

Communication Design
Portfolio.

Graphic Designer **judges a book by it's
cover.**

About Me

Education

Bachelor's of Communication
Design
Nirma University, Ahmedabad

ICSE 2016, SSC
ICSE 2018. HSC
S N Kansagra School, Rajkot

Experience

-Rural exposure and Documentation
Rajasamand, Rajasthan

-Worked as intern at Ask Studio
Rajkot, Gujarat

-Worked as intern at Purple Phase
Communication
Ahmedabad, Gujarat

Interests

Illustrations
Sketching
Travelling
Sports
Make-up
Dancing

Contact

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.com

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shivaniportfolio.com

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+91 9876543210

Hello. ■

I Shivani Patel, fellow student from Nirma University firmly believes that 'difficult roads often leads to beautiful destinations.' I am reliable and often seek new responsibilities within wide range of areas. So i am working ON MYSELF, BY MYSELF and FOR MYSELF.



06-15

15-18

18-21

**UI-UX App
Design**

**Packaging
Design**

**Publication
Design**

1

2

3

Brief
Journey Map
Wireframes
Styleguide
Log In/Sign-Up
Explore

Design Brief

Design Brief
Illustrations

22-27

28-31

32

**Communication
Branding**

**Character
Design**

Illustrations

4

5

6

Background
User Matrix
Final Logo and Tagline
Social media posters

Sketches
Final character
Final concept board

01



**UI-UX App
Design.**

We-Desi dabbawala

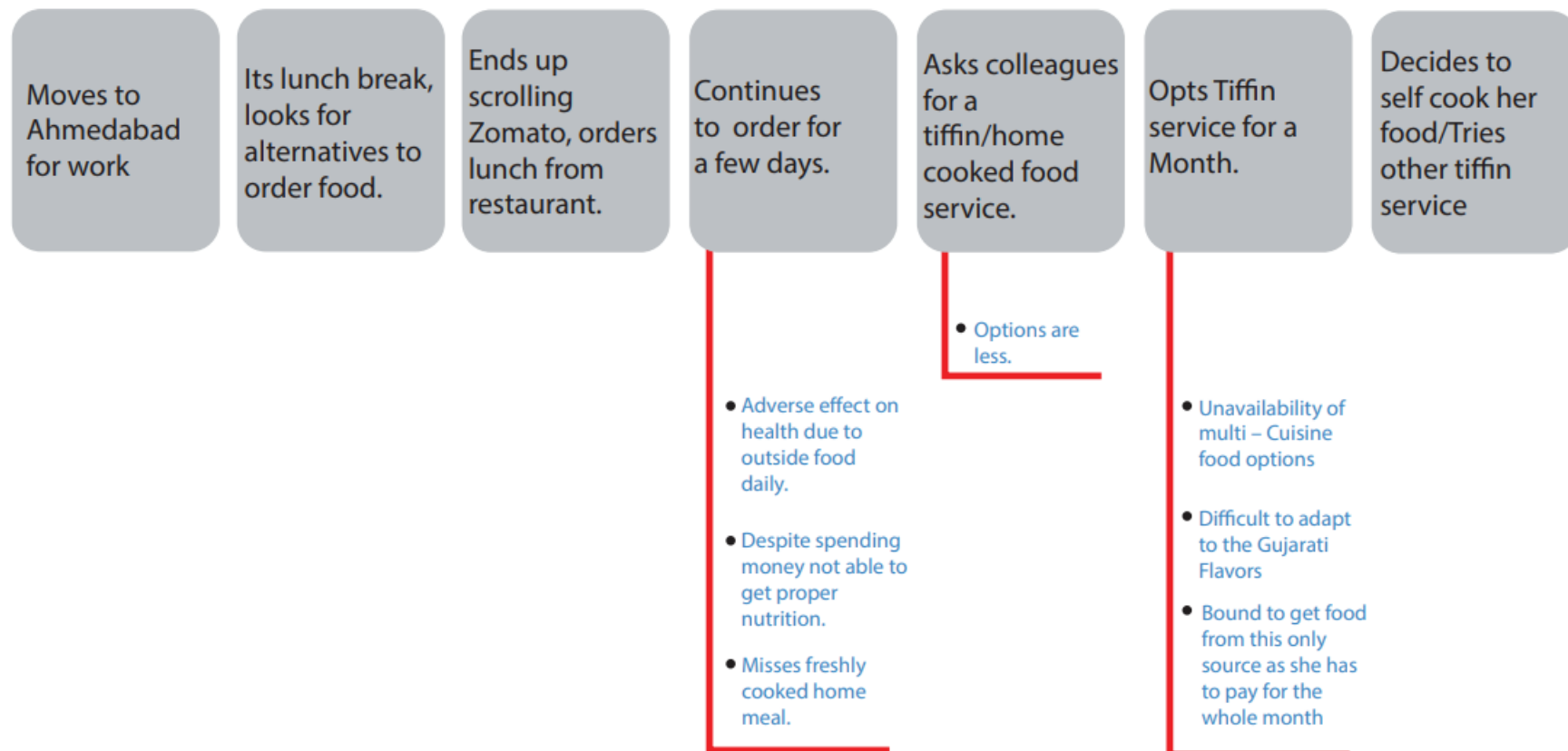
-Tiffin Service App

The app designed for Tiffin services available during lockdown. The app talks about different availability of tiffin services which will help in finding proper healthy and nutritious food.

