JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Creating Graphic Solutions :

Based on Explicit Client Breifs, and Internal Assignments for the Studio

VOL. 1 of 2

Student : **Karan Chaudhary**

Sponsor : **ReVisual Labs**

Mentor : **Binil Mohan**

Consultant : **Gurman Bhatia**

Programme :
Bachelor of Design (B.Des)
Interdisciplinary Design

THE GRADUATION PROJECT 2025

1

The Evaluation Jury has recommended **Karan Chaudhary**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **InterDisciplinary Design**

Herewith, for the project titled “Creating Graphic Solutions :
Based on Explicit Client Breifs, and Internal Assignments for the Studio”
on fulfillment of requirements by

Jury Chairman

Jury Member

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

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Student Name in Full: Karan Chaudhary

Signature: Karan

Date: 10 June 2025

Place Jaipur

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Student Name in Full: Karan Chaudhary

Signature: Karan

Date: 10 June 2025

Acknowledgement

I would like to extend my gratitude to the following individuals and organisations whose support and guidance laid the foundation for this entire project.

Gurman Bhatia

I sincerely thank the founder of Revisual Labs Gurman Bhatia for giving me this opportunity to work and learn in a professional setting, allowing me to gain meaningful experience of working with a team and under strict deadlines.

Binil Mohan

I sincerely thank my mentor in this phase of my professional learning, helping me be confident in transitioning from academia to real world scenario, for being helpful in both phases.

Swathi

A special Thanks to my co worker and teacher at Revisual Labs, Swathi, for helping me deal with obstacles and being sincerely present at situations of helplessness. Thank you for dealing with me during the course of this project.

JK Lakshmipat University Insitute of Design

Lastly, I think JK Lakshmipat University, Jaipur, for providing the academic space, resources, and mentorship that shaped the foundation of this project.

Prologue

Studying at JKLU taught me to look at design not just as a skill, but as a way of thinking — a way to ask questions, observe closely, and build things that respond to real needs. During my graduation project, I had the chance to intern at Revisual Labs, a graphic design studio that works deeply with information and visual storytelling. It was here that I started applying everything I'd been learning — not just tools or techniques, but ways of seeing. The shift from classroom projects to a live studio environment pushed me to be more mindful, more collaborative, and more clear about my decisions. This time helped me understand where I stand as a designer — somewhere between curiosity, communication, and care.




PhonePe Announces its IPO

Content

Phase 1

Project Introduction

Objective

Client and Design Brief

Design Process

Explorations

Learnings and Reflections

Glossary

Phase 2

Project Introduction

Objective

Client and Design Brief

Design Process

Learnings and Reflections

Glossary

Credits

Introduction

ReVisual Labs

An information design agency based out of delhi, with remotely working members

Role and Responsibility

Creating Graphic solutions based on client briefs and assignments that would help the studio, in managing client relations and improving their identity and work flow.

Introduction

Project Background

At Revisual I had to design solutions for improving their social media presence and helping the team with generating graphic assets for client projects

The studio and team specialises with graphics and data.

Context of Work

The studio has a social presence to maintain, with scheduled posts on instagram and other social media platforms, and documenting projects for future reference and company portfolio.



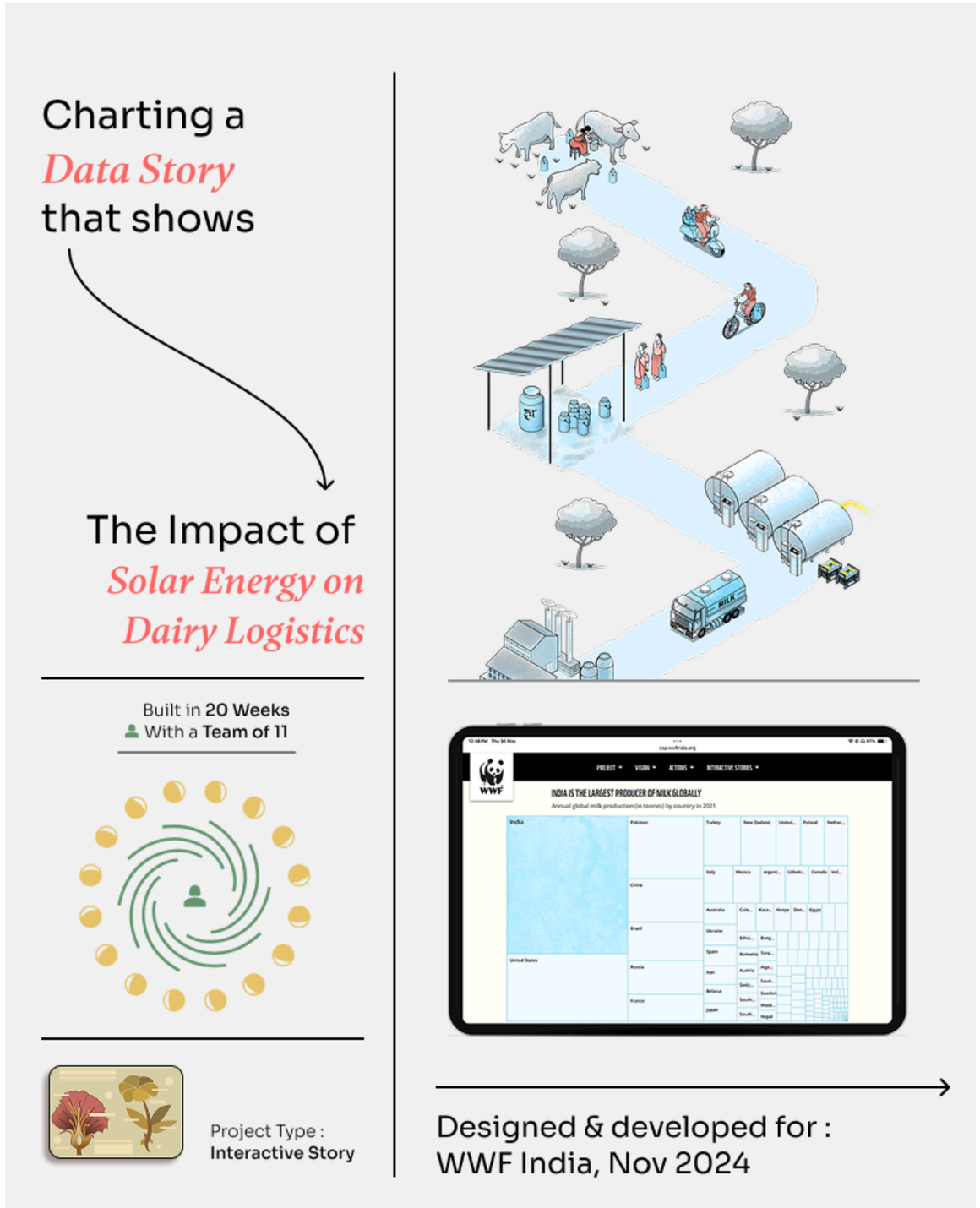
Introduction

Project Overview

Phase 1

The project can be seen in two phases, phase one being particularly tasked with redesigning social media posts template for publishing projects.

I had developed a micro visualisation and template to be followed while preparing a project post in future, which is comprehensive of what goes on in the background of any project at revisual labs.

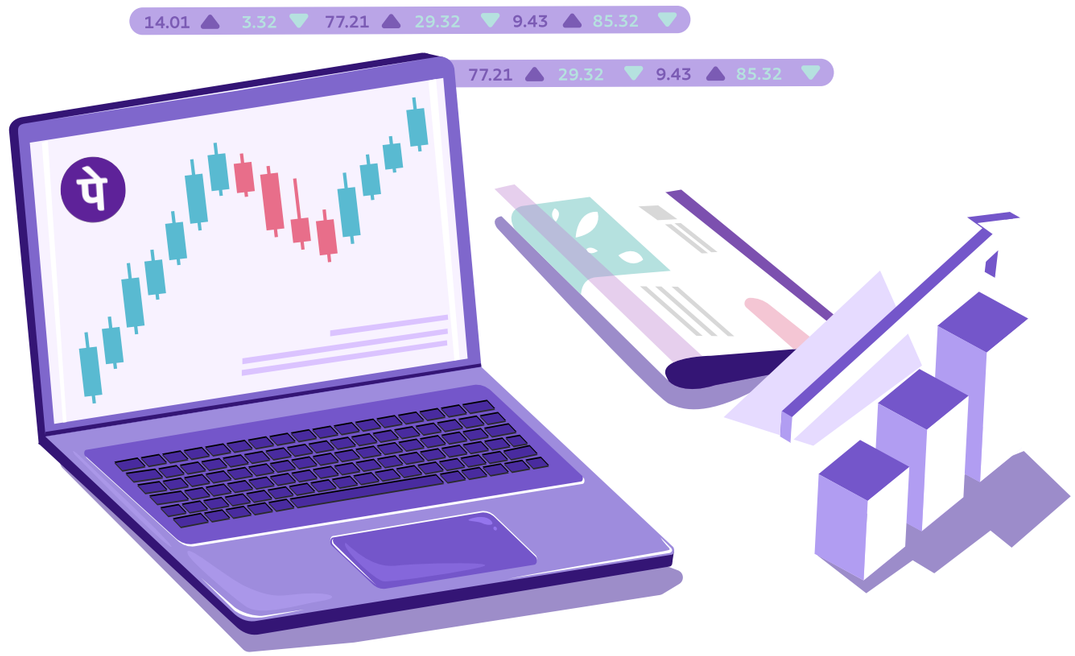


Introduction

Project Overview

Phase 2

The second phase consist of client briefs and graphic requirement for redesigning a particular part of client’s website



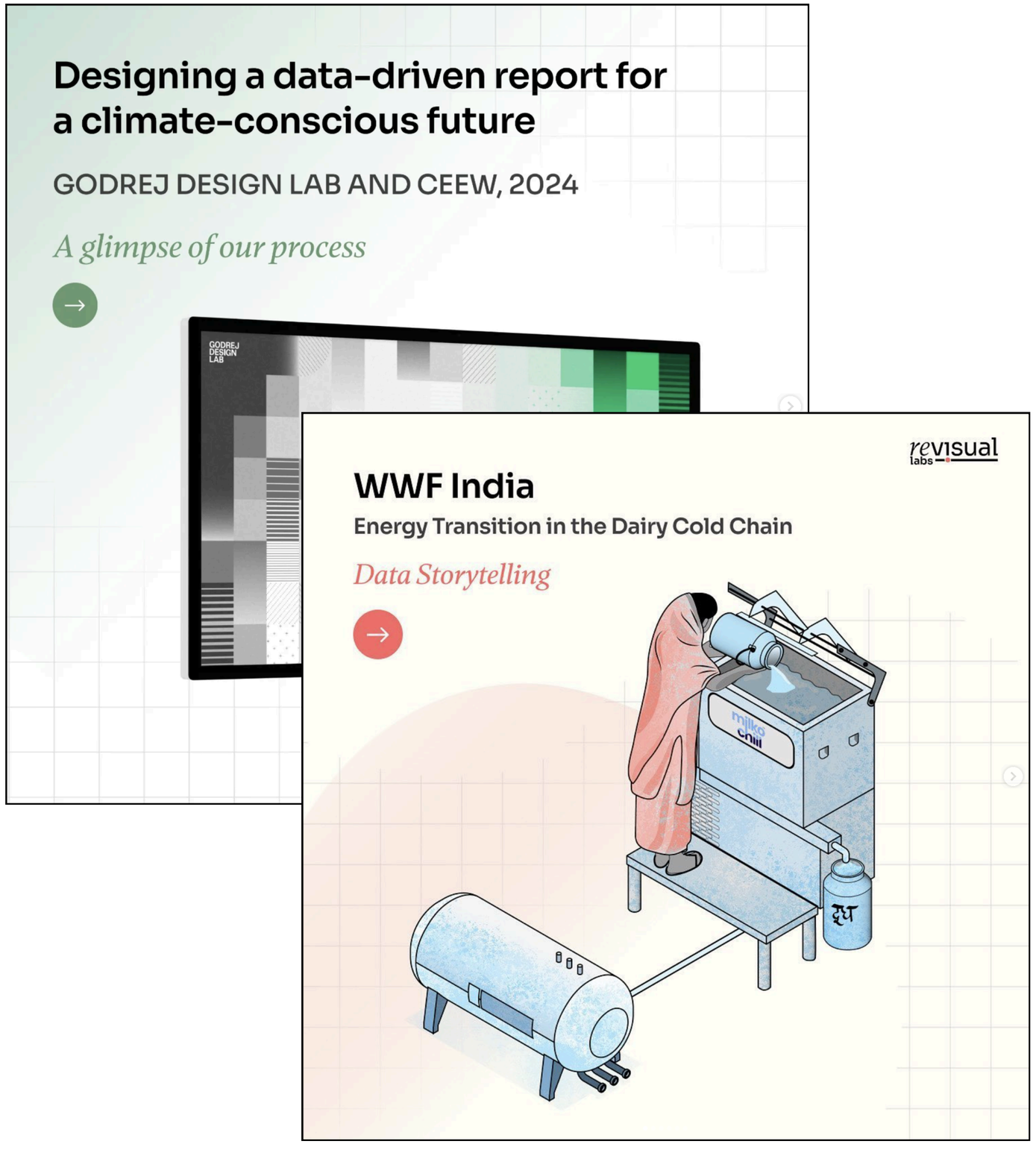
IPO Launch webpage graphic

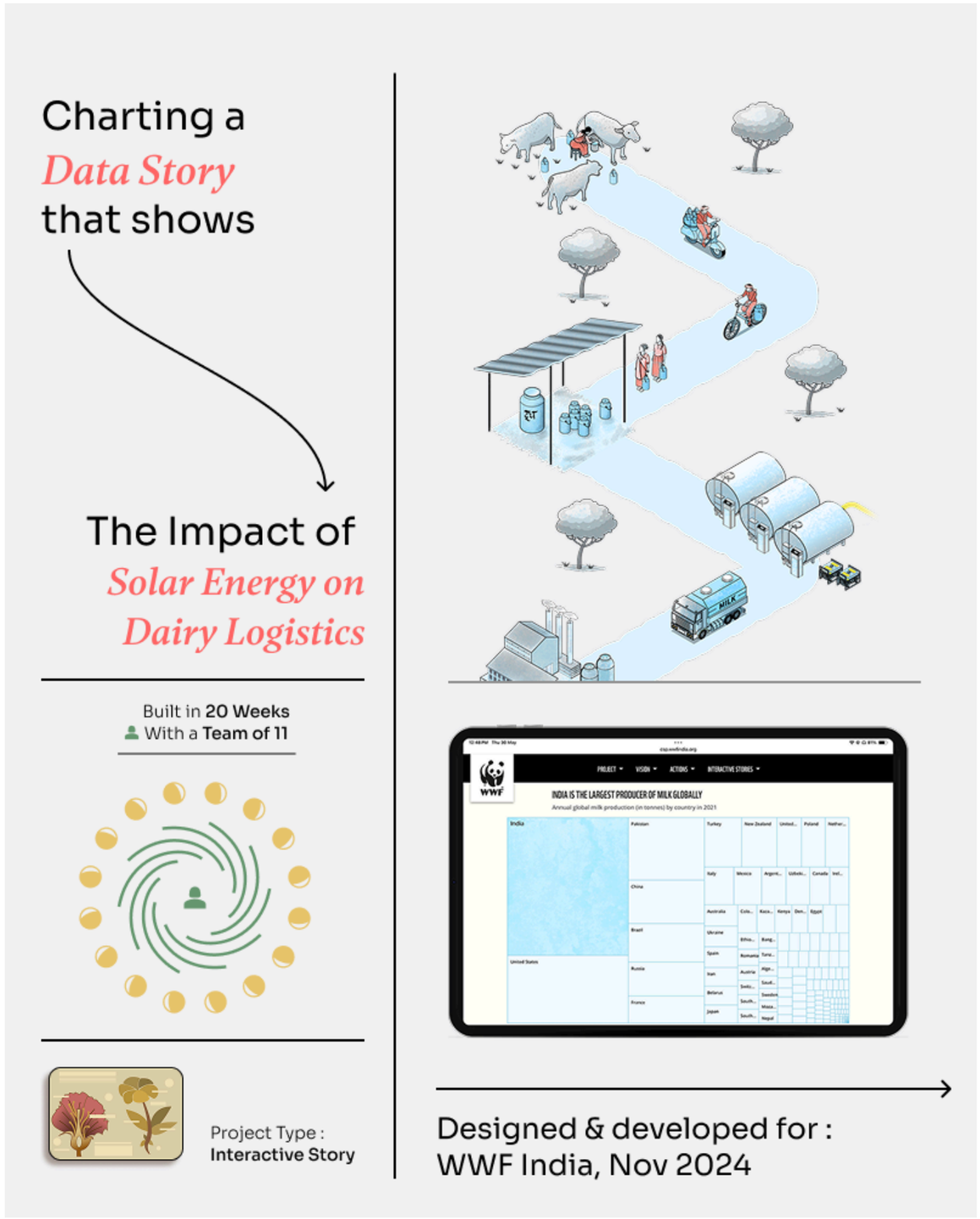
Phase 1
(Social Media Post)

Objective

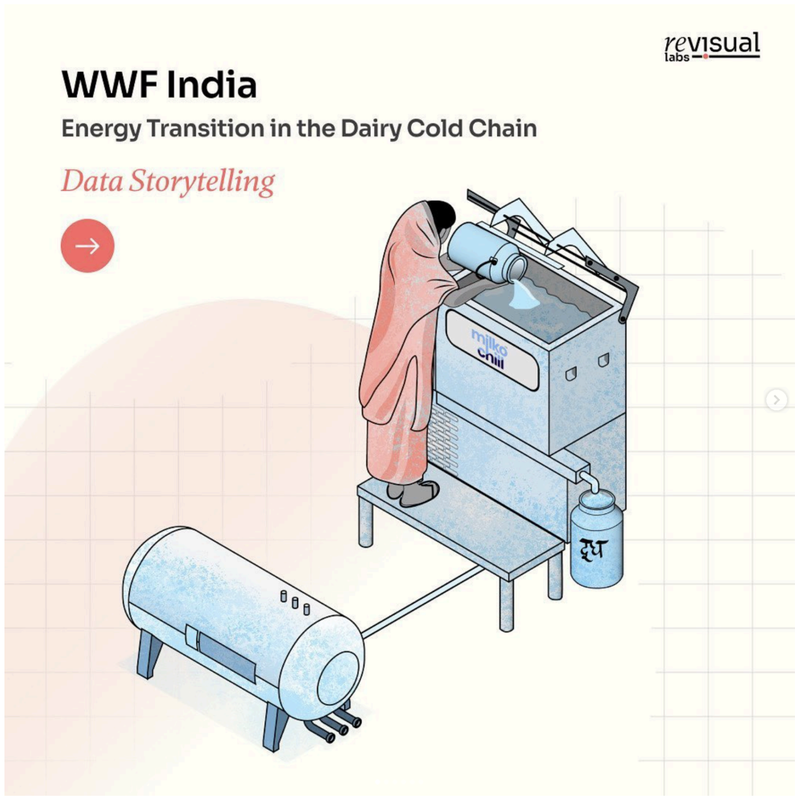
Developing a new concept for social media posts, particularly project posts that contains project information, timelines, assets created and background information on team working on the project.

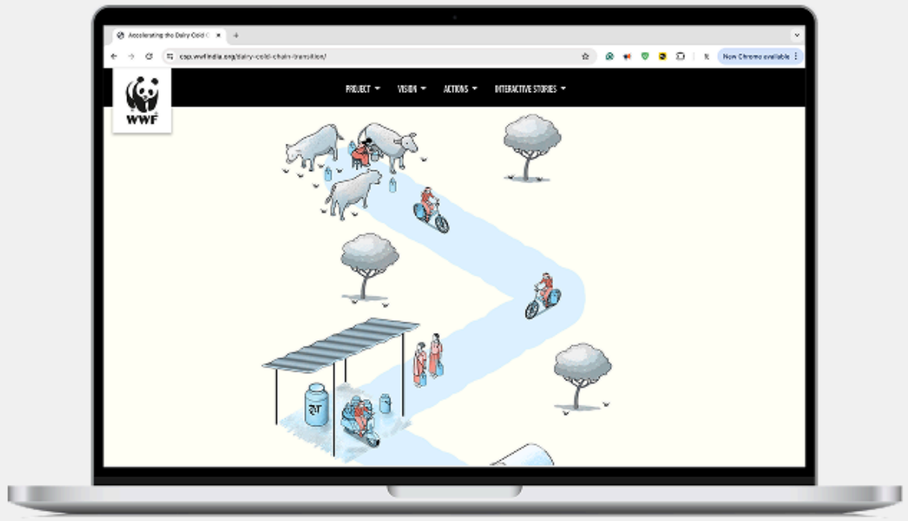
I had recommended a new system of documentation with certain aspects highlighted more and in a reordered sequence with a micro-viz, that was previously missing.





Overall shift between the new and previous template.
With changes in Title Writing, Image Placement, Micro Viz and Additional Categorisation such as Project Type





PROJECT OVERVIEW

WWF India is implementing solar-powered dairy cooling to help farmers save money, minimising supply chain waste. This initiative further contributes to reducing carbon emissions.

We played a role in bringing this story to life.

rv.l

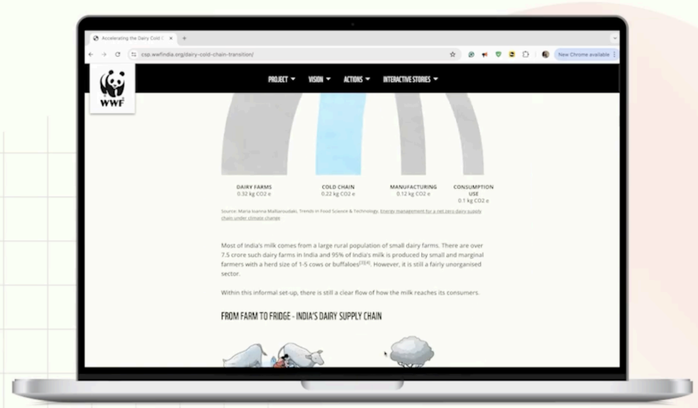
Page 2
Typographic changes and consistent layout

WWF India — Energy Transition in the Dairy Cold Chain

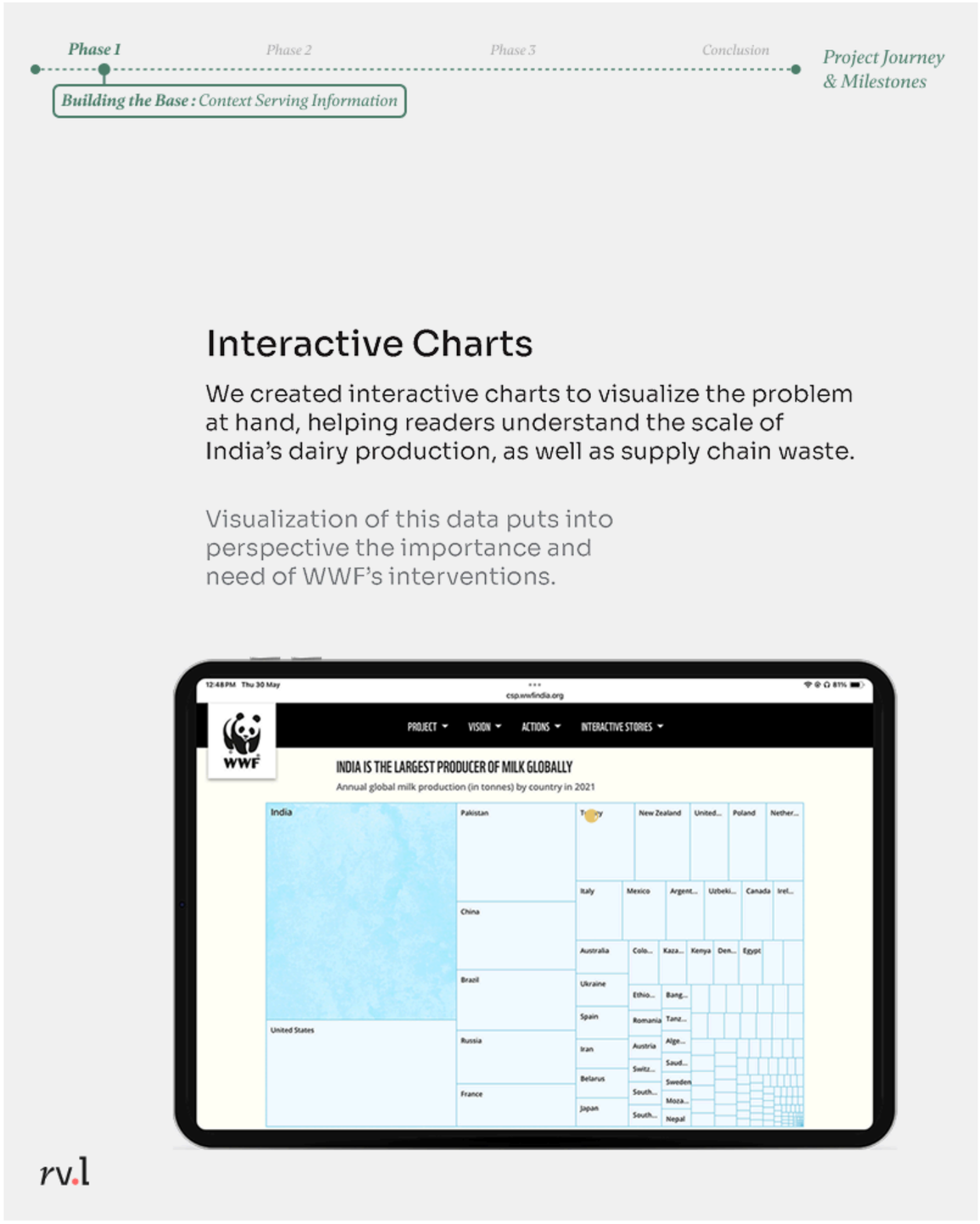
WWF India is implementing solar-powered dairy cooling to

1. Help farmers save money
2. Reduce supply chain waste
3. Reduce carbon emissions

We helped bring this story to life.

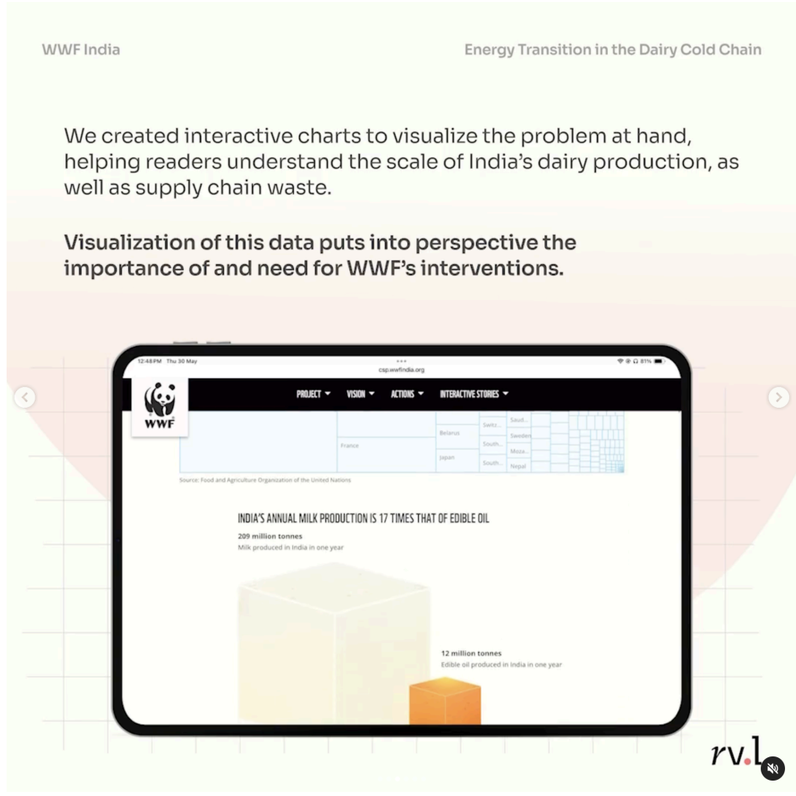


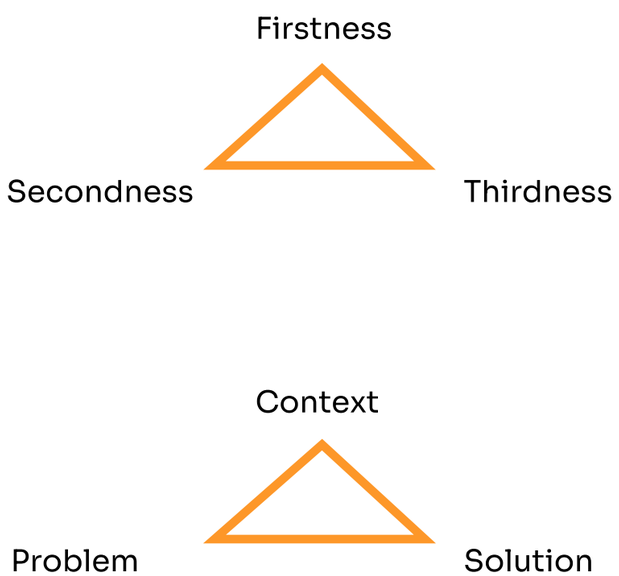
rv.l

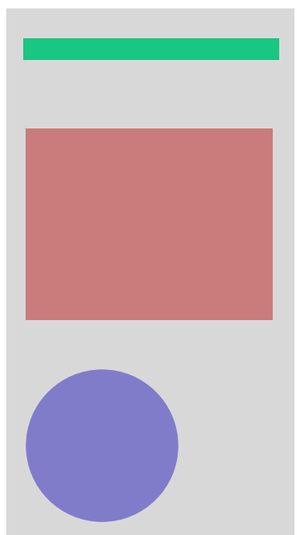


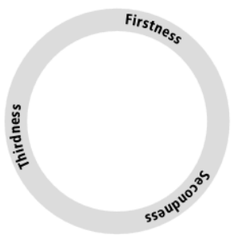
Introduction of Journey Graphic with nuanced understanding of information types and quality.











Firstness - without reference to anything else (Journey Graphic)
Secondness - with respect to second but regardless of any third (Description)
Thirdness - bringing second and third into a relation to each other (Proof)

*Potential

*Logical Coherence

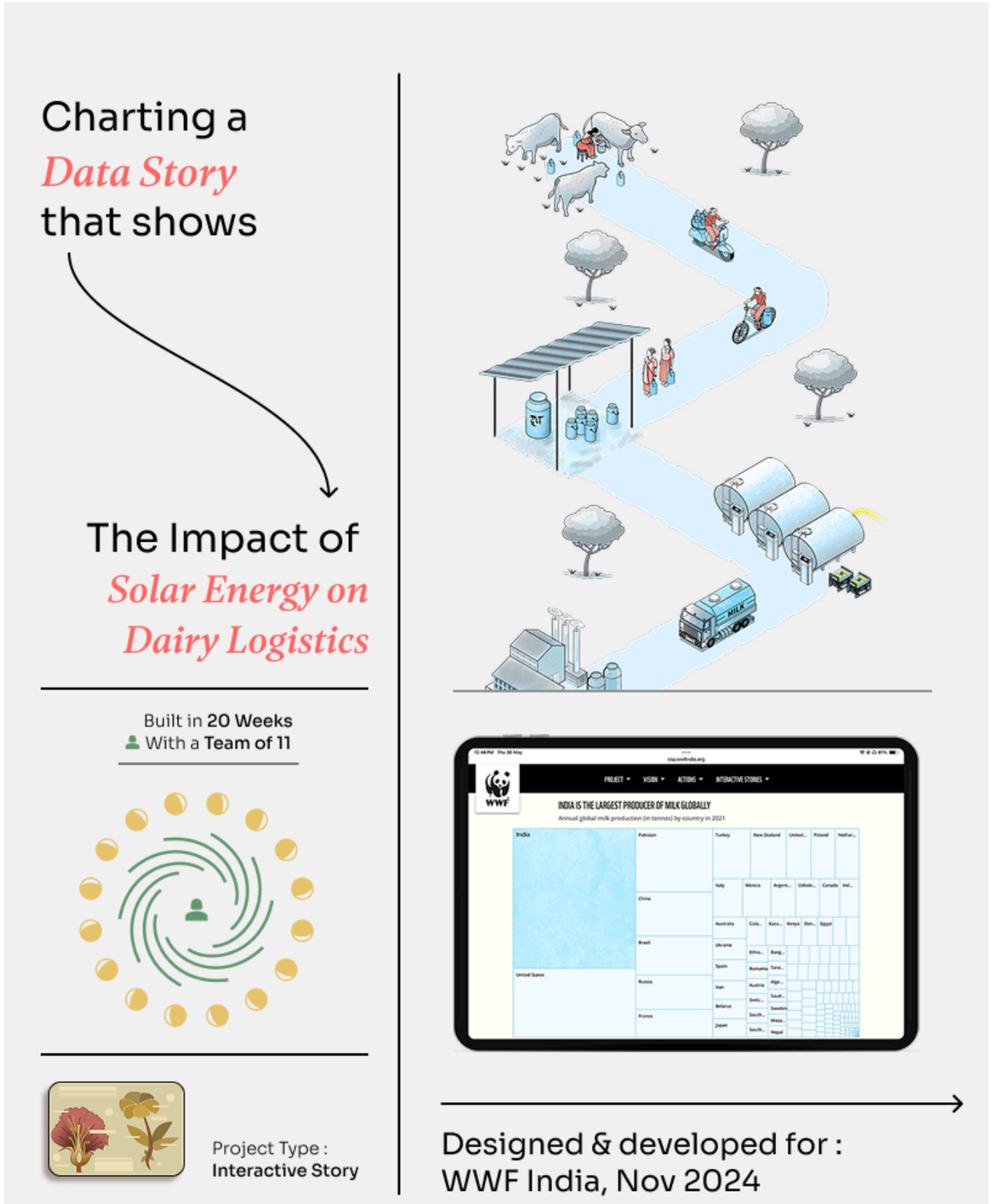
Design Process

Developing Journey Graphic

To provide effective information on project and at the right time

Individual Page	As a Set
For an Individual Page's Comprehensiveness, Logical Coherence and Direct Messaging, it would be helpful to have a check on these relationships	Bottom Up Approach Always Starting with the Project Overview. Followed by Collection of Design Decisions distributed sequentially relational to the timeline/ milestones of the project

Potential ex:
The colour red as it might be imagined, before it appears on any object.



COVER PAGE

Primary Information

>Title

>Visual

Secondary Information

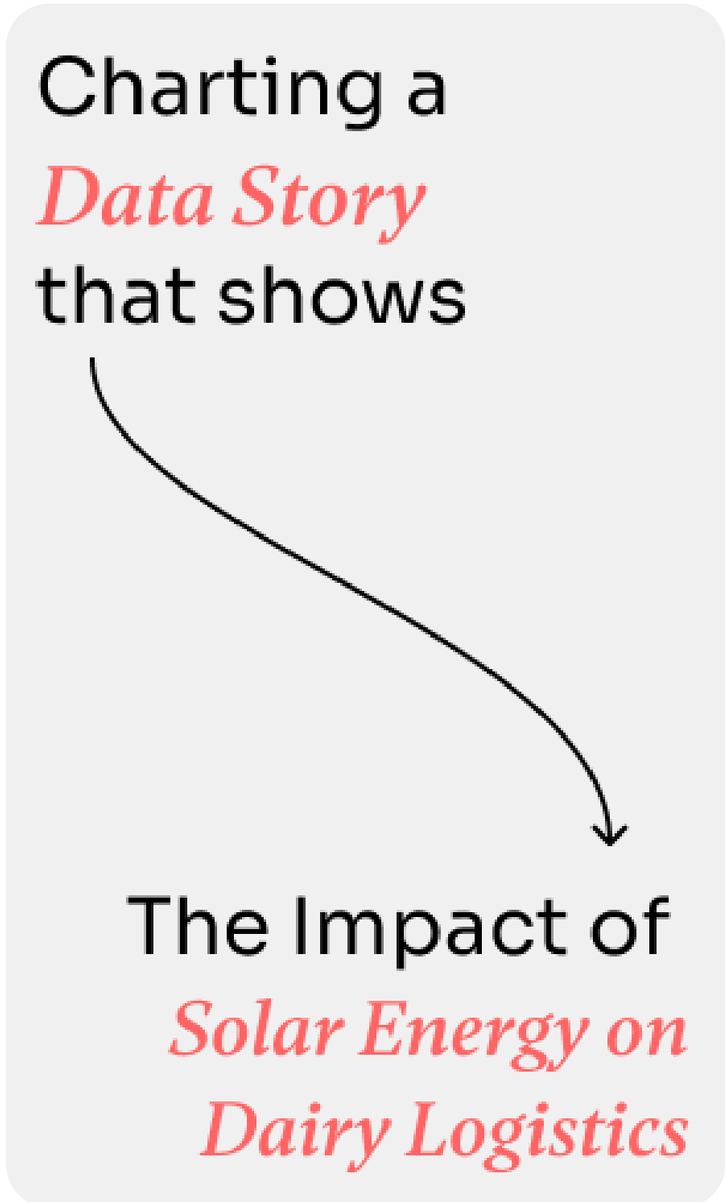
> Client Info

> Project Type

> Micro Viz

> Project Duration

> Team Member Count



COVER PAGE

Primary Information

>Title ←

>Visual

Secondary Information

> Client Info

> Project Type

> Micro Viz

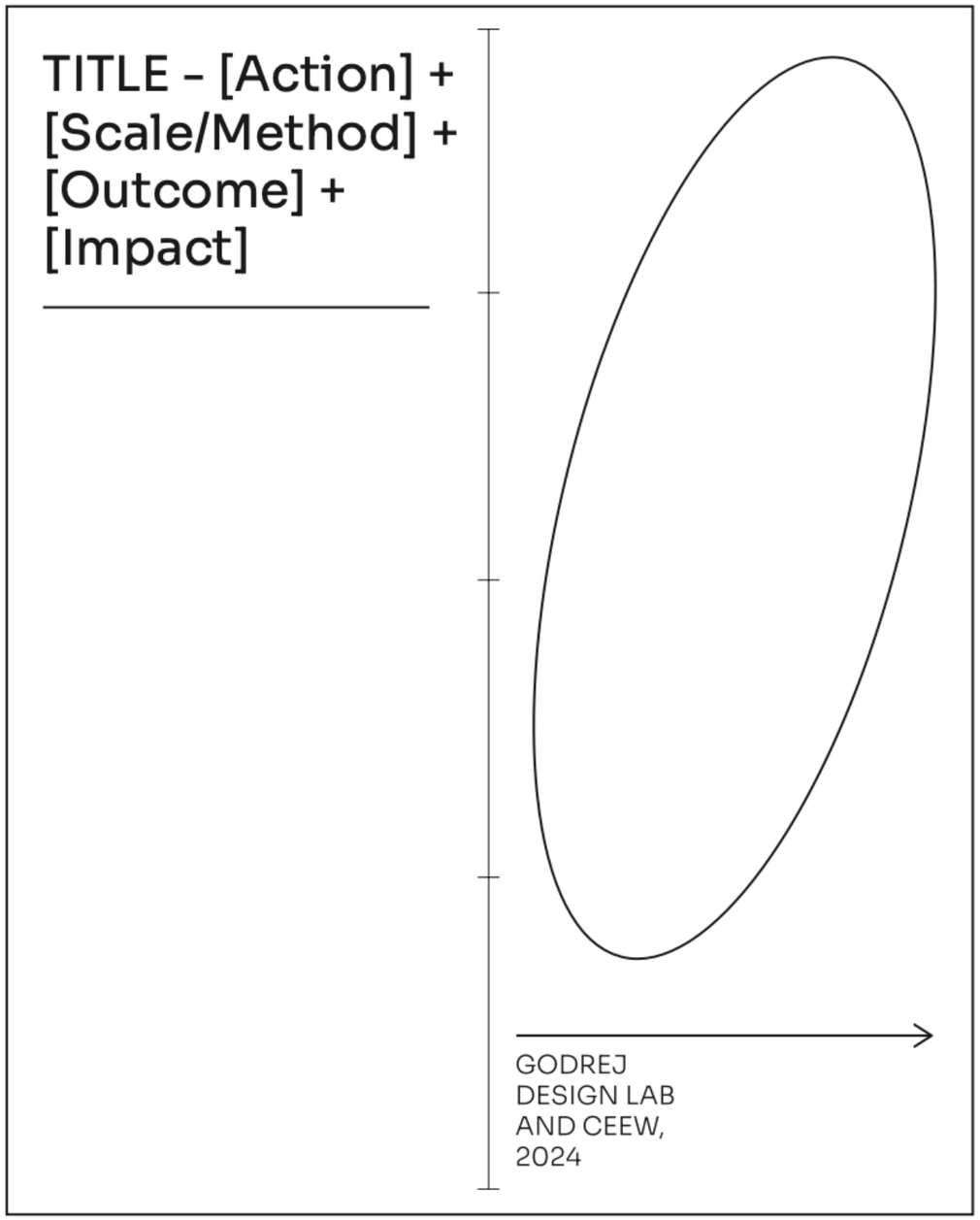
> Project Duration

> Team Member Count

ARROW

Movement from an abstract intention (charting a story) to a specific outcome (the impact on logistics).

Not just decorative, it performs the function



Equation For Title

[Action] + [Scale/Method] + [Outcome] + [Impact]

How we <structured information> <visually> to <simplify economic systems> and <make policy decisions more accessible and actionable>

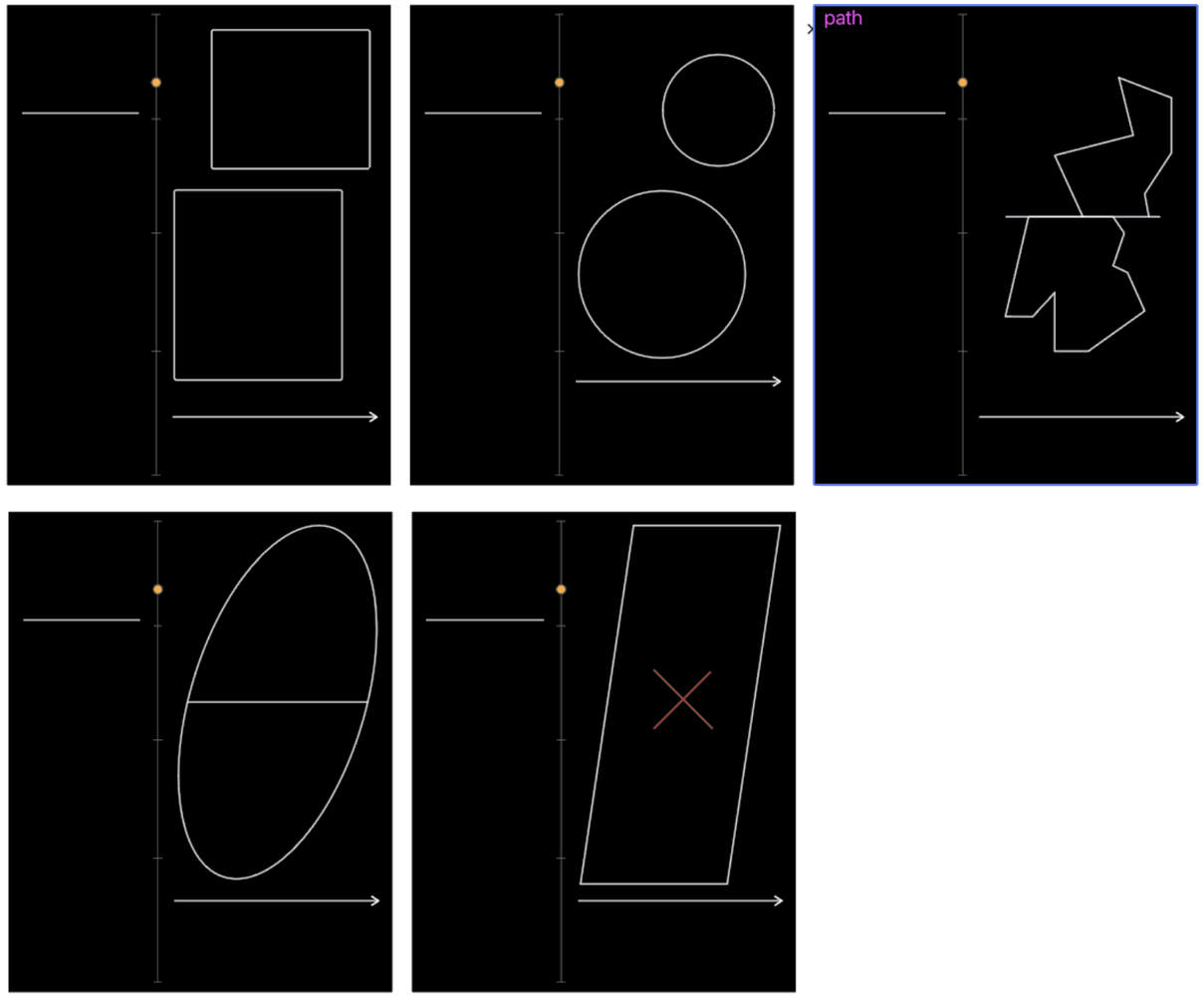
Action - Structuring Information
Method - Visual Structuring/Charts
Outcome - Simplified Economic Systems
Impact - Made decision making easier and accessible

Preconfiguration and Rules of Writing within this Structure.

Clarity & Precision in Action :

1. Always start with a Verb based Phrase for the Action.
2. The Verb should emphasise intentionality (eg. "Structured," "Designed," "Translated," "Developed," "Mapped").
3. Avoid Generic Verbs like "Did or Made"

Good: "Translating complex data"
Weak: "Working with data"



COVER PAGE

Primary Information

>Title

>Visuals ←

Secondary Information

> Client Info

> Project Type

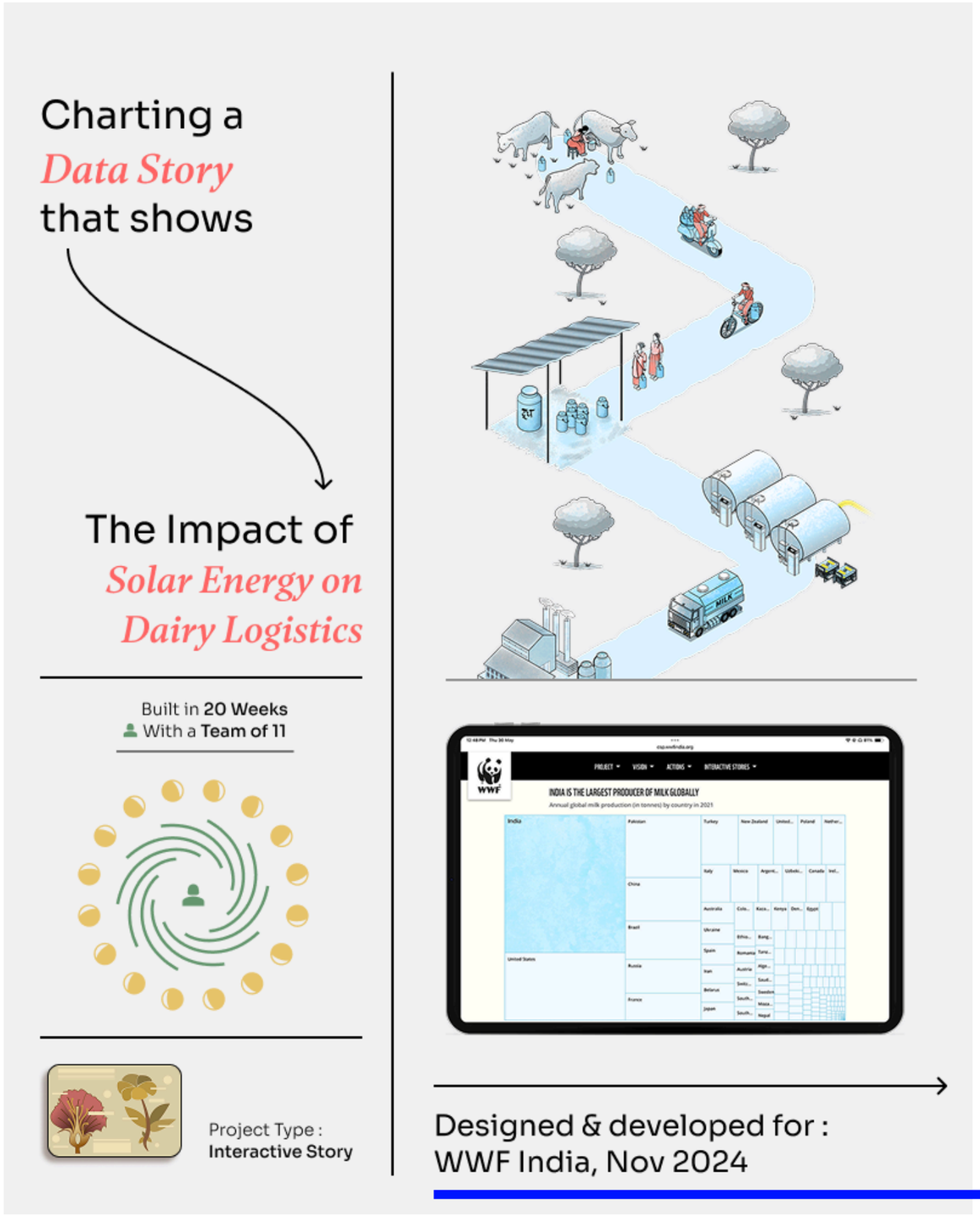
> Micro Viz

> Project Duration

> Team Member Count

FUNCTION : Accommodating variable content type and frames

Movement of eye towards the next page, subtle push towards the right, navigation assist.



COVER PAGE

Primary Information

>Title

>Visuals

Secondary Information

> Client Info

> Project Type

> Micro Viz

> Project Duration

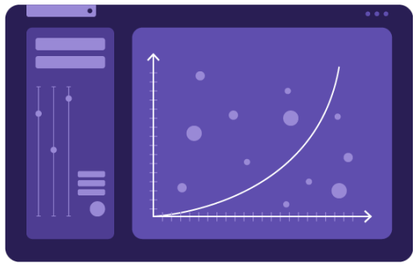
> Team Member Count

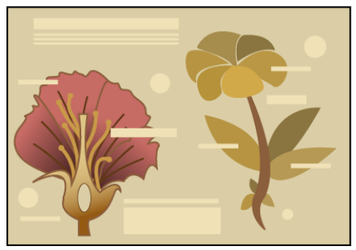
FUNCTION : Allow variable word count to fit consistently

Reports &
Publication
Design

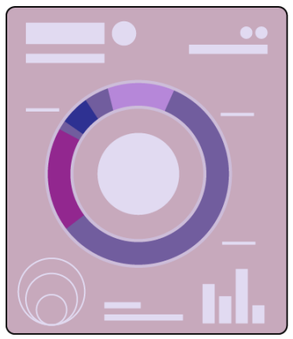


Customised
Dashboards

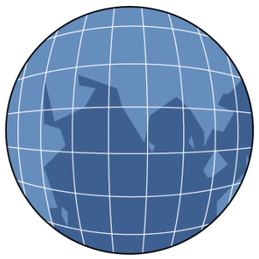




Scientific
Illustrations



Charts and
Infographics



Maps

COVER PAGE

Primary Information

>Title

>Visuals

Secondary Information

> Client Info

> Project Type ←

> Micro Viz

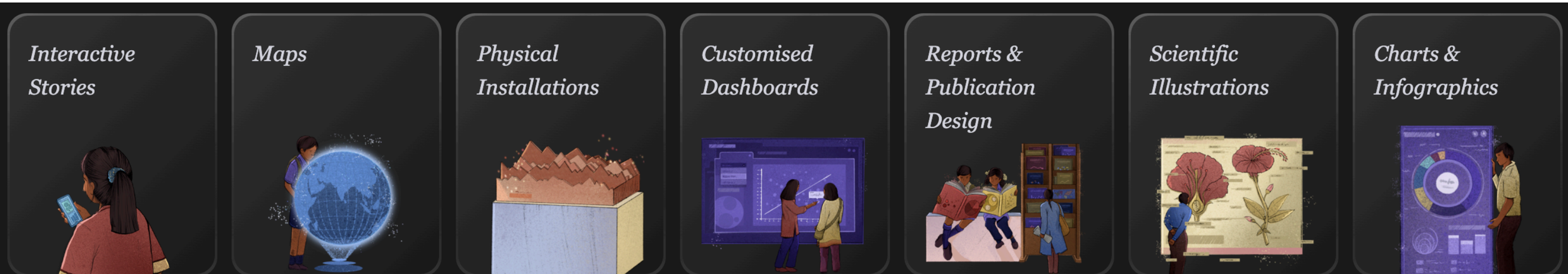
> Project Duration

> Team Member Count

FUNCTION : Allowing reader to screen through projects based on parameters

Maintaining the visual consistency by borrowing visual style from website

*From the RVL Website



Built in **20 Weeks**
With a **Team of 11**



Micro Viz

Primary Information

>Title

>Visuals

Secondary Information

> Client Info

> Project Type

> Micro Viz ←

> Project Duration

> Team Member Count

FUNCTION: Allowing readers to screen through projects based on parameters

ADDITIONAL LAYER OF INFORMATION: Building contextual relationships with the project

Built in **20 Weeks**
With a **Team of 11**



Micro Viz

Primary Information

>Title

>Visuals

Secondary Information

> Client Info

> Project Type

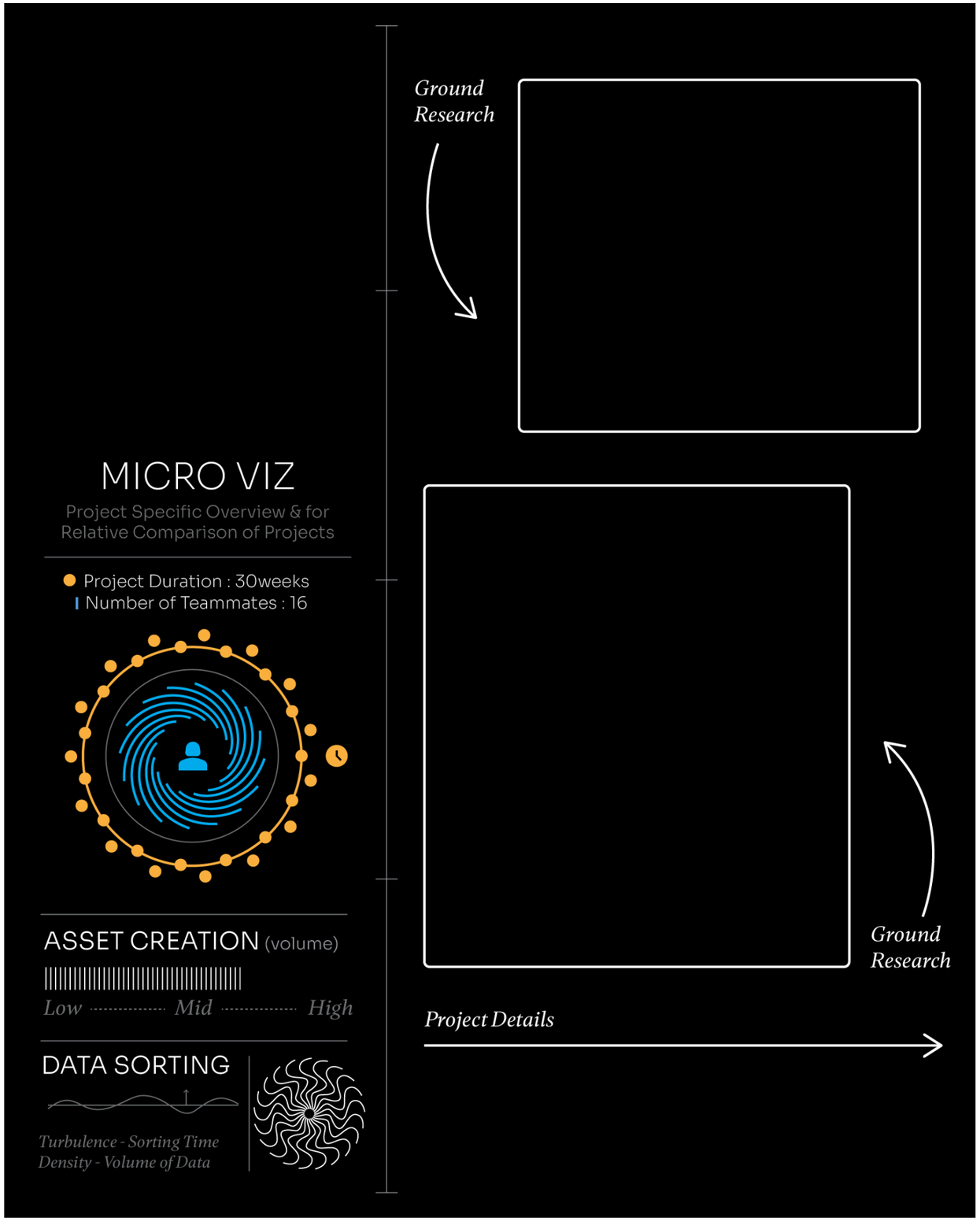
> Micro Viz ←

> Project Duration

> Team Member Count

ENHANCING THE READING EXPERIENCE.

ADDITIONAL INFORMATION FOR PEOPLE TO INTERACT IN A GALLERY VIEW AND MAKE COMPARATIVE SCANNING OF PROJECTS,



Explorations

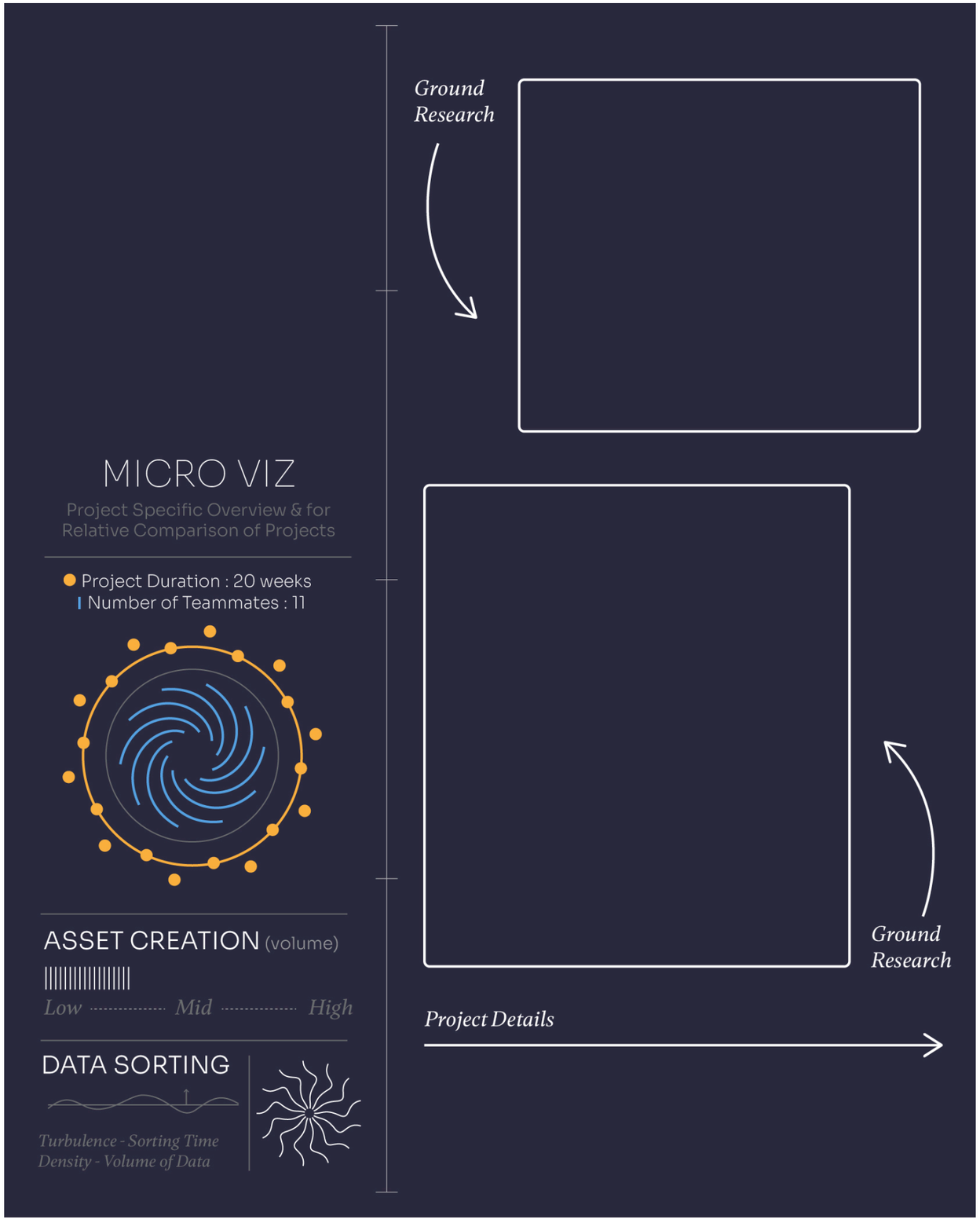
Micro Viz

Previous Iterations

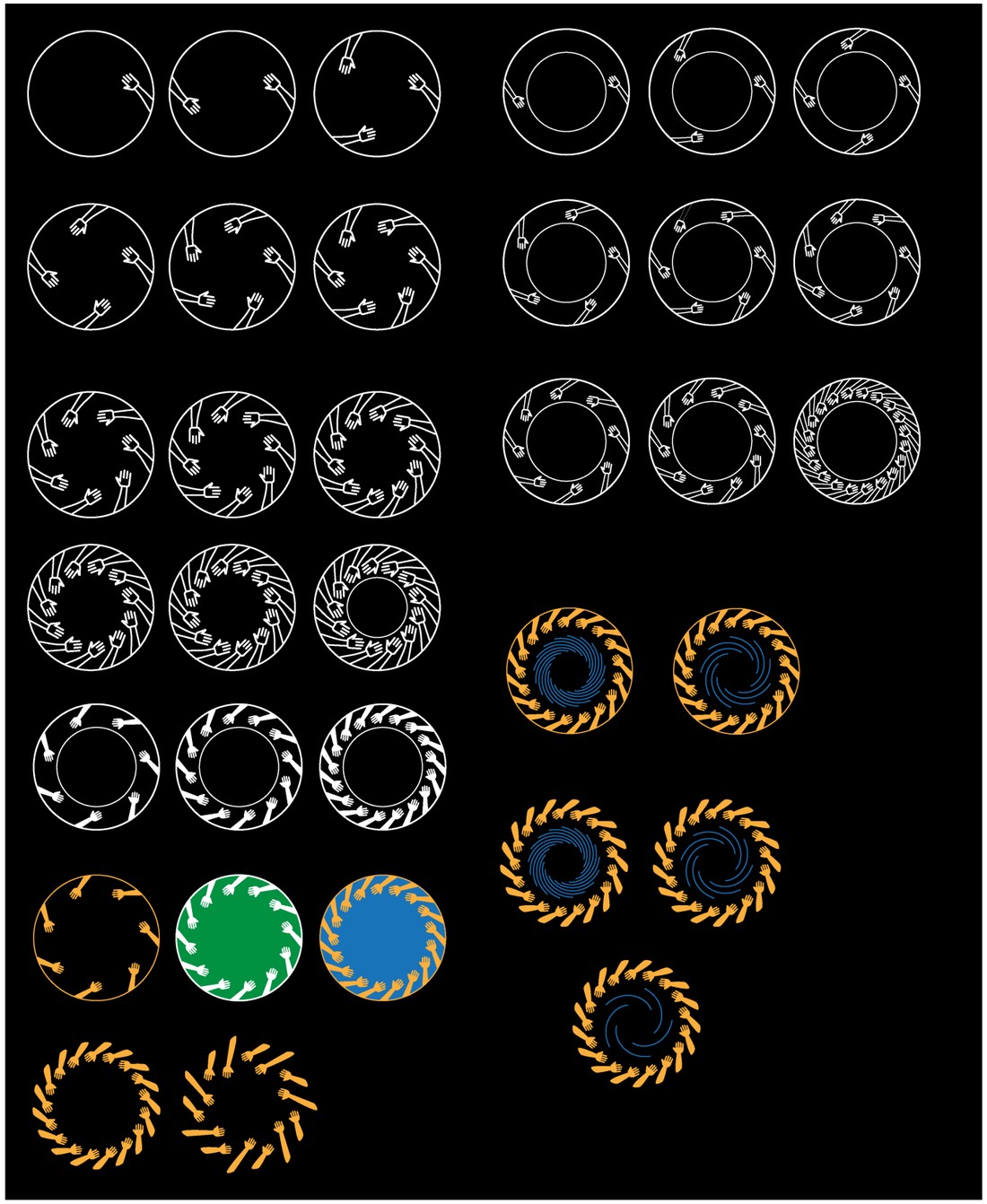
Reasons for Rejection :

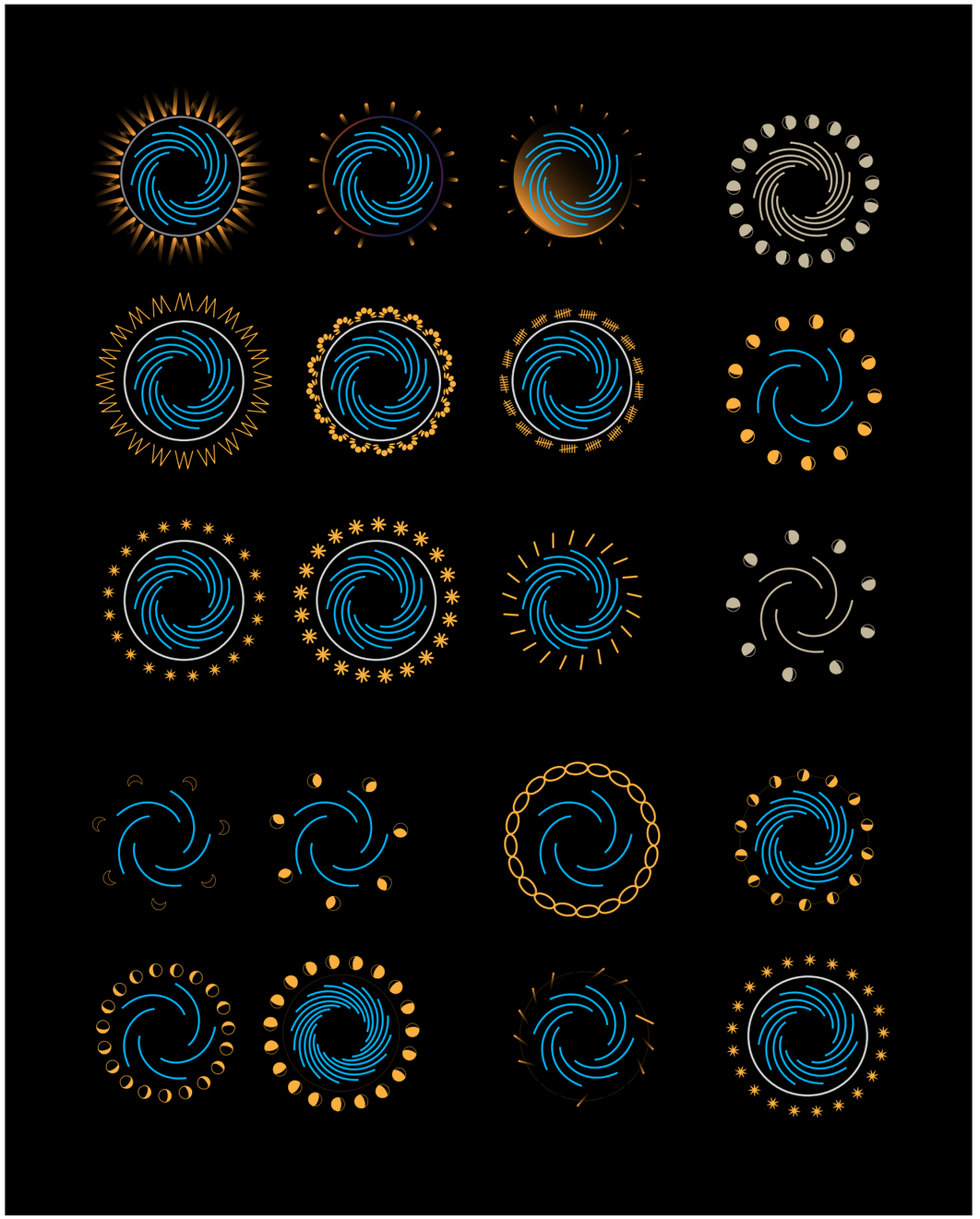
Parameters Difficult to quantify and **standardise** the lower of higher limits.

Need for a better signifier of time


Ground
Research
MICRO VIZ
Project Specific Overview & for
Relative Comparison of Projects
Project Duration : 20 weeks
Number of Teammates : 11
ASSET CREATION (volume)
Low
Mid
High
DATA SORTING
Turbulence - Sorting Time
Density - Volume of Data
Project Details
Ground
Research

No. of Teammates





Ground Research

REPORTS & PUBLICATION DESIGN - REPORTS & PUBLICATION DESIGN - REPORTS & PUBLICATION DESIGN -

MICRO VIZ PROJECT DETAILS

A Team of 10
Project Duration
8 Weeks

River Resoration Efforts

Project Details

At Revisual Labs

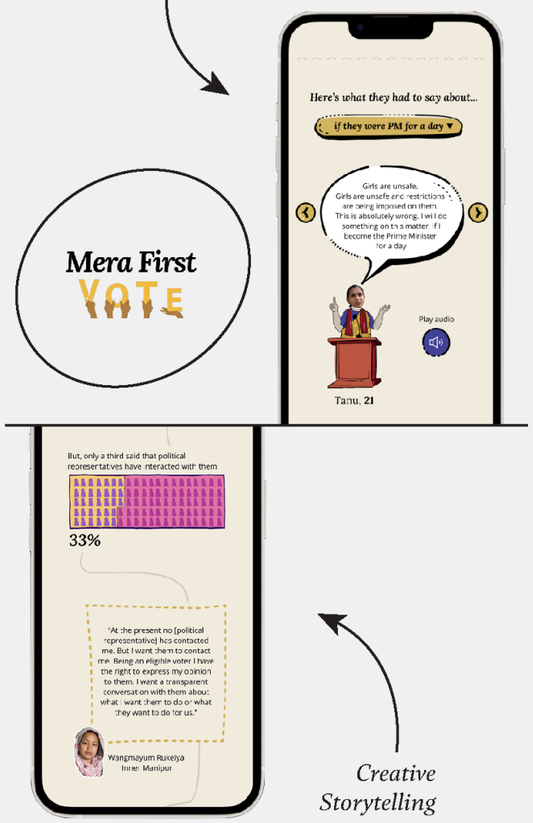
DESIGNING AN AUDIO - VISUAL DATA VIZ. THAT *Captures the Mood of First Time Voters*

INTERACTIVE STORIES - INTERACTIVE STORIES - INTERACTIVE STORIES - INTERACTIVE STORIES -

MICRO VIZ PROJECT DETAILS

A Team of 10
Project Duration
8 Weeks

Information Design

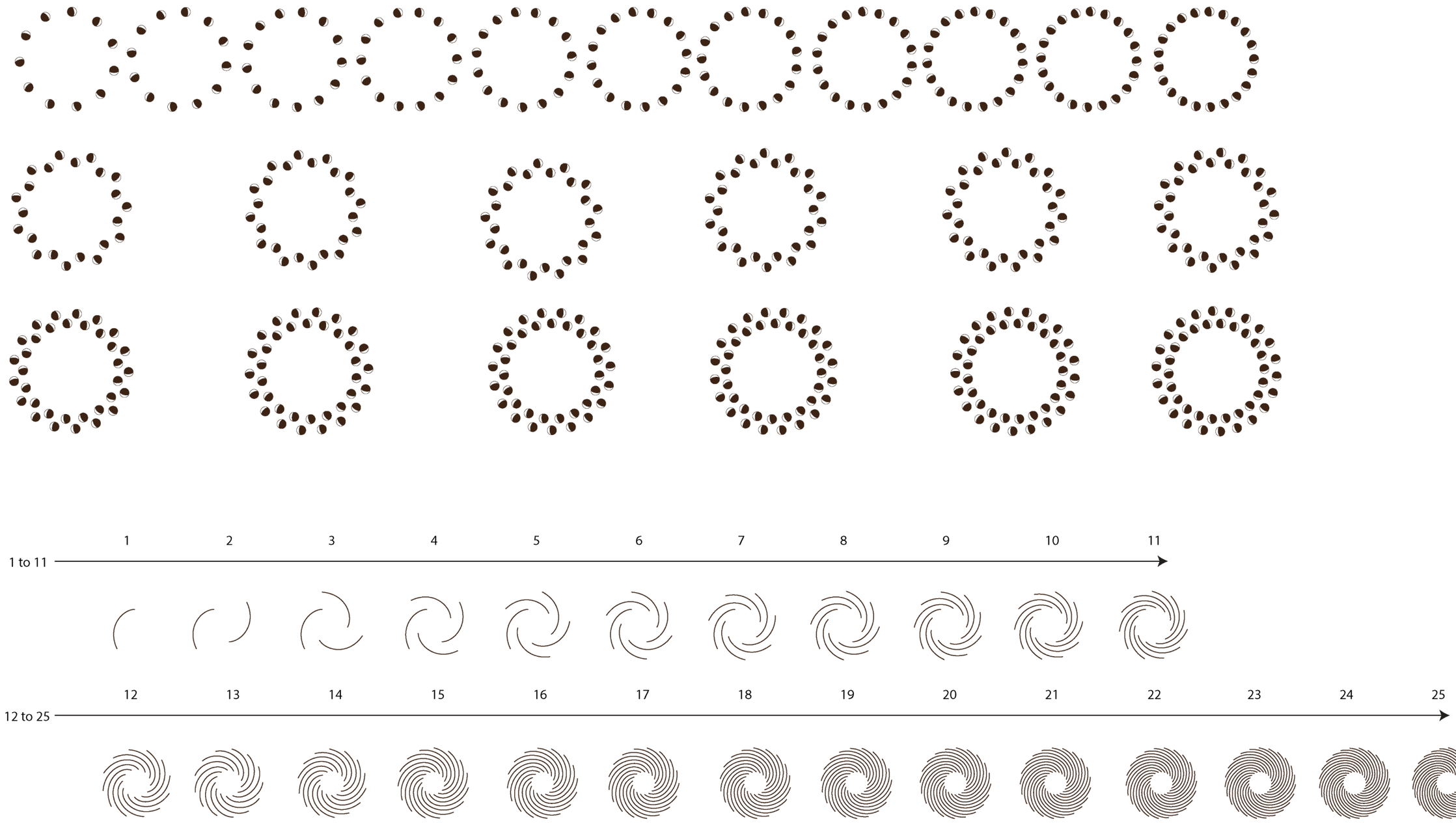


Creative Storytelling

Project Details

BEHANBOX
2024

Up for Figma Automation



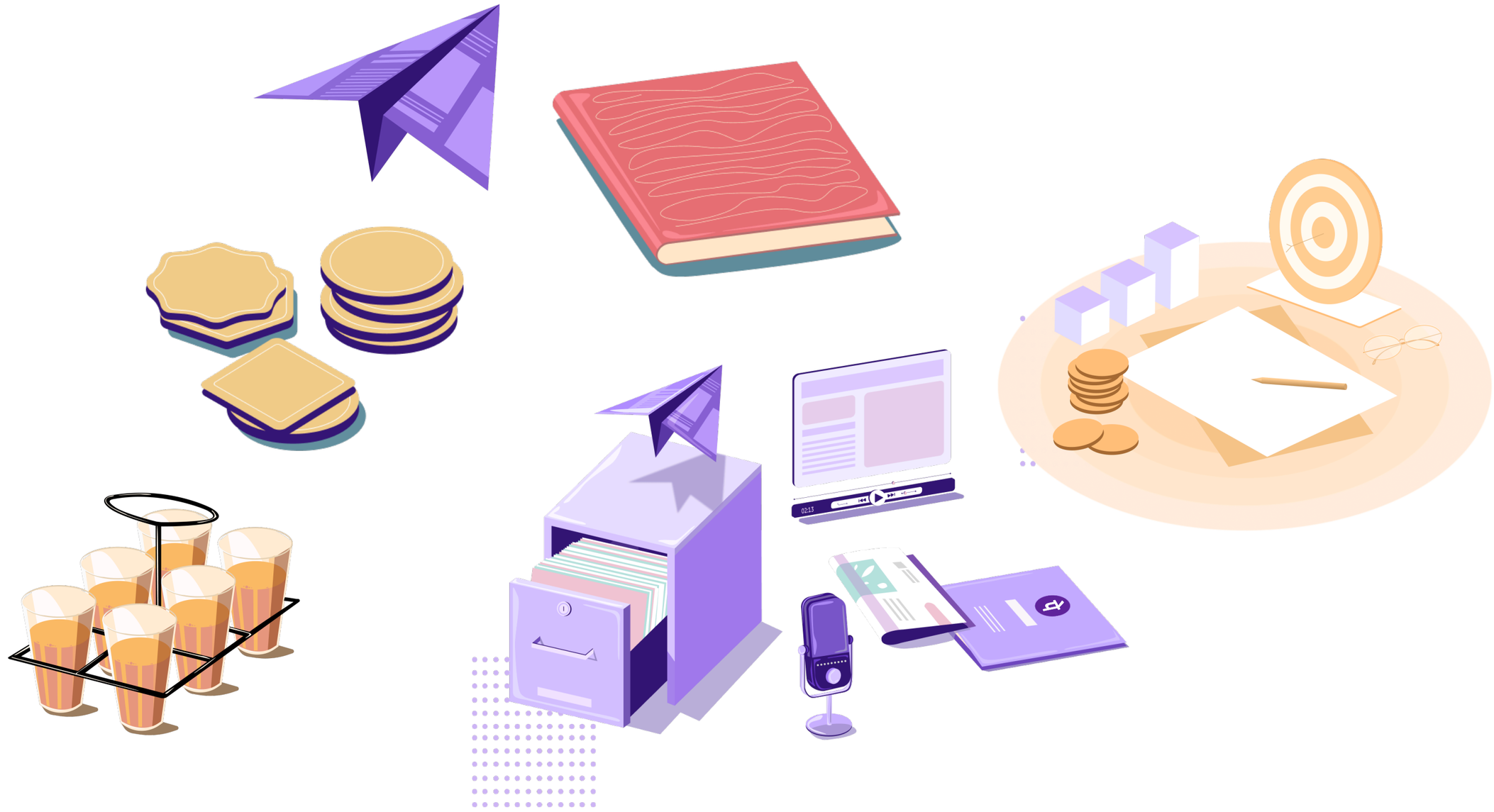
Phase 2 (Illustrations)

Producing Banner/Illustrations for
PhonePe Investor Relations Website



Highly Iterative Process

More than 75 illustrations to reach a conclusion.

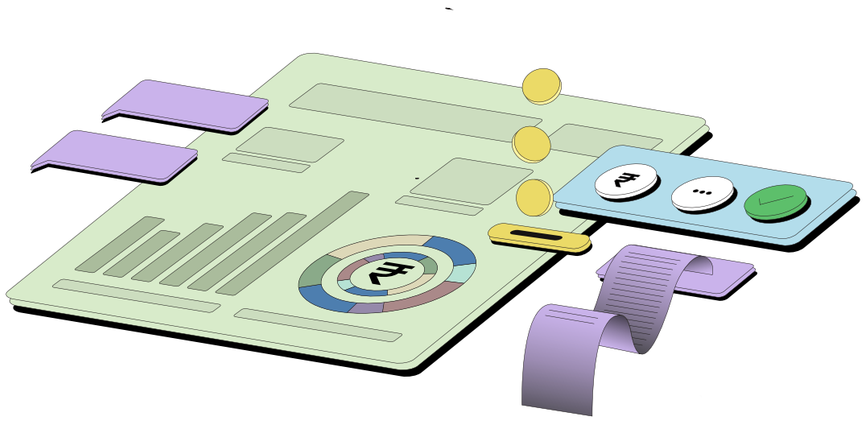


Objective

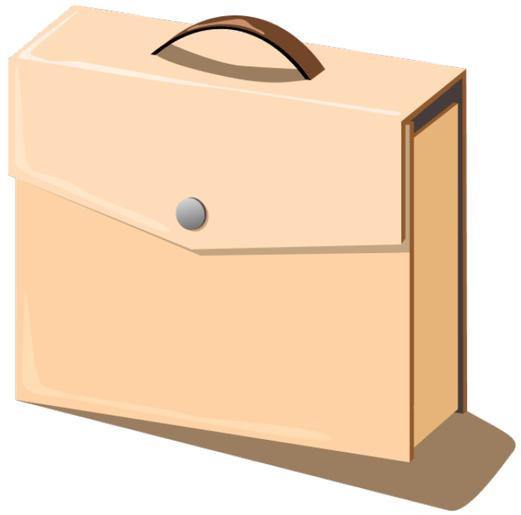
Creating Vector Graphics for :

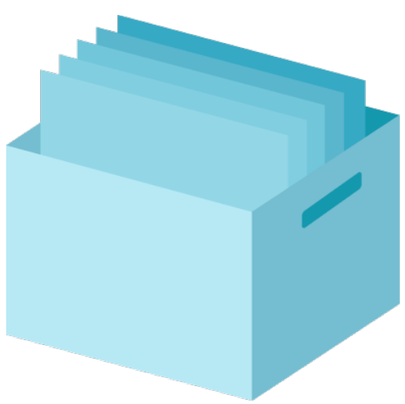
1. IPO WebPage
2. Corporate Governance Webpage
3. Newsroom and Filings Webpage
4. Financials Webpage

Iterations and Explorations around :
Narrative, Perspective, Colour, Form, etc.













Design Brief

The Brief has Evolved upon evaluation of final outcomes.
Initial Brief, follow the design language of existing components on the webpage.

Second Brief, Need of Indian-ness in the elements used to symbolise the pages.

Third and Final Brief, Photographic Composition.

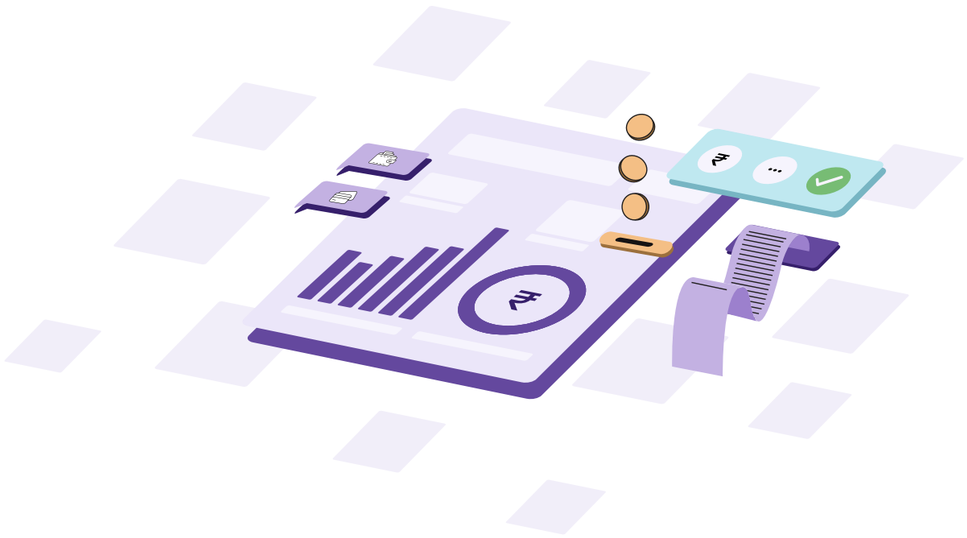


Design Brief

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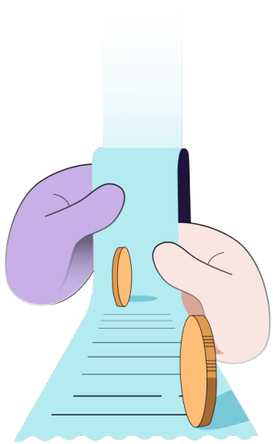
Elements like Bahi-khata and Ajanta Clock, for Indian-ness

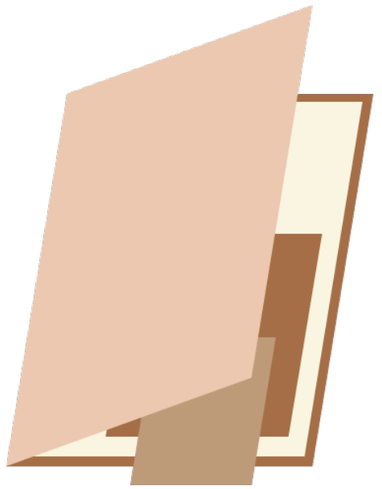




Upon Initial Briefing

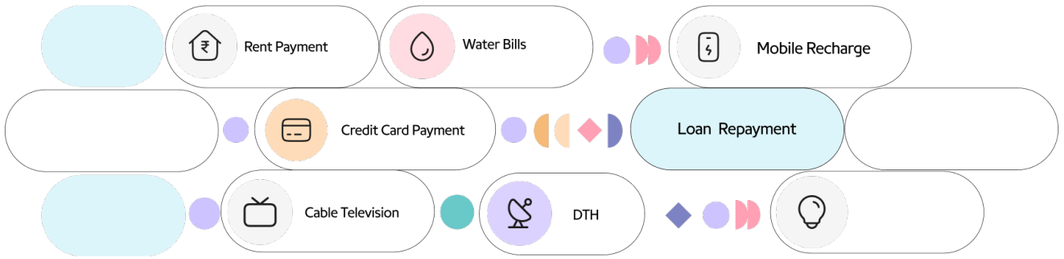
Follow the existing design language

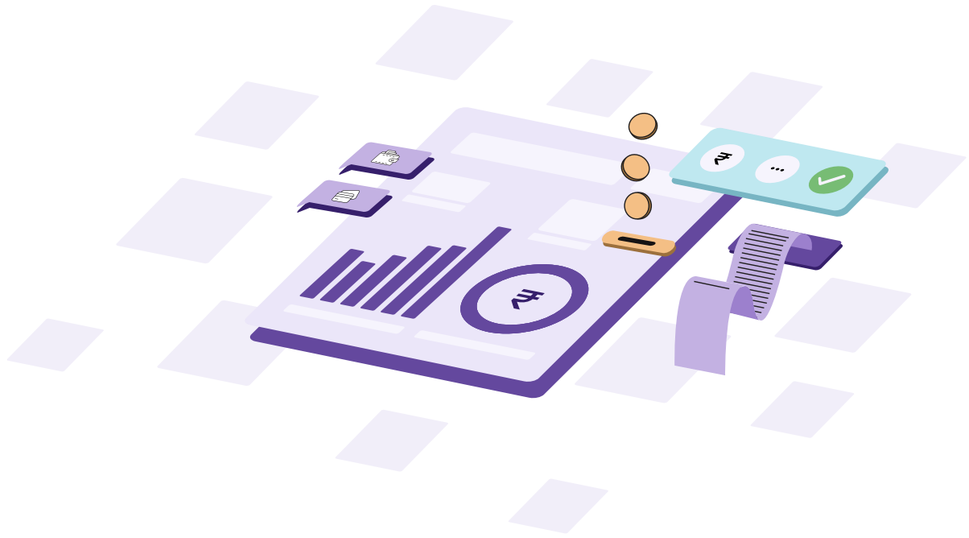






Convenience at your fingertips







Company Overview



Financials



Initial Public Offering

Download IPO Kit



Newsroom and Filings

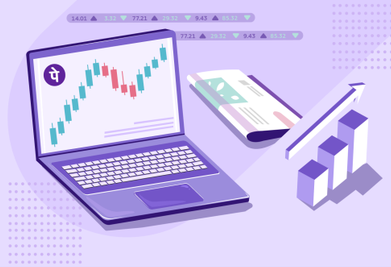


Corporate Governance

Upon Second Briefing

Add Elements that symbolise Indian-ness

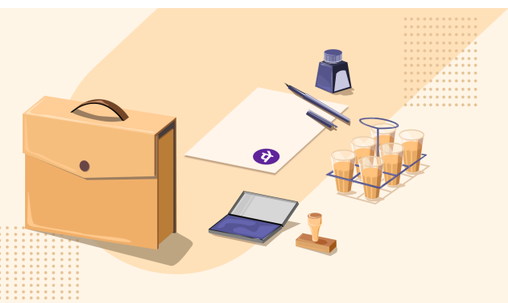
Initial Public Offering



Financials



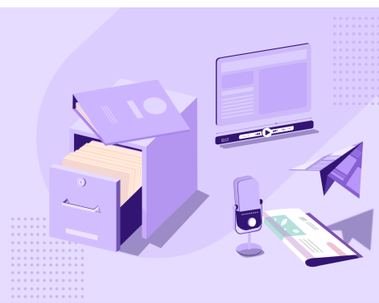
Governance



Financials



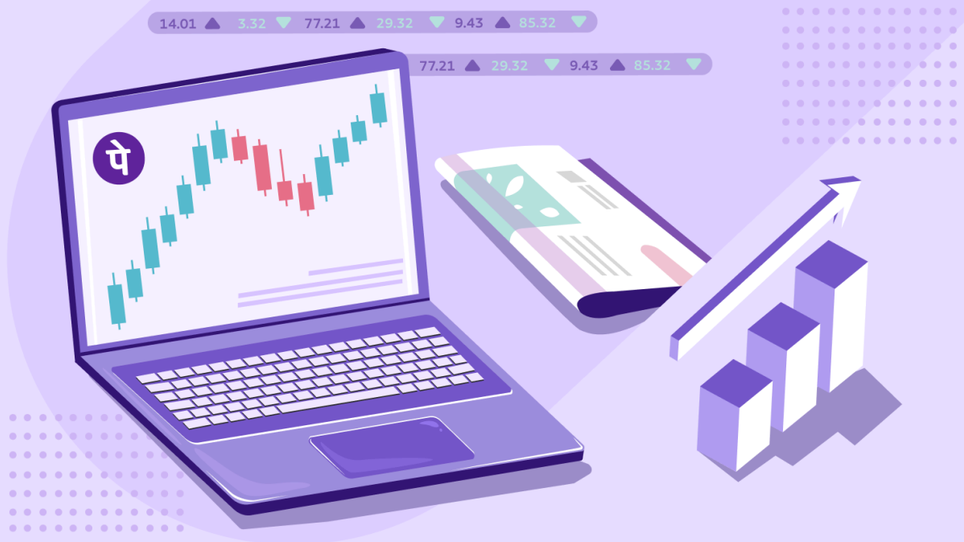
Newsroom and Filings



Upon Second Briefing

Add Elements that symbolise Indian-ness

Initial Public Offering



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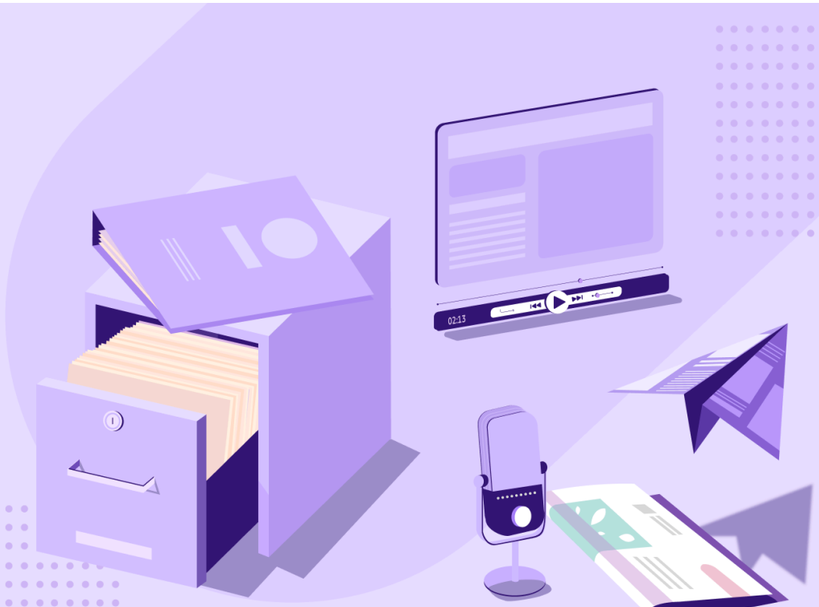
Financials



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Newsroom and Filings



Upon Second Briefing

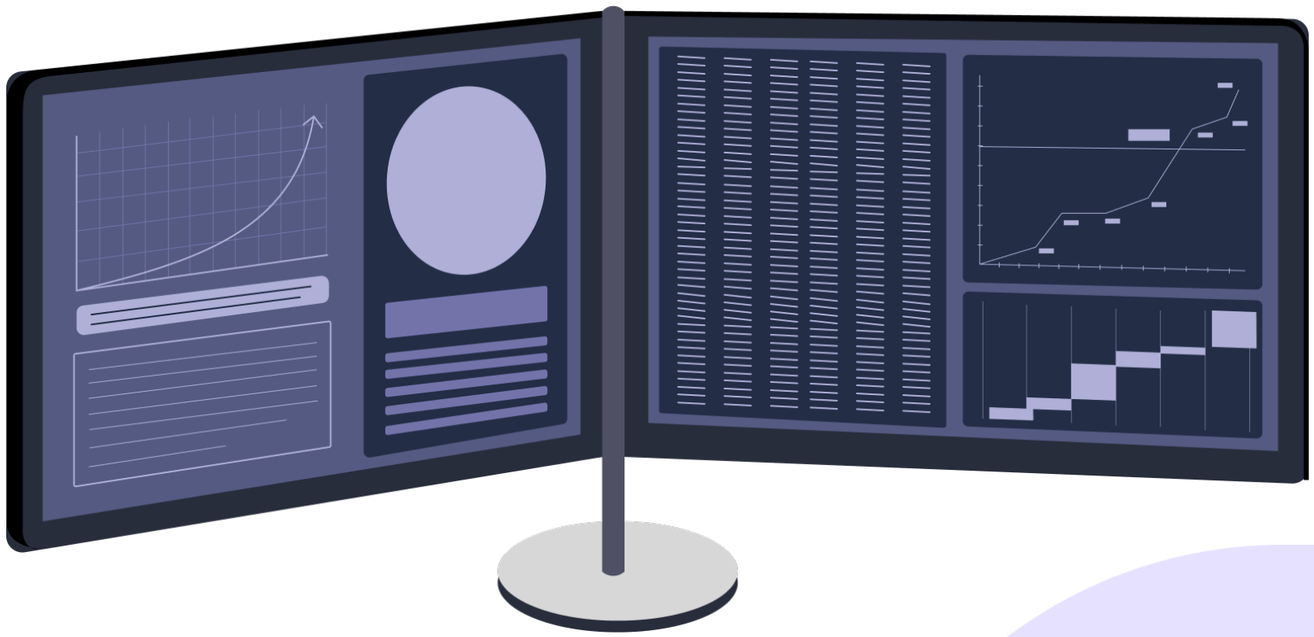
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Governance

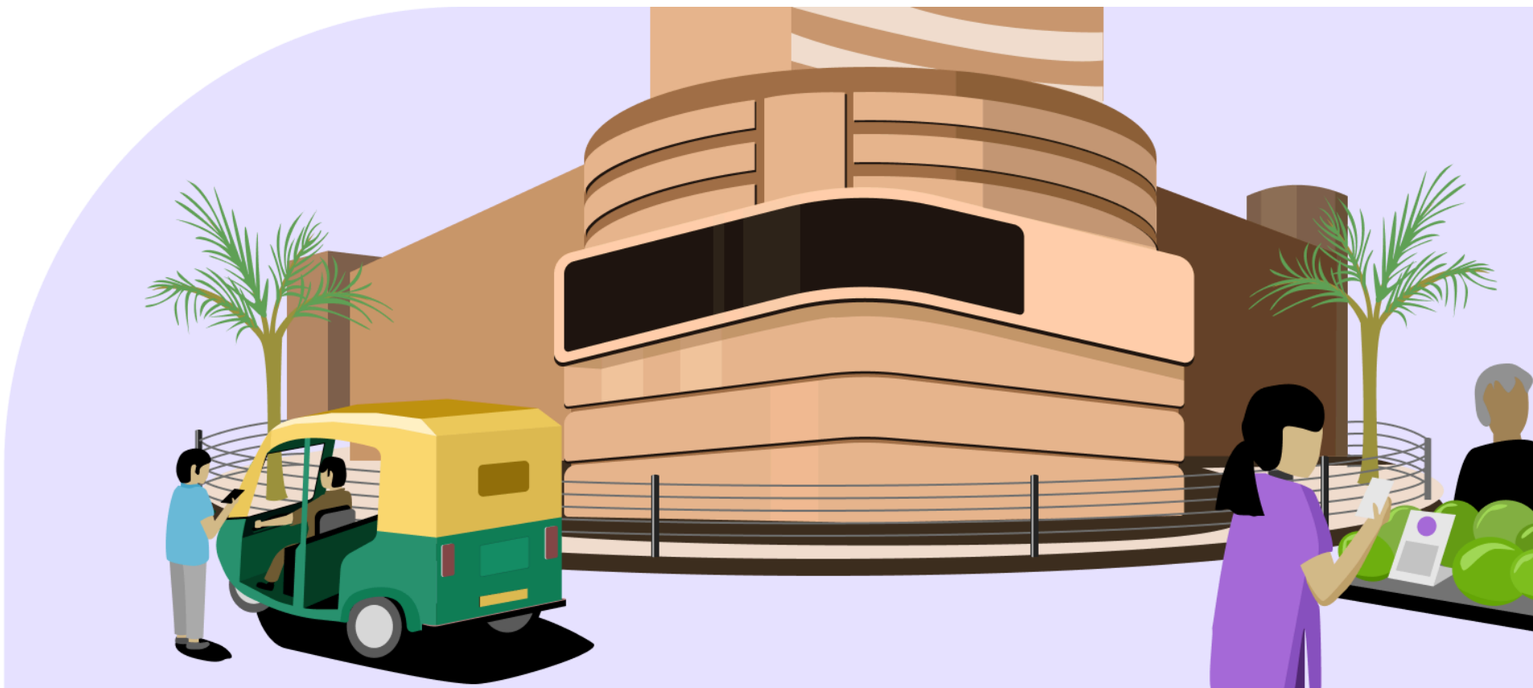


Upon Third Briefing

Need a more Photographic Composition with more directly relevant elements



Like Bloomberg Terminal and BSE Building



Upon Third Briefing

Need a more Photographic Composition with more directly relevant elements

Corporate Governance



Upon Third Briefing

Need a more Photographic Composition with more directly relevant elements

Newsroom and Filings



Upon Third Briefing

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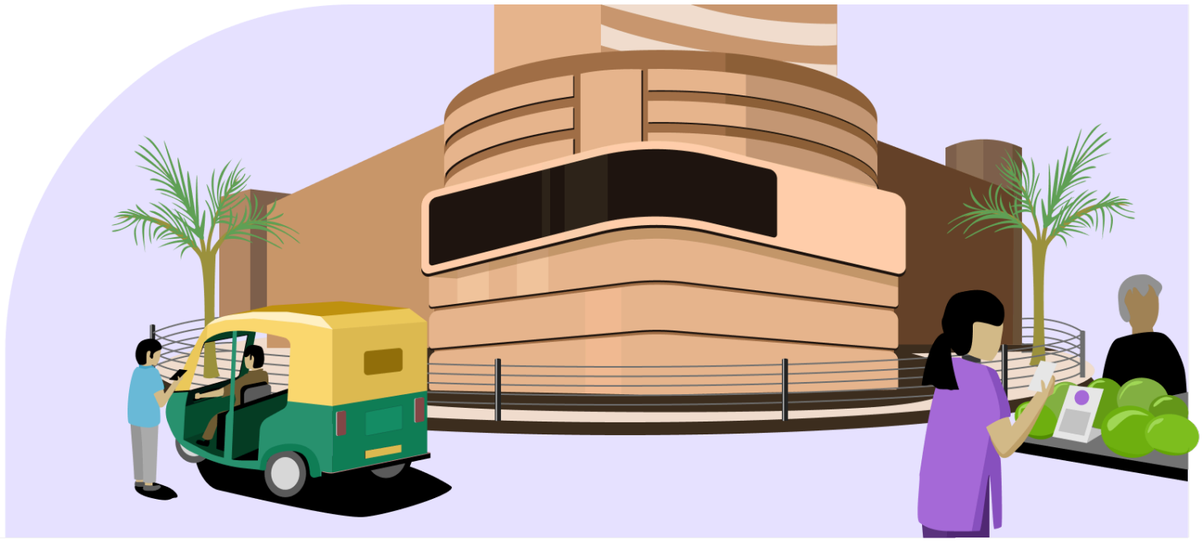
Financials



Upon Third Briefing

Need a more Photographic Composition with more directly relevant elements

Older

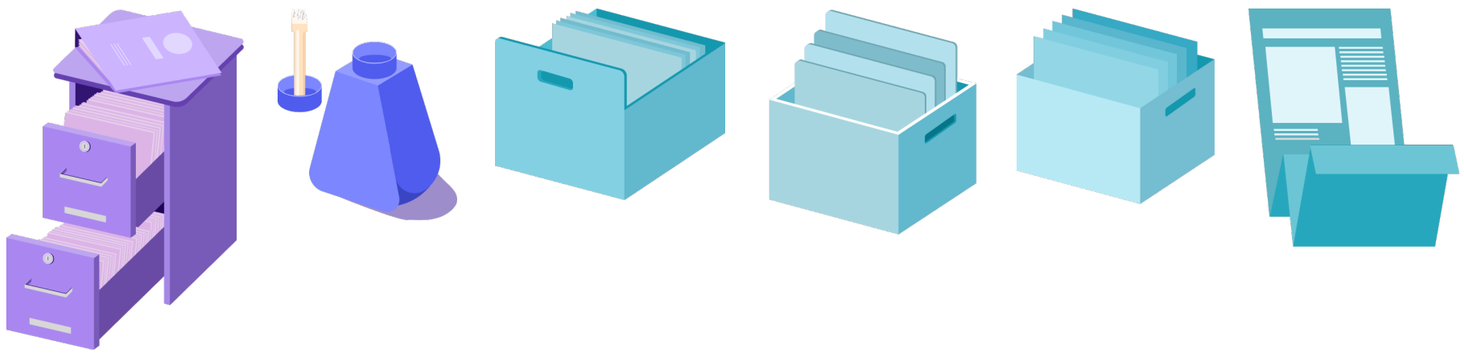


Credits - Divya Riberio Finalised



Explorations

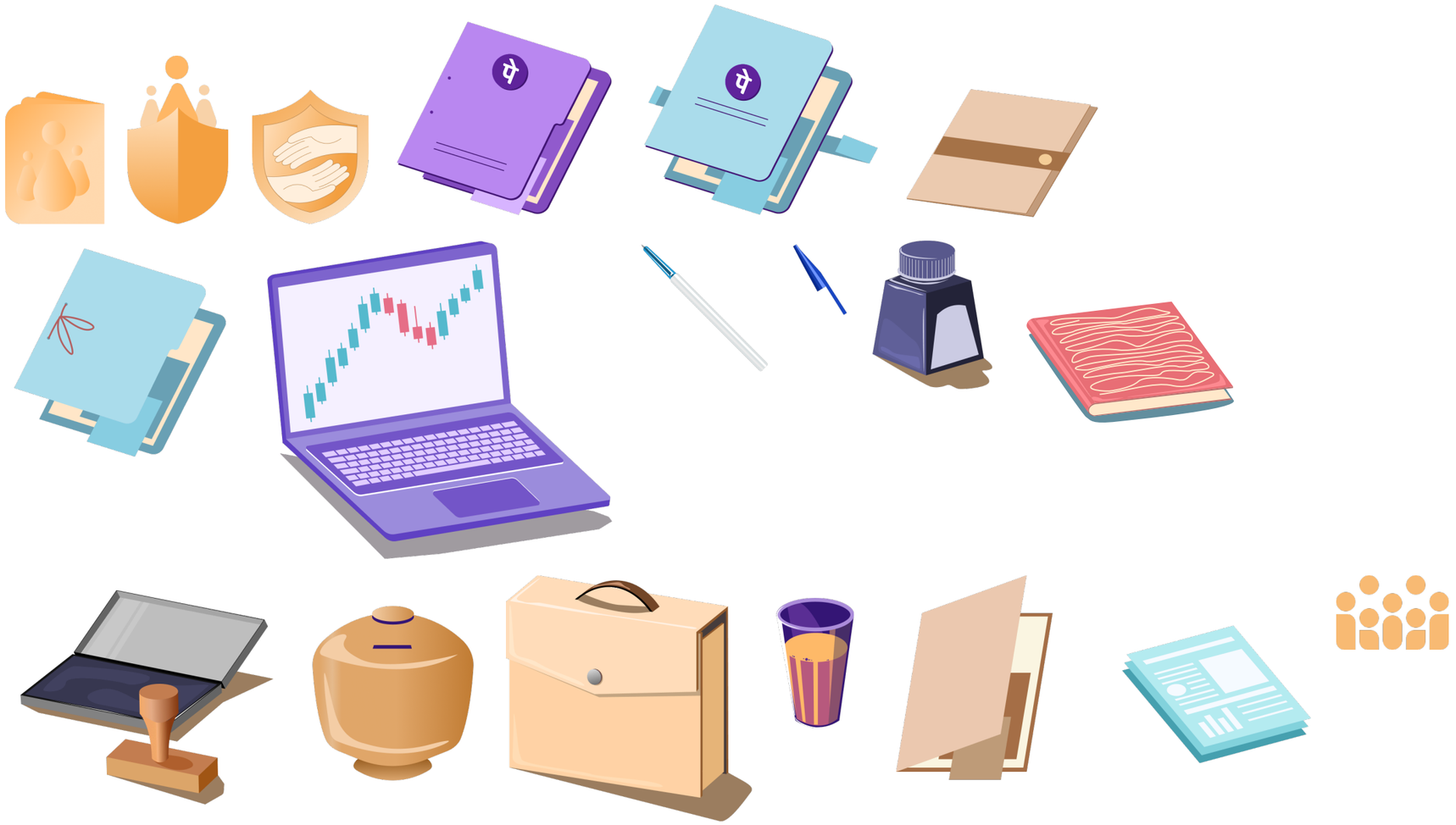
Vector graphics, made on figma and Illustrator





Explorations

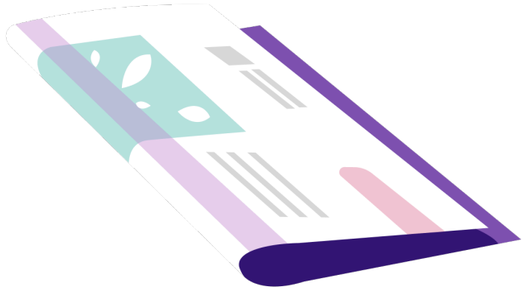
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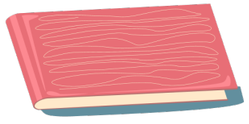


Explorations

Vector graphics, made on figma and Illustrator









Learnings and Reflections

Over the past four months as a design intern at an information and graphic design studio, I've learnt a lot about how design works beyond just making things look good. I started to understand how important it is to think about what needs to be communicated and who it's for, before jumping into visuals.

Working closely with the team, I got used to sharing ideas, taking feedback, and going through multiple rounds of changes — which really helped me improve. I also picked up new tools and got better at managing time across different projects. One big shift for me was moving from just following instructions to actually thinking about the 'why' behind each design decision. The experience made me more confident in my process and taught me to be okay with not having all the answers right away.

Glossary

Micro Viz –
 Small, focused visual showing specific data insight.
Journey Graphic –
 Timeline of user actions, feelings, and touchpoints.
Triangulation –
 Cross-checking data using multiple sources or methods.
Bloomberg Terminal –
 Finance software showing real-time market data.
Corporate Governance –
 Rules for how companies are controlled and managed.
Preconfiguration –
 Default setup before actual use begins.

Credits

Special Thanks to Swathi for managing the whole client project with me being a very small part of it, and dedicating time to help me solve things and thinking a step ahead of me to make sure I get the learning outcome which I should deserve beyond getting work done.

Thanks to Gurman for showing me what good leadership looks like.