (3 months)

Interests

Painting
Sculpting
Photography
Films
Badminton
Bharatnatyam

Software

Adobe Illustrator
Adobe Photoshop
Adobe Fresco
Adobe Indesign
Adobe Dimension
Procreate



01

City
Branding

02

Brand
Communication

03

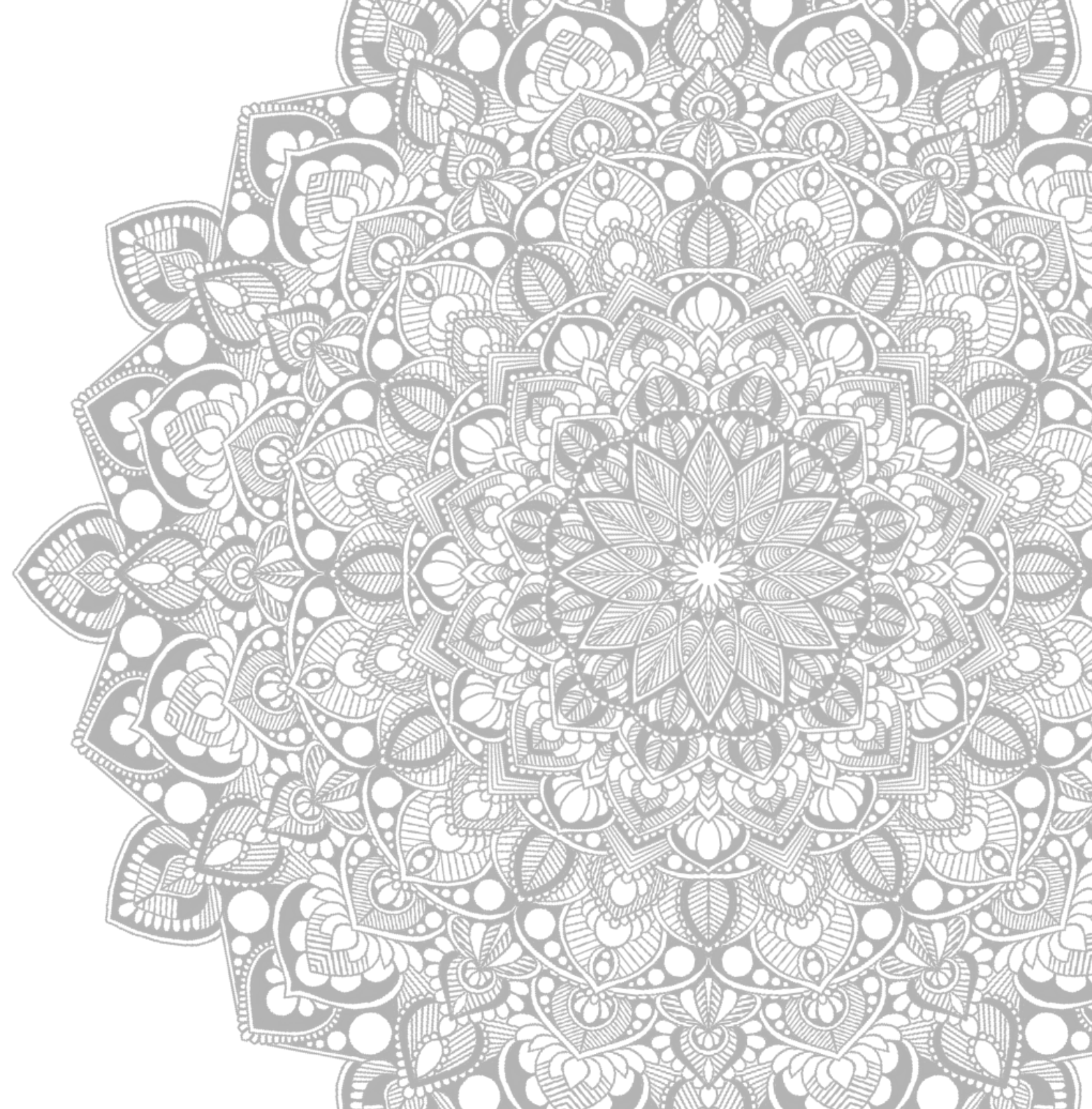
App
Design

04

Illustrations

05

Posters



01

City Branding

Ahmedabad has a strong past and a very ambitious future. Creating an identity for such an influential city is a challenge as well as a great opportunity. The infinite aspects of the city's 610 years of existence makes it challenging to do justice to the city's rich past and a bright future.

Our goal is to give a sense of belongingness, while also being engaging for the viewer.

Brief

The goal is to have a sense of belongingness, while also being engaging for the viewer as it's a city that adapts to the changes but does not change its cultural landscape. It should build curiosity and awareness among the people who have not visited or not heard about the city. It should also be relatable to the residents of the city as it's their home and most of them have been living in the city for generations, it should also make them feel proud to be a citizen of Ahmedabad.