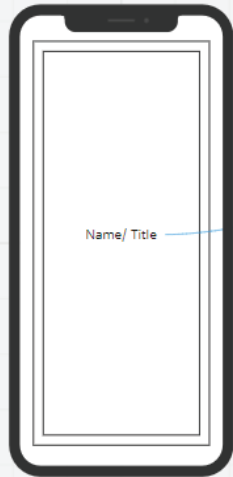


JOURNEY MAP

— CURRENT



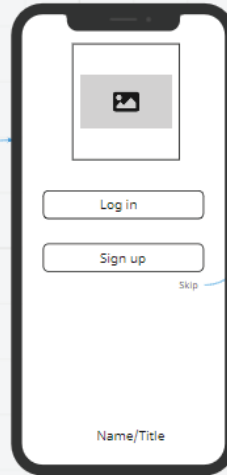
Screen 1



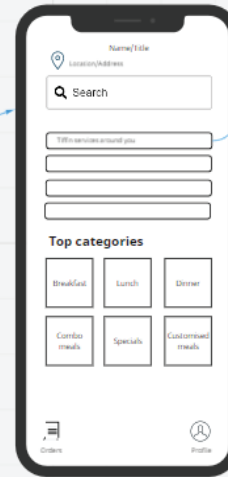
Screen 2



Screen 3



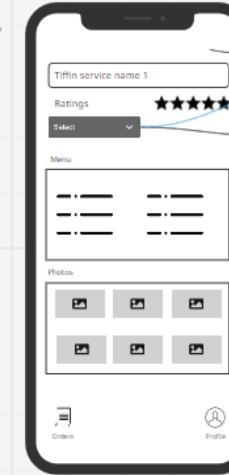
Screen 4



Screen 5



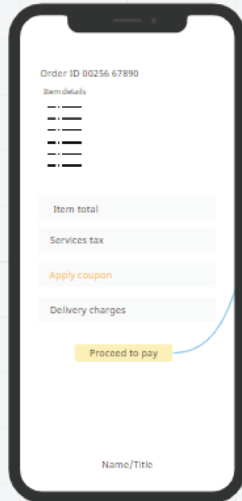
Screen 6



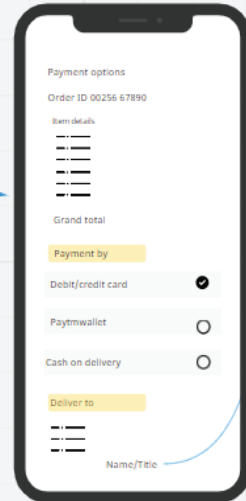
Screen 7



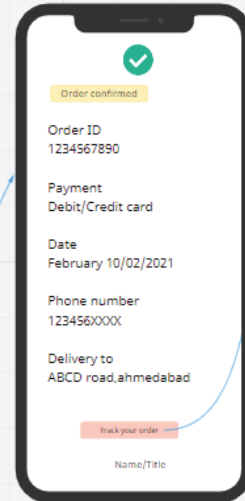
Screen 8



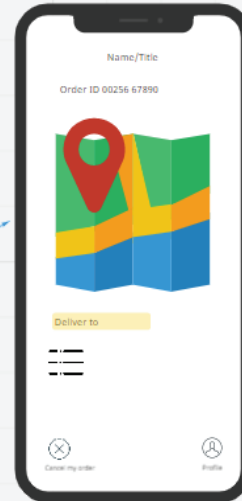
Screen 9



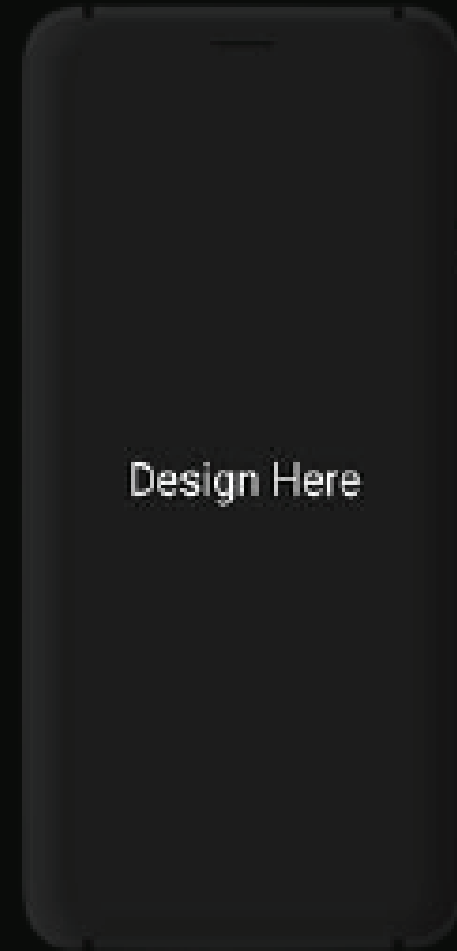
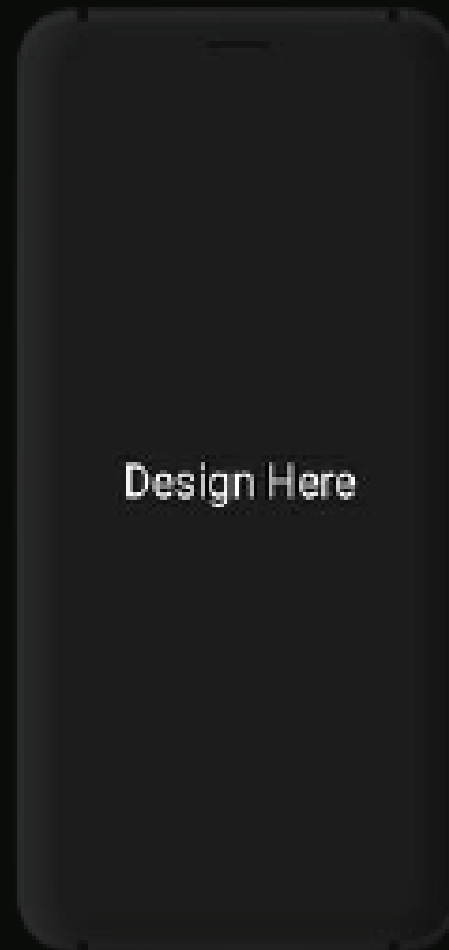
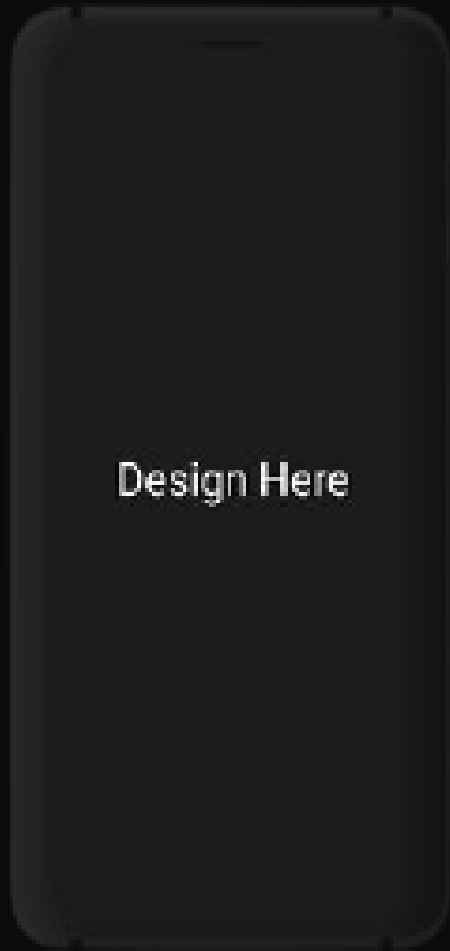
Screen 10



