

20 **PORTFOLIO** 21

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GRAPHIC DESIGN STUDENT

Curating magic one design at a time!

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Logo design

Publication design

Packaging design

Introduction from UI/UX

LOGO DESIGN

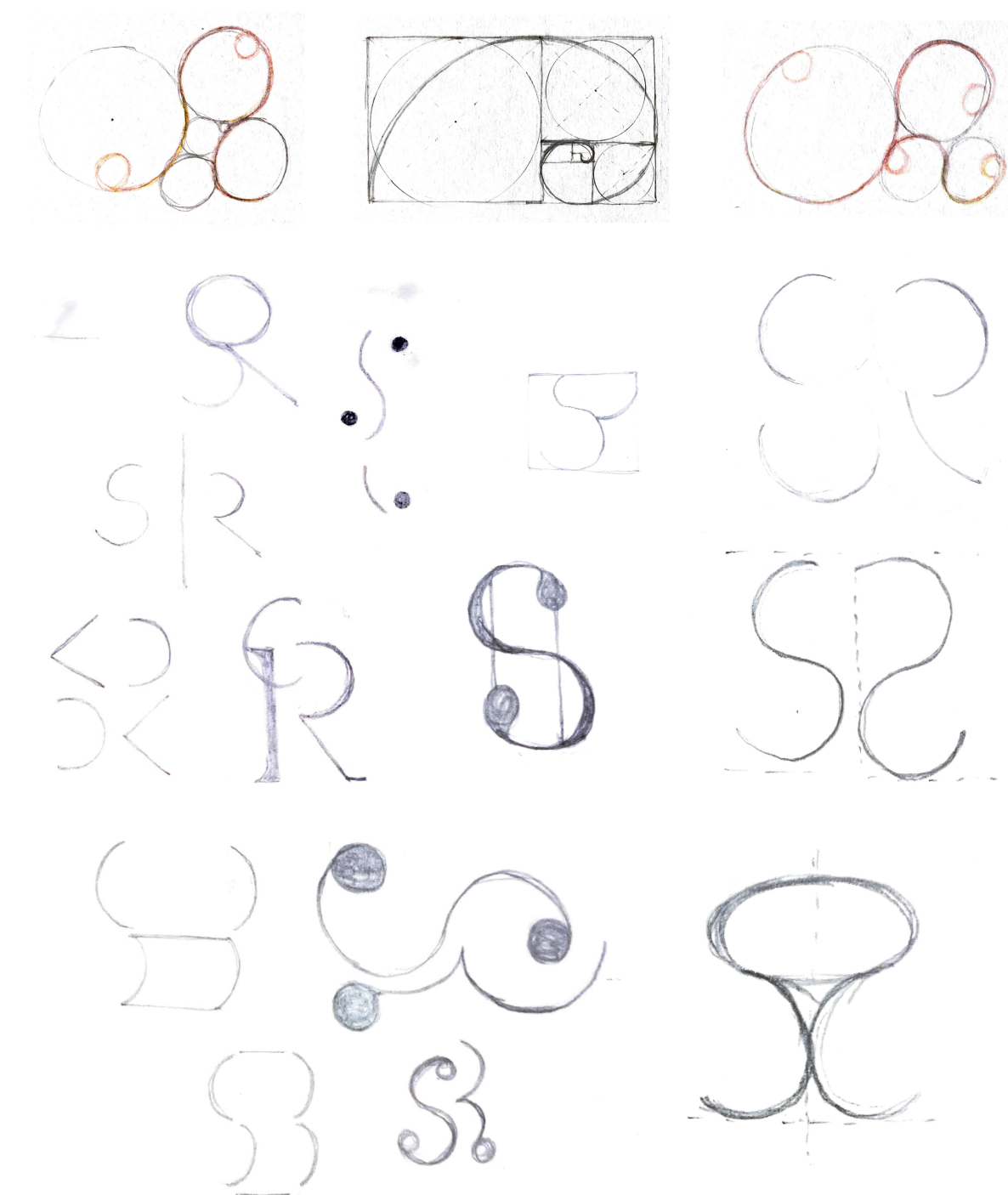
Sanghavi Realty is a construction firm of this century. They were looking for a modern and sophisticated logo. I chose Art deco theme for building their logo.

We started with making seperate mood boards for theme, colour scheme and typeface inspiration. The spine of the logo was based on the Golden Spiral.