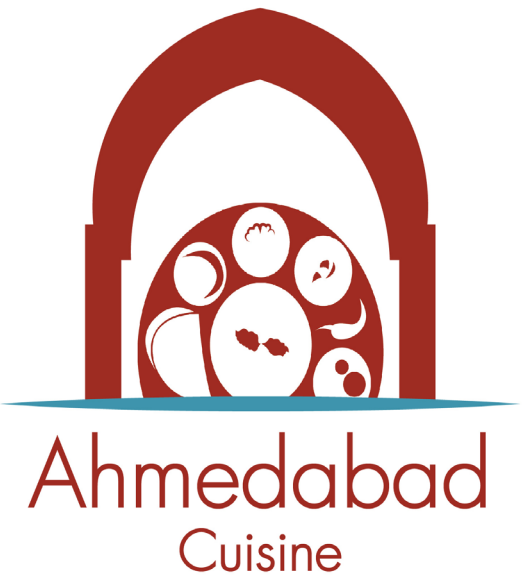
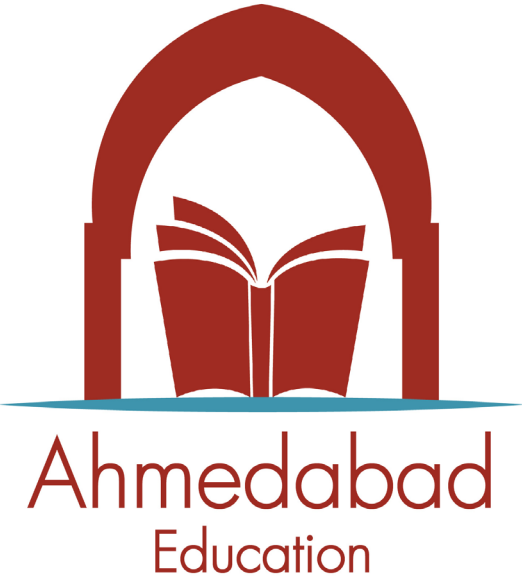
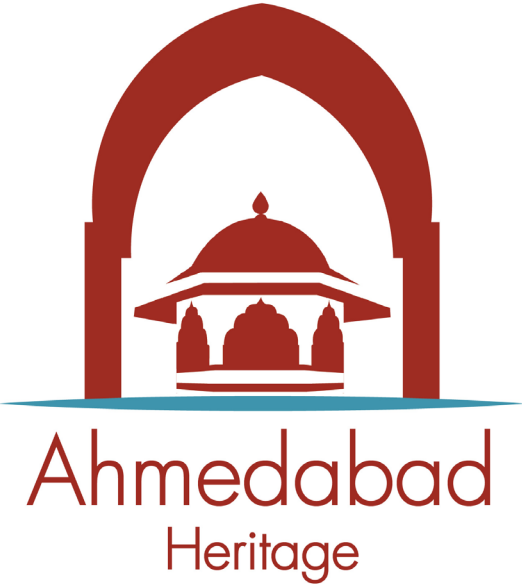
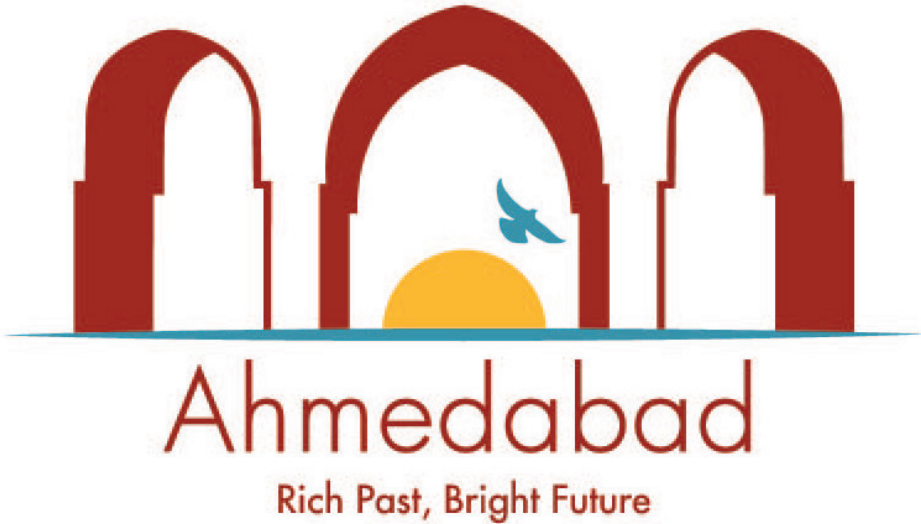
Ahmedabad has a strong past and a very ambitious future. Creating an identity for such an influential city is a challenge as well as a great opportunity. The infinite aspects of the city's 610 years of existence makes it challenging to do justice to the city's rich past and a bright future. It would be unfair to just consider the mega city aspect, the rich heritage and the culture of Ahmedabad has to be incorporated and should be given a significant role while making its identity.

