PORT FOLIO

yukti thakkar

RTLIO

Communication Design

CONTENT

01 APP DESIGN

Background(why):
There is no one platform for people who lives alone in another city to know about the tiffin services options available.
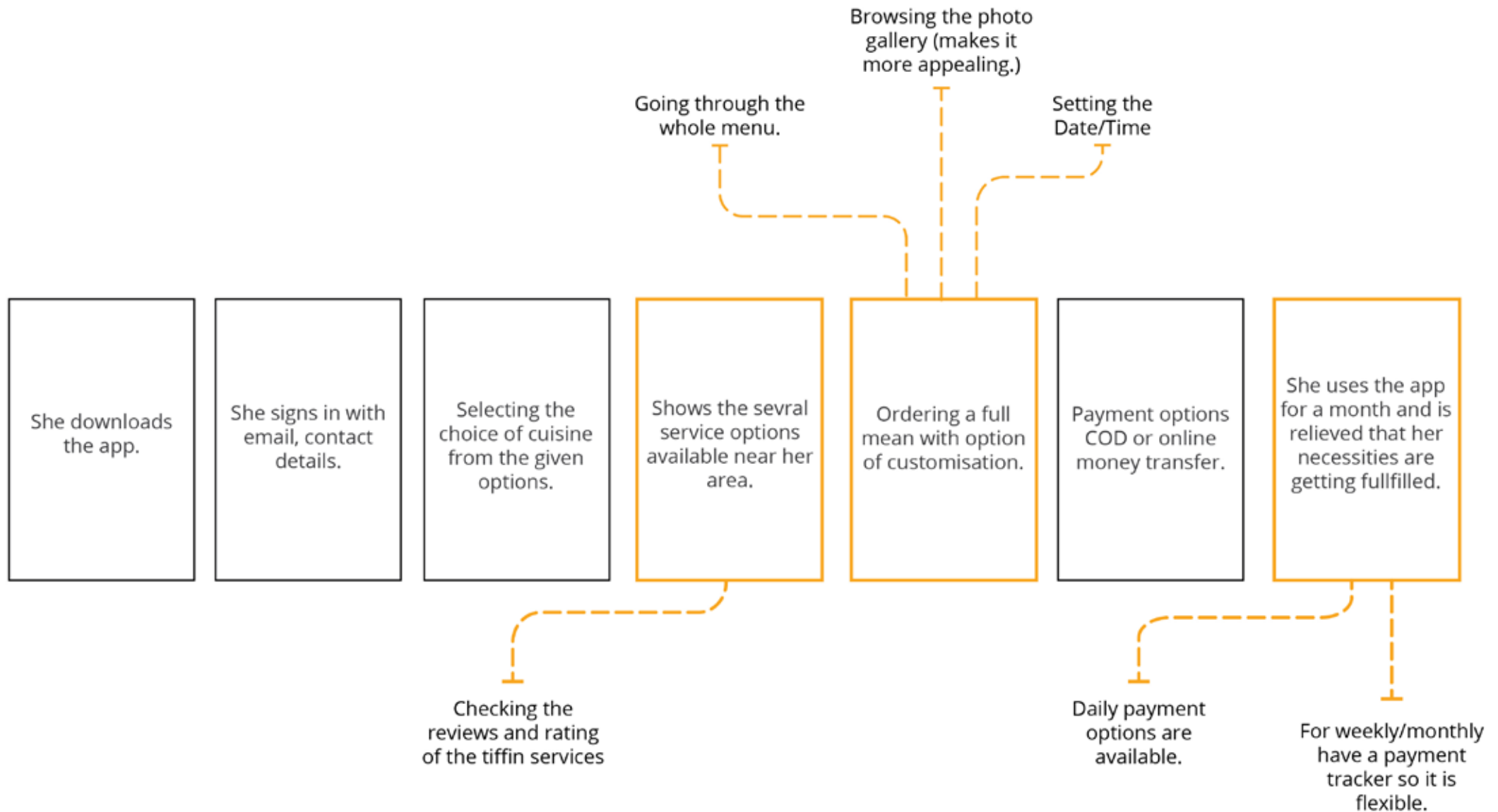
Targer Audience(Who):
People living alone and working from any other city.