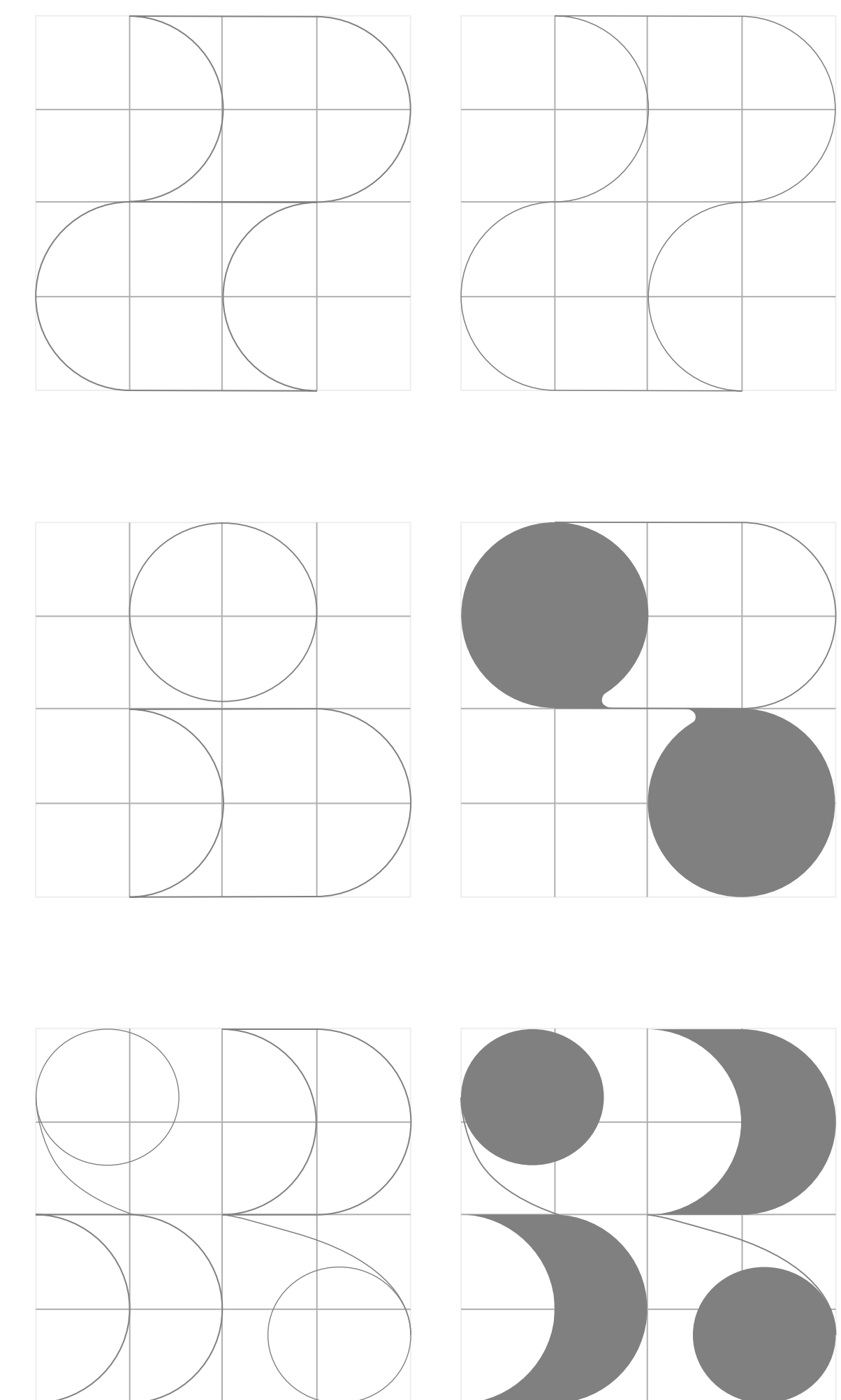
Mood board



Hand sketches/ideation

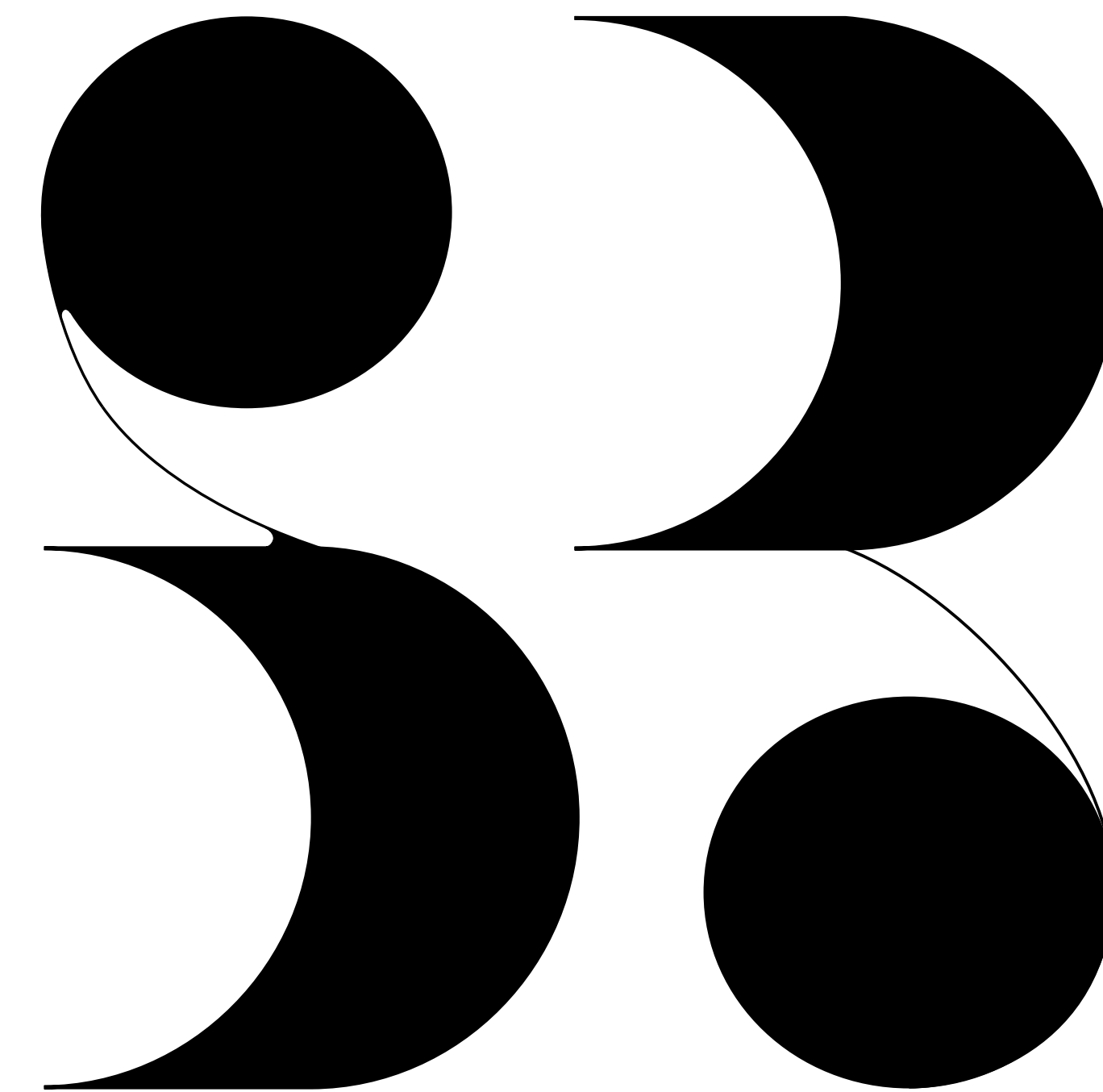


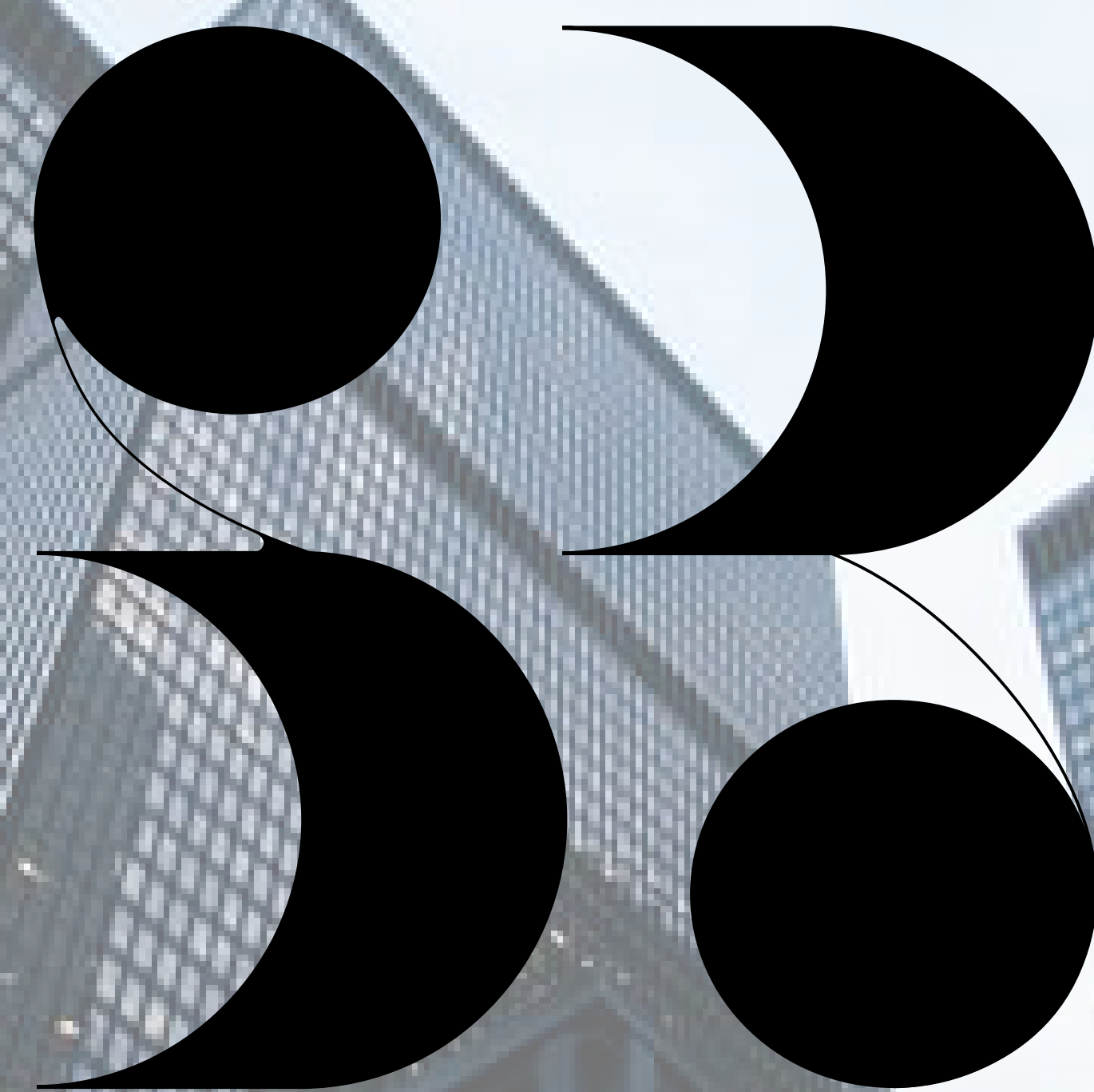
Digital development



“
**Simplicity is
the ultimate
sophistication.**

- Leonardo Da Vinci





SANGHAVI REALTY

PUBLICATION DESIGN

Publication graphic design. It is mostly focused on publishing books, magazines, newspapers.

In the duration of this course we worked on layouts, cover and additional graphics that are suitable for the content they represent and convey the story and tone of voice of the publication.

The students had to select any form of publication, I chose the Fjord document and redeveloped it into a digital book (e-book).

“

**Design is so
simple, that's
why it is so
complicated**

- Paul Rand

image pop-up



headline pop-up

What's next?

In our Fjord Trends 2018, we predicted The ethics economy, which was about organizations increasingly taking a political stance on issues of general concern affecting their business. Our point was that businesses could no longer get by simply with corporate social responsibility. In further developments to that point, we're now seeing organizations reach beyond ethics and even political involvement to ask: how do you include other motivating measures of growth in your operating mentality and still run a dynamic and successful organization? Of course, capitalism without infinite growth is a huge mental challenge but it isn't impossible. Imagine that we value as an everyday objective employees growing their abilities

and increasing their future job prospects. As an employee, the value proposition of a company would be that you would grow as a person in many dimensions (and this would be measured). How attractive would that be to recruit? Imagine that companies were also evaluated on growing stronger ties to the community in which they work. Or that a company's prosperity was no longer measured on its own, but as a part of customer or natural ecosystems. New definitions of growth will lead naturally to new thinking in meaning and metrics, which might include personal growth performance measures like learning, happiness, communal longevity or good health.

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word buttons

Fjord suggests

Reimagine how to design AI for the human intelligence around it to step to the next level of value creation.

54

Think

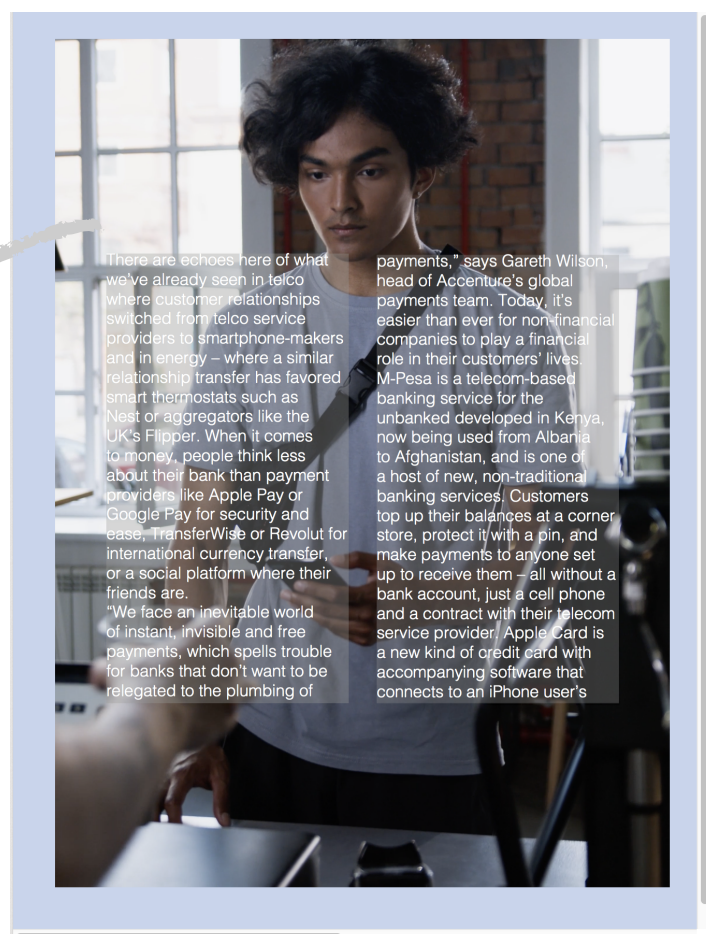
Say

Talk about AI in simple terms according to what it can do (and, yes, recommend) rather than technical descriptions, like "computer vision".

Do

55

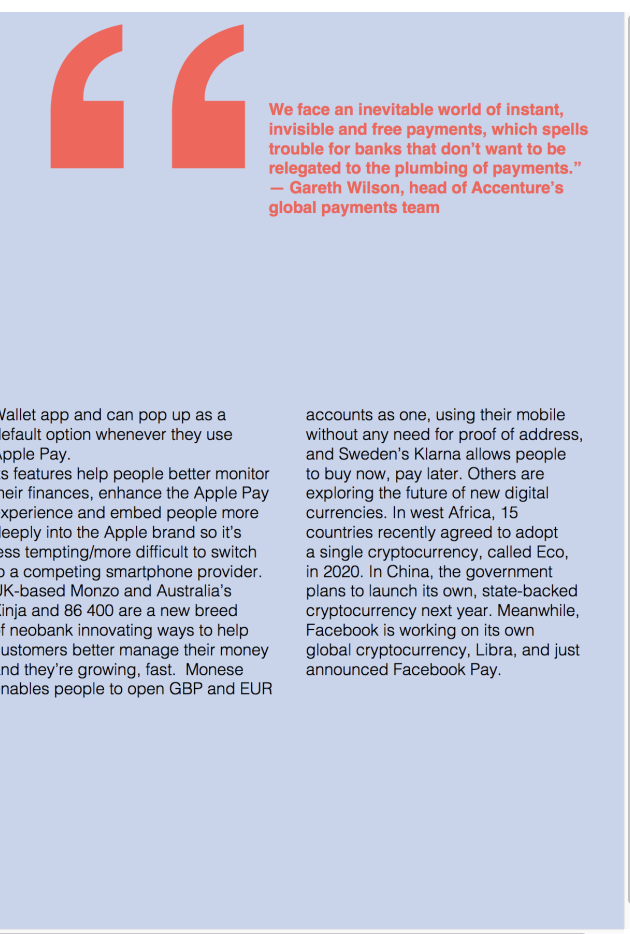
background video



There are already signs in fact. "I've seen banks' digital strategies incorporated into their service offerings and smartphone wallets are in the air – where a similar integration is also being forced by fintech startups such as Apple Pay, Google Pay, and Samsung Pay. When it comes to customers, people think less about their bank than payment services like Apple Pay or Google Pay for security and convenience. MasterCard or Visa, or a social platform where their friends are, are less important than the ease of use and the ability to make payments. Invisible and free payments, which split into two, are the new norm. Banks that don't want to be relegated to the plumbing of payments."

payments," says Gareth Wilson, head of Accenture's global payments team. "Today, it's easier than ever for non-financial companies to play a financial role in their customers' lives. MasterCard's blockchain-based banking service for the unbanked developed in Kenya, now being used from Abuja to Afghanistan, and is one of a host of new financial services being developed. Customers tap so their cellphones at a corner store, or use a QR code, and make payments to anyone set up to receive them – all without a bank account, just a cell phone and a contract with the payment service provider. Apple Card is a new kind of credit card with accompanying software that connects to an iPhone user's

payments," says Gareth Wilson, head of Accenture's global payments team. "Today, it's easier than ever for non-financial companies to play a financial role in their customers' lives. MasterCard's blockchain-based banking service for the unbanked developed in Kenya, now being used from Abuja to Afghanistan, and is one of a host of new financial services being developed. Customers tap so their cellphones at a corner store, or use a QR code, and make payments to anyone set up to receive them – all without a bank account, just a cell phone and a contract with the payment service provider. Apple Card is a new kind of credit card with accompanying software that connects to an iPhone user's



We face an inevitable world of instant, invisible and free payments, which spells trouble for banks that don't want to be relegated to the plumbing of payments." — Gareth Wilson, head of Accenture's global payments team

Wallet app and can pop up as a default option whenever they use Apple Pay. Its features help people better monitor their finances, enhance the Apple Pay experience and embed people more deeply into the Apple brand so it's less tempting for them to switch to a competing smartphone provider. UK-based Monzo and Australia's Xyris and 88,400 are a new breed of neobank innovating ways to help customers better manage their money and they're growing. Last, Monzo enables people to open GBP and EUR

accounts as one, using their mobile without any need for proof of address, and Sweden's Klarna allows people to buy now, pay later. Others are exploring the future of new digital currencies. In West Africa, 15 countries recently agreed to adopt a single cryptocurrency, called Ecol, in 2020. In China, the government plans to launch its own, state-backed cryptocurrency next year. Meanwhile, Facebook is working on its own global cryptocurrency, Libra, and just announced Facebook Pay.