Final

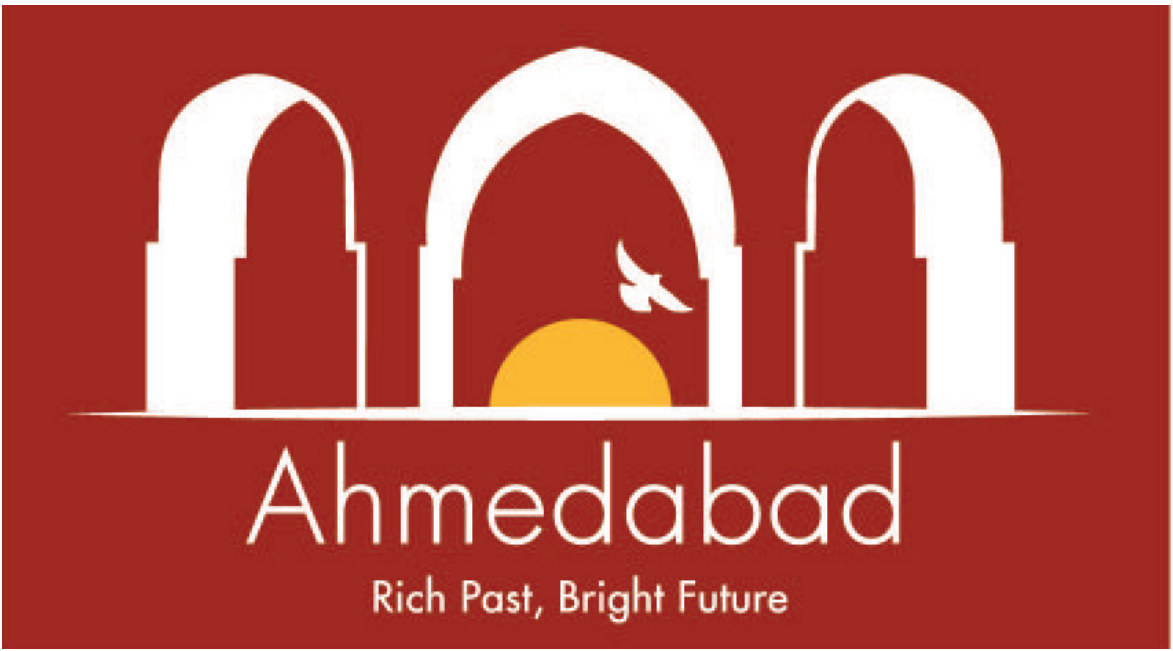
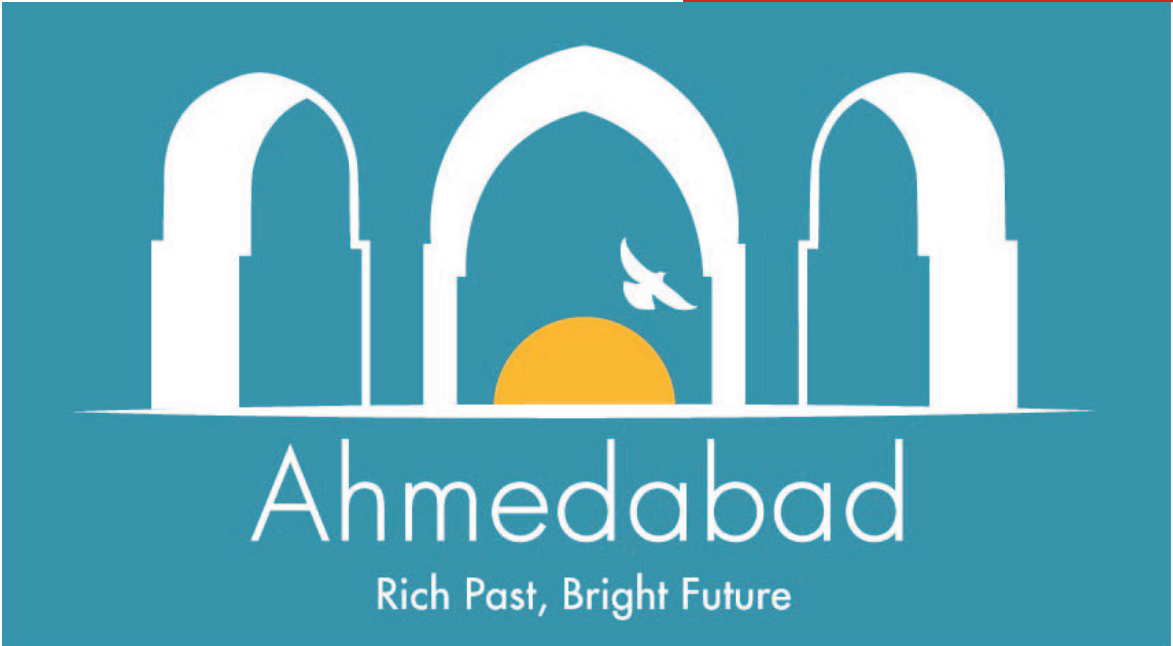
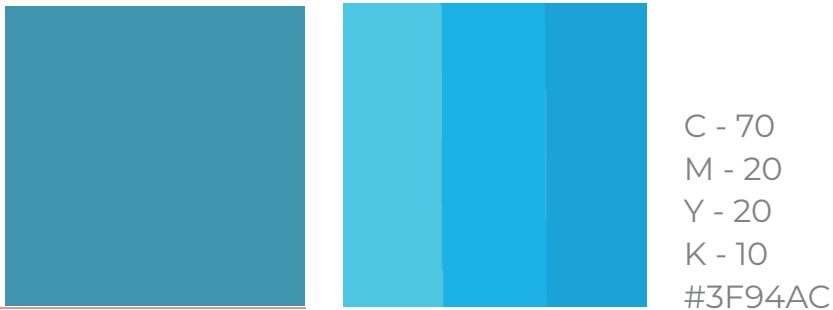
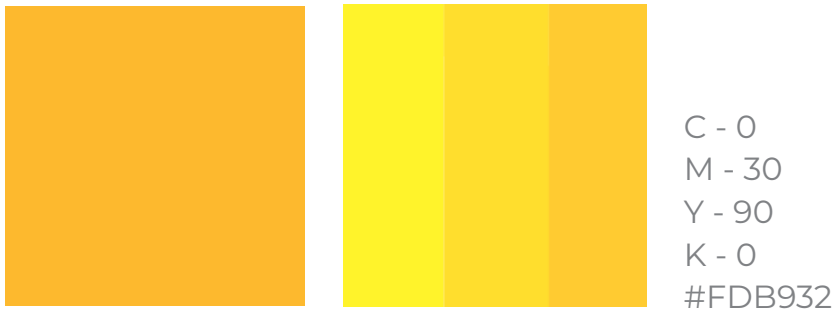
Logo & Tagline

The city of ahmedabad was a walled city with twelve gates therefore also known as the city of gates. So these are the teen darwazas of the city and it represents the rich heritage of the city.

The infinite hurdles that the city has faced over the years does not limit it to its growth. A rapidly growing metropolis, an industrial hub, an educational hotspot, the city has an infinite scope of development. The sun represents the growing culture of the city towards its bright future.



Primary & Secondary Color Palette



Stationery



02

Classroom Project

Preparing a hypothetical framework for a brand that requires an effective brand strategy, and further developing a Brand communication campaign

Brief

The brand offers a unique platform that connects all the streaming services and helps you find movies from all platforms and also allows you to sync & watch movies with anyone globally. One can also write, share and read reviews, create and share lists with people, keep track of what films they've watched and what they felt while watching it.

The primary aim of the app is to provide people with a platform to form communities to discuss aspects related to cinema and keep a track of what films they and their friends have watched, also share their views for the same.

As people are unable to find communities to discuss specific topics related to cinema, The brand bridges that gap as our application segregates films based on generic to niche topics.

The app is for anyone and everyone who watches and discusses films, be it young adults or Senior citizen.

The primary focus being- **Cinephiles, Film Maker, Film Lovers.**

Brand Idea

The brand plans to provide a convenient platform for everyone that watches and loves cinema. It enables the user to connect with people from all around the world and get more knowledge about cinema and share their views from being as specific as going in detail about a single prop to being as vague as discussing just their feelings about the film, while on the other hand they can do personalised things such as making their own set of watchlists and keeping a log of films they've watched with their reviews.

Brand Claim

To connect legitimate film lovers globally along with allowing them to keep a track of films they have watched or would want to watch. Film lovers could share their views on films without any hesitation or hassle.

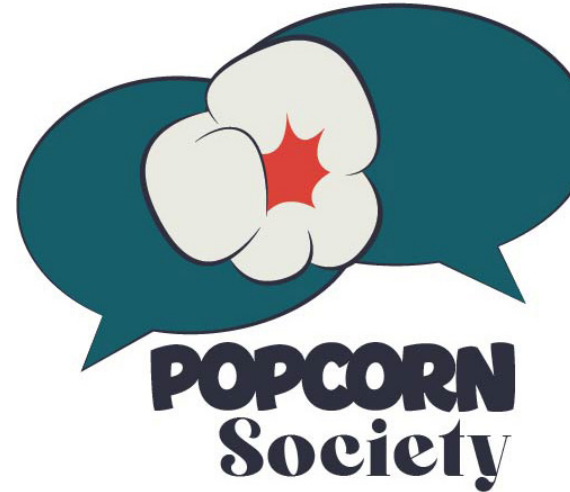
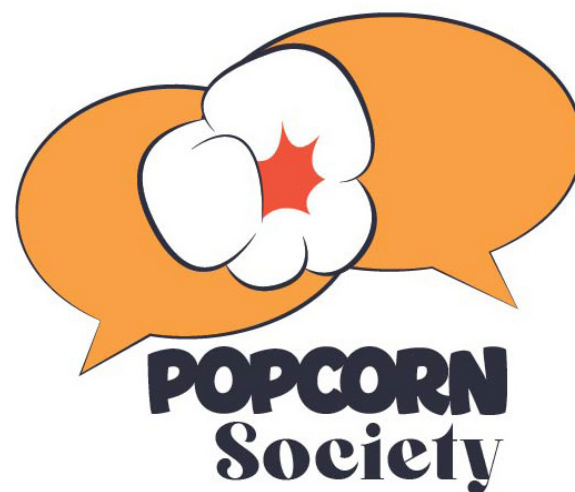
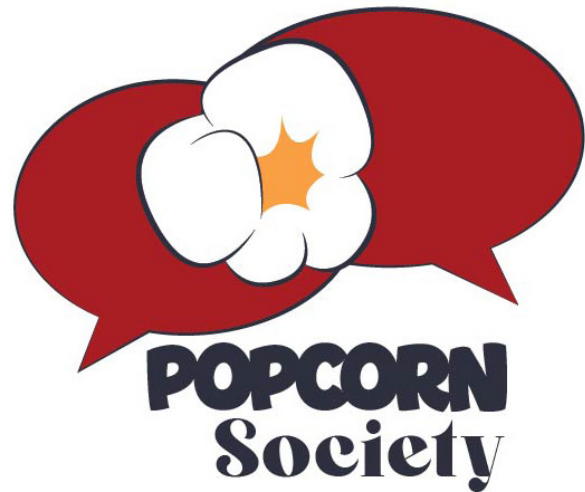
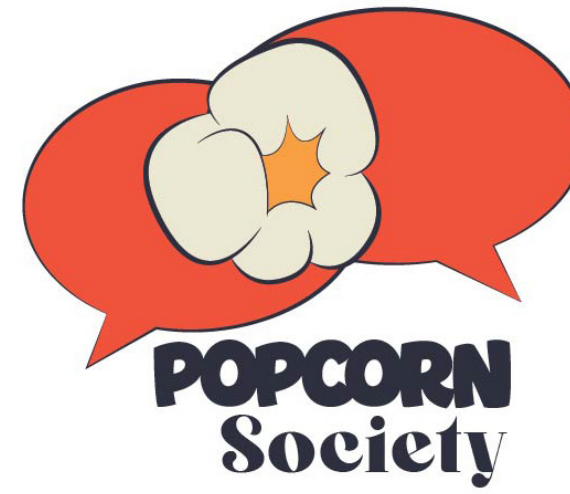
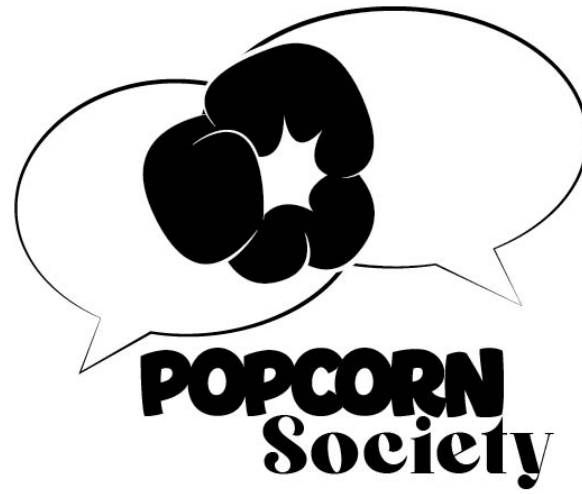
Brand Image

A Platform to exchange knowledge and opinions around everything related to cinema. Need a platform where you can express your opinions and share your knowledge about cinema and also learn from people around the world? The app provides a perfect platform to do exactly that with a lot of personal log features that really makes this a platform everything a cinema lover would like to use.

A reference to what people are watching and discussing. With the app letting users update their latest watched films and letting everyone review and rate whatever they have watched it keeps a check on what's trending and what's the current topic being discussed in the world of cinema.

Getting to know more people. As it connects you with people around the world on the basis of what you watch and discuss it also helps you make friends with people with similar interests and adds people into your social circle.