Objective(what):
To create and design an app where one can find the tiffin services of their city according to their preference. This will bridge a gap between home kitchens and people living alone and in need of home-cooked food.

JOURNEY MAP

Browsing the photo gallery (makes it more appealing.)

Going through the whole menu.

Setting the Date/Time

| She downloads the app. | She signs in with email, contact details. | Selecting the choice of cuisine from the given options. | Shows the sevral service options available near her area. | Ordering a full mean with option of customisation. | Payment options COD or online money transfer. | She uses the app for a month and is relieved that her necessities are getting fullfilled. |

Checking the reviews and rating of the tiffin services

Daily payment options are available.

For weekly/monthly have a payment tracker so it is flexible.

WIRE FRAMES

Enter your phone
number to sign in

Log in/Sign in
Page

Profile of
Tiffin Service

Add the item
to your cart

Detailed form
for sign up

Enter the OTP
you received.

Cart with delivery
slot option

Your Order has
been placed

Shetter

App design -

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FINAL UI

Selectiong items to add in cart

Cuisine selection

CUISINES

Gujarati

North
Indian

South
Indian

Cart profile

Profile list

NEAR BY YOU

Radhey Tiffin Service
Cuisine: North Indian
Review: ★★★☆☆

Home Style Tiffin Service
Cuisine: Gujarati, North Indian
Review: ★★★★☆

Back

Radhey Tiffin Service
Cuisine: Gujrati
Review: ★★★☆☆

Gallery   Feedback   Review

Subscription

April   1
May   6   2021   To
June   4

April   1
May   6   2021
June   4

Menu

Breakfast:

Thepla - 8pcs
(Lorem ipsum dolor sit amet, consectetuer
sed diam nonummy nibh)
₹ 20

Palak-Methi Muthiya - 250grms
(Lorem ipsum dolor sit amet, consectetuer
selit, sed diam nonummy nibh euismod)
₹ 50

Back

Radhey Tiffin Service
Cuisine: Gujrati
Review: ★★★☆☆

Gallery   Feedback   Review

Subscription

April   1
May   6   2021   To
June   4

April   1
May   6   2021
June   4

Menu

Breakfast:

Thepla - 3pcs
(Lorem ipsum dolor sit amet, consectetuer
sed diam nonummy nibh)
₹ 20

Palak-Methi Muthiya - 250grms
(Lorem ipsum dolor sit amet, consectetuer
selit, sed diam nonummy nibh euismod)
₹ 50

Cart :

Cart

Your Order

Back

Your Order Has Been Placed

Your Order   Quantity

Total amount paid   ₹120

Order placed

Tiffin service profile

02

PACKAGING DESIGN

Background (why):
The package is not easily operated which makes the whole process so much messy. The visuals on the ice cream package don't create fun and excitement for users. The material is not too thin and not too thick but it is hard to tear.

Target Audience (who):
Upper Middle Class

Objective (what):
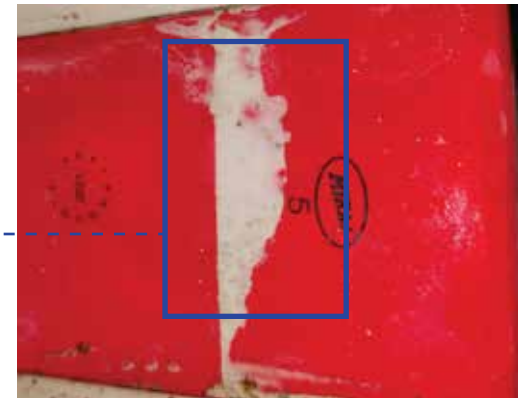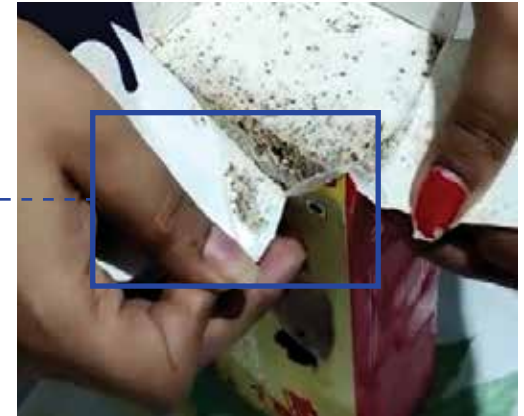To provide better and easily accessible packaging that creates excitement among the users. Give a visual experience that excites the user.

Packaging Design -

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PROBLEM AREA

Packaging

- Storage Problem
- Messy Process
- Paper gets Squishy
- Doesn't tear properly
- Paper sticks on Ice cream
- Handling and Opening

Visuals

- Not bringing excitemen
- Dull and formal
- Not conveing the emotion
- Not connecting with people

Scope of Work

- Easy to hold and easy to use.
- Avoid any kind of spill.
- Using bright and catchy colored illustrations.
- The fun elements and attract users.
- Convenient use.
- Operates in parts.

The visual of ice cream packaging should match the excitement of the consumer. Taking this concept ahead and making the visuals for packaging that people can connect with. Using the phrase like 'let's cry over your breakup with chocolate Ice cream' or 'Let's celebrate nothing and everything.' Color coding the ice cream to avoid chaos and making it easy to operate for the shopkeeper as well.

Dividing the visual part also in two parts as perforation keeping a solid color with logo and the other side for the doodle. To give the breathing space keeping the backside simple yet catchy.

Opening

Other side flap

Back Side

Inside flap with handle

CHOCOLATE ICE CREAM

LET'S CRY OVER YOUR BREAK-UP WITH CHOCOLATE ICE CREAM!

Havmor
ICE CREAM

15cm

8cm

8cm

01

02

03

04

CHOCOLATE ICE CREAM

Havmor
ICE CREAM

CHOCOLATE
ICE CREAM

03
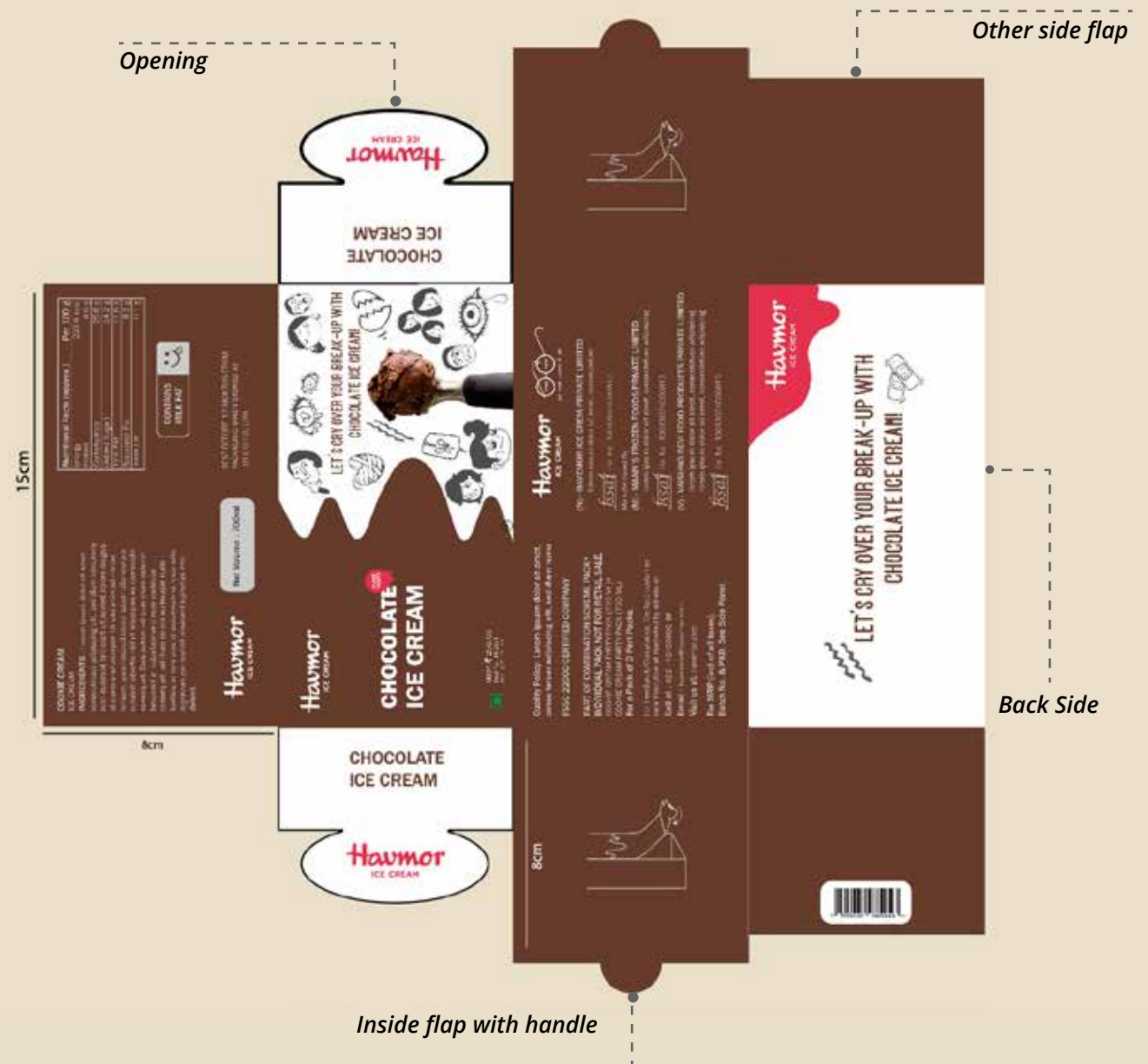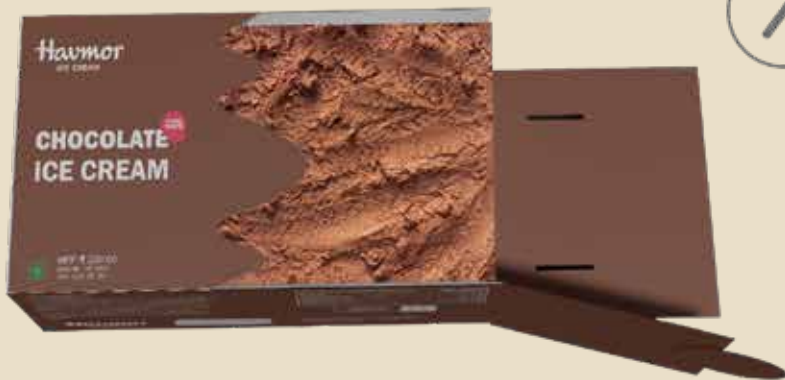
Objective
The objective is to design a unified branding system for the city of Ahmadabad in order to deliver the emotion of entrepreneurial spirit and welcoming opportnties of developing City.

Target audience
Firstly, multi national companies, to encourage businesses Secondly, global investors invest from all over the world to give them a platform. Third, tourists and travellers, because nothing travels faster than word of mouth and social media posts.

AMDAVAD
Building connections

AMDAVAD
Tourism

AMDAVAD
Infrastructure

AMDAVAD
Education

AMDAVAD
Trade and Commerce

AMDAVAD
Transport
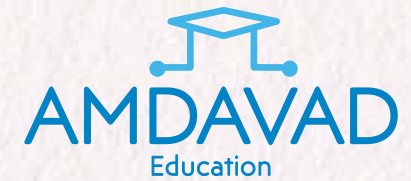
Key Points collected in Interviwes

Infrasturcture.