Trend 6

DIGITAL DOUBLES

Digital twins like 3D and data models are established tools in manufacturing and industry. Now, they're getting personal, and the race is on to create virtual manifestations of ourselves. At first, they'll offer personalized entertainment opportunities. Soon after, they'll combine with other cognitive services. Eventually, they'll become a virtual home for all our data over which we'll have control (at least in theory). As a basic requirement, brands and public services must learn to design for our new digital doubles the few that learn how to create them will be the biggest winners.

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Q. What's going on?

A. Data portability

The aggregation of some personal information centrally is not a new idea. Microsoft's .NET My Services was an attempt in 2001 to allow access to contacts, calendar and email which never fully materialized due to privacy and anti-competitive concerns. Google's suite of products based on Gmail is arguably an up-to-date realization of this. What's coming next, however, goes way beyond a central access point for static data, because it unleashes the power of metaphor in our understanding of what's possible, which in turn will inspire acceptance of innovative services. In essence, a digital double of me is easy to understand. Now we need to make it useful, secure and easy to interact with. Right now, we think of a digital twin as a virtual model of a physical process, product or service. The pairing of virtual and physical allows

data analysis and systems monitoring that make it possible to head off problems before they happen. As they can self-optimize over the course of a product or system's life cycle, they're increasingly being used by a diverse array of organizations and industries. Google's suite of products based on Gmail is arguably an up-to-date realization of this. What's coming next, however, goes way beyond a central access point for static data, because it unleashes the power of metaphor in our understanding of what's possible, which in turn will inspire acceptance of innovative services. In essence, a digital double of me is easy to understand. Now we need to make it useful, secure and easy to interact with. Right now, we think of a digital twin as a virtual model of a physical process, product or service. The pairing of virtual and physical allows

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answer button

The truth is that business has become too complex and is moving too rapidly for boards and CEOs to make good decisions without intelligent systems." — MIT Sloan researchers

Finch is a new architectural tool that automatically refines the fittings within rooms when dimensions of a building are adjusted, potentially allowing senior architects to set up design systems that can adapt to different contexts. Designer Philippe Starck has been collaborating with Kartell to create the first chair designed through human/AI collaboration. MakerSights is a decision engine used by Levi's, Madewell and Allbirds that determines which styles will be winners and losers, narrowing the gap between what brands think customers want and what they do want. Start-up, Kivoko, applies AI to help strategy teams identify, prioritize and gain approval for innovation opportunities. In health and life sciences, Nurtas uses AI to help discover new bioactive ingredients – one of which speeds up post-training recovery by reducing inflammation. SkinCare start-up Aloha's Skin Health System gives people testing kits that measure the exact characteristics of their skin then sends them feedback on support and especially innovation. Some organizations are already using AI to speed up the design and innovation of new products, services, and even entire business models.

parametric design a process where people set the goals, constraints and processes for a specific problem, and AI accelerates the discovery of an optimal solution. However, parametric design relies heavily on complete information unlike humans, who can infer missing pieces of a puzzle they can't yet see. Neuro-evolution is an approach where researchers set the goals to be achieved and the AI must figure out how to achieve them. The ability to solve problems with incomplete information is a big step toward making AI applicable to real business challenges. ApolloStar (AI developed by DeepMind that can beat professional AI complex video game StarCraft II), is a powerful example: despite starting with incomplete information, it explored the world to create a diversity of strategies for winning the game. AI and people view the world very differently, and if we harness AI for innovation, we could generate ideas we'd never dream of ourselves. Counting this radical novelty with human social awareness has the potential to solve problems of a scale and complexity as yet unimaginable. It's not a race against machines, but with machines.

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Key word pop-ups



What's next?

Personalized content, advertising and experiences now familiar in the digital world will soon become mainstream in physical environments. In our 2018 Computers have eyes trend, we highlighted computers growing ability to "read" images thanks to Artificial Intelligence and Machine Learning, and the digitization of physical spaces was a key theme. Now, walking barcodes will present new opportunities for space design as the further merging of our digital and physical selves changes how we interact with the world around us. 5G has the potential to allow endless scope to connect things, people, sensors, machines, in new and creative ways. Living services sophisticated, contextually aware, digital services will move from the digital world into the physical world. The Internet of Bodies will be added to the Internet of Things, facilitating new business models such as bundling and more

effective advertising. It will supercharge businesses to work in real time, and it will transform industries. For example, annual mobile media revenues are predicted to double in the next ten years to US\$420 billion. Brain-computer interfaces as a passive source for AI. Publicly available video offers rich research material for the design of new services – body language analysis, for example, or digital phenotyping. The study of health dynamics using passive social media or smartphone data. However, it also represents a privacy and ethical minefield. Significant challenges lie in managing privacy concerns and consent, and dealing with biased or discriminatory systems. For instance, a system designed to block misclassified people might mistakenly block those with disabilities that affect their balance or gait.

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Reimagine transition
and payment as a source of
innovation and competitive
advantage.

Consumerism



Veganism

Social

Photo by Naja Bertolt Jensen

Fjord suggests

Reimagine the
representation of
people.

What's next?



Photo by Noah Buscher

Businesses struggle to keep up with the rapid shifts in customer values and, as they continue to evolve at a pace, the pressure is on organizations to respond effectively. Those producing physical goods will have to change often complex supply chain and manufacturing processes in time to meet customers' demand for purposeful products and services that make a positive impact. Those in digital must replace their business model of constant engagement

and self-service with alternatives that reinstate the interpersonal connections, attention and time that people want. There's opportunity in combining digital and physical re-design. In the UK, IKEA's kitchen of the future partnership with the AI-system Winnow which automates food waste capture and provides richer insight to help kitchen teams reduce waste and increase efficiency saved it 50 percent of its in-store food waste.



The perfect overlap between
desirability, feasibility and viability
is a sustainable and/or a desirable
product or service that also makes
business sense."
— Fjord Trends 2020

For example, in India, Saathi developed the world's first 100 percent biodegradable sanitary pad from banana fiber – the company claims to eliminate 60kg of pad waste per woman in her lifetime. Fairphone is a smartphone "for everyone who cares about how their products are made" because "how it's made matters". It improves the conditions of the people who make it and uses materials that are better for the planet. Unilever's trial of refillable packs, based on a model in which ownership of the packaging passes from customer to manufacturer, is enabled by the

recently launched global e-commerce retail platform LOOP. Brands can exploit a considerable opportunity by providing a guilt-free customer experience – this is part of the explanation for the phenomenal rise of re-sale, an industry growing 21 times faster than conventional retail. Stuffstr is a start-up that enables customers to sell back the apparel they no longer use to their favorite retailer, making re-commerce a part of every retail transaction. Nudie Jeans offers free repairs for life, while a cult Danish label recently launched a rental proposition: GANNI Repeat.

Q. What's going on? A. Dissolving interfaces

For some time, we've been trackable by the data our online behavior generates. Now, the bleed of technology into the real world means that our physical behavior is also generating trackable data, connecting us to the wider digital ecosystem that monitors our streets. As physical features become machine-readable, The Economist has noted, our faces can be read. Your body, facial

In entertainment, Disney piloted an interactive movie poster with Accenture Interactive. The AI-powered experience used photography and emotion recognition to enable a poster for the movie Dumbo, which could display a version of the movie poster that corresponded with the expression on the face of the person looking at it. Governments, too, are taking an interest: India is planning one of the world's largest facial recognition systems while in China, the authorities are building the world's largest facial recognition system to identify

PACKAGING DESIGN

The objective of this project is to design an enticing packaging for fresh berries grown and sold in India keeping the produce safe and fresh.

It should be easy to use which means reduction in usage of other elements such as separate vessel for washing and bowl for eating; transportation, sustainability and maintaining the shelf life if not increase it are few other things to be kept in mind.

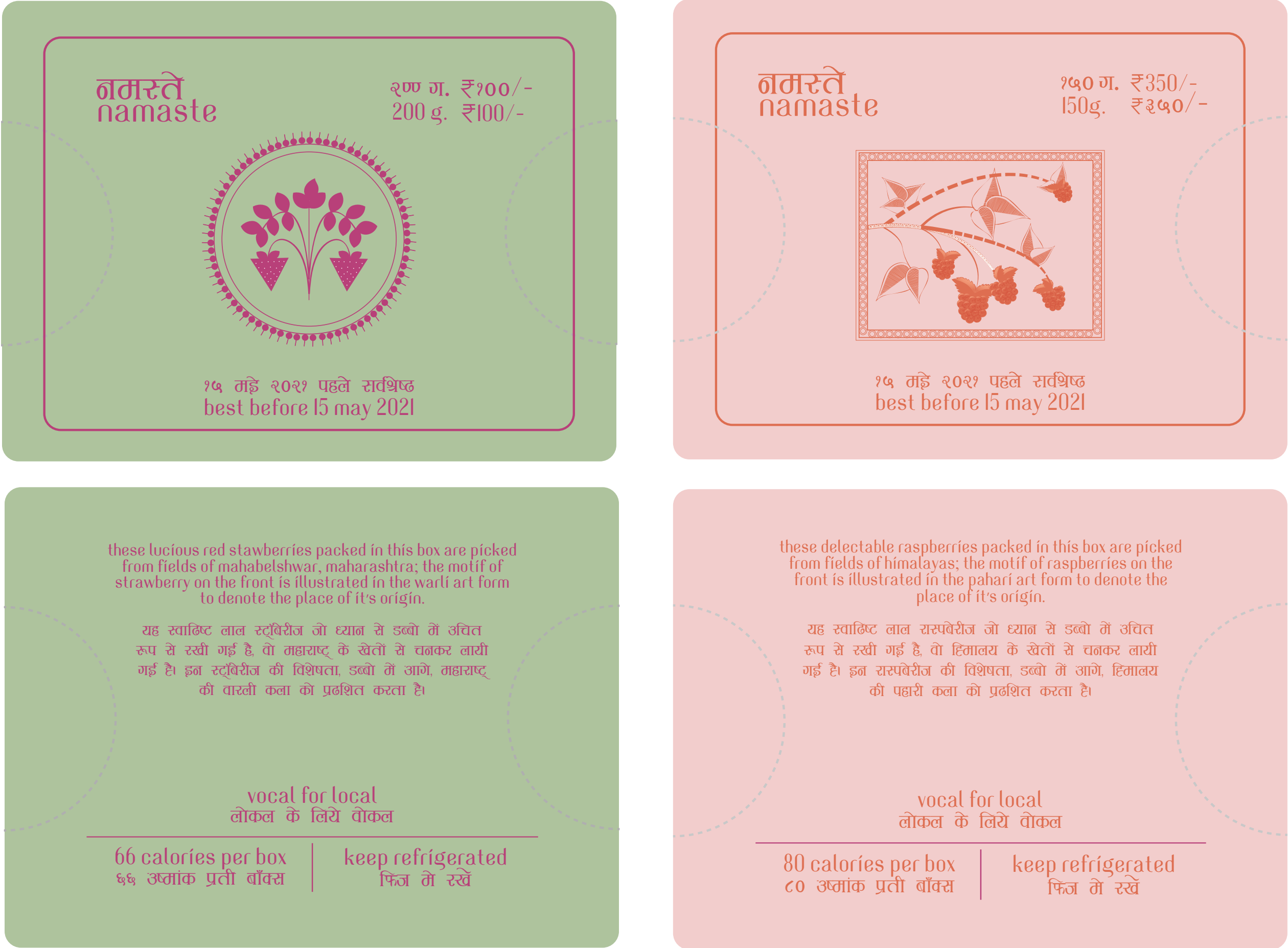
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**Design is not just
what it looks like
& feels like. Design
is how it works.**

- Steve Jobs

In the course of packaging design we started with opportunity identification and ideation for form and structure of the packaging. The process also included brainstorming concepts for the form and structure of the packaging which facilitates better usage/ storage/ transportation/ protection/ dispensing etc of the packaged item.

There is a significant increase in consumption of fresh food especially vegetarian food. But the packaging causes a hole in environment as it is not sustainable also sometimes harms the quality of soft fruits like berries. Creating a suitable packaging for it shall reduce the wastage and help in increasing it's sales.



RINSE & MUNCH

Improved box of berries

The course of packaging design was about learning the basics of developing a packaging for an existing product from scratch. It started with improvising the existing form or ideating a new form and ended with final prototyping of the packaging. Here is the improvised packaging of a universally used berry box.



- Specific functions

The packaging has a mesh on the top which serves the purpose of straining the water out thus enabling the buyer to wash the berries in the same container and eating them fresh and clean.



In addition, before reaching out to the mesh layer, the label cover serves as an active packaging which will open up in the opposite direction. One shall break the semi-circles on the sides with punched cavities for a better grip and use it has a handle while straining water.

- About the label

The concept of the product is that the berries are grown and sold in India, thus justifying the indian graphic style on the packaging. The information is written in Hindi and Latin both. Each label has a motif of the berry illustrated in the art form of it's place of origin, signyfing the area it comes from.

- Material

The material used for the box is PET plastic which is usually used for this type of fresh fruit packaging, the external label is of a thicker grade opaque white plastic and the label will be a vinyl sticker. For a environmentally friendly approach, this exactly same packaging can be made of bio-plastic, Hemp plastic in particular.

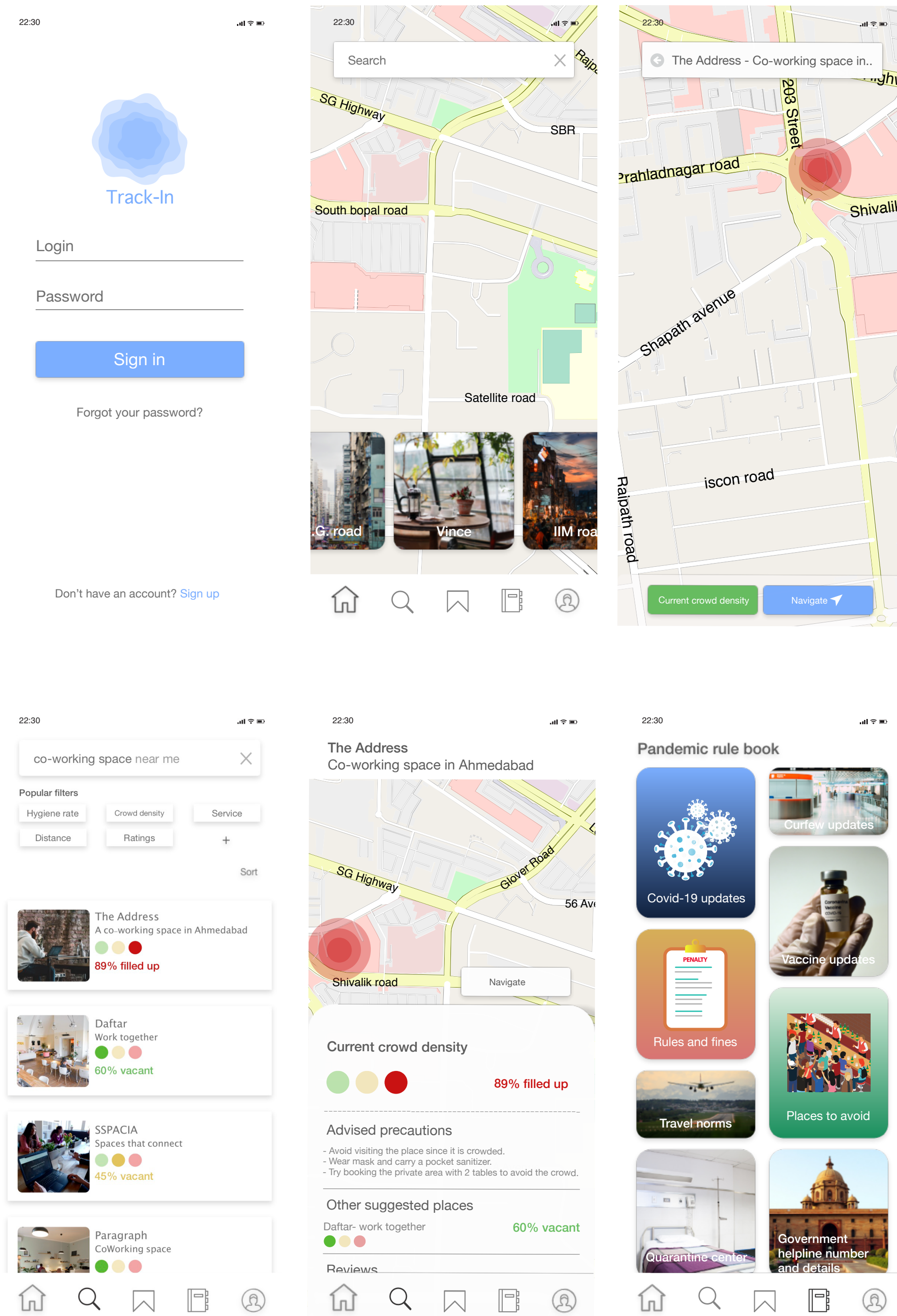


INTRODUCTION TO UI/UX

The current pandemic era has ushered an immediate need for products and services to go digital. The project is to first identify aspects in life where a design intervention can prove meaningful in the pandemic era and find potential gaps where a digital service/product can be introduced.

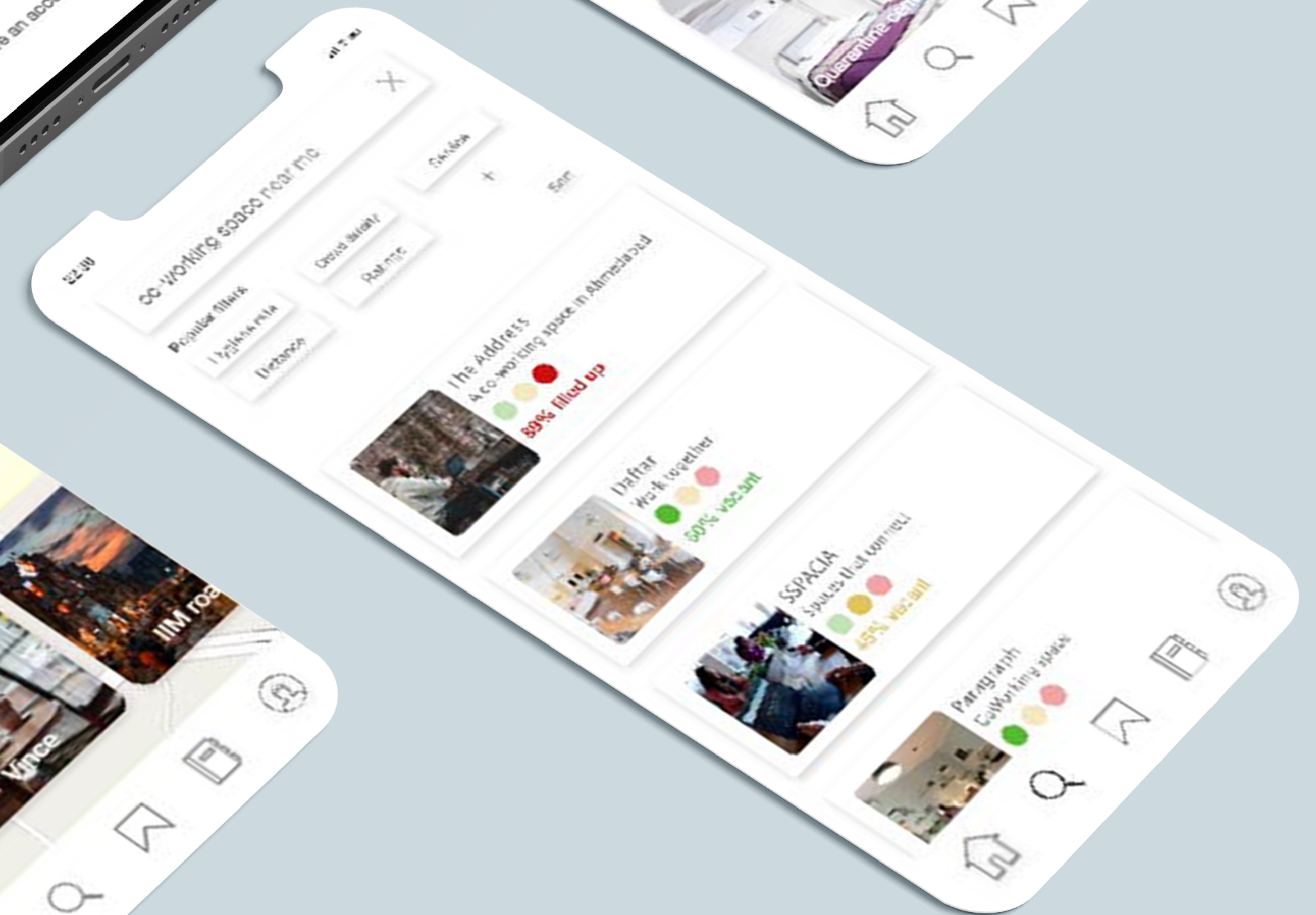
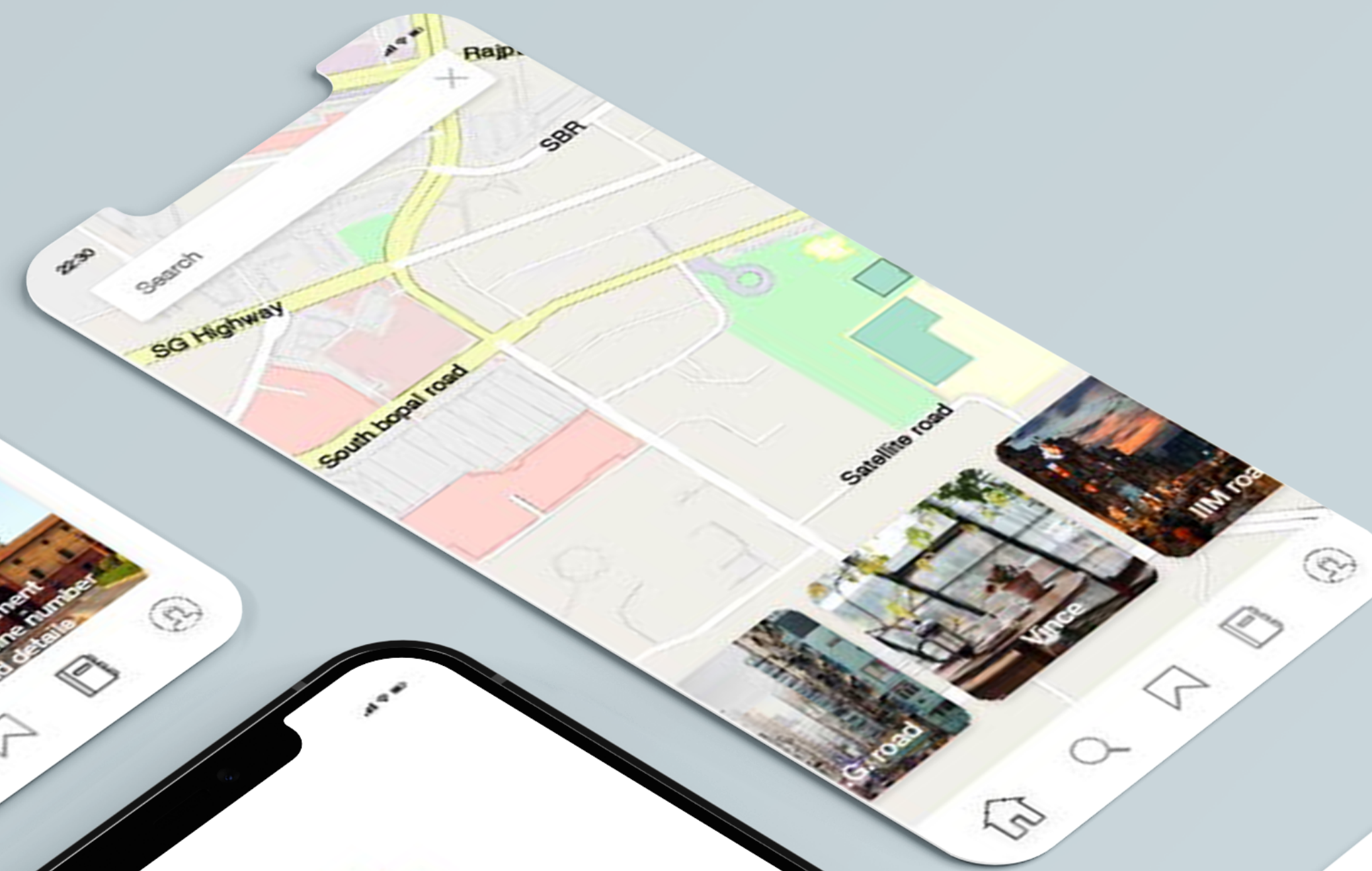
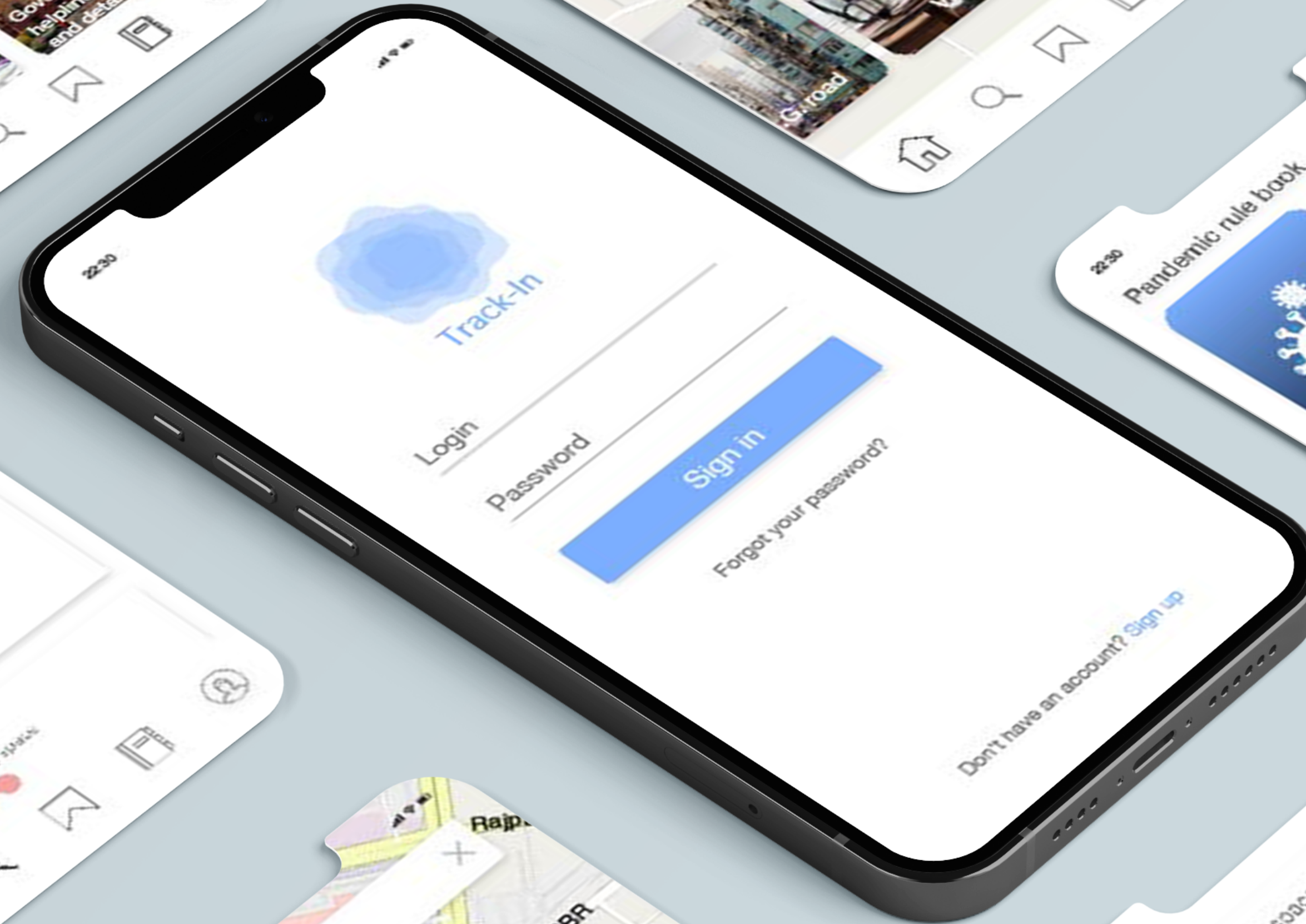
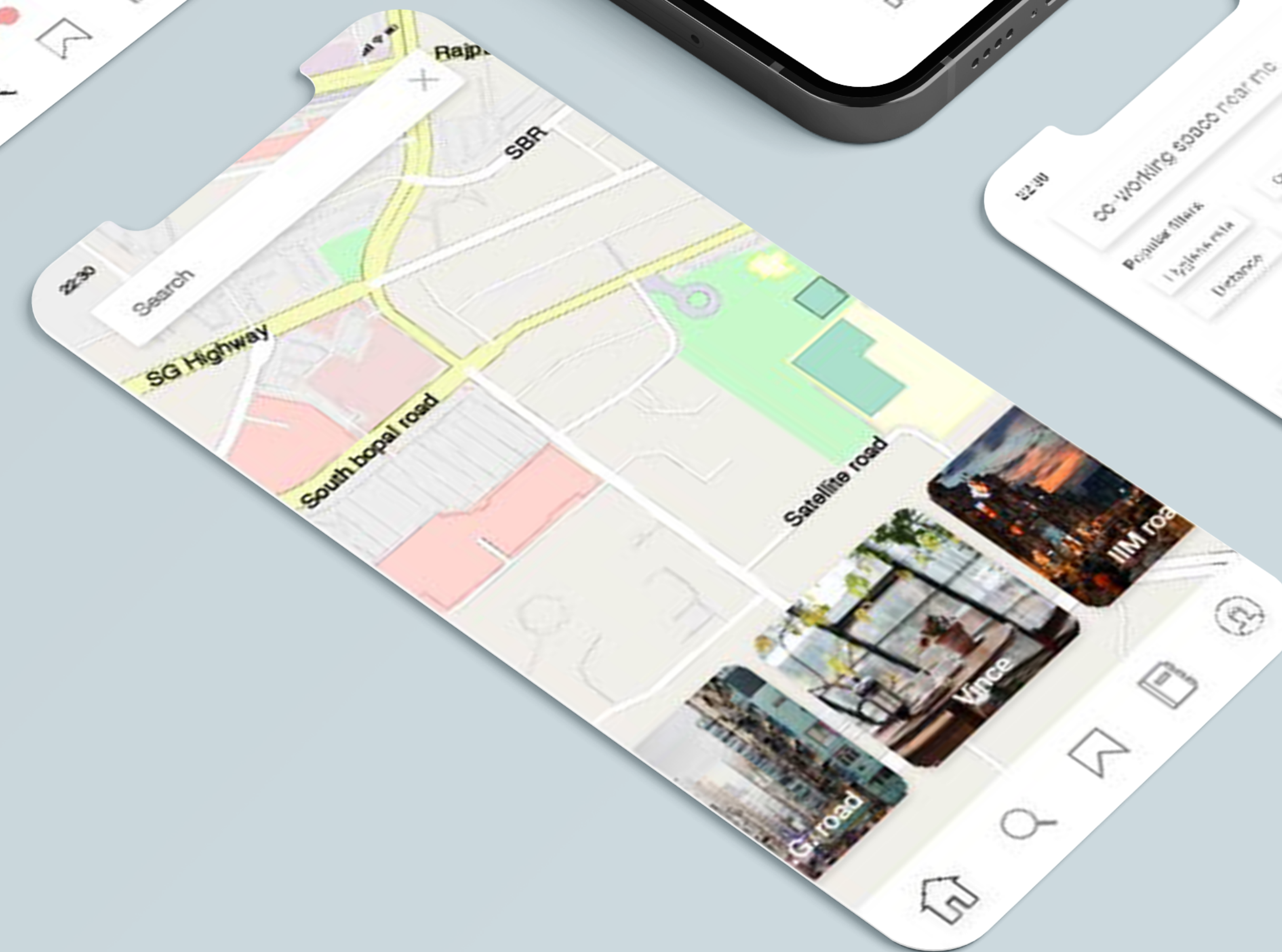
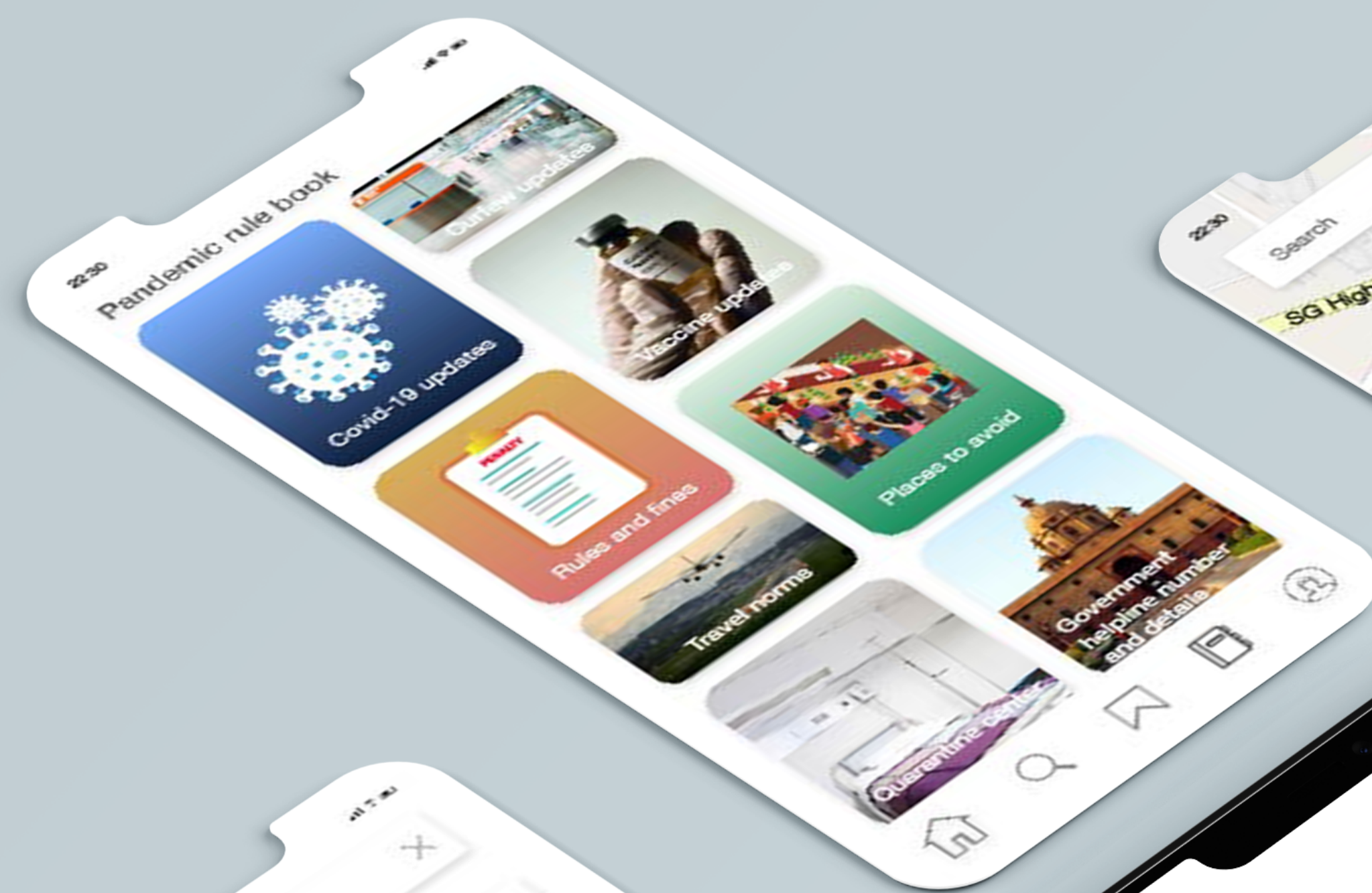
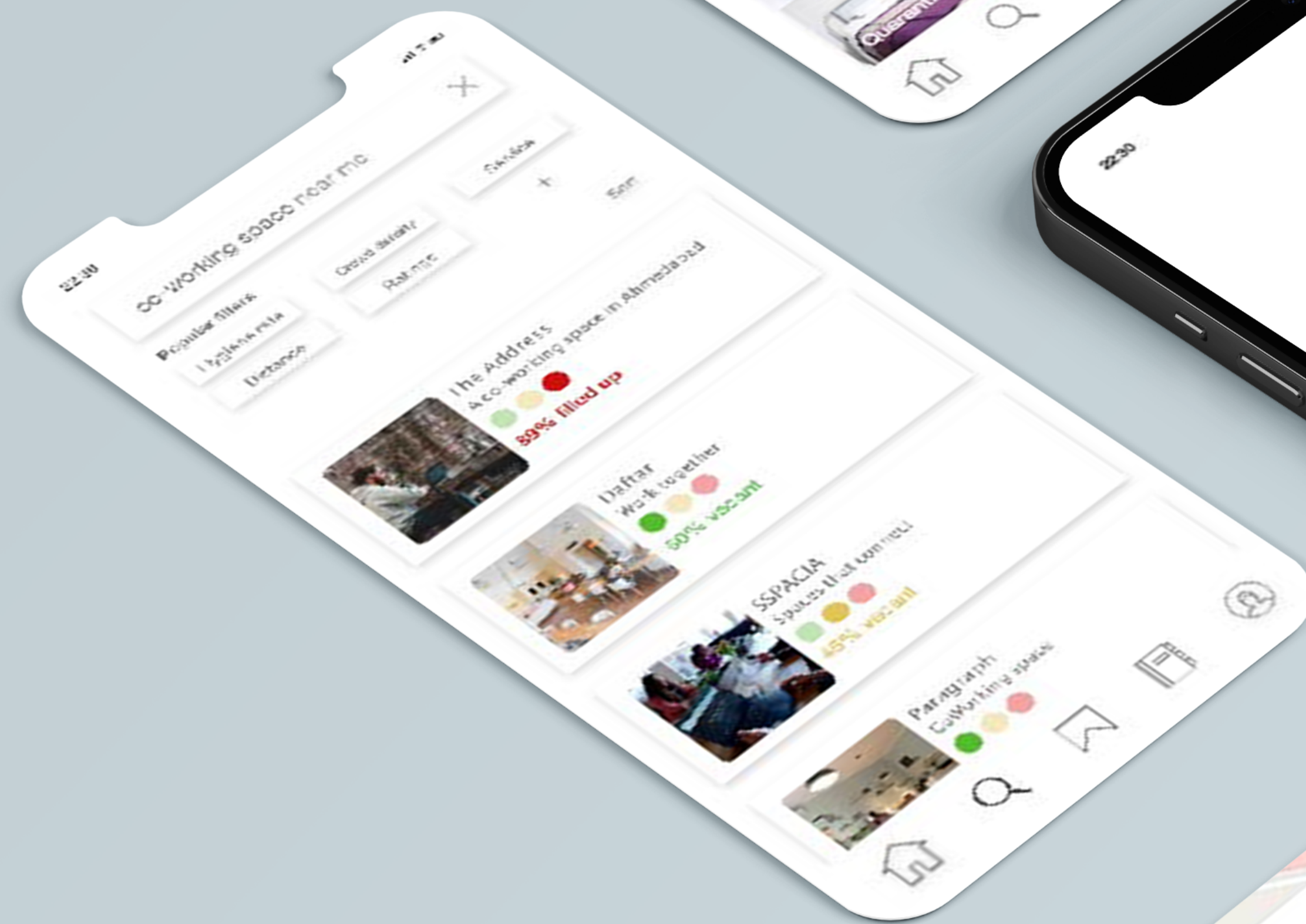
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**Design is not
a thing you do.
It's a way of life.**

- Alan Fletcher



I created an app, 'TrackIn', where in one can track the crowd density of any public space like a park or restaurant. Along with the crowd density it will also provide services like precautions to be taken in that particular location, suggested safe places (alternate options), pandemic rule book, Covid 19 updates, filters such as hygiene, service, distance etc.





THANK YOU!

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