Visual Identity [color variations]



Final

Logo & Tagline



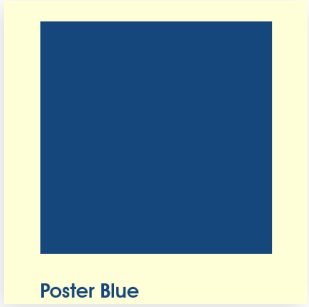
C - 16
M - 97
Y - 78
K - 5
#c5283d



C - 79
M - 72
Y - 51
K - 51
#2e303f



C - 0
M - 44
Y - 82
K - 0
#f99f45

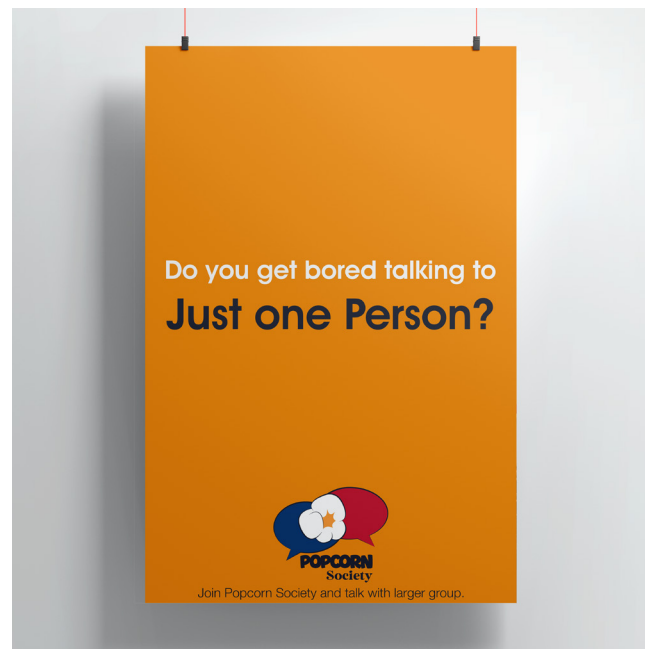


C - 100
M - 79
Y - 25
K - 9
#15477d

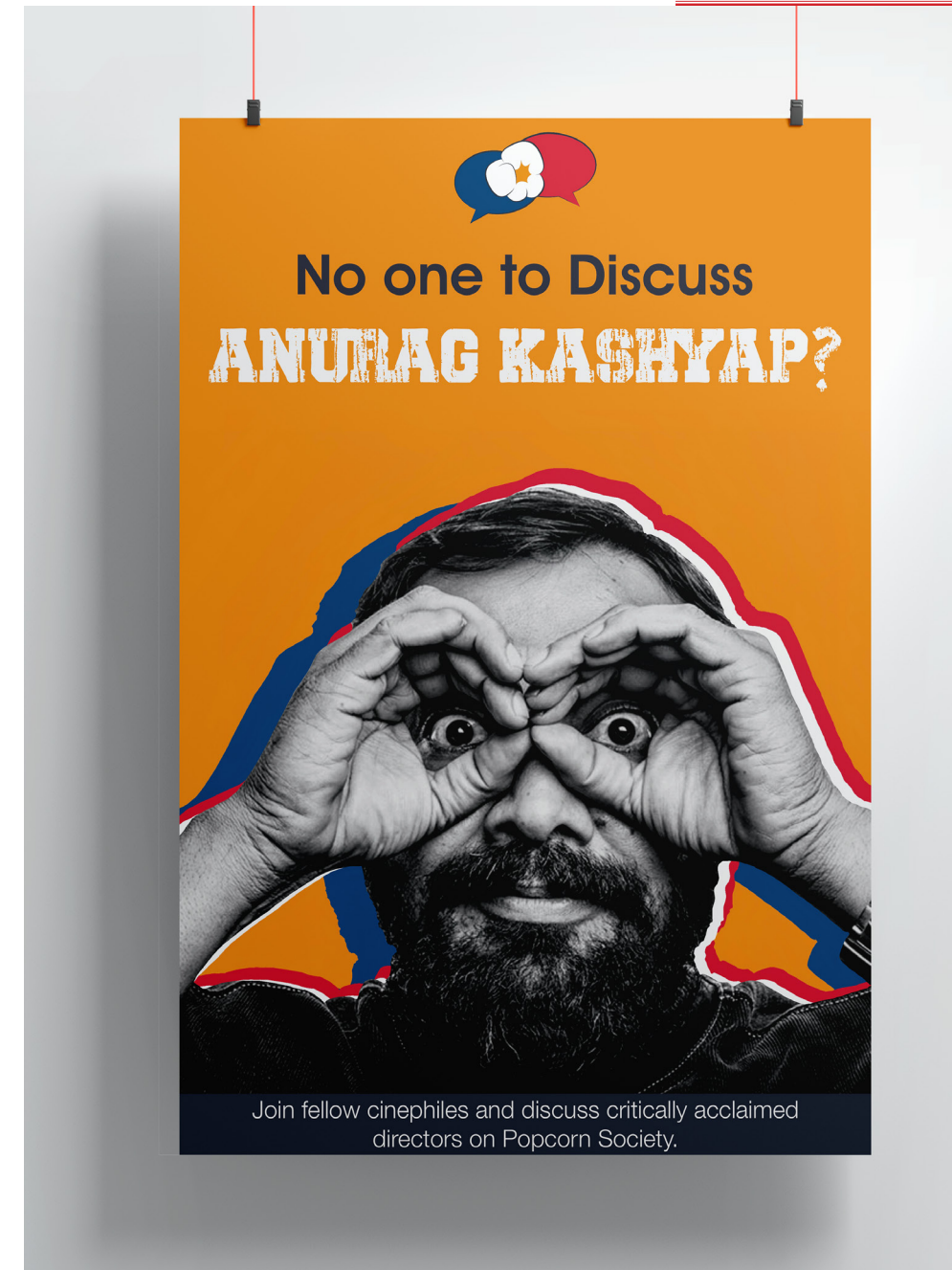
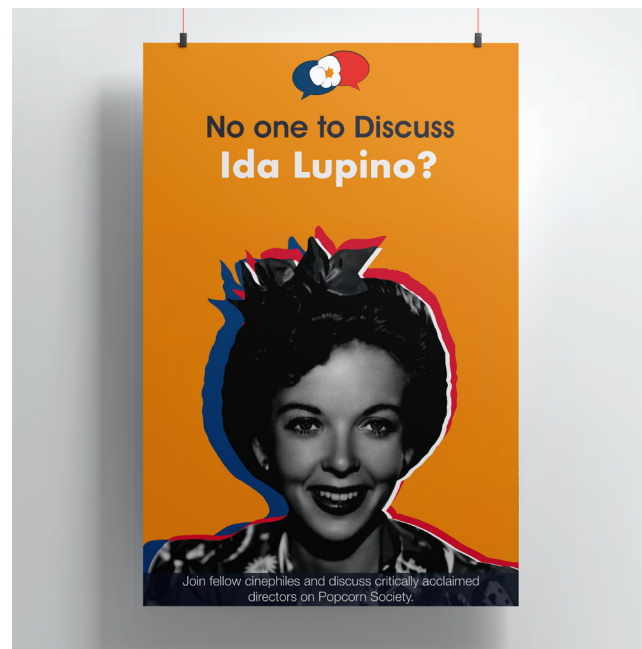
Stationery