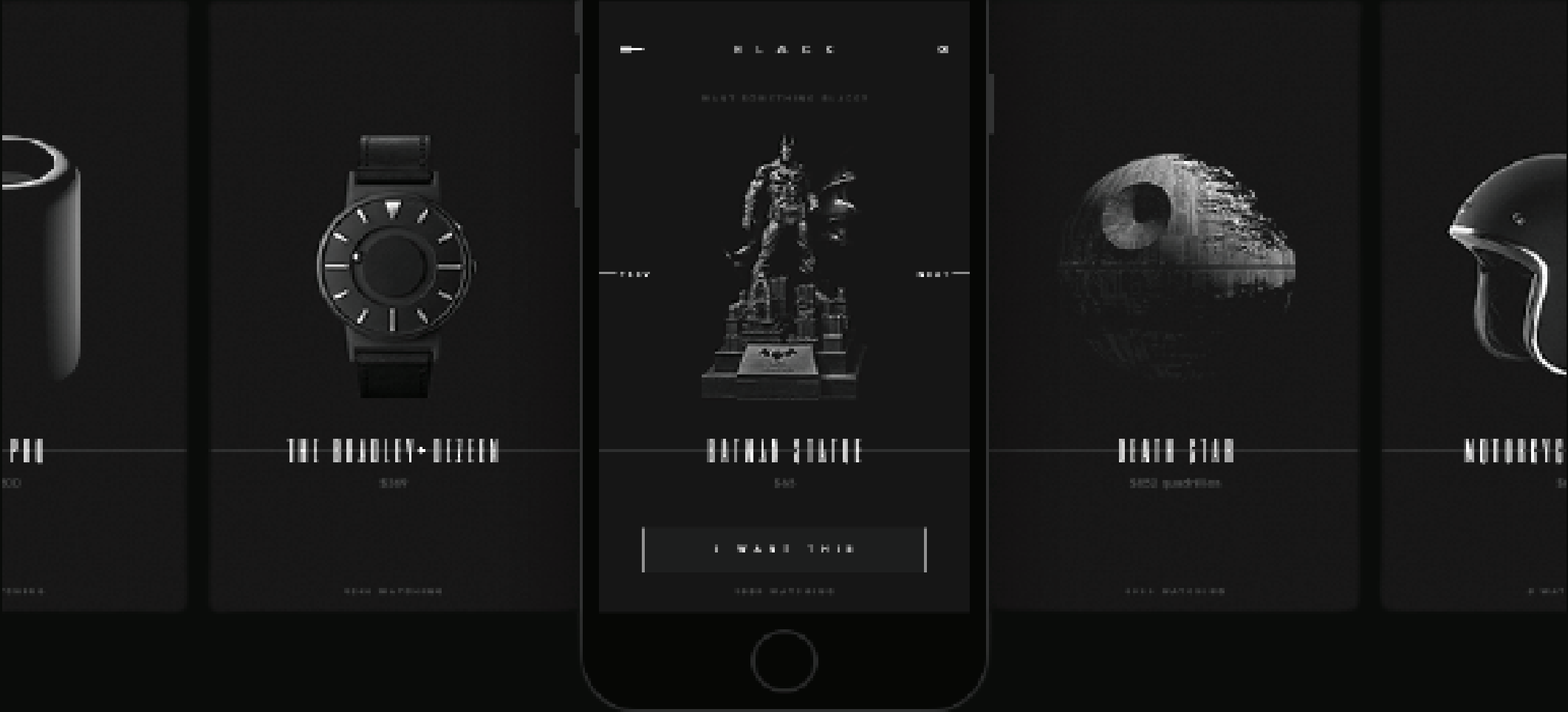
Screen 11



log in/sign up



explore



02

**Packaging
Design.**





100% organic

Cow Desi Ghee

गाय देशी घी



Nutritional information:

Calories: 42
Protein: 0 grams
Fat: 5 grams
Carbohydrates: 0 grams
Fiber: 0 grams
Sugar: 0 grams

Net ml_500 ml

Mfd:

Batch no:

MRP: incl of all taxes

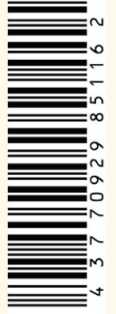


fssai

Manufactured by: Organic production

100 E Charleston

www.organicghee.com



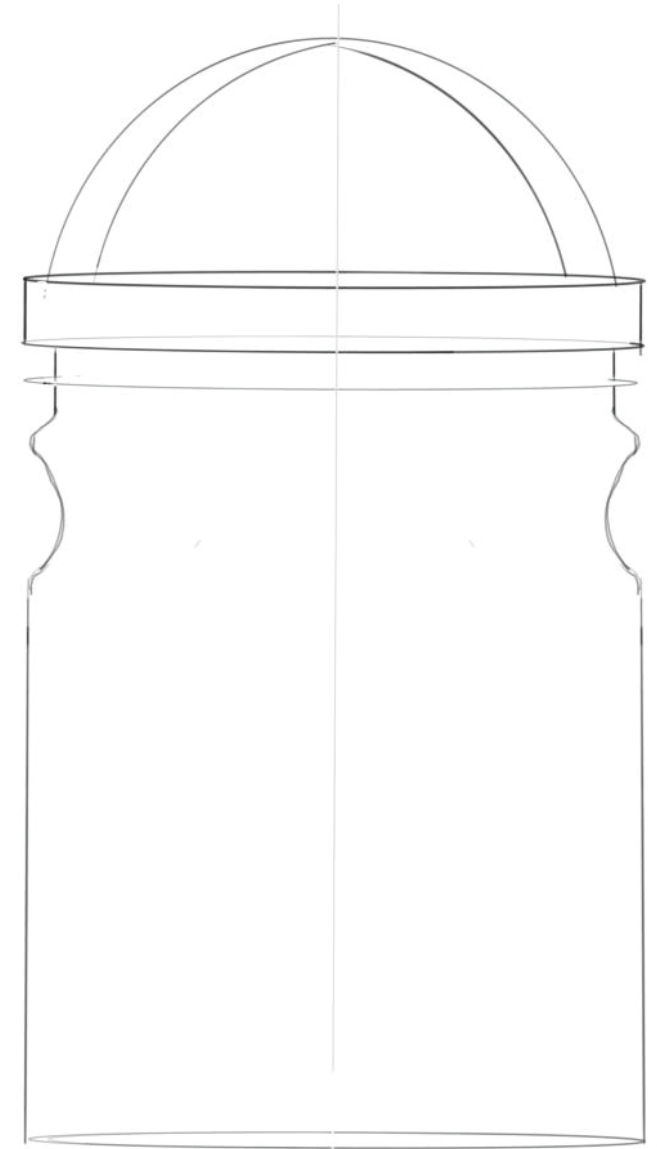
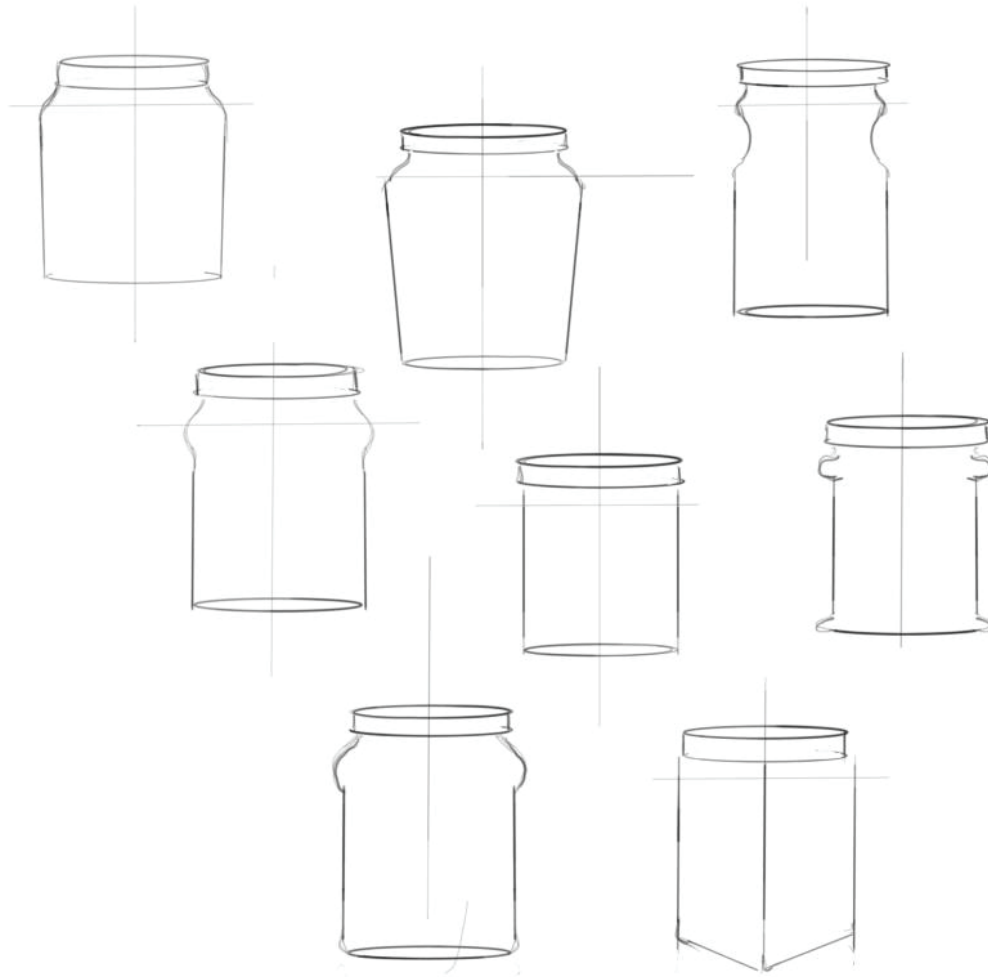
Made using 100% Desi Cow Milk from indigenous cows. Our Desi Cow Ghee offers dollops of natural goodness. It is prepared using the traditional Vedic hand churning. This method does not use any chemicals which results in natural high-quality Ghee. A real Superfood to include in your meals!

Key Benefits

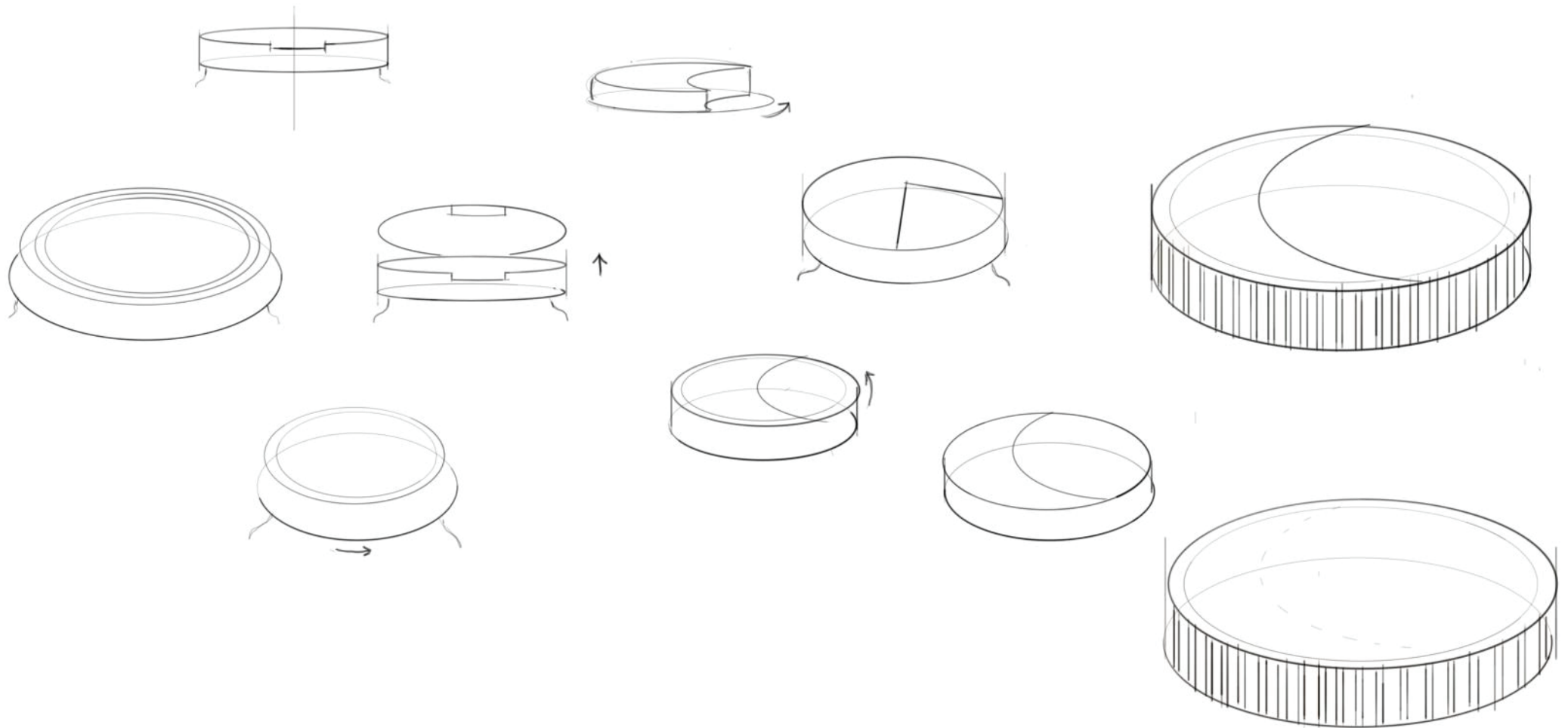
- 100% pure & natural
- Great nutrition source
- No preservatives
- Made using traditional method



