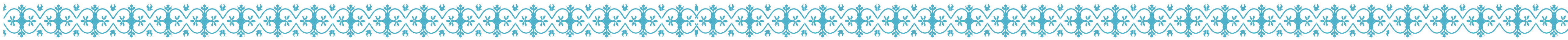


Print & Publication Design Project

Brochure for a heritage monument



TAG MAHAL

Brochure Design

Process

The project is aimed at creating a 8 page printed brochure for a cultural heritage event , on occassion of 75th Independence Day , at CSMT Heritage Museum.

I started studying the details and the intricate works of the Taj Mahal for inspirations and designed a brochure that is handy and also simple.

Brochure Type

8 page Double Gate Fold Brochure
A5 size
100 gsm paper

Font & Colour Used

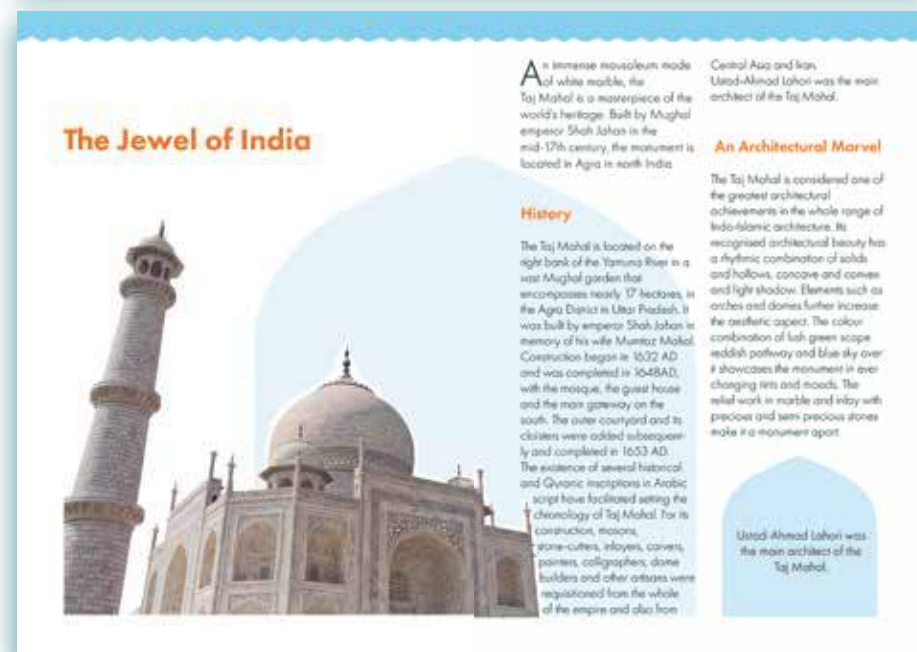
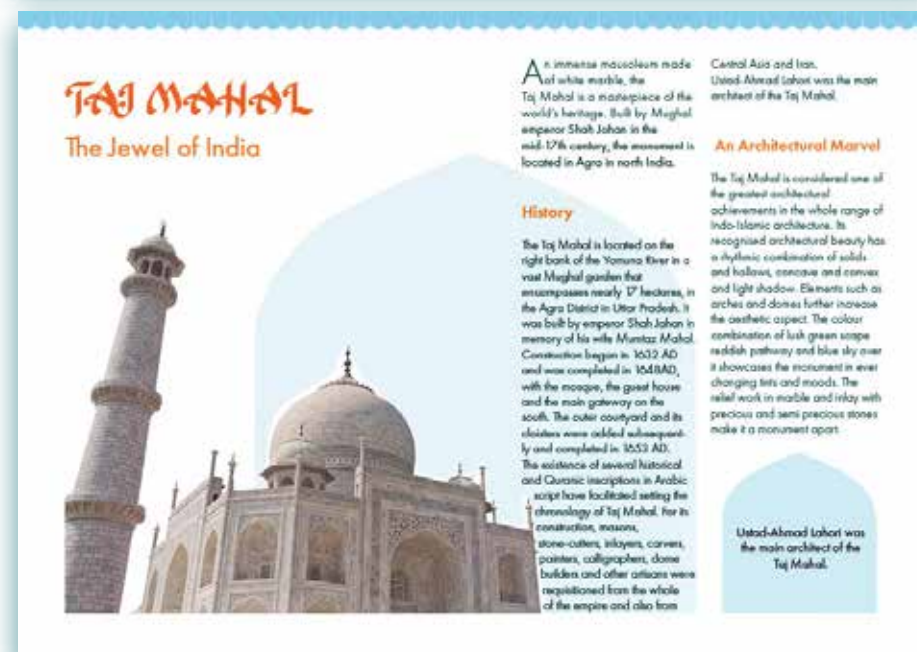
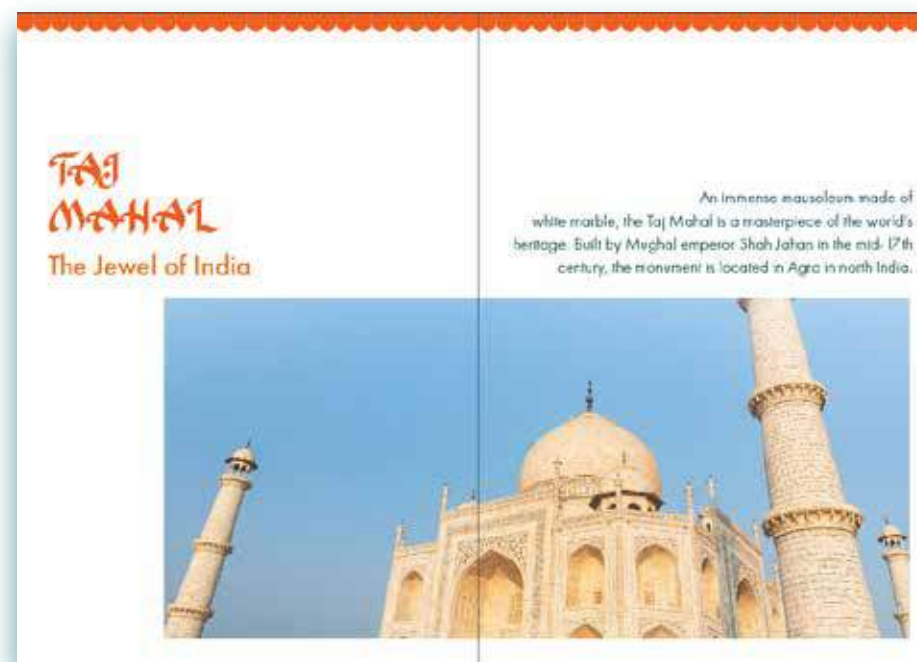
Aa
Khaleefa

Aa
Futura PT



Feature Spread

Iterations and Final



The Jewel of India



An immense mausoleum made of white marble, the Taj Mahal is a masterpiece of the world's heritage. Built by Mughal emperor Shah Jahan in the mid-17th century, the monument is located in Agra in north India.

History

The Taj Mahal is located on the right bank of the Yamuna River in a vast Mughal garden that encompasses nearly 17 hectares, in the Agra District in Uttar Pradesh. It was built by emperor Shah Jahan in memory of his wife Mumtaz Mahal. Construction began in 1632 AD and was completed in 1648AD, with the mosque, the guest house and the main gateway on the south. The outer courtyard and its cloisters were added subsequently and completed in 1653 AD.

The existence of several historical and Quranic inscriptions in Arabic script have facilitated setting the chronology of Taj Mahal. For its construction, masons, stone-cutters, inlayers, carvers, painters, calligraphers, dome builders and other artisans were requisitioned from the whole of the empire and also from Central Asia and Iran. Ustad-Ahmad Lahori was the main architect of the Taj Mahal.

An Architectural Marvel

The Taj Mahal is considered one of the greatest architectural achievements in the whole range of Indo-Islamic architecture. Its recognised architectural beauty has a rhythmic combination of solids and hollows, concave and convex and light shadow. Elements such as arches and domes further increase the aesthetic aspect. The colour combination of lush green scape reddish pathway and blue sky over it showcases the monument in ever changing tints and moods. The relief work in marble and inlay with precious and semi precious stones make it a monument apart.

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Intricate Details

The uniqueness of Taj Mahal lies in some truly remarkable innovations carried out by the horticulture planners and architects of Shah Jahan. One such genius planning is the placing of the tomb at one end of the quadripartite garden rather than in the exact centre, which added rich depth and perspective to the distant view of the monument. It is also one of the best examples of raised tomb variety. The tomb is further raised on a square platform with the four sides of the octagonal base of the minarets extended beyond the square at the corners. The top of the platform is reached through a lateral flight of steps provided in the centre of the southern side. The ground plan of the Taj Mahal is in perfect balance of composition, the octagonal tomb chamber in the centre, encompassed by the portal halls and the four corner rooms. The plan is repeated on the upper floor. The exterior of the tomb is square in plan, with chamfered corners. The large double storied domed chamber, which houses the cenotaphs of Mumtaz Mahal and Shah Jahan, is a perfect octagon in plan. The exquisite octagonal marble lattice screen encircling both cenotaphs is a piece of superb

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The Taj Mahal is a perfectly symmetrical planned building, with an emphasis of bilateral symmetry along a central axis on which the main features are placed. The building material used is brick-in-lime mortar veneered with red sandstone and marble and inlay work of precious/semi precious stones. The mosque and the guest house in the Taj Mahal complex are built of red sandstone in contrast to the marble tomb in the centre. Both the buildings have a large platform over the terrace at their front. Both the mosque and the guest house are identical structures. They have an oblong massive prayer hall consisting of three vaulted bays arranged in a row with a central dominant portal. The frame of the portal arches and the spandrels are veneered in white marble. The spandrels are filled with flowery arabesques of stone intarsia and the arches bordered with rope moulding.

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The Taj Mahal represents the finest architectural and artistic achievement through perfect harmony and excellent craftsmanship in a whole range of Indo-Islamic sepulchral architecture. It is a masterpiece of architectural style in conception, treatment and execution and has unique aesthetic qualities in balance, symmetry and harmonious blending of various elements.

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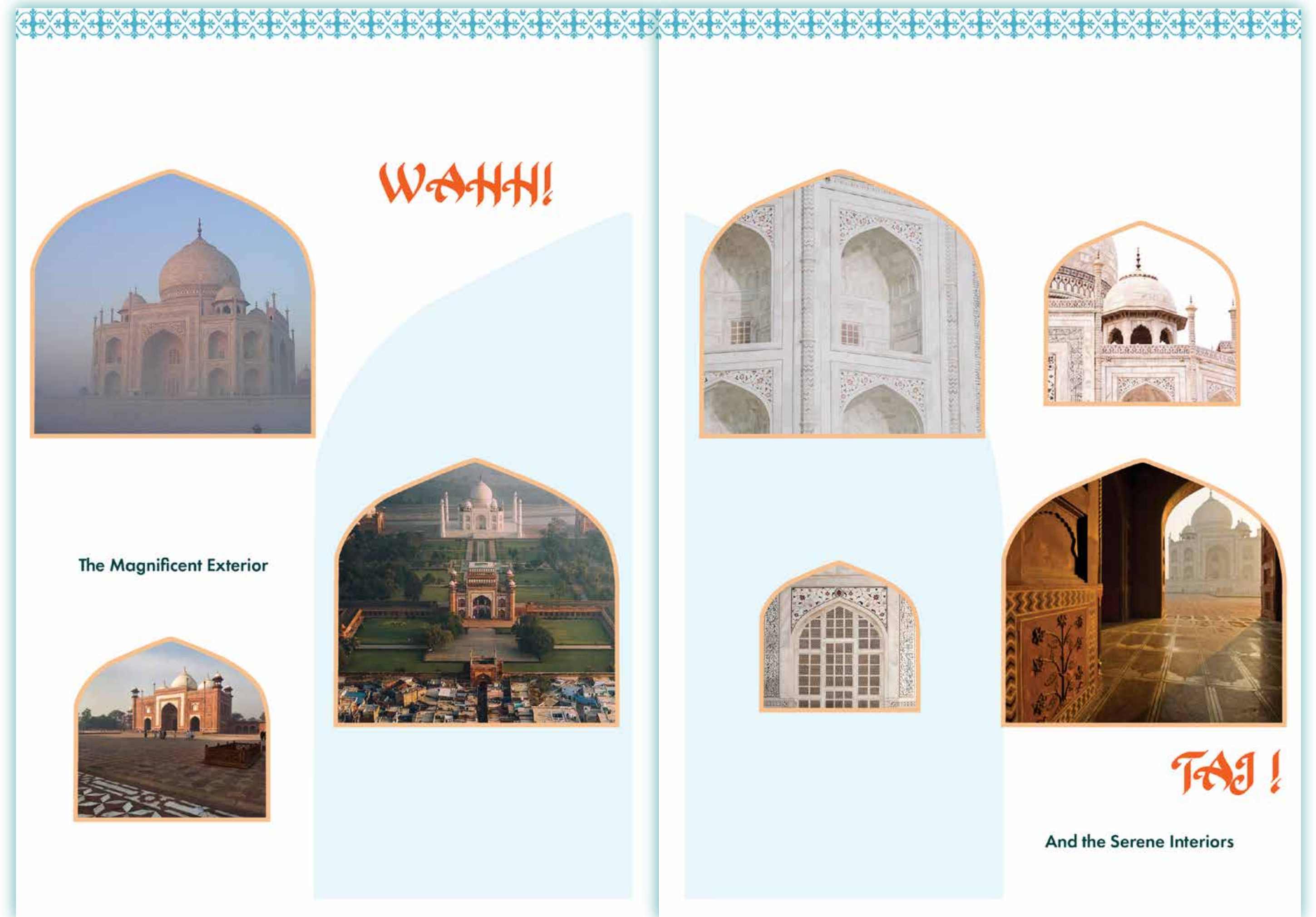
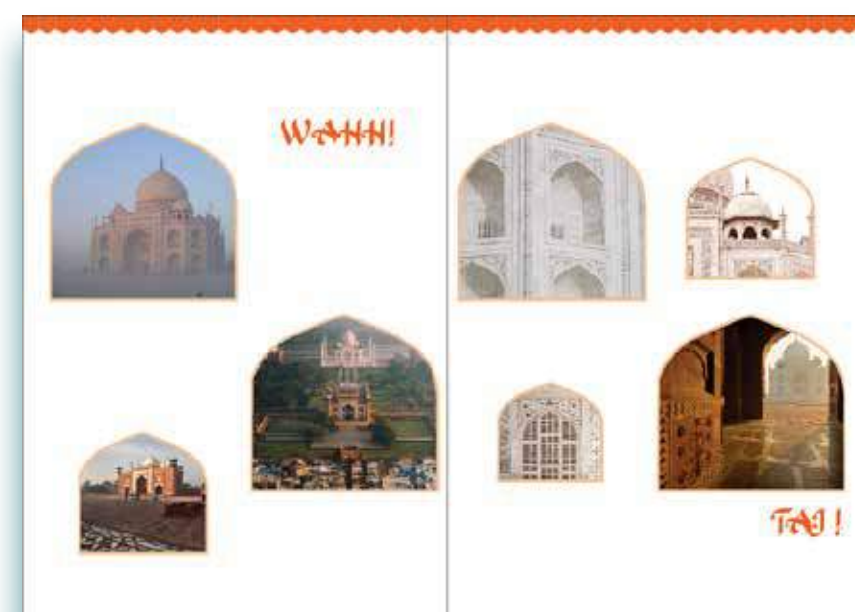
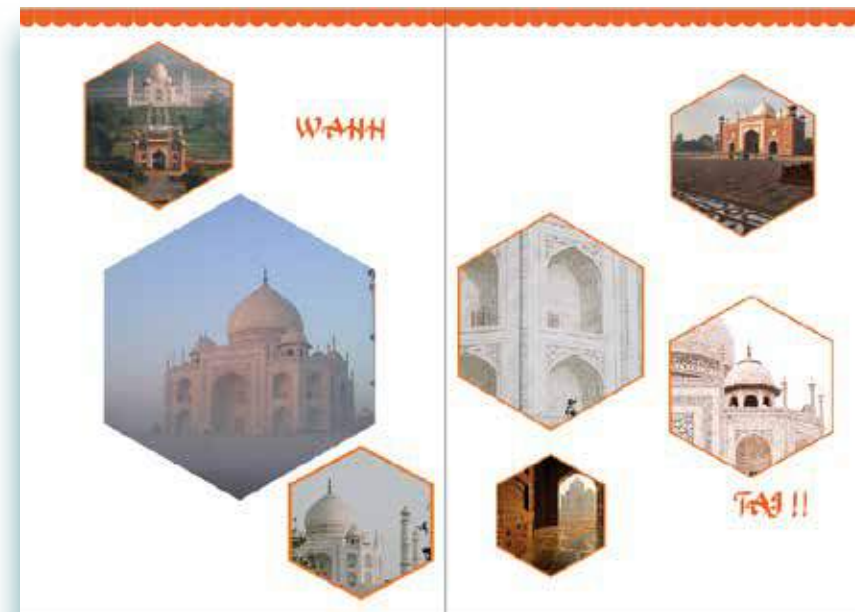
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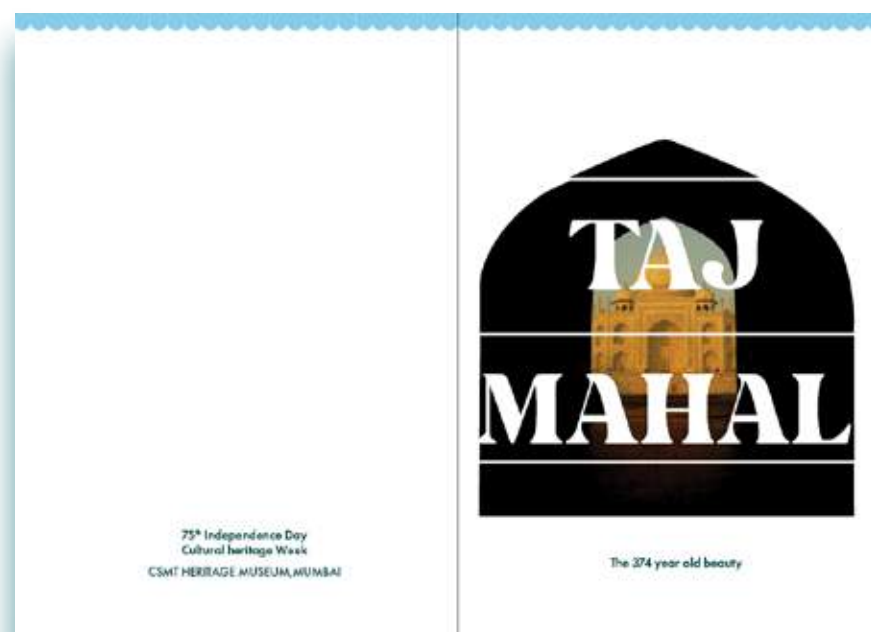
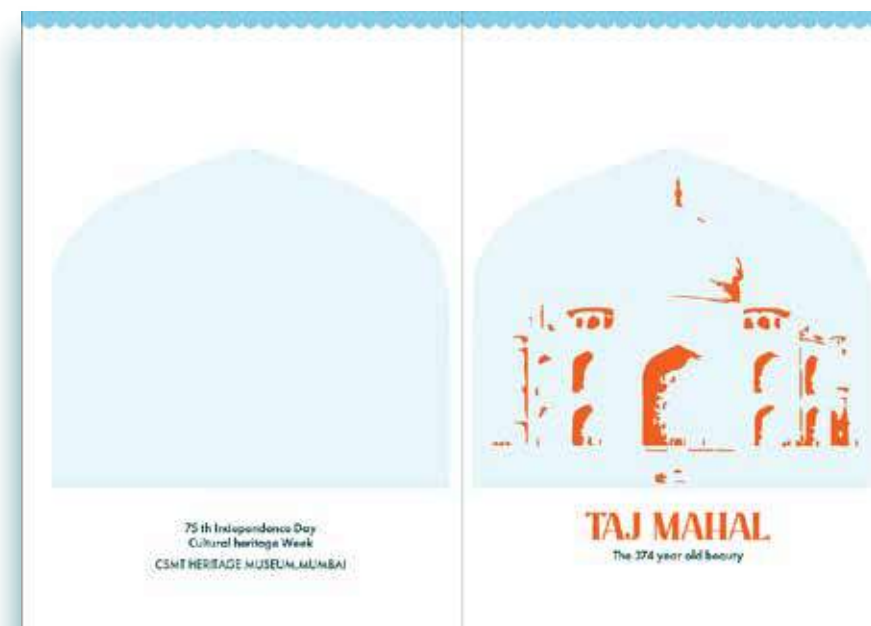
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Image Spread

Iterations and Final



Front & Back Cover



Final Design Spread

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Opening Spread



Back Spread

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Taj!

And the Serene Interiors



Taj Mahal

The 374 year old beauty

Taj!

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Poster Design Project

Poster for a musical event

RHYTHM

Jazz Music Event Poster

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th 22
m

The project is a Poster for a Jazz Music Event. The project brief was to create a typographic poster , with a given font combination and without any visual elements.

NY
thm 20
22

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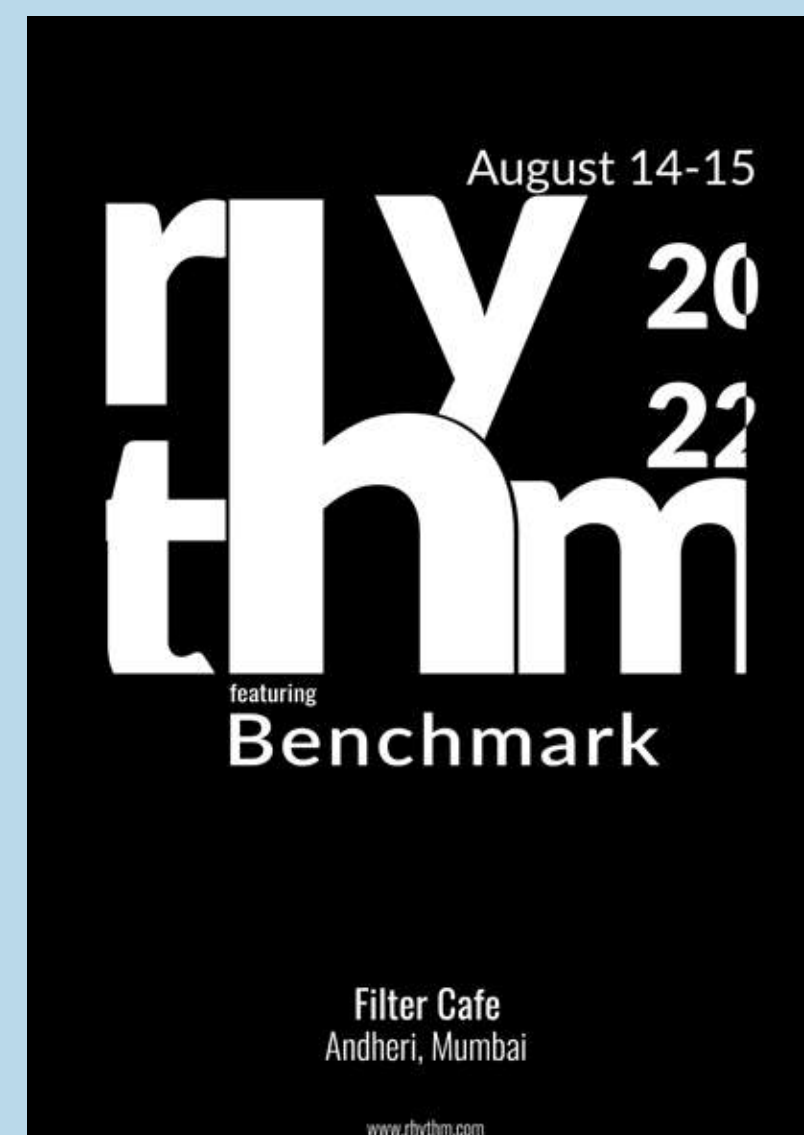
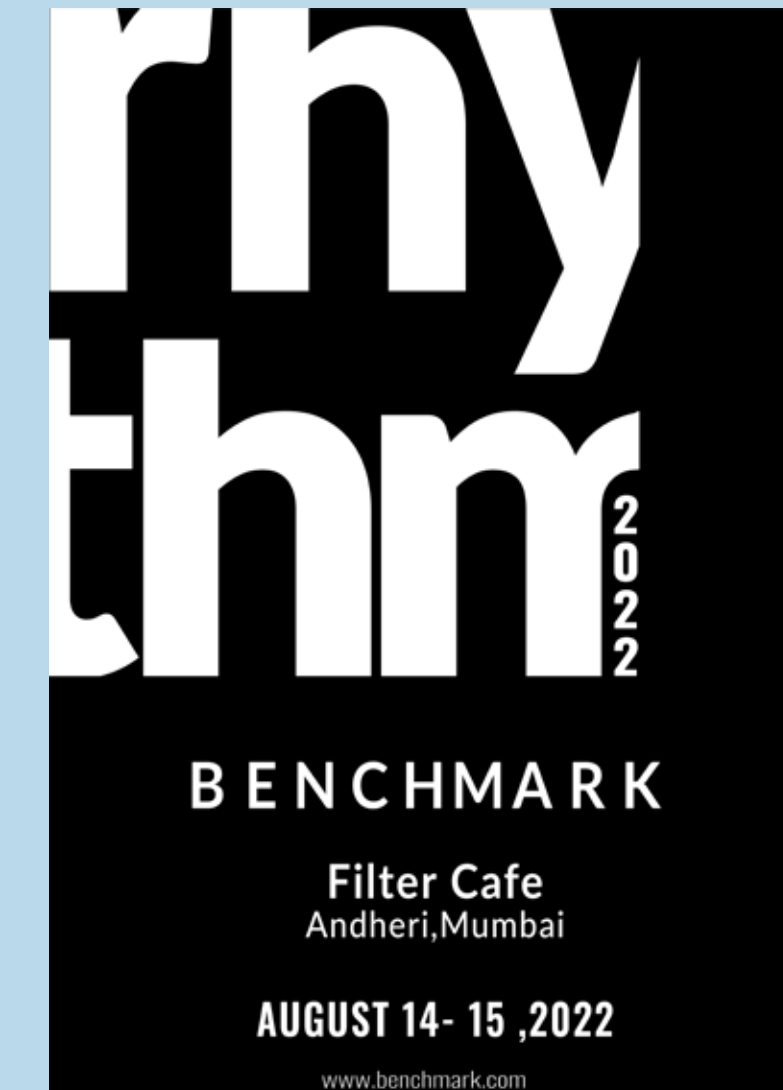
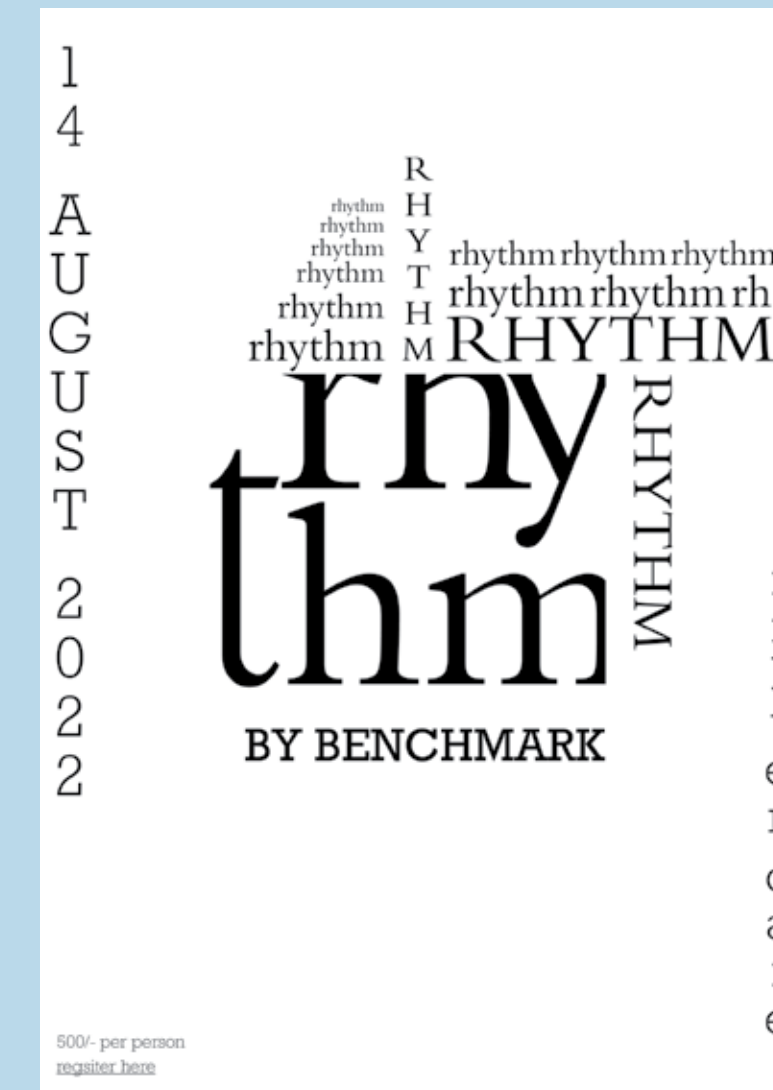
To start with , I researched about the Jazz Music and it's characteristics. Then went to the ideation phase ,where rough doodles were made and the selected ideas were developed

IDEATION

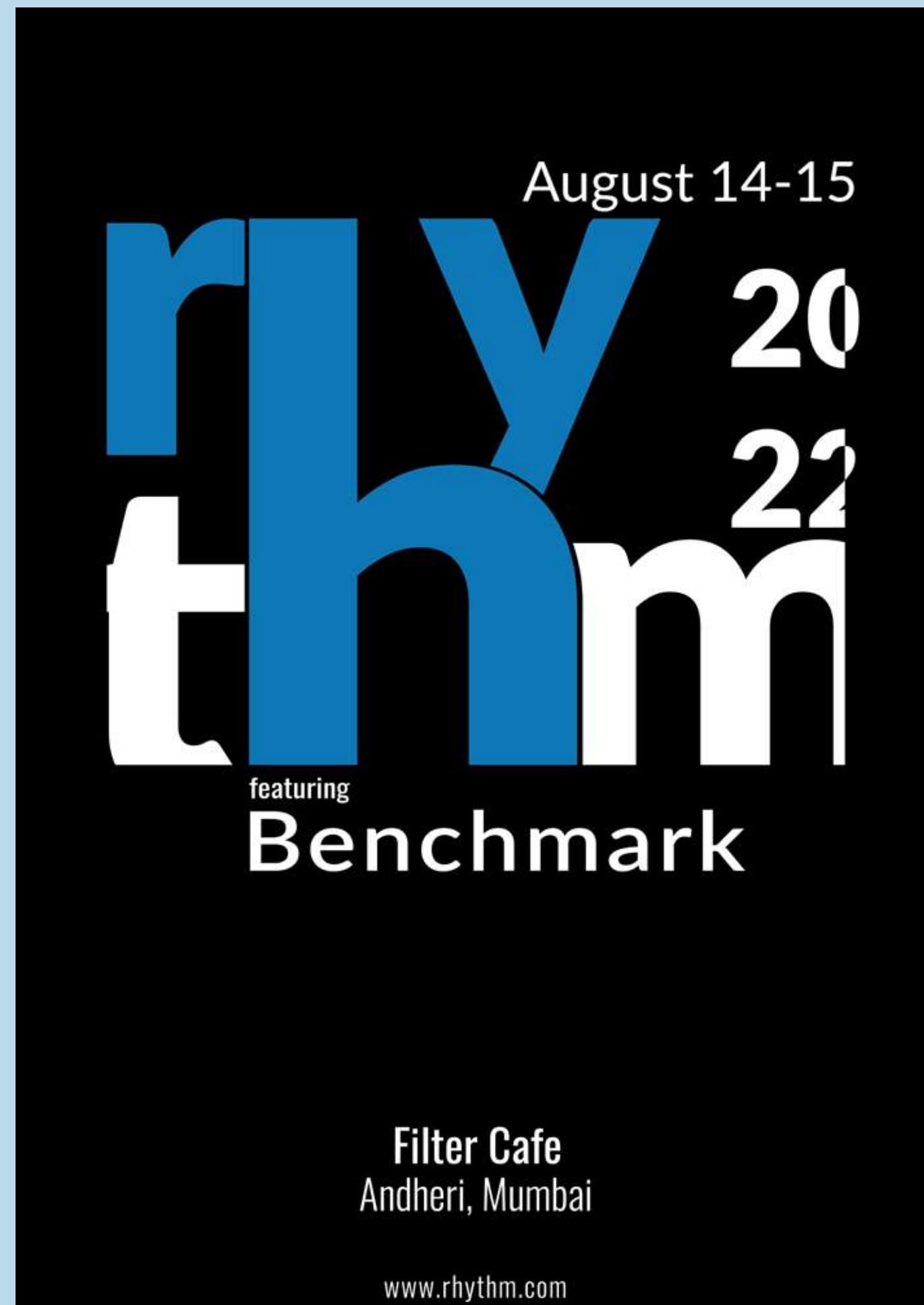


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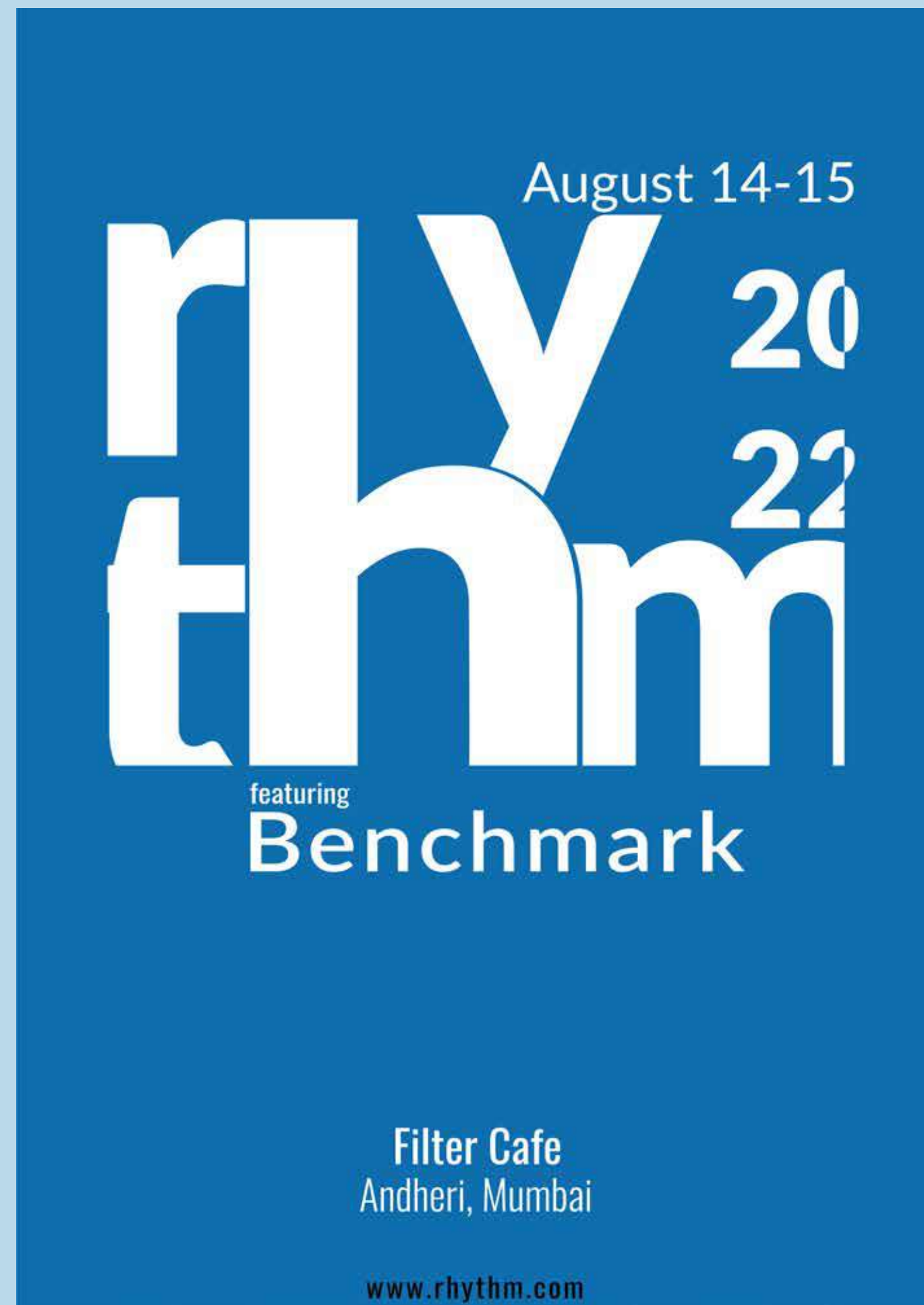


DIGITAL EXPLORATIONS



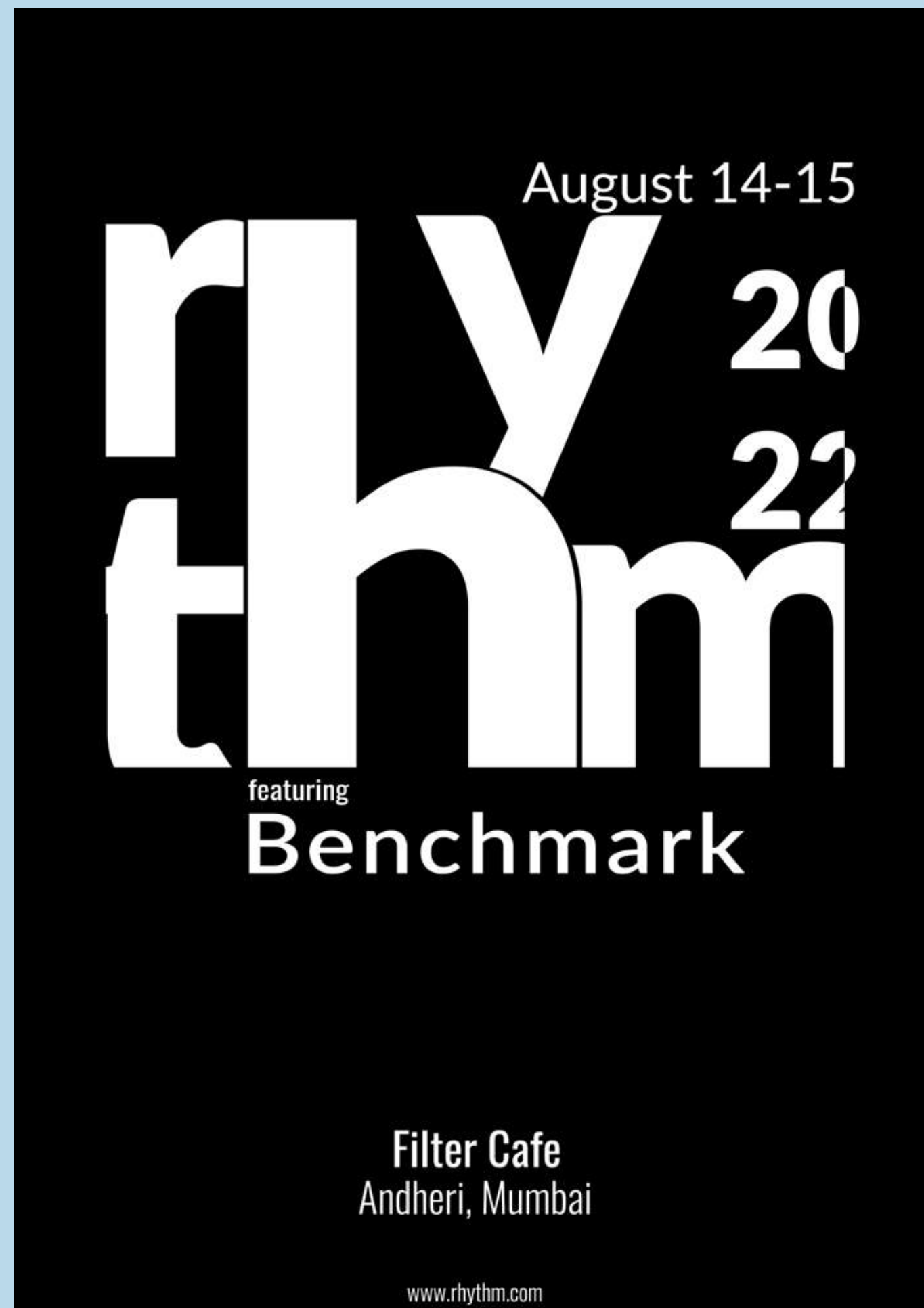
COLOUR EXPLORATIONS





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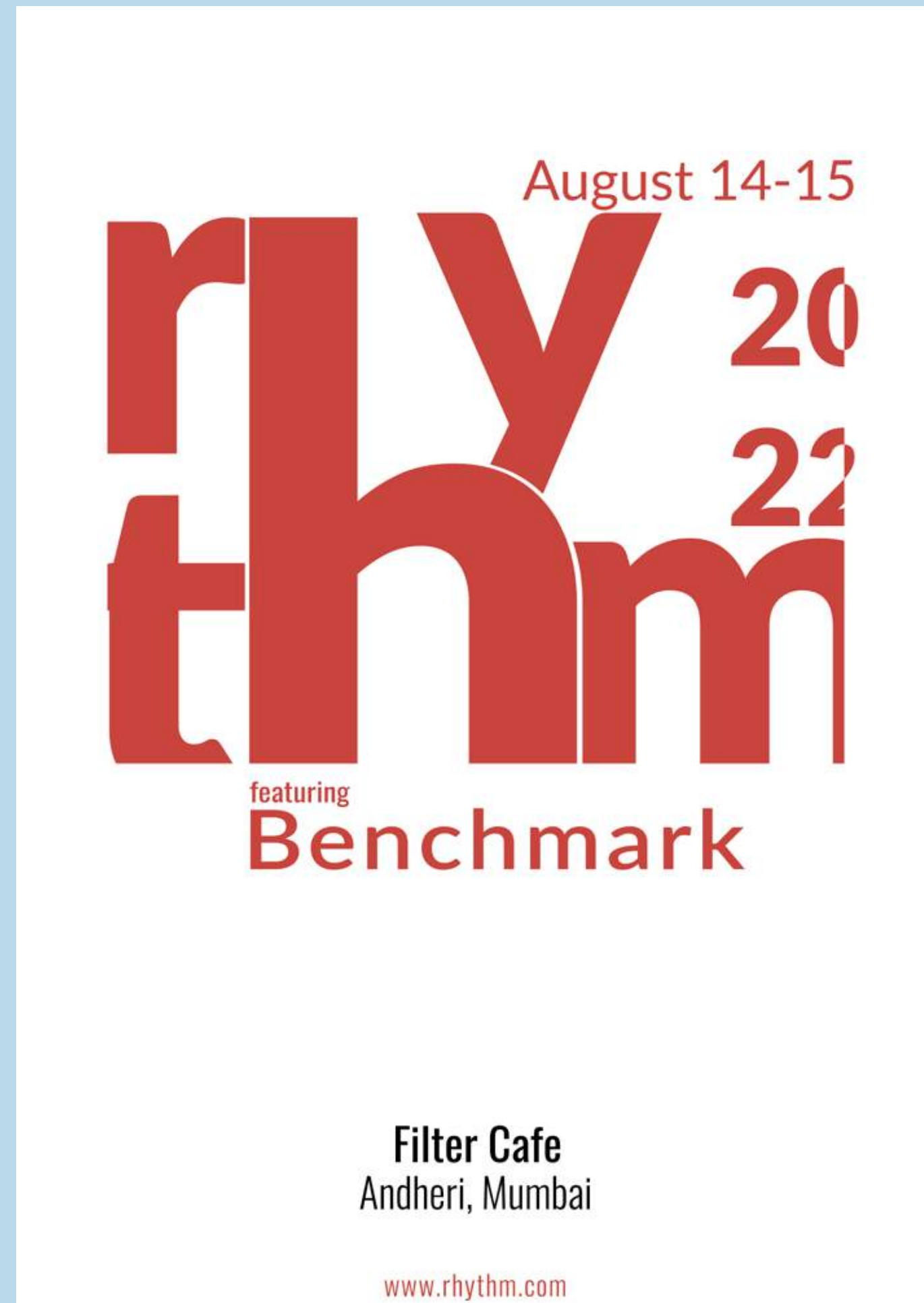


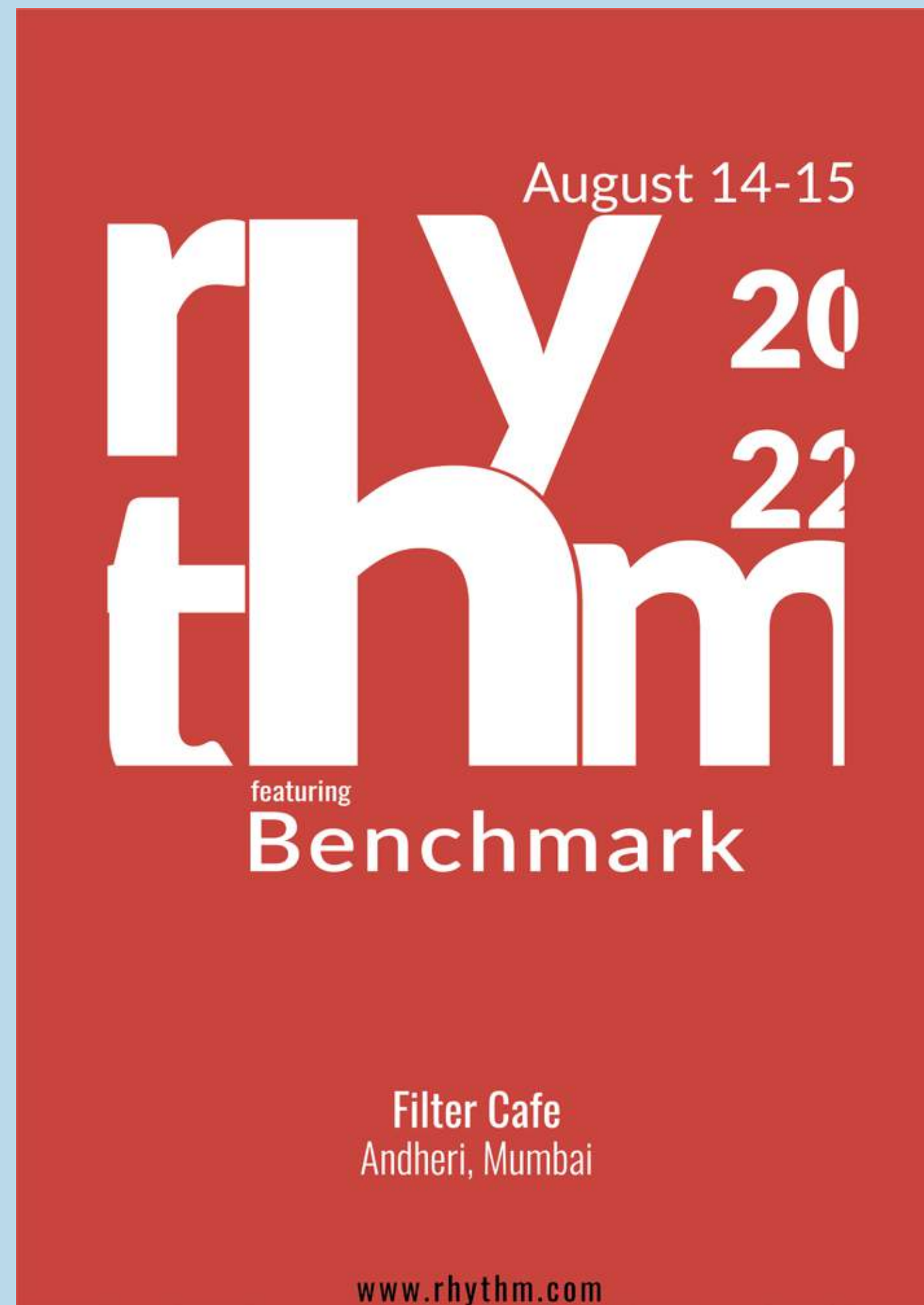


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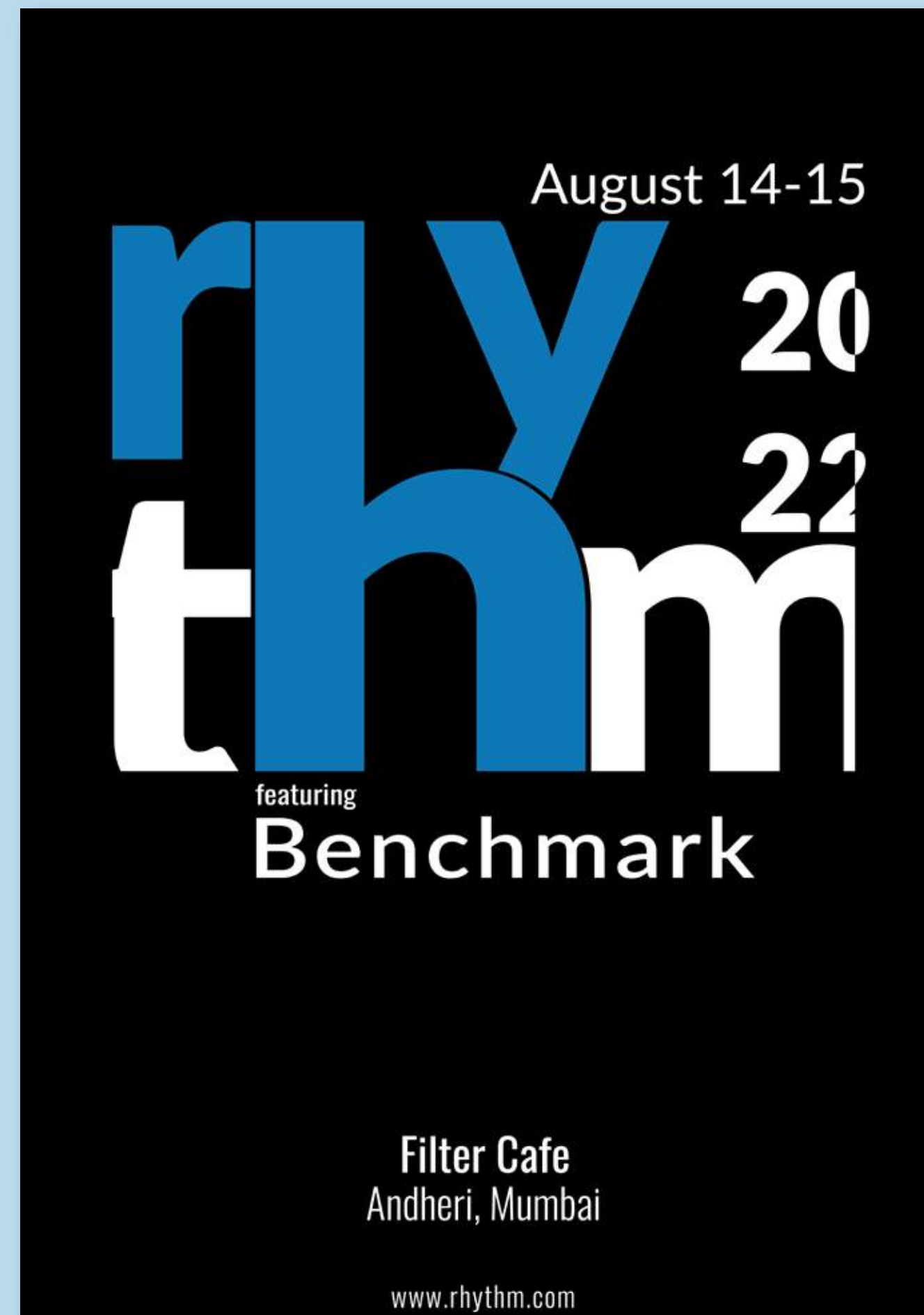
COLOUR EXPLORATIONS





COLOUR EXPLORATIONS

FINAL DESIGN OUTCOME



MOCKUP



Icon Design Project

Designing a nature-inspired icon

Leaf Project

A project aimed at creating **simple leaf form** inspired from
the physical features of a **Rose leaf**

Process

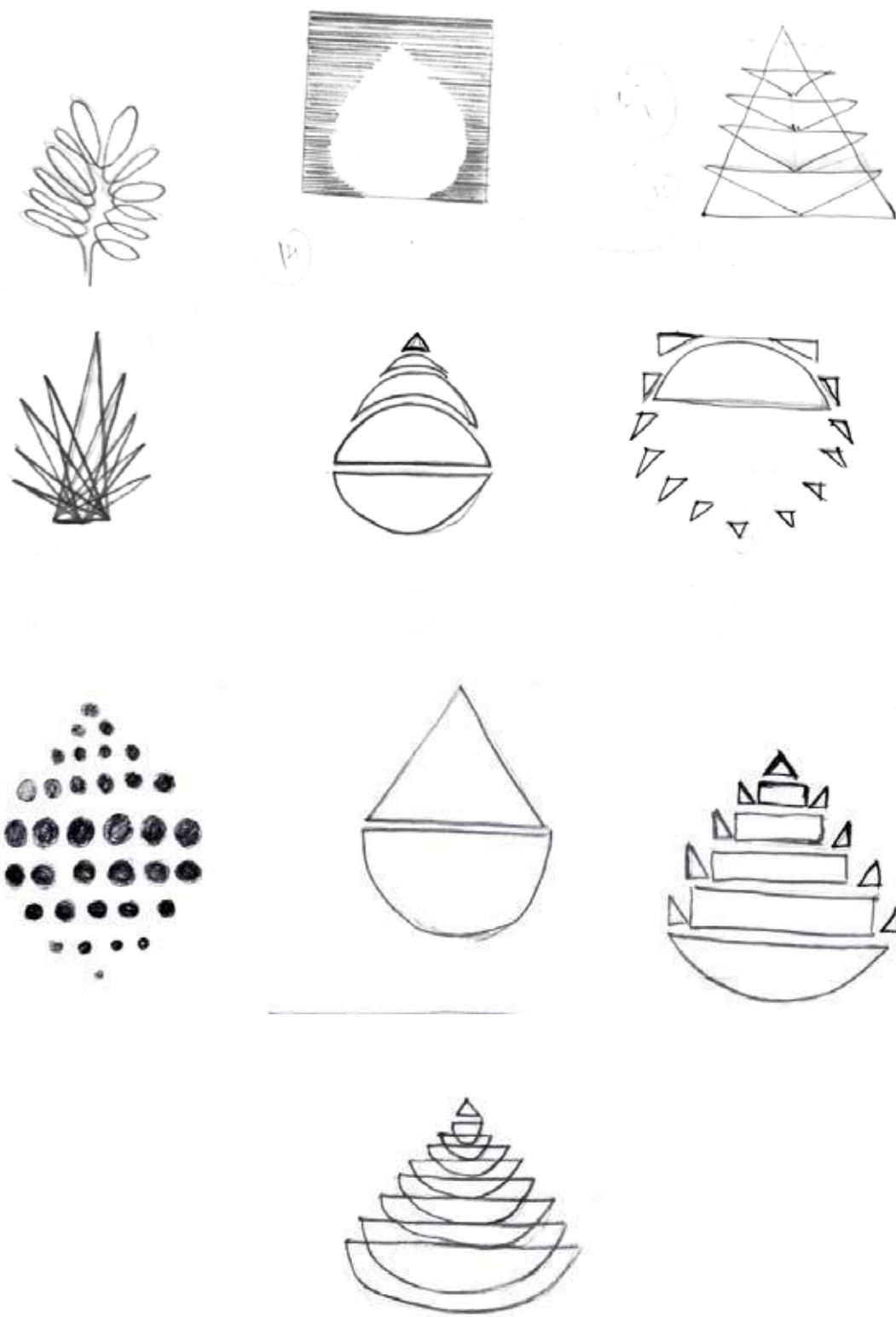


I started studying the **physical traits** of the leaves , by observing at different forms and creating doodles using just **lines and shapes** and developing them further.

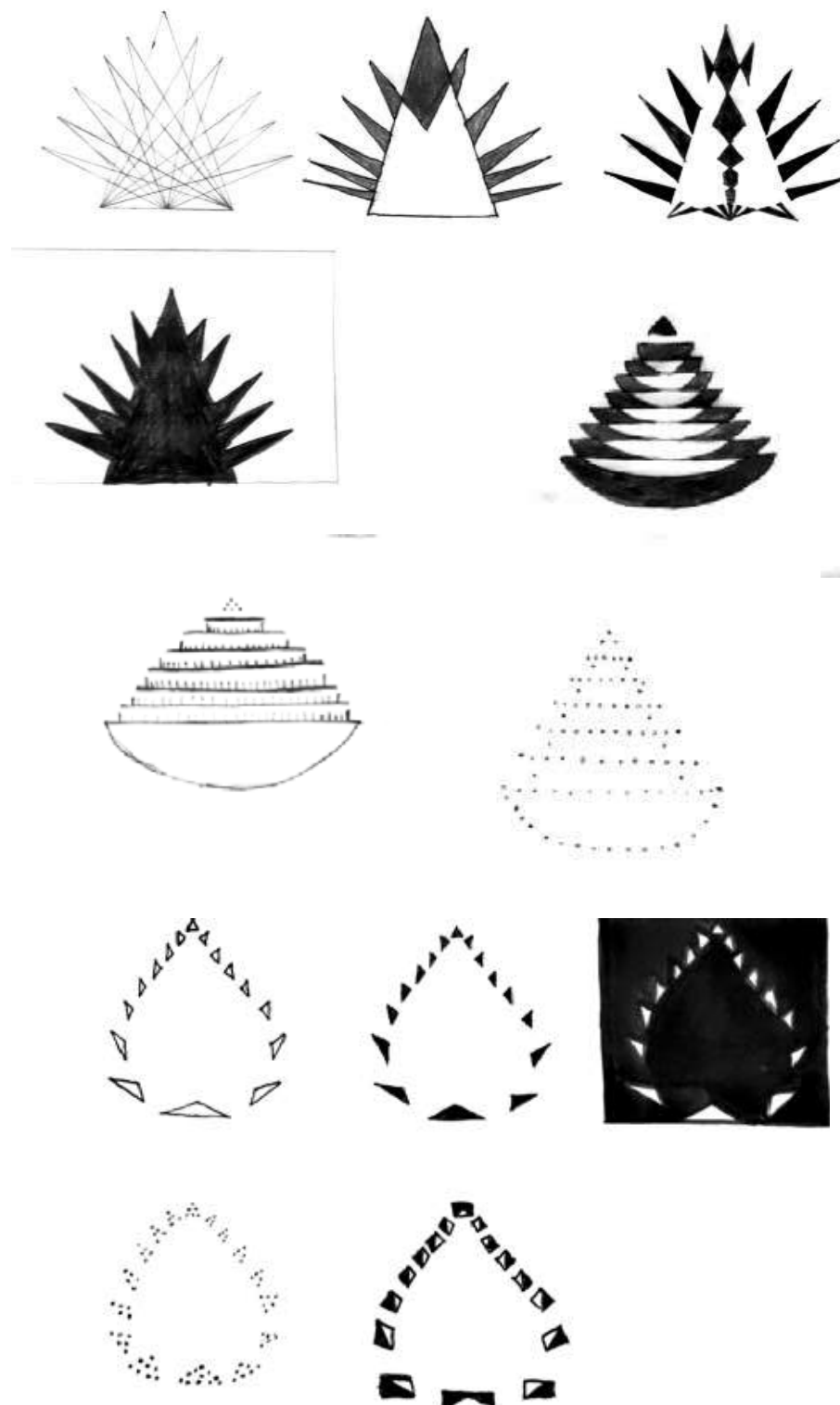
Ideation



Observation



Rough Doodles

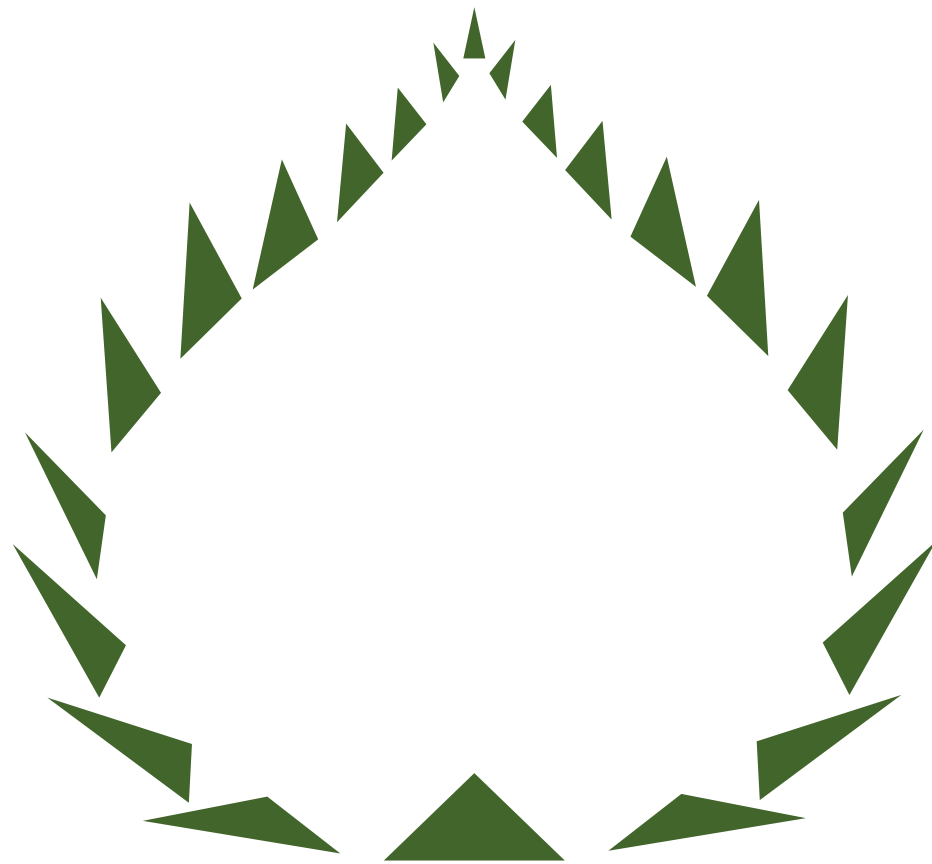


3 Selected Ideas

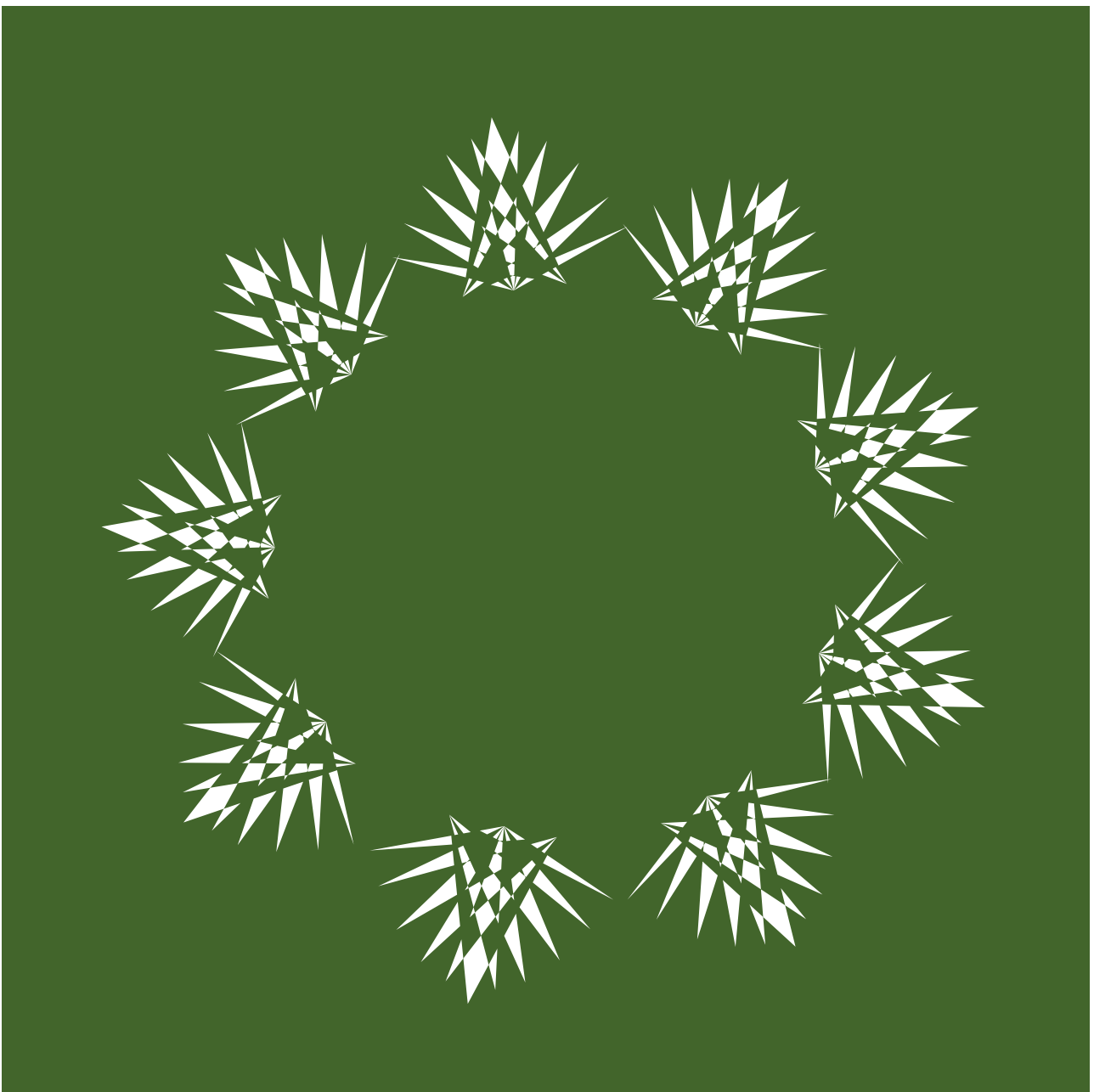
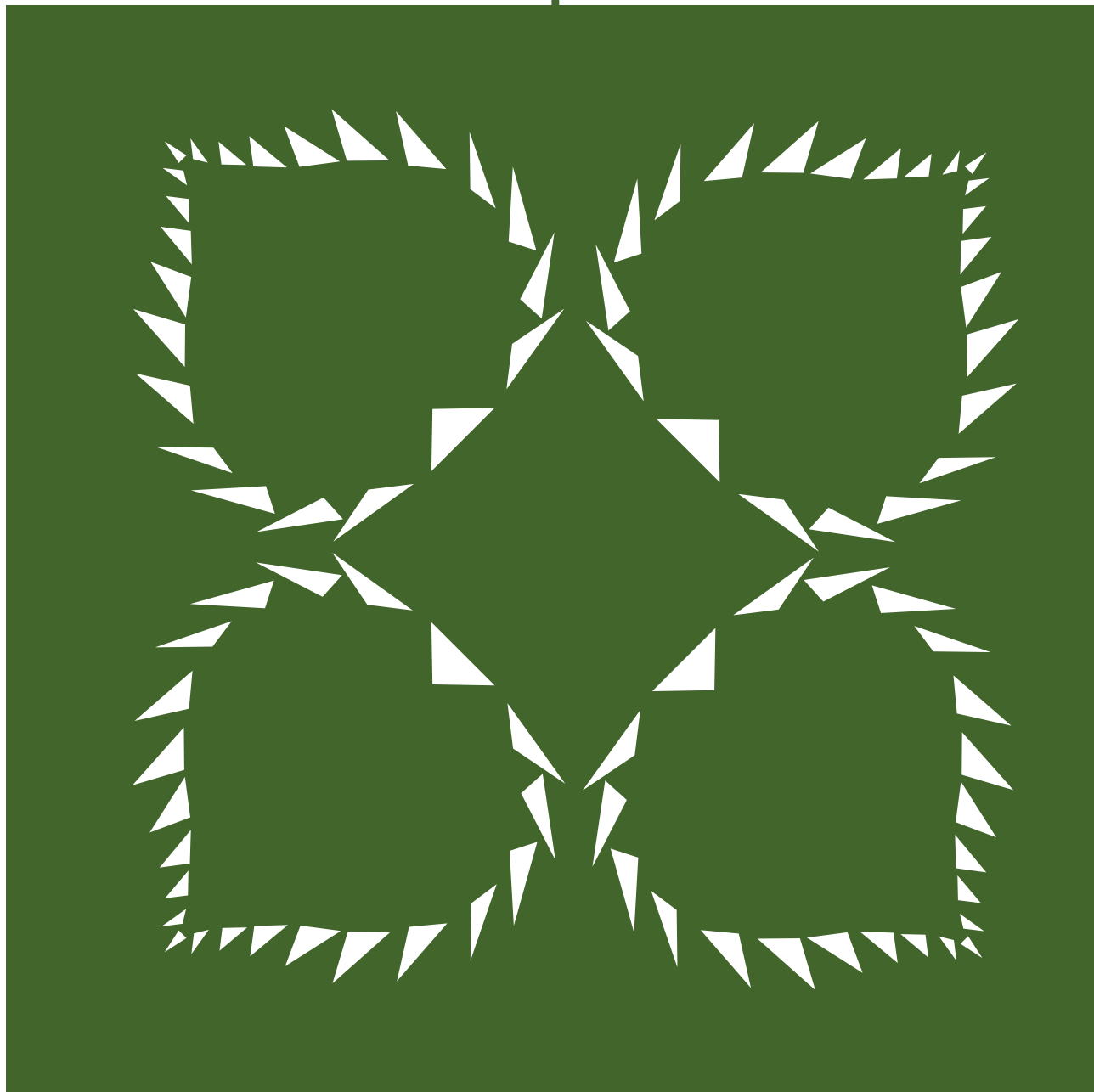
Refining Ideas



Digital Iterations



Final Digital Compositions



Mockups

