



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

Working as a graphic /brand designer in understanding, curating and developing assets around various brands. Work includes developing both online and offline media for the same.

Student: Kirti Jangid
Sponsor: Jaipur Social

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

THE 
**GRADUATION
PROJECT 2024**

The Evaluation Jury has recommended **Student Full Name**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Specialisation name**

Herewith, for the project titled "**Full Title with Subtitle**"
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: Kirti Jangid

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Date: 18 August 2024

Place: Jaipur

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Signature: _____

Date: 18 August 2024

ACKNOWLEDGEMENT

I am deeply grateful for the invaluable guidance and support I received from so many individuals throughout this project. I feel incredibly fortunate to have had such unwavering assistance, which was essential to the success of this endeavor. I recognize that my achievements are a direct result of the supervision and help I was given, and I am truly thankful to everyone who contributed.

I would like to express my sincere respect and gratitude to **Mr. Aashish Bohra**, the founder of Jaipur Social, for granting me this opportunity and providing unwavering support and guidance throughout the process. I am also deeply thankful to **Ms. Samriddhi Sharma** for her invaluable guidance, insightful understanding, and constructive criticism, which helped me grow and improve my work.

I am also deeply grateful to my faculty members, friends, and family for their constant inspiration and motivation throughout my internship. Their presence and encouragement were invaluable on this journey.

Additionally, I extend my sincere thanks and appreciation to every employee in the industry who cooperated with and assisted me during my internship. Their support was instrumental in my professional growth and development.

SYNOPSIS

Since childhood, I have always been drawn to the act of creation, experimenting with different forms of art and finding joy in playing with colors. I was the kind of kid who loved to explore and push the boundaries of creativity, whether it was through painting, drawing, or crafting. Over time, this passion naturally led me to the world of design, where I discovered a deeper connection with the process of building something from the ground up.

Design has become more than just a career path for me—it's an extension of who I am as a creator. I find immense fulfillment in crafting visually captivating and impactful designs that leave a lasting impression.

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PART 1

INTRODUCTION

- JK Lakshmipat University
- About me
- Jaipur Social
- Scope of Work
- Project Brief



JK LAKSHMIPAT UNIVERSITY

My time at the Institute of Design, JKLU, was much better than I expected. When I was looking for colleges, I came across this institute, and it ended up being more than just a place for academic learning. The teachers and the course really pushed me to think creatively and work with others, which shaped the way I approach design.

But it wasn't just about studies. JKLU helped me grow personally as well. I was encouraged to try new things, think differently, and step outside my comfort zone. These experiences made me a better designer and also helped me develop as a person. The vibrant campus life and meeting students from different backgrounds helped me build important skills like leadership and communication.

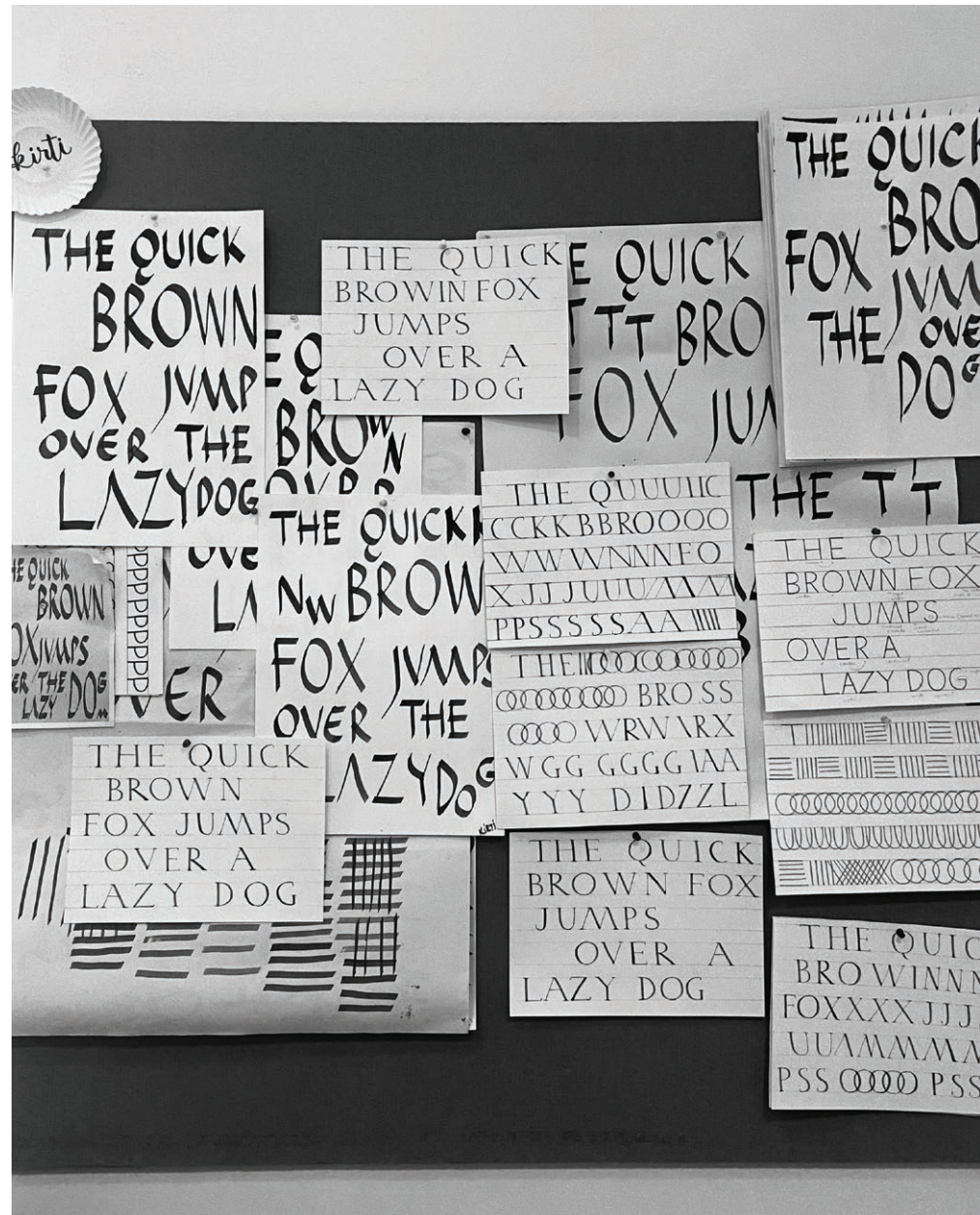
In the end, the four years I spent at JKLU were key to helping me gain confidence and become a more well-rounded individual, ready for the world beyond college.

IOD, JKLU

The Institute of Design at JKLU is a place where creativity and innovation come together. Here, students learn how to think differently and come up with new ideas that can make a real difference in the world. The courses are designed to help students understand the basics of design while also teaching them how to use these skills in practical ways. With a focus on hands-on learning, students work on real projects that prepare them for the challenges they'll face in their careers.

One of the key strengths of the Institute of Design is its approach to teaching. The institute believes that design is not just about making things look good but also about solving problems and improving people's lives. Students are encouraged to think about how their designs can be more useful, sustainable, and impactful. The faculty at JKLU are experienced professionals who guide students through this learning process, offering support and mentorship every step of the way.

The Institute of Design also offers a vibrant and collaborative environment where students can grow both personally and professionally. With access to modern facilities and opportunities, students at JKLU are well-prepared to enter the world of design with confidence and a strong set of skills.



About me

I am currently an undergraduate student pursuing interdisciplinary design at JKLU, having received my primary education at India International School in Jaipur. From a young age, art has always been a topic that excites me, and over the years, this enthusiasm only grew stronger. My passion for art naturally evolved into a career path in graphic design, where I found the perfect blend of creativity and purpose.

A key turning point in my journey was my internship at Jaipur Social. It was there that I truly realized how dedicated I am to my work, especially while serving as a Brand and Graphic Designer. During this time, I had the opportunity to create impactful communications for a range of brands, further deepening my commitment to design.

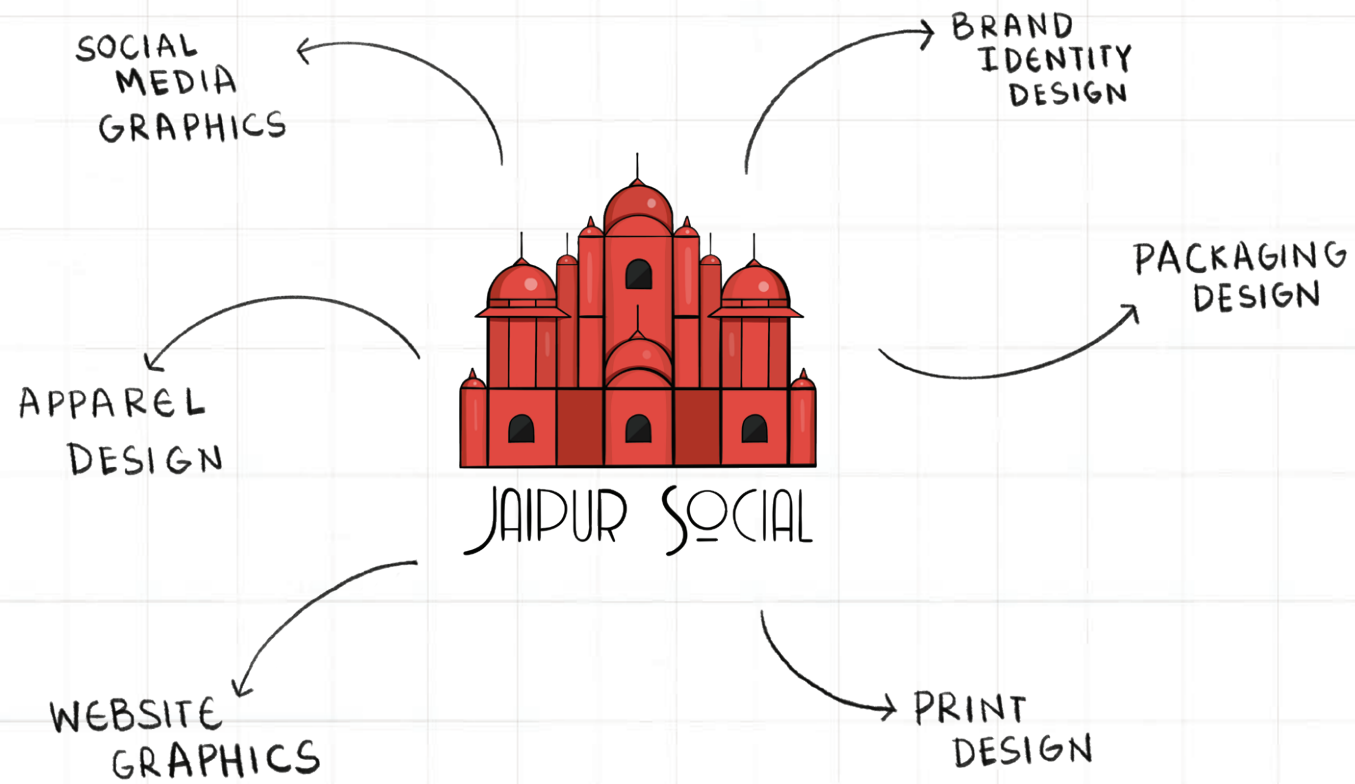


Jaipur Social

Jaipur Social is a branding, marketing, and content agency based in Jaipur, often referred to as the Pink City. The agency specializes in crafting compelling brand stories and marketing strategies for a wide range of clients. With expertise spanning across industries like hospitality, luxury, fashion, and food & beverage (F&B), Jaipur Social has built a reputation for delivering innovative and tailored solutions that resonate with diverse audiences.

Their work blends creativity with a strategic approach, helping brands establish a strong presence in competitive markets while maintaining authentic connections with their target customers.





Scope of Work

At Jaipur Social, my work covered a lot of different design areas. I worked on brand identity design, creating logos and visual styles that made each brand stand out. I also did print design, making materials like brochures and flyers.

In addition to print, I created graphics for social media, designed packaging that looked good and fit the brand, and worked on website graphics to make sites more attractive and user-friendly. I also designed motion graphics and apparel, adding dynamic elements and creating designs for clothing. This variety helped me build a broad set of design skills.

PROJECT BRIEF

Working as a Graphic/Brand Designer in understanding, curating and developing assets around various brands. Work includes developing both online and offline media for the same.

At Jaipur Social, my job involved creating communication design assets for different clients by doing thorough research on each brand and keeping up with current trends. I focused on understanding the details of each brand to create designs that were both visually appealing and effective in reaching their target audience. By researching and analyzing the brand's core values and industry trends, I aimed to craft designs that clearly communicated the brand's message.

PART 2

CAMIANO

- About the Brand
- Project 1 (Camiano Stickers)
- Project 2 (Camiano Magazine)

Camiano

Camiano is a French patisserie, boulangerie, and continental breakfast place located in Jaipur. Its brand identity focuses on elegance, minimalism, and luxury, reflective of its high-end offerings. The Camiano brand book outlines the core visual elements of the brand, such as typography, color schemes, and design elements like gold foiling and minimalism.



camiano
pâtisserie | brasserie

letter spacing : 50
font: century gothic

#e8e7e6

#7c552a

#e1d9d2

#191918

#C5B358

Elements :

- white borders
around primary colours

- gold foiling

- minimalism and
elegant

century gothic

playfair display

Athelas

primary

secondary

tertiary

BRAND GUIDELINES OF CAMIANO

Project 1

Sticker Design for Camiano

Objective: To create unique and aesthetically cohesive stickers for Camiano Brittle Chocolates that enhance brand recognition and convey its premium, French-inspired identity.

Initial Planning and Research

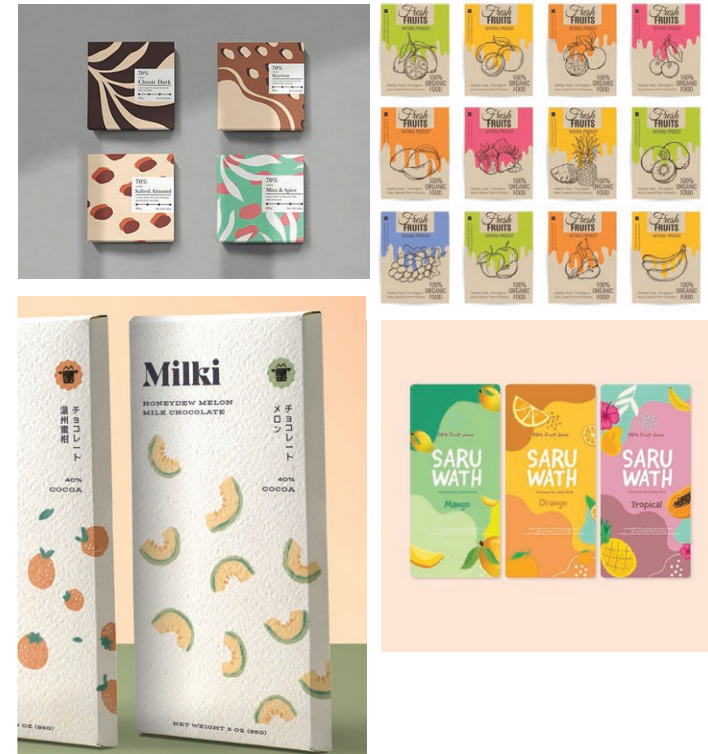
The design process for Brittle Sticker Design project began with a thorough understanding of Camiano's brand guidelines.

As outlined in the brand book, Camiano's visual identity is centered around elegance and minimalism, with a focus on primary colors like soft gold (#C5B358), deep black (#191918), and neutral shades like cream (#e1d9d2).

Typography plays a pivotal role in maintaining this identity, with Century Gothic, Playfair Display, and Athelas being the core typefaces

The sticker project required researching packaging design trends for artisanal food products. The primary goal was to align the stickers with the brand's minimalistic approach while ensuring functional clarity and visual distinction between different flavors (e.g., Pistachio Brittle, Coffee Brittle).

The design also needed to reflect the handcrafted, luxurious quality of Camiano's products.



Exploring different illustration styles and packaging layouts.

Concept Development

The sticker design concept aimed to create a consistent product line that could easily be distinguished by customers. The stickers employed a simple, elegant layout with white borders around the primary colors, following the minimalistic approach of the brand.

Each brittle flavor had its own distinctive color, while maintaining consistency with the brand's overall aesthetic. The typography remained elegant and legible, with Century Gothic ensuring clarity and cohesion across the product line



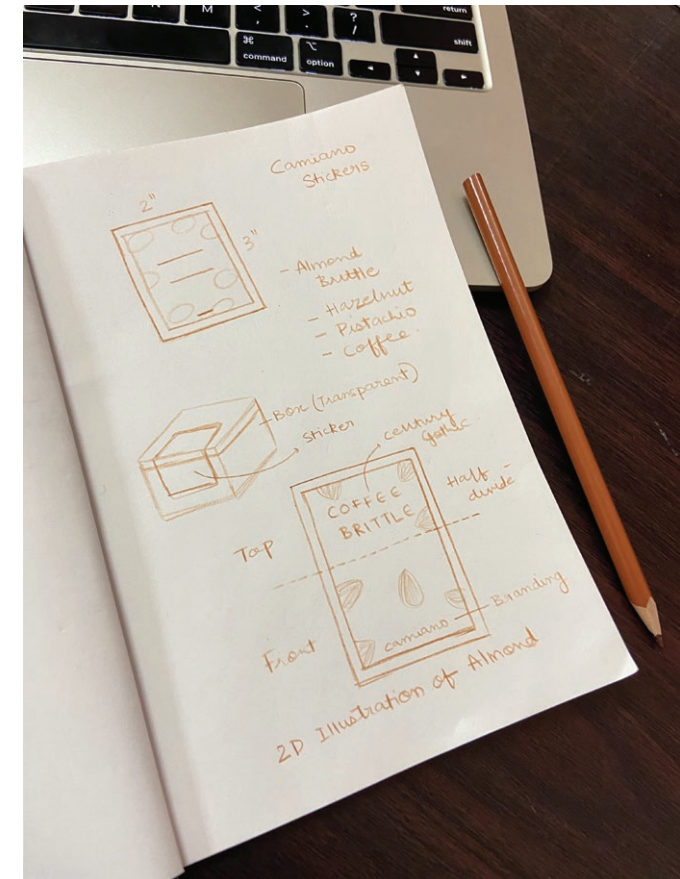
Finalising illustration style and overall aesthetic of the sticker.

Design and Layout

The sticker layout was designed to ensure clarity and simplicity. A grid system was used to ensure consistency across the stickers, with illustrations—each one featuring specific brittle flavor. The typography followed the brand's elegant style, with clear font choices like Century Gothic ensuring the product names were easy to read.

Typography: The stickers featured serif font—Century Gothic to maintain readability while reflecting the brand's artisanal quality.

Color and Minimalism: Each sticker featured white borders and minimal graphic elements, reinforcing the brand's focus on elegance. The soft, muted tones used in the stickers ensured they remained visually appealing while maintaining the brand's identity.



Finalising the layout and dimensions of the sticker.

Content Creation and Integration

Content creation for the stickers was straightforward, with the focus on clearly presenting the product name and flavor. The use of primary and secondary fonts, as outlined in the brand guidelines, ensured consistency with Camiano's branding. The content was kept minimal, reflecting the brand's value of simplicity while ensuring clarity for the consumer.



Making the first draft with final layouts and illustration style.

Review and Refinement

The stickers were reviewed for clarity, legibility, and brand alignment. Minor adjustments were made to color contrast and text placement based on feedback from stakeholders, ensuring that the final product maintained the minimalistic elegance of the brand while being functional for product identification.



Testing out a sample to know the look and feel of the sticker.



Final Production

The stickers were printed on high-quality matte paper to reflect the artisanal nature of Camiano's products. The final print run ensured that the colors and typography were crisp and consistent with the digital designs, creating a polished, professional finish.



Final deliverable after minor changes.

Project 2

Camiano Magazine

Objective: To design a visually appealing magazine for Camiano, a French pastry and boulangerie brand, aligning with its luxury and continental breakfast theme, and ensuring consistency with the brand's identity.

Initial Planning and Research

The research phase focused on understanding the magazine's purpose and target audience: premium customers who enjoy luxury patisserie.

The aim was to create a visually rich and sophisticated magazine that reflected Camiano's brand identity while showcasing their high-end patisserie. The magazine was designed to be both engaging and interactive, serving as a menu with added fun features to captivate and entertain customers.

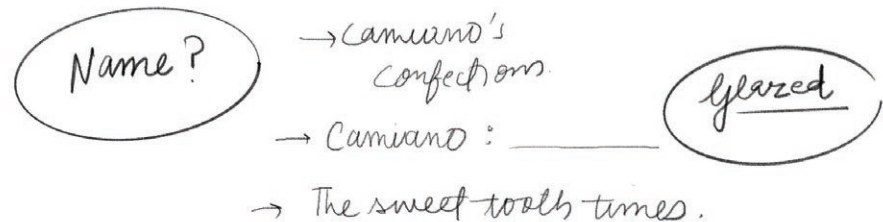
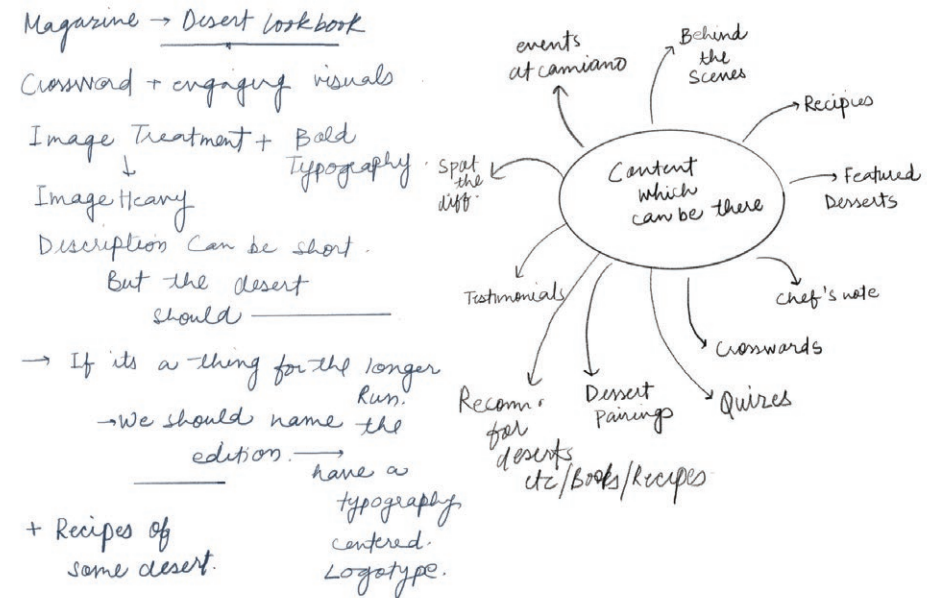


Concept Development

The concept development phase involved curating a visual style that resonated with the brand's ethos, emphasizing soft, neutral color tones paired with vibrant dessert photography. The aesthetic approach was designed to portray the magazine as both an informative culinary resource and a visual feast.

To streamline the visual direction, mood boards were created to depict the intended style, incorporating imagery of finely crafted desserts, upscale typography, and luxurious color schemes such as soft caramels, rich browns, and hints of fresh fruit hues. These mood boards were instrumental in setting the overall tone for both the content and design.

Draft layouts were conceptualized early in the process to explore the arrangement of textual and visual elements. The layouts aimed to achieve harmony between large, striking dessert imagery and the textual content, ensuring that the design flowed naturally without overwhelming the reader.



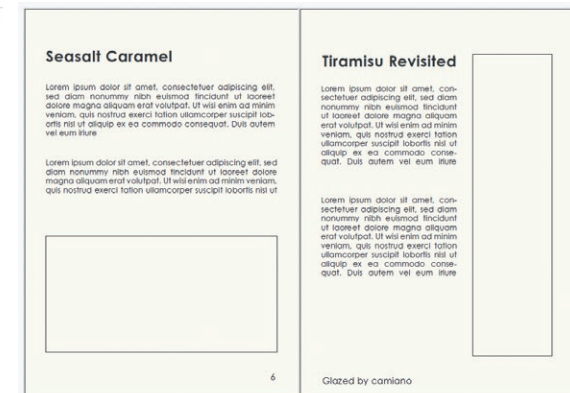
Design and Layout

The design stage involved selecting typography that would reflect the magazine's elegant and sophisticated nature. A combination of serif fonts for headers and clean sans-serif fonts for body text was chosen, striking a balance between readability and class. The typography emphasized clarity and hierarchy, ensuring that the magazine's editorial tone was cohesive throughout.

A structured grid system was employed to ensure consistency across pages. This grid system facilitated the organization of text and images, allowing for uniformity while also enabling creative flexibility. Each section of the magazine adhered to the grid, ensuring a consistent and professional presentation of content. The recipe pages, for instance, were designed with large imagery taking prominence, while the text, including ingredients and method, was neatly aligned to the side, maintaining visual balance.

The placement of images was pivotal in maintaining the magazine's luxurious aesthetic. High-resolution photographs of desserts were carefully positioned to capture their textures and colors, enhancing the magazine's visual appeal. Each image was strategically placed to guide the reader's attention while complementing the surrounding text.

The color scheme followed a minimalist approach, using neutral backgrounds to enhance the focus on the dessert images. Soft tones such as creams and pastels were used to provide an elegant backdrop, while the vibrant colors of the desserts provided visual contrast, drawing the reader's attention without overpowering the design.



Exploring different layouts and fixating.

Content Creation and Integration

The photography used in Camiano Magazine played a crucial role in bringing the content to life. Professional food photography techniques were employed to highlight the intricate details of each dessert, with a strong focus on lighting and composition to create visually compelling imagery.

The photography style aligned with the magazine's premium feel, capturing the textures, colors, and details of the desserts to create a sensory experience for the reader.

In addition to the photography, the editorial content was carefully crafted to complement the visuals. The copywriting was concise yet descriptive, emphasizing the luxurious nature of each recipe and ingredient.

The language used throughout the magazine was consistent with its brand identity, focusing on high-end patisserie craftsmanship and culinary expertise.

The combination of clear typography, white space, and imagery ensured that each page was visually balanced and easy to navigate.

Total Number of Pages → 20-24

1- Cover Page

2- Table of contents

3-4 → what is this magazine about / etc (only in first edition)
→ featured content etc

5-8 → Desserts — featured desserts — menu etc. → Can add more pages for it.
↳ 2 pages for bold / highlights / etc

9-10 → Chef's corner, favourites, Behind the scenes.

11 → Seasonal specials.

12 → 14 → Dessert Pairings, suggestions, favourites

15 → Dessert crossword / Quiz game etc.

16 → Recipe to try:

17 → other services provided by camiano

18-19 → Testimonials

20-22 → Photos with just the name of the desserts (BOLD)

23-24 → Back Cover → Social media, message - etc

Combined Photograph

Dessert Club. → through the magazine

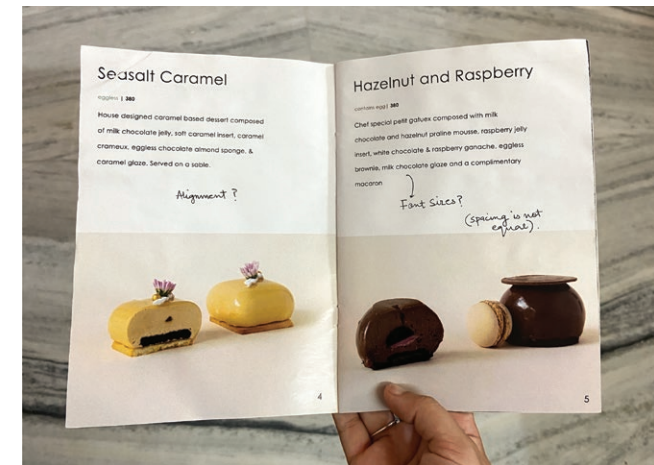
Content for the Magazine

Review and Refinement

Upon completing the initial design, a thorough review process was undertaken to ensure consistency and quality across the magazine. This involved proofreading all editorial content for spelling, grammar, and clarity.

Additionally, the design was reviewed for its visual flow, ensuring that the layout maintained a balance between text and images while adhering to the overall theme.

Feedback from key stakeholders, including the client, staff and the senior designer, was solicited during the review process. Their insights were critical in refining the final product, with adjustments made to text placement, image sizing, and content layout based on their feedback. This iterative process allowed for continuous improvement of the magazine's design and content.



Printing and making necessary changes.

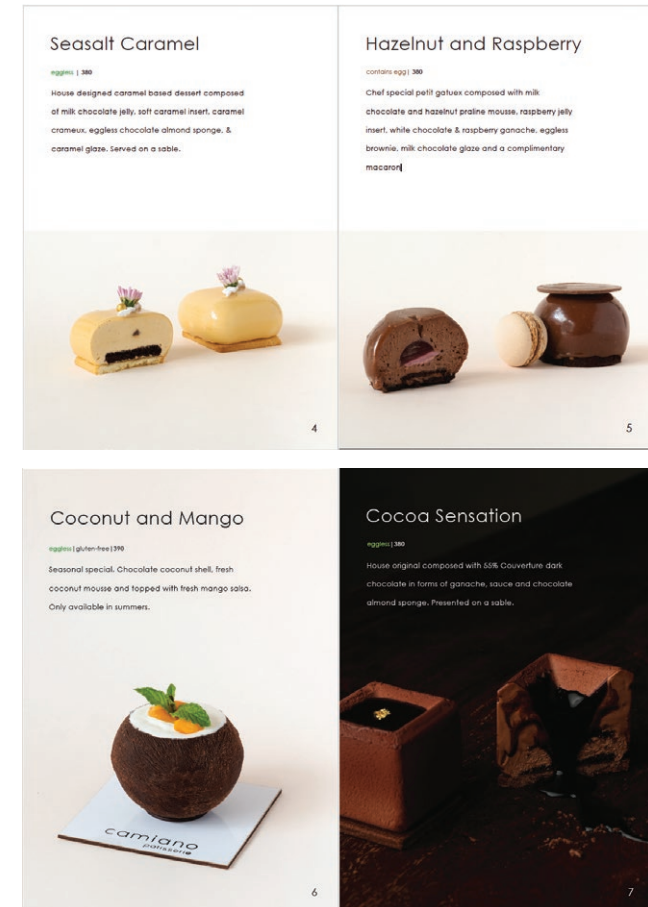
Final Production

The final production stage involved preparing all design files for print. This required ensuring that all images were high-resolution and appropriately formatted for printing, using CMYK color profiles and bleed settings to guarantee a flawless print output.

Attention to detail was critical in this stage to ensure that colors, fonts, and images translated accurately from the digital design to the printed format.

Test prints were conducted to verify the accuracy of the final product. These test prints allowed the design team to check for any inconsistencies or potential design flaws that might appear in the printed version, ensuring a high-quality end product.

The final magazine was printed using premium-quality paper, with a focus on achieving a luxurious tactile experience that complemented the magazine's high-end design.



contents.	
• Editors Note	1
• Tiramisu Revisited	3
• Seashell Caramel	4
• Hazelnut and Raspberry	5
• Coconut and mango	6
• Cocoa Sensation	7
• Cheesecakes	8
• Pod to Plate	9
• Almond Croissant	11
• Lotus Biscoff Croissant	12
• Slices	13
• Brownies for the win	14
• Macarons	15
• Gifting with Camiano	16
• Camiano Cakes	17
• Recipe : Croissant	18
• Games	19

Tiramisu Revisited

contains egg 1 380

Relayered classic tiramisu with mascarpone
mousse infused with rum, Kahlua & Espresso
Jelly, Soaked Saviors & glazed with couverture
chocolate glazed.



Why gift with Camiano?

Gifts are to bring us together with loved ones.
A gift is not just about the material handover,
but is about love.



camiano cakes.



Cheesecakes



eggins! ☐

8

Brownies for the win!

INGREDIENTS

175 ml (1/2 cup) unsalted butter
1 cup (250g) granulated sugar
2 large eggs
1 teaspoon vanilla extract

100g (1/2 cup) cocoa powder
1/2 cup (125g) all purpose flour
1/4 teaspoon salt
1/4 teaspoon baking powder

PROCEDURE

- 1. Prepare the Batter:**
Preheat your oven to 350°F (175°C) and grease a 9x9 inch baking pan or line it with parchment paper.
In a medium bowl, melt the butter and whisk in the sugar. Remove from heat and stir in the eggs, vanilla, and vanilla extract until well combined.
- 2. Mix Dry Ingredients:**
Add the cocoa powder, flour, salt, and baking powder to the wet mixture.
Stir until the batter is smooth and well combined.
- 3. Bake the Brownies:**
Pour the batter into the prepared baking pan and spread it evenly.
Bake in the preheated oven for 20-25 minutes. A wooden toothpick inserted into the center should come out with a few moist crumbs.
Let the brownies cool in the pan before cutting into squares.
Enjoy your delicious homemade brownies!

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PART 3

PAHAL FITNESS

- About the Brand
- Project 3 (Brand Identity of Pahal Fitness)

Pahal Fitness

Pahal Fitness is a local gym located in Narnaul, Haryana, India. Committed to providing accessible and affordable fitness solutions, Pahal Fitness aims to create a welcoming and supportive community for individuals of all fitness levels.

By offering a combination of affordable membership plans and a variety of fitness options, Pahal Fitness aims to become a go-to destination for individuals seeking a positive and empowering fitness experience.



Project 3

Brand Identity of Pahal Fitness

Objective:

To develop a comprehensive and cohesive visual identity for Pahal Fitness, reflecting its core values of health, wellness, and strength, while appealing to its target audience and enhancing brand recognition.

Research and Analysis

1. Competitive Analysis

Anytime Fitness and Planet Fitness: These established fitness brands were analyzed to identify successful elements and potential inspiration. Key areas of focus included:

Visual identity: Logo design, color palette, typography, and imagery.

Messaging: Brand positioning, taglines, and key messages.

Target audience: Demographics, psychographics, and needs.

Key findings: Both brands effectively use energetic imagery, a friendly and approachable tone, and a focus on accessibility to attract a wide range of customers.

2. Target Audience Analysis

Demographics: Pahal Fitness' target audience is primarily young adults and adults aged 25-45, both male and female.

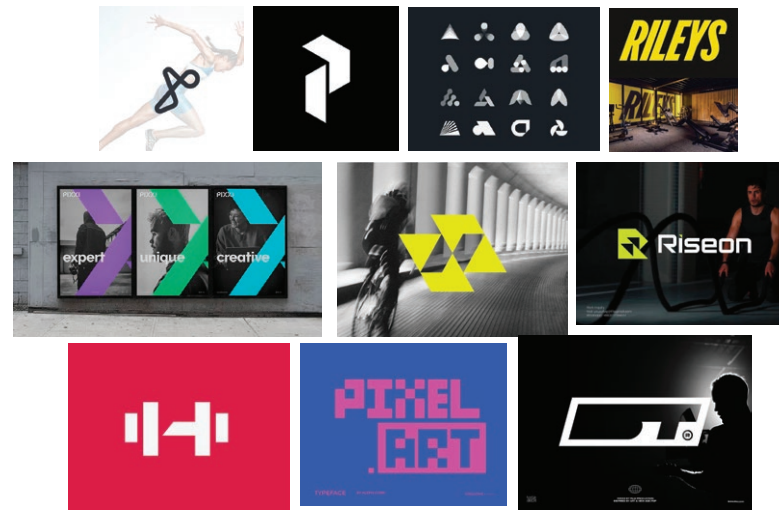
Psychographics: The target audience is health-conscious, active, and seeking a supportive community. They value convenience, affordability, and quality fitness facilities.

Needs and desires: The target audience seeks a gym that offers a variety of fitness classes, state-of-the-art equipment, and a friendly atmosphere.

3. Brand Positioning

Unique Selling Proposition (USP): Pahal Fitness positions itself as a community-oriented gym that provides affordable and accessible fitness services.

Brand values: The brand emphasizes health, wellness, motivation, and community.



Ideation and Concept Development

1. Brainstorming

Logo concepts: Various symbols, typography, and color combinations were explored to represent the gym's name and values.

Visual elements: Imagery, patterns, and textures were considered to create a visually appealing and memorable brand.

Messaging: Taglines, slogans, and key messages were developed to communicate the brand's personality and benefits.



2. Concept Refinement

Logo development: The most promising logo concepts were refined to ensure they were visually appealing, memorable, and versatile across different applications.

Color palette: A color palette was chosen that evoked the desired emotions and aligned with the brand's personality.

Typography: Fonts were selected that were legible, appropriate, and consistent with the brand's tone.



Design Development

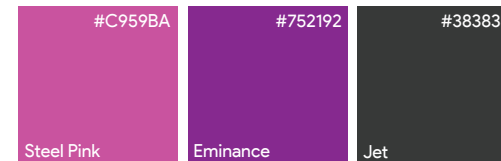
Style Guide

Logo usage: Guidelines were established for proper placement, size, and color variations of the logo.

Typography: Specifications for fonts, font sizes, and spacing were defined.

Color palette: Usage guidelines for the primary and secondary colors were outlined.

Imagery: Guidelines for photography, illustrations, and graphic elements were provided to maintain consistency.



Handel Gothic
(Heading Font)

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore magna

Product Sans
(Body Font)

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat

Conclusion

The brand identity design for Pahal Fitness successfully captures the gym's essence and resonates with its target audience.

By conducting thorough research, brainstorming creative concepts, and developing a comprehensive style guide, Pahal Fitness has established a strong and memorable brand that sets it apart from competitors.





*Making different branding assets
for Pahal Fitness.*

PART 4

SORT SORTED

- About the Brand
- Project 4 (T-Shirt Design for Sort Streetwear)
- Tote Bags
- More Tshirts

Sort Sorted

Sort is a dynamic streetwear brand that brings together bold fashion and artistic expression. Known for its innovative designs, the brand draws inspiration from urban culture, art, and modern trends to create clothing that resonates with individuality and self-expression. Each piece in Sort's collection is crafted to reflect the creativity and energy of street style, while maintaining a balance between comfort and style. With its focus on unique, art-infused designs and high-quality craftsmanship, Sort is not just a brand, but a movement that celebrates personal identity and pushes the boundaries of contemporary streetwear.

SORT  **SORTED**

LETS GET THIS SORTED

Project 4

T-Shirt Design for Sort Streetwear

Objective:

To create a visually engaging t-shirt design that reflects Sort's playful and edgy streetwear identity, while incorporating trendy and nostalgic elements.

Research Phase

Brand Research:

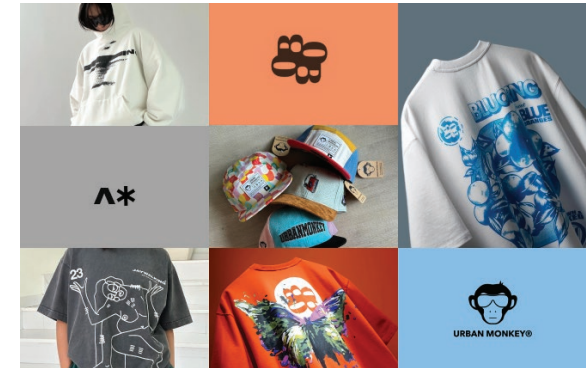
Sort is a streetwear brand, and like most brands in this category, it emphasizes individuality, playfulness, and bold graphic elements. To maintain this identity, it was essential to understand Sort's previous designs, brand ethos, and audience, which generally comprises youth and individuals who gravitate toward unique and quirky streetwear.

Audience Research:

The target audience for Sort is fashion-forward, trend-conscious individuals who appreciate unique graphics and witty messages. This audience typically values self-expression through clothing, and designs that incorporate elements of humor or whimsy are highly appealing to them.

Market and Trends:

Recent trends in streetwear focus on bold, playful graphics, nostalgic elements (like references to cartoons or childhood imagery), and strong visual contrasts. In terms of typography, streetwear has seen a rise in handwritten fonts and casual, imperfect lettering, which lends a personalized, raw aesthetic to the garments.



Concept Development

Theme and Message:

The core concept behind this t-shirt centers around the idea of standing out in a crowd, as illustrated by the phrase, "In a world full of humans, be my dino." The message emphasizes individuality and the idea of finding something unique and special (the "dino") in an otherwise mundane or crowded environment.

This concept is aligned with the playful, rebellious nature of streetwear, where breaking norms and embracing one's uniqueness is highly valued.

Design Elements:

The design incorporates several visual elements:

Dinosaur Illustration: The central graphic element is a cartoon-like green dinosaur, which is both playful and nostalgic, appealing to the youthful audience of the brand.

Text Design: The hand-drawn typography reinforces the casual, fun aesthetic of the design, fitting perfectly with streetwear's tendency towards raw, unpolished visuals.

Whimsical Elements: Clouds, a crescent moon, and stars are scattered around the graphic to enhance the fantasy-like, childlike nature of the design, reinforcing the idea of the t-shirt as a form of self-expression.

Color Palette: The design employs a simple, contrasting color palette of black, white, yellow, and green, ensuring the visual elements stand out against the black background of the t-shirt. The green dinosaur, in particular, pops, becoming the focal point of the design.



Design and Illustration

Illustration Style:

The illustration of the dinosaur is simple and cartoonish, avoiding excessive detail to maintain the streetwear aesthetic. The thick outlines and solid fills are reminiscent of graphic novel or comic book illustrations, which is a common style in streetwear graphics. This approachable, hand-drawn look also ties into the current trend of nostalgic, 90s-inspired designs, making the piece both trendy and visually engaging.

Typography:

The handwritten font complements the illustration, as the imperfect, uneven style of the letters adds to the casual, street-art-inspired vibe. The placement of the text is dynamic, following the curves of the clouds and fitting into the composition naturally, giving it a playful flow. This kind of typography is aligned with modern streetwear designs, where the messaging is often as important as the visuals.

Visual Hierarchy:

