portfolio

RIA JARIWALA

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DUMA

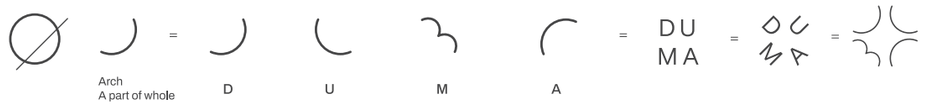
Duma is a concept store within Nomads café in Dumas, showcasing products that reflect the rich heritage of Surat and Dumas, in Gujarat. Designed to inspire creativity and collaboration, Duma serves as a gathering point for meaningful products.

The project involved extensive research, the creation of a unique visual identity, and cohesive stationery and packaging design to enhance the overall experience.

Branding
Primary and Secondary Research, Visual Identity, Stationery, Visual Language, Collaterals, Packaging Design

Category
Industry Project - Degree/Major Research Project

logo derivation



Derivation

Logomark
(Reads as DUMA, Arches and Tiles: Elements of Bungalow, Legiable and Easy for Application)

Approachable

Brand Audience
Duma will cater a wide range of customers, from different age groups and categories.

DUMA

Architectural Elements

Openings
The Bungalow itself possesses character, featuring numerous openings that signify its inviting and approachable nature. Hence, the use of arches (as seen in windows and doors) in the logomark.

Tiles
(The floor tiles of the Bungalow resonate with other colonial architecture found in India, featuring similar varied and distinct elements.)

Store Premises
(The store will be located in a colonial-era bungalow, situated on the same premises as cafe Nomads.)

Legibility & Easy Application

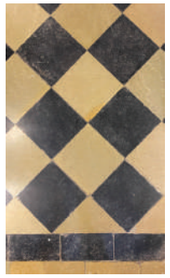
Logotype
Duma will offer a wide range of products in various materials. The logotype is designed for easy implementation on any material, ensuring good legibility.







Floor Tiles from Indian Colonial Bungalows in Goa



Floor Tiles in the Bungalow

logo

DUMA

colour

#90abd9

#fbf9ee

#d46334

#fada90

#444545

logo variations

DUMA

DUMA

DUMA

D U
M A

O U
M A

DUMA SHOP

DUMA SURAT

typography

Archivo

Variable Font Family

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

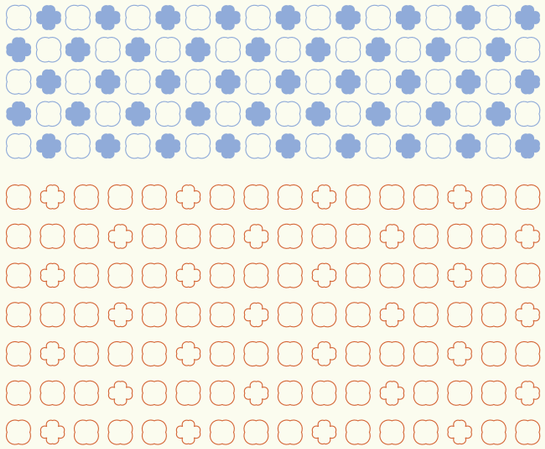
abcdefghijklmn
opqrstuvwxyz

1234567890
!@#$%^&*()

pictograms



patterns



stationery



packaging language



collaterals











hang tags

scan to see the project in detail



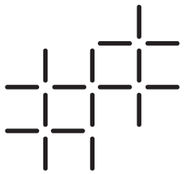
STILLWEAVE

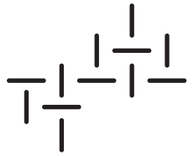
A cohesive brand identity was created for this brand, along with packaging collaterals. Stillweave is envisioned to be one of the premium menswear apparel brand, and this vision was reflected in the creation of a cohesive visual language.

Identity Design
Logo, Stationery, Packaging Design

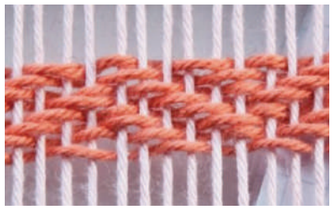
Category
Industry Project

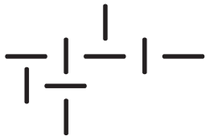
explorations

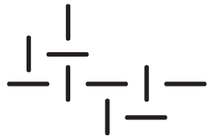


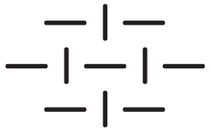


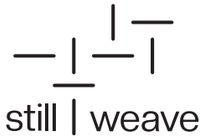
This is the basic pattern derived from the weaving technique. The lines in the form portray yarns intersecting at one point to form a fabric. It has been simplified and minimized to an abstraction to portray minimalism and timeless designs of shirts.

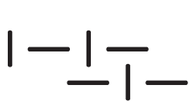




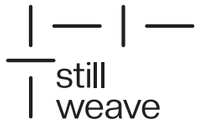














final logo & colour



#29361b



stillweave

#606c38

stillweave

#fcfbe3



#dfa25e



#ba6b29

typography

Manrope

AaBbCc 1234567 AaBbCc 1234567 AaBbCc 1234567

AaBbCc 1234567 **AaBbCc 1234567** **AaBbCc 1234567** **AaBbCc 1234567**

imagery style







stationery




thank you
www.stillweave.com


thank you
stillweave
stillweave
stillweave



SEJAL JARIWALA - DIETITIAN

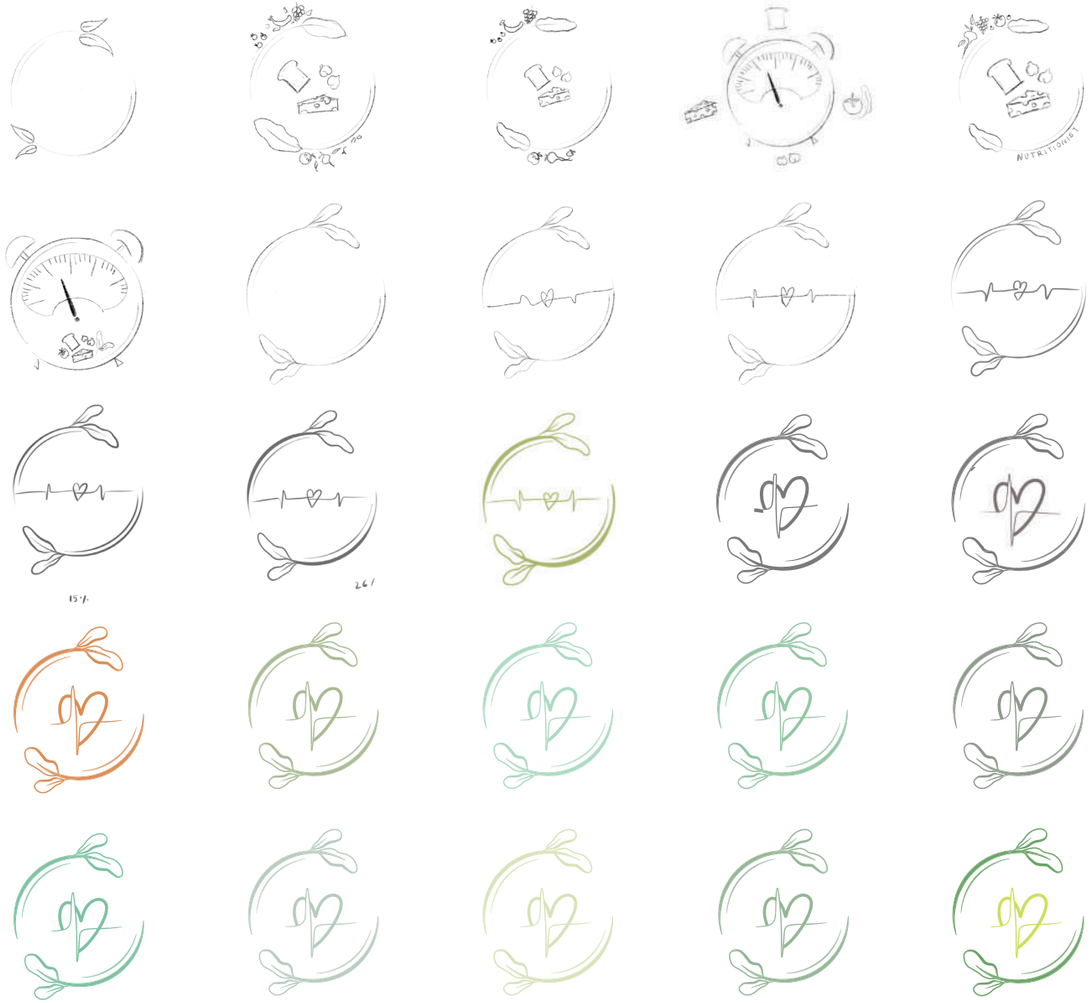
The brief was to create an identity for the services provided by the client. This identity included a logo design, stationery materials such as business cards, files, and report pages, as well as a visual language for social media and posters.

The idea was to design a logo that resonates with the client's ideology of personally enjoying cooking and assisting people in leading a nutritious lifestyle.

Identity Design
Logo, Stationery, Illustrations, Visual Language

Category
Industry Project

explorations



final form & colour



#619163



#050505



#eb9e29

final logo & lockups

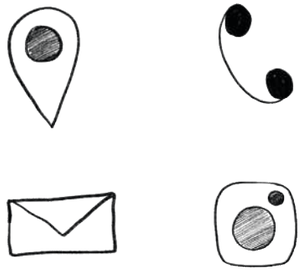








icons



The circular structure of the logo represents a plate, which has a heart followed through by a life line. The leafs on the edges and the color green of the circular stucture represent healthy diet. Whereas the heart in the middle symbolized health served in the plate. It potrays the importance of a healthy diet for a healthy lifestyle.

Green signifies health, while yellow adds a playful touch, and the yellow form conveys a sense of health consciousness.

typography

Sacramento

AaBbCc

The quick brown fox
jumps over the lazy dog.

12345

Montserrat

AaBbCc

The quick brown fox
jumps over the lazy dog.

12345

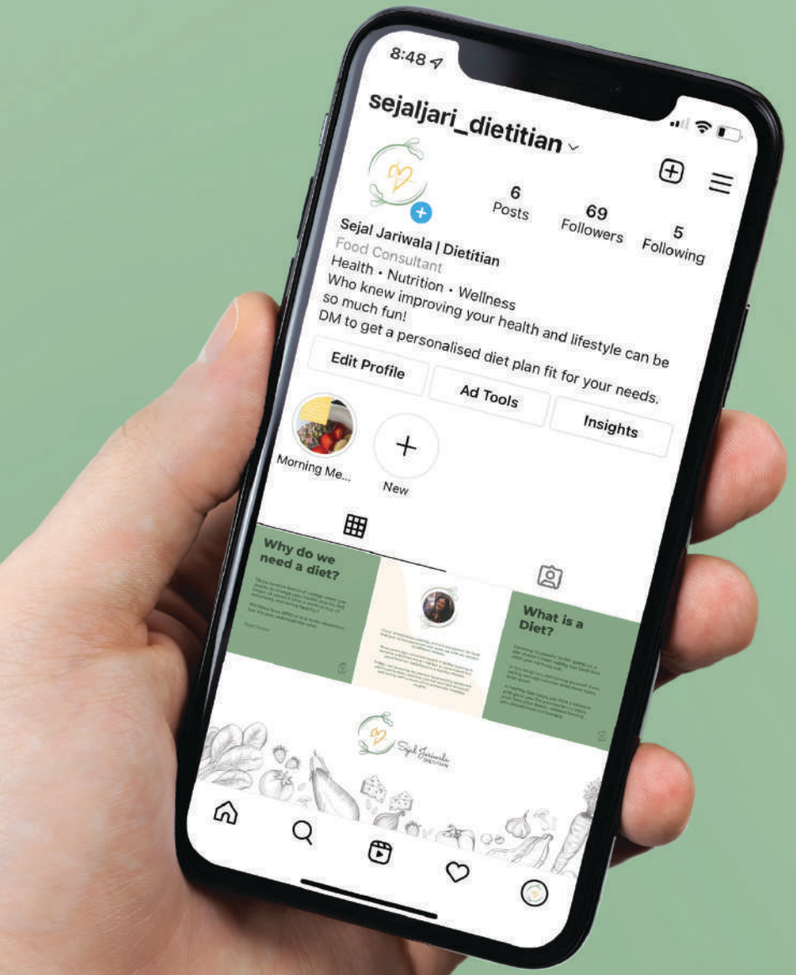
illustrations



stationery



social media



poster





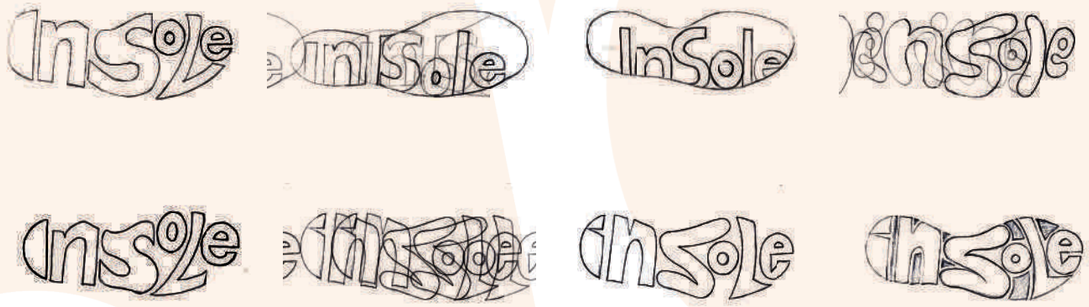
INSOLE

InSole is an app-based shoe rental company specializing in iconic footwear, catering to sneaker culture enthusiasts. The brand's logo design, inspired by insole shape, features a grip pattern and typography, creating a memorable impression.

Identity Design
Logo, Collaterals, Visual Language

Category
Academic Project

initial sketches



digital explorations



colour explorations



final logo

The company name is integrated into an insole shape, inspired by shoe grip patterns that leave impressions. This embodies the idea of making the brand memorable. The phrase “sneakerhead? Rent instead” is to appeal to sneaker enthusiasts and promote renting over buying. The color orange is energetic, spontaneous, and dynamic. It’s the color that resonated with young people.






sneakerhead? rent instead




MAILER
FREE
DELIVERY
NAME
ADDRESS
CONTACT



CHOMCHOM

Designing a Bengali Script typeface which required a meticulous process involving hands-on work, software expertise, and digitization. The goal was to retain the original essence of the script while enhancing legibility. A Body Text Font was created to maintain visual consistency and improve readability across all characters. The typeface aimed to capture Bengali culture's intricacies and meet technical standards.

Type Design
Vernacular Script, Glyph Construction, Body Text Type, Applications

Category
Academic Project

bengali script

The Bengali Language is originally based on Bengali - Assamese Language. The script has historically been used to write Sanskrit within Bengali. It is a left-to-right reading and writing system. It makes use of single letter case, making it a unicameral script. It is less blocky, presenting a more sinuous shape.

reasons for selecting bengali script

I wanted to select a script I was not familiar with to truly challenge myself in this discipline. I have always found Bengali culture fascinating. This made me think- 'How about working on The Bengali script?'.

I then studied about the Bengali script. I found the forms of the script very interesting. However, there is high contrast in the line weights and extreme sharpness in the forms of the script. This gave me the idea to create a Body Font for the Bengali script with better legiblity.

design process

About the Script

Skeleton

Form Exploration

Final Form

Digitalisation

Generating fonts on FontLab

Name and Usage

Giving weights to the new typeface

Legibility Check

skeleton

These are the skeletons of the consonants, vowels, matras and numerals of the bengali script to understand its glyphs better.

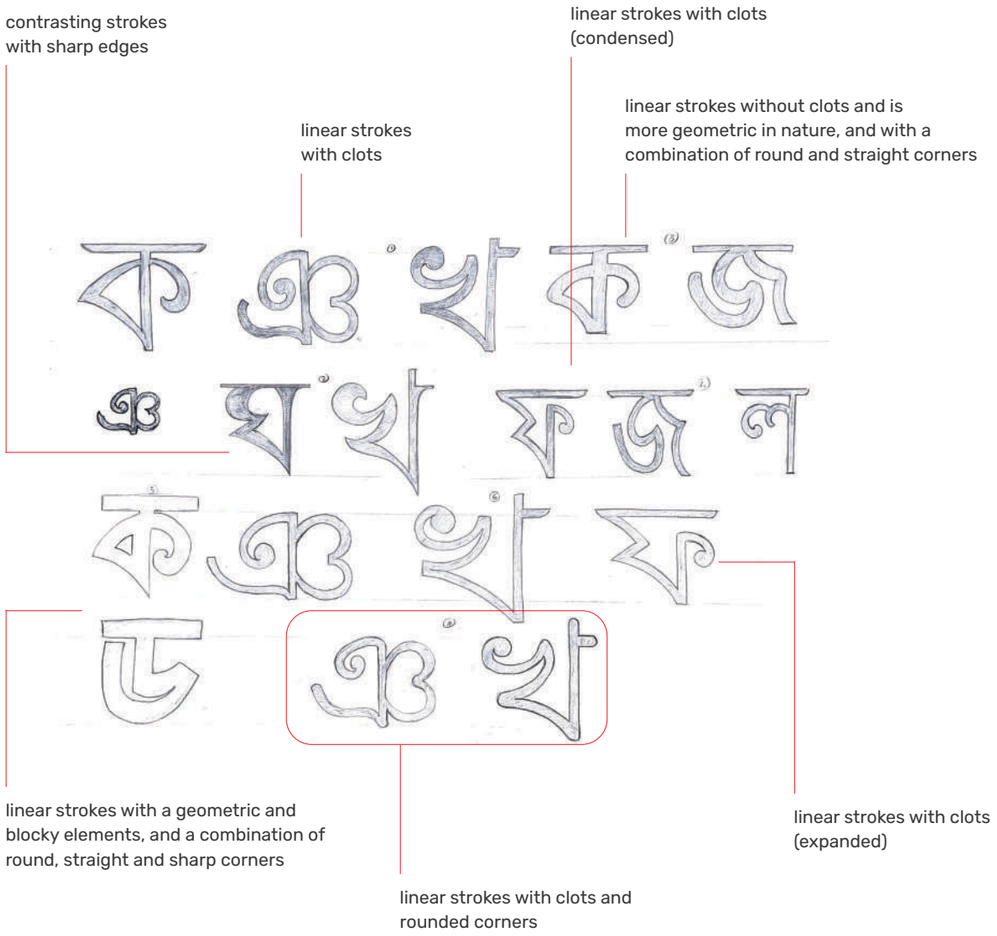
ক খ গ ঘ ঙ
চ ছ জ ঝ ঞ
ট ঠ ড ঢ ণ





বাংলা লিপি

form explorations



final form

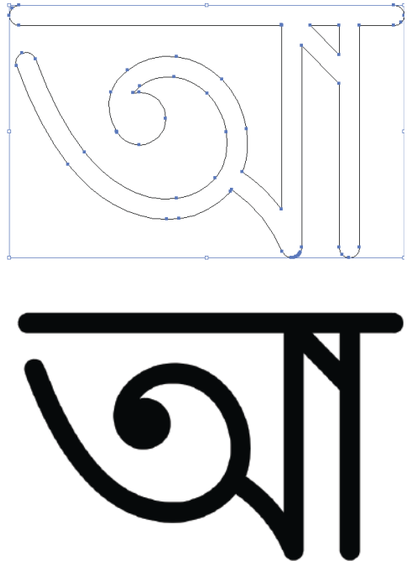
consonants



vowels, matras and numerals



With reference to the skeleton made, a linear form is created. Though it is simplified, the form hasn't lost its key characteristics, like the curves, angles and the clots.



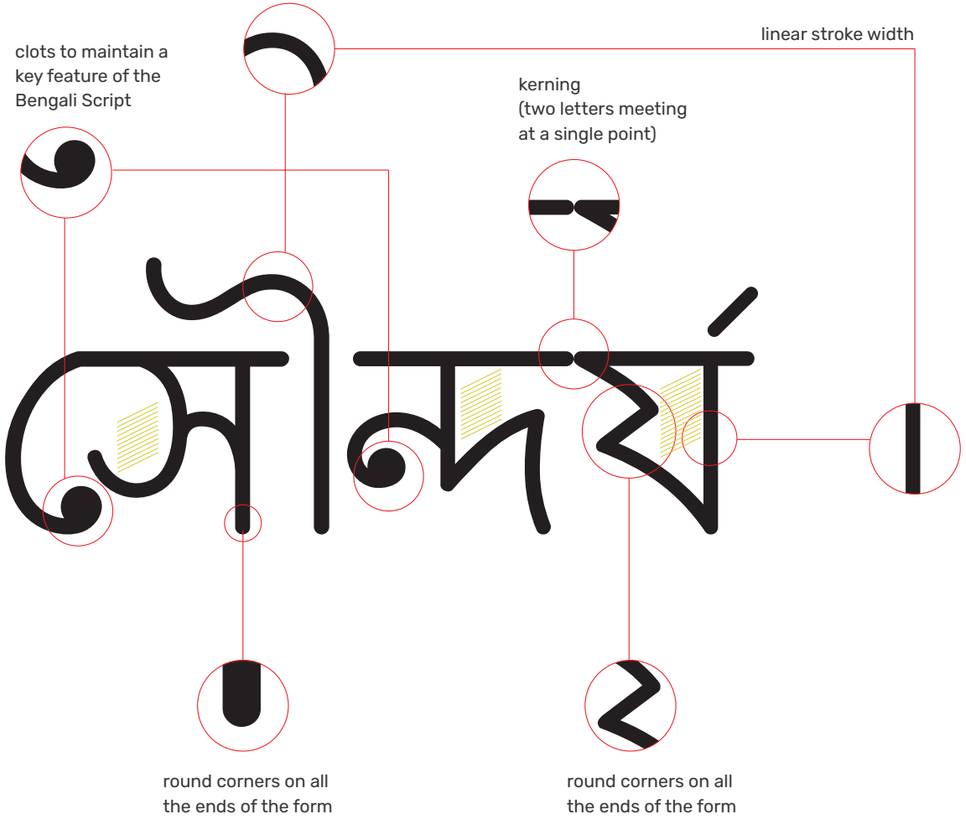
glyphs

ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট
ঠ ড ঢ ণ ত থ দ ধ ন প ফ
ব ভ ম য র ল শ ষ স হ

