



॥वसुधैव कुटुम्बकम्॥

# **SYMBIOSIS**

## **INSTITUTE OF DESIGN**

**PLACEMENT BROCHURE**  
**2018 – 2019**



S. no. 231/3A-4, Viman Nagar, Pune - 411 014 Maharashtra, India.

Tel.: +91 20 26634546/47/48

   symbidesign

Batch: 2018 - 2019

[www.sid.edu.in](http://www.sid.edu.in)

Digital Design by: Aviraj Patange, Sumit Avagunde



To Design is to nurture a childlike curiosity and harness it to explore endless possibilities and solve problems with an unparalleled consideration for human need.

The Design Showcase is an event organised by Symbiosis Institute of Design with the aim of exhibiting the possibilities explored by our budding designers and present fresh talent from the various departments to the world.

Here, the graduating batch of students are celebrated and introduced to the industry, media, patrons and public. It is a culmination the students' four year tenure at Symbiosis Institute

of Design, and features some of the finest work produced by them, as well as their final year Degree Projects.

The Fashion Department of the institute also puts up a spectacular 'Fashion Show' to showcase the graduation collection of garments created by the batch of Fashion Design students.

# SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)



- Symbiosis International (Deemed University) was established by Padma Bhushan Dr. S.B. Mujumdar in 1971, primarily for the purpose of 'promoting international understanding through quality education'. Symbiosis International (Deemed University) (SIU) has a rich heritage of cutting-edge innovation and enterprise, and of quality through pursuit of educational excellence.

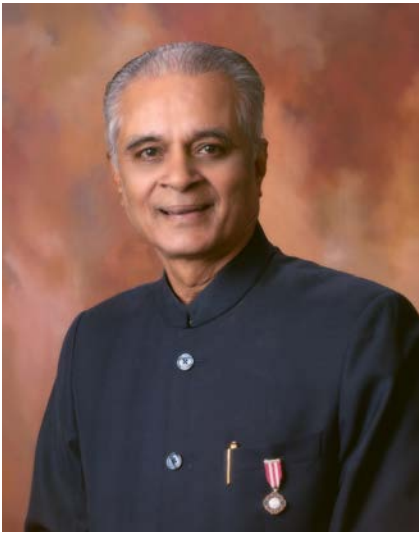
The University offers a total of 110 programs at Diploma, Undergraduate, Post-graduate and Doctoral levels under the faculties of Law, Management, Computer Studies, Health and Biomedical Sciences, Media, Communication and Design, Humanities and Social Sciences and Engineering.

Symbiosis has 47 Institutes and student strength of 30,000 on campus. SIU has a large number of foreign students from 85 different countries. The university is re-accredited with 'A' Grade by National Assessment & Accreditation Council (NAAC). In addition to this, the Management, Law and Media programs are consistently ranked amongst the top ten in India.

- To provide facilities for education and research of University standard.
- To encourage the dissemination, advancement, development & application of knowledge.
- To provide courses of study or instruction across a range of fields, and the carrying out of research to meet the needs of the community.
- To provide teaching and learning that engage with advanced knowledge.



## FOUNDER AND PRESIDENT, SYMBIOSIS, CHANCELLOR, SIU



Padma Bhushan  
Dr. S.B. Mujumdar

Inspired by the ideals of 'VishwaBharati' of Gurudev Rabindranath Tagore and 'AntarBharati' of Sane Guruji and with a deep desire to help foreign students, the idea of 'Symbiosis' was conceived by Dr. S.B. Mujumdar in the year 1971. The motto of Symbiosis is 'Vasudhaiva Kutumbakam' and truly for the foreign students at Pune, it is a 'Home away from Home'.

Dr. S.B. Mujumdar, the Founder of Symbiosis International (Deemed University), has worked to bring social justice, international understanding and scientific approaches to the problems of society. Higher education has played a crucial role in his life. His innovative ways of education and proactive programmes for the changing economy have made Symbiosis renowned for its brand of education.

## VICE CHANCELLOR, SIU



**Dr. Rajani Gupta**

Dr. Rajani Gupte, the Vice Chancellor of Symbiosis International (Deemed University) Pune, completed her doctorate in Economics from the Gokhale Institute of Economics and Politics, Pune. She has more than 30 years of experience in teaching and research. She was a founding member of Symbiosis Institute of Foreign Trade in 1992 (now Symbiosis Institute of International Business, SIIB)

and was Director of SIIB from 2004 – 12. Dr. Gupte also served as Dean – Faculty of Management, Dean – Academics and later Pro – Vice Chancellor at Symbiosis International (Deemed University).

A visiting faculty at the Oakland University, School of Business Administration, Michigan, USA, she has also addressed business leaders at Bremen University for Applied Sciences, Germany. Appointed on the WTO Cell set up by the Department of Horticulture, Government of Maharashtra, she was also a member of the International Trade Panel, CII, Western Region. She has been a UGC nominee on various committees.

## PRO CHANCELLOR, SYMBIOSIS SOCIETY



Dr. Vidya Yeravdekar

Dr. Vidya Yeravdekar is the Pro Chancellor of Symbiosis Society, which encompasses the Symbiosis schools and institutions under the Symbiosis International (Deemed University).

Being a member of the Board of Management of the Symbiosis Society and Symbiosis International (Deemed University), she contributes to the overall planning and development of Symbiosis. She has been instrumental in the collaborations of Symbiosis with some world-class universities abroad.

She has also developed close contacts with the Ministries of Education in different countries. She has been nominated as member of University Grants Commission and as a member of governing Body of Indian Council for Cultural Relations (ICCR) by the Govt. of India. She has also been nominated as a member of the Executive Council of National Institute of Agriculture Extension Management (MANAGE) which is under the Ministry of Agriculture, Govt. of India.

# SYMBIOSIS INSTITUTE OF DESIGN (SID)



Constituent of Symbiosis International (Deemed University), Symbiosis Institute of Design (SID) creates an enabling atmosphere for students with the right bent of mind, letting them hone their skills and capabilities and turning them into competitive professional designers.

The unique multidisciplinary campus offers opportunities to students across different streams to share ideas, brainstorm solutions and catalyze each other's thinking. The work ambience enables one to build on one's conventional skills and is complimented by modern tools and techniques which allow the student to be on the cutting edge of Design.

## **Vision**

Promoting international understanding through quality

## **Mission**

- To inculcate the spirit of 'Vasudhaiva Kutumbakam' (The world is one family)
- To contribute towards knowledge generation and dissemination
- To promote ethical and value-based learning
- To foster the spirit of national development
- To inculcate cross cultural sensitization
- To develop global competencies amongst students
- To nurture creativity and encourage entrepreneurship
- To enhance employability and contribute to human resource development
- To promote health and wellness amongst students, staff & community
- To instill sensitivity amongst the youth towards community and environment
- To produce thought provoking leaders for the society's education.

## Officiating Director, SID



Sanjeevani Ayachit

Sanjeevani Ayachit is currently the Officiating Director at the Symbiosis Institute of Design. With a Master's degree in Clothing and Textiles (M. S. University of Baroda), she has vast experience in the field of design and design-related education and consultancy.

Sanjeevani heads the departments of Fashion Design and Fashion Communication at SID and has previously served as Deputy Director at the Symbiosis Institute of Design for almost 4 years. She is pursuing her PhD at Symbiosis International (Deemed University) examining cross cultural subtleties of costumes of the Peshwas of Pune. Her research interest lies in the areas of heritage Indian textiles and costumes, design process, design thinking and inclusive design. An avid reader and researcher, Sanjeevani has co-authored a book documenting the historic textiles and costumes in the collection of the Kelkar Museum in Pune, India. The book is currently under publication.

## DESIGN AS A CAREER

Design is rapidly going through a phase of change and innovation due to the increasing consumer demand of preferred utility and comfort. Communication Design, Product Design, Fashion Communication and Fashion Design are all rewarding careers that are generating opportunities in the design profession.

This career not only provides one with the satisfaction of seeing ideas manifested into tangible form, but also rewards one with recognition. Ultimately design is poised to be a big part of the world we live in today and be a game changer in the way solutions are found worldwide.

Products and Services are being selected more and more on emotional and experiential factors rather than only on a rational basis — and that is where design steps in.

## B.DES. Programme

The Bachelor of Design (B. Des.) is an undergraduate degree programme, with 200 credits across a four year duration, offered by Symbiosis Institute of Design (SID) The degree is awarded by the Symbiosis International (Deemed University), Pune.

This programme offers four disciplines:

- Communication Design
- Industrial Design
- Fashion Design
- Fashion Communication

The Communication Design discipline offers further specializations in Graphic Design, User Experience Design, Animation Film Design and Video Film Design.

The Industrial Design discipline provides further specializations in Product Design and Interior Space Design.

The curriculum of SID gives an optimum mix of traditional media, new media (with state of the art software) and soft skills.





# COMMUNICATION DESIGN

# Graphics Design

Graphic design is a process of creating a print or visual product using image and text with an idea and purpose for a target end-user.

It is a creative manifestation of visual design that is comprehensible, readable, legible, differentiable, unique, relevant, practical, meaningful as well as appropriate for the intended purpose, message, user, media, and technology.

The students explore the basic principles of graphic design like typography, photography and image making, as well as 8 complex graphic design projects like Publication Design, Type design and Typography, Illustrations, Wayfinding, Identity, Branding, Advertising Media and User Interface Graphics.

## **Batch 2015-19**

### **Graphics Design**

- Aditi Bhatnagar
- Alan Moses
- Ankur Agarwal
- Apoorv Pardeshi
- Ashi Jain
- Ayesha Mitra
- Bhavya Nawani
- Bhuvan Choudhary
- Cheshta Mittal
- Gauri Muthiyan
- Gautam Vasa
- Jannat Kamboj
- Janvi Lalwani
- Jayant Chavan
- Kopal Dhariwal
- Malavika Nanda
- Maulik Vora
- Meghna Chitturi
- Omkar Bagwe
- Prapti Panchal
- Priyal Gupta
- Raipurna Halder
- Riya Umrigar
- Sagorika Gupta
- Sarah Joshi
- Shivani Tiwari
- Shivani Kadav
- Shobhitha N S
- Shravya Deswal
- Siddhant Cornelius
- Siddhika Deshmukh
- Sriraj Rajkumar
- Soumya Gupta
- Sunaina Popat
- Tamanna Jain
- Tara Nair
- Trisha Gangolli
- Zakir Khan
- Vartika Shrivastava
- Sanskriti Dholi



## Communication Design Graphic Design

**ADITI BHATNAGAR**

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Cell No.: +91 9011925650



### Delightree



**Faculty Mentor: Prof. Ranjit Jagtap**

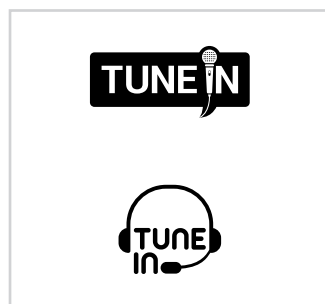
Delightree helps companies in aggregating and acting on customer feedback to create delightful experiences. With Delightree they aim to make the interaction between a business and its customers simple. The brief was to come with an identity and extend the same into branding



### TGB Tune In

TGB Tune In was a podcast event, which was held by Tata Global Beverages. The event was for members of the company and many speakers were there to speak on the stage for this very occasion. The brief was to come up with an identity for a Pod-Cast event for Tata Global Beverages .

**Exploration**



**Faculty Mentor: Prof. Ranjit Jagtap**



### Strength & Technical Skill

- Photoshop
- Illustrator.
- InDesign
- Team Spirit
- Presentation skills



## Ondot Media, Branding & Ui

Faculty Mentor: Prof. Ranjit Jagtap

Ondot Media, is a global digital technology media brand. The task was to uniquely position Ondot and portray it as the strong brand it has the potential to be. This project involved the creation of an identity, brand language, the resulting collaterals, icon design and a website design.



## Yuvraaj Silverr, Branding

Faculty Mentor: Prof. Ranjit Jagtap

Yuvraaj is a premium silver brand that wanted a unique way to express themselves. The task was to create brand language that supported the logo and position the brand in a way that would satisfy their current customers and pique the interest of potential buyers.



## Strength & Technical Skill

- Branding
- User Interface
- Advertising
- Publication
- Adobe Illustrator/Photoshop/Indesign



## Communication Design Graphic Design

**ANKUR AGARWAL**

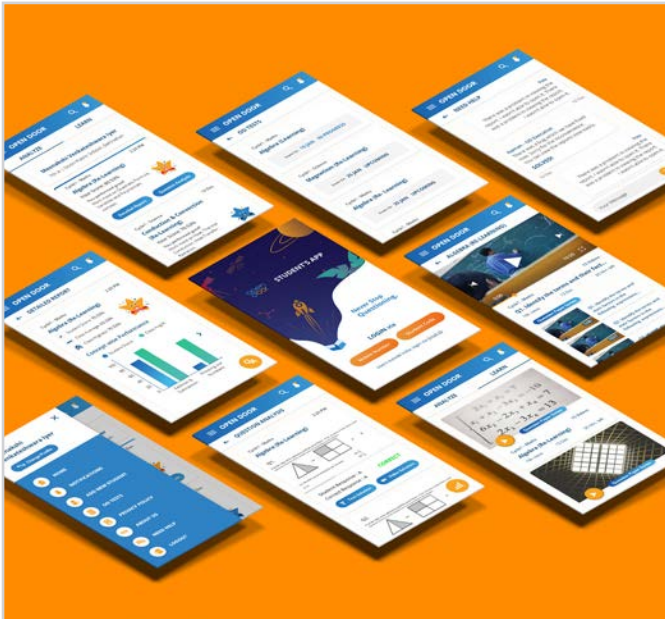
ankuragarwal159@gmail.com

Cell No.: +91 9558751812



## Mobile & Web App Design

Faculty Mentor: Prof. Ranjit Jagtap



Open Door is an education company and they want to change students learning habits using innovative learning & assessments products. The Student's App is for their Assessments products to help students analyze their performance better and improve themselves in weak areas.



## Rebranding & Packaging

Faculty Mentor: Prof. Ranjit Jagtap

With Thinking Classroom, they want children to question more and think more on concepts rather than cramming them.

Their previous branding didn't reflected that idea, so we improved their identity, book cover, inner layout and packaging.



## Strength & Technical Skill

- Branding
- Design Strategy
- Packaging
- System Design
- UX/UI Design





## Yellowchalk Rebrandig

Yellowchalk is a UI and UX firm based in Bangalore. They specialize in User Experience Design and User Interface Design for websites, mobile applications, enterprise softwares and many more. The brief was to redesign the Yellowchalk collaterals, and to design the website.

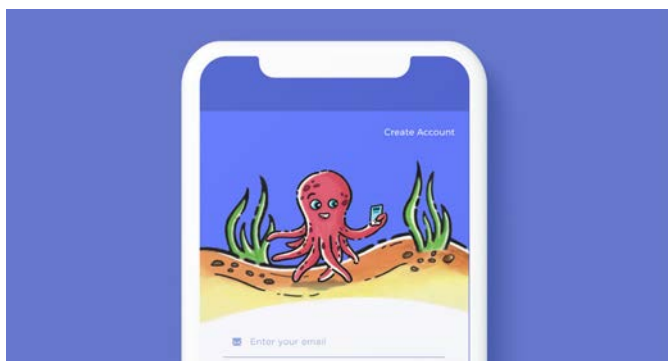


Faculty Mentor: Prof. Ranjit Jagtap

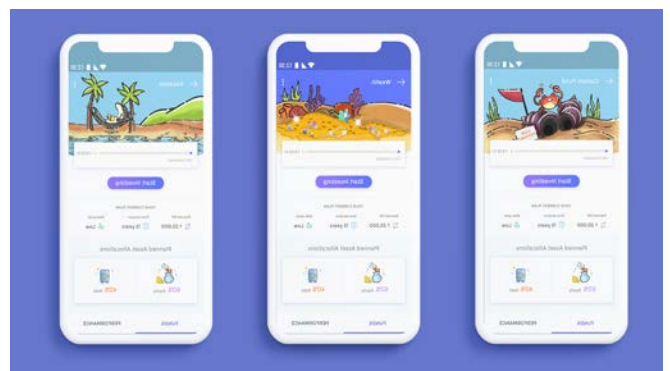
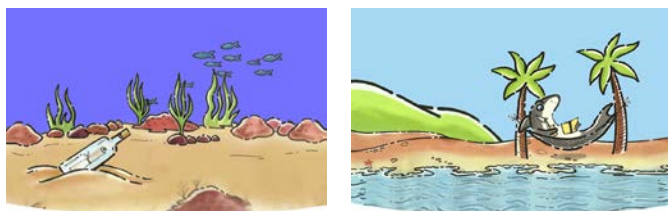


## Goalwise App Design

Faculty: Prof. Ranjit Jagtap



Goalwise, a first of its kind investment platform in India, provides robo-advisory solutions to the investors where it does risk profiling, asset allocation, picks the best performing funds and rebalances the portfolio as and when required in the best interest of the investor.



## Strength & Technical Skill

- Branding
- Publication
- User Interface Design
- Illustrations
- Adobe Photoshop/Illustrator/InDesign



## Communication Design Graphics Design

**ASHI JAIN**

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Cell No.: +91 8989614095



### Dento

Faculty Mentor: Prof. Ranjit Jagtap



The brief was to create an Identity, brand language and other branding collaterals for Dento, an upcoming chain of Dental clinics. Like the usual brands which are serious and focus on the usual, what makes Dento distinct from the other brands is that it is Welcoming, Fresh and non-serious.



Dentocons were created which were depicting different personalities of people and were used as the brand language.

### XDBS

Faculty: Prof. Ranjit Jagtap

XDBS is a technology company who are into digital marketing. They are based in North America, Central America, Philippines and India.

The task was to re-design the identity, Brand language and design the branding collaterals.



### Strength & Technical Skill

- Branding.
- Packaging.
- Leadership & Time management
- Publication.
- User Interface Graphics





## Everything Measured in 'Sometimes'

This Project consists of a collection of my poetry and thoughts that convey the various highs and lows of a young adult through conversations between the words and the imagery. The book is split into 3 Sections of different themes, each beginning with 1 Diary Entry, followed by 12 Poems.

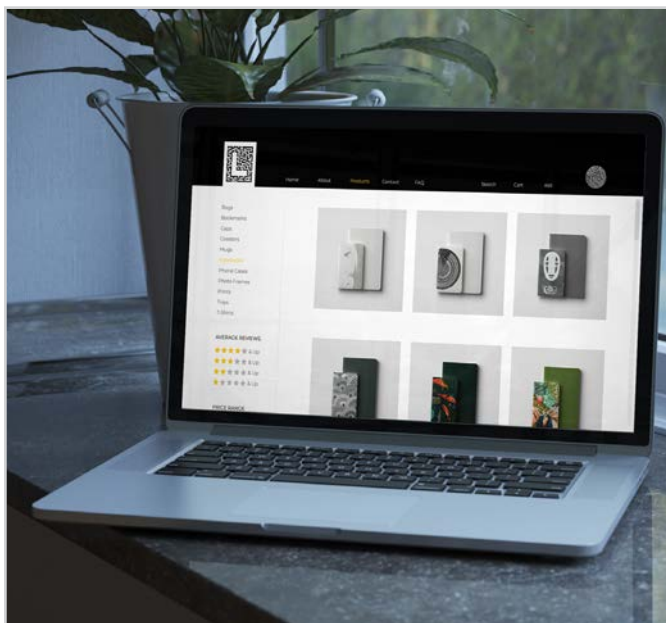


Faculty Mentor: Ranjit Jagtap

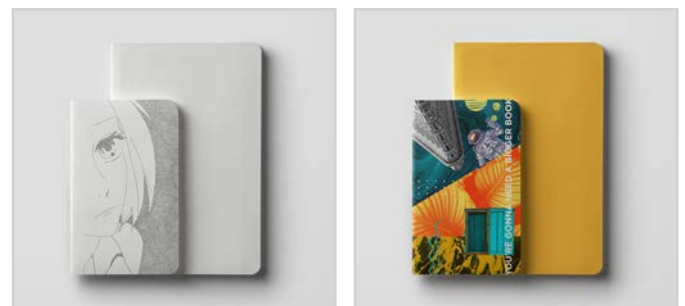


## Labyrinth: Website

Faculty Mentor: Ranjit Jagtap



Labyrinth is an online establishment, created for the showcasing and sale of my Artwork on various Products, which include Prints, T-Shirts, Notebooks, Bookmarks, Phone Cases, etc. Upon visiting, people can discover, ask for, and purchase the products in the art style that is showcased.



## Strength & Technical Skill ;

- Illustrations
- Collages
- Publication Design
- Writing
- Branding
- UI Design
- Illustrator
- Photoshop
- InDesign
- Adobe XD
- Invision



## Communication Design Graphics Design

**BHAVYA NAWANI**

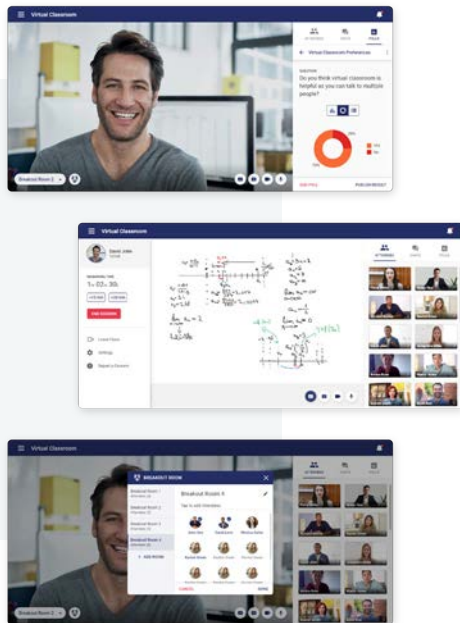
bhavyanawani10@gmail.com

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## Virtual Classroom for Quantum

Faculty Mentor: Dr. Pranita Ranade



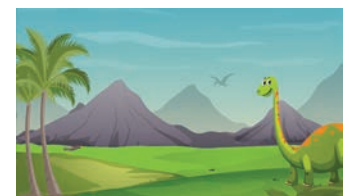
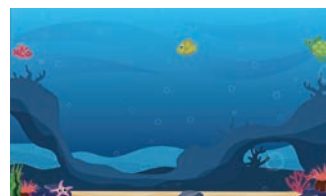
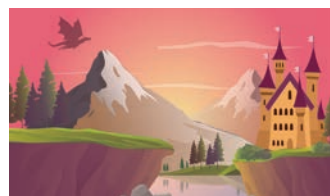
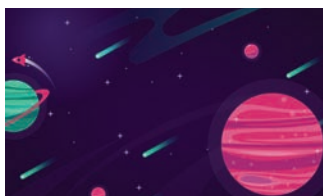
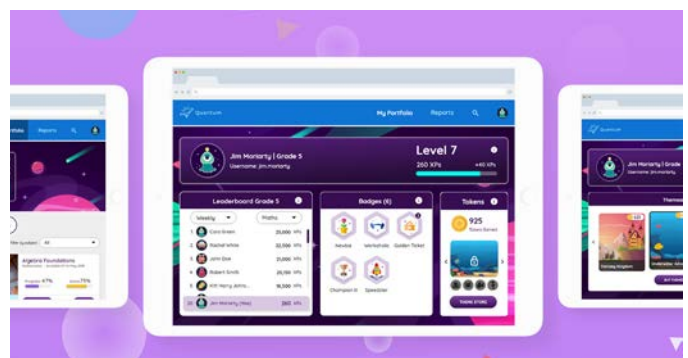
This Virtual Classroom is designed for Quantum LMS and provides a safe as well as secure platform for participants to interact with one another in real-time and engage in discussions. The three primary users are: students, teacher and administrator.



## Gamification for Quantum

Faculty Mentor: Dr. Pranita Ranade

For this project, we had to incorporate the concepts of 'Gamification' such as rewards, badges, levels, tokens etc. in the Quantum LMS to increase students' engagement as well as understanding in the courses they are enrolled into. Multiple themes were designed for this platform to make it more engaging.



## Strength & Technical Skill

- Responsible
- Goal Oriented
- Decision Making
- Adaptable
- Quick Learner





## The Hill Station

A freelance project done for 'The Hill Station' hotel, Himachal Pradesh.

The final logo is inspired from the inclination one feels on an hill with a minimal representation of the crown feathers of the Munal bird found in that valley.



**Faculty Mentor: Prof. Ranjit Jagtap**



## Pillsbury

**Faculty: Ranjit Jagtap**



This ad WAS NOT released, but instead an concept created while brainstorming with the client.

The images were all sourced online and put together to create a movie-poster-like composition to promote the product outside stores and create recall through cricket players.



**Strength & Technical Skill**

- Sketching and drawing
- Conceptualising
- Design thinking
- Photoshop
- Illustrator
- Lightroom



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- Environmental Graphics Design
- Publication Design
- Branding
- Design Thinking
- Packaging Design
- Font Design



## 91 SafeIndia

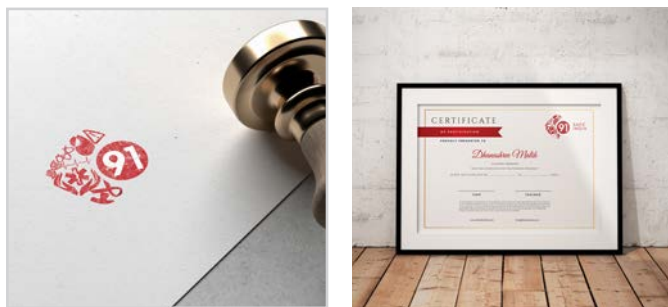
91 SafeIndia is the App and website which is a Tech platform meant to bring people in a medical emergency to be matched to first responders.

This Brand is working on uberisation of medical emergency management system.

Faculty Mentor: Ranjit Jagtap



Design Quarry



## Wani Chamber of Commerce

Faculty: Ranjit Jagtap



Design Quarry

WCC is an organization set to achieve socio-economic empowerment, value based education, community welfare, spread of global friendship and spiritual upliftment of fellow beings.



## Strength & Technical Skill

- Photography
- Conceptualising
- Critical thinking & Research
- Leadership
- Team work





## Communication Design Graphics Design

**GAUTAM VASA**

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**DESIGN  
SHOWCASE  
2019**

## Botree Profile Cards

Faculty Mentor: Prof. Manohar Desai



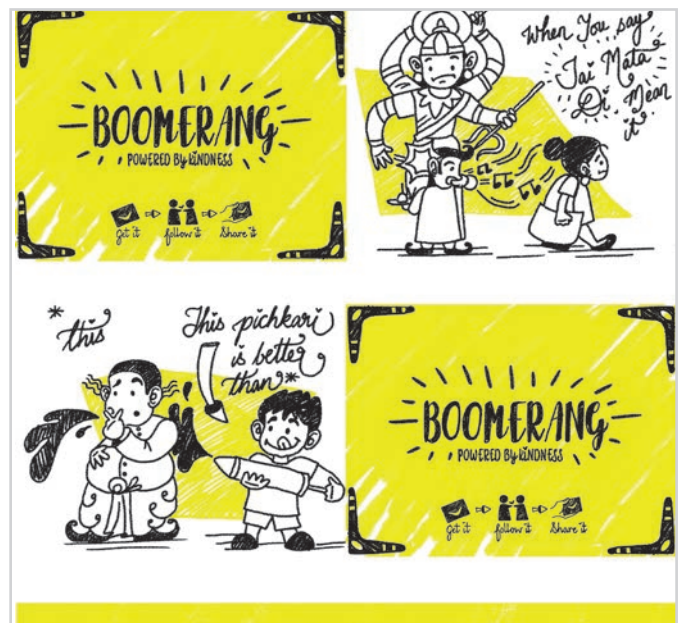
This project is about Branding, Packaging and Illustrations! Botree wanted its Profile to be portrayed in a unique way, Hence in the card manner ! and as the saying goes, " JO DIKHTA HAI WAHI BIKTA HAI" Keeping that in mind something new, attractive ! that in one go makes the client convinced of the Agency!



## Boomerang Kindness Cards

Faculty: Prof. Manohar Desai

This project is about Branding, Packaging and Illustrations! Boomerang Kindness Cards, an initiative taken by me and my boss at BOTREE, In this hectic world we might just be forgetting a few things to do here and there, and as they say, " ITS THE SMALL THINGS THAT MATTER THE MOST ".



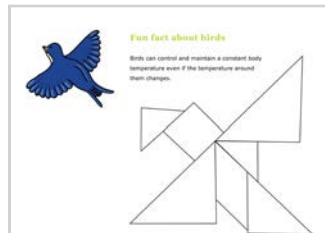
## Strength & Technical Skill

- Illustrations
- Research & Analysis
- Design Execution & Prototype
- Design Explorations
- Design Process

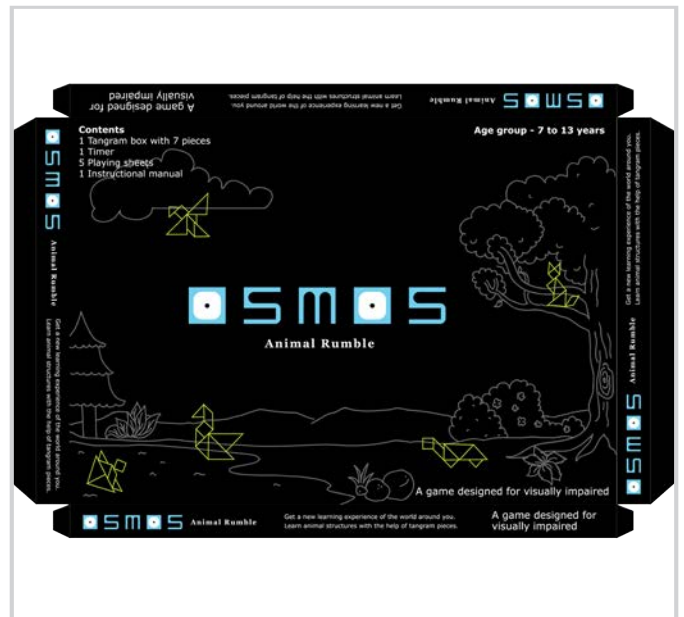


## Branding & Packaging

In India, completely visually impaired do not get the basic necessities of life. The very root of this injustice begins from their childhood where they are deprived of knowledge and fun, which every kid longs to have. The first game teaches these children about different types of animals through tangram blocks. They can even construct these shapes on their own by placing the tangram blocks on the debossed outlines.

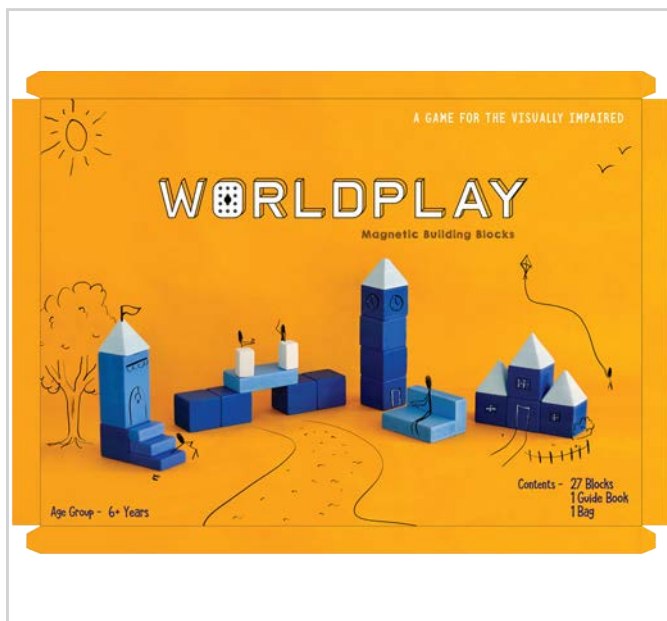


Faculty Mentor: Jannat Kamboj

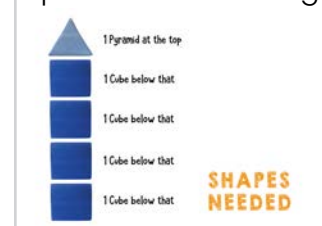


## Branding & Packaging

Faculty: Ranjit Jagtap



In this game, the kids learn about various structures around them by constructing them on their own. These magnetic blocks makes it easier for them to construct the given structure and enhance their concentration and management skills. The blocks made on the sheets are of the same size as the actual blocks and are made in relief. This will help them find the correct blocks by placing it on top of the block image.



## Strength & Technical Skill

- Illustrating
- Product design
- Photoshoot & Photoshop
- Layout design
- Content creation
- Identity design & Branding



## Communication Design Graphics Design

**JANVI LALWANI**

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**DESIGN  
SHOWCASE  
2019**

## Branding & Packaging

Faculty Mentor : Prof. Mahendra Patel



The project is about Branding and Packaging for Nutroheal, an Indian nutraceutical company, providing holistic health nutrition in its strongest and purest form. The packaging is simple and minimal using the elements of nature to portray the organic and herbal aspect of the products and the brand.



## Branding

Faculty Mentor : Prof. Mahendra Patel

The project is a branding and packaging project for Master Bakery, a company from Pune which is known for its classic baked breads. They seek to position the bakery as the masters of healthy bread makers in the town that tastes good. Their logo is minimal using the bakery elements.



## Strength & Technical Skill

- Branding Strategy
- Research & Analysis
- Design Process
- Design Exploration
- Design Execution & Prototype

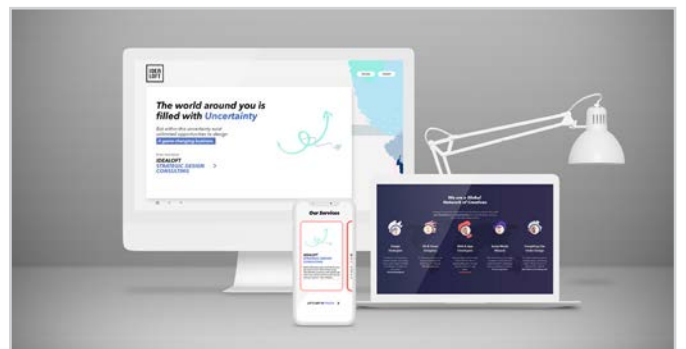




## Branding

Faculty Mentor: Ranjit Jagtap

This Major project was the complete branding process for Idealoft Studio. I was tasked with creating brand elements, process and guidelines for startup-Idealoft Studio. A rigorous research process was used to study studio branding around the world and in turn create the best branding for Idealoft Studio.



## Strength & Technical Skill

- Branding
- Publication
- Advertising
- Photoshop
- Illustrator



## Communication Design Graphic Design

KOPAL DHARIWAL

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DESIGN  
SHOWCASE  
2019

## Brand Communication

Faculty Mentor: Prof. Mahendra Patel



THE SECRET RUMOUR  
BAKE | BREW | LOVE



**About Client :** Siddharth Naithani & Nayan Bohra, partnered with us to help them establish a new bakery brand.

**Brand Personality :** premium, elegant, happy, warm, personal, romantic and minimal.

**Work Done :** 360 degree Branding.

## Packaging Design

Faculty Mentor: Prof. Mahendra Patel

Indiabulls LED's path breaking and diversified range of lighting solutions will holistically take care of all your lighting requirements. Indiabulls LED is one of the leading LED light manufacturers in India.

**Requirement :** 3 New Packaging for the bulbs. Should look premium and eco friendly.



## Strength & Technical Skill

- Creative Spirit
- Time Management
- Leadership
- Organised
- Quick Learner
- Photography
- Branding
- Advertising



## **Chipton**

Faculty Mentor: Prof. Ranjit Jagtap

The major project revolved around rebranding a Chips brand called Kracks, designing a mascot, packaging and developing a card game was the target of this project. Chipton was the new name decided by the company. Chipton is portrayed as a fun, loud and playful brand.



## **Kapiva**

Faculty Mentor: Prof. Ranjit Jagtap



Kapiva Incense Sticks is a new venture by the parent brand Kapiva. They are launching incense sticks made out of elephant dung with limited fragrances. The identity made is that of an elephant along with an element of nature. Branding and packaging of the same was the target of this minor project.



### **Strength & Technical Skill**

- Branding
- UI/UX
- Packaging
- Publication





## Communication Design Graphics Design

**MAULIK VORA**

maulik.vora0007@gmail.com

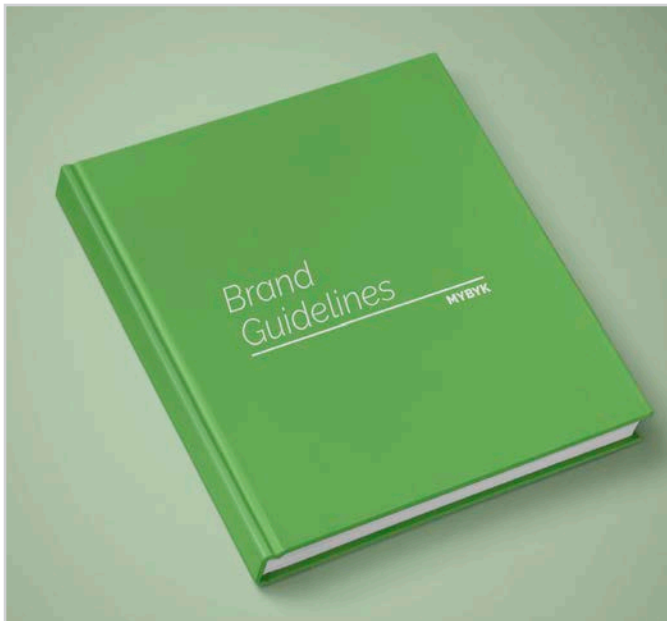
Cell No.: +91 9712977638



**DESIGN  
SHOWCASE  
2019**

## Branding

Faculty Mentor: Ranjit Jagtap



Project is bicycle sharing. Purchase a plan(rate is minimal) and bicycle is yours !! You can drop bicycle at any MyByk terminal and pick from any MyByk terminal. If any problem(Like puncture) occurs they will replace you the bicycle free of charge,just call them.

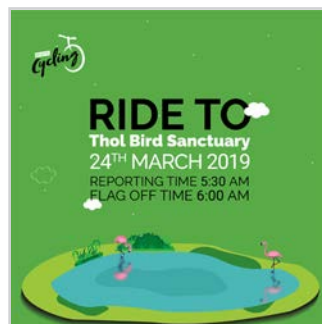
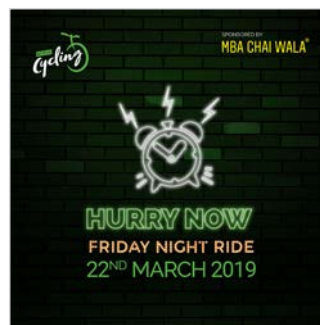


## Digital Advertisement

Faculty: Ranjit Jagtap

Make social media campaign for MYBYK's event of cycling

- Ride to Thol Bird Sanctuary
- Ride to Gandhi Aashram
- Friday Night Ride
- Sunday Meet Up



## Strength & Technical Skill

- Branding
- Adobe Photoshop.
- Adobe Illustrator
- Digital marketing.
- Publication



## Vignana Jyothi

The re-branding of Vignana Jyothi Educational Society and its constituent Institutes was taken up to give an improved face for the VJ group, taking great care to keep the essence of the old identity intact, and give it a more global look. A better, more efficient signage system was also designed.



Faculty Mentor: Ranjit Jagtap



## How To Be A Superhero

Faculty Mentor: Ranjit Jagtap



How To Be A Superhero is an educational children's book, that creates a system facilitating healthy conversation between an adult and child about topics not popularly discussed, in a friendly, child appropriate manner with the help of poetry and carefully designed games to cultivate a sense of empathy and acceptance amongst children.



### Strength & Technical Skill

- Branding
- Illustrations
- UI Design
- Packaging
- Publication

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD



## Communication Design Graphic Design

**OMKAR BAGWE**

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Cell No.: +91 9594203455



## AIKO

Faculty Mentor : Prof. Ranjit Jagtap



Aiko is an indie-game design company focusing on experiential learning and making learning a fun experience.

My work was to design a brand identity and a brand language for this company along with its website.



## Slang Labs

Faculty : Prof. Ranjit Jagtap

Slang Labs is a multi-lingual voice Ai providing voice interface to apps. I was asked to redesign its brand identity.



## Strength & Technical Skill

- Branding
- User Interface design
- Packaging design
- Adobe Illustrator
- Adobe photoshop



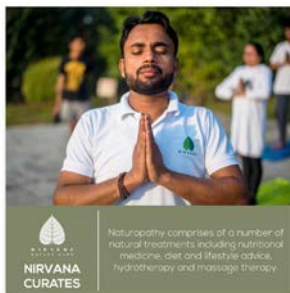


## Nirvana Nature Cure

**Faculty Mentor: Prof. Ranjit Jagtap**

Nirvana Nature Cure is a Naturopathy Centre. Their wellness programs offer solutions for a naturally healthy lifestyle.

They wanted branding and social media for Nirvana to make a place in the market and create a good place for their brand.

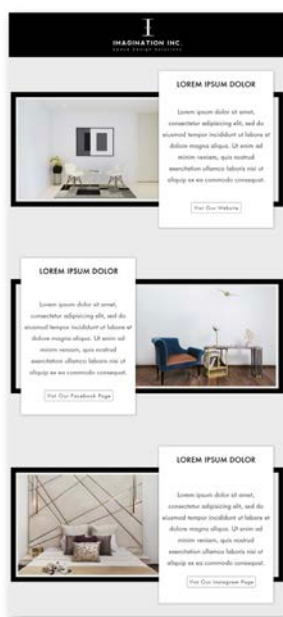


## Imagination Inc.

**Faculty: Prof. Ranjit Jagtap**

Imagination Inc. is an interior design firm. They focus on the minute details and intricacies that can add an edge to the designs our customers expect from us.

They wanted to revamp their social media and add a few things into their branding.



## Strength & Technical Skill

- Concept Development
- Design Process
- Color Sense
- Communication Skills
- Team Work



## Communication Design Graphic Design

Priyal Gupta

priyalgupta04@gmail.com

Cell No.: +91 9890124494



## Typ. Kit

Faculty Mentor: Ranjit Jagtap



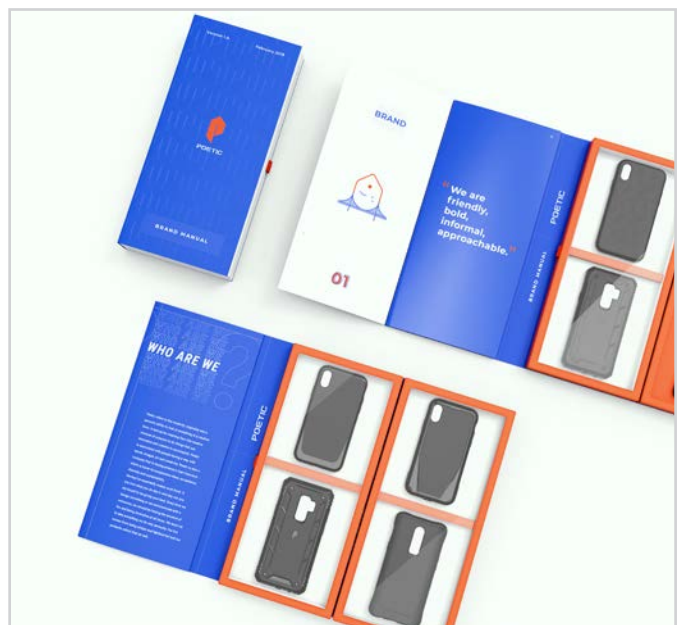
The typ. kit is a branding & packaging project, which consists of all the basic typography tools, that has a certain level of luxury, offering value and quality, for the people who are passionate about type. The idea of understanding how to build, explore and understand how letters are formed, gave birth to "Typ."



## Poetic Brand Manual

Faculty Mentor: Ranjit Jagtap

Poetic refers to the creativity, originality and a person's ability to look at everything in a creative form. The highlight of the manual is that it showcases the product, i.e., Phone Cases, in the manual itself, bringing out the essence of San Francisco culture in it, using interactive elements and bright colors.



## Strength & Technical Skill

- Packaging Design
- Publication Design
- Branding
- Photography
- UI/ UX
- Illustrator
- Photoshop
- InDesign
- After Effects
- XD





## Admiria

Admiria is a new sanitary napkin brand meant for online retail only. The sanitary napkins consist of all the qualities that are there in any commercial napkin. The idea was to develop a new identity and make a packaging that does not look like a generic pack of pads. The Ad campaigns are based on the hashtag- "Do the dont's" which asks all women to be admirable at all times in life.



**Faculty Mentor: Ranjit Jagtap**



## Success

**Faculty: Manohar Desai**



Success is a menswear brand, based in the eastern zone of India. The brief was to design a logo and an Ad campaign for their new 'Spring Summer Collectionn'. The ideas was to incorporate elements of a shirt into a picture of something bright and summery through the help of photo manipulation.



## Strength & Technical Skill

- Illustrator
- Photoshop
- Colour palette development
- Communication Skills
- Advertising.
- Branding
- Packaging
- Product styling/shoot



## Communication Design Graphics Design

**RIYA UMRIGAR**

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**DESIGN  
SHOWCASE  
2019**

## The Gully Kitchen

Faculty Mentor: Prof. Mahendra Patel



Gully Kitchen is a modern contemporary restaurant/ cafe opening in London and Dubai. They are going to serve Dosas with a twist, Biryani, Filter Coffee, Milkshakes, etc. The branding of Gully Kitchen had to be consistent and attractive. I designed the Logo, Menu, Packaging, other collaterals.

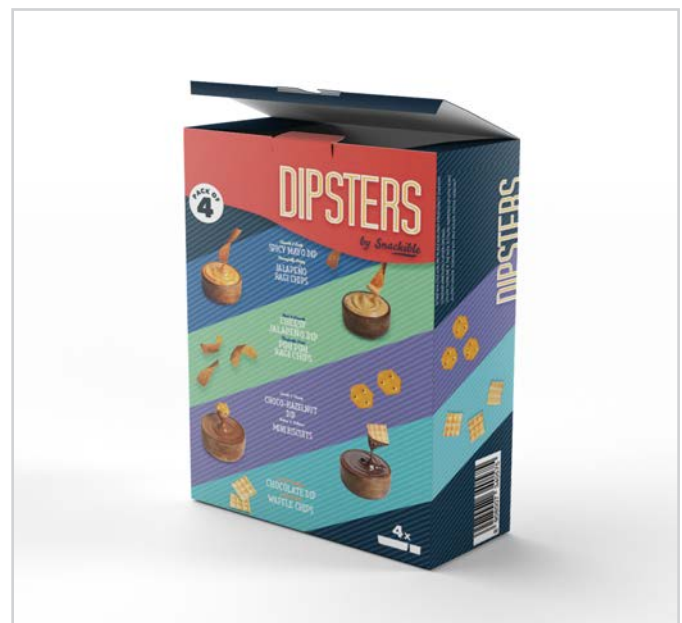


## Dipsters – by Snackible

Faculty Mentor: First-Prof. Mahendra Patel

Dipsters is a sub brand of Snackible. Dipsters are found in stores like Star bazaar, Foodhall, etc.

They wanted a pack of 4 packaging, showing all the 4 flavours in it. Keeping in mind to continue the look and feel(quirky, colourful) of the existing single packaging.



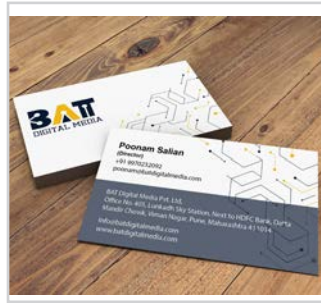
## Strength & Technical Skill

- Branding
- Packaging Design
- Publication Design
- Conceptualization
- Team Worker



## Branding and Advertising

The project was to brand and advertise the brand given. "BAT Digital Media" is a startup company in Digital Marketing area. So the task was to create the whole brand which will stand in the market and compete with other similar brands. In the whole project the target theme was to show connectivity in each and every deliverable made.



Faculty Mentor: Ranjit Jagtap



## School Identity

Faculty: Ranjit Jagtap

The project is for a school in Amrawati. In the logo we have tried to incorporate the idea of showing education of a child. The flower formed is also forming a child, including elements like pencil and a notebook which hence depicts education. The identity says that, if you send your children in this school their education base will be strong..



### Strength & Technical Skill

- Branding
- Advertising
- Photography
- Adobe Illustrator
- Adobe Photoshop





## Communication Design Graphic Design

**SARAH JOSHI**

sarah3110joshi@gmail.com

Cell No.: +91 9096561360



## Nonas Jewellery (Major Project)

Faculty Mentor : Ranjit Jagtap



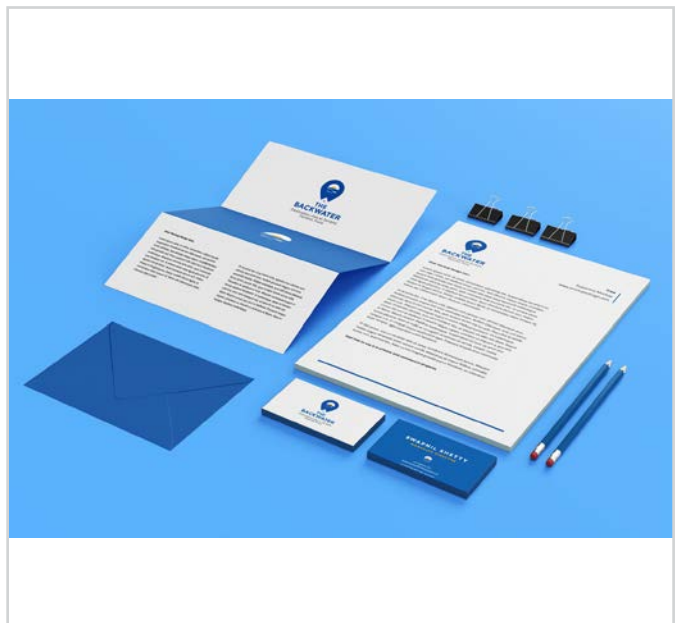
Nonas Jewellery was started in 2001 by Sujata Gokhale. She is a self taught jewellery designer specialising in handmade jewellery. The objective was to create a memorable logo and packaging for the brand keeping in mind the style, target audience and client requirements.



## The Backwaters (Minor Project)

Faculty : Ranjit Jagtap

The Backwaters is an upcoming housing project based in Jambhli, near the Panshet lake. The USP of this property is its scenic location. Based right behind the Panshet lake, the objective of this project was to create an appropriate identity for the property.



## Strength & Technical Skill

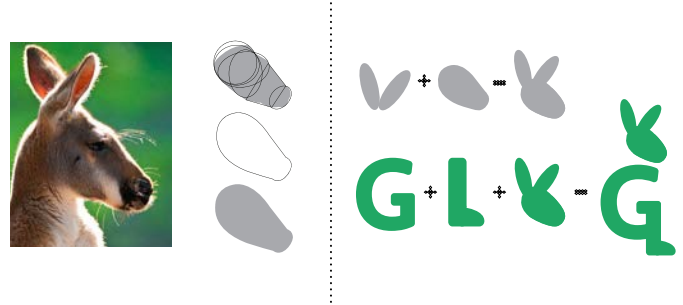
- Branding
- Packaging
- Publication design
- User interface design
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD



## Zingaroo Gummies

ZINGAROO is a sub brand of 'Nutrition Edge', a start-up based in Switzerland. ZINGAROO focuses on making multi-vitamin gummy bears for kids. The gummies are kangaroo shaped. Brand Identity and packaging was designed for all five flavours, Orange, Black Currant, Lemon, Strawberry & Green Apple.

Faculty Mentor: Prof. Ranjit Jagtap



## Ether Atelier Chocolat

Faculty Mentor: Prof. Ranjit Jagtap



ETHER ATELIER CHOCOLAT is an artisanal chocolate brand. These chocolates are premium and come in limited range. Brand identity was redesigned, in context with the word 'ETHER'. Ether is the combination of Air, Water, Earth & Fire, which is considered the best element. The triangle denotes ETHER.



### Strength & Technical Skill

- Adobe Illustrator/Photoshop/InDesign
- Keen Observer

- Conceptualisation
- Optimistic

- Design Process



## Communication Design Graphics Design

**SHIVANI KADAV**

shivanikadav@gmail.com

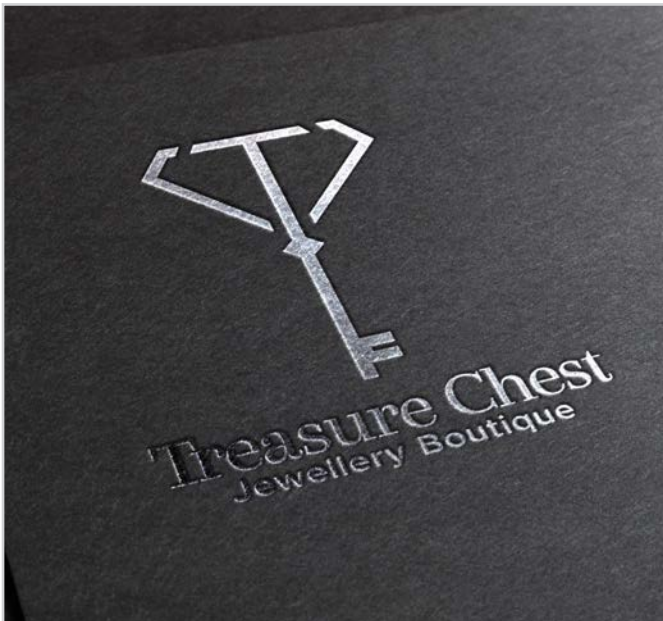
Cell No.: +91 8698908981



**DESIGN  
SHOWCASE  
2019**

## Treasure Chest- Branding

Faculty Mentor: Ranjit Jagtap



Treasure Chest is a hobby turned into business by a passionate entrepreneur in Hyderabad, India. The jewellery made of pure silver in a wide variety of precious, semi-precious stones and diamonds. The identity, collaterals, packaging and brochure was designed to give a complete brand essence.



## Crescent Biotech- Branding

Faculty: Ranjit Jagtap

Crescent Biotech is a manufacturer and supplier of biological and protein products, one among the most trusted entities in the field of animal nutrition & health, agriculture nutrition and food industry. They required re-branding to enter the global market and high end domestic customers.



## Strength & Technical Skill

- Conceptualisation
- Visualisation
- Leadership
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop





## Tribal Cultural Museum

**Faculty: Prof. Ranjit Jagtap**



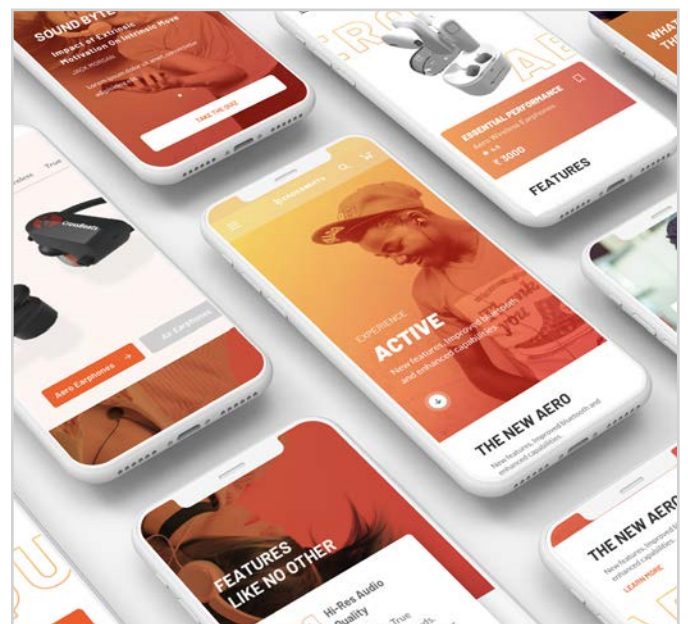
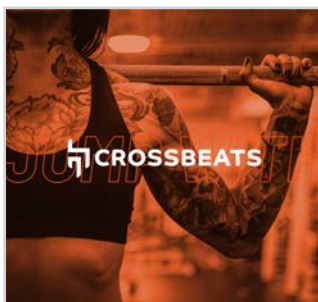
The Tribal Cultural Museum (Since 1965), Pune exhibits the culture of 18 major tribes of Maharashtra. The logo incorporates Warli painting and the acronym of Tribal Cultural Museum – TCM. The created collaterals were business cards, letterhead, envelope, folder, ID cards, and tickets.



## Crossbeats

**Faculty: Mr. Sharan Grandigae**

Crossbeats is a company that sells wireless earphones targeted to people with an active lifestyle. They wanted to redefine the wireless earphone experience that motivates the active person to push their boundaries. They wanted to rebrand themselves to fit into their brand position.



## Strength & Technical Skill

- Branding & Packaging Design
- User Experience & User Interface Design
- Typography & Hand Lettering
- Software Proficiency – Adobe Creative Suite, Sketch, Invision



## Communication Design Graphic Design

**SHRAVYA DESWAL**

shravyadeswal@gmail.com

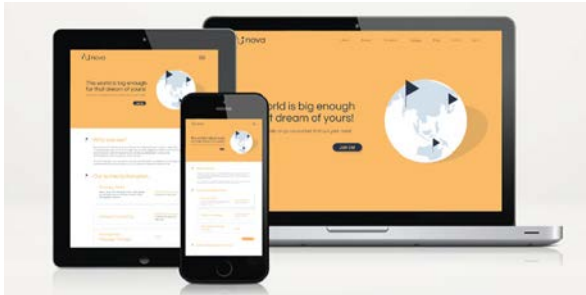
Cell No.: +91 8600303774



## NOVA: E-Counselling Website

**Faculty Mentor: Dr. Pranita Ranade**

# nova



Students in the grades 10th to 12th become particular about what they aspire to do. Some of them may have thought of the future to be intimidating.

Many students get confused about what is the best suitable course for them. The access to Academic counsellors in schools is considerably low.

Nova is a hypothetical e-counselling website that not only provides counselling to students but consultation to their parents as well. Nova's aim is to connect students and/or parents to registered counsellors across India.

## Map Brochure Design

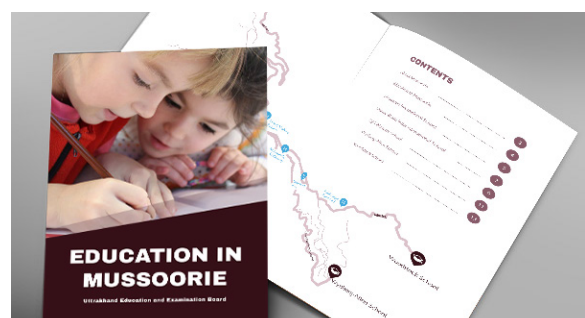
**Faculty: Prof. Ranjit Jagtap**

Dating back to colonial era, till this day, Mussoorie has been home to various schools, instituted children of British government officials and army personnels. Many of the schools are home to not only Indian but international students as well. Mussoorie is a home away from home for these students.

Hence, I decided to design an informative map that showcases 5 boarding/day boarding schools in Mussoorie. Since the focus is boarding/day boarding schools, the map not only shows the location of each school but, also the nearby hotels. In addition to that, the brochure also provides an overview of Mussoorie and in-depth information of each school.

### Strength & Technical Skill

- Research
- Web Design
- Editorial
- Advertising
- Illustration
- Publication
- Branding
- Photography







## CNBC Book Covers

The following book covers were made for CNBC and illustrated as per the theme of the book. An illustrative route was taken to communicate with the audience for the effectiveness and efficiency of the information they were giving out.



Faculty Mentor: Prof. Ranjit Jagtap



## Kritea

Faculty: Prof. Ranjit Jagtap



It's a green tea that can be defined as a healthy, youthful and a flavourful beverage. Care was taken to make sure that the designs were made ownable, marketable and scalable. The flavour is the packaging's core essence and also serves as the brand's core seed.



## Strength & Technical Skill

- Design Thinking
- Rapid visualisation
- Concept Development
- Illustration
- Adobe Photoshop/ Illustrator / InDesign / XD



## Communication Design Graphics Design

**SIDDHIKA DESHMUKH**

siddhika21081997@gmail.com

Cell No.: +91 98900 68034



**DESIGN  
SHOWCASE  
2019**

## Denis' Beerfarms\_Branding

Faculty Mentor : Prof. Mahendra Patel



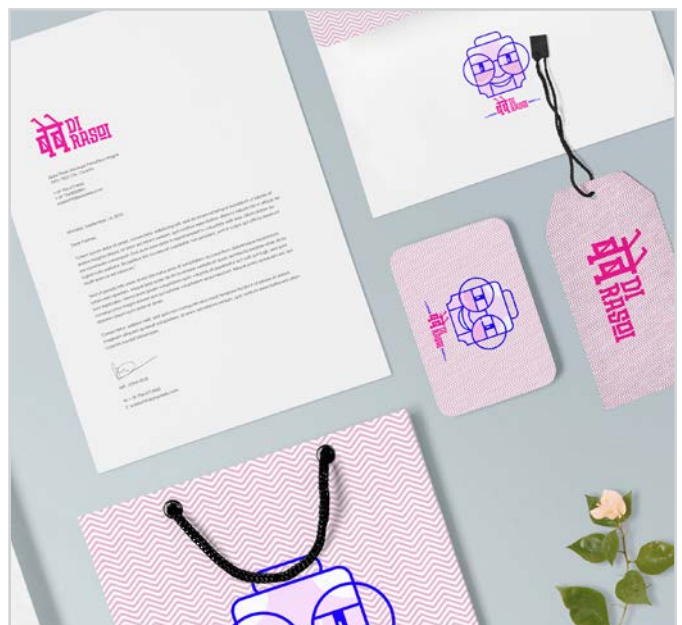
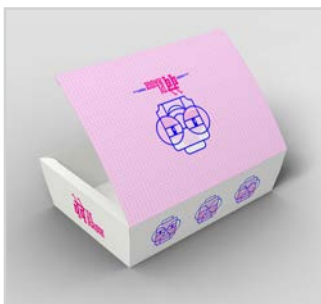
Denis' Beerfarms is an upcoming craft beer brand in 2019. Their requirement was to build a complete brand from scratch and wanted a brand which is extremely expressive, a touch of contemporary yet humour feel to it. Concept of the brand had to be strong enough for brand extension in future.



## Bebe Di Rasoi\_Branding

Faculty Mentor : Prof. Mahendra Patel

Bebe di rasoi is an online delivery kitchen that brings a little rural into our urban lives. With emphasis on brand value, packaging, online presence and a lot of static, dynamic content, Bae Be Di Rasoi wants to bring back the good old days to everyone with a slight modern twist and lots of tasty traditional punjabi food.



## Strength & Technical Skill

- Illustrations
- Branding
- Packaging
- Photoshop
- Illustrator
- Indesign
- After effects
- Corel Draw





## Matrikas Fitness Journal

This fitness journal designed for Matrikas consists of 3 sections, each carefully designed to plan and track not only physical but also emotional and mental well being. With habit trackers, weekly recalls and fun stickers, it aims to motivate and guide anyone who wants to live a healthier lifestyle.



Faculty Mentor: Prof. Ranjit Jagtap



## Rang De Microfinance

Faculty: Prof. Ranjit Jagtap



Rang De is India's leading crowdfunding platform for rural entrepreneurs. To attract more people to invest in this peer-to-peer lending service, they needed a redesign. Rang De takes pride in being an exuberant, boldly Indian organization and this was our inspiration for the rebranding exercise.



## Strength & Technical Skill

- Brand Identity Design
- Publication Design
- Design Thinking & Research
- Lettering
- Typography



## Communication Design Graphics Design

**SRIRAJ. R**

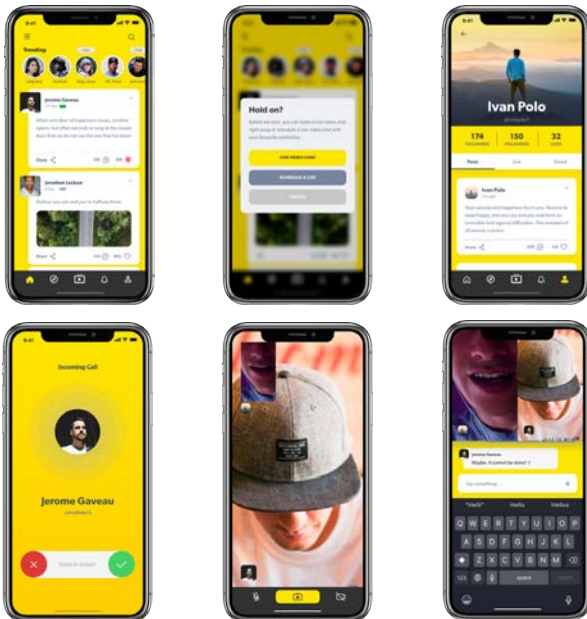
s.sriraj@yahoo.in

Cell No.: +91 9487601353



## UI/UX - Social media app

Faculty Mentor: Ranjith Jagtap



Connect dot is a modern social media app that allows the users to connect and live video chat with celebrities and other users. It also has other features similar to Twitter, Skype and Instagram. Connect dot is one of its kind and soon to be in the market. There are similar apps but nothing like this app.



## Branding - Hotel

Faculty: Ranjith Jagtap

To make a brand identity for a hotel to establish it into the market as a new comer for this business. Hotel De Chateau is styled according to the traditional French castles, the logo has the same essence and the entire branding is done in the same style but in a more modernised and simplistic way.



## Strength & Technical Skill

- Photoshop
- Wireframing
- Interaction Design
- Adobe XD
- Illustrator
- Sketch
- Prototyping



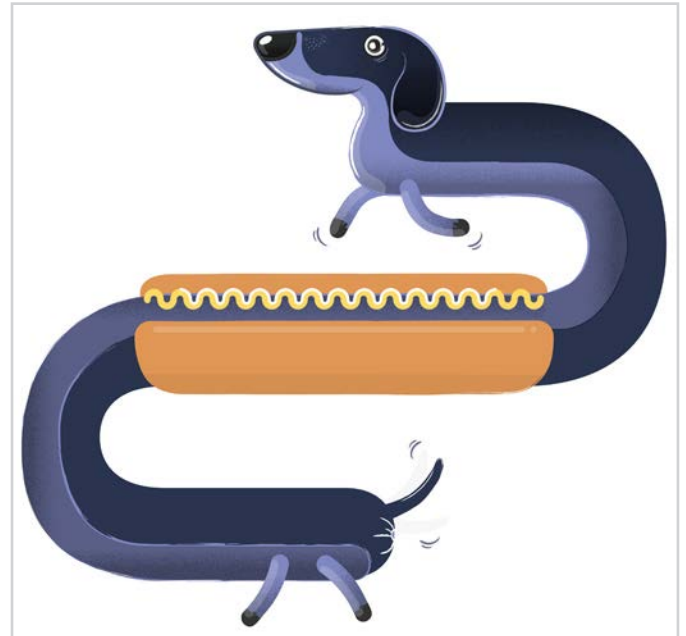


## Dogs Hotdogs

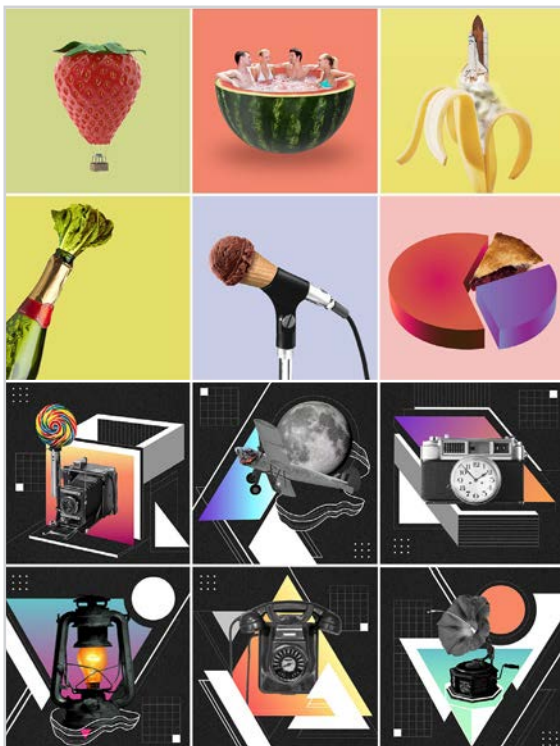
Dogs is a hotdog takeaway kitchen coming soon to Pune. My role in this project was to design their brand identity and packaging for their waffles. I also worked on creative social media posts and the interface of their website. The concept was to use a Doberman dog as a mascot to create a fun, quirky brand language that shouts youth.



Faculty Mentor: Ranjit Jagtap



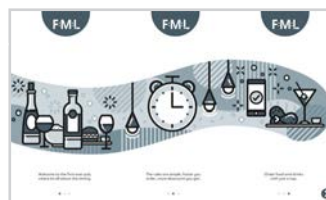
## Loud Mob Media



Faculty: Ranjit Jagtap

Loud Mob Media is a marketing and advertising agency based in Pune. They create innovative content and formulate promotional strategies for businesses.

My role in this project was to create fun social media posts, design their service catalogue and redesign the interface of the walkthrough of an app for their client, Food Music Love.



## Strength & Technical Skill

- Creativity & Innovation
- Software efficiency
- Branding, Packaging, UI Publication, Advertising
- Time Management
- Team Work



## Communication Design Graphics Design

TAMANNA JAIN

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Cell No.: +91 9049456093



## MINCIE PINCIE



Faculty Mentor: Ranjit Jagtap

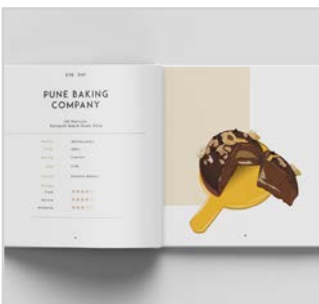
Mincie Pincie is new store starting in Bangalore. It is a store which provides raw material which goes in making a garment, i.e from threads, laces to beads, cufflinks etc. The client wanted a very clean and minimal logo and packaging approach which highlights their main selling product i.e wool.



## EYE EAT

Eye Eat is a book which includes a series of food illustrations. This book targets food bloggers or food enthusiasts. It gives information about the famous restaurants in Pune, and instead of food images, an illustration approach is taken.

Faculty: Ranjit Jagtap



## Strength & Technical Skill

- Illustration.
- Branding
- Packaging
- Publication
- Design Strategy



## Namastay Hostel Branding

Namastay is an upcoming hostel facility for girls in Mumbai between the age 18-22. To create a branding system/ brand language for the same. To creating Brand deliverables for the hostel.

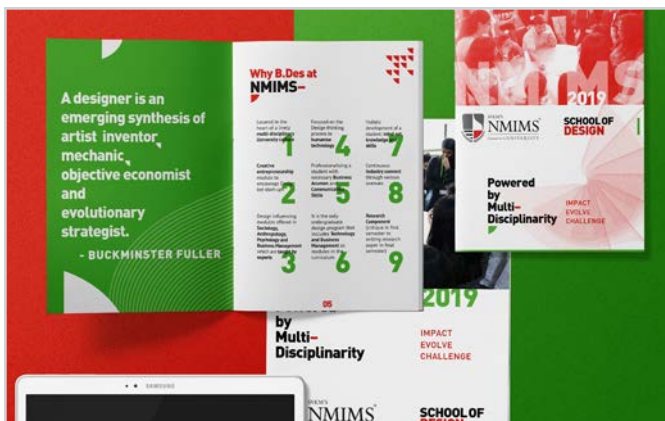
Faculty Mentor: Prof. Manohar Desai



## NMIMS Brochure Design

Faculty: Prof. Ranjit Jagtap

To redesign the NMIMS (Narsee Monjee Institute of Management Studies) School of Design. Using their Brand colours, Red and Green.



## Strength & Technical Skill ;

- Branding
- Illustration
- Publication Design
- Typography
- Adobe Suite





## Communication Design Graphic Design

**Trisha Gangolli**

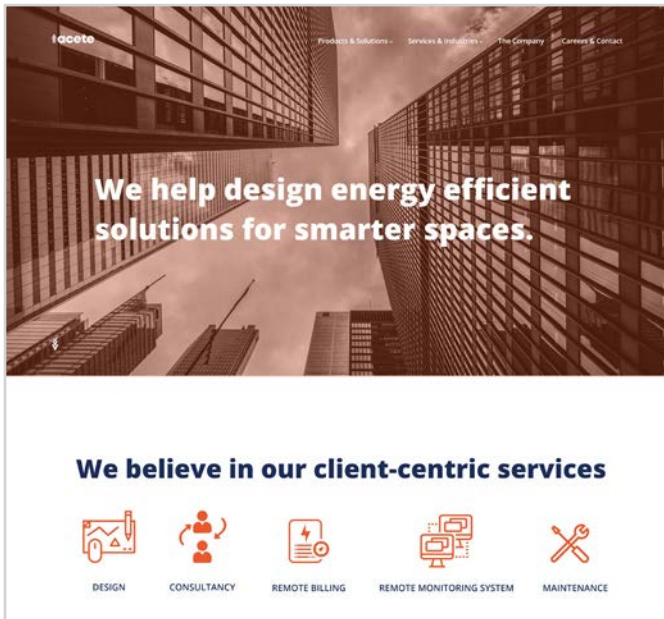
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## ACETE

Faculty Mentor: Ranjit Jagtap



ACETE is a building management and home automation based company aiming to provide energy efficient solutions. The client wanted a modern and global appeal as it was targetting global clients. We created a website and stationery design.



## Book Munchers

Faculty Mentor: Ranjit Jagtap

Book Munchers is a skill based learning institution. They use behavioural analysis as the key factor while teaching the students. The client wanted a very playful and attractive theme for the brand that would attract a child's eye easily.



## Strength & Technical Skill

- Branding
- Packaging
- UI
- Content writing





## Grow Smart Greens

Faculty Mentor: First-name Last-Name

Branding project for Grow Smart Greens. GSG is an exclusive value added reseller of an American company - Click & Grow.

They provide smart gardening solutions. The project included the entire branding and social media advertising including collaterals

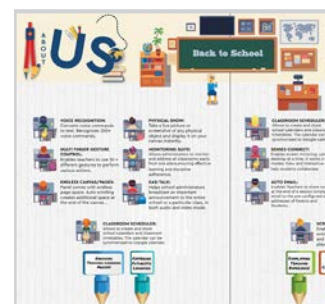
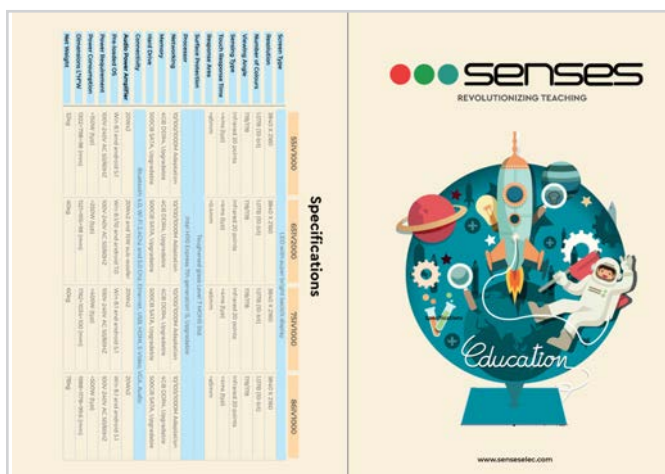


## Senses Electronics

Faculty: Prof Ranjit Jagtap

Senses Electronics Private. Ltd. has earned an enviable reputation as the Manufacturer, Wholesaler and Service Provider of Interactive Panels.

This project involved branding and social media advertising with collaterals like calendars, brochure and social media posts.



## Strength & Technical Skill

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe XD
- Corel Draw



## Communication Design Graphics Design

**VARTIKA SHRIVASTAVA**

vshri929@gmail.com

Cell No.: +91 9890600911



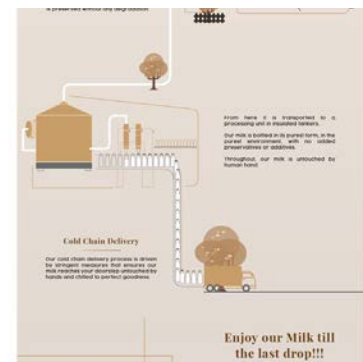
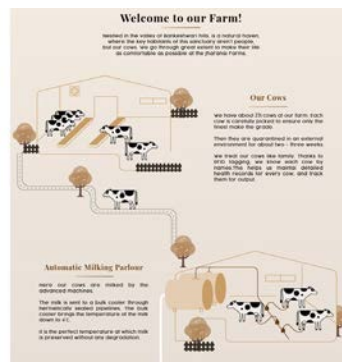
**DESIGN  
SHOWCASE  
2019**

## Jharanai: Branding

Faculty Mentor: Ranjit Jagtap



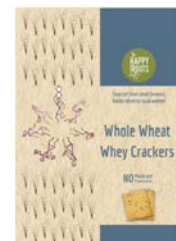
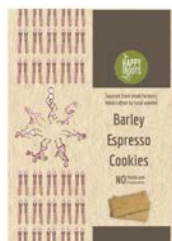
Nestled in a valley near Bhubhneswar, is a natural haven, where the key habitants are cows. Every drop of milk comes from a single source: the Jharanai Farms. And they only make as much as their cows can produce without any preservatives. The result is pure, wholesome milk that reaches your doorstep perfectly chilled for zero degradation.



## HappyRoots: Packaging

Faculty Mentor: Manohar Desai

HappyRoots is a social enterprise building a farm-to-consumer food supply chain. They work closely with farmers collective to choose, source and grow some unique grains that are available locally. Then, they develop delicious baked goodies - that are handcrafted by trained rural women co-operative using the best production practices in the industry.



## Strength & Technical Skill

- Branding
- Packaging
- Web-design
- Adobe Illustrator
- Adobe Photoshop

-

# User Experience Design

The Communication Design programme with a specialization in User Experience Design. It builds the strength among the students in multiple domains like technology, social sciences, business, cognitive ergonomics, and psychology.

The course attempts to meaningful use of technology to create interfaces for the future way of living in a knowledge-driven world. The programme provides domain knowledge with courses such as Usability Testing, Information Architecture, Graphics Interface Design and Interaction Design. In addition to design projects, students are well equipped with interdisciplinary / Collaborative / Project-based learning. The student develops skills in the area of design thinking, human-computer interaction, a social trend is driven, industry-driven projects and experimented media.



## **Batch 2015–19**

### **User Experience Design**

- Aayushi Kolhatkar
- Akshay Parakh
- Anuja Vidhate
- Manisha Adak
- Monika Sisodiya
- Parikshit Punekar
- Sarosh Chopra
- Saurabh Dixit
- Shashank More
- Vivek Chandak
- Priyanka Jain



## Communication Design User Experience Design

**AAYUSHI KOLHATKAR**

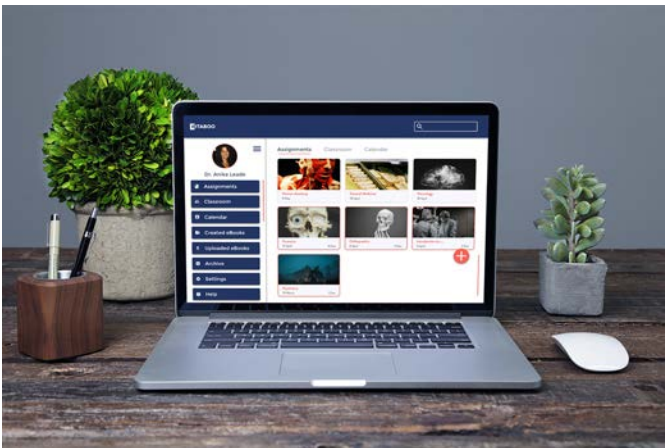
aayushimkolhatkar@gmail.com

Cell No.: +91 7722034684



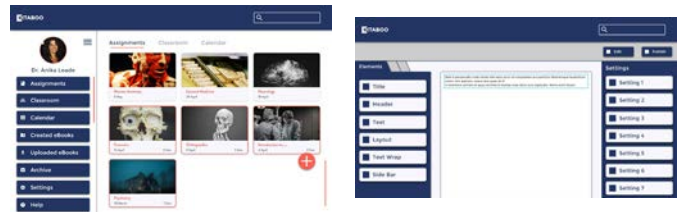
## Kitaboo

**Faculty Mentor: Dr. Pranita Ranade**



Kitaboo is a Learning Management System software created by Hurix Systems. It involves creation and distribution of various interactive eBooks amongst educational and corporate industries.

The main goal of Kitaboo is to bridge the gap between teachers and students no matter their standing in life. It allows for easy interactions between them making the learning process simpler and easing it into the 21st century.



## What makes a Designer?

**Faculty: Dr. Pranita Ranade**

A research based project that involved exploring the minds and personality of a designer.

Finding out and categorising what goes on in the mind of a designer.

This project was done to understand and build the right thought process that drives designers to be their own unique personalities.



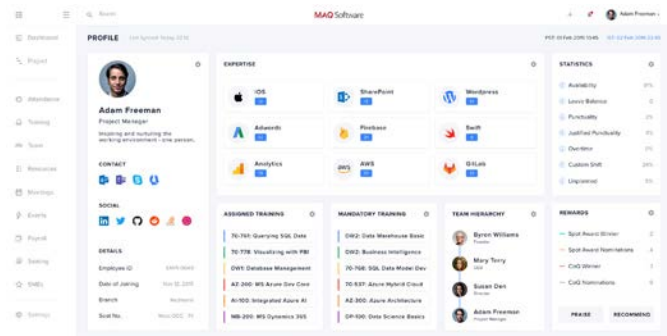
## Strength & Technical Skill

- Ideation and Innovation
- UI/UX Design
- Sketching
- UX Research

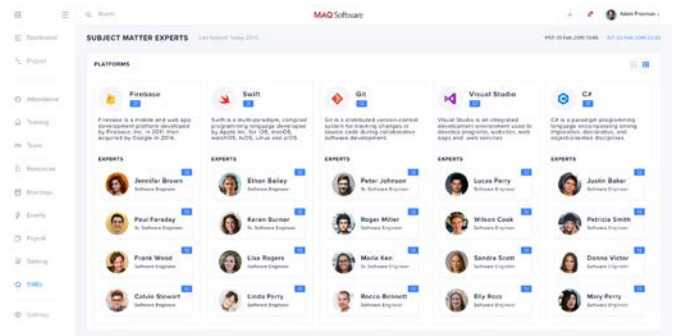
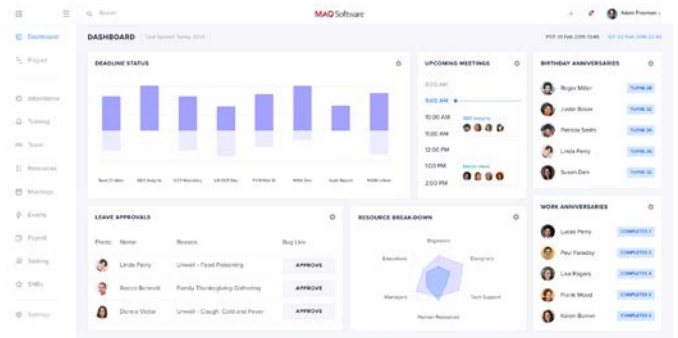


## MySpace Intranet Portal

MySpace is an intranet portal hosted on Microsoft's web-based collaborative platform named SharePoint. It gives various companies the ability to develop personalized platforms for managing its data, applications, user requests, and information. Benefits include value-added capabilities such as managing workflows and enhancing collaboration.

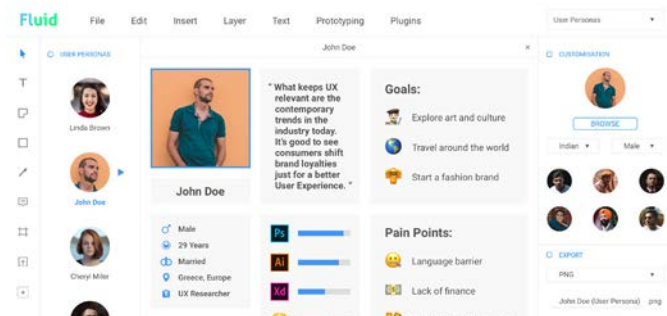


## Faculty Mentor: Dr. Pranita Ranade

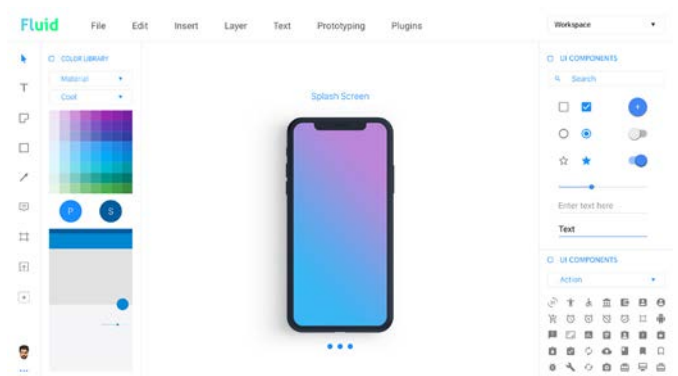


## Fluid: Design Suite

## Faculty: Dr. Pranita Ranade



Fluid is a cross-collaborative web-based platform designed specifically for UX Designers for convenient compilation of their design process. The purpose of this web app is to provide the design community with a solution for creating back-end and front-end UI/UX without switching between apps.



## Strength & Technical Skill

- User Experience Design
- System Design
- Human-Computer Interaction
- Entrepreneurship
- Strategic Design Management



## Communication Design User Experience Design

Anuja Vidhate

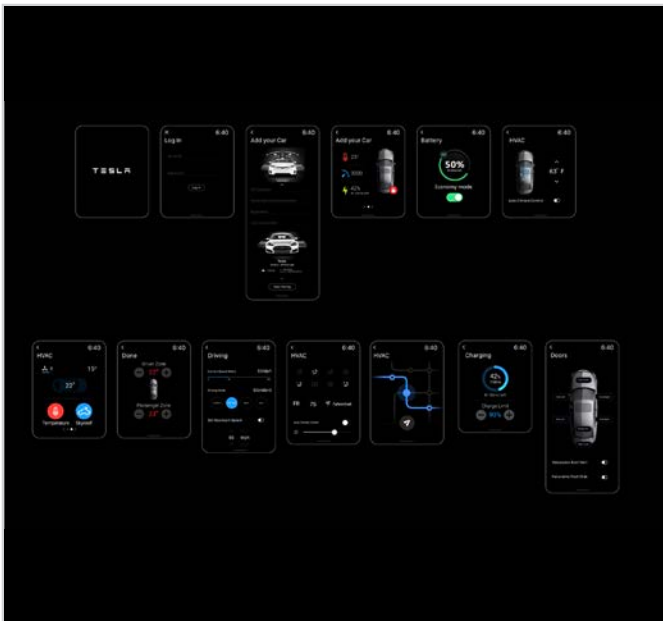
anujavidhate1@gmail.com

Cell No.: +91 7030066366

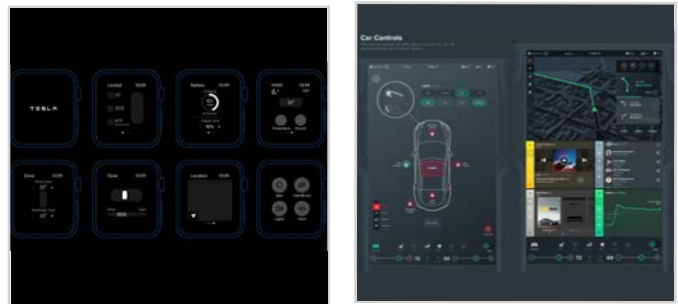


## Tesla X iwatch App

Faculty Mentor: Dr. Pranita Ranade



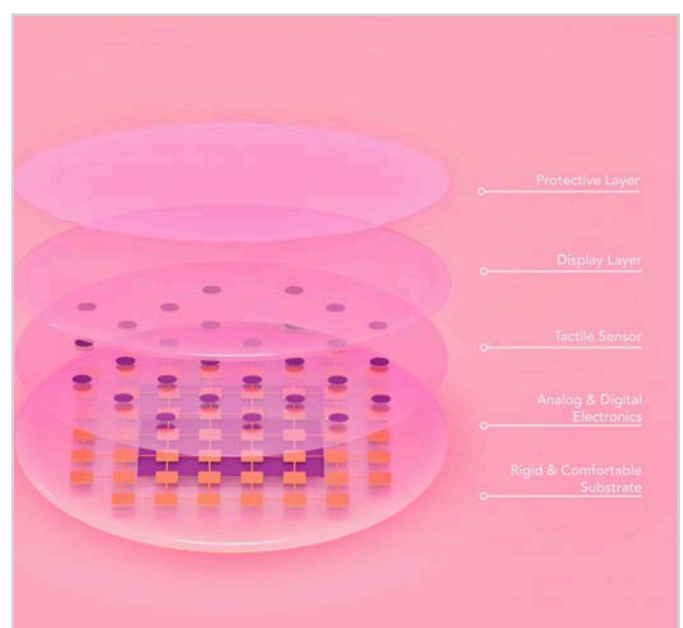
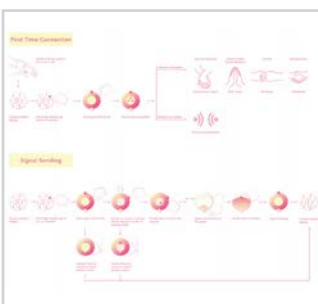
An advanced concept for Tesla Level5 autonomous automobile, which will help control and supervise tailored to work with your Apple watch. The aim is to improve the daily interaction of the user with the car, enhance the experience by making it fluid and effortless.



## Future of Communication

Faculty Mentor: Dr. Pranita Ranade

Speculative design project which aims to trigger discussions about interpersonal, social, medical and political effects of emerging neurotechnology that could allow to communication emotions brain-to-brain. The reinterpretation of collected data from BCI allows to analyze brain information.



## Strength & Technical Skill

- Make Decision
- Strategic Planning
- Project Management
- REsearch
- Keen Observation

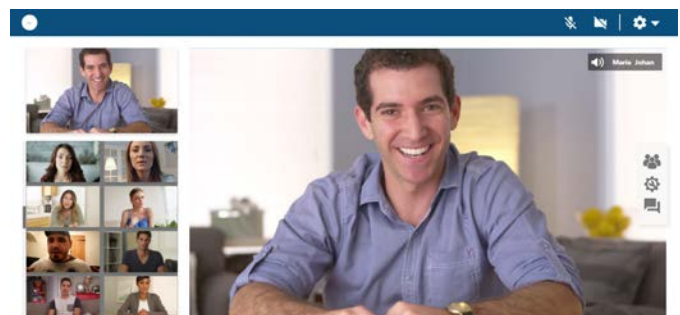
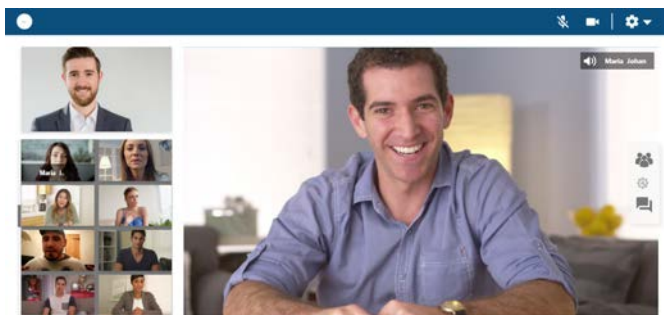
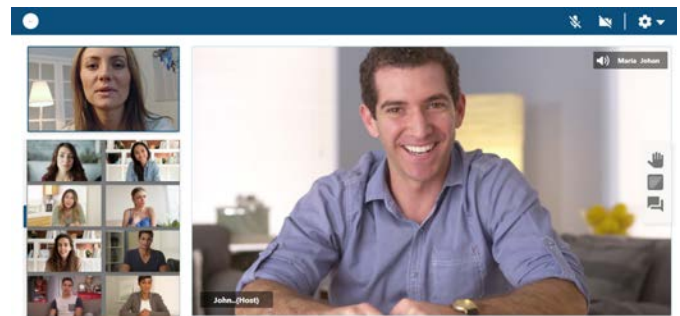




## Virtual Classroom

A virtual classroom is an online learning environment. Just like in a real-world classroom, a student in a virtual classroom participates in synchronous instruction, which means that the teacher and students are logged into the virtual learning environment at the same time. With 20 students in a live class it would provide an opportunity for people to connect

Faculty Mentor: First-Pranita Ranade

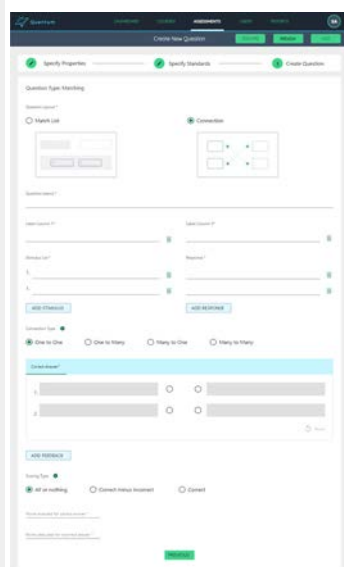
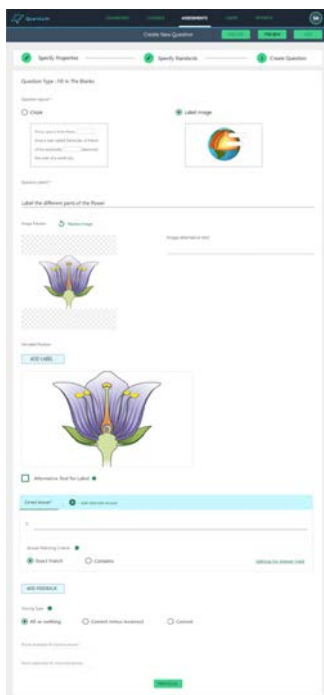


## Technology Enhanced Items

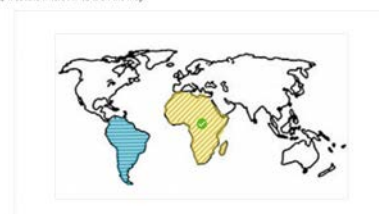
Faculty: Pranita Ranade

Technology-enhanced items (TEI) are computer-delivered items that include specialized interactions for collecting response data. These include interactions and responses beyond traditional selected-response or constructed-response. TEI types:

- True/False
- Highlight



Q. 1: Locate where Africa is on the map.



Congratulations! your answer is correct.

## Strength & Technical Skill

- Research
- Information Architecture
- Ideate
- Wireframe
- Interaction Design



## Communication Design User Experience Design

**Monika Sisodiya**

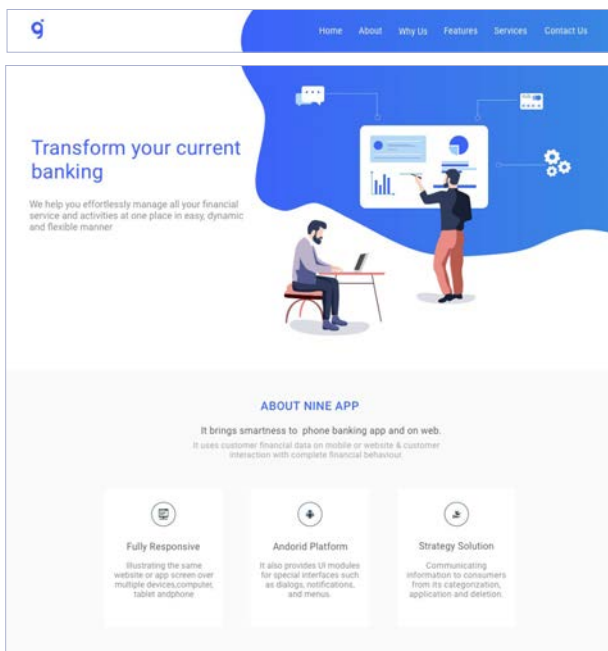
monikasisodiya772@gmail.com

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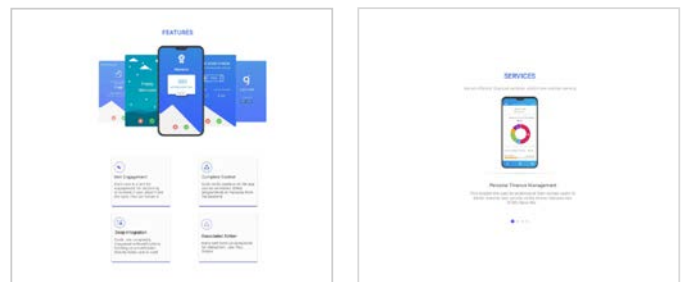


## Website Design – 9 App

Faculty Mentor: Dr. Pranita Ranade



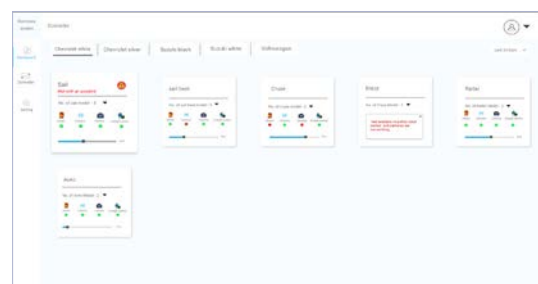
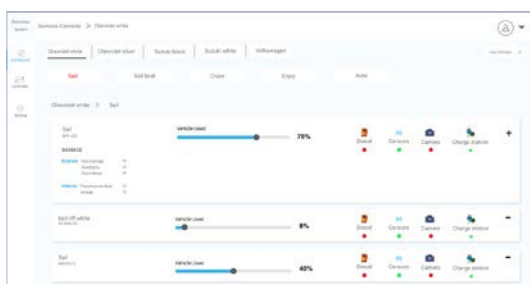
The current website regarding content task flow followed by stakeholder interviews. One being the ux of website and second being UI of the website. The product is basically financial service website where it work like a financial advisor. There are challenges in building a Fintech based website.



## Web Interface – Dominos

Faculty: Dr. Pranita Ranade

Domino's pizza is now operating a fleet autonomous driving vehicles in a city of Newyork which result quick delivery increased profit. Instead of having driver autonomous cars automatically carry the pizza from kitchen to customer address. The entire system is managed by single person by design a web interface for manager.



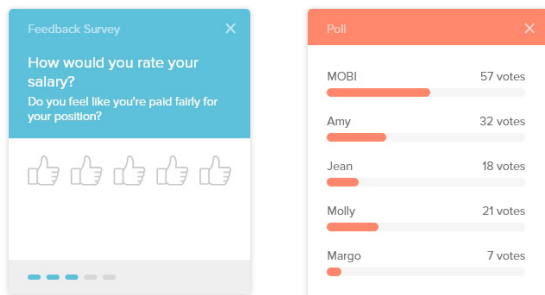
## Strength & Technical Skill

- Keen Observation
- Project Management
- Research
- Strategic Planning
- Make Decision

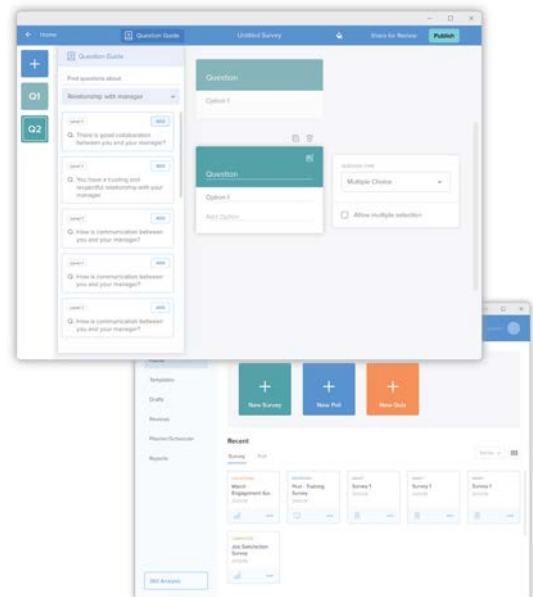


## Enterprise Software for Employee Feedback Collection and Analysis

The software lets organisations collect and analyze employee feedback. It attempts to solve the problem of employees showing disinterest in providing feedback by simplifying the process of data collection. It also utilizes machine learning to provide an accurate analysis of the data collected based on the genuineness of the response.



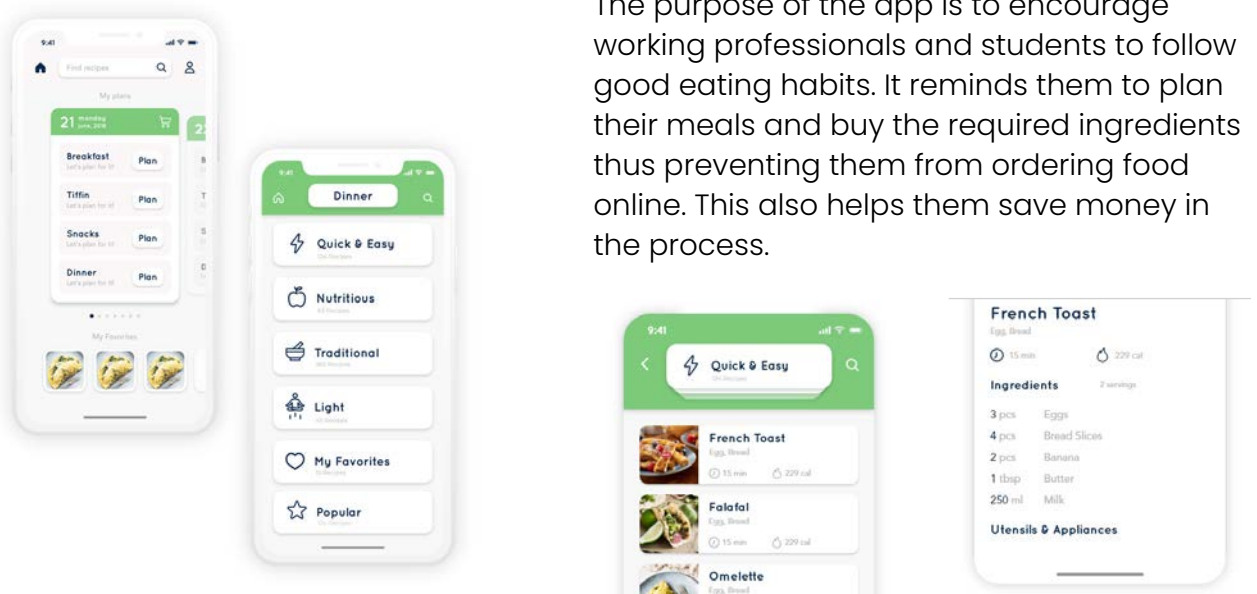
External Mentor: Mr. Ravin Kumar



## Meal Planner App

Faculty: First-Dr. Pranita Ranade

The purpose of the app is to encourage working professionals and students to follow good eating habits. It reminds them to plan their meals and buy the required ingredients thus preventing them from ordering food online. This also helps them save money in the process.



## Strength & Technical Skill

- UX Research
- Problem Solving
- Wireframing and UI prototyping
- Adaptable
- Visual Storytelling



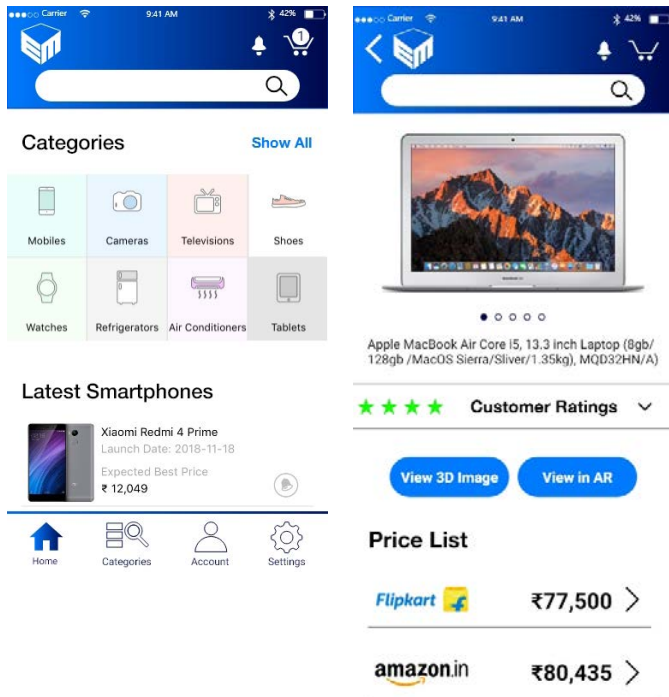
## Communication Design User Experience Design

**SAROSH CHOPRA**  
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### E-Mart

Faculty Mentor : Dr. Pranita Ranade



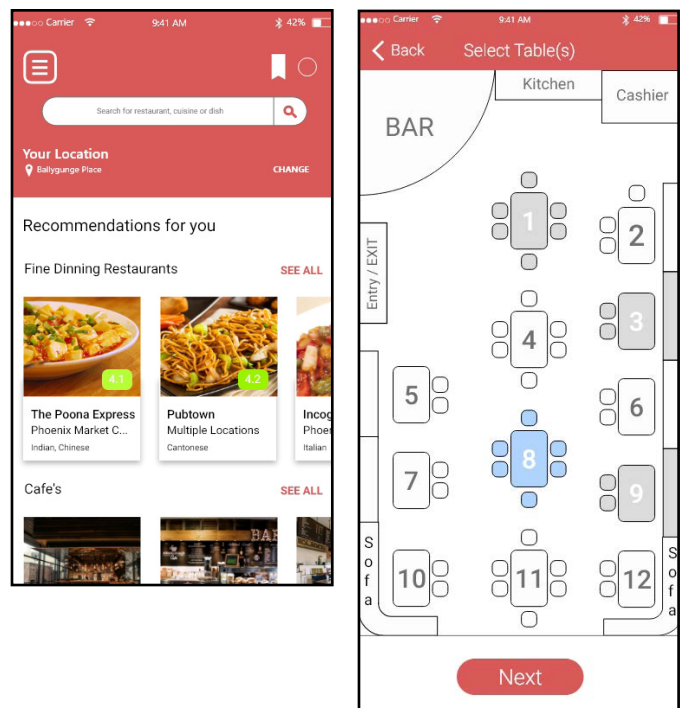
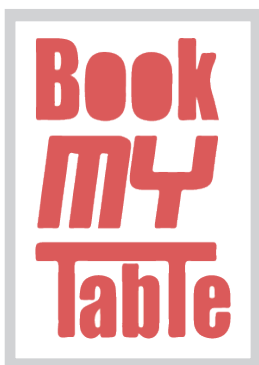
E-Mart is an application concept that allows users to view 3D images of products on their devices and in AR when browsing for them. It also shows them the lowest price they can buy their product for by listing as many e-commerce websites as possible. It provides an Interactive and economical experience. So if you're looking to shop, you know which app to use



### Book my Table

Faculty Mentor : Dr. Pranita Ranade

Book My Table is an application concept that allows users to view the layout of a restaurant before booking a table there. This feature makes it different and more intuitive than its competitors and gives users a sense of control by letting them choose the table they want. So the next time you wanna dine out, be sure to use Book My Table...



### Strength & Technical Skill

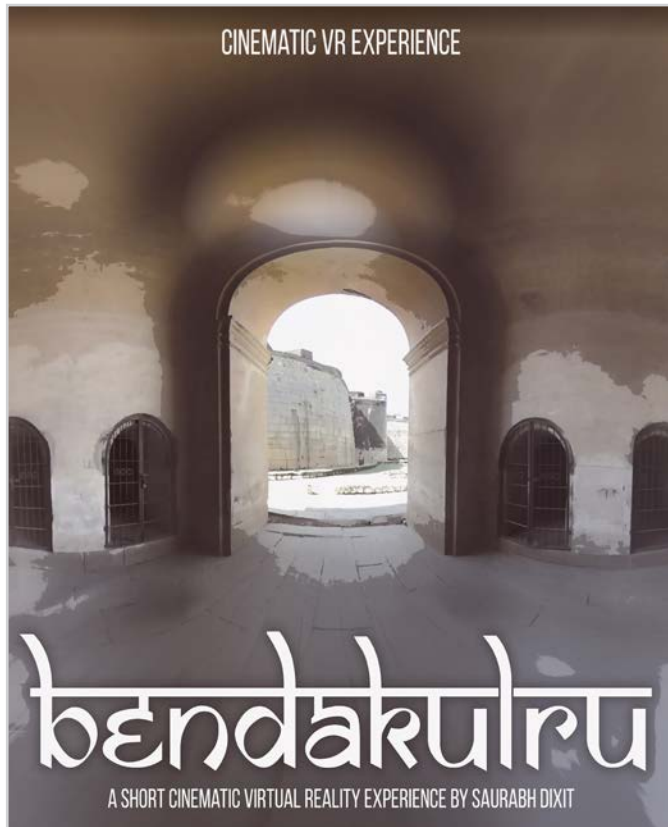
- Good communication
- Quick learner
- Leadership skills
- Tech savvy





## Cinematic VR

**Faculty Mentor: Dr. Pranita Ranade**



For the past one hundred years, films have been made and viewed in one particular way. They have been shot on a conventional camera and viewed on a Quadrilateral flat screen, until now.

This project was a step towards enhancing user satisfaction associated with films. The project aimed to increase the desirability of films by introducing a tangible factor in them, i.e the ability to interact. It was an attempt to break the old Quadrilateral Frame in films using Virtual reality. It was done keeping in mind the users and the audience of this project. The project caters to people of all age groups with, access to VR headsets and the innate human capability to perceive Virtual Reality. This project is an amalgamation of human cognition and filmmaking.

This is a Cinematic Virtual Reality Film which explores the lost and important Heritage of

Bangalore. The Film was shot at some unseen and unexplored parts of Bangalore in 360 degrees. This project delivers an innovative and improved viewing experience for films and other digital content.



## Strength & Technical Skill

- Visualization,
- User Research.
- Cognitive Research
- Information Architecture
- Data Analysis



## Communication Design User Experience Design

**Shashank More**

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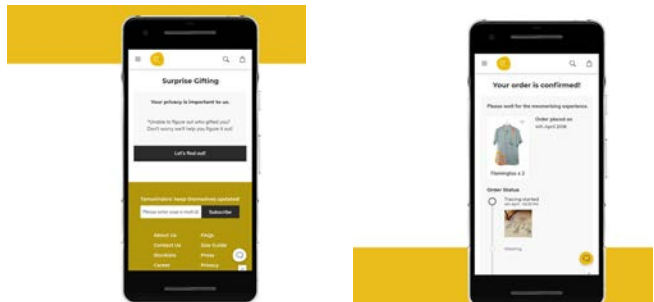
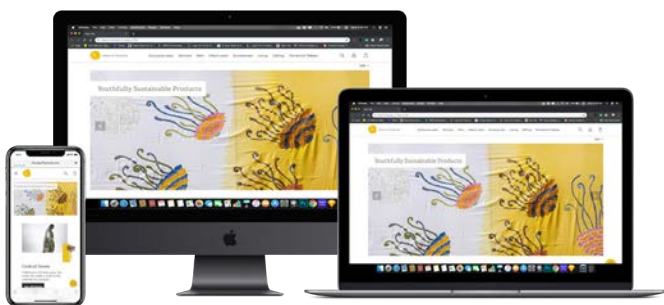


**DESIGN  
SHOWCASE  
2019**

## Website: House of Tamarind

External Guide: Dr. Pranita Ranade  
: Prof. Amit Sonawane

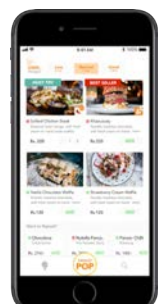
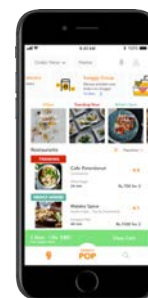
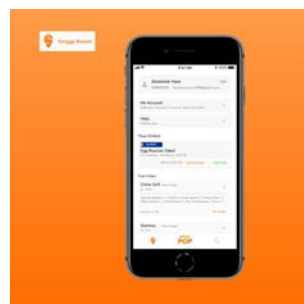
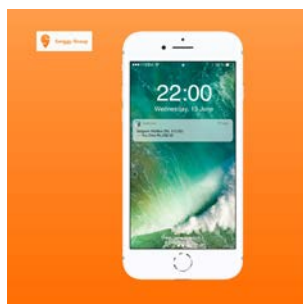
House of Tamarind is a luxury apparel startup that aims at creating awareness about the craft and establishing its authenticity, alongside adding personalised experiences such as live order status and surprise gifting on a digital platform for the users.



## Re-designing Swiggy

External Guide: Mr. Rohan Baruah

UX value additions pitched to Swiggy: No more hassles while ordering with friends with Swiggy Group Ordering, No worries for daily meals with Swiggy Basket, Making ordering easy with ordering from two restaurants at the same time, Swiggy Caterers and Order instantly to save time with Swiggy POPular.



## Strength & Technical Skill

- Adobe Xd
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Research
- Problem Identification
- Problem Solving
- Wireframes & Interface

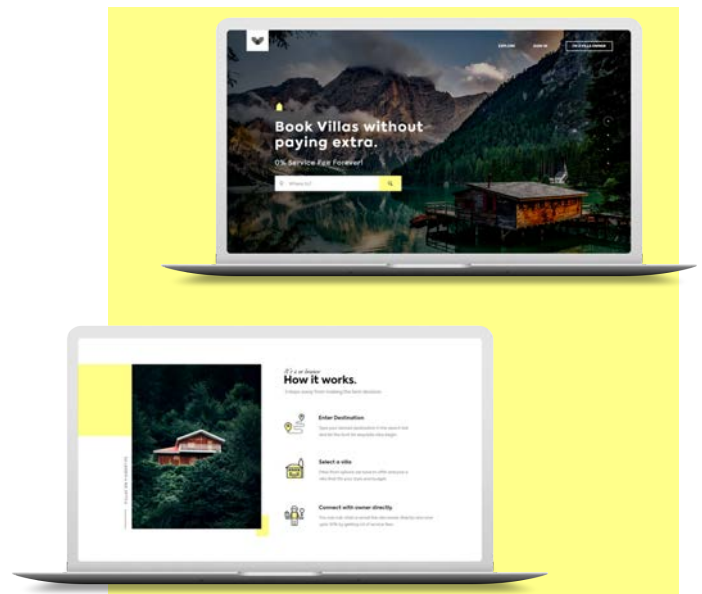
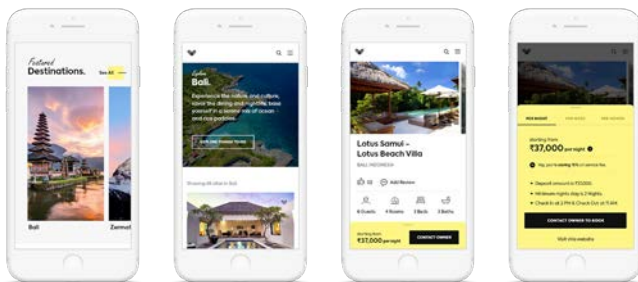


## Website Redesign: Villas on Rent

Faculty: Dr. Pranita Ranade

Villas on Rent is a platform for renting Villas across the world, where owners can list their villas and customers can contact the owners to book these villas.

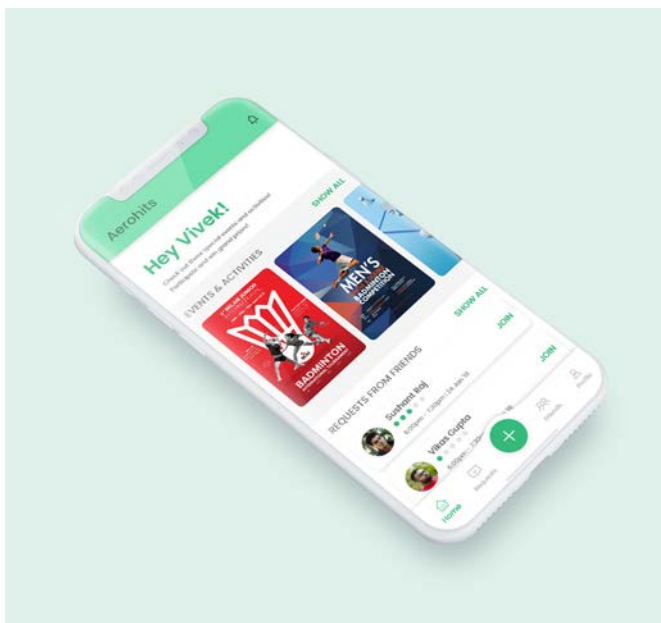
The objective of this project was to design a visually stunning as well as functional website which would attract more customers.



## Mobile App Design: Aerohits

Faculty: Dr. Pranita Ranade

Aerohits is a mobile application for booking badminton courts. Users can book a court to play with friends or find other players. This project included UI design as well as system design for a better experience and effective functioning of the app.



## Strength & Technical Skill

- Adaptable
- Fast Learner
- Decision Making
- Leadership
- Good Communication Skills





## Communication Design User Experience Design

**PRIYANKA JAIN**

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+91 9977886205



### DECODE



**Faculty Mentor : Dr. Pranita Ranade**

A problem solving platform to assist user / student in day to day assesment.

The prompt was to design a mechanism taking liberty after conducting research and taking survey and seeing the frustations user had when it comes to clearing a doubt.

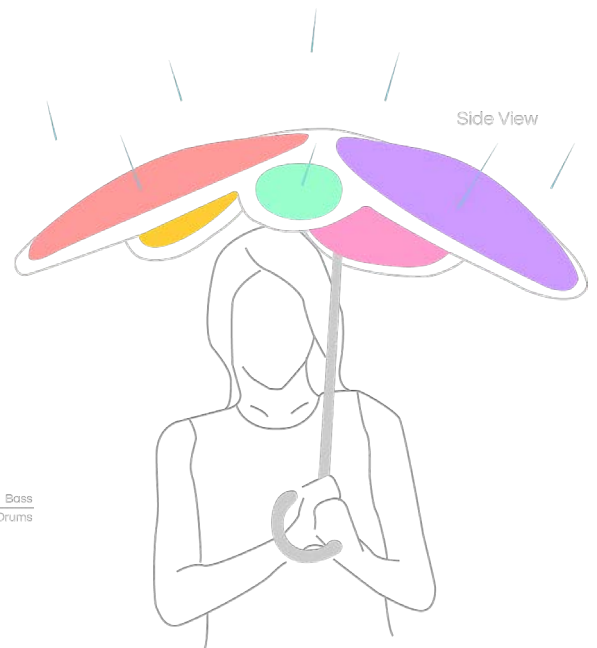
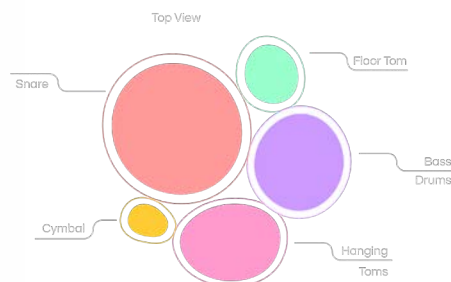
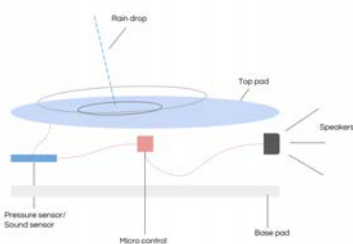


**DECODE**

### BANGING UMBRELLA Conceptual product.

Each pad has a sensor that generates an electric signal when struck. The electric signal is generated at the electronic pressure sensor which travels to the microcontroller & output will come from the speakers. When the water droplets hits the top of the pad, every dedicated will create different musical note.

**Faculty Mentor : Dr. Pranita Ranade**



### Strength & Technical Skill

- Visual Design
- UX Design
- Conceptualization
- Design Thinking
- Problem Solving





# Animation Film Design

The Communication Design programme with a specialization in User Experience Design. It builds the strength among the students in multiple domains like technology, social sciences, business, cognitive ergonomics, and psychology.

At Animation Film Design, we focus on Animation Film making and breathing life into stories.

We aim at creating students who are able to take stories from script to screen while keeping in mind the freedom and creativity the medium of animation inspires.

We provide opportunities and guidance for students to experiment in various mediums like stop motion, 3D and traditional animation.

The students can weave through the various mediums of storytelling like books, comics, graphic novels and films to create a unique identity.

## **Batch 2015–19**

### **Animation Film Design**

- Anirudh Sundaresan
- Avarnita Prasad
- Debdut Mukhopadhyay
- Jobin George Oommen
- Oindri Dutta
- Romeo Shende
- Roshni Jayakrishnan Nair
- Shubham Bakre



## Communication Design Animation Film Design

Anirudh Sundaresan

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DESIGN  
SHOWCASE  
2019

## The Fallen Empire

Faculty Mentor: Niranjan Mhamane



This project is inspired from a game that I had created in an earlier semester in Unreal Engine. The idea behind this project is for me to progress the storyline of the game even further and finish the story that I had started. The characters are sculpted in Zbrush and will be finally assembled in Maya.



## Environment Creation

Faculty: Harshil Kotecha

The environments created for the project use high poly models and high resolution textures to get as photorealistic results as possible. They are made using Quixel Mixer, Megascans, Zbrush, Maya, Photoshop and Unreal Engine.



## Strength & Technical Skill

- 3D Modelling.
- Lighting and Texturing.
- Substance Painter.
- Zbrush.
- Maya.

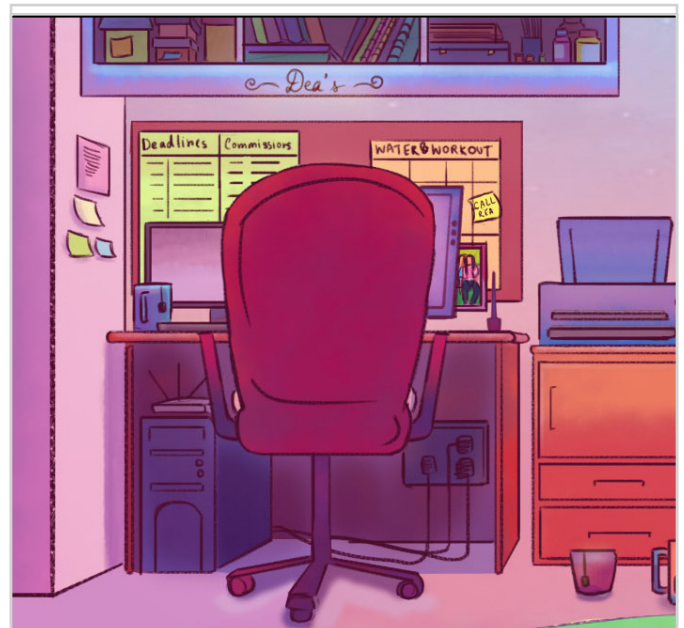
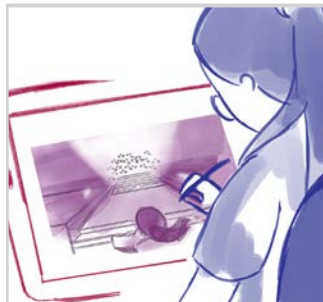
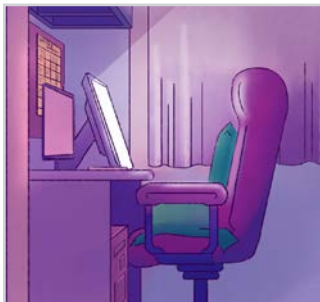




## Dea's Dwelling

This short film tells the story of a recluse artist whose life falls into chaos when a neighbour moves in and unintentionally barges into her territory.

Duration: 3 minutes



Faculty Mentor: Ranjitha Rajeevan

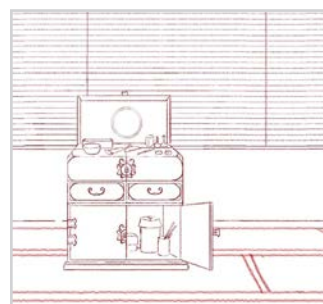
## Chiyo's Prayer

Faculty: Mrudul Mankame



This project is an adaptation of an excerpt from the book 'Memoirs of a Geisha'. The plot of this short film has little Chiyo come to a grudging Hatsumomo as a request to help her transform into a Geisha.

Duration: 4 minu



### Strength & Technical Skill

- 2D Animation
- Storyboarding
- Illustrations
- Photoshop
- Premiere Pro
- TvPaint



## Communication Design Animation Film Design

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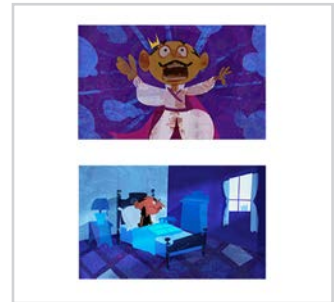
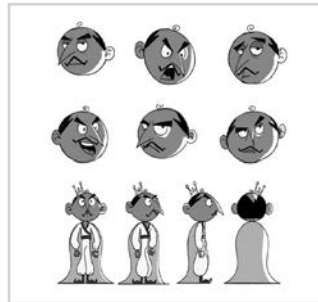
DESIGN  
SHOWCASE  
2019

### Let Me Dream

Faculty Mentor: Niranjan Mhamane



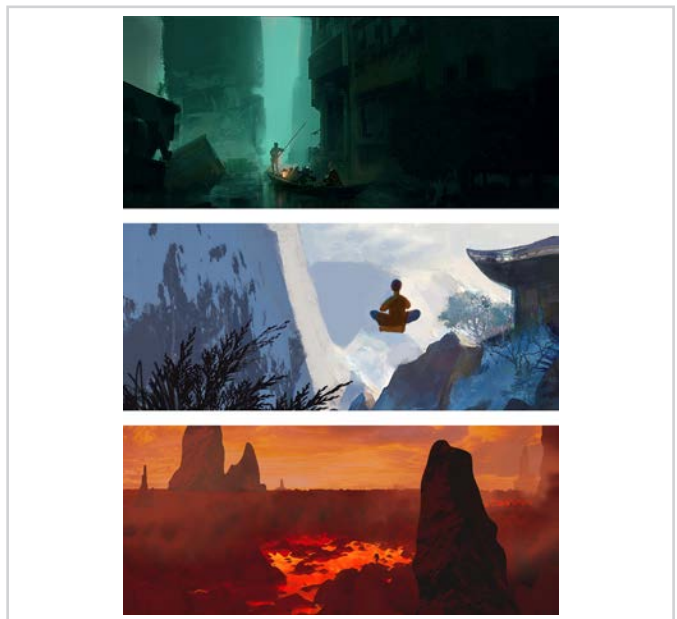
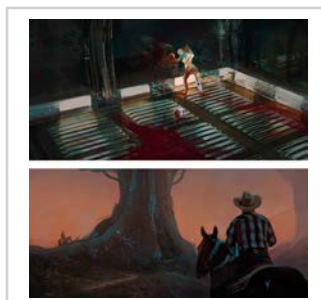
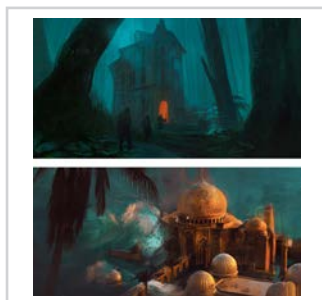
Follow a middle-aged man through his comedy of errors in his pursuit of a good night's sleep. All he wants, is "Let Me Dream".



### Worlds

Faculty Mentor: Ishan Nalawade

A culmination of worlds belonging to different folk, within the one world that birthed them all. And a culmination of folk belonging to different worlds, in an act to recall that birth.



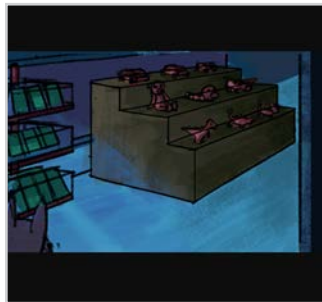
### Strength & Technical Skill

- Observation
- Draftsmanship
- Storytelling
- Fast Learner
- Motivated

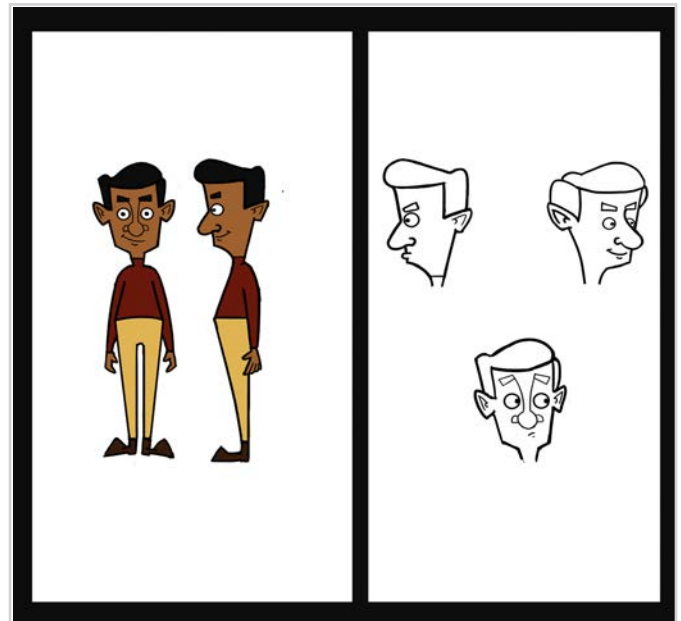


## The Perfect Toy

The story is about a middle aged thief, Bucky, who is looking for a perfect toy in a Toy store to add to his collection. Because of his immature behaviour he is met with various obstacles during his hunt for the toy.



Faculty Mentor: Niranjan Mhamane

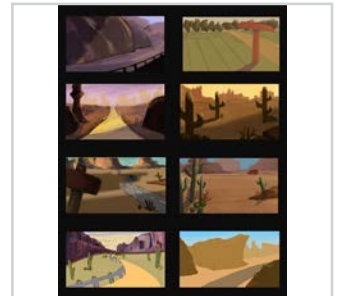


## The Hitchhiker

Faculty Mentor: Mrudul Mankame



The story is about a cunning man who ,after his car breaks down, hitchhikes and steals the car of the guy who offers him a lift. Little does he know that there's a bigger problem waiting for him.



### Strength & Technical Skill

- Storytelling
- Planning
- Active listening
- Autodesk Maya
- Photoshop
- TV Paint
- Adaptability
- Creativity





## Communication Design Animation Film Design

OINDRI DUTTA

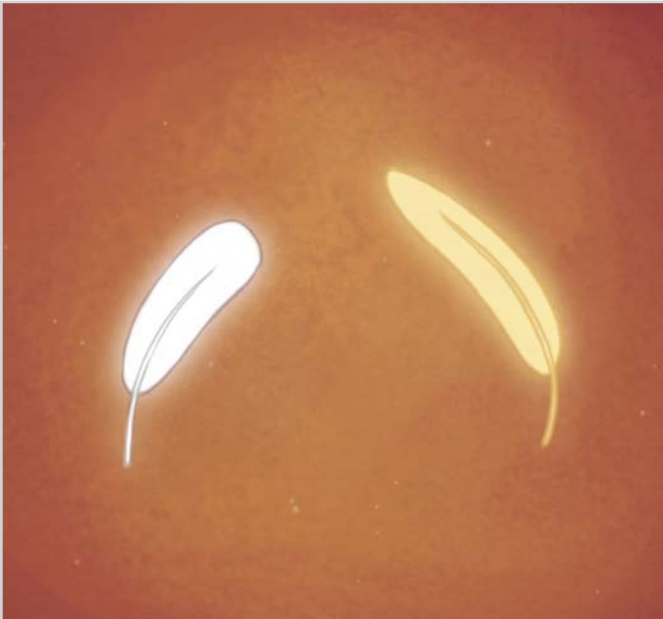
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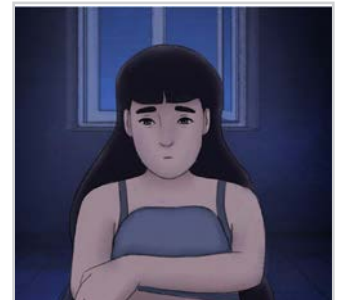
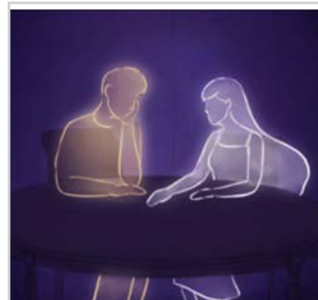


## INERTIA

Faculty Mentor: Niranjan Mhamane



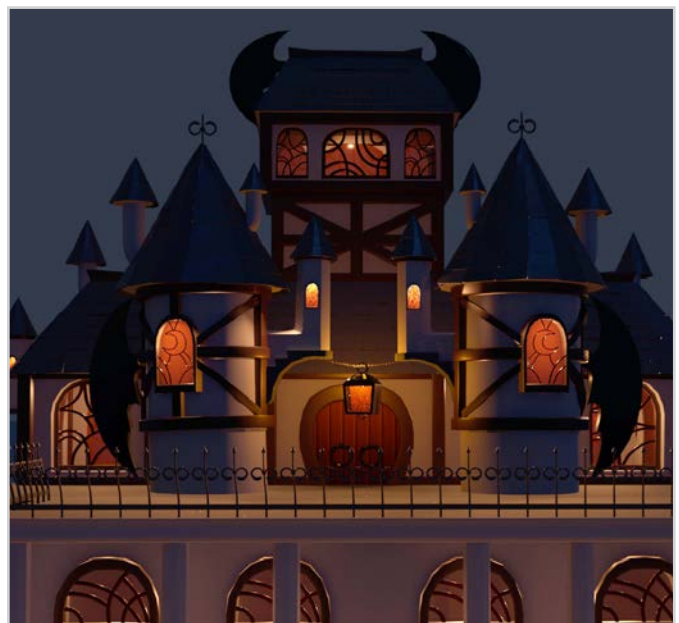
This project is an animated music video for the song "Inertia" by a band known as Feathers in Space. The song is about a person who is going through the end of a relationship.



## 3D Modelling

Faculty: Sandeep Deore

In this project we have used Autodesk Maya to 3D model sets for animation and also model 3D characters using references. The objective of the project is to learn the basics of 3D modelling, texturing and lighting.



## Strength & Technical Skill

- Digital Painting
- Traditional Art
- Illustration
- Story telling
- Visual Development





## ***Mein; Tendua***

**Faculty Mentor: Ranjitha Rajeevan**

A snow leopard and a poor boy find themselves in a similar situation when they both commit a crime for which they cannot be forgiven. But are they really the ones to be blamed for their actions ?

duration - 5 minutes 43 seconds

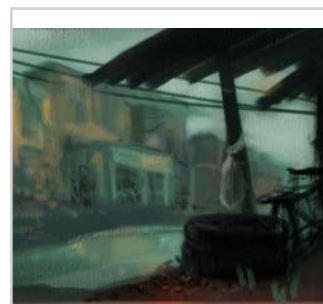


## ***A Forgotten Memory***

**Faculty: Mrudul Mankame**

A 12-year old school boy searches for answers when he has visions of his faded memory.

duration - 2 minutes 41 seconds



### **Strength & Technical Skill**

- Visual Storytelling
- Illustration
- Anatomy and Gesture drawing
- Storyboarding
- Photoshop
- TvPaint



**Communication Design**  
**Animation Film Design**

**ROSHNI JAYAKRISHNAN NAIR**

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Cell No.: +91 9765499588



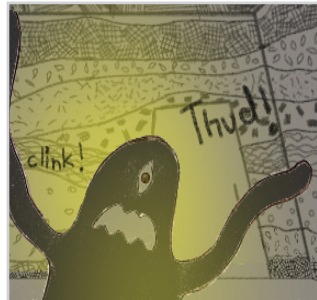
## Vansh Upon a Time

Faculty Mentor: Ranjitha Rajeevan



'Vansh Upon a Time' is a short stop-motion film based on a 5-year-old boy, Vansh, dealing with the insecurities that come with the arrival of a new sibling.

Duration- 2 minutes



## Chaha

Faculty: Mrudul Mankame

'Chaha' is a short stop-motion film that revolves around *Aajji* and her love for *chaha* (tea). Situated in a busy street of Mumbai, *Aajji* is willing to go to any lengths to get her morning cup of *chaha*.

Duration- 2 minutes



### Strength & Technical Skill

- Stop-motion animation
- Illustrations
- Premiere Pro
- Set Design and Puppet Making
- Photoshop





## Carentan

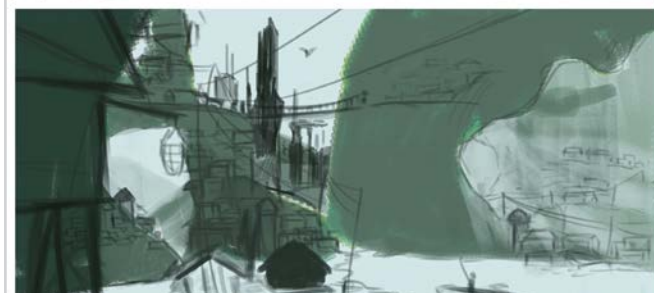
Faculty Mentor: Mrudul Mankame

A British war hero leads his men to victory against Germans to capture town of Carentan. After war he returns to his town to find out that his family is being killed in chemical bombing by Germans. Devastated by this incident he decides to survive in that radioactive town with memories of his family.

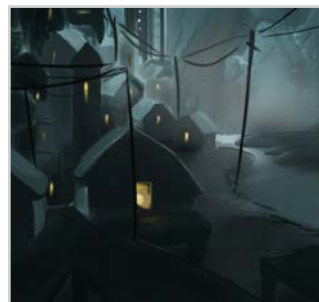


## Karaba

Faculty: Ishan Nalawade



the objective of this project was to visualise series of artworks of futuristic city where very little space is available to live and build houses. Due to boost of population the humans have colonised the mountains and every bit of land available on planet. .



## Strength & Technical Skill

- Illustration
- Photoshop
- Storytelling
- Concept art
- Clip studio Paint

# Video Film Design

At the Video Film Design studio and editing lab, we focus on shaping the career path of future filmmakers.

The journey of a film from script to screenplay and from idea to a full-fledged film is something the students learn as a part of their curriculum. During this process, they learn how to raise funds for their projects and how to convert their ideas into reality.

SID is very proud to have a state of the art editing facility and shooting floor which is open for students 24x7. Video Film Design students work very closely with the film and advertising industry in Mumbai. Industry professionals often visit the institute bringing with them much sought after real world experience.



## **Batch 2015-19**

### **Video Film Design**

- Hitesh Panwar
- Shraddha Majumder
- Hardik Sahu



## Communication Design Video Film Design

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2019

### The Portrait | Short Film



Faculty Mentor : Ranjitha Rajeevan

Raghav meets Tara when he moves to a new society. Gradually, they fall in love with each other. Raghav discovers some complex secrets about himself when Tara goes missing one day. The Portrait is a story about love and the obsessions that come along.

(Duration: 32:00 minutes)



### Khuda | Music Video

Khuda is a music video that talks about how everyone has their share of baggage to carry. It might be big, small, different shapes and colours, but everyone has one.

Can we ever let it go?

(Duration: 05:03 minutes)



Faculty Mentor : Ranjitha Rajeevan



### Strength & Technical Skills



- Screenwriting
- Cinematography
- Film Editing
- Graphic Design

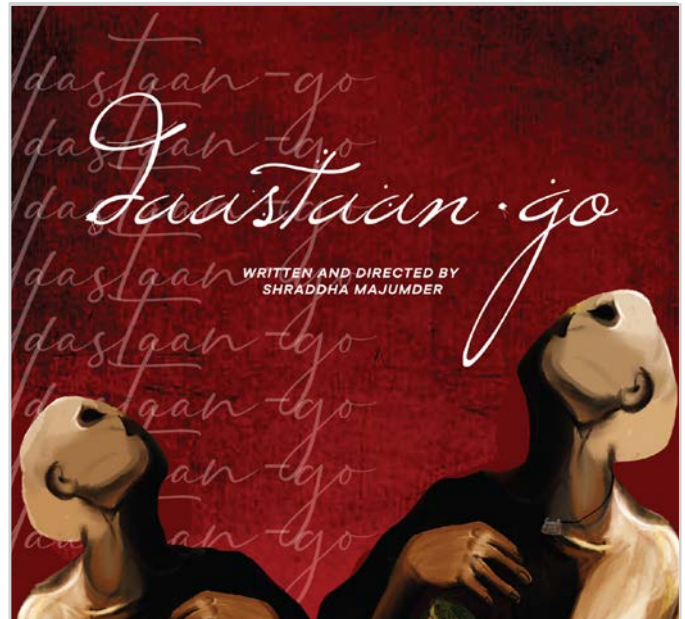


## Daastaan-go

"Daastaan-go" - A short film set in Banaras - about how each story told is a culmination of oneself, even if its a story about someone else.

*"Koi kahani apne aap se juda nahi hoti"*

Faculty Mentor: Ranjitha Rajeevan



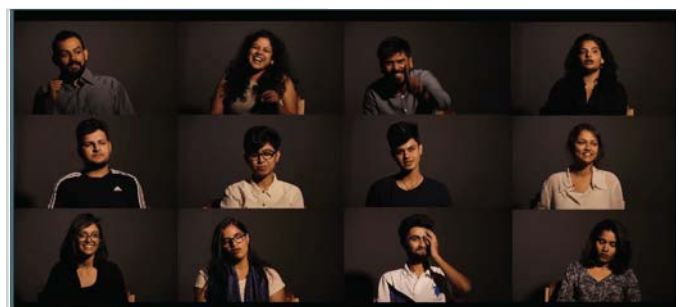
## Anti-Ragging PSA - Turn Around

Faculty: Shraddha Sakhalkar



Turn Around is an Anti Ragging PSA made for Service Learning module, to shed a light on the scars left behind by the so called 'harmless ragging'.

Turn Around is one of the top ten winners in UGC National Film-Making Competition.

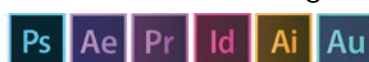


### Strength & Technical Skill

• Direction and Art Direction

• Screen Writing

• Visualisation and Illustration







## Communication Design Video Film Design

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2019**

## The Wedding Detective

Faculty Mentor: Ranjitha Rajeevan



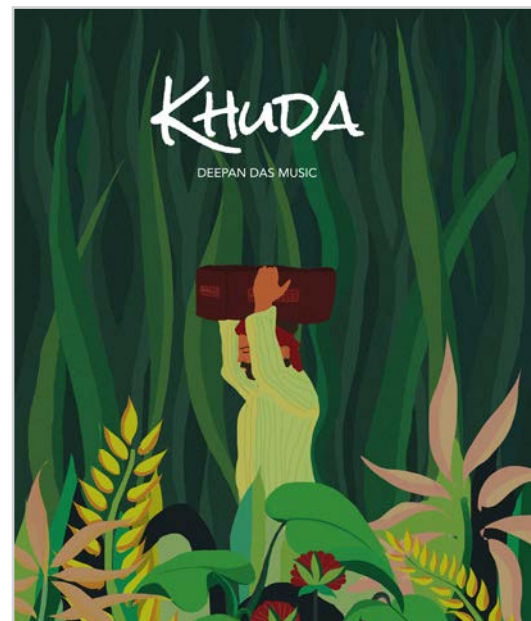
*Ladki ki kundali ho ya ladke ka character check. Miliye best jasoos in the house Mr. Shlok Verma se. Logon ke interest se lekar pinterest tak, saare information ka encyclopedia hain ye. Ek naya case lekar aa rahe hain. Dekhiye iss baar kya kamaal karte hain...*



## Khuda

Faculty: Ranjitha Rajeevan

KHUDA revolves around the human tendency to carry their baggage around for as long as one can remember. Our baggage does shape us into the person we are, but we must realize when the right time comes we must let go of things that hold us back, be it people, situation or our own thoughts.



## Strength & Technical Skill



- Leadership skill
- Visualisation

- Time management
- Flexible & Competent







# INDUSTRIAL DESIGN

# Product Design

Product design curriculum is designed to cover most aspects of the product categories like home appliances, transportation, furniture, medical devices, lifestyle products and packaging design.

Hand skills, Prototyping skills, Digital Skills, Visualization skills and Articulation skills are an integral part of this profession, along with keenness to learn and adapt to modern technology.

Students complete 5 major projects, starting from Simple Product Design, User-Centric Product Design, Technically Complex Product Design, Systems Design, Design for Future and finally the Degree Project, where students gain exposure by working in the industry for 16 weeks.



## **Batch 2015-19**

### **Product Design**

- Abhinav Paul
- Aishwarya Khoche
- Aishwarya Vilasrao Wable
- Akanksha Khore
- Ankit Tanwar
- Anmol Bais
- Anuja Mhatre
- Devprakash Manoj
- Divyanshi Goyal
- D Manish Kumar
- H.M Lakshmi Manasa
- Hariom Mahamuni
- Meghana Shailendra
- Mehul Sharma
- Mihika Bhawkar
- Nancy Sam
- Niharika Thakar
- Noopur Ambre
- Nishant Nadkarny
- Pavithra G
- Prutha Vaidya
- Rashad Khan
- Rewati Naniwadekar
- Rishabh Shukla
- Ritika Sharma
- Vadhere Sejal
- Pacharne Sahil
- Salehittal Sharanya
- Gosalia Srushti
- Bheda Tanvi
- Vivek Dubey
- Zahra Kachwala
- Lamak Zebayesh
- Chavan Siddhi



## Industrial Design Product Design

ABHINAV PAUL

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## Sneaker Design



Faculty Mentor: Tanmayee Puntambekar

The primary objective of this project was to develop and design a lifestyle sneaker inspired by the work and contribution of “**Daft Punk**”, a French electronic music duo keeping “**Adidas Originals**” as the parent brand. The design has a “retro” appeal to it along with inspiration from the more recent works of Daft Punk.



## Kulfi Packaging

A packaging design for ice-cream was to be developed in this project.

The inspiration for “**kulfi**”, was taken from “barfi” or “katli”, which is an Indian dessert. The packaging form and graphics were designed keeping barfi and India as the key reference points. The packaging consisted of 3 pre-cut slices of the kulfi in each box. Parent brand is **Amul**.

Faculty: Ruchi Srivastav



## Strength & Technical Skill

- Ideation
- Improvisation
- Sketching
- Prototyping

- 3D modelling



## Sustainable Food Delivery Packaging

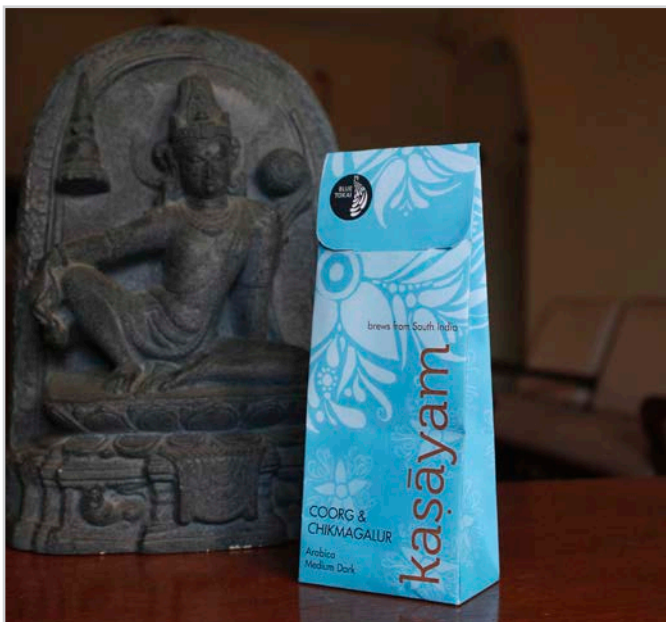
This project is a research into existing food delivery packaging and how it affects our environment. Examining the current sustainability standards, I concluded this research by designing a line of packaging made out of a lesser known but sustainable material, Bagasse.



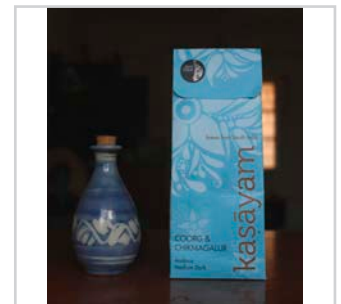
Faculty Mentor: Dr. Sudip Ray

## Packaging Design: Blue Tokai

Faculty: Ruchi Shrivastav



I designed a packaging for a sub-brand of a well known coffee company Blue Tokai. Each brand extension's colors and illustrations are based on from where the coffee was sourced from.



## Strength & Technical Skill

- Adobe Photoshop: Digital Painting
- Adobe Illustrator

- Adobe Indesign
- Rhinoceros 5

- Creo 4.0
- Fusion 360

- Keyshot





## Industrial Design Product Design

**AISHWARYA VILASRAO WABLE**

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## Leather Handbag for women

Faculty Mentor: Prof. Sudip Ray



Bags have become one of the most coveted items in the luxury goods market. I have always been passionate about designing fashion accessories especially bags. The desirability, visibility and accessibility of luxury handbags have attributed to their strong performance and widespread recognition.



## Learning Aid for Kids with

Faculty: Prof. Atul Kedia

Autism is a complex neurobehavioral condition that includes impairments in social interaction and developmental language and communication skills combined with rigid, repetitive behaviors. This is a learning aid designed for kids with Autism. It helps them to learn colours and numbers. And has fidget spinners attached to it.



## Strength & Technical Skill

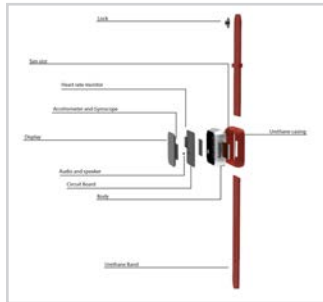




## Routine Scheduling and Meltdown Monitoring Gadget for Autistic Kids

Autism is a complex developmental disability, which affect a person's ability to communicate, and interact with others.

The designed product is a hand wearable and will display routine which will be set by parents by the help of app and it will also sense autistic meltdown and inform the parents.



Faculty Mentor: Ms. Anuja Ambekar

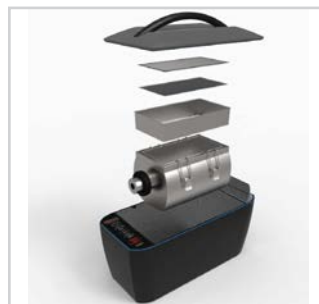


## Swirl

Faculty: Mr. Ishan Nalawade



The product Swirl is a kitchen appliance which involves the technique of heat fusion to cook food. The product was inspired from Philips Design language. Swirl was designed in such a way that it is able to cook almost anything specially items which require constant stirring with minimum amount of supervision.



### Strength & Technical Skill

- Adobe Illustrator
- 3d modeling
- Research
- Adobe Photoshop
- Ideation



## Industrial Design Product Design

**ANKIT TANWAR**

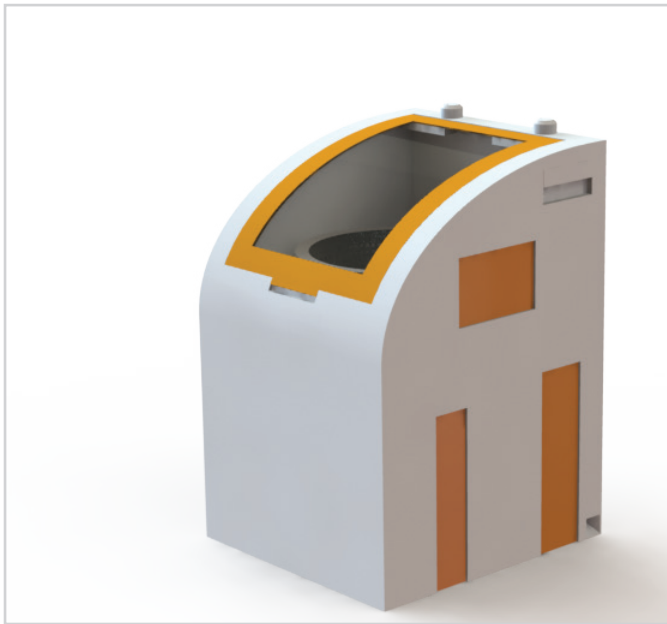
tanwar.ankit96@gmail.com

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### Mini Wash Dryer

Faculty Mentor: Dr Sudip Ray



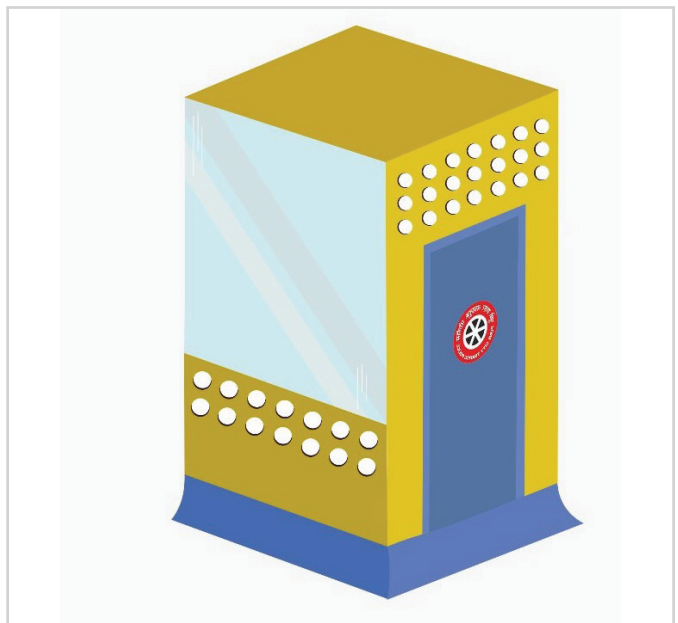
The mini wash dryer was designed for lower income group and students. It is the ideal size for small houses and dorm rooms. The wash dryer was made to cut down on washing and drying time of clothes, while requiring less electricity to work.



### Booth for Traffic Police

Faculty: Mr Atul Kedia

This product was designed for the Traffic police. The booth helps them monitor traffic conditions and smooth flow of traffic even during bad weather conditions. It also doubles up as a resting place during their lunch hours.



### Strength & Technical Skill

- Photoshop
- Illustrator
- Rhino
- Keyshot
- Prototyping



## Tableware for Indian luxury trains

Faculty Mentor: Sudip Ray

There are seven luxury trains in India. All of which provide tours to major destinations in India. With top notch amenities and services, these trains will surely make a mark in peoples mind. This project aims to create a tableware for these trains giving it a traditional feel which will enhance while having food.

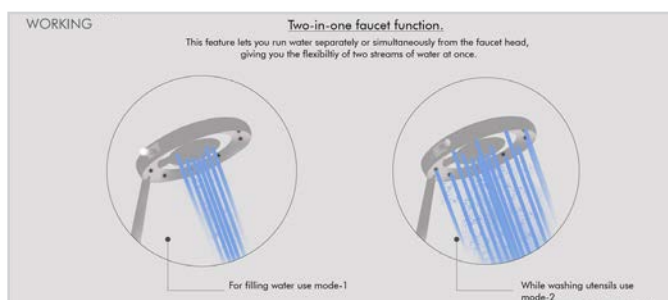


## Hydrant Spigot

Faculty: Atul Kedia



Hydrant spigot is a redesigned kitchen faucet which optimises the use of water and increases the efficiency while cleaning the utensils. It has a two in one faucet function- this feature lets you run water separately or simultaneously from the faucet head, giving you the flexibility of two streams of water at once.



## Strength & Technical Skill

- Research
- Sketching
- Rendering
- Conceptualisation
- Photoshop
- Rhino
- Illustrator
- Indesign
- Keyshot



## Industrial Design Product Design

**ANUJA MHATRE**

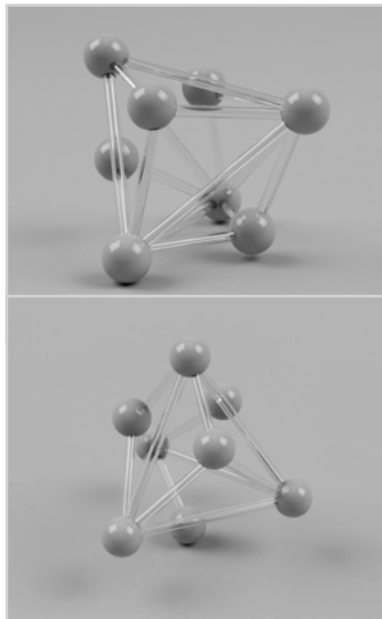
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2019**

## Psychology and Game Design



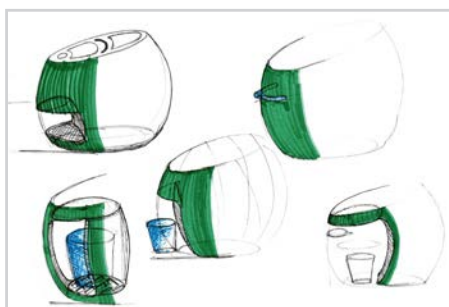
**Faculty Mentor: Prof. Tushar Amin**

This project is based on play therapy for adults. It aimed to create a product that will act as an ice breaker between the patient and the counsellor. It works on the concept of mindfulness and helps the patient to gain comfort, self-esteem and trust towards the counsellor.



## Valued

A kitchen appliance to satisfy the need of dairy products in 2050. Due to drastic change in demand and supply of milk, here is a product which will produce milk as per the person's needs by scanning their blood. It is capable of producing milk through nuts, veggies, artificial proteins or a mixture of these.



**Faculty: Mr. Rohit Choudhary**



Blood  
Scanner



Hopper



Touchscreen  
Operation

## Strength & Technical Skill

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign
- Conceptualization • Fusion 360



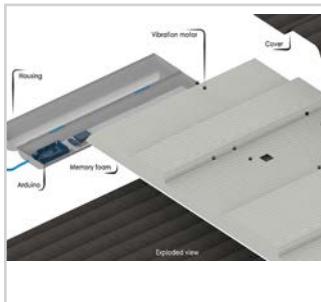


## Massage Mat

Faculty Mentor: Supriya Kapai

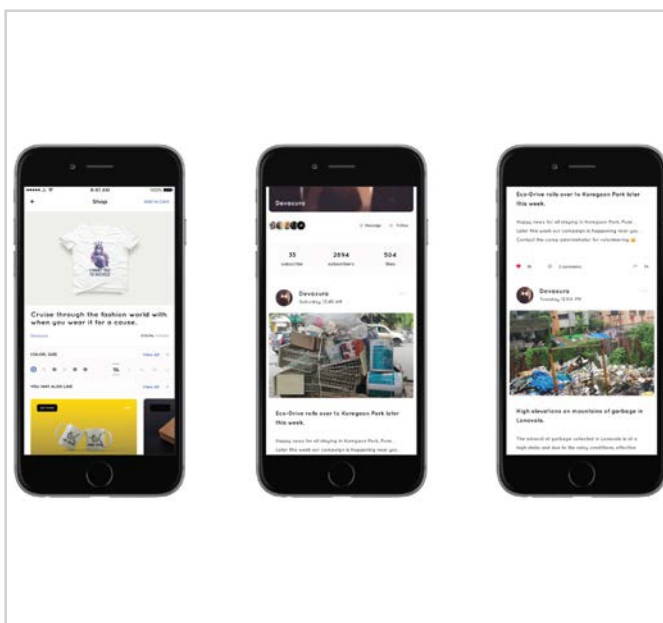
A massage mat for stress management and relaxation.

This product works under the principle of muscle relaxation with the aid of vibration motors and pre-programmed massage patterns.

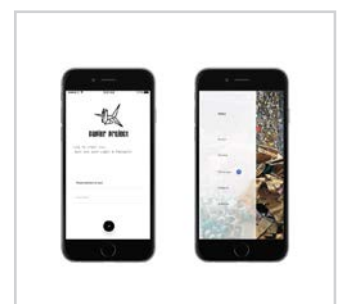
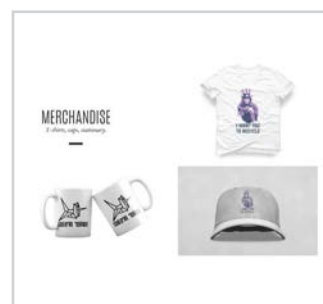


## Papier Project Interface

Faculty: Anuja Ambekar



A group of individuals with the help of their mentors took an initiative to start this project for managing the paper waste generated throughout the campus. An app interface was designed for meeting the requirements of this project along with few merchandise as well.



## Strength & Technical Skill

- Creo
- Rhinoceros
- Solidworks
- Catia
- Keyshot



## Industrial Design Product Design

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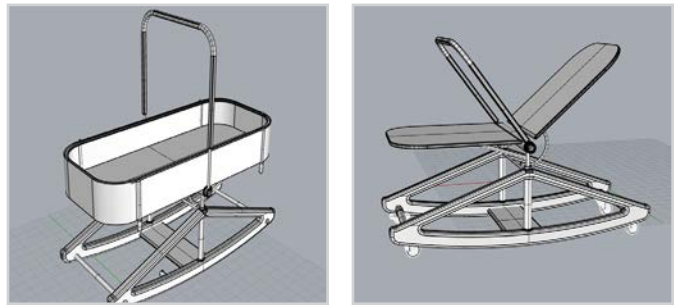


## Infant Mobility Inside Home

Faculty Mentor: Ms. Anuja Ambekar



The project is to design a mobility product that accommodates infants for short period of time and is easy to use by parents inside Urban Indian Homes. The product is a combination of a cradle, a pram and a rocking chair. This eliminates the use of different products inside homes.



## Organic Pasta Packaging

Faculty: Ms. Ruchi Shrivastav

The idea was to redesign an organic pasta packaging for a hypothetical brand Cucino. A reusable plastic container has been chosen to minimize one time use of packaging. The packaging has minimal design to catch the attention among all other pasta packaging on shelf.



## Strength & Technical Skill

- Sketching
- Rendering
- Conceptualization
- Research
- Illustrator
- Photoshop
- Indesign
- Rhinoceros
- Sketchbook Pro
- Keyshot



## PMD-Wheelchair for Kids

Faculty Mentor: Tushar Amin

To design a low-cost alternative wheelchair for kids. The product design is inspired by action heroes to make the kids feel empowered. The product can be customized as per the user's needs.



## Vision 2050- Response Vehicle

Faculty: Rohit Choudhary



To Design a Response Vehicle for Emergency Situation for the year 2050. The design language is inspired by Self-balancing technology. The concept of technology allows motors to be placed in the wheels itself.



### Strength & Technical Skill

- Rhinoceros.
- Adobe suite.
- Keyshot.
- Prototyping.
- Microsoft Office.
- Leadership.





## Industrial Design Product Design

H.M. LAKSHMI MANASA

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## Smart convection oven

Faculty Mentor: Prasanna Halbe



This project is an innovative solution for home bakers who struggle in finding an optimum oven for their business. It is an electric convection oven that has been designed to tackle the problems faced by home bakers. It provides excellent baking characteristics. It is also a steam oven. It incorporates IoT to enable ease of control.



## Packaging for spices

Faculty: Ruchi Srivastav

This project is a solution for packaging of ground south Indian spices produced by Fabindia. The packaging design was based on the general design language followed by Fabindia which is the use of warm colours and earthy touch. Considering the reusability factor, glass jar with a wooden cap was chosen for the final packaging.



## Strength & Technical Skill

- Adobe creative suite
- Rhinoceros 3D
- Keyshot
- Conceptual and creative thinking
- Prototyping





## LCV Modular Container

Faculty Mentor: Prasanna Halbe

To reduce the struggle and time wastage of vegetable vendors on the LCV container, we designed a modular container to reduce business overload and increase productivity. The container is more functional in its approach. It has a working mechanism so vendors can easily access all goods during loading and unloading merchandise.



## Smart Electric Scooter

Faculty: Ishan Nalawade



Electric concept scooter under smart automotive brand for out of towners and delivery services. It is more aesthetic in its approach. The shape of the scooter is inspired from cat(sitting). The UI of speedometer for different users will be different.



### Strength & Technical Skill

- Sketching
- Rendering
- Mockups
- Presentation

- Photoshop
- Illustrator
- After effect
- Rhino 3D
- Keyshot
- Blender



## Industrial Design Product Design

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## Toys for Cognitive Enhancement

Faculty Mentor: Aditi Deshpande



To design a set of toys for cognitive enhancement for the age group 3yrs - 5yrs. The toys focus on fine motor skill development and sensory issues. Additional component that guides parents on how to interact with their child so as to develop the child's abilities.

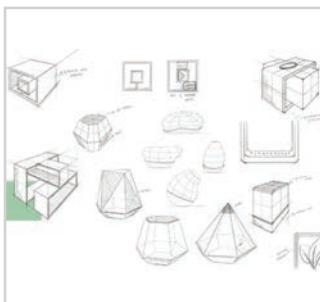


## Microclimate for Indoor Vegetation

Faculty: Rohit Choudhary

Creating a micro-climate for indoor vegetation in the year 2050. The growth of the plant can be controlled through different colored lighting.

The plant grows on a thin polymer film, without the need of soil and actual sunlight. Floating pods use magnetic levitation. Customizable furniture.



## Strength & Technical Skill

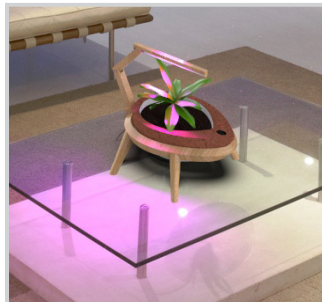
- Rhino 3D
- Keyshot
- Photoshop
- Illustrator
- Research
- Analytical Thinking





## Bloom

Bloom is a Self Hydrating Planter created to give your plant the love it needs. Water the bloom once and stay worry free for another 15 days. The Bloom is made from complete natural materials reducing the carbon footprint and giving you complete satisfaction.



**Faculty Mentor: Simrandeep Saini**



## From The East

**Faculty: Ruchi Srivastav**



From The East is a spice brand promoting gift packaging of premium spices. Inspired from the spice route between Europe and Asia the name and the logo have a deep connection to it. The packaging (both primary and secondary) is reusable so that your gift remains treasured for longer.



## Strength & Technical Skill

- Rhinceros3D
- Adobe Illustrator
- Keyshot
- Problem Solving
- Prototyping



## Industrial Design Product Design

**MIHIKA BHAWKAR**

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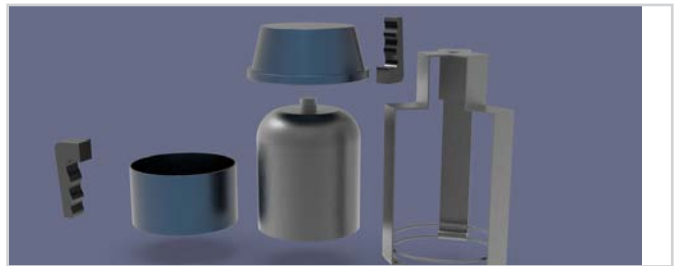


## Cooking System for Mountaineers

Faculty Mentor: Ajay Bhawe

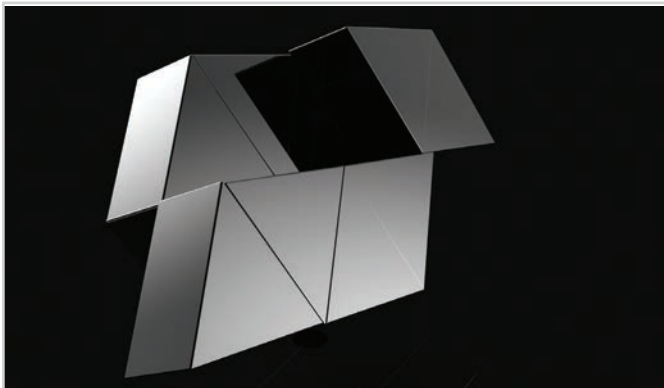


This project aims at redesigning a cooking system for mountaineers going in rough terrains for long durations. The cooking system includes the burner, the fuel canister and the cooking vessels. Creating an integrated cooking system which will benefit the user in terms of space efficiency and compaction were the key parts of this particular design. Modification of the system was done to increase the efficiency of the fuel used.



## Futuristic Communication Device

The brief for this project to create a communication system for the future. The device created was an assistive device to help cure psychological problems such as depression and anxiety with the help of BCI system.



## Strength & Technical Skill

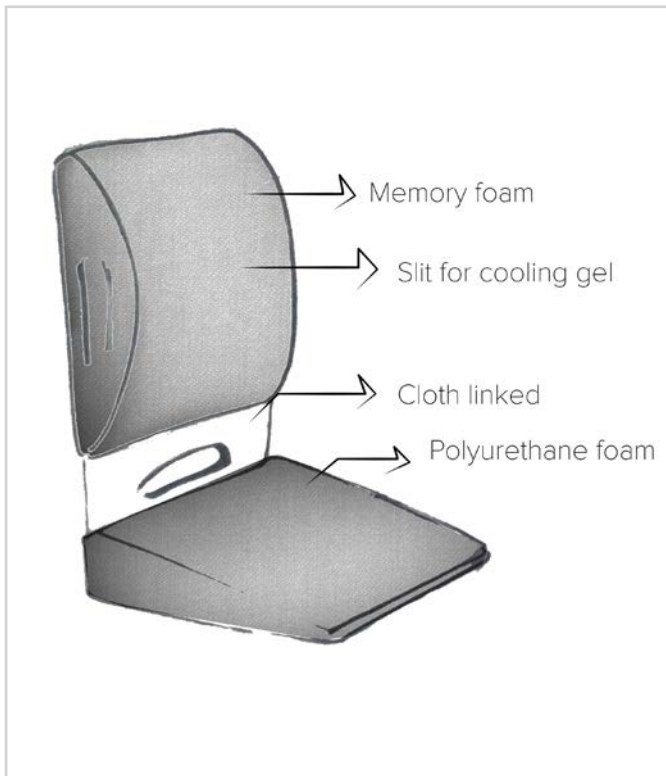
- Sketching
- Ideation
- Photoshop
- Illustrator
- Rhino



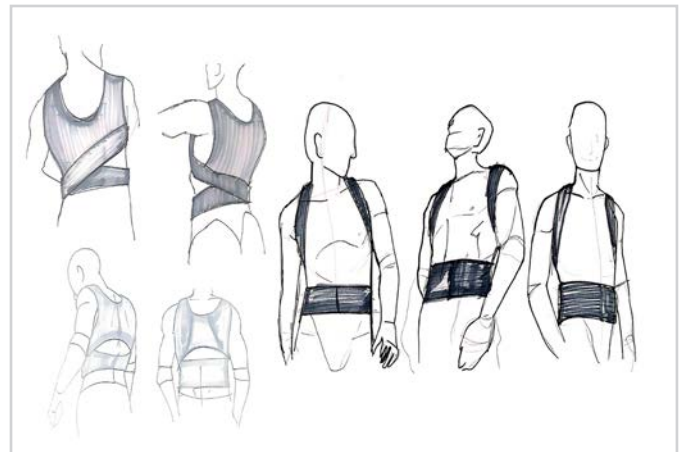


## Posture Correction products

Faculty Mentor: Supriya Kapai



Back pain is a problem that impacts an estimate of 540 million people across the globe. The people who get the most affected because of back pain are the people who have desk jobs. The aim of this project was to design products that helps in posture correction which reduces back pain.



## Packaging Product Design

Faculty: Ruchi Srivastav

Packaging design for a hypothetical herb brand. Researched and explored the materials, structural prototypes and visual product graphics.



## Strength & Technical Skill

- Research and analysis
- Hardworking
- Sketching
- Punctual

- Ideation



## Industrial Design Product Design

Niharika Thakar

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8975590900



### SegraBin

Faculty Mentor: Mr. Ajay Bhawe



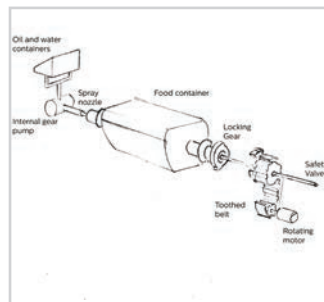
SegraBin is a simple & efficient waste management system for your house. All wastes are easily sorted into 5 categories, keeping them from getting mixed up. This enables better recycling. The concept is visualized as a system solution, with a collection bin having the same categories.



### Philips Swirl

Faculty: Mr. Ishan Nalawade

Swirl is an innovative cooking appliance inspired by Philips. It uses the innovative technology of heat fusion to make cooking easy. The food is auto-stirred, while being heated. The appliance can cook anything, with almost no supervision.



### Strength & Technical Skill

- Research
- Adobe Creative Suite
- Creo
- Sketching
- Rhinoceros



## Orthotics for CP Children

**Mentor: Dr. Tanmayee Puntambekar Faculty**

The constant increase in leg dimensions in children with Cerebral Palsy makes it a necessity to change the individually prescribed lower limb orthotics periodically. This leg brace (KAFO) is designed to facilitate a longer usage by adding adjustability as a USP to the design to increase affordability. It is also comparatively light weight & breathable.



## AuFlo

**Faculty: Ishan Nalawade**



AuFlo is a water vehicle designed to create a new watersport experience for its users. Battery operated & fast, it provides a unique motion of hopping and drifting inspired from kangaroos and squids. AuFlo is imbued with personalized space, complete adjustability and smart connectivity with a well defined UI system.



## Strength & Technical Skill

- Rhinoceros
- Photoshop
- Keyshot
- Fusion 360
- Blender
- XD
- Research & Analysis
- Conceptualisation
- HCD
- Rapid Prototyping



## Cooking appliance for 2050.

**Faculty Mentor: Rohit Chaudhary**



Designed as part of the Product Design Project 5 module entitled “Futuristic Design”. The appliance is a series of pods that provides holistically cooked meals everyday to a household.

The project is completely conceptual in nature.

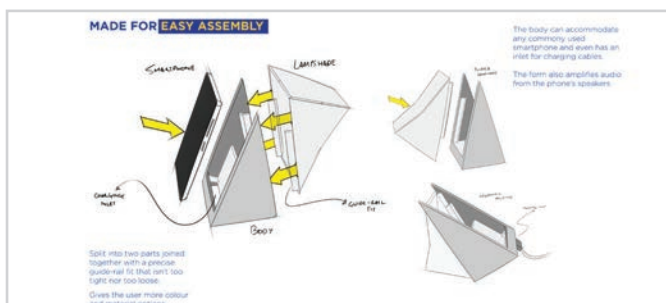
## IKEA Design Competition entry.

## Internship Project

Made as a submission for a 3D printing competition organised by IKEA with the theme “off-the-grid”.

The challenge was to come up with solutions for daily living that were easily 3D printed and worked without any power supply.

The product is a lampshade for smartphones.



## Strength & Technical Skill

- Adept with 3D and 2D software.
- 3D printing techniques.
- Sketching.
- Design presentation.
- Knowledge of electronics.





## Urination aid for Mountaineers

This project is aimed at the market of equipments for the mountaineers where there is a recognized need for a urination device for them to use in the high altitudes while camping. This is a device that will help them urinate easily inside the tent while camping especially at night because it is extremely cold and very dangerous for them to go outside the tent to urinate.



Faculty Mentor: Ajay Bhawe

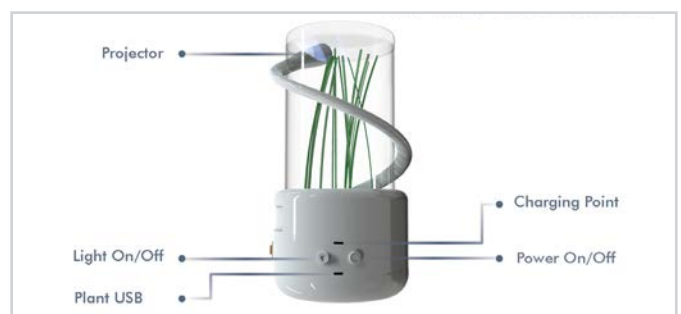


## Flura (Homepod with emotions)

Faculty: Ishan Nalawade



FLURA is a homepod for JBL which was designed aiming at the group that JBL has never targeted, one of which being a homepod. Flura is the first social homepod that captures, listens and learns. Artificially intelligent, authentically living. It also has a indoor plant on the top portion making it more preferable for customers.



## Strength & Technical Skill



- Time management
- Decision making

- Leadership skills
- Flexible & Competent



## Industrial Design Product Design

PRUTHA VAIDYA

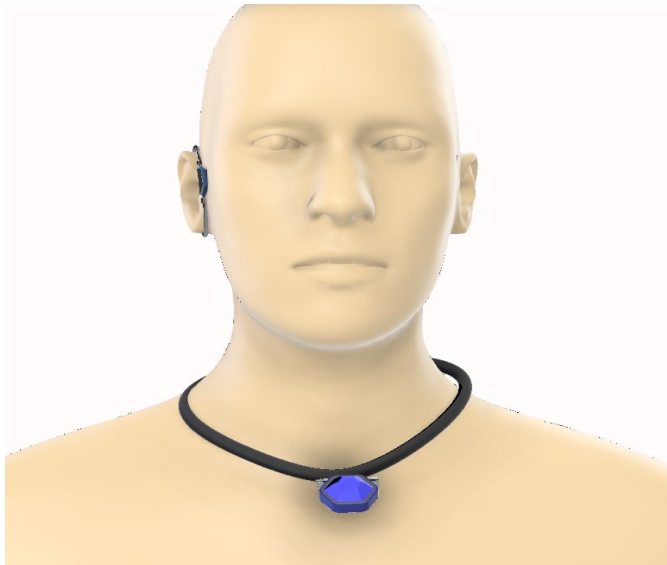
vaidya.prutha@yahoo.com

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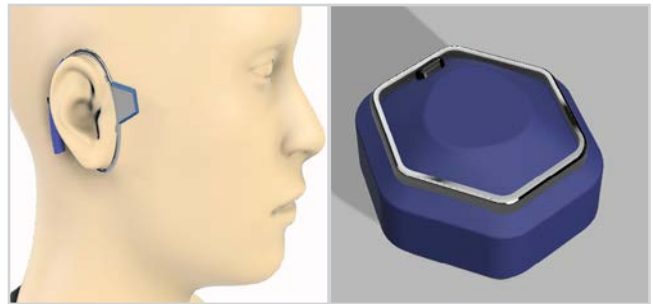


## Degree Project

Faculty Mentor: Simrandeep Saini



Hbone is a hearing aid designed specifically for people having conductive hearing loss. Hbone is a set of headset and wireless micro pin having range of 10 meters. it can be worn as a neckpiece or as a bracelet. it also has noise cancellation technology for better experience.



## Packaging Design

Faculty Mentor: Ruchi shrivastava

This product is a range of cold coffee drinks from around Asia. The range has four famous blends of coffee brew by unique processes that are only found in that specific country. this is an extension of their "Discoveries" range that is already.



## Strength & Technical Skill

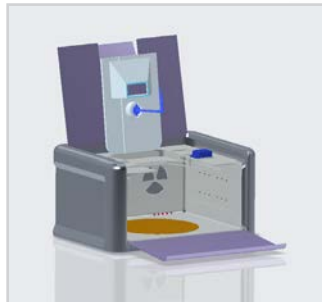
- Photoshop
- Crio
- Fusion 360
- Prototyping
- Photography



## Cooking Appliance for 2040

Faculty Mentor: Tushar Amin

This futuristic oven concept design was created with the objective of easing and further automating the process of cooking. The internal mixer helps prepare liquid and curry dishes that can't be done with present day microwave ovens. The design follows Samsung's design language.



## Smart Hand Dryer

Mentor: Nishchint Gavate

This hand dryer is designed to be an accessory for luxury bathrooms, where usually towels are used. The two design outcomes - wall mounted or table top designs both offer a complimentary, non intrusive aesthetic with its surrounding. Features include - Bixby smart voice assistant.



### Strength & Technical Skill

- Creo
- Rhino
- Design Thinking
- Keyshot
- Team Work
- Research





## Industrial Design Product Design

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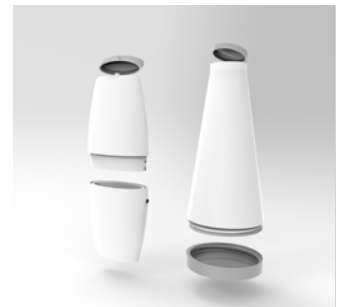


## Sustainable Packaging

Faculty Mentor: Prof. Simrandeep Saini



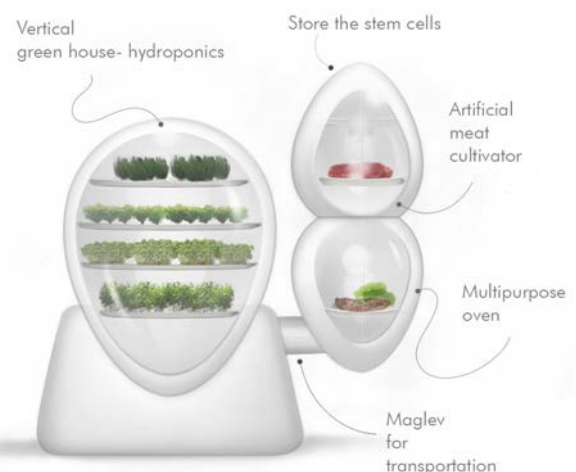
This project is a different take on a simple product that we all use everyday. The idea was to design the packagings for personal care products such that they are environmentally friendly and at the same time are a delight to use.



## Food cultivator for 2050

Faculty: First-Rohit Choudhary

The idea behind this project was to imagine how will we grow our food in the future. Researching about futuristic technologies such as artificial meat cultivator, hydroponics, maglev transportation, AI home assistant etc. helped me design this food cultivator for future homes.



## Strength & Technical Skill

- Creative thinking
- Team work
- Problem solving
- Digital modeling
- Sketching/ rendering

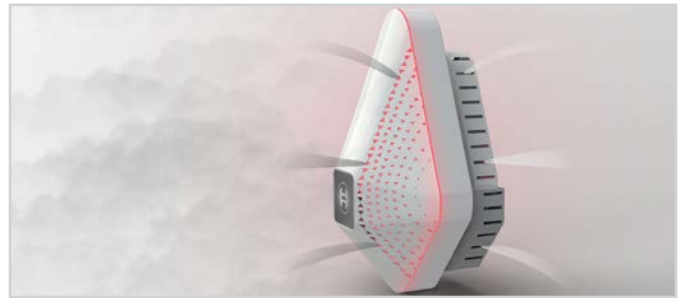
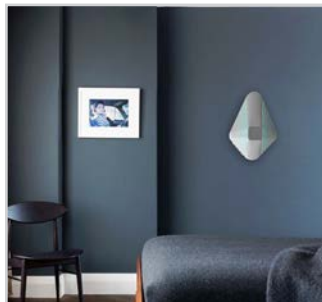
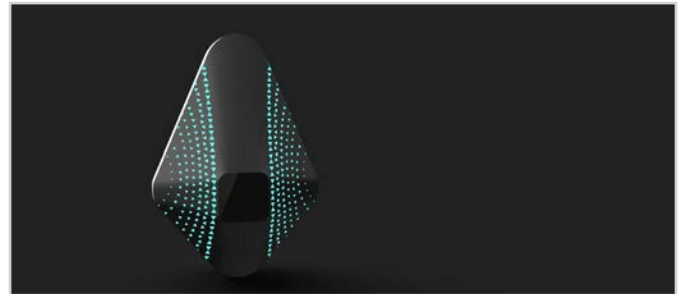




## Air Purifier

Faculty Mentor: Ishan Nalawade

The Air-Purifier is Boon for emergency like building fire. It is designed to suck the smoke out of a building fire giving time to the people to evacuate the building in 30 minutes. It is operated through U.I. which is connected with smoke detectors present in the building. Air purifier will switch mode on detecting fire.



## Police Crowd Control

Faculty: Rohit Choudhary



In year 2050 it is predicted that there will be population increase. To control the ragging crowd the police will require advanced technology.

The futuristic uniform consists of gloves which have sonic boom knuckles and force shield. the t-shirt will give vitals of individual and have in-built touch communicators for police



## Strength & Technical Skill

- Research and Analysis.
- Conceptualization.
- Illustrator.
- Rihno.
- Keyshot.

- Photoshop.



## Industrial Design ProductDesign

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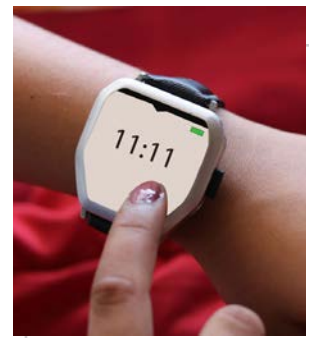
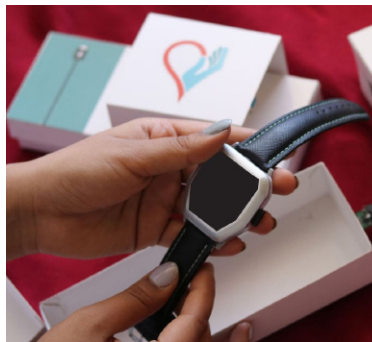
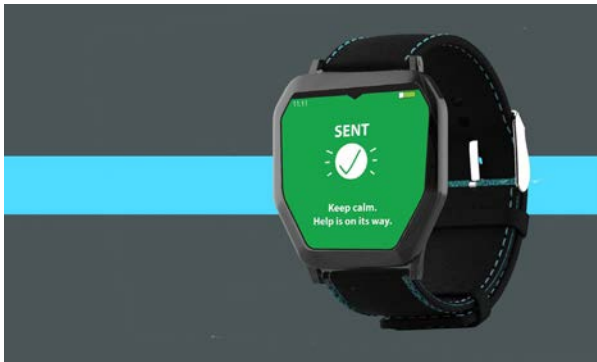
### Dhadkan: Medical eqp.

Faculty Mentor: Prof. Ajay Bhawe



This wearable device Dhadkan is a promising life-saving solution that can detect a possible oncoming heart attack and provide immediate medical care.

It can also detect early signs of sleep apnea and can send an SOS with the location of the user to emergency contacts in case he/she is facing any kind of danger, even if it isn't cardiac.

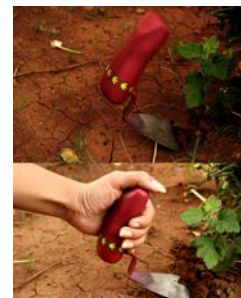


### Auzle: Gardening solution

Faculty Mentor: Prof. Atul Kedia



Using gardening tools for long hours causes pain, calluses and injuries to gardeners. Auzle is a set of lively ergonomic gardening tools having pinch and power grips, giving the user's comfort utmost importance and making sure the hand stays in neutral position, hence avoiding all kinds of discomfort faced by the user.



### Strength & Technical Skill

•Research •Ideation •Conceptualisation •3D renders



## Sustainable Packaging For Hotel Toiletries

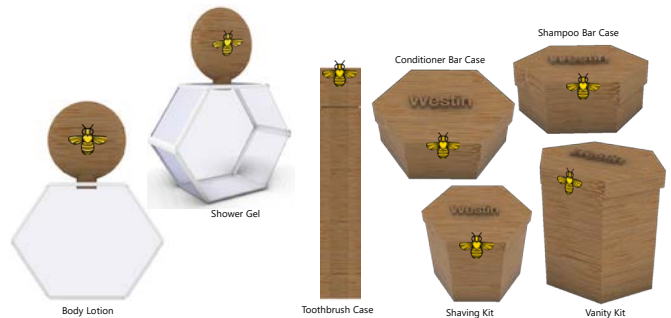
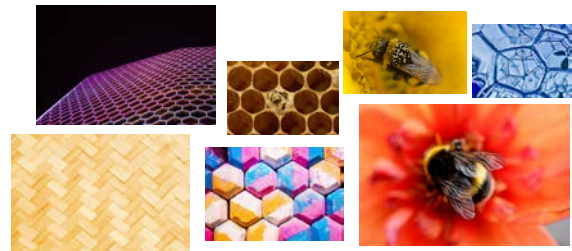
Faculty Mentor: Ms. Anuja Ambekar

Sustainable packaging performs its primary function of protecting and presenting the product, while also minimizing the environmental and social impacts of the packaging. Everyday, millions of empty or half-used bottles are discarded by the guests and are thrown away in the garbage bin. Later they end up in landfills as they are produced using plastics which are not recycled because of high vitality and takes a great deal of time. This project is about using sustainable packaging for hotel toiletries giving them away as sovenirs, guests can carry them at home which can be reuse instead of one-time use.



*Beelove*

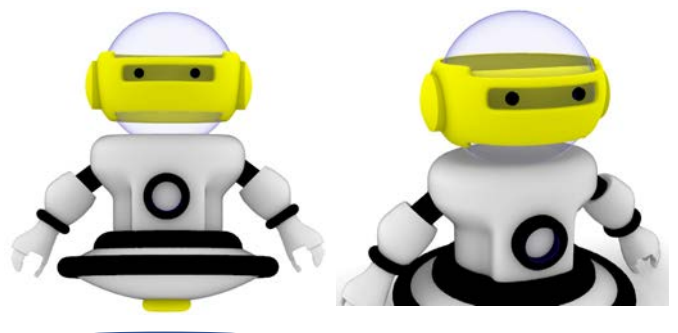
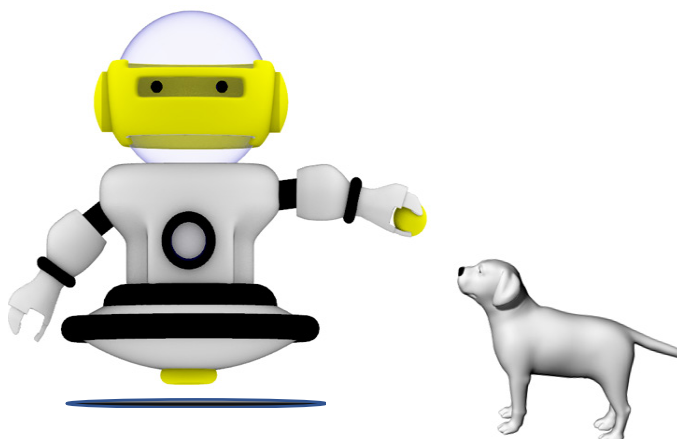
Inspiration Board



## Pet Care Floating Robot

Faculty: Rohit Choudhary

In the event that we go for get-away and some of the time we cant take our pets alongside us. We always stress over our them. Pet care robot is a robot which will take care of our pets. By controlling the robot through our telephone, we can give the nourishment to our pets on schedule like clean the litter, take them for a walk, give water, play with them.



## Strength & Technical Skill

- Always up for new things
- Adaptability
- Sketching
- Taking criticism positively
- Research Work
- Rhino
- Creo
- Photoshop





## Industrial Design Product Design

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## Pickup Truck

Faculty Mentor: Prasanna Halbe



To design a lifestyle Pickup truck for Toyota for emerging Indian market of affluent class. It is for those adventurous people who love going for weekenders, roadtrips, treks and off-roading.



## 3in1 Coffee Stick Packaging

Faculty: Ruchi Srivastav

Nescafe is a brand of coffee made by Nestle. This project emphasises on the packaging for the different flavours like caramel, cinnamon and hazelnut launched hypothetically. It is a three in one coffee stick. It is meant for those who love to have coffee on the go and can not stop craving it.



## Strength & Technical Skill

- Keyshot,
- Fusion 360
- Adobe Photoshop
- Adobe Illustrator.
- Research and Analysis

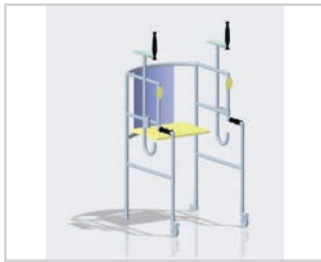




## Walking-Aid for Elderly

Faculty Mentor: Ajay Bhawe

The walking-aid for the elderly is a posterior walker with a wider flat base and forearm support to improve balance and posture for elderly. A seat is included for those who lack stamina. Grips at the front of the walker is used as a support while getting up from a chair/bed. Various storage options like bottle holder, a tray and hooks for hanging bags is also included.



## Hovering Basin

Faculty: Rohit Chowdhary



Hovering basin is a futuristic concept for the year 2050. This basin can be used in households as well as in restaurants. The basin will levitate using magnetic levitation, following a fixed path in the room and around the dining table. The nozzles, placed in a semi-circular pattern, will spray mist which works equally good and saves water. The top panel has adjustability for mist's speed and temperature.



## Strength & Technical Skill

- Problem Solving
- Ergonomic redesign
- Data collection & analysis
- Photoshop, Illustrator, Creo, 3DS MAX, InDesign
- Soft skills



## Industrial Design Product Design

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## Zamin Doz

Faculty Mentor: Ms. Anuja Ambekar



Zamin Doz literally means 'inside earth' in Urdu. As the name suggests, the dish is actually cooked inside an earthen pot, sealed with mud in the ground to ensure that the dish is sealed inside.

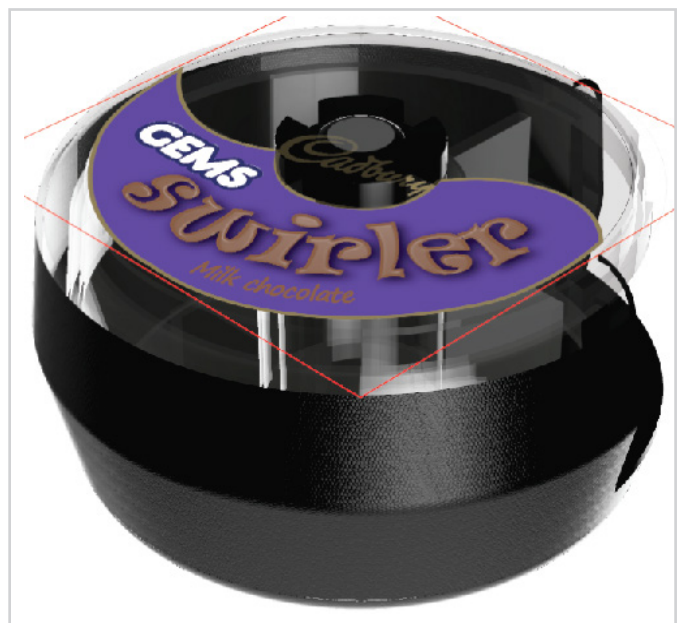
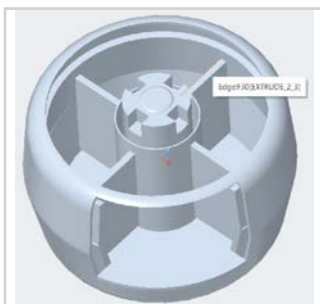
This project is about bring Zamin doz into restaurant's kitchen. By bring this technique



## Packaging Design

Faculty: Prof. Ruchi Srivastav

I came up with a sub brand for 'cadbury gems' named 'swirler'  
This is specifically designed for children to keep them engage. When press the compartment rotates and they can be access through it. After gems consumption the packaging can be use to store other



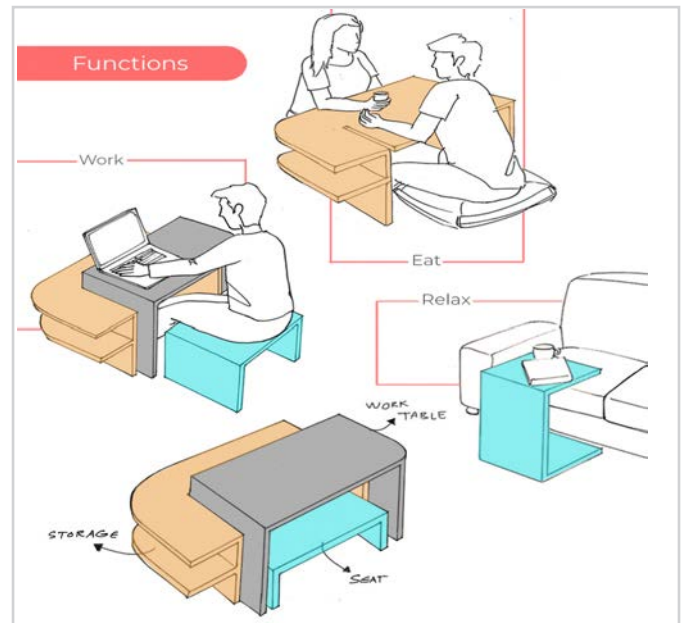
## Strength & Technical Skill

- Creo • Keyshot
- Phtotoshop and Illustrator
- Research and Analysis
- Design Stratergy



## Three

In today's world of modern living spaces, the idea is to have multi-tasking environments in order to best manage the space. THREE is a set of versatile wooden tables that neatly combine to form a family bringing warmth to your space. Center table + work table + end table + seat.



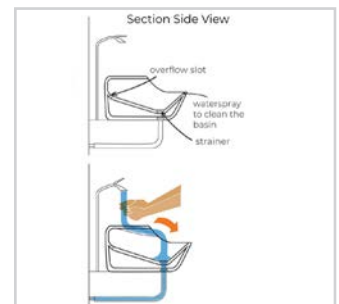
**Faculty Mentor: Dr. Sudip Ray**

## Flujo

**Faculty: Prof. Kushal Jadhav**



Inspired by Zaha Hadid's design style - unusual, bold, dynamic, FLUJO is a washbasin which brings a sense of motion like the flowing stream of water and luxury to your space. It has an integrated waterspray technology to clean the basin.



### Strength & Technical Skill

- Ideating
- Rendering
- Prototyping
- KeyShot
- Sketching
- 3D modelling
- Rhinoceros
- Adobe Photoshop



## Industrial Design Product Design

Vivek Dubey

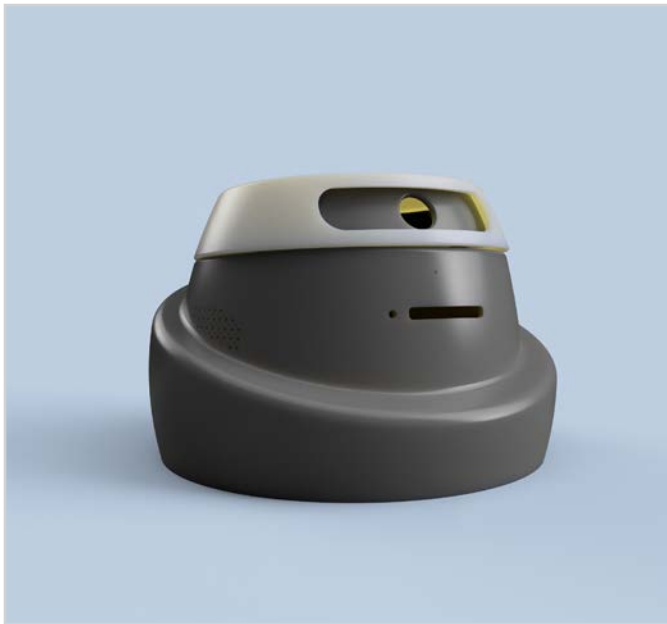
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## AI assistance for Elderly

Faculty Mentor: Dr. Tanmayee Puntambekar



This product uses artificial intelligence to assist elderly people to improve their cognitive abilities. The home pod and smart specs store visual and auditory data which can be retrieved through voice commands when needed. It organises information based on priorities and presents instantly when needed.



## Capsule

Faculty: Ruchi Srivastav

The brief was to design a small and compact enclosure for "Dettol". The product consisted of a sliding locking mechanism to make it spill-proof. Various graphic layouts were designed and tried.



## Strength & Technical Skill

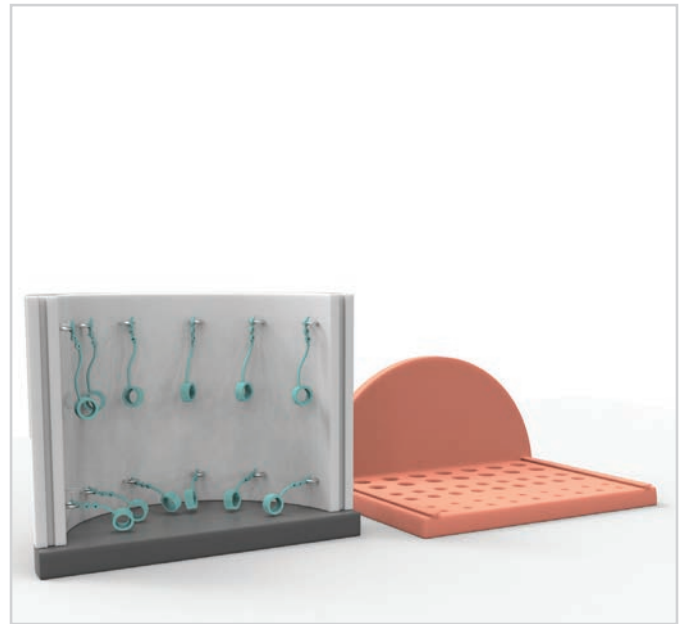
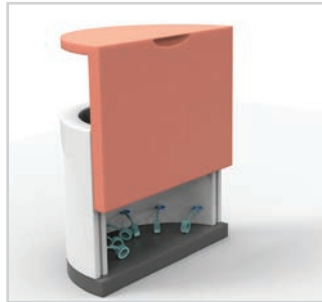
- User Research
- Creative Coding
- Persona Creation
- Electronics
- Sketching
- Rapid Prototyping





## Therapy Kit For Rheumatoid Arthritic Patients

This therapy kit is a multipurpose kit that consists of three elements that provide benefits like range of motion, strengthening and fine motor skills. The user suffering from rheumatoid arthritis can benefit from this kit in more than one way, where it combines pure movements with resistance keeping their joints from turning stiff.



**Faculty Mentor:**  
**Dr. Tanmayee Puntambekar**

## Packaging- Tetley Elixir

**Faculty: Ruchi Srivastav**



Tetley Elixir is a packaging design for Tetley tea. The loose-leaf tea container is designed keeping several factors in mind like shelving, brand arrangement, competition and strategy. The graphics were designed keeping the flavors in mind. And the structure was formed considering the ergonomic and stacking factors.



## Strength & Technical Skill

- Prototyping
- Ergonomics
- Photoshop
- Research Analysis
- Keyshot
- (Rhino 3D modeling)



## Industrial Design Product Design

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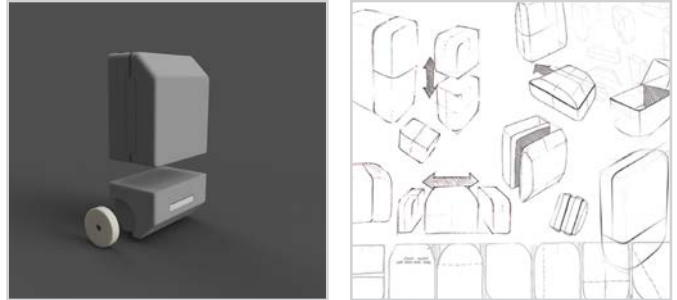


## Exercise Suitcase

Faculty Mentor: Ajay Bhawe



A modular travel suitcase with integrated exercise equipment redesigned to blend seamlessly into a person's lifestyle and promote health for the unconventional life setting. It eliminates the need for carrying any extra equipment. Designed to maintain the ease of organization and access to personal



## Smart Electric Scooter

Faculty: Ishan Nalawade

Electric concept scooter under smart automotive brand for out of towners and delivery services. It is more aesthetic in its approach. The interface of the display for each user group can be fully customized, to create an experience that is truly assistive to their needs.



## Strength & Technical Skill

- Concept generation
- Sketching
- Presentation and Visuals

- Adobe Photoshop
- Fusion 360
- Blender
- Keyshot
- Rhino 3D





## Mizumono Series

Mizumono series is a range of ceramic tableware designed for Japanese restaurants. The literal meaning being 'a drink, fruit, matter of essence.' This tableware series is based on the essentials of a Kaiseki meal which features the freshest seasonal ingredients. Here, summer (natsu) season. It is inspired by the Japanese design concept 'Ma' of the principle: **material contains usefulness, immaterial imparts essence.**



Faculty Mentor: Ms. Anuja Ambekar

## Packaging for Tea spices

Faculty: Ms. Ruchi Srivastav



**एकतsp** by SnapIn is a range of tea spices for all the chai lovers out there who miss out on the flavours of their home while on an expedition around the world.

The packaging is designed to symbolize the authenticity of the flavours- Masala Chai, Kashmiri Kahwa and Tulsi Mulethi. It is based on the design language followed by SnapIn, which is famous for seasonings.



## Strength & Technical Skill

- Rhinoceros 5.0
- Adobe Photosop and Illustrator
- Branding and prototyping
- Fusion 360
- Keyshot
- Creative and conceptual thinking

# Interior Space Design

This program helps students understand the basics for designing the interiors of spaces beyond the requirement of it being aesthetically pleasing. Spaces need to respond to the needs of the occupants and should be tailor made to their requirements. This relationship between the space and human requirements is explained through theory sessions on anthropometrics and ergonomics; and in practice through in-class experiences, site visits, case studies and interactions with craftsmen.

This enables students to understand the role of an interior designer and helps them to design solutions which are more responsive to the context. Additionally, students also get exposure to allied fields of retail and commercial interiors and even landscape design.



## **Batch 2015–19**

### **Interior Space Design**

- Disha Chitnis
- Neha Jasud
- Nisha Tiwari
- Pooja Yadav
- Priyanka Nair
- R. Poornima Parvathy
- Ruchi Karandikar
- Tisha Tiwary



## Industrial Design Interior Space Design

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## Pop-up Store



Faculty Mentor: Tushar Amin

"Fjallraven" is a premium brand which caters to the need of consumers who are looking for equipments for outdoor activities such as trekking.

A modular pop-up store for the brand "Fjallraven", which would give a different experience to shopping. Putting up a Pop-up store would also give the brand an identity of its own.

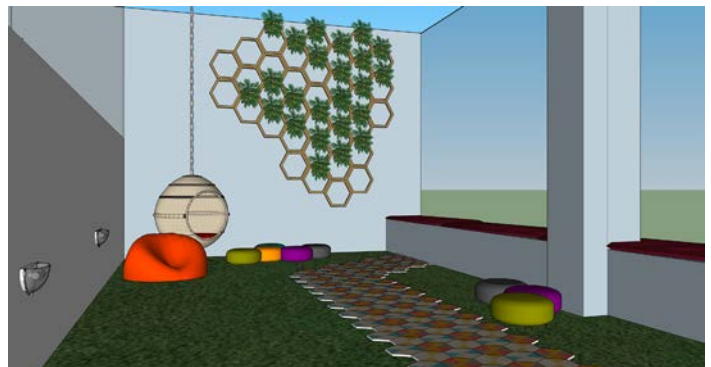


## Office Space Design

The aim of the project was to design an office space for a creative firm. The space was designed for Talent Next, a casting firm, keeping in mind to have adequate working space, an audition area and leisure space.



Faculty: Aditi Deshpande



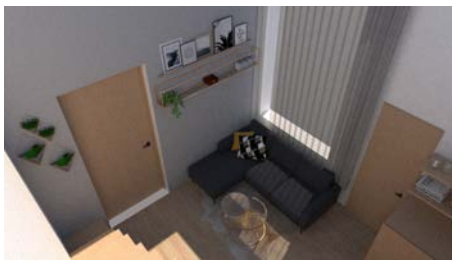
## Strength & Technical Skill

- Autocad
- Sketchup
- Keyshot
- V-ray
- Photoshop
- Illustrator



## Compact Spaces

The focus of the project is to design a compact living space for a single occupant so to allow each room to function independently. This project will look into the aspect of compact housing, and how a cluster of densely placed houses functions. Aspects such as urban functionality of the single dwelling in relation to a certain group of user will be investigated and included into the design, as an important aspect of small spaces today.



Faculty Mentor: Supriya Kapai



## Office Space Design



Faculty: Aditi Deshpande



The purpose of the project was to design an office space, wherein I choose to designed the space for Adipa, a ceramic studio that specializes in nameplates, wall art murals and handmade tiles. Keeping the studio requirements in mind and, designing a space that works both as a studio and a workshop space, as well as having a small outlet, displaying the studio work and ready to buy products.



## Strength & Technical Skill

• AutoCAD   
• Photoshop 

• SketchUp   
• Illustrator 

• Keyshot 





## Industrial Design Interior Space Design

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## Eco-Friendly Resort Design



The site is located in Bandhavgarh Tiger Reserve, Madhya Pradesh. Total area being redesigned is 11680 Sqft.

Area includes:

Entrance and Ground Area

Tandoor Area

Terrace Area

Waiting Room

Office Area

And newly introduced Curio Shop to assist NGO Foundation named as "CATS FOUNDATION" started by the owner of the resort to support Village women.

**Faculty Mentor: Simran Saini**

In this Project, I have redesigned few spaces of Tigergarh Wildlife Resort with the help of Eco-Friendly Materials, and other different measures like saving on transportation, using Solar energy, using local materials etc.

I have also used two unique materials i.e. Amari plant stem fibre and Lantana Camara to come up with a new concept and providing source of Income to villagers. Different art and patterns from Two village tribes : Gond and Baiga have also been highlighted in the design.



## Strength & Technical Skill

- Leadership Quality
- Teamwork
- Good Communication Skills
- AutoCAD
- SketchUp
- 3Ds Max
- Keyshot
- Photoshop





## Mobile Classroom for Slum

A modular and mobile classroom for slum kids, which can go to the door step of slums, and can expand itself to increase the area of the classroom. It can be folded back to normal and reach the next location. The aim is to provide these kids a new perspective of education system.



Faculty Mentor: Ms. Aditi Deshpande



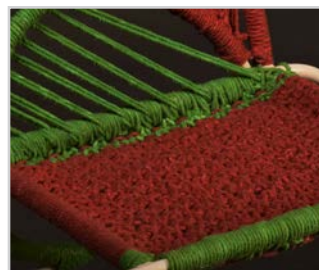
## Tulipia – Kids' Library Chair

Faculty Mentors: Ms. Neha Mandlik  
Mr. Ajay Bhawe

Age Group: 6-8 years

Inspiration: Tulip flower

The furniture has been designed keeping in mind the sensitiveness the kids hold, how active they are and their general traits. The furniture will have all its edges blunt, with splashes of colours they like and playful forms. The seating area and the backrest don't have a hard surface, making sure to keep the children comfortable for a long read.



### Strength & Technical Skill

- Research
- Conceptualization
- Sketching
- AutoCAD
- Sketchup
- Keyshot

- Prototyping
- Photoshop
- Indesign
- Illustrator





## Industrial Design Interior Space Design

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**DESIGN  
SHOWCASE  
2019**

## Degree Project

**Faculty Mentor: Prof. Supriya Kapai**



Project brief: To design an experience in a patisserie shop via application of design psychology. The main focus was to to engrave a permanent memory into the minds of anyone and everyone interacting with the space through designing a unique experience, which shall ultimately become my USP.



## Office Space Design

**Faculty: Prof. Aditi Deshpande**

Project Brief: To design an office space for a marketing agency.

The focus of this project was to ensure the brand identity and philosophy is strongly established visually but at the same time creating a trusting and a modern image amongst its clients, employees or anyone who interacts with the space.



## Strength & Technical Skill

• AutoCad   
• Sketchup 

• Keyshot   
• InDesign 

• Photoshop 



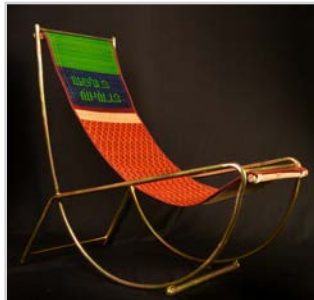


## **Furniture from Pattamadai Mats** **Craft** Sponsored by: RuTAG (IIT Madras)

Faculty Mentor: Ms. Anuja Ambekar

Pattamadai mats are silk mats known for its fineness. These mats have been inside for long and it is time that they come back, but in style.

The objective was to give Pattamadai mats a new direction by developing relaxing chairs out of them, by introducing them as a load bearing material.



## **Brass Tattoo**

Faculty: Ms. Supriya Kapai, Mr. Ajay Bhawe

The aim was to merge the soulful brass and the Godna tattoos of Chattisgarh to see how quirky the forms turn out to be.

Two luminaires and the high stool was created to suit the space inspired by the same. This hypothetical project was done for a cafe in Shirdi called, Panache.



## **Strength & Technical Skill**

- AutoCAD, SketchUp, Adobe Illustrator, Photoshop, Indesign, Keyshot
- Material exploration, Conceptualisation, Research



## Industrial Design Interior Space Design

**RUCHI KARANDIKAR**

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Cell No.: +91 8097004861



## Floating Restaurant

Faculty Mentor: Simran Saini



A floating restaurant is a vessel, usually a large steel barge, used as a restaurant on water. The Jumbo Kingdom at Aberdeen in Hong Kong is an example. Sometimes retired ships are given a second lease on life as floating restaurants.

### Design Brief:

To design a floating restaurant and give the customers a unique experience of being on a cruise.



### Concept:

The concept is to give the customer a unique experience of dining and relaxing on a cruise. I will be focusing on designing 3 decks on the cruise.

The first deck will be an open dining restaurant. This deck will also have a small performing stage for people to enjoy live music or conduct conferences of programs.

The second deck will be a conference hall as well as closed dining area. This deck will mainly act as a conference room or a short talk session room. This gives an official meeting a different experience hence making the venue appropriate to hold expert talk sessions or conferences.

The third and lowermost deck will be a gaming arena with arcade games and a small kid's play area. This becomes an attractive feature for the younger crowd as well.

### Strength & Technical Skill

- Fast and efficient in using softwares like Autocad, Sketchup, Illustrator,
- Detail Oriented
- Sense of creativity
- Space Planning skills





## Grocery Store On Wheels

Faculty Mentor: Prof:Supriya Kapai

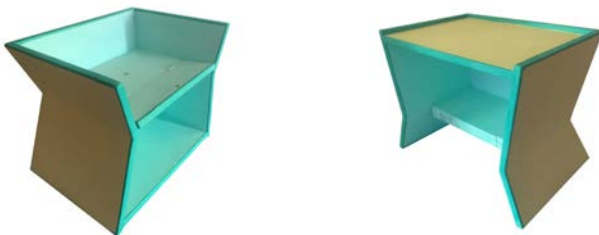
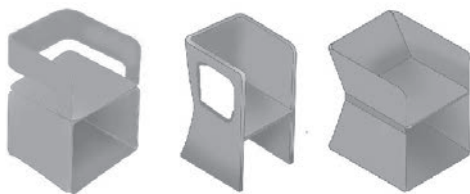
The grocery store on wheels is a shop that moves from place to place to sell products that are required on daily basis. This store will give the comfort and experience of shopping at the door step where customers can shop for their daily needs as they would shop at a regular store .



## Kids Furniture

Faculty: Prof.Ajay Bhawe

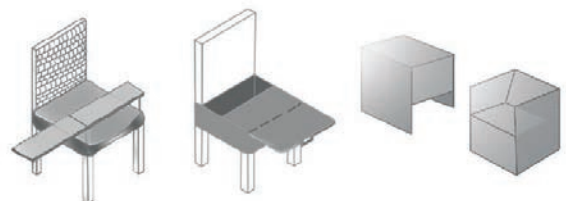
### DEVELOPMENT



Brief:To design any furniture for kids of age 6-7 years in the material that is unexplored by you.

The furniture has been designed in plywood to function as a chair and a table.

### IDEATION



## Strength & Technical Skill

- Hardworking,
- AutoCAD
- 3D modelling
- Always looking to improve.
- SketchUp.



# FASHION DESIGN

# Fashion Design

This programme provides focused inputs on fashion apparel design. It imbibes students with an understanding of textiles, ornamentation techniques, garment construction and manufacturing techniques in tandem with the industry requirements, where design has earned a focal position.

There is systematic and sequential design exploration, hands-on experience enabling one to conceptualize and create draped, tailored and composite garments of superlative quality.

The Fashion Design course prepares students to pursue careers as fashion designers, freelance design consultants, stylists, costume designers, fashion forecasters, illustrators, entrepreneurs, academicians, fashion merchandisers and buyers.



## **Batch 2015–19**

### **Fashion Design**

- Adarsh Gupta
- Alisha Dcruz
- Aparajita Tripathi
- Raut Ashlesha
- Ashwini Tudu
- Ayushi Bhakhri
- Ayushi Sharma
- Ayushi Singhal
- Karmeshwar Gurung
- Sikhwal Meetali
- Ranka Pooja
- Thutukur Prathyusha
- Remarkable Lyngkhoi
- Bhagat Riya
- Deodhar Shalaka
- Shareen Baba
- Sharvani Putnala
- Khodke Shivani
- Simran Sokhi
- Sukriti Baruah
- Rane Swarnima
- V Nimeshika
- Vaidehi Sivasankaran
- Vidisha Gupta
- Vinayka Pundir
- Tapia Zoya
- Divyapriya D
- Madhura Kurhe



## Fashion Design

**ADARSH KUMAR GUPTA**

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Cell No.: +91 7800440088



**DESIGN  
SHOWCASE  
2019**

## Life at the Ghats



**Faculty Mentor: Prof. Priyadarshini T.**

Life at the Ghats is a collection of six ensembles inspired by the holy city of Varanasi. This projects talks about how one can achieve peace even in so much chaos around. Varanasi is the most holy city in Hinduism and the spiritual home of India's Sadhus, or holy men.



## Stylized Illustrations

Illustrations stylized and fused with a twist of animal heads, metamorphosis of human heads with objects. It is an amalgamation of all different mediums explored, as it is a representation of an unorthodox stylized fashion illustrations.



**Faculty: Prof. Shubhshree M.**



## Strength & Technical Skill

- Illustration
- Photoshop
- Garment Construction
- Conceptualisation



**DESIGN  
SHOWCASE  
2019**

## **Fashion Design**

**ALISHA CAROLINE D'CRUZ**

alisha.dacruz@gmail.com

Cell No.: +917066893774



### **Sound of Silence**

A collection of soft tailored formals inspired by Maya Angelou's life portraying the transformation she went through that made her the phenomenal woman she is known as today. The essence of the collection is to embrace silence, just like Maya did and emerge stronger than ever, to realise that it is finally your time to say the unsaid and do the undone.



**Faculty Mentor: Prof. Sanjeevani A.**

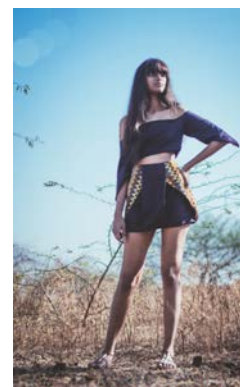
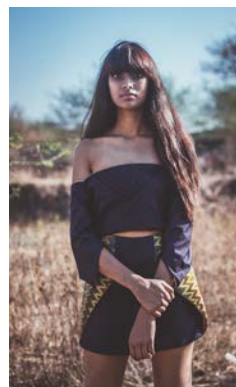


### **Creative Pattern Making**



**Faculty Mentor: Prof. Priyadarshani T.**

Garment inspired by the people of the Maasai Tribe, an ethnic group hailing from Africa. The garment made using TR cutting method, also draws inspiration from the details and colors associated with the tribe.



### **Strength & Technical Skill**

- Pattern Making
- Garment Construction
- Conceptualization
- Illustration
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign





## Fashion Design

**APARAJITA R. TRIPATHI**

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Cell No. +91 7505251133



## Metropolitan Monk

Faculty Mentor: Prof. Priyadarshini T.



Inspired by Mahayana Buddhism, which talks about, enlightenment can be attained in a single lifetime, accomplished even by a simple common person. One does not need to renounce in order to attain enlightenment. Once you realised this, pass the knowlege onto your younger self.



## Conte De Fee

Faculty Mentor : Prof. Priyadashini T

Fairy tales are not just a part of fantasy or dream. Sometimes they come true. If you ask people, they would tell their own tales of a beautiful princess on a tall mountain over looking a clear blue river or being a daring and a bit reckless princess. Somewhere in our lives we might encounter it in real life. It just takes a little sprinkle of happiness.



## Strength & Technical Skill

- Illustrations
- Pattern Making
- Conceptualization
- Print Designing
- Textile Surface Ornamentations





## Oinos

Oinos is a collection inspired by the tradition process of wine making . A process which has different stages but still each of it is interconnected . It has a feminine aura with its traditional roots. In the entire project we have tried to maintain a balance of both past and present.



**Faculty Mentor: Prof. Mansi Saraf**



## Phool Patti



**Faculty: Prof. Mohita M**

Phool Patti is a form of embroidery from Aligarh, Uttar Pradesh. It is said to be originated during the region of Mughal emperor Jahangir. It is an applique embroidery done on cotton fabric with floral motifs. It is delicate and plays with transparency



## Strength & Technical Skill

- Pattern Making
- Design Development
- Advanced Garment Construction
- Adobe Illustrator
- Adobe Photoshop
- Fashion Styling



## Fashion Design

**ASHWINI TUDU**

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Cell No.: +91 8600196218



## Drape Design



**Faculty Mentor: Prof. Hemalatha Jain**

Inspired from the simplicity, minimalistic and fluidity of Japanese kimonos. The idea to drape and create a garment with minimal stitches and least fabric wastage and knits.

Eyelets were used to tie and wrap the skirt around and to create the sides of the top to fit



## Craft Documentation

Phool patti is a craft from Aligarh, Uttar Pradesh. A delicate applique work using fine cotton fabrics worn by the begums and nawabs from Mughal period.

Aim to bring out this craft in the apparel industry to suit the new taste of people. The mood, colours and silhouettes inspired from English

**Faculty: Prof Mohita Mascarenhas**



## Strength & Technical Skill

- Design Development
- Draping

- Adobe Photoshop.

- Adobe Illustrator

- Illustrations





## Andruni Biruni

This collection is an amalgamation of the architectural concept of Andruni Biruni and a relatively new fashion trend known as modest clothing. The concept of modest clothing steams from the idea which gives women the liberality to satisfy their spiritual and stylistic needs while keeping religion, faith and personal preference in mind.

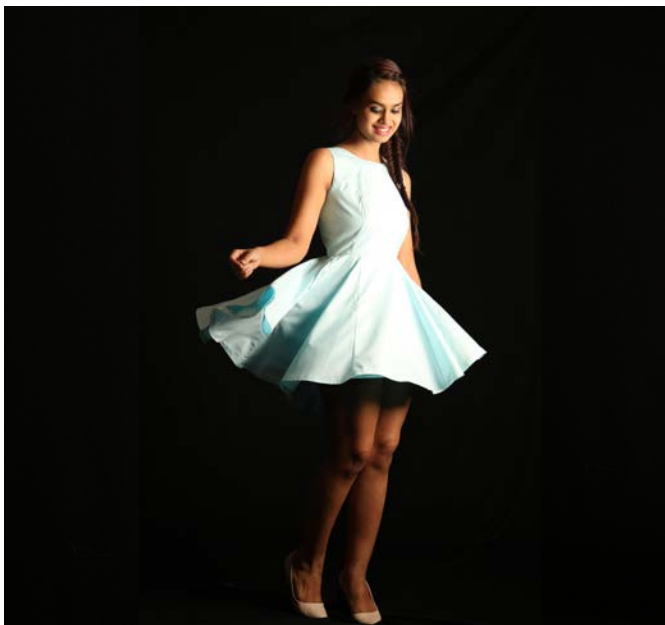


**Faculty Mentor: professor Hemalatha Jain**



## Salvation

**Faculty Mentor: professor Prriyadarshini T.**



Depiction of a women's Salvation through six steps; the sixth one being a stage of acceptance and happiness; which has been kept in mind while designing the silhouette and choosing the color. The joyous rhythm of this stage has been depicted by the use of a free flowing silhouette.



## Strength & Technical Skill

- Pattern Making
- Drapping
- Software Skills
- Color Theory
- Concept Development



## Fashion Design

**AYUSHI SHARMA**

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Cell No.: +91 9689796041



## ÖKO

Faculty Mentor: Saimah Shaikh



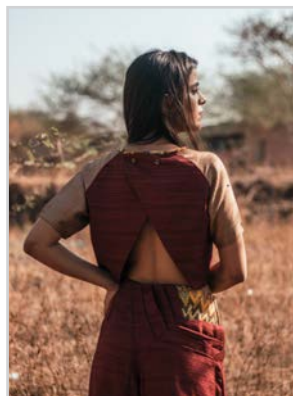
A trans-seasonal collection that sheds light on minimal, zero waste and sustainable women's wear. The idea is to emanate the concept of body positivity and effective social impact. The collection consists of 12 Garments that are made out of naturally dyed organic fabrics.



## Ensemble: Maasai Tribe

Faculty: Priyadarshini T.

Due to their non-preserved culture, the Maasai Tribe is considered the most authentic ethnic tribe of Kenya. They have clung to their traditional way of life, making them a symbol of Kenyan Culture. *"We should feel connected and empowered by where we come from and who we are, not hide it."*



## Strength & Technical Skill

- Design Process and Conceptualization
- Trend Forecasting
- Fashion Illustration
- Motif Development
- Fabric Manipulation and Embroidery
- Draping





## Humorously Yours

'Hass mat pagli pyar ho jaega', 'dekho magar pyar se', 'Buri nazar vale tera moo kala', Remember reading them on trucks? Inspired by idiosyncratic colours and designs of Indian trucks, the designer came up with the range of smart casuals with youthful and playful silhouettes; catering to offbeat young urban people who love being in limelight..



Faculty Mentor: Prof. Sanjeevani Ayachit



## Duality of Ocean



Faculty: Prof. Maitri Ravishankar

Reversible poncho is inspired from the dual nature of ocean which is calm and tranquil but it can also be harsh and dangerous. The ocean here is personified as strong-willed women.



## Strength & Technical Skill

• Team Player • Design Thinking • Photoshop • Illustrator • Indesign • Fashion illustrations



## Fashion Design

**KARMESHWAR GURUNG**

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**DESIGN  
SHOWCASE  
2019**

## KAMA

Faculty Mentor: Prof. Priyadarshini T.



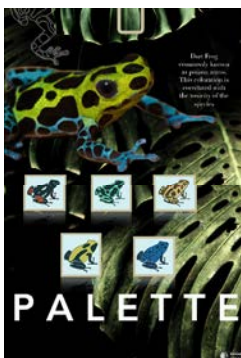
Autumn Winter Collection inspired by the famous adventurer Bear Grylls. A collection of clothes that enables adventurers to explore. The clothing is detailed to suit travellers ergonomically and enable them to be comfortable and sporty while performing the activities. The photoshoot was executed outdoors.



## RAINFOREST

Faculty: Prof. Shubhshree Mathur

The collection was inspired by the living reptile in rainforests known as Dart Frog. It's poisonous characteristic and vibrant skin colors lead the concept of the collection & further the garments grow on bright colors, color blocking. The design gave a lot of movement to the pattern making it look flowy and edgy.



## Strength & Technical Skill

- Ideation
- Illustration.
- Conceptualisation
- Adobe Photoshop
- Adobe Illustrator





## Urion

Urion, a young guy, who lives in the small town of Eden is a perfume maker. Urion means from the heavens and just as his name suggests, he had the power to transport you into various corners of your memories without you moving an inch. He used these magical fragranced potions that evoke the memories that you are seeking.



## Surface Ornamentation

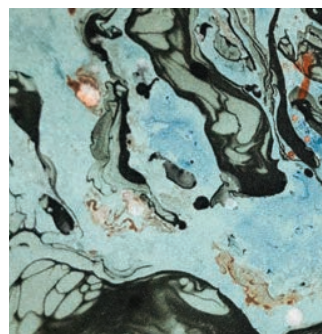


Faculty Mentor: Prof.Saimah Shaikh



Faculty Mentor: Prof. Saimah Shaikh

The surface ornamentations made are diverse and dynamic as they have been equated to the emotions people experience upon smelling Urion's fragrances. The forms that have been created are organic and have been done through various techniques with marbling being the key component.



## Strength & Technical Skill

- Garment Construction
- Surface Ornamentation
- Pattern Making
- Illustrations
- Conceptualisation



## Fashion Design

**POOJA RANKA**

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Cell No. +91 9876543210



**DESIGN  
SHOWCASE  
2019**

## Sound of Silence



**Faculty Mentor: Prof. Sanjeevani Ayachit**

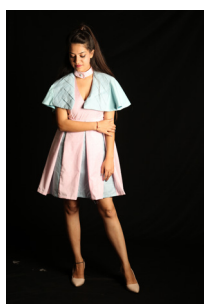
Sound of Silence, a collection of soft tailored formals is inspired by the late poet, singer, and autobiographer Maya Angelou. As an impactful author, words were how she chose to express herself which is what led to the idea of using powerful typographic prints.



## Creative Pattern Making

Inspired by the process of Salvation, which is the preservation or deliverance from harm, ruin or loss, was derived the following garment. Bamboo technique, a technique in which layers are formed creating one piece of fabric was used in making the ensemble.

**Faculty Mentor :Prof. Prriyadarshani T.**



## Strength & Technical Skill

- Fashion Illustration
- Garment Construction
- Design Process and Conceptualisation
- Illustrator
- MS Office





## DESIGN SHOWCASE 2019

### Fashion Design

PRATHYUSHA THUTUKUR

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Cell No.: +91 9561907095



### DYAD

A luxury Ready-to-wear collection inspired from the "Cham dance" of Bhutan. A dance form showcasing duality and co-existence of both forces- the good and the evil. The concept of the collection was to put various garment seperables together to create



Faculty Mentor: Mansi Saraf



### SURFACE ORNAMENTATION AND GARMENT CONSTRU-



Faculty: Priyadarshini. T

Project inspired by Blindspot, a tv show.  
Showcasing mystery through batik dyed



### Strength & Technical Skill

- Pattern Making & Garment Construction
- Draping
- Design Process
- Digital Softwares
- Surface Ornamentation



## Fashion Design

**REMARKABLE LYNGKHOI**

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Cell No.: +918794117273



## Corset

**Faculty Mentor: Prof. Priyadarshini T**



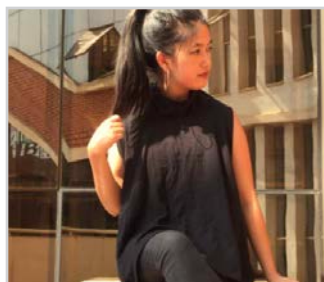
In advance garment construction, the corset was inspired from the Baroque and Rococo architecture (1600-1750) and adding a 21st century twist in styling. The colour palette was mostly inspired from Rococo than Baroque architecture hence it's more the pastel with a hint of gold.



## Drape Design

**Faculty: Prof. Hemalatha Jain**

In this project we experimented with different kinds of fabric like satin, cotton and knitted fabric and seeing how they fall on the body, the black attire was an unstitch garment that was just drape on the body inspired by the Jainsem (a traditional attire of the Khasi people of Meghalaya).



## Strength & Technical Skill

- Fashion Illustration
- Makeup

- Fashion styling

- Garment construction





## ÖKO

A trans-seasonal collection that sheds light on minimal, zero waste and sustainable women's wear. The idea is to emanate the concept of body positivity and effective social impact.



**Faculty Mentor: Prof. Saimah Shaikh**



## CORSET

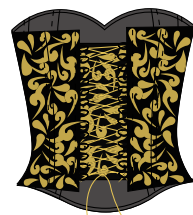


**Faculty: Prof. Priyadarshini. T**

Inspired by the royal gate of Istana Negara palace, located in Kuala Lumpur, Malaysia.



Front



Back

### Strength & Technical Skill

- Digital Software
- Surface Ornamentation
- Draping
- Garment Construction
- Design Process development
- Motif Development





## Fashion Design

**SHALAKA DEODHAR**

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Cell No. +919821839905



## Oinos



**Faculty Mentor: Prof. Mansi Saraf**

Oinos is a collection inspired by the tradition process of wine making . A process which has different stages but still each of it is interconnected . It has a feminine aura with its traditional roots. In the entire project we have tried to maintain a balance of both past and present.



## Phool Patti

Phool Patti is a form of embroidery from Aligarh, Uttar Pradesh. It is said to be originated during the region of Mughal emperor Jahangir. It is an applique embroidery done on cotton fabric with floral motifs. It's delicate and plays with transparency.



**Faculty Mentor: Prof. Mohita M**

## Strength & Technical Skill

- Conceptualization
- Research
- Fashion Styling
- Design Development

- Adobe Illustrator
- Sourcing

- Adobe Photoshoop



## Silent Love

This collection gives serenity, comfort and sophistication making luxury statement this winter inspired from the bond between HABBA KHATOON X CHINAR focus is on tender and refined aesthetics where volumes are highlights using technique and overall look of kashmir.



Faculty Mentor: Prof. Priyadarshini . T



HOPE UNSAID BOND PURE SOULS ENDLESS WAIT TIMELESS BEAUTY SILENT WITNESS

BOUNZOUN

## SILENT LOVE

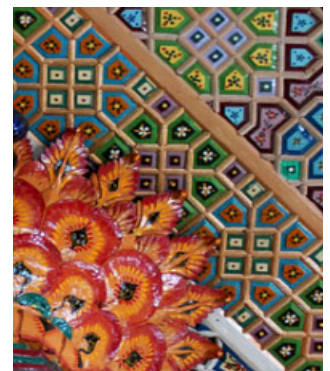
THE UNSAID BOND BETWEEN TWO  
LIVES

## Khatamband

Faculty Mentor: Prof. Priyadarshini . T



KHATAMBANDH an art of making decorative ceiling, by fitting small pieces of polygonal wood into each other in geometrical patterns, held together by beadings. The uniqueness of this art is that when the ceiling is complete, it acquires a unique seamless pattern collection comprise of beautiful geometric 3D patterns



## Strength & Technical Skill

- Styling
- MakeUp
- Team Work
- Fashion forecast
- Modelling





## Fashion Design

**SHARVANI PUTNALA**

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Cell No.: +91 9561882367



## SOLIPSISM



**Faculty Mentor: Ms. Saimah Shaikh**

Solipsism is a skeptical hypothesis that leads to the belief that the whole of reality and the external world and other people are mere representations of that individual self, having no independent existence of their own and might infact not even exist.

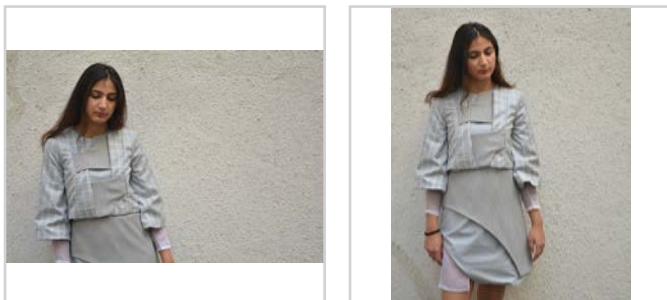
“Reality exist in human mind.”



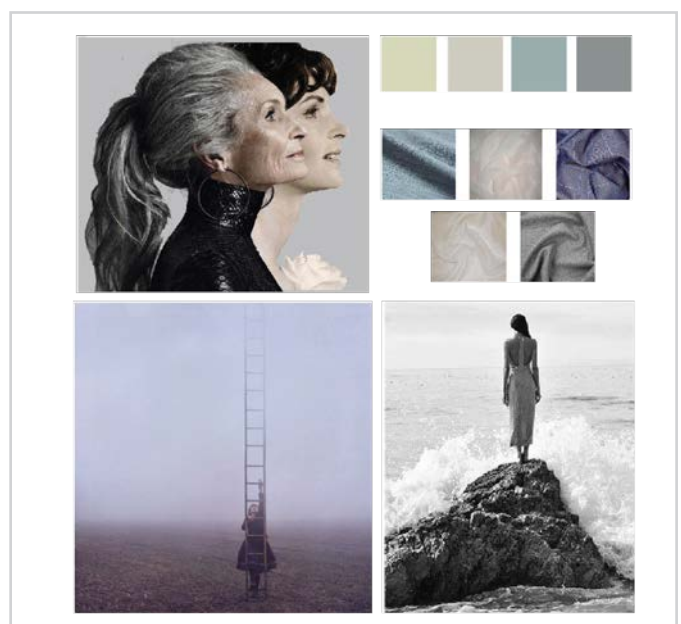
## PLACEBO EFFECT

A placebo is anything that seems to be a “real” medical treatment ,but isn't. The placebo effect is what happens to the individual after the intake of the placebo.

**A faith so strong; And a hopeful mind; A surreal assurance; And a reality vined**



**Faculty: Ms. Prriyadarshini T**



## Strength & Technical Skill

- Conceptualisation
- Draping
- Pattern Making
- Surface ornamentation
- Adobe Illustrator





## DESIGN SHOWCASE 2019

### Fashion Design

SHIVANI KHODKE

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Cell No.: 9922777883



### UBHAYATAH

This project is inspired by "Ardhanarishvara" is a composite androgynous form of the Hindu deities Shiva and Parvati. The androgyny form of Lord Shiva and Parvati represent the two opposing forces of nature. These forces are always united and inseparable. The whole universe is a creation of their combining and complementing energies. It's an Unisex Festive collection for Spring/Summer 2020 inspired by 16th-17th century gender neutral garments.



Faculty Mentor: Prof. Hemalatha Jain

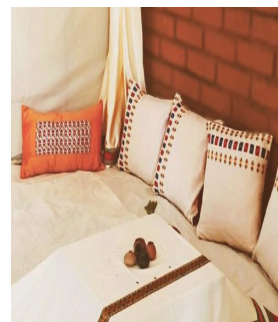


### SOOF



Faculty: Prof. Hemalatha Jain

This project was about documentation, creating awareness and preserving the embroidery "Soof". It is derived from the word saaf or neat and clean which portrays individuality of its brand. It is geometric embroidery based on the triangle, called a 'suf'. The embroidery was developed from a NGO "Kala Raksha" working to protect the craft. The product line developed was Home Decor and furnishing.



### Strength & Technical Skill

- Hand illustrations
- Good communication skills
- Time management
- Motif Development
- Print Development



## Fashion Design

**Simran Sokhi**

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Cell No. +91 9819154642



## Andruni Biruni

**Faculty Mentor: Prof. Hemalatha Jain**



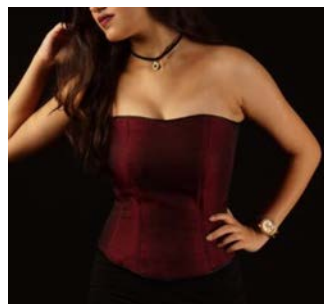
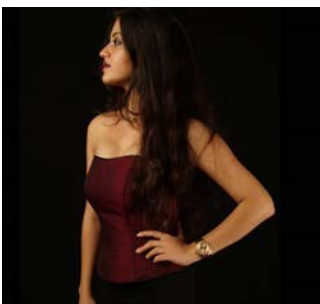
This collection is an amalgamation of the architectural concept of Andruni Biruni and a relatively new fashion trend known as modest clothing. The concept of modest clothing stems from the idea which gives women the liberality to satisfy their spiritual and stylistic needs while keeping religion, faith and personal preference in mind.



## Corsetted Affair

**Faculty Mentor: Prof. Priyadarshini T.**

Derived from literature and theatre, "burlesque" was used, and is still used, in music to indicate a bright or high-spirited mood. When it comes to fashion one of the most important part of their costume is the 'Corset' an absolute favourite to highlight the figure and provide the right lift needed to create the illusion of a well endowed women.



## Strength & Technical Skill

- Pattern Making
- Drapping
- Conceptualization
- Abstract Illustration
- Adobe Illustrator





## The Lost Looms of Majuli

Inspired by the river island of Assam, Majuli, is fighting with several odds to safeguard its existence. This collection is a humble attempt to protect and celebrate the beautiful weaves of the Mishing Tribe, belonging to this region, by reconnecting to the roots with a hint of nostalgia and reminiscing the bygone days.



Faculty Mentor: Prof. Priyadarshini . T



## Nakshi Kantha

Faculty: Prof. Hemlatha Jain



### Nakshi Kantha, Centuries Old Bengali

**Tradition**—A tradition refined for several centuries, Nakshi Kantha is close to the soil of the land of West Bengal. It is a beautiful needle work which depicts aged old stories and is done using running stitch on layered quilts and old sarees.



## Strength & Technical Skill

- Communication Skills
- Leadership Quality
- Team Work
- Design and Thinking Process





## Fashion Design

### Fashion design

**SWARNIMA SANJAY RANE**

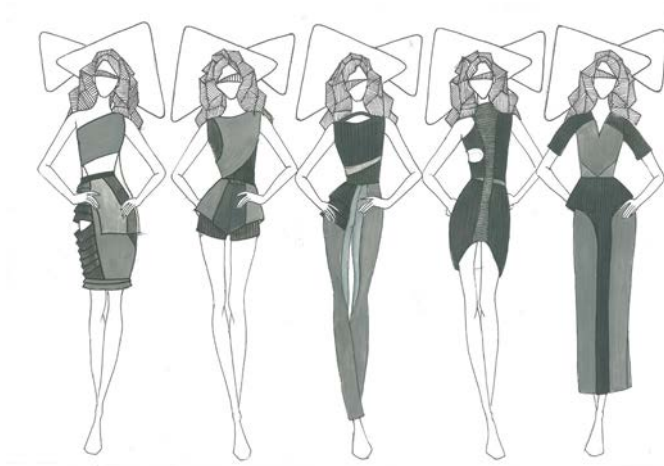
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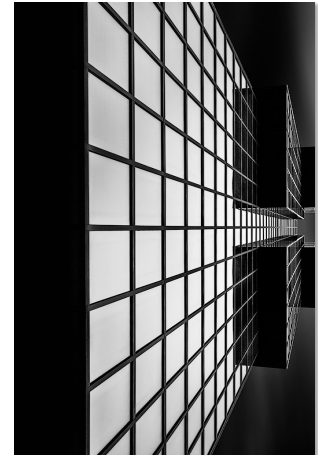
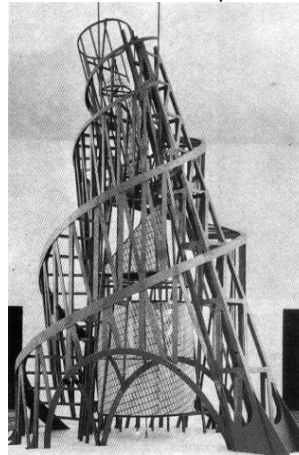
## FASHION DESIGN PROJECT 1

Faculty Mentor: Prof.Saimah Shaikh



Inspiration - Synergy of two ISIMS  
(Cubism+Futurism = Constructivism)

The interaction or cooperation of two or more organizations, substance or other agents to produce a combined effect greater than the sum of their separate effects.



## DEGREE PROJECT

Faculty Mentor: Prof.Priyadarshini T.

### OCD

Alignment is one of the main factor of OCD which is also a very important factor of the compulsive behaviour, for people with OCD it is very important to have things or elements in the surrounding to be aligned or symmetric "The closer you are to alignment in the way you want , the calmer life feels"



### Strength & Technical Skill

- Work Management.
- Pattern making
- Design Development
- Draping
- Styling



## Urion

Urion, a young guy, who lives in the small town of Eden is a perfume maker. Urion means from the heavens and just as his name suggests, he had the power to transport you into various corners of your memories without you moving an inch. He used these magical fragranced potions that evoke the memories that you are seeking.



## Surface Ornamentation

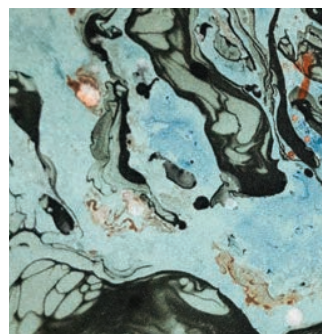


Faculty Mentor: Prof.Saimah Shaikh



Faculty Mentor: Prof.Saimah Shaikh

The surface ornamentations made are diverse and dynamic as they have been equated to the emotions people experience upon smelling Urion's fragrances. The forms that have been created are organic and have been done through various techniques with marbling being the key component.



## Strength & Technical Skill

- Garment Construction
- Surface Ornamentation
- Pattern Making
- Illustrations
- Conceptualisation





## Fashion Design

**VAIDEHI SIVASANKARAN**

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Cell No.: +91 9446564179



**DESIGN  
SHOWCASE  
2019**

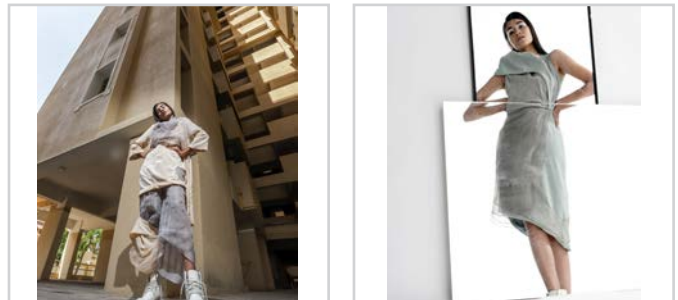
## SOLIPSISM



**Faculty Mentor: Ms. Saimah Shaikh**

Solipsism is a skeptical hypothesis that leads to the belief that the whole of reality and the external world and other people are mere representations of that individual self, having no independent existence of their own and might in fact not even exist.

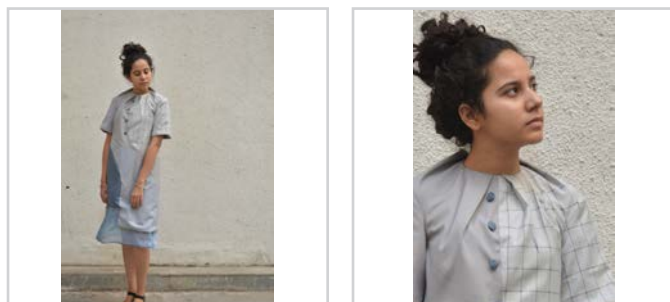
“Reality exist in human mind.”



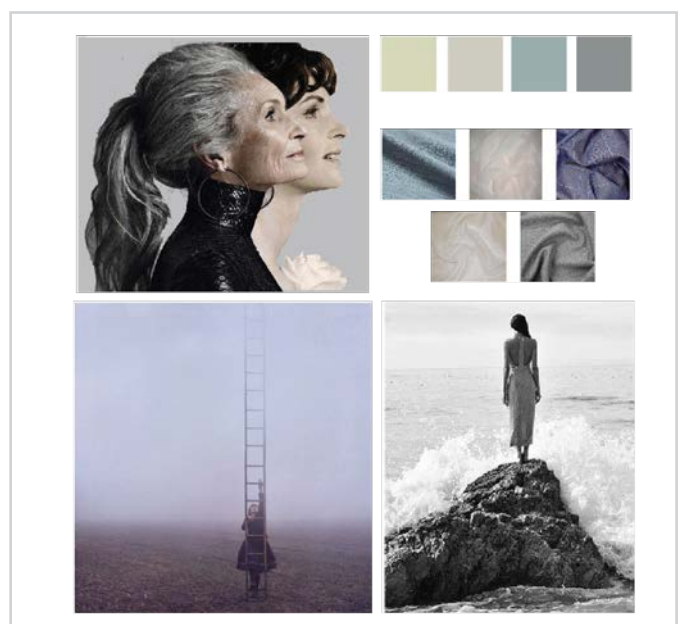
## PLACEBO EFFECT

A placebo is anything that seems to be a “real” medical treatment ,but isn't. The placebo effect is what happens to the individual after the intake of the placebo.

**A faith so strong; And a hopeful mind; A surreal assurance; And a reality vined**



**Faculty: Ms. Prriyadarshini T**



## Strength & Technical Skill

- Illustrations
- Draping
- Pattern Making
- Surface ornamentation
- Adobe Illustrator





## DESIGN SHOWCASE 2019

### Fashion Design

VIDISHA GUPTA  
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Cell No.: +91 9890124169



### DYAD

A luxury Ready-to-wear collection inspired from the "Cham dance " of Bhutan. A dance form showcasing duality and co-existence of both forces- the good and the evil. An experiment to put various seperables together to create an ensemble.



Faculty Mentor: Prof.Mansi Saraf



### CORSET



Faculty: Prof.Priyadarshini. T

Construction of a corset using brocade inspire by the scales of blue Siamese fighting fish.



### Strength & Technical Skill

- Digital Software
- Illustration
- Draping
- Garment Construction
- Design Process development



## Fashion Design

**VINAYKA PUNDIR**

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## Mehr-un-Nisaa



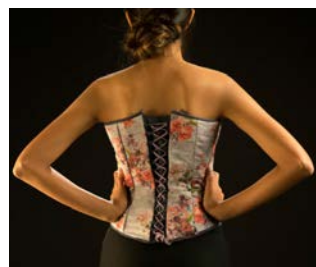
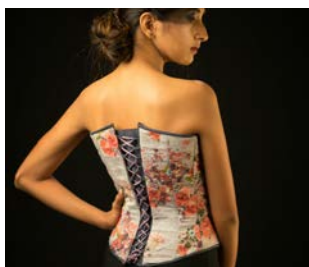
Faculty Mentor : Prof. Priyadarshini T.

The collection is inspired by Nur Jahan (Mehr-un-Nissa), who was Empress of the Mughal Empire as the chief consort of Emperor Jahangir. A strong, charismatic and well-educated woman who ruled the mughal empire with great excellence. The collection comprises of six ensembles.



## Corset

The term "corset" was coined in the late 14th century, it is a "stiff, supporting and constricting undergarment for the waist, worn chiefly by women to shape the figure". The floral print is inspired from the victorian era. It became popular to use flowers to send secretive messages, often positive messages of interest, affection & love.



Faculty Mentor : Prof. Priyadarshani T.



## Strength & Technical Skill

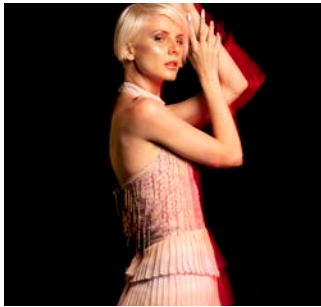
- Draping
- Conceptualizing
- Illustration
- Styling
- Fashion choreography





## Multiverse

**"Multiverse"** is a Demi Couture collection of 6 ensembles that took shape through the inspiration of the "Multiverse Theory" which asserts the presence of different universes other than the one we live in. It is the frequency of our consciousness which determines the plane of reality we inhabit.



**Faculty Mentor: Prof. Sanjeevani Ayachit**



## Creative Pattern Making

**Faculty Mentor: Priyadarshini T.**



The project was to design a garment inspired by creative pattern making techniques. The Samburu are Nilotic people of North-Central Kenya. Inspired by the Samburu tribe, this garment showcases the use of TR cutting techniques pioneered by Shingo Sato.



## Strength & Technical Skill

- Fashion Illustrations
- Garment Construction
- Adobe Illustrator
- Surface Ornamentation
- Print Development





## Fashion Design

**DIVYAPRIYA DHINAGARAN**

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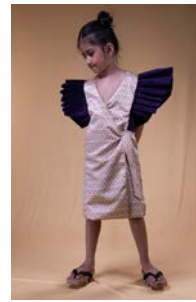


## Degree Project



**Faculty Mentor: Prof. Sanjeevani A.**

This collection is inspired by the Japanese kokeshi dolls and origami cranes which were made to remember the children who perished in the Nagasaki bombing. The prints are inspired by the ones on the kokeshi dolls and the details are derived from the origami cranes.



## Craft Documentation

Phool patti ka kaam is an elegant applique work done in Aligarh, Uttar Pradesh. It dates back to the Mughal period.

Inspired by this beautiful craft, we used light, airy and sheer fabric, delicately embellished with subtle pastel floral appliques to make loose and easy fit garments which are



**Faculty: Prof. Mohita M.**



## Strength & Technical Skill

• Pattern Making. • Conceptualisation.  
Adobe Illustrator.

• Print Development

• Adobe Photoshop.

•



## Fashion Design Project – I

AUTUMN WINTER 2018-2019

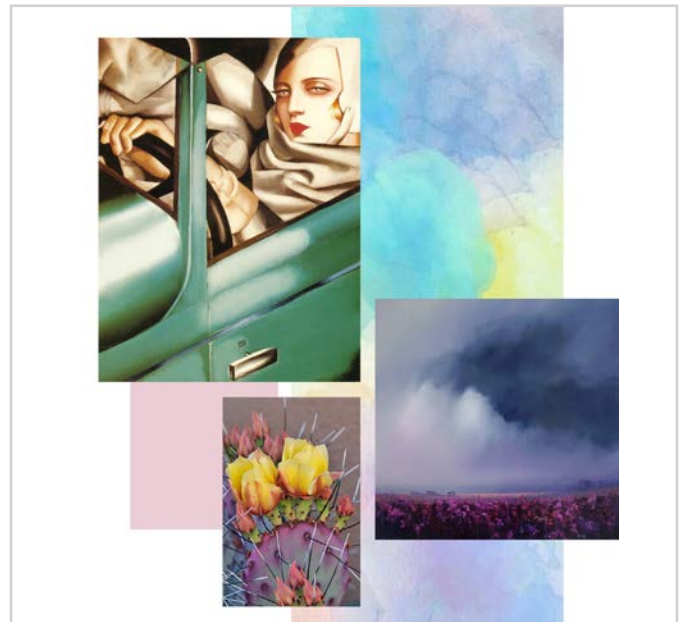
PRET-A-PORTER: POWER DRESSING

This collection is a ready-to-wear collection inspired by the concept of finding strength in beauty and beauty in strength.

Taking this element into consideration, I came up with a collection which includes power dressing with a little bit of draping to give it a softer silhouette suggesting the strength in femininity concept.



Faculty Mentor: Prof. Saimah Shaikh



## A NEW BEAT

Faculty: Prof. Mohita Mascarenhas

AUTUMN/WINTER 2018-2019

PRET-A-PORTER: CORPORATE WEAR

This collection is derived from the amalgamation of two different styles- "Beatnik" style with stream-lined, black and white silhouettes; and the "New Look" with a full skirt, rounded shoulder line, peplums and small waist.



## Strength & Technical Skill

- Hand Illustrations
- Concept Development
- Fashion Styling
- Photography
- Adobe Illustrator





# **FASHION COMMUNICATION**

# Fashion Communication

Fashion Communication is emerging as a growth area in the new world order, and forms the complimentary and a very exciting segment of the fashion industry. With globalization and the retail boom the Indian markets are flooded with scores of domestic and international brands, companies and designer labels. Each one of them has realized a need to develop a unique brand identity and maximize its visibility.

The curriculum includes areas such as graphic design, visual merchandising, exhibition and space design, event management, publication design, fashion forecasting and styling specific to the fashion and lifestyle industry.

## **Batch 2015-19**

### **Fashion Communication**

- Chauhan Akshati Anoop
- Dhiman Ankita Rajendar
- Aratrika Das
- Deepthi Jojy
- Dhvani Kumar
- Foram Alpesh Patel
- Tewari Garima Chandrashekhar
- Karan Varshney
- Naik Mahika Shashishekhar
- Meenakshi Venkateswaran
- Nupur Bhalla
- Payal Banerjee
- Riya Sandesh Pandhare
- Sahiba Kochher
- Sakshi Chhibber
- Sukriti Dhariwal





## Fashion Communication Publication Design

**AKSHATI CHAUHAN**

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Cell No.: +91 9969322362



**DESIGN  
SHOWCASE  
2019**

## Lil Chef's Pantry- Publication

Faculty Mentor: Shubhshree Mathur



The concept of the project revolves around a handy collection of fun and simple, easy-to-make recipes for children aged between 8-12. Using summer produce and fresh fruits, the aim is to engage them in developing their skills while having a good time with the protagonist of the book himself.



## Perfect Misfits- Publication

Faculty: Shubhshree Mathur

"Perfect Misfits" is an anthology of stories and poems told by some of the people of the LGBTQ+ community. Set to target two different audience (teenagers and parents), the concept has been executed into two different publications, each depicting its own purpose, visual aesthetic and charm.



## Strength & Technical Skill

- Illustrations
- Conceptualising
- Layouting
- Adobe Photoshop
- Adobe Indesign



## Shilpa for Super Dancer 3

Faculty Mentor: Millie Thakur

Super Dancer is a dance reality television show which is judged by Shilpa Shetty Kundra. It is a family show hence while styling we keep in mind to dress her in outfits which this Target Group understands, but we also do not overlook the fact of Shilpa's Glamorous and Fashionable image.

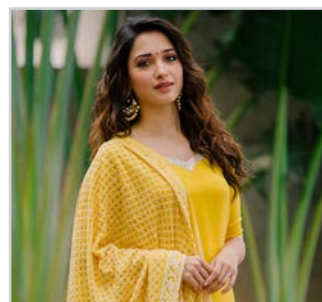


## Tamannah Bhatia for Events

Faculty: Millie Thakur



Tamannah Bhatia is a Tollywood filmstar. Since she works in both Tollywood as well as Bollywood, it is important to find a balance between the both and style her accordingly. The blue, yellow outfits were for her movie promotions in the South. The Maroon Lehenga was for the Ambani reception in Mumbai.



### Strength & Technical Skill

- Art Direction
- Creative Conceptualization
- Visualization
- Styling & Sourcing
- Meeting Time Bounds





## Fashion Communication Styling

**ARATRIKA DAS**

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Cell No.: +91 9890105326



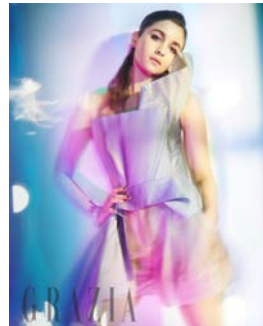
**DESIGN  
SHOWCASE  
2019**

## GRAZIA APRIL '19 COVER SHOOT

Faculty Mentor: Ms Saimah Shaikh



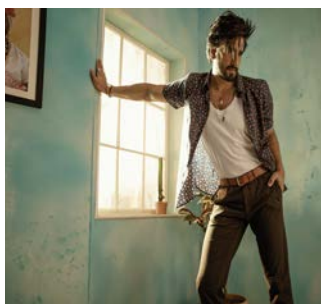
The April issue was the 11th anniversary issue. The theme of the whole magazine revolved around the Sari. For the cover we gave Alia Bhatt a metallic saree which is not draped in the traditional way but is more of a millennial saree. As the cover had a metallic saree, the whole story was created around metallics



## GRAZIA MARCH '19 COVER SHOOT

Faculty: Ms. Saimah Shaikh

Ranveer Singh is known for his internet breaking eccentric taste so for this cover we tried to give him a different look. Here he looks more laidback, calm and relaxed as though he is lounging in his summer house in the Havanas while sultry dance music plays in the background.



## Strength & Technical Skill

- Fashion Styling
- Apparel Sourcing
- Adobe Creative Suite
- Research
- Art Direction

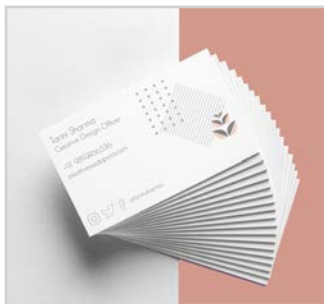




## AUPURA

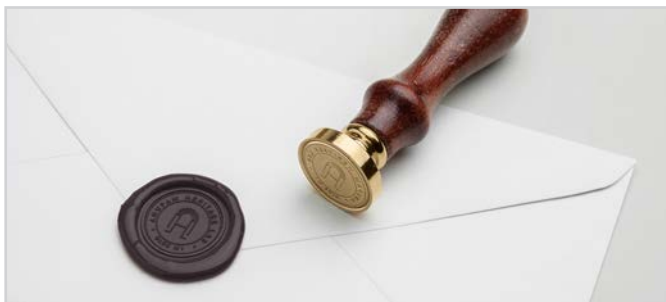
Faculty Mentor: Prof. Neetu Singh & Prof. Ankita Brahmi

The idea behind this project was to create a hypothetical brand which makes 14 and 18 karat jewellery lines, made from precious metals, which is recovered from e-waste. This project includes - Identity design, Packaging, Publication, Product styling & photoshoot, Website design and Brand collaterals.



## ANUPAM HERITAGE LAB

Faculty Mentor: Prof. Neetu Singh & Prof. Ankita Brahmi



The concept behind the identity for AHL, an art restoration and conservation company, was to showcase the life of a historic article which is been divided in three aspects - time, place and people. AHL's identity and brand collaterals like corporate wax seal is designed to embody the brand's essence and visually translated into clear, minimal graphics.



### Strength & Technical Skill

- Branding & Identity
- Publication Design
- Packaging Design
- Typography and illustrations
- Social media marketing
- Public relations



## Fashion Communication Styling

**DHWANI KUMAR**

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Cell No.: +91 7030165818



## Harper's Bazaar March Cover Story



Faculty Mentor: Millie Thakur

As Bazaar celebrates its 10th anniversary in India, the March special issue featured three iconic stars from different generations for the very first time.

With them we celebrated fashion, femininity, and diversity.



## Bittersweet Symphony

Delicate sheers echo the intimacy of a melancholic love shared between a real life couple.

Melancholy will be depicted by Black & White treatment on the images.

Faculty: Millie Thakur



## Streth & Technical Skill

- Research
- Sourcing
- Editing
- Trend Study
- Fashion Styling





## **Run Frenzy, Run: by Papa Don't Preach**

**Faculty Mentor: Millie Thakur**

This was a campaign shoot for Papa Don't Preach's latest festive collection called Run Frenzy, Run. The collection was inspired by the Burning Man Festival. They aimed at personifying the emotion felt by the people who attend the festival, i.e, frenzy- a state or period of uncontrollable excitement.



## **Red Carpet Glam**

**Faculty: Millie Thakur**



Red Carpet events are all about stylish and fashion forward ensembles. Keeping the same in mind, we created three glam looks for our style file:

- Kiara Advani for Asiavision Awards
- Kajol for Filmfare Glamore and Style Awards
- Rakul Preet Singh for Filmfare Glamour and Style Awards.



## **Strength & Technical Skills**

- Styling
- Conceptualisation
- Sourcing
- Art Direction
- Adobe Creative Suite





## Fashion Communication Branding

**GARIMA TEWARI**

garimatwr8@gmail.com

Cell No.: +91 8983885686



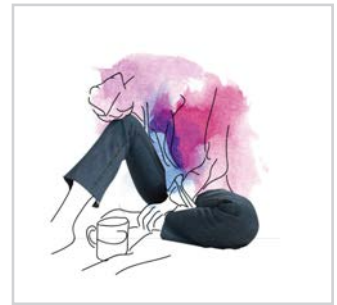
### Live in Levi's

**Faculty Mentor: Ms. Shubshree Mathur**



'Live in Levi's' is an illustrated series of fun and simple everyday activities a person does while wearing their Levi's 501 denim.

The publication is a limited edition collectible which was set to be released in May 2018, also the year when 501s, the original Levi's denim completed 150 years.



### Floof

**Faculty: Ms. Millie Thakur**

Floof is an online platform that aims at providing homes and working for the welfare of stray cats and dogs. Their merchandise has a very fun and lively take on the thoughts of pet owners and the lives of pets. The idea behind this packaging was to have an illustration showing the difference between how dogs and cats express their emotions.



### Strength & Technical Skill

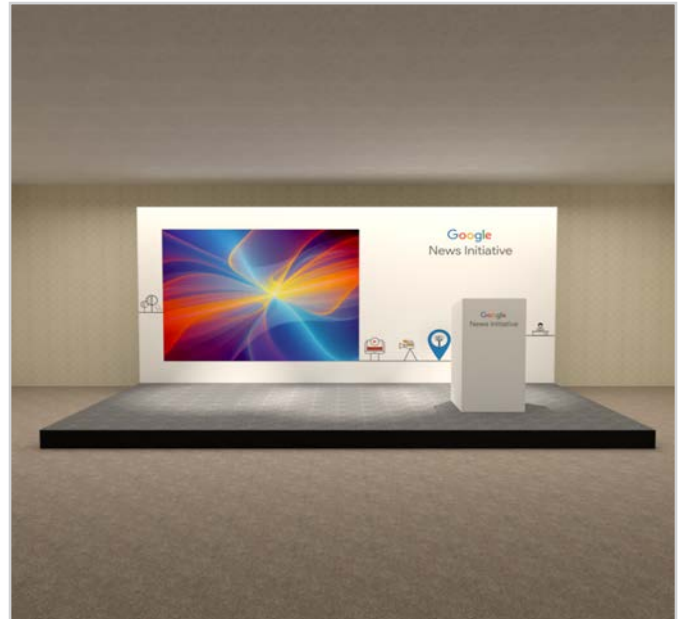
- Illustration
- Branding
- Software Skills – Adobe Creative Suite, Cdr
- Marketing & Research Analysis
- Public Relations & Promotions



## Google - News Initiative

Google News Initiative main goal is to build a stronger future for journalism. For this project, multiple stage design were created and executed in multiple cities. The Initiative works towards the news industry to help journalism thrive in the digital age.

Faculty Mentor: Akshata Kuchekar



## Artewood

Faculty: First-Akshata Kuchekar



The project is a stage design for Artewood where they would be showcasing their new products (ply wood panels). The stage had to be a center of attraction for the audience as the interview which took place here would be recorded. The theme for the stage is inspired from the new Artewood products.



## Strength & Technical Skill

- Google SketchUp
- Lumion
- Adobe Photoshop
- AutoCAD
- Vray
- Space Visualizer
- Autodesk 3DS Max
- Adobe Illustrator



## Fashion Communication Branding and Publication

**MAHIKA NAIK**

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Cell No.: +91 9766365275



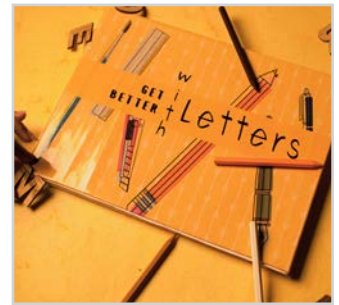
## Get Better With Letters

Faculty Mentor: Shubhshree Mathur



To develop a non fiction publication for children under the age of 5 focused on learning techniques.

- Develop the suggested hierarchy of content through modified activities and tasks.
- Inclusion of multiple revision and non linear techniques of engagement



## Quantum Cards

Faculty: Shubhshree Mathur

A learning tool for children of ages 0 to 8 years as a means of early brain development and knowledge enhancement. They are large format encyclopedic cards in a multitude of topics.



## Strength & Technical Skill

- Product Development
- Marketing
- Publication
- Illustrations

- Research

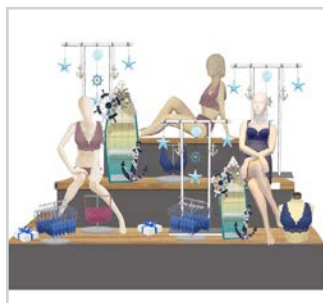




## Oyster Bay

The project was about creating the window display for Enamor SS'19 collection, Oyster Bay. The theme of the window was inspired by the theme of the collection itself.

Props like shells, anchors, starfish, boat and helm were used as it supports the theme. The design has been executed pan India.



Faculty Mentor: Akshata Kuchekar

## Panchakarma Center

Faculty: Akshata Kuchekar



The project is about creating a space for the Sri Sri Tattva Panchakarma Center. The process of Panchakarma is an ayurvedic way of healing.

The mood, look and feel of the space is austere, tranquil. The colours used in the space are inspired from the brand logo.



## Strength & Technical Skill

- Window Display
- Time Management
- Space Design
- Research, Analysis
- Software - Google Sketch Up, Ai, Ps, AutoCad.



## Fashion Communication

**NUPUR BHALLA**

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## Game Changers (Grazia)



**Faculty Mentor: Saimah Shaikh**

The aim of the project was to shed limelight on new Streetwear Brands which are giving Streetwear a fresh and artistic turn. New age brands like Strey, Shia Rai, Almost Gods, Biskit, Old Cabin and Veg Non Veg were highlighted.

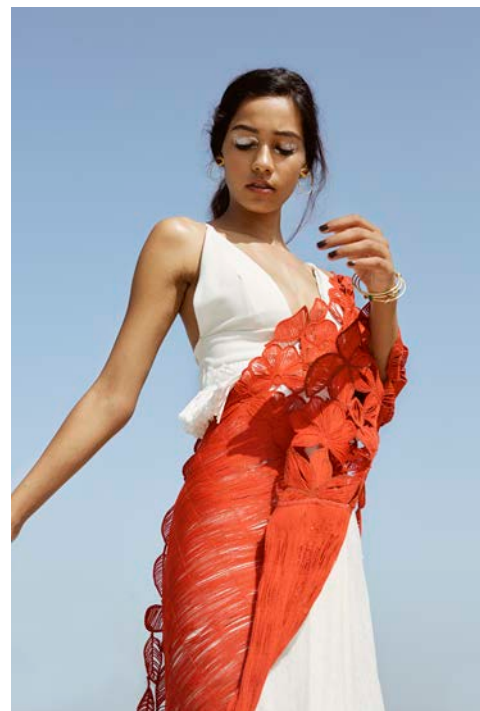


## Power Pairing(Grazia)

Today the blouses form as big a part of the saree look as the saree. They are no more the conventional essential add ons for the saree but have become the 'hero' of the look, making a statement. The idea behind this project is to spot different blouse trends and showcase how to pair them up with the sarees.



**Faculty Mentor: Saimah Shaikh**



## Strength & Technical Skill

- Sourcing,
- Shoot Coordination.
- Research and conceptualisation
- Adobe Illustrator.
- Adobe Photoshop





## Sleeping Tails

To design an awareness campaign to save the endangered species of Red Panda across the North East part of India. Creating a parent brand identity for the same, which would be adapted across all the 5 national parks as selected in the North East.



**Faculty Mentor: Ms. Shubhshree Mathur**



## Visual Documentation-Hamleys

**Faculty Mentor: Ms. Ankita Brahmi**



A Visual Documentation on Hamleys which portrays toys from 1930s onwards. The evolution of toys from 1930s to recent times has been documented in the series of artworks and pictures of the toys. The book is designed in a postcard format so that it can be send to someone bringing back the nostalgia associated with brand.



## Strength & Technical Skill

- Research & Ideation
- Conceptualization
- Adobe Illustrator
- Adobe Photoshop

- Branding & Illustration
- Adobe Indesign





## Fashion Communication Branding

**RIYA SANDESH PANDHARE**

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Cell No.: +91 7219204010



## 1 ATELIER: PUBLICATION

Faculty Mentor: Prof. Ankita Brahmi



This brand communication publication for 1 Atelier, a New-York based bespoke women's handbag label, takes the form of a Fall/Winter 2018 personalized lookbook. The lookbook features 10 seasonal bags with iconography, illustrations and photography, with a unique handbag-styled packaging.



## CHEF FSG: BRAND IDENTITY

Faculty: Prof. Millie Thakur

The brand identity for Chef Fateh Singh Grewal's self-titled Italian cuisine restaurant focuses on minimalism in design utilising Rastafari colors and a maple leaf symbol to depict its multi-culturism. Stationary, apparel and dining collaterals further express the organic and flavourful nature of the brand.



## Strength & Technical Skill

- Research and conceptualizing
- Brand strategy and analysis
- Creative typography
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign



## Fashion Shoot Jan'19 (Verve)

Faculty Mentor: Saimah Shaikh

The idea is to capture the essence of 90s through its fashion, music, and the over all party vibe. We included wardrobe of participating artists and mix it with our curation of 90s inspired looks. 90s was an ostentatious era of pop music, boy bands, rappers and supermodels.



## Trend Shoot April'19 (Verve)

Faculty: Saimah Shaikh



We've tried to focus on the most covetable styles of Spring/Summer '19 – crossbody bags, graphic-print coordinates, oversized ensembles, short suits and utilitarian wear. Earthy, country-style colours, relaxed body language with a bit of intense expression.

**CONCEPT – Seeking adventures, country style**



## Strength & Technical Skill

- Adobe Photoshop & Illustrator Skills
- Public Relations
- Content Writing
- Fashion Marketing
- Photo Editing





## Fashion Communication Production Design

**SAKSHI CHHIBBER**

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## MTV Unplugged

Faculty Mentor: Ankita Brahmi



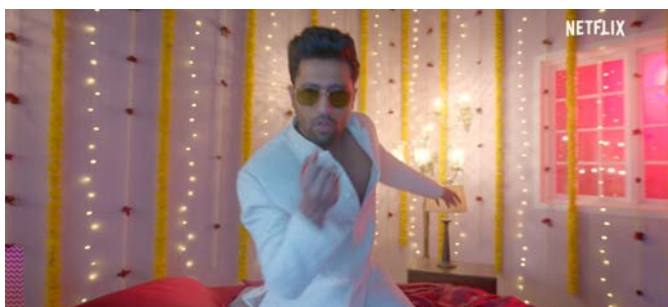
MTV Unplugged is an Indian music television program showcasing musical artists, generally playing their works on acoustic instruments. This year we used the technique of extracting geometric shapes from solid forms along with infinity staircases to make the set feel like an abstract art.



## Best of Netflix 2018

Faculty: Ankita Brahmi

This was a promo video for Netflix India to promote the best content of that year. There were multiple static sets that were made to resemble the actual movie sets. They also did a campaign called #whereisradhikaapte to do away with the misconception that Netflix only did content with her starring in it.



## Strength & Technical Skill

- Detail oriented.
- Adaptability.
- Software proficiency – Ai, Ps, Cdr, SketchUp, AutoCAD
- Time Management.
- Public Speaking





## Per Luna

Faculty Mentor: Ms. Ankita Brahmi

Inspired by ideas of self-care and pampering, PERLUNA was created.. A monthly care package for women with products that provide comfort, care and a little cheer during their menstruation cycle. Encased one can find several specially curated products based on clients needs.



## Atelo

Faculty: Ms. Ankita Brahmi



Seeking beauty in imperfection and drawing inspiration from elements of nature and life, ATELO sees perfection in imperfection.

The brand uses organic forms from nature in the jewellery creating new and fresh designs with each collection.



## Strength & Technical Skill

- Conceptualisation
- Identity Design
- Vector Illustrations
- Publication

- Packaging Design