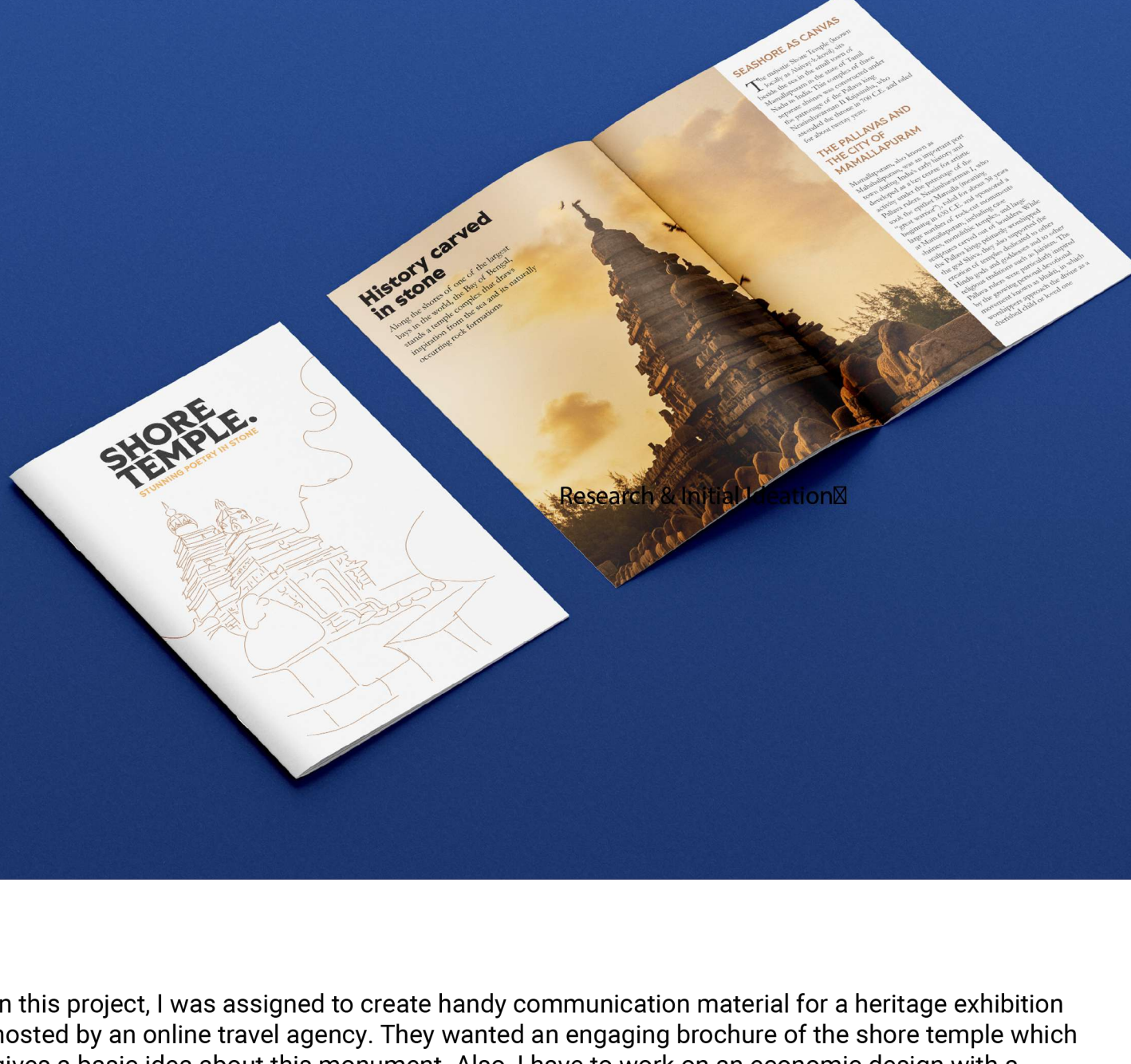
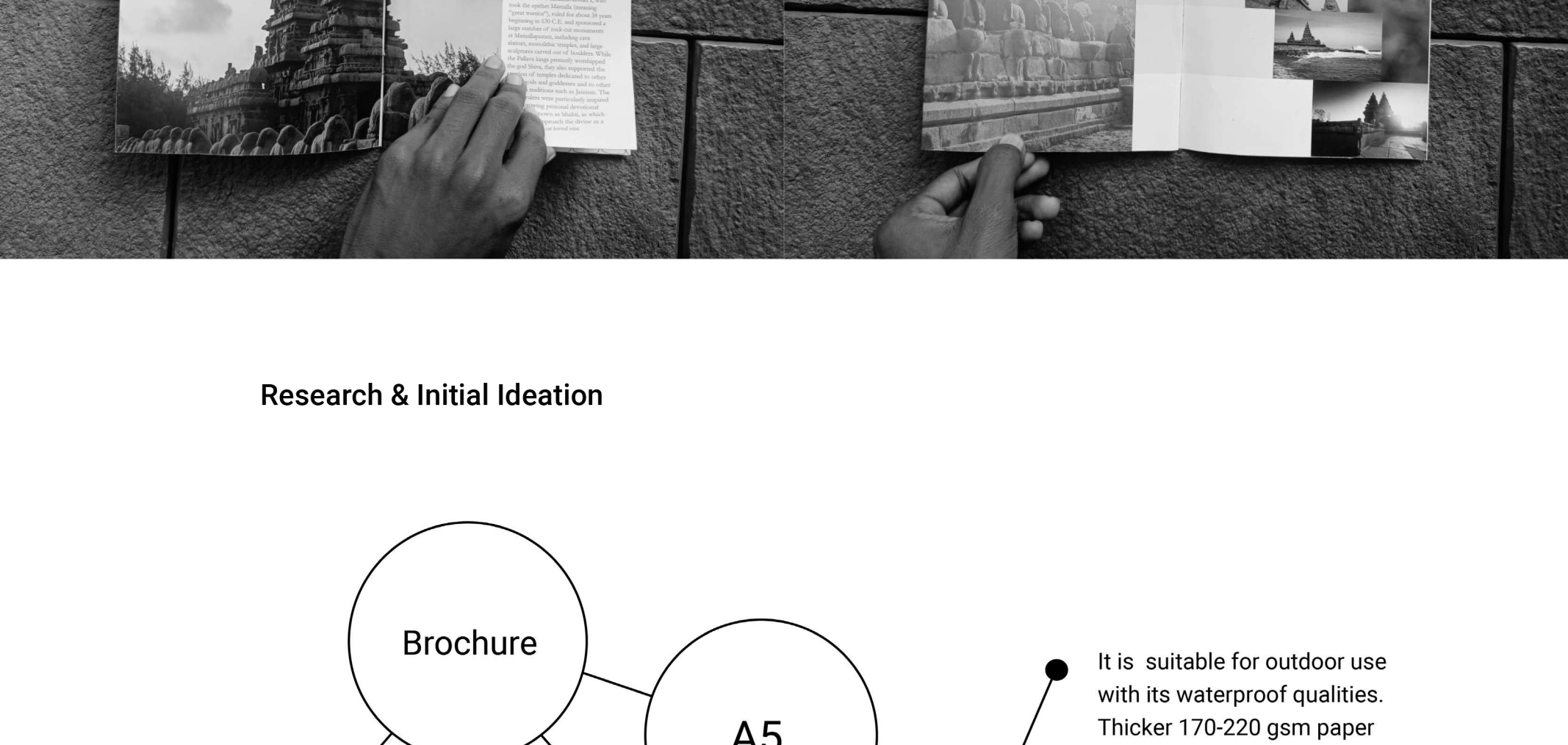


Print & Publication Design Project

Brochure for a heritage monument



In this project, I was assigned to create handy communication material for a heritage exhibition hosted by an online travel agency. They wanted an engaging brochure of the shore temple which gives a basic idea about this monument. Also, I have to work on an economic design with a maximum of 200 copies



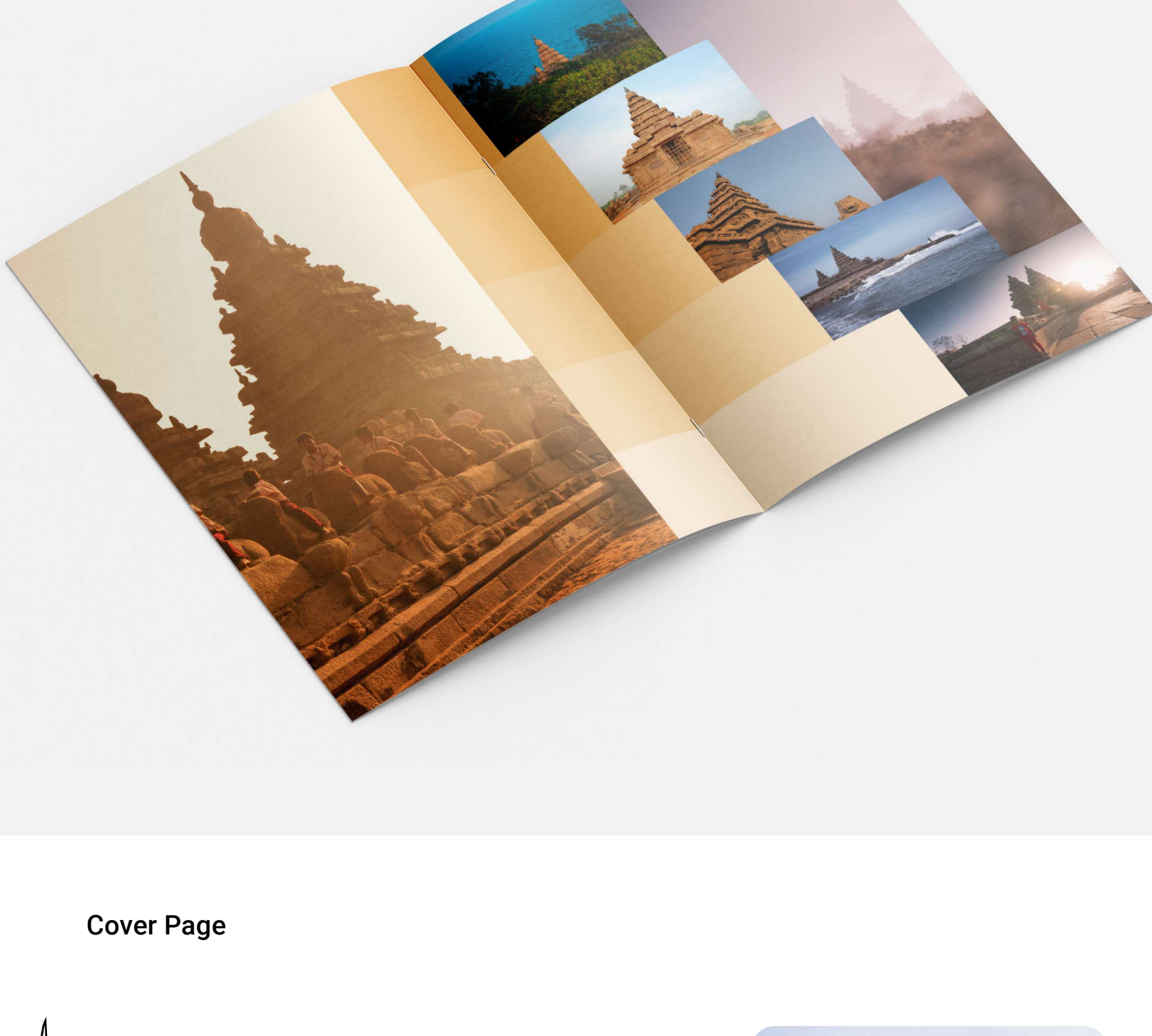
The Shore Temple is a complex of temples and shrines that overlooks the shore of the Bay of Bengal. It is located in Mahabalipuram, about 60 kilometres south of Chennai in Tamil Nadu, India. It is a structural temple, built with blocks of granite, dating from the 8th century AD.



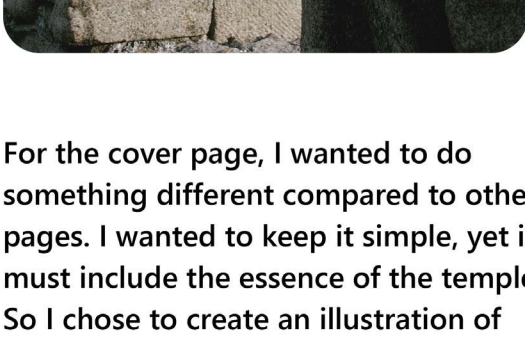
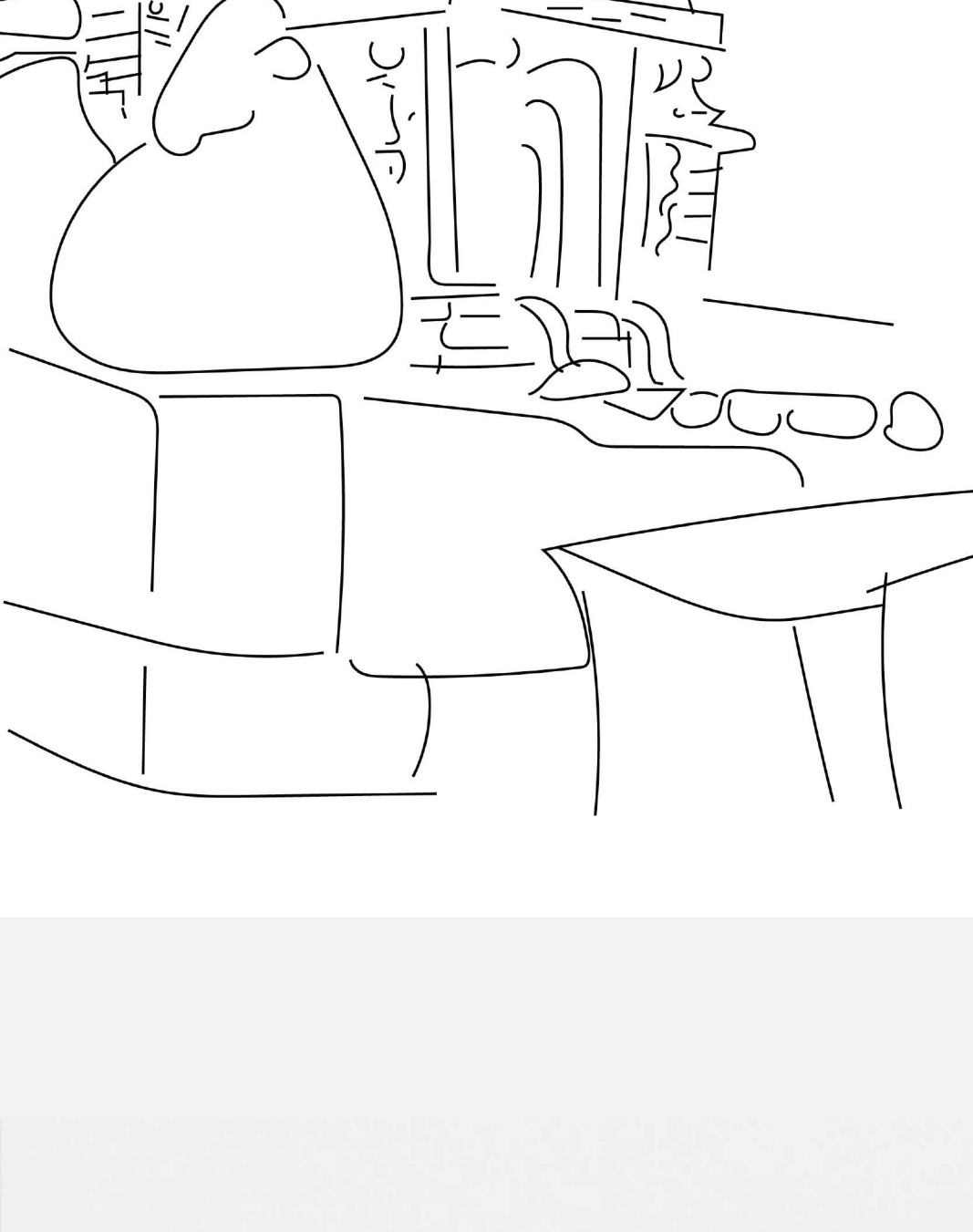
Feature spread and text spread



Photo Spread
For the photo spread, I used the color palette to guide the eye movement and also used a low-contrast background to not blend it with the photos



Cover Page



For the cover page, I wanted to do something different compared to other pages. I wanted to keep it simple, yet it must include the essence of the temple. So I chose to create an illustration of the temple. After creating numerous variations, I chose this illustration for the front page and used the tagline "Stunning poetry in stone"



Colours



Typography

Tiller
Garamount



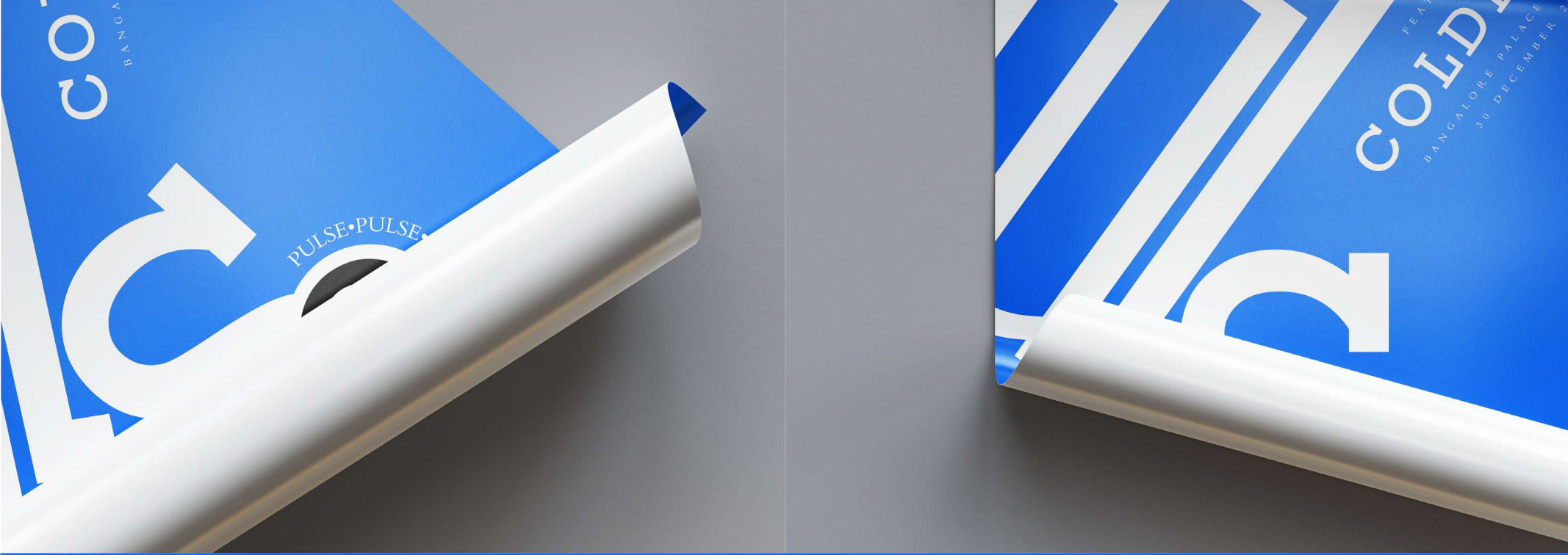
Poster Design Project

Poster for a musical event



Pulse - Type based poster

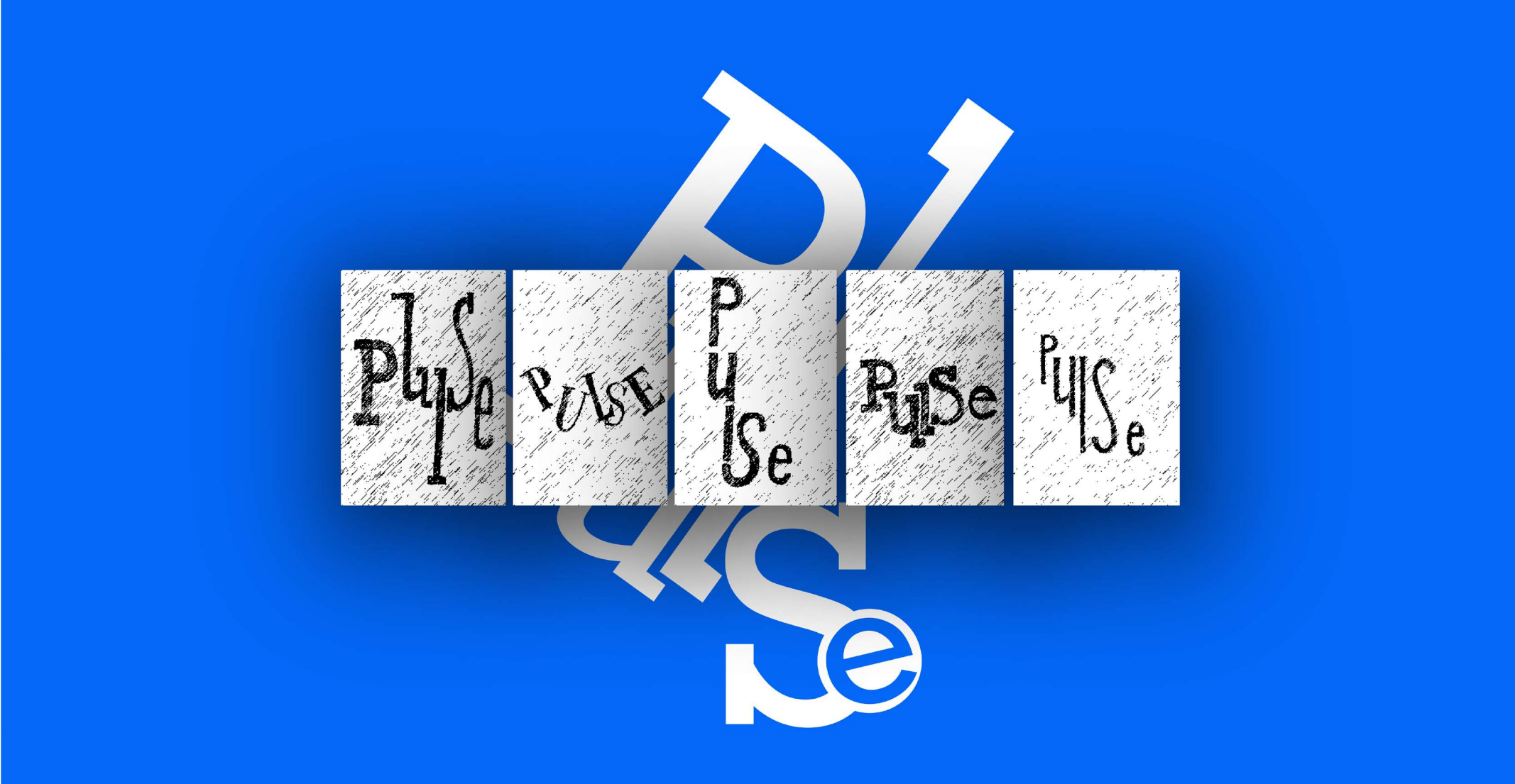
This project was to create a type-based poster for a music event. The Poster has to be in black and white with one color and can't use any visual elements



To start working, I researched the genre 'Rock'

Rock music is a broad genre of popular music that originated as " rock and roll " in the United States in the late 1940s and early 1950s, developing into a range of different styles in the mid-1960s and later, particularly in the United States and United Kingdom.

Then created thumbnails for the poster



Process



- A Form -
- B Colour -
- C Font -

- A
The most common configuration of a rock band is a 4-part band consisting of lead guitar, rhythm guitar, bass guitar, and drums. As i cant use visual elements, i used alphabets to represent the the instruments. So i incresed the lengh of PUL to represent three Guitars and combined S with E to represent drums so e can be Hi-Hat
- B
The color blue represents both the sky and the sea and is associated with open spaces, freedom and inspiration.As we can see that most of the rock musics from late 90s are about freedom and inspiration, Also blue has positive affects on the mind and the body,So we can keep the viewers engaged in the poster
- C
Rockwell is bold and it is a Slab serif typeface. Its roughness and attitude are excellent for titles to make it stand out



Icon Design Project

Designing a nature-inspired icon

LEAF PROJECT

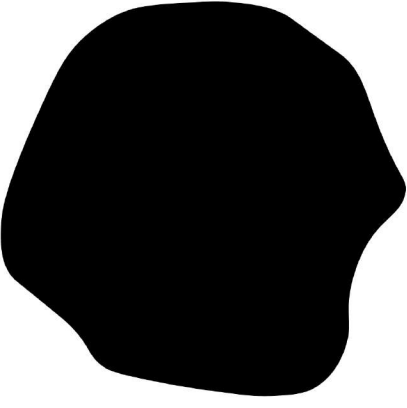
What?

Observe, Explore and Visually represent the characteristics of an organic form (leaf)

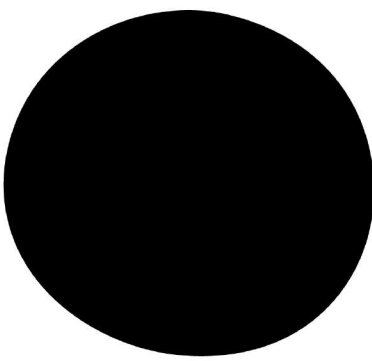
Objective:

Creating interesting forms of a leaf by keen observation

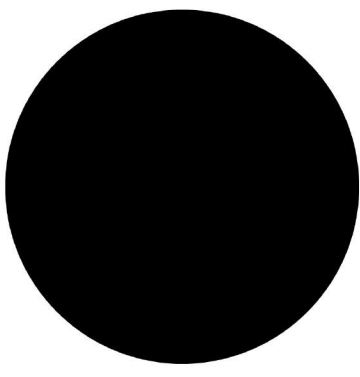
Design Process



Messy Ideation



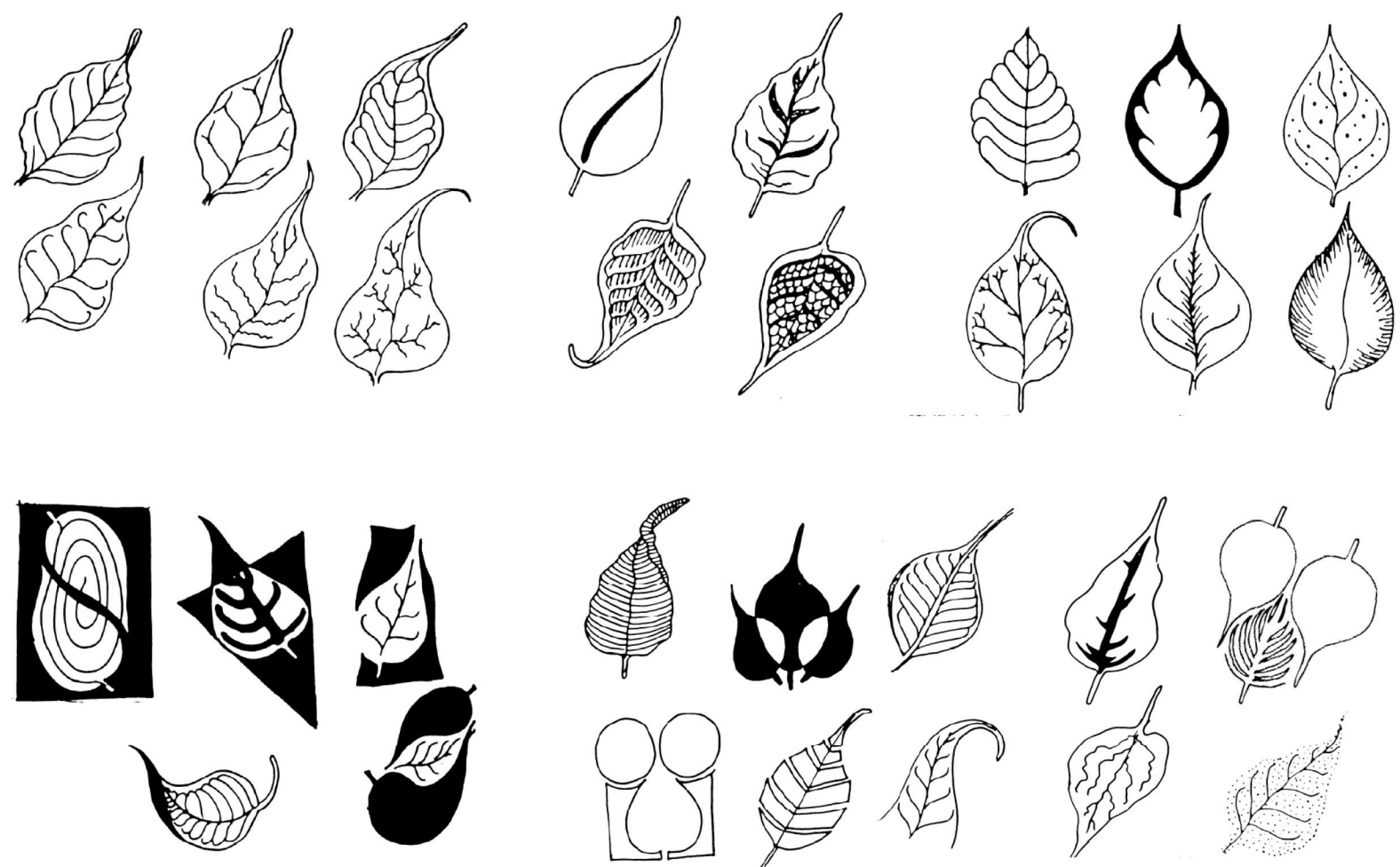
Refining Idea



Final Outcome

Ideation

To start working, I keenly observed the physical characteristics and details of the chosen leaf and created physical drawings



Digitalized Forms



Final Outcome :