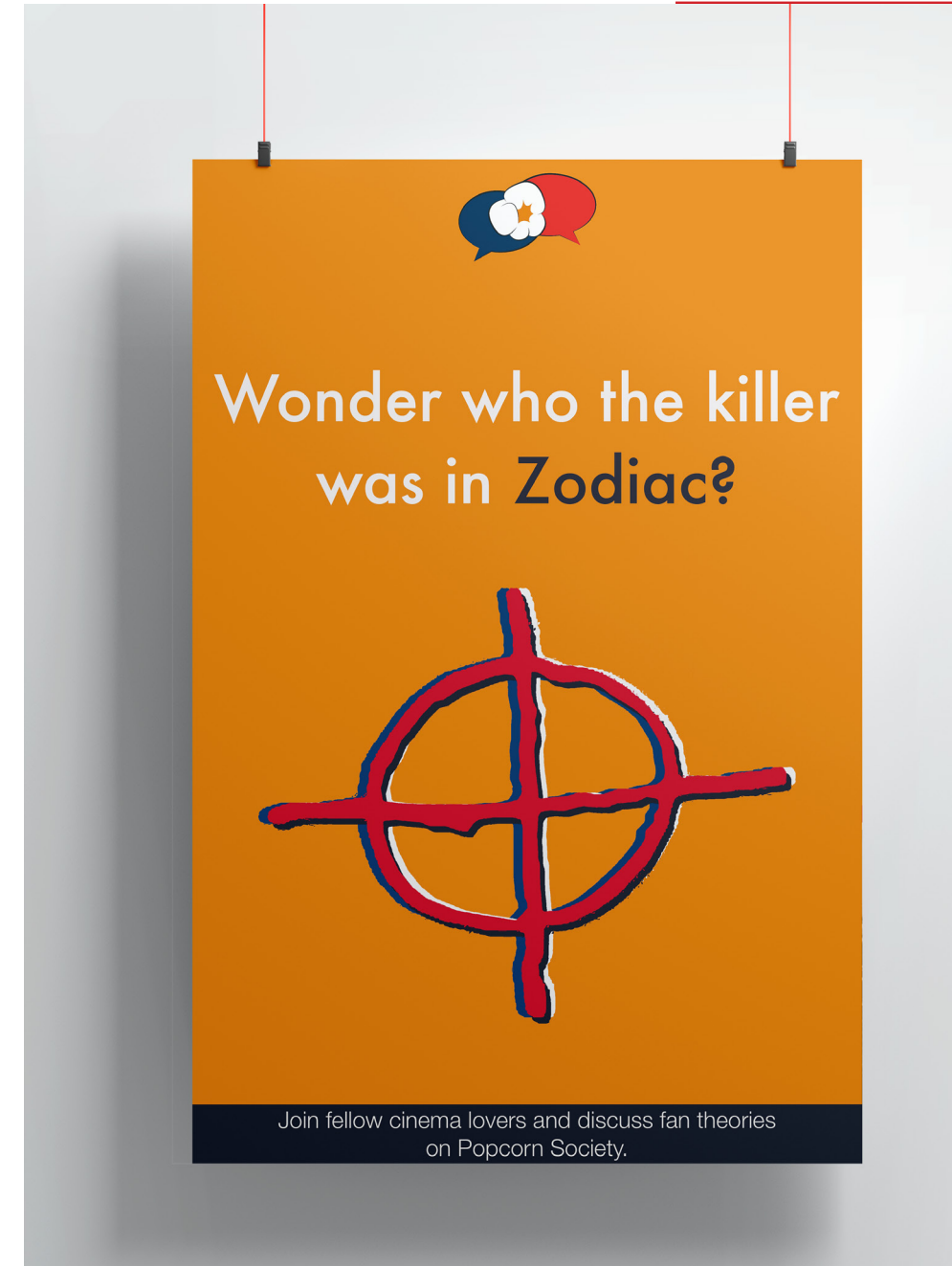
Typographic Poster Campaign



Director Based Poster Campaign



Fan Theory Based Poster Campaign



03

App Design

Designing an app to help people keep a track of crowd while going out during pandemic, the app will help users picking out public places safe to visit.

Project Brief

Problem area: Unorganized social distancing and crowd management.

Solutions/Benefits: Updated pandemic rule book | Saves time | Crowd intensity and identification.