CONCEPT DEVELOPMENT



LID SECTION-CONCEPT DEVELOPMENT



RE-PACKAGING OF GHEE BOTTLE



It talks about Re-packaging of the product as per user problems which needs to be solved. The brand name DESI GHEE is purely home made and will not have any added preservatives. The bottle is re-designed in considering the problems faced by the users. Many of the students who live alone and cook by themselves are facing difficulties why using the product, difficulty such as holding the bottle, dispensing the product from one container to other. Thus solving packing issues the students who are living by themselves or/ who cook by themselves and mothers who face issue while handling the same is one vital aspect considered.



Nutritional information:

100gms (3.5 oz)

Energy (kcal)

Protein (g)

Total Fat (g)

Carbohydrates (g)

Sodium (mg)

Fiber (g)

Net wt. 500 ml

500 ml

Batch no.

MRP: Incl of GST

With only 100% pure Cow Milk from indigenous cows, Cow Desi Ghee has all the benefits of natural goodness. It is prepared using the traditional wood-fired chulni. It is a healthy and delicious addition to your diet. It is a healthy and delicious addition to your diet.

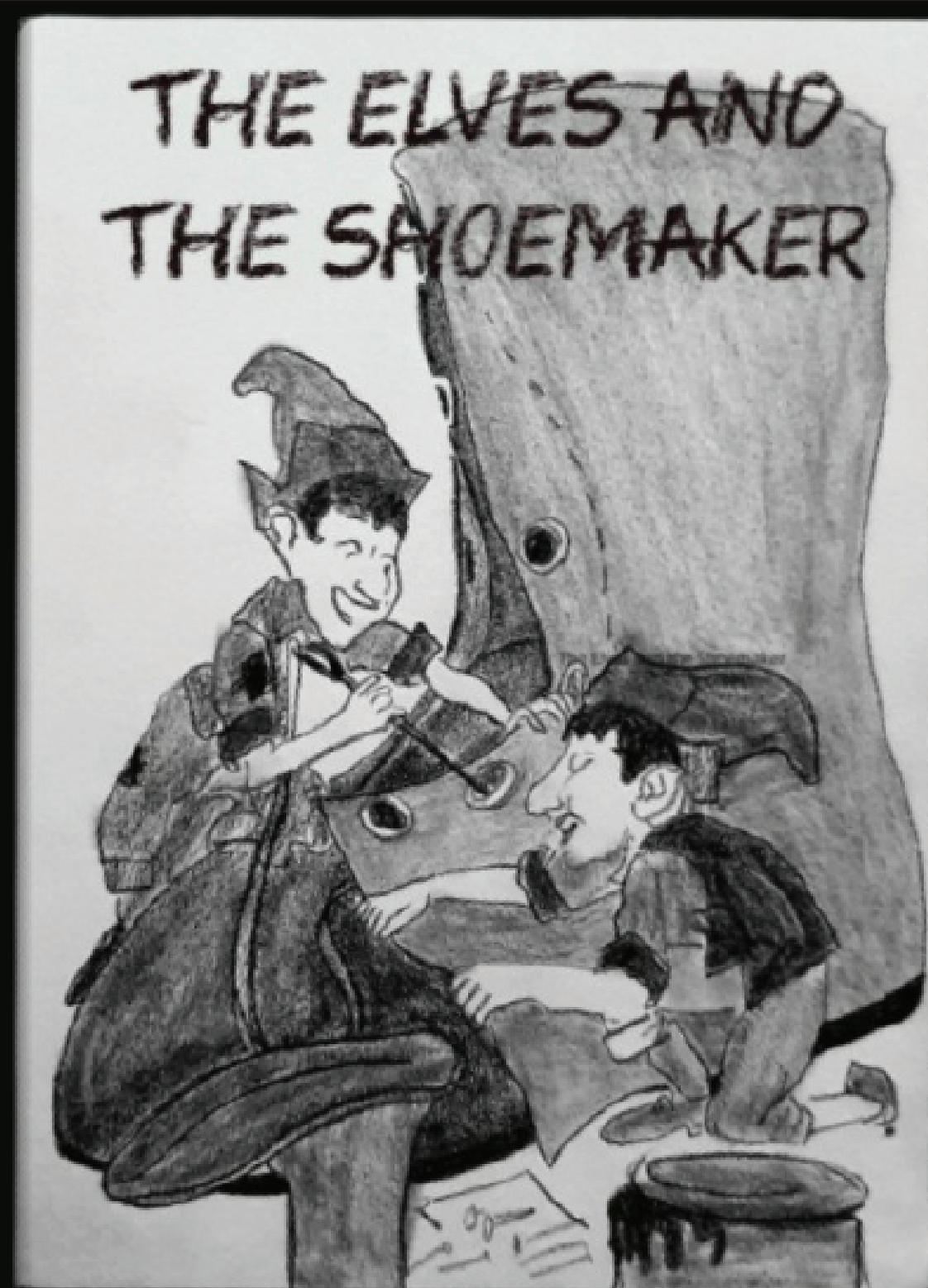
Good for your health and adds to your meals.