- The infra creates a communal difference between Hindu-Muslim communities. The spacious living of the city attracts many migrants to settle here.

Heritage

- Pols are like narrow streets where life is congested but also it's where the real heritage and culture of Ahmedabad resides.

Trade and commerce

- large scope of development since the city has dynamic man power. Trade and business opportunities attracts people making comopolitian city.

People of Ahmedabad

- They make everyone feel like their own and at home.
- Mix of different communities and still united.
- Dhandho-dhari (business minded), Sabhyajanak (welll behaved)

Future of Ahmedabad

- Ahmedabad is predicted to surpass Delhi, Mumbai and Bangalore in terms of infra and new businesses emerging.
- It will lead to establishment of more industries lead to great job opportunities Ahmedabad is student centric, thus contribution in newer innovations and establishments will witness more input from the youth.

Clear Space

Spacing

0.75 pt thickness

0.5 cm spacing

Does and Don'ts

1. logo should not be stroched

4. hierarchy should be maintained

7. maintain clear space

2. logo should be smaller than logo type

5. dont not use drop shadow or any other filter

8. dont use logo on a busy background

3. horizontal orientation should not be used

6. only use primary or secondary colours

City Branding -

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Final Colored Logo:

Blue colour instils the feeling of loyalty, trust, integrity, confidence and responsibility To build connections, grow infrastructure, trade and commerce and develop tourism, having all these qualities are of the highest priority.

AMDAVAD
Building connections

Primary Color scheme

C: 65%
M: 10%
Y: 00%
K: 00%
Hex:
42B5E7

C: 85%
M: 40%
Y: 00%
K: 00%
Hex:
0282C6

Secondary Color scheme

C: 19%
M: 16%
Y: 15%
K:
Hex:
CCCCCC

C: 64%
M: 55%
Y: 53%
K: 27%
Hex:
575A5B

C: 96%
M: 86%
Y:
K:
Hex:
0938AF

Final Typeface:

GILL SANS MT

LIGHT REGULAR **BOLD**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! @ # & ? / *

POSTERAMA TEXT W07 LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! @ # & ? / *

अमदावाद

YUKTI THAKKAR

04

The main objective was to compose new 'type forms' and apply them in contemporary contexts, and to design letterforms for a new font style with key characters that define the type which is useful for aesthetic and functional considerations.