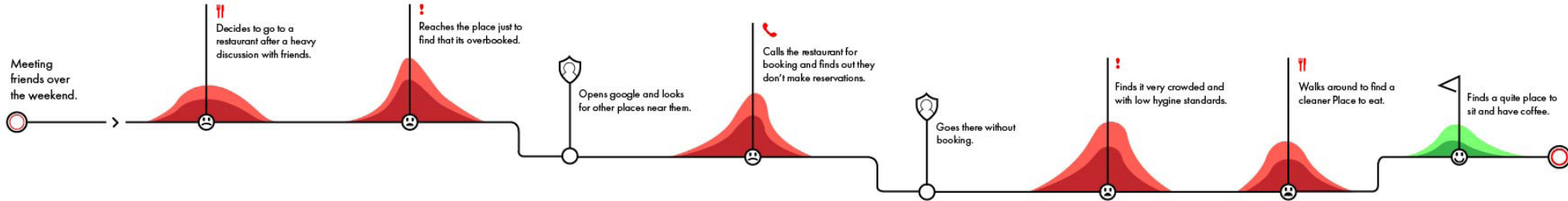
Target audience: People who believe in precautionary social interaction.
(age group 15-70), people with smartphones.

Need: It will help people who prefer going out in less crowded areas and would like to save time by knowing the crowd intensity before stepping out. It will help them in picking out restaurants, shops and other places which they feel are safe enough to visit. It will also provide the phone number of the management staff to pre-book places. Also, it will have hygiene ratings provided by customers and it will not just be limited to restaurants or cafes but all places listed in the application, this will provide transparent feedback and compare safer places.

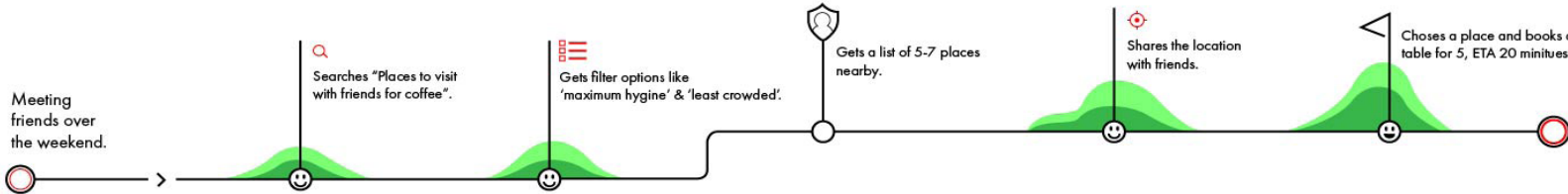
User Journey



Current Journey



Recommended Journey



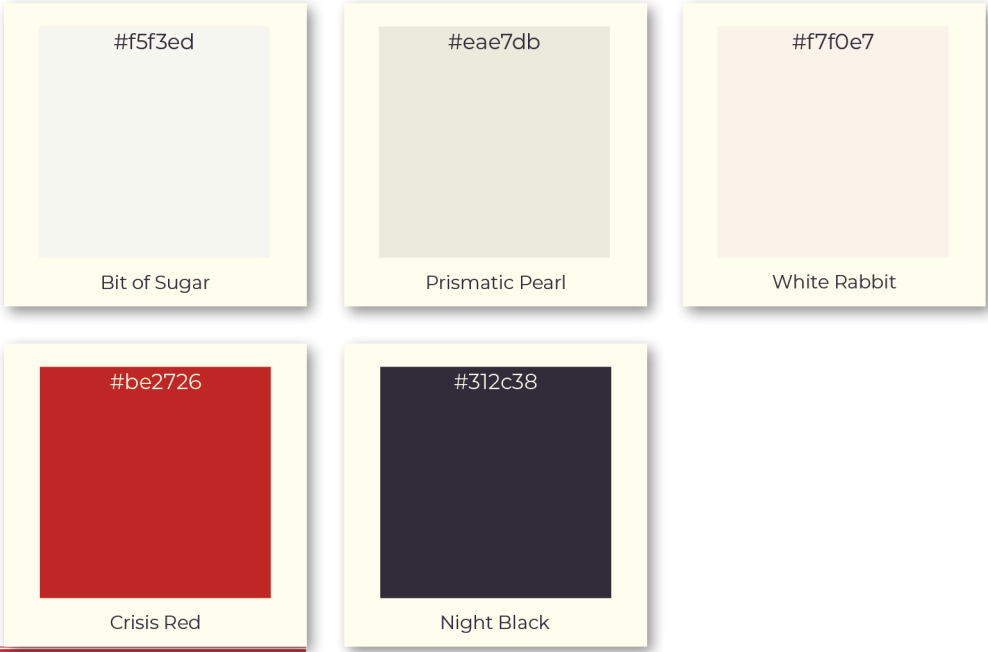
Wireframes

Experepel mi, sundand ebitissus ventium eveles
etur, ilit quae dis aut am nim accus nobitio tet
aut porrunti ut et officiam qui utemperit, ut aut
a qui tent, sam ut autem explige ndigendio.



Color

Palette & Icons



Final App Screens



04

Character Design

Drawing Inspiration from a Koala Bear I made this character depicting all its qualities, He is a lazy but Loyal confidant of the protagonist, a bit moody, always sleepy but when the opportunity presents itself he's hungry for some action with his Boomerangs.



Plot & Sketches

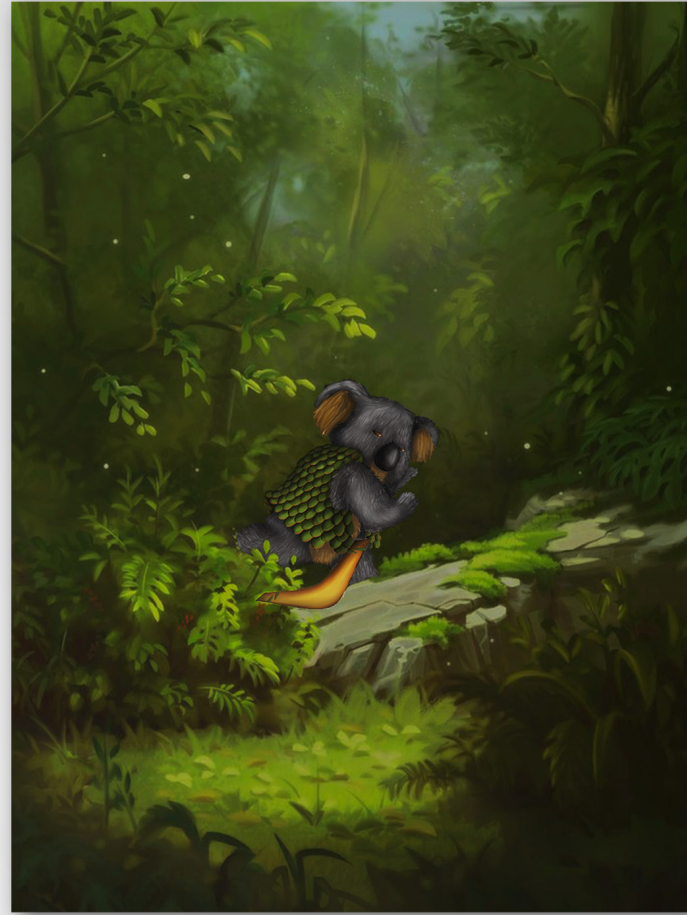
There has been an Interdimensional war ramping through the galactical realms, the crow has been taking over dimensions and ravaging through like a parasite.