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ
ং ঃ ঁ ু ি া ্ ে ো

০ ১ ২ ৩ ৪ ৫
৬ ৭ ৮ ৯

anatomy



nomenclature

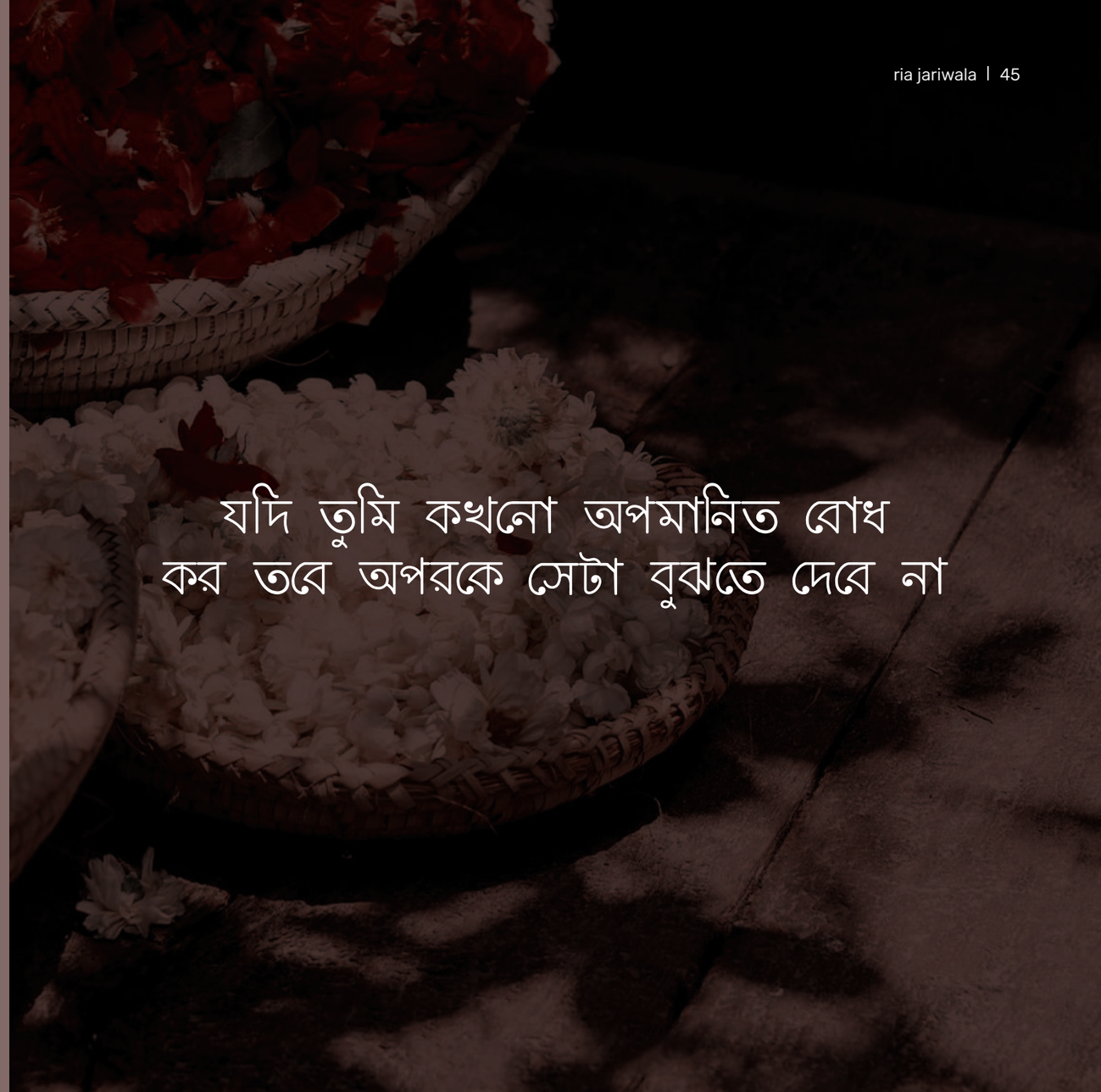
chomchom

Chomchom is a traditional Bengali sweet dish. It is soft and has a long elongated form with rounded corners. It is one of the key characteristic of the typeface designed by me.

As I designed this type, I kept in mind the tone of the Bengali cultural aspect, particularly sweets. The name Chomchom is traditional and cultural.

about the type and usage

This type is created using the Bengali script. It is a variable typeface with three weights: light, regular, and bold. The font is constructed in a way that it does not break away from its skeleton and its elements. It is a linear font with rounded corners. The objective is to reflect Bengali cultural aspects, primarily sweets, which are soft, sweet, round, and so on, in order to set a mood. Using this ideology this type was designed and at the same time not compromising its legibility. It's best utilized as a body font. Because of its ease of readability, it can also be used as signage for wayfinding systems



thin

regular

bold

applications

চোমোটিকার

ধন্যবাদ

ভালো











IDNU NEWSLETTER

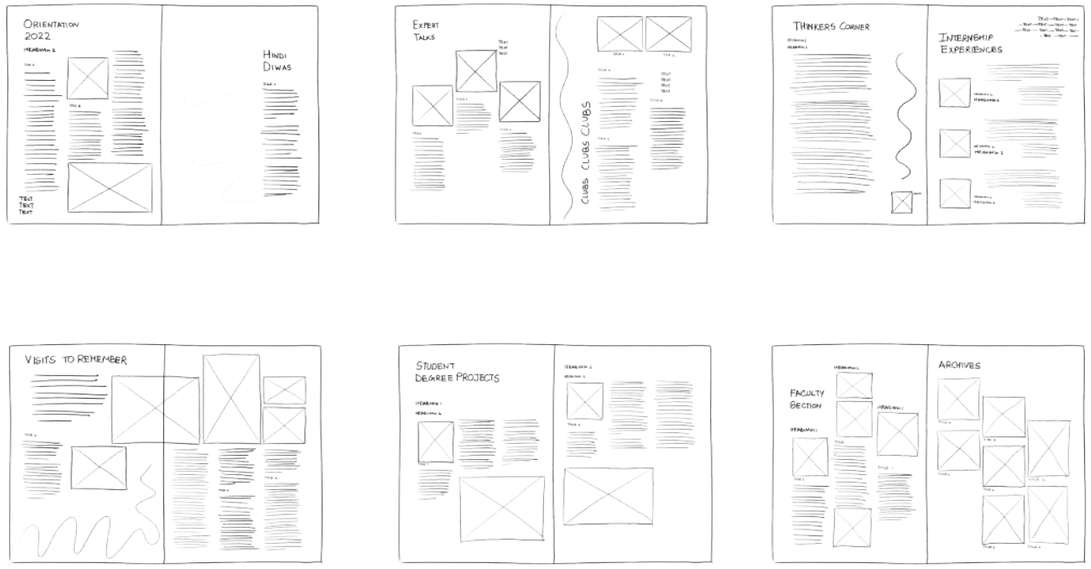
This newsletter was designed in a group of seven people for Institute of Design, Nirma University. It captures the institute's energy with asymmetrical layouts, quirky elements, and its signature colors. Black and white images and illustrations adds a visually engaging touch, reflecting the institute's personality.

Publication Design
Typography and Colour selection, Moodboards, Content segregation, managing Layouts

Category
Academic Project

Dev Kapadia
Sania Jain
Rishita Chokade
Ria Jariwala
Rama Kancharla
Manushi Shah
Soumyanshu Gosh

publication wireframe



Typography, Colour, **Layouts**, **Content Collection and Segregation, Illustrations**

moodboard



asymmetrical | quirky | dynamic | bold

green | illustrative | out of the box | semi-formal



Thinker(s) corner

**Minimalism:
an act of eradication of cultrue?**

MINIMALISM

Rishita Chokade
2000XXX

The internship and apprenticeship programs at the Institute of Design are life changing courses.

Internship Experiences

Rucha Gavane
Akash Raj Halankar

Jay Dasadia
Greyphite Studio

Ruchit Jadiya
Dookdi



Expert Talks

innovative interior textiles

Clubs! Clubs! Clubs!

Take Two

Dance Club

New Club Alert!!!
New Club Alert!!!
New Club Alert!!!
New Club Alert!!!

NIRMA UNIVERSITY
INSTITUTE OF DESIGN
NAAC ACCREDITED 'A' GRADE

Edited by:
Rishita Chokade
Ria Jariwala

Layout by:
Ria Jariwala
Rishita Chokade
Sanie Jain

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Dev Kapadia

Illustrations by:
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Ria Jariwala
Rama Kancharla

Content by:
Manushi Shah
Rama Kancharla
Somyanshu Ghosh

Documentation by:
Rama Kancharla
Manushi Shah

Tpickle
IDNU Newsletter

Redo 2022

Activities
Orientation X22
Hindi Diwas

Expert Class

Club Activities

Visits

Thinkers corner

Student Section
Internship experience
Student designers projects
Competition and Awards

Faculty Section

Archives

EDITION 1


Hindi Diwas
Expert Talks
Innovative interior textiles
Clubs! Clubs! Clubs!
New Club Alert!!!
New Club Alert!!!
New Club Alert!!!
New Club Alert!!!
Competitions & Awards
Kshitij Shinde & Nagesh Agrawal
Big Idea Tech Design Contest 2022
Thinker(s) corner
Minimalism:
an act of eradication of culture?
Internship Experiences
The internship and apprenticeship programs at the Institute of Design are life changing courses.
Rucha Gavare
Akash Raj Halankar
Jay Dasadia
Greyphite Studio
Ruchit Jadiya
Dookdi
Student Degree Projects
Kshitij Singh
Visit(s) to remember
"the concept of printing and packaging was known to us before, but after spending the day at Rajkalp printing press, under the guidance of Kalpeshbhai, we have got extensive knowledge about all the methods with physical examples and live demonstrations."
TUTCH?
PRINTING PRESS



HIMALAYA

The brief was to rebrand a daily-use product, including logo, visual identity, and packaging upgrades. The brief also included to pick a primary touchpoint, Instagram, to gently introduce the new brand image through a series of thoughtfully designed posts.

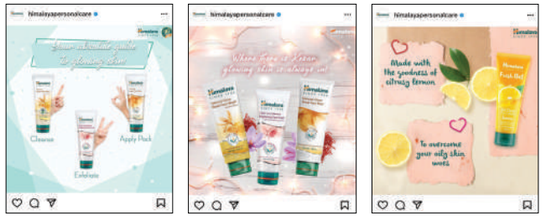
Rebranding and Packaging
Logo and Packaging Re-design,
Visual Language, Social Media Aesthetic

Category
Industry Project

selected product

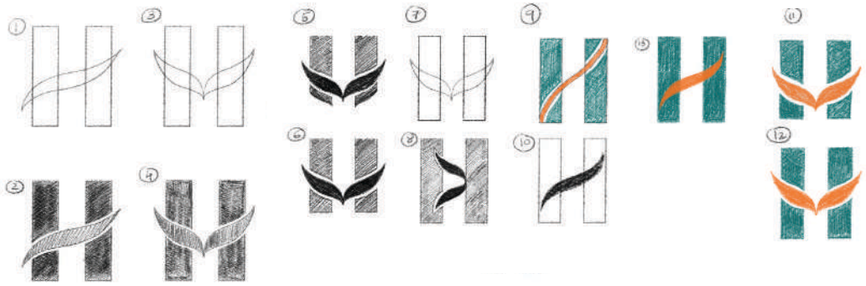


selected touchpoint: Instagram



logo





opportunity mapping

- Packaging
  - logo re-design/enhance
  - typography
  - creating interesting visual language.
  - illustrative
  - display content and information of product effectively and aesthetically.
- Social Media: Instagram
  - making the social media page more attractive for their audience
  - making interesting posts that goes with the trends of present day.
  - follow the visual language in all posts, having product of same category.
  - create layouts using visual language to connect with audience.

final

The new logo shifted the orange strokes in the H to highlight leaves, maintaining the brand's connection with customers.

Wider leaves symbolize Himalaya opening up their scope of research in creating natural and herbal products. They connect H's symmetric edges, emphasizing the brand's nature commitment.

Integrated into packaging for consistency, they illustrate unique ingredients, enhancing appeal and recall, all while preserving the brand-audience connection.



Himalaya™
SINCE 1930



Himalaya™
SINCE 1930

Himalaya™
SINCE 1930



Himalaya™
SINCE 1930

Himalaya™
SINCE 1930



Himalaya™
SINCE 1930



Himalaya
SINCE 1930





Himalaya
SINCE 1930



using elements from the enhanced logo to create a visual language



logo

widened leaves

The illustrative pattern of the key contents in the product

Combining a part of the logo with the pattern of the product

re-designed packaging



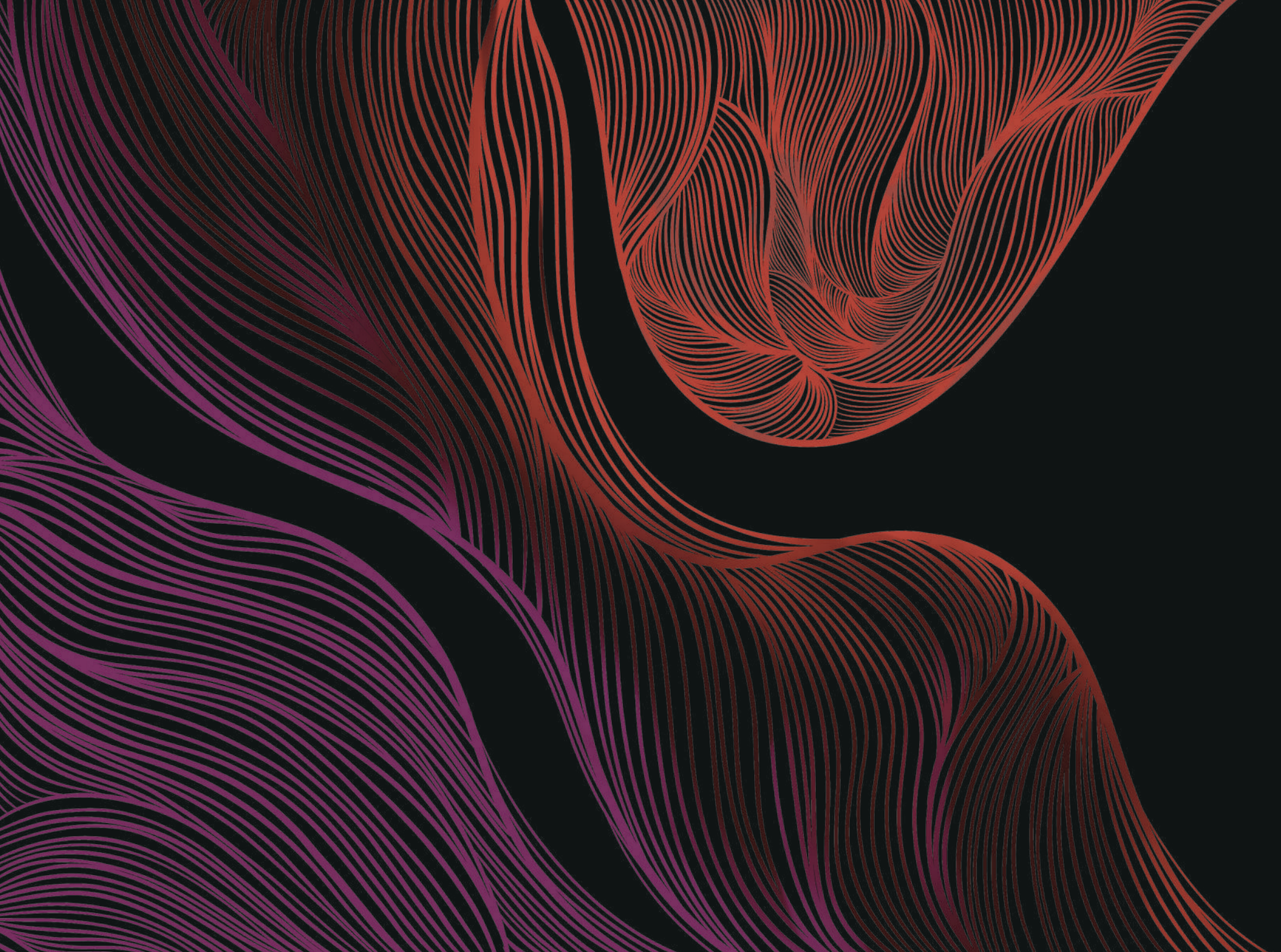
re-designed touchpoint: Instagram







Instagram posts utilizing the new visual language derived from the logo redesign, featuring the updated packaging.



GARNIER

To re-design packaging for the Garnier Color Naturals Hair Colour kit that is sturdy and secure, stackable, has an attractive display in the store, improved visuals and information hierarchy, and provides support for the items inside.

Packaging Design
Packaging Re-Design, Graphics, Information Hierarchy, Material, Re-Designed Visual Style

Category
Academic Project

research and mapping

Garnier

history

Parent Brand :
Loreal

Garnier is a mass market cosmetics brand of French cosmetics Company Loreal.

It was founded in 1904 by Alfred Amour Garnier & produces haircare & Skincare Products.

The company's first product was a patented hair lotion derived from natural plant ingredients.

Suncare products were introduced in 1936 & permanent home hair colour in 1960.

Since 1970, Garnier has expanded from hair colour and haircare to skincare.

sub-brands



Fructis
Whole Blends
Nutrisse
Olia
Skin Active
Colour Sensation
Express Touch

products

hair
shampoo
conditioner
hair oil
hair serum
hair colour
hair colour kit

skin
facewash
face creams
face serums
miscellar water
make up products
face mask
under eye

who

Men
Women
Upper Middle Class - Middle Class
22 - 60 years old

why

pros
light weight
sustainable material
stackable

cons
chaotic
absence of
information hierarchy
non-sturdy material
items inside it shake

opportunites
more sturdy form
sustainable material
stackable
attractive presentation in store
improvisation in graphics
hierarchy in info
avoid moving & shaking of items inside it

what

colourant (60g)
developer (60g)
conditioner 2 x 5ml
gloves
instructions

packaging
permanent hair colour
contain 5 items
70ml + 60g
rs 200

product
cardboard box
16cm x 4.7cm x 8cm
sustainably sourced paper products + 100% recyclable

selected product

front



back



side 1



side 2



brief

company name:

Garnier

target audience:

- Women
- Men
- Age 22 to 60
- Upper Middle Class to Middle Class

tone of voice:

- Trustable
- Approachable
- Easy to understand
- Nourishing

design requirements:

- Improved graphics.
- Easy to open.
- Use of sustainable and recyclable material.
- User friendly.
- Easy and low cost of production and distribution.
- Safe and functional.

competitors:

- Godrej
- Paradyes
- Streax
- Revelon

challanges:

- Chaotic graphics
- Absence in the hierarchy of information
- Non-sturdy material
- Items inside it doesn't have a support

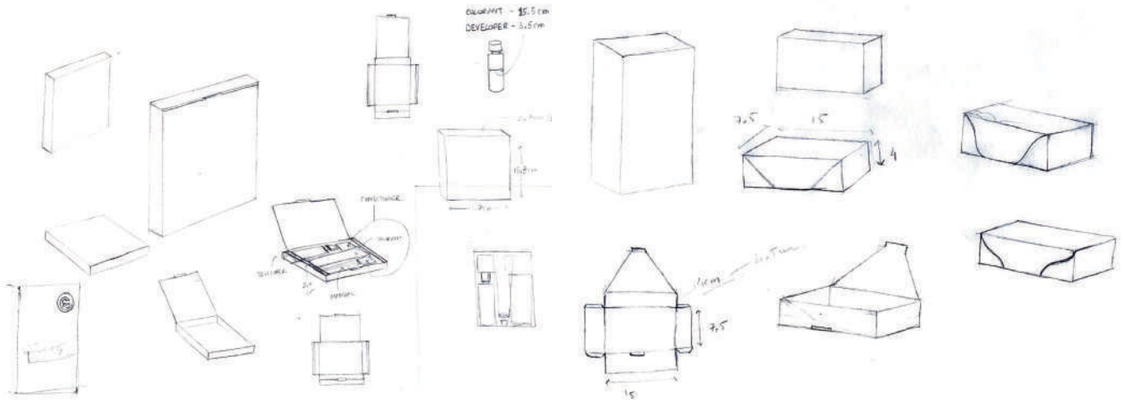
purpose:

- To improve the user experience from buying the product till its application.
- To aid in the branding and marketing strategies of the brand.
- To use materials responsibly and maintain sustainbility.