Weight: Semi bold, Bold
Width: Normal
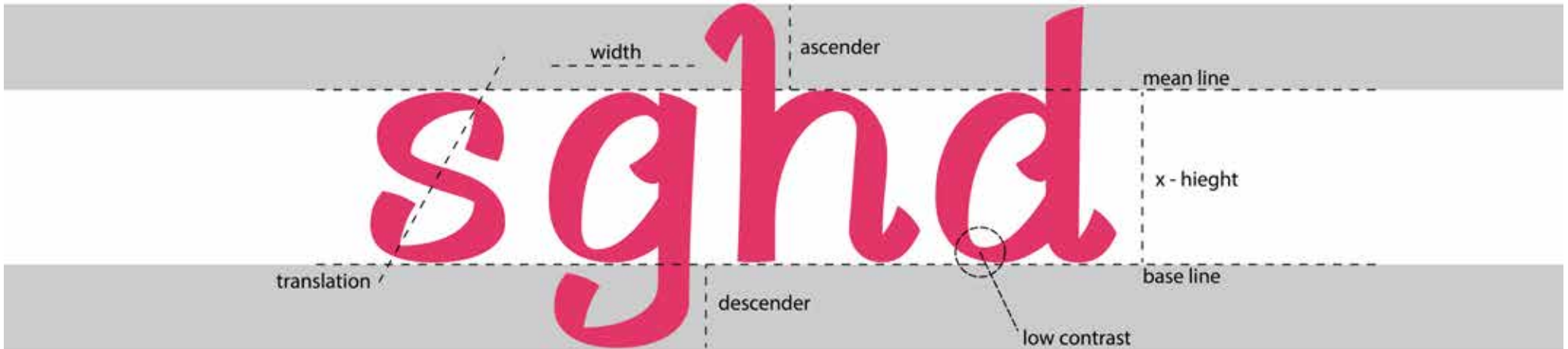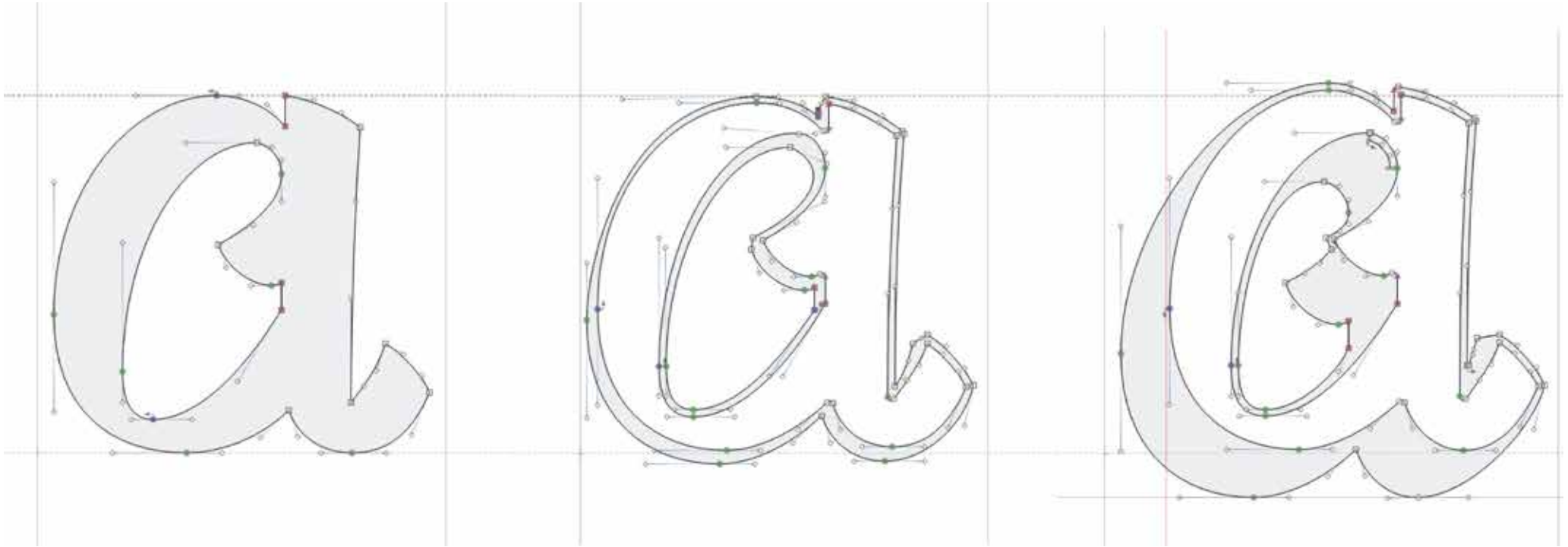**Contrast amount:** Some
Construction: Upright
Construction type: Translation
Stroke ending: Straight, Straight(rounded)

adhesion

adhesion

adhesion

width

ascender

mean line

sghd

x - hieght

translation

descender

base line

low contrast

Type Design -

YUKTI THAKKAR

abcdefghij

klmnopqrs

tuvwxyz

out out out out out
out out out out out
out out out out out
out out out out out
out out out out out
out out out out out
out out out out out
out out out out out

2020

Type Design -

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I had to choose an artist and one artwork by that artist, and have to replicate that artwork as well as the style of the artist on digital medium and recreate a new artwork.

I selected an artwork by Frida Kahlo. I tried to take the same element from the artwork and some of her style of painting and created this artwork. I also designed an environmental space to display this artwork. Rather than putting it into the museum I decided to display it on the street so every passing by can see this.

Digital Illustration -

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Digital Illustration