Key Benefits

- Rich in vitamins and minerals
- Good for heart and blood
- Helps in digestion
- Prevents cholesterol buildup

03

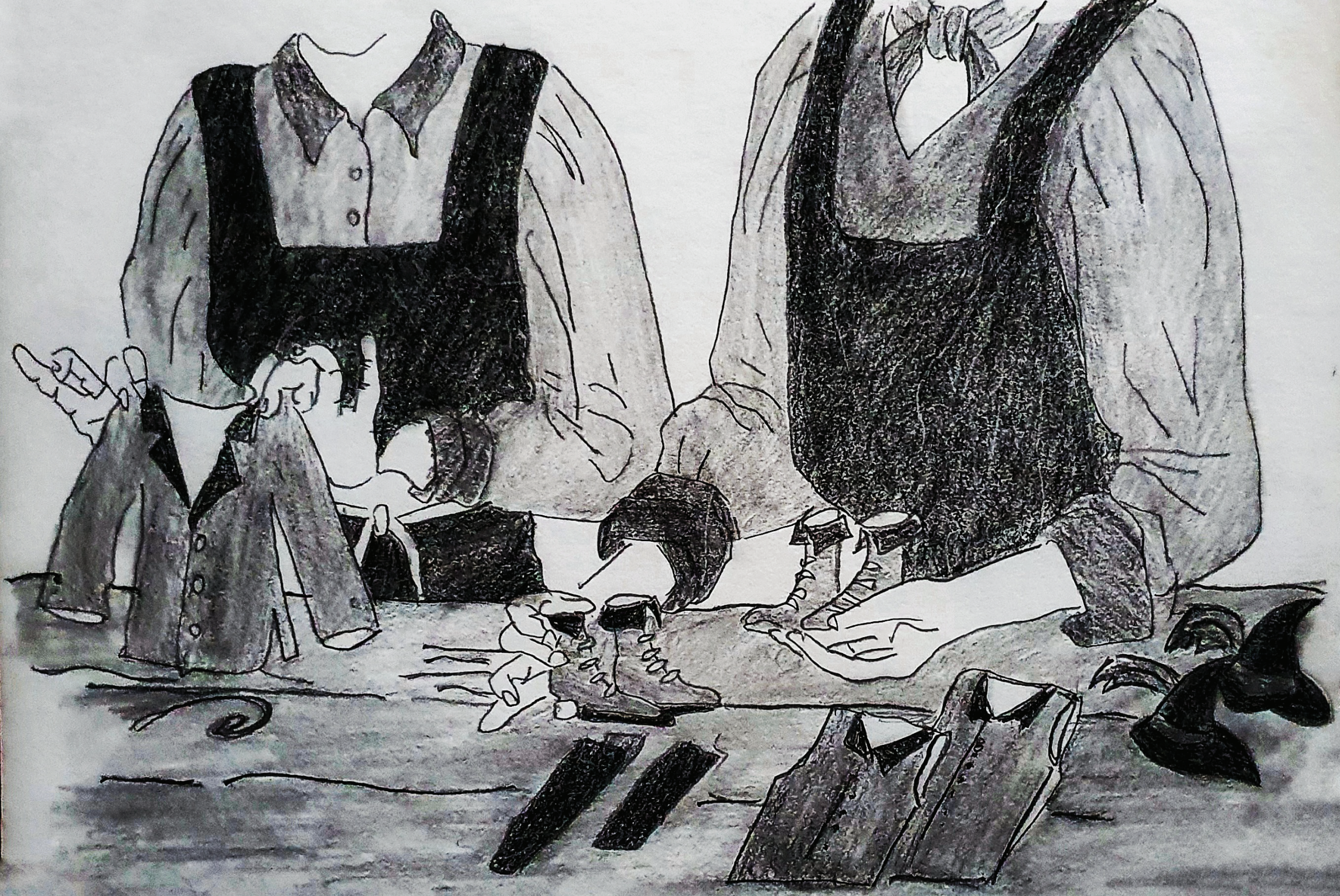
**Publication
Design.**

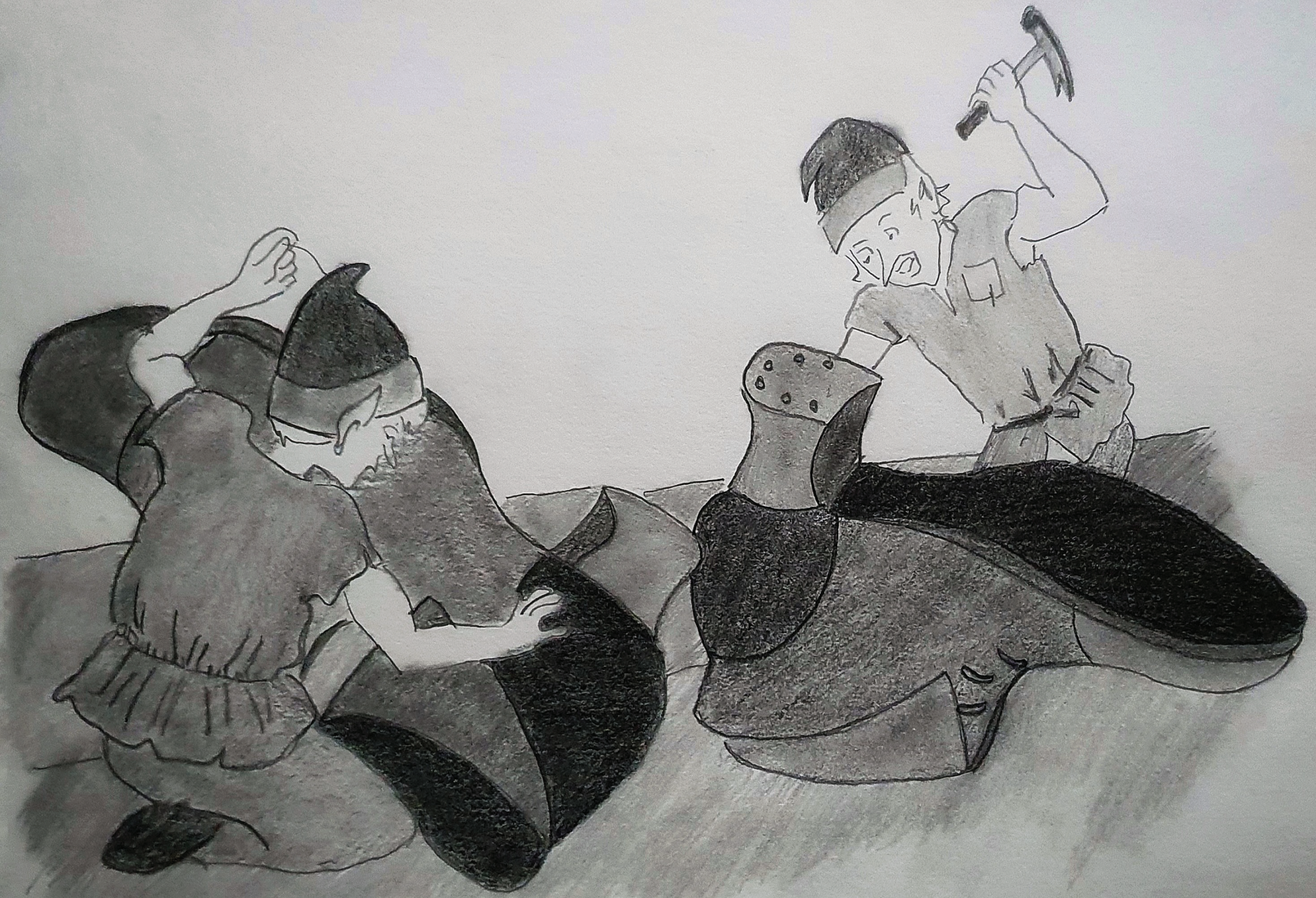




And on they went, 'til the job was quite done, and the shoes stood ready for use upon the table. This was long before daybreak, and then they bustled away as quick as lightning. The next day the wife said to the shoemaker, "These little wights have made us rich, and we ought to be thankful to them, and do them a good turn if we can. I am quite sorry to see them run about as they do, and indeed, it is not very decent, for they have nothing upon their backs to keep off the cold. I'll tell you what—I will make each of them a shirt, coat, waist-coat and pair of pantaloons, and you make each of them a little pair of shoes. The thought pleased the good cobbler very much, and one evening, when all the things were ready, they laid them on the table, instead of the work that they used to cut out, and then went and hid themselves, to watch what the little elves would do.









04

Branding Communication.



Popcorn Society

Let's share the love for Cinema.

Background

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.

Target Audience	Communication Demands	Need & Strategy for Communication	Best Means/ Channels	Key Message	Expected Impact & Effect
18 to 24 Year Olds [Youth]	<ul style="list-style-type: none"> o Having difficulty in finding people to discuss specific aspects related to cinema. 	<ul style="list-style-type: none"> ↪ Global Connection ↪ Tap into the Curiosity. 	<ul style="list-style-type: none"> o Social Media Posts. o Pop-Up Ads 		<ul style="list-style-type: none"> o They download our app.