Two beings, Tortise & Koala, come to the aid of the empress, to help protect her land and avenge those who succumbed to the terror of the crow.

The trio, [moth, tortise & koala], must travel through the dense forests to where the crow resides, and close the interdimensional portal he forced the tortise to make.



Final Character



Character Sheet

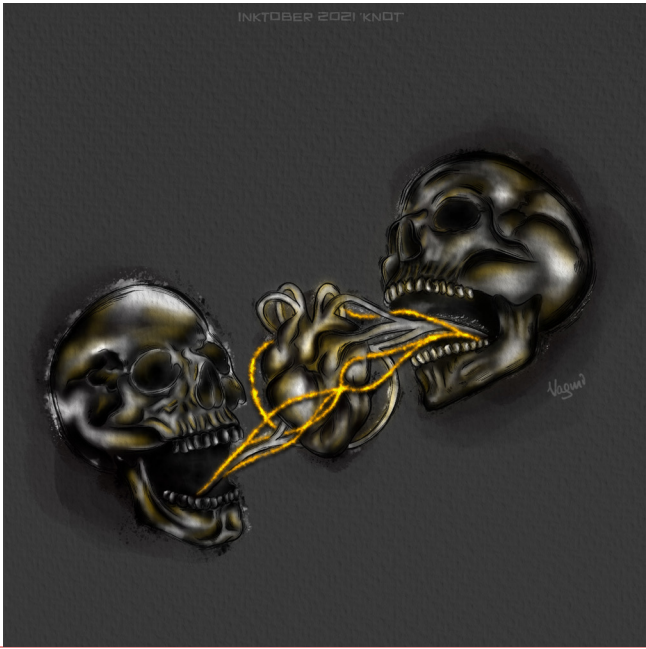
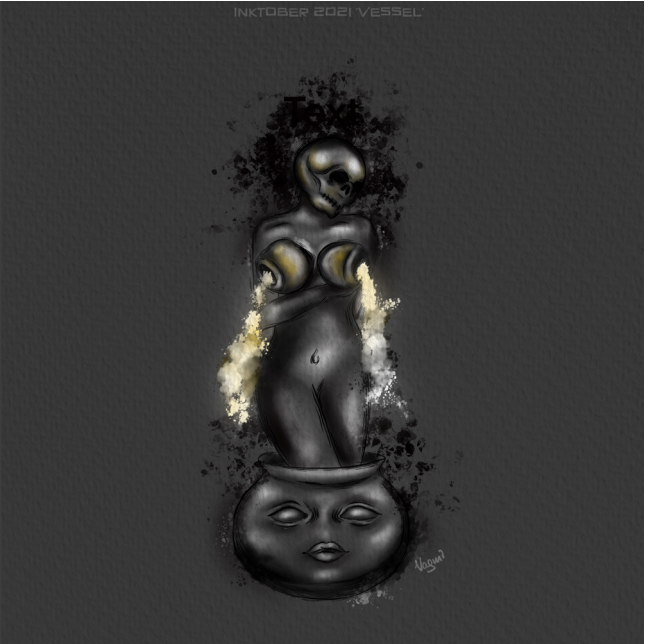
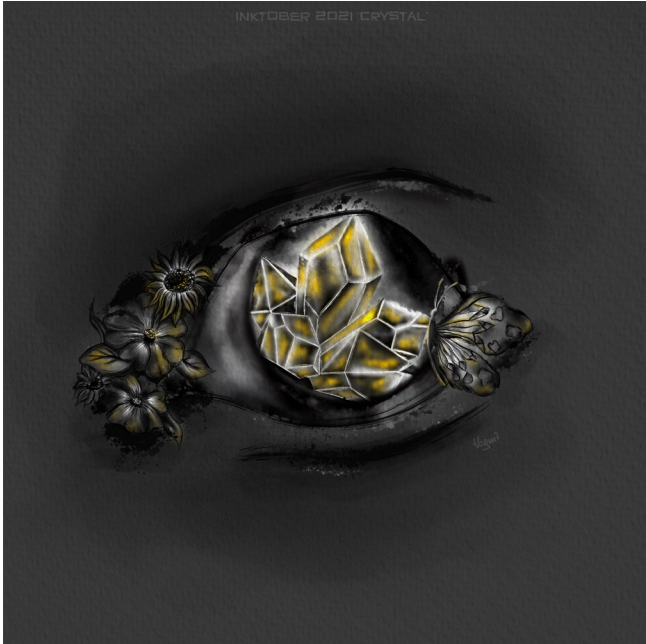
Kyto is a lazy but Loyal confidant for te Luna Moth. Given the Koala's nature he is a heavy sleeper and a bit moody, but when needed he can jump right in the action with his Boomerang.



04

Inktober 2021





04

Digital Illustrations







Vagmi Karera | 2021



05

Poster Design





Thank You!

To view more of my work visit:

7354169777
vagmika08@gmail.com
@vague.me_ on Instagram
<https://www.linkedin.com/in/vagmi-karera/>
<https://www.behance.net/vagmi>

Cover Art & Mandala Pattern done by me.