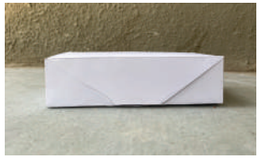
deliverables:

- A new packaging for the hair colour kit using less material and making it more compact and organised and improved and structural graphics.

sketches



prototype









final net with graphics







15cm x 7.5cm x 4cm

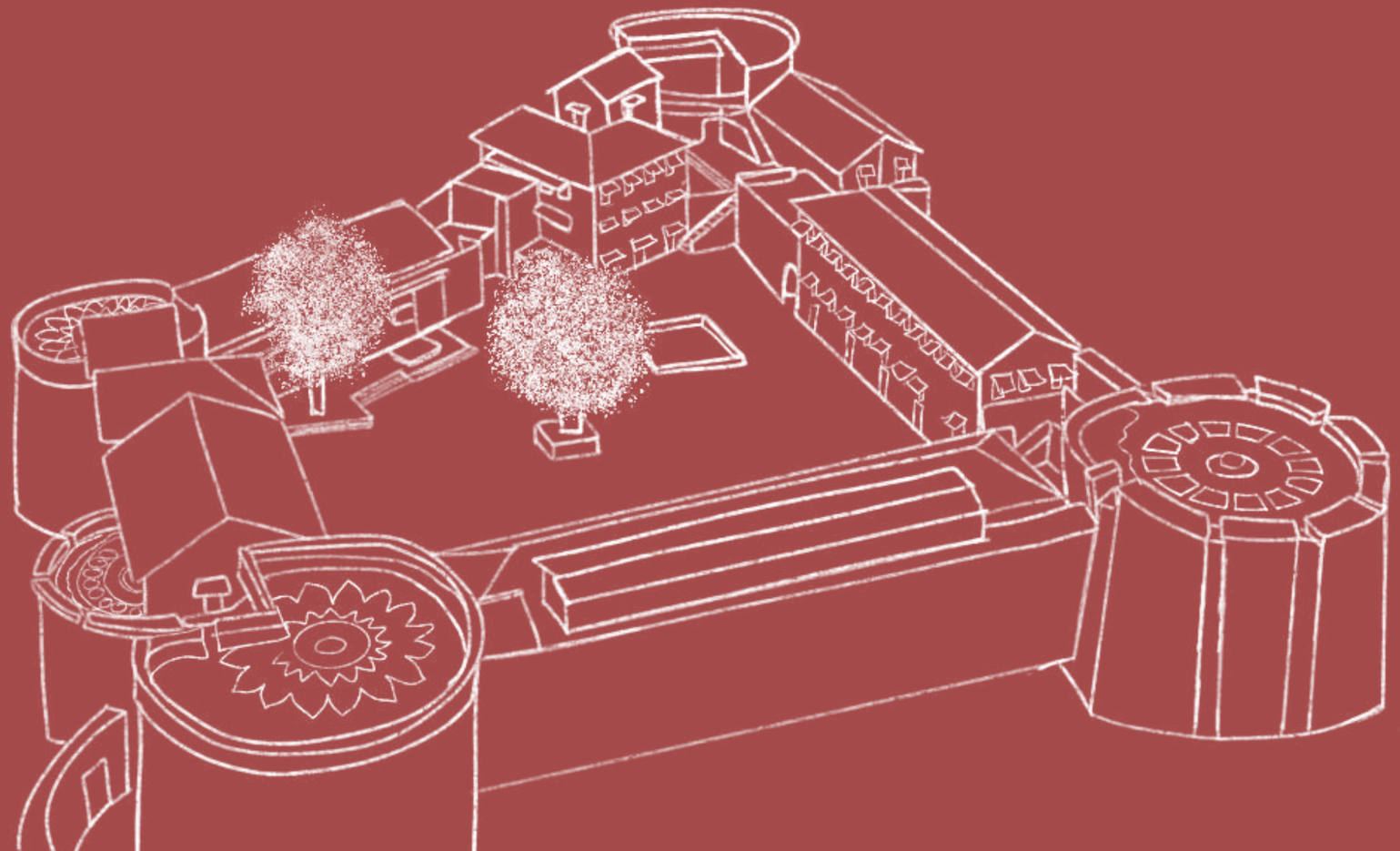

GARNIER
Color Naturals
Intense Red
6.60
Crème Riche
10x natural oils
Intense Red
6.60


CONTENTS OF THE BOX
40g COLORANT
60g DEVELOPER
CONDITIONER
GLOVES
SUITABLE FOR BOTH MEN AND WOMEN
SAFETY INSTRUCTIONS
Garnier gives you INTENSE COLOR RESULT now with 10X NATURAL OILS* enriched formula that locks in color for up to 10 weeks long** and locks in care.
YOU CAN SEE IT
Covers 100% greys
Rich and vibrant-looking color
Full of reflects and shine!
YOU CAN FEEL IT
Non-drip creamy texture
Pleasant fragrance
Silky, shine hair
/GarnierIndia


GARNIER
Color Naturals
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
Intense Red
6.60
Crème Riche
10x natural oils*
HAIR COLORANTS CAN CAUSE ALLERGIC REACTIONS
GARNIER
Color Naturals
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
Burgundy
13.6
Crème Riche
10x natural oils*
HAIR COLORANTS CAN CAUSE ALLERGIC REACTIONS
GARNIER
Color Naturals
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
Darkest Brown
3
Crème Riche
10x natural oils*
HAIR COLORANTS CAN CAUSE ALLERGIC REACTIONS
GARNIER
Color Naturals
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
Darkest Brown
3
Crème Riche
10x natural oils*
GARNIER
Color Naturals
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
Intense Red
6.60
Crème Riche
10x natural oils*
HAIR COLORANTS CAN CAUSE ALLERGIC REACTIONS
GARNIER
Color Naturals
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
Burgundy
13.6
Crème Riche
10x natural oils*


GARNIER
Color Naturals
Burgundy
13.6
Crème Riche
No Ammonia
10 weeks intense color**
100% grey coverage
Vegan formula***
10x
natural
oils*
NOURISHING PERMANENT HAIR COLOR
MULTI APPLICATION
HAIR COLORANTS CAN CAUSE ALLERGIC REACTIONS


30min
GARNIER
Color
naturals
DEVELOPER MILK



HISTORICAL FORT OF SURAT

An easy-to-understand signage system will be developed throughout the fort to ensure readability and accessibility for all visitors, creating a seamless and enriching experience.

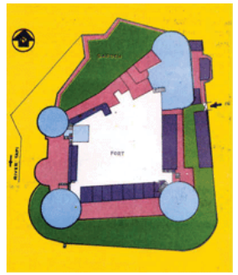
By focusing on restoring the fort's cultural and historical value, signage design will incorporate relevant elements, establishing a cohesive visual identity that reflects the fort's essence.

Wayfinding Design
Site Research, User Pattern, Mapping and Plotting, Visual Identity, Signage Design

Category
Academic Project

about the fort





The Historical Fort of Surat was inaugurated virtually by Honourable Prime Minister of India on 29th September, 2022 after the successfully completion of restoration process assigned by the Government of Gujarat to Surat Municipal Corporation in the year 2015.

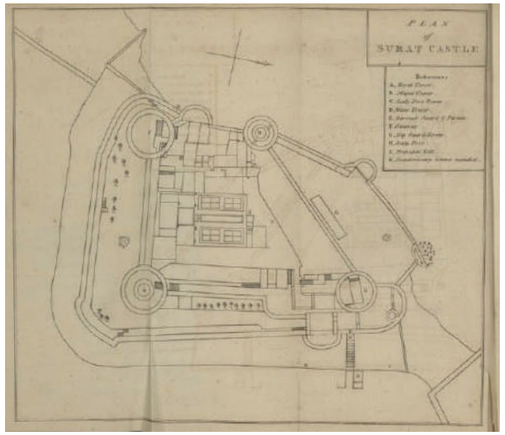
Fort
Height: 20 Gaj (Yard)
Width: 15 meters

Bastion (at each corner of the fort)
Height: 12.2 meters
Thickness: 4.1 meters

In medieval times, Surat emerged as a major international port, described by Portuguese traveler Barbosa in 1514 as a city of great trade. The city faced destruction multiple times, notably in 1512, 1530, and 1531 due to Portuguese raids.

In response to these attacks, Sultan Mahmood-III ordered the construction of a robust castle in 1546, strategically situated on the bank of the river.

Despite Portuguese attempts to obstruct the construction, Khudawand Khan successfully completed the fortress, rendering it impervious to their attacks.

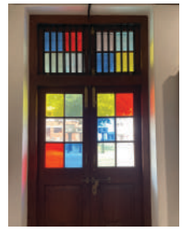


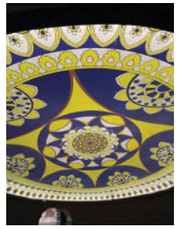














users

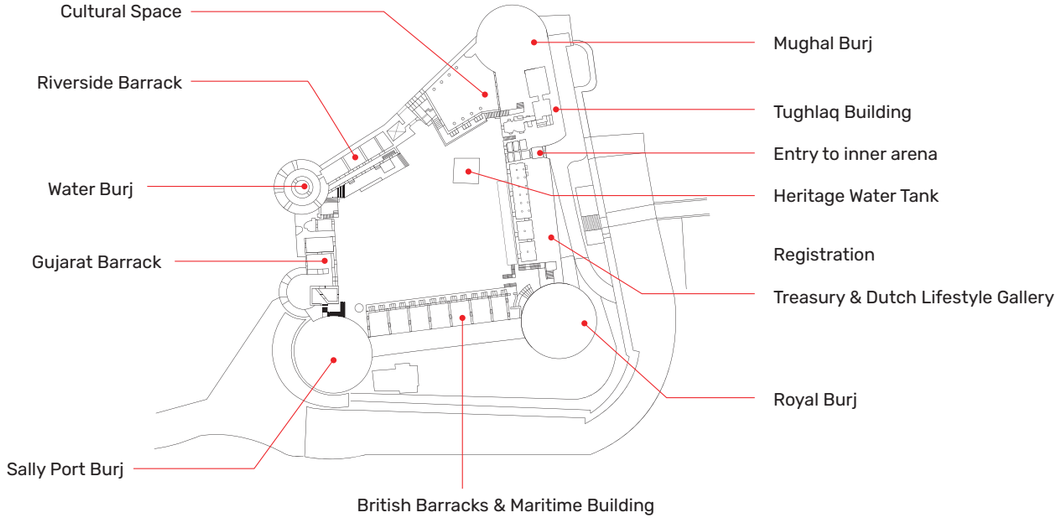
target audience

Tourists
Students (School & University)
Intellectuals
Historians

People of all age group
People Understanding:
English/Gujarati/Hindi

user pattern

Registration
Main Entrance (Draw Bridge)
Tughlaq Building
Heritage Water Tank
British Barracks & Maritime Building
Treasury & Dutch Lifestyle Gallery
Mughal Burj (A1 Burj) - Cultural Space
Royal Burj
Sally Port Burj - Gujarat Barracks - Water Burj
- Riverside Barracks



problem brief

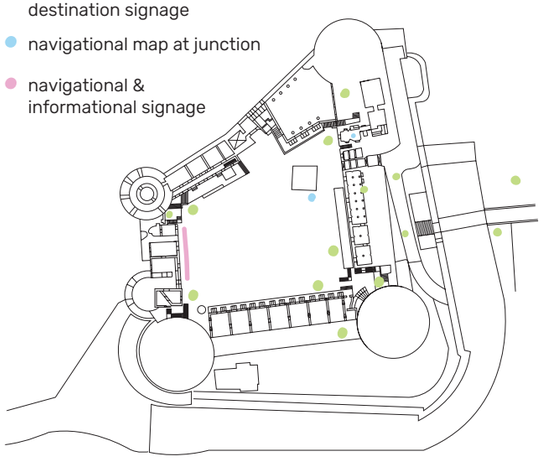
Lack of clarity.
Relevance and Language barrier
Accessibility to signage issue.
Lack of differentiation in the type of sinages.
No visual consistancy or identity in signages.

problem statement

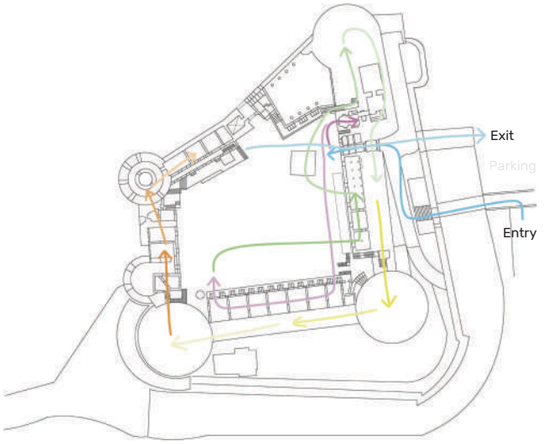
There is an absence of relevant signages, coupled with a language barrier for visitors of different categories. Additionally, there is no consistency or system in the signage system and design.

mapping

- navigational & destination signage
- navigational map at junction
- navigational & informational signage



traffic flow



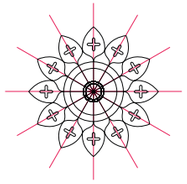
visual identity

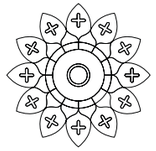
logo

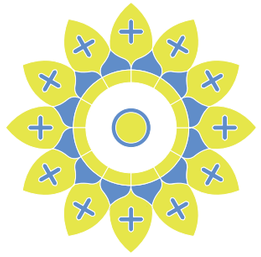












Incorporating the bastion's pattern into signage will reflect the fort's cultural and historical significance. The blue color represents its location by the Tapi River, a key trade port. Islamic arches highlight Tughlaq and Mughal influences, while cross elements signify Western impact on the fort's heritage.

colour

#000000

#608dc9

#e6e649

#000000

#608dc9

typography

Anek

The quick brown fox jumps over the lazy dog.

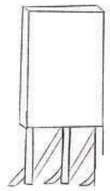
Anek Gujarati

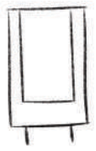
બોલ તેનો બોર વહેચાય

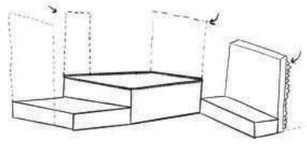
Anek Devanagri

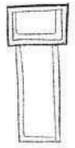
छोटा मुँह बड़ी बात

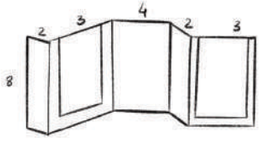
signage explorations

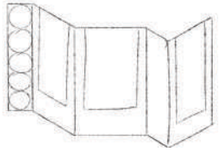




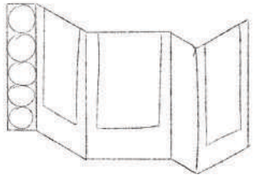


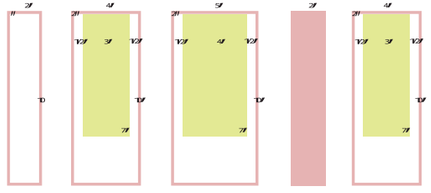


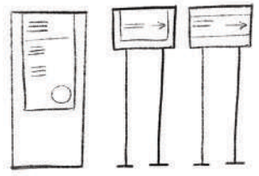


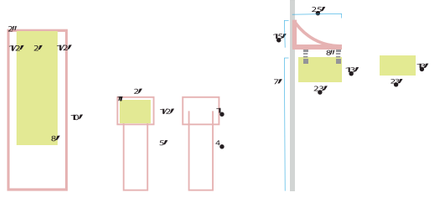


final concept

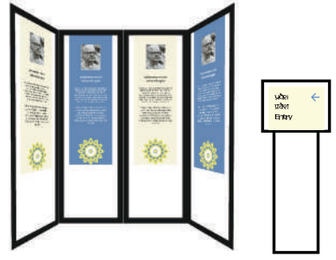








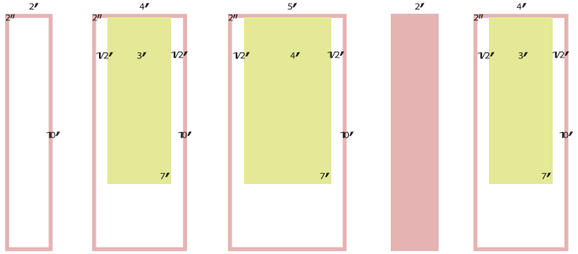




signages

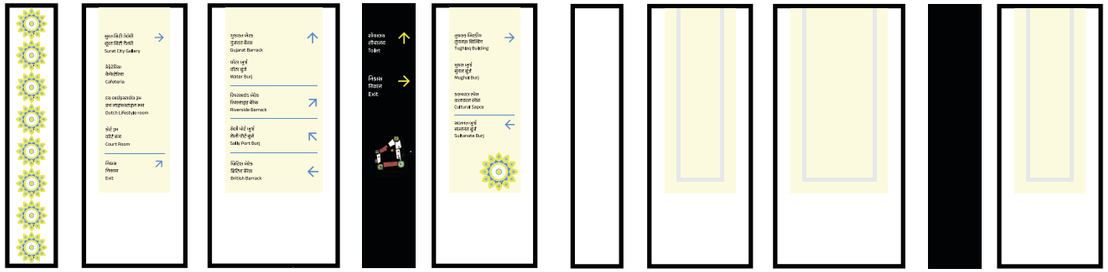
directional signage at a junction





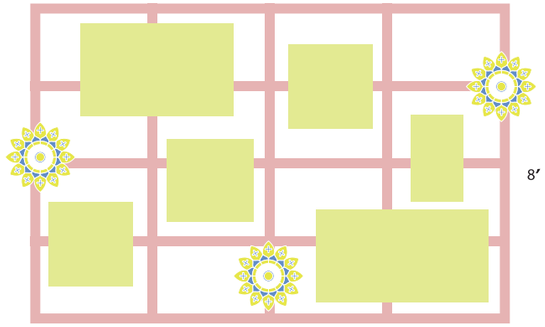
front

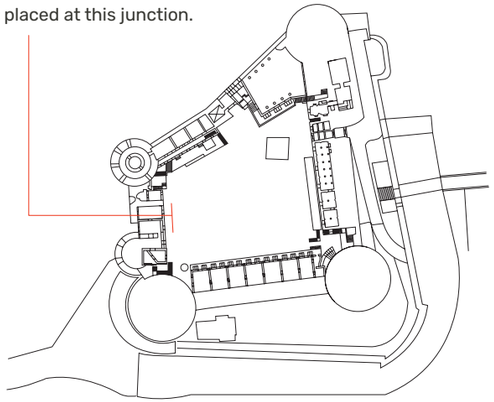
back

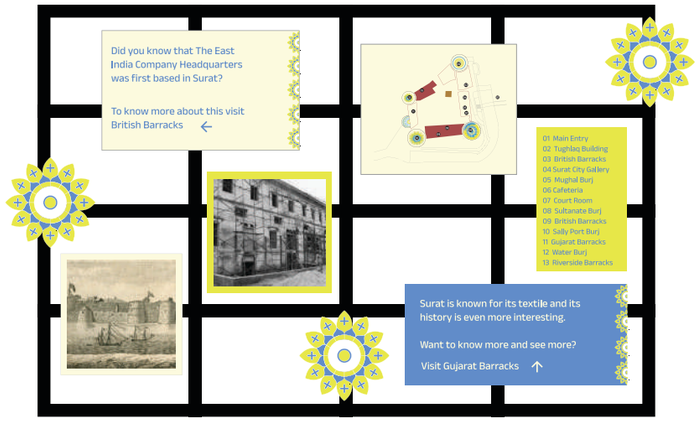


Frame 1: 2′ x 10′ frame (metal)
Frame 2: 4′ x 10′ frame (metal), 3′ x 7′ Mounted ACP
Frame 3: 5′ x 10′ frame (metal), 4′ x 7′ Mounted ACP
Frame 4: 2′ x 10′ frame (ACP)
Frame 5: 4′ x 10′ frame (metal), 3′ x 7′ Mounted ACP

informational signage

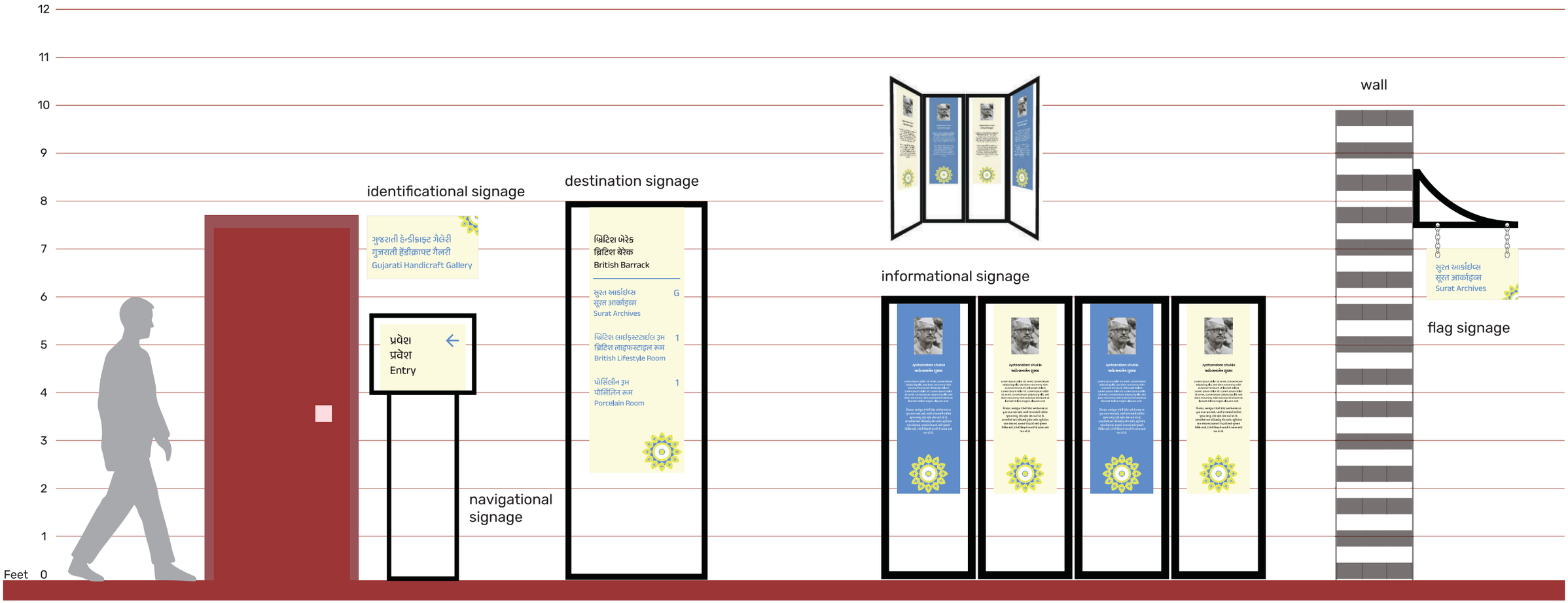






Metal Welded Frames
Mounted ACP

signages

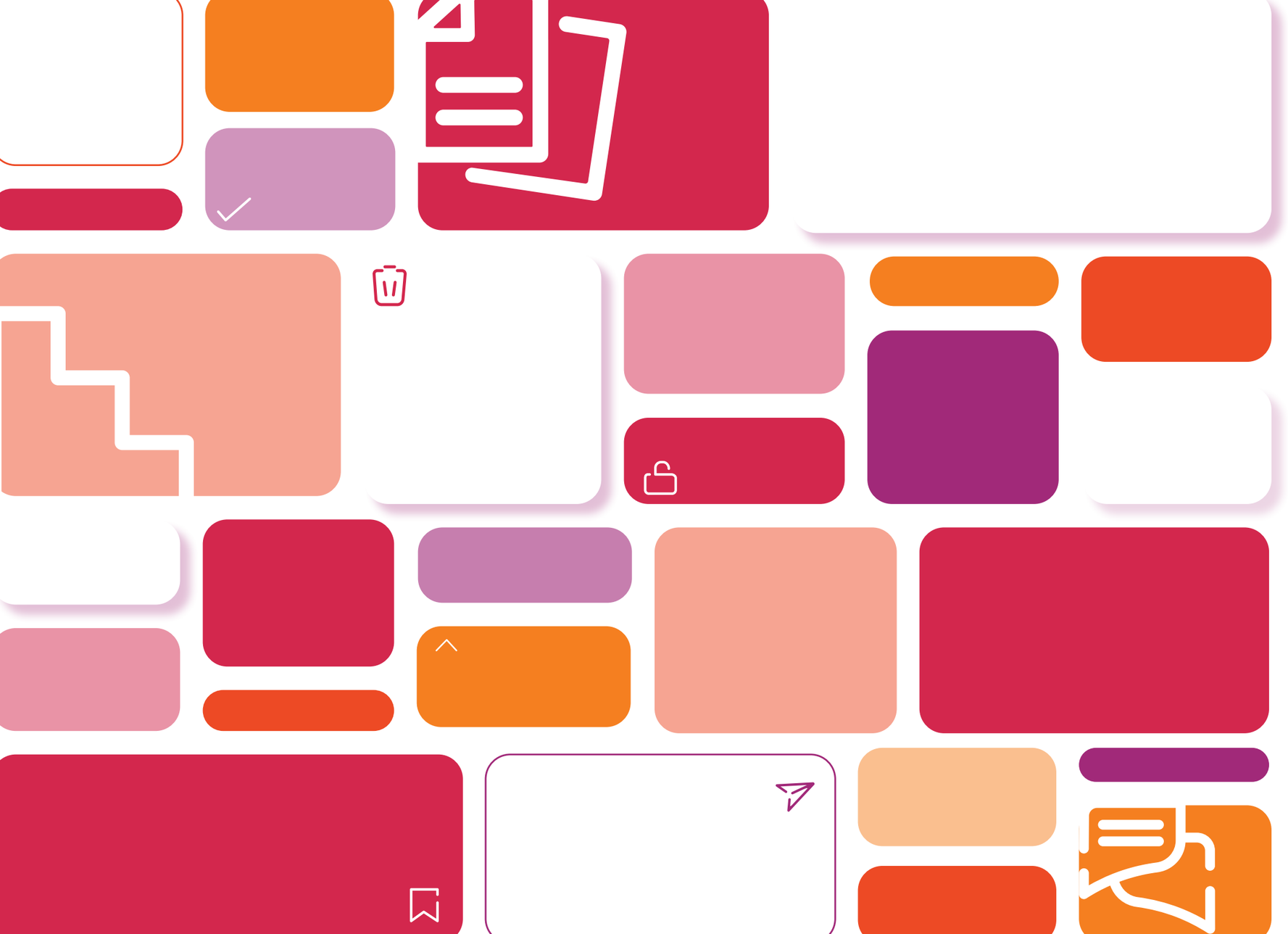

12
11
10
9
8
7
6
5
4
3
2
1
Feet 0
identification signage
ગુજરાતી હેન્ડીક્રાફ્ટ ગેલેરી
ગુજરાતી हेंडीक्राफ्ट गैलरी
Gujarati Handicraft Gallery
प्रवेश
प्रवेश
Entry
navigational signage
destination signage
બ્રિટિશ બેરેક
ब्रिटिश बेरेक
British Barrack
सुरत आर्काईव्स
सूरत आर्काइव्स
Surat Archives
G
બ્રિટિશ લાઈફસ્ટાઈલ રૂમ
ब्रिटिश लाइफस्टाइल रूम
British Lifestyle Room
1
પોર્સિલીન રૂમ
पोर्सिलिन रूम
Porcelain Room
1
informational signage
wall
सुरत आर्काईव्स
सूरत आर्काइव्स
Surat Archives
flag signage

applications









VASCOO

Vascoo is a platform-based app that offers support to Indians traveling abroad for various purposes like higher education or employment.

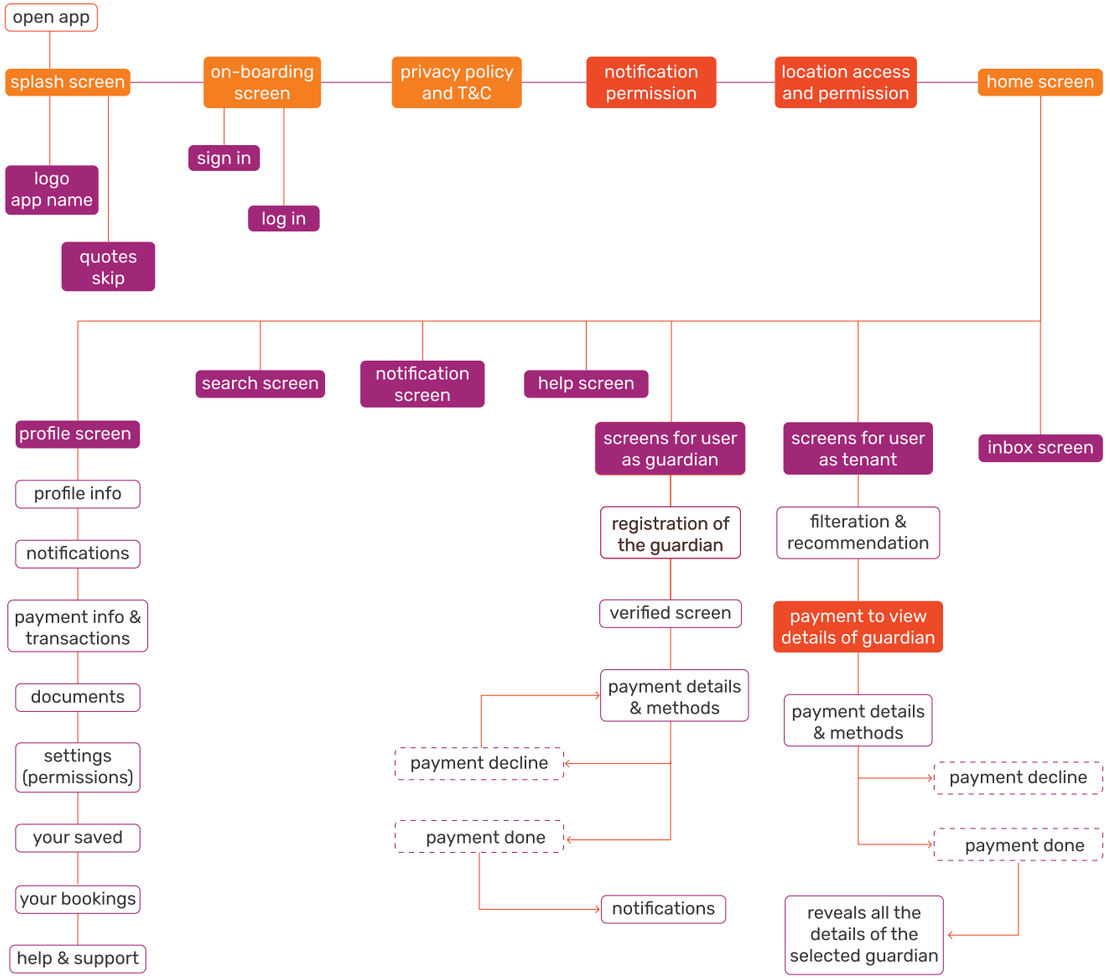
This application helps these travelers connect with a guardian who can provide assistance with accommodations, food services, document processing, or a combination of these needs. Likewise, guardians can utilize this app to identify potential tenants to whom they can offer their services.

Application Design - UI/UX
User Flow, User Persona, UI Design, Style Guide, Icons, Illustrations, User Interactions

Category
Academic Project

Yashasvi Satodiya
Ria Jariwala

information architecture



user persona



Systematic | Enthusiastic | Calm | Practical

Name:
Shrutwa Patel

Nationality:
Indian

Education:
Masters in Cyber Security
Canada

Age:
21

Status:
Unmarried

Issues:

The process of finding a reliable source and contacts in other country is time consuming.

Interests:

Listening to music and exploring different books in the library.

Bio:

Shrutwa Patel is 21-year-old, currently studying in Canada. She went there to pursue a Master's degree in Cyber Security. She recently moved to Canada after having difficulty locating a trustworthy place to live, food services, and other essentials prior to her move. It could have been helpful to her to have a platform where she could find trustable sources and a place to stay in the same community before going there.

Goals:

- To be able to find networks and platforms easily in other countries.
- To discover reliable and friendly contacts.
- To have effective communication
- To make contacts belonging to the same community.

Personality:

Introvert — Extrovert

Stay at home — Go out

Loyal — Fickle

Passive — Active

Motivation:

Price

Comfort

Convenience

Security

Community

style guide

logo

buttons

Normal

Tap

Disabled

icons

colour

#f57e20

#d3264c

#fffef9

#ed4927

#9f2979

typography

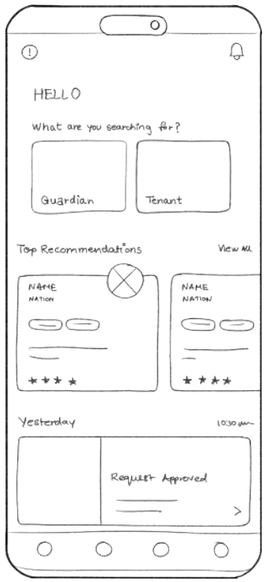
Rubik

T1	**24pt**	**medium**
T2	**20pt**	**medium**
T3	**18pt**	**medium**
B1	16pt	regular
B2	15pt	regular
B3	14pt	regular
info 1	12pt	regular
info 2	11pt	regular

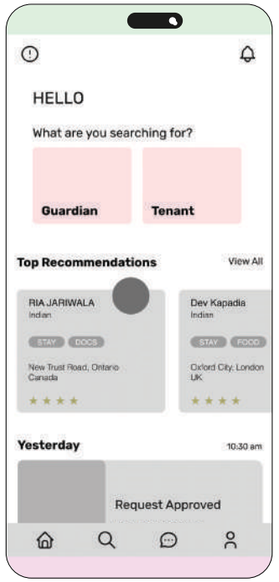
illustrations

wireframes

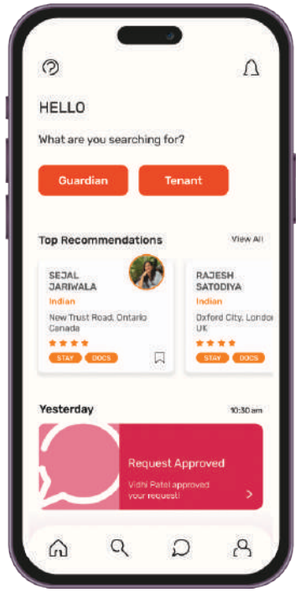
low-fidelity wireframe



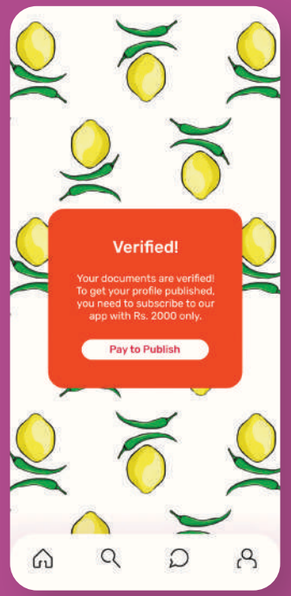
high-fidelity wireframe

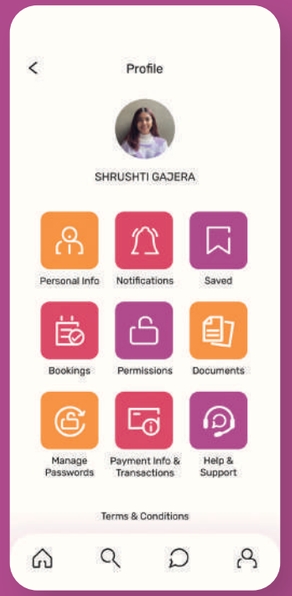


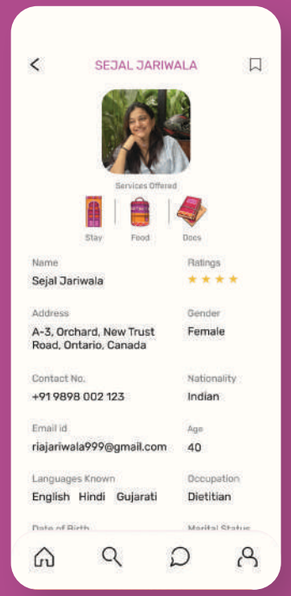
ui

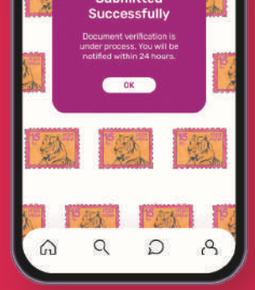


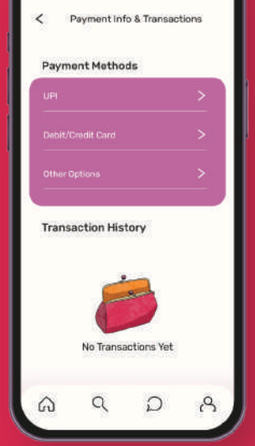
screens

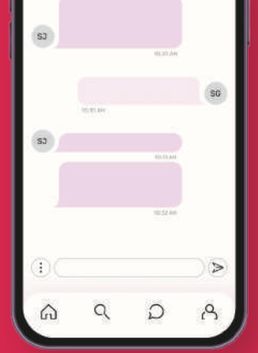


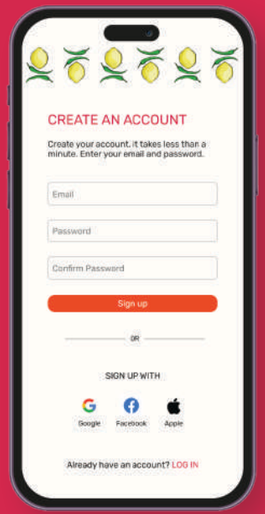


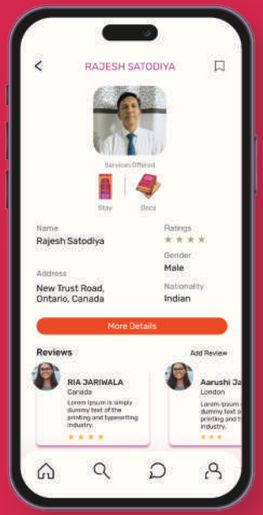


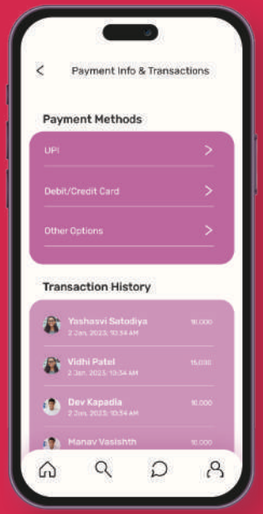

Successfully
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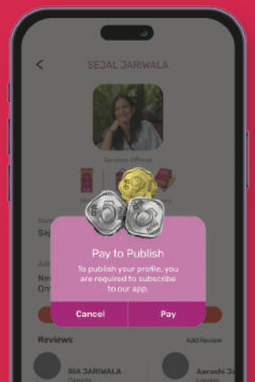

Payment Info & Transactions
Payment Methods
UPI
Debit/Credit Card
Other Options
Transaction History
No Transactions Yet

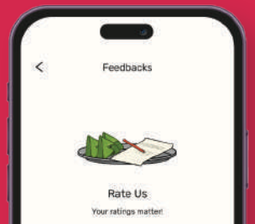



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Create your account. it takes less than a minute. Enter your email and password.
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Confirm Password
Sign up
OR
SIGN UP WITH
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Facebook
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Already have an account? LOG IN

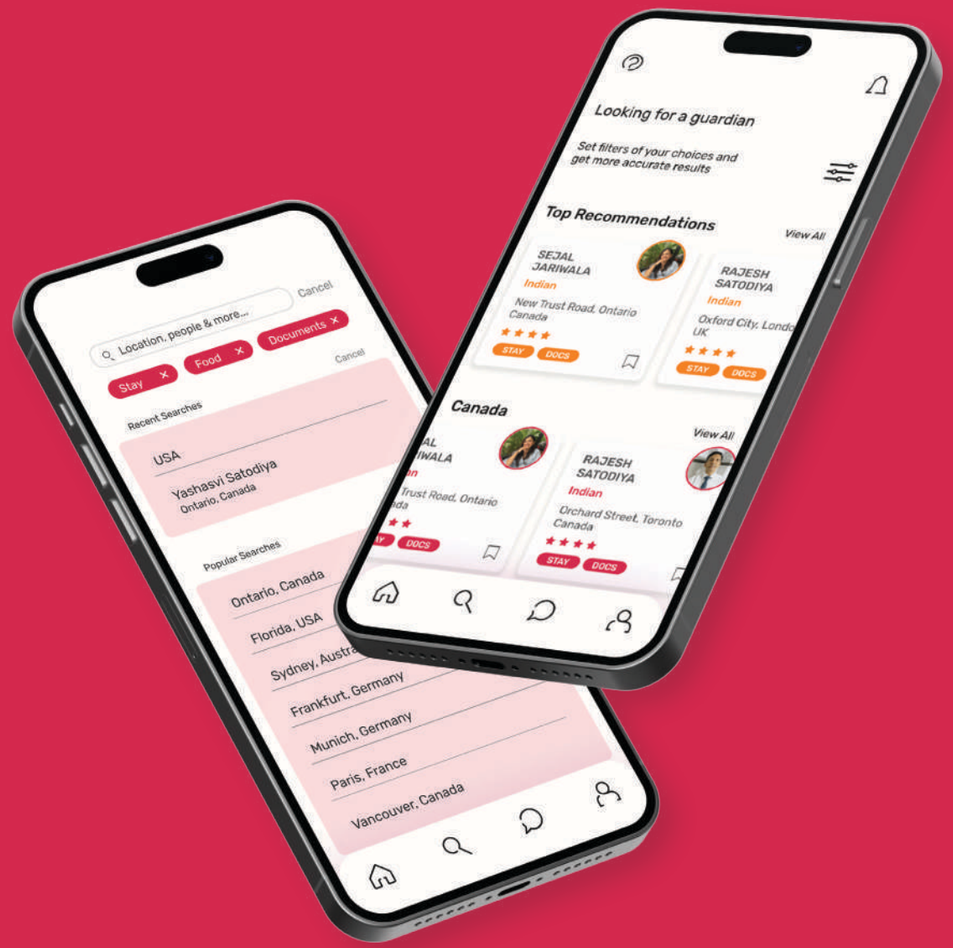

RAJESH SATODIYA
Name
Rajesh Satodiya
Ratings
Gender
Male
Address
New Trust Road, Ontario, Canada
Nationality
Indian
More Details
Reviews
Add Review
RIA JARIWALA
Canada


Payment Info & Transactions
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Debit/Credit Card
Other Options
Transaction History
Yashasvi Satodiya
Vidhi Patel
Dev Kapadia
Manav Vasishth


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MISCELLANEOUS

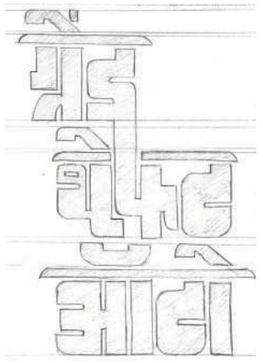
A collection of some experimental type and lettering, concept illustrations and hands-on illustrations

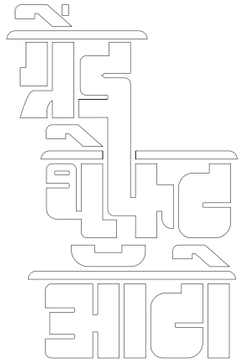
In this project I selected a wordmark logo, studied it's charecteristics and replicate it in Devanagri script without losing either of their essences.

The logo I selected was of Grand Theft Auto, a game franchise that creates Story-based, crime games.



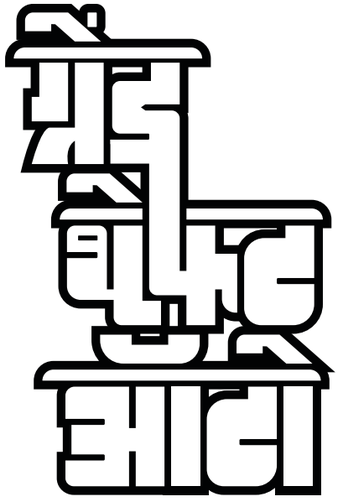
grand theft auto latin to devanagri logotype













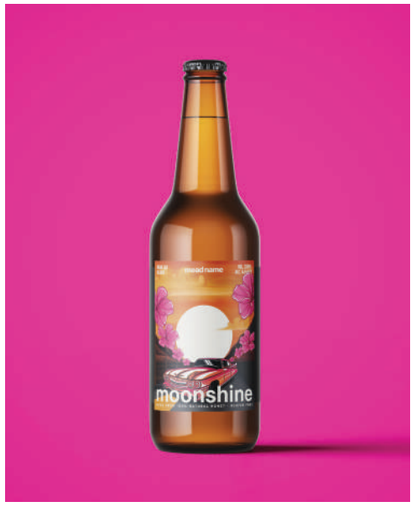
gulabo devanagri lettering



louis armstrong hand stippling

Moonshine is a mead brewery company. This is a label exploration for their newly introduced flavor - ginger and hibiscus. The white circle in the center of the label is a part of their identity.





mead bottle label digtal illustration



contemporary kalamkari motifs digital illustration



Suresh, a farmer and artist from a remote Warli community, is touched by a mute and deaf child's struggles to communicate. He initiates art workshops, teaching them Warli art, rekindling the fading tradition. Art sales support a school for the deaf and mute, fostering empathy and inspiration. It's aptly named "Kala Chakra."

kala chakra storytelling through warli



floral motifs digital illustration

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