25 to 40 Year Olds [Adult]	<ul style="list-style-type: none"> o Having difficulty in finding people to discuss films with. 	<ul style="list-style-type: none"> ↪ Escape from Reality. ↪ Global Connection. ↪ Tap into the Curiosity. 	<ul style="list-style-type: none"> o Social Media Posts. o Posters and Campaigns. 	<ul style="list-style-type: none"> o Find new friends and connections. o Expand your Network 	<ul style="list-style-type: none"> o People buy our app subscription. o Film lovers will get connected globally and will have a lot of exposure.
40 to 60 Year Olds [Middle-Aged]	<ul style="list-style-type: none"> o Difficulty in keeping a track of Movies. 	<ul style="list-style-type: none"> ↪ Nostalgic [lets be young again, Memories] ↪ Escape from Reality. ↪ Tap into the Curiosity. 	<ul style="list-style-type: none"> o Billboards o Social Media Posts. o Radio o TVC o Use of catchy phrases in regional language. 	<ul style="list-style-type: none"> o Lets be young again. o Connecting people both on and off screen. 	<ul style="list-style-type: none"> o People will start keeping track of their movies and will be able to give out their opinions on films.
60 Above [Elderly]	<ul style="list-style-type: none"> o Difficulty in keeping a track of Movies. 	<ul style="list-style-type: none"> ↪ Nostalgic. ↪ Tap into the Curiosity. 	<ul style="list-style-type: none"> o Billboards o Social Media Posts. o Radio o TVC 		<ul style="list-style-type: none"> o People will start recognizing artist and their initial work.

Social media posters

SHOLAY



**TUMHARA NAAM KYA
HAI...POPCORN SOCIETY!**



WHY SO SERIOUS?



**JOIN
POPCORN SOCIETY**



**BADE BADE CINEMA PE AISI
CHOTI CHOTI CHAT HOTI
REHTI HAI**



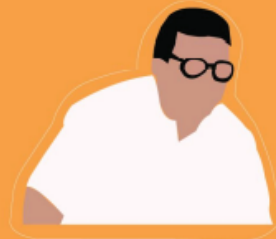
**CATCH *POPCORN SOCIETY* IF
YOU CAN!!**



JOIN NOW



HERA PHERI



**YEH *POPCORN*
SOCIETY KA STYLE
HAI..**

JOIN NOW



***SHERLOCK
HOLMES***



The end?

JOIN
POPCORN SOCIETY



SHOLAY



TUMHARA NAAM KYA
HAI...POPCORN SOCIETY!



WHY SO SERIOUS?



JOIN
POPCORN SOCIETY



BADE BADE **CINEMA** PE AISI
CHOTI CHOTI **CHAT** HOTI
REHTI HAI



CATCH **POPCORN SOCIETY** IF
YOU CAN!!



HERA PHERI



YEH **POPCORN**
SOCIETY KA STYLE
HAI..



SHERLOCK HOLMES



The end?

JOIN
POPCORN SOCIETY



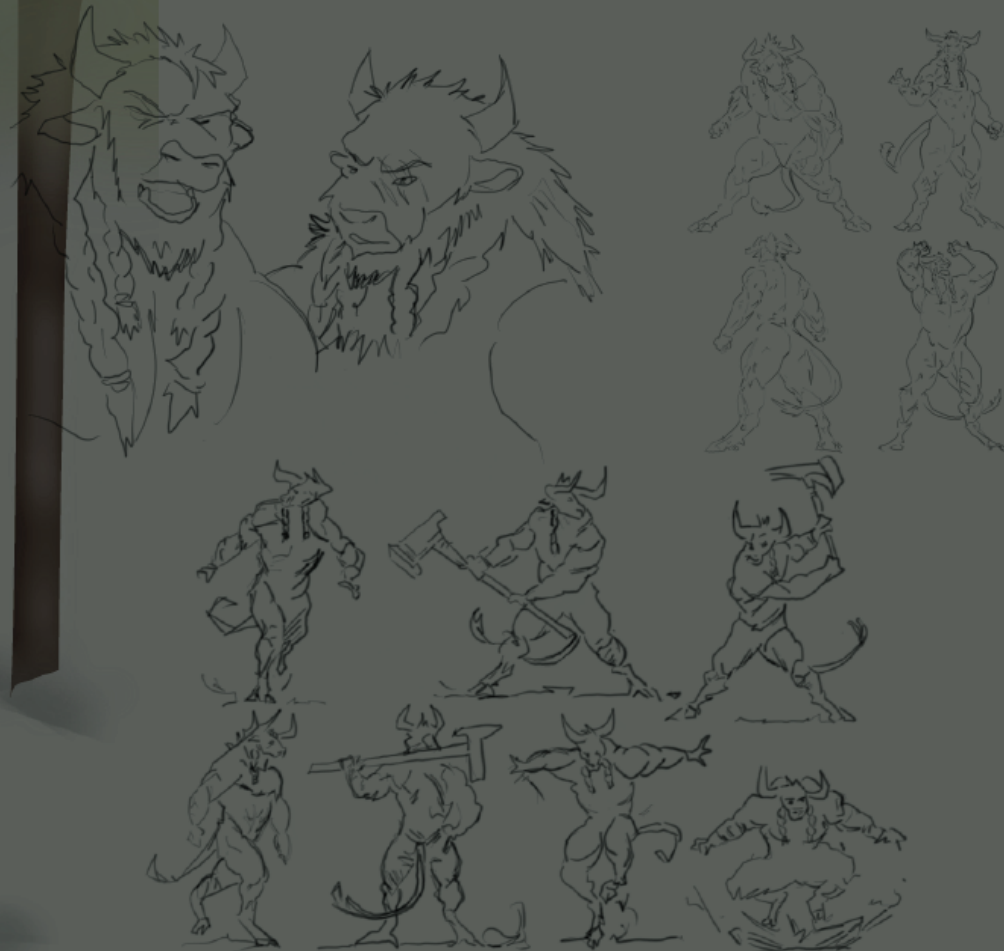


05

**Character
Design.**



Character Board



ARMUNN

Meaning: Warrior

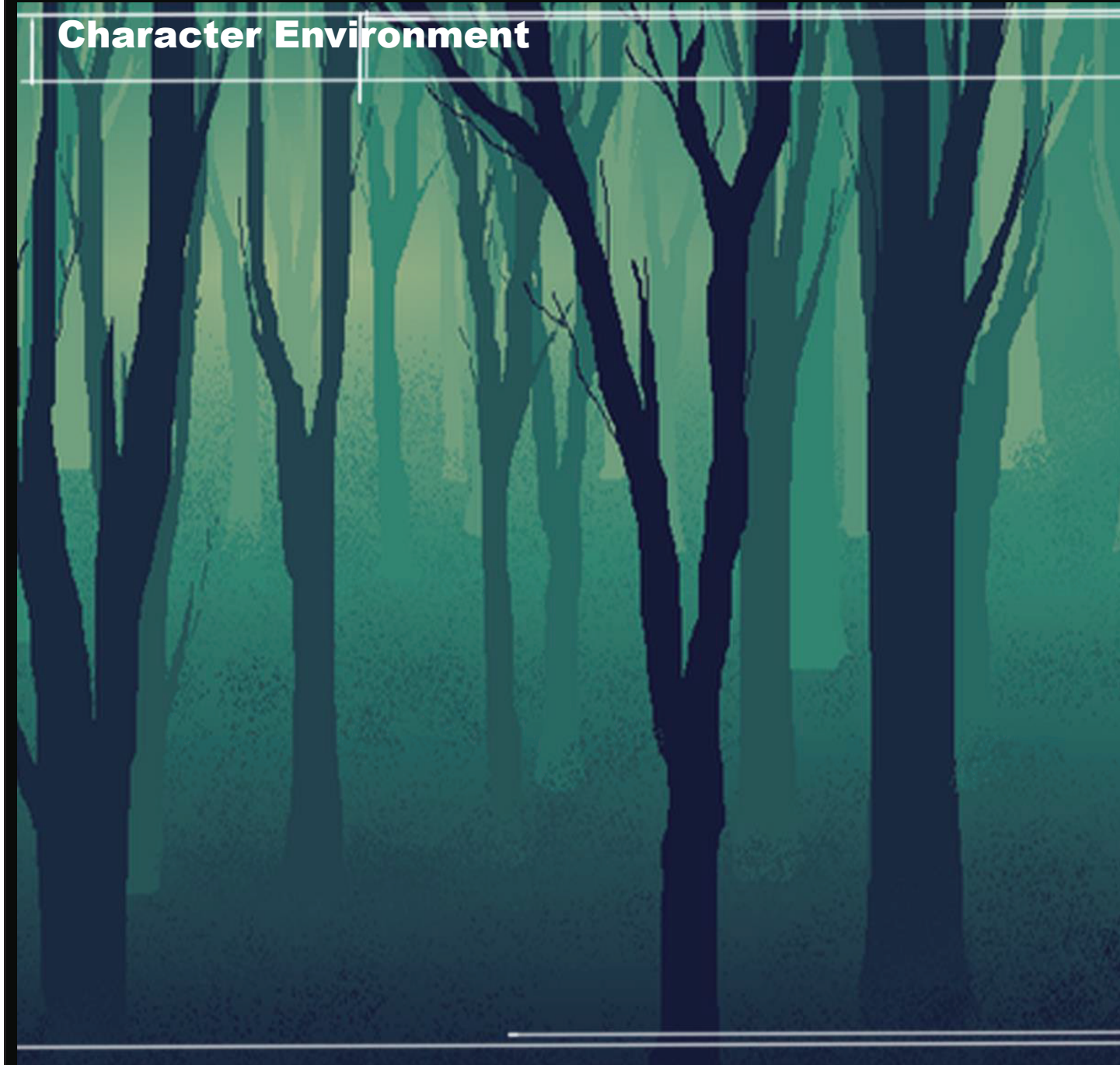


Sketches





Character Environment





Shivani
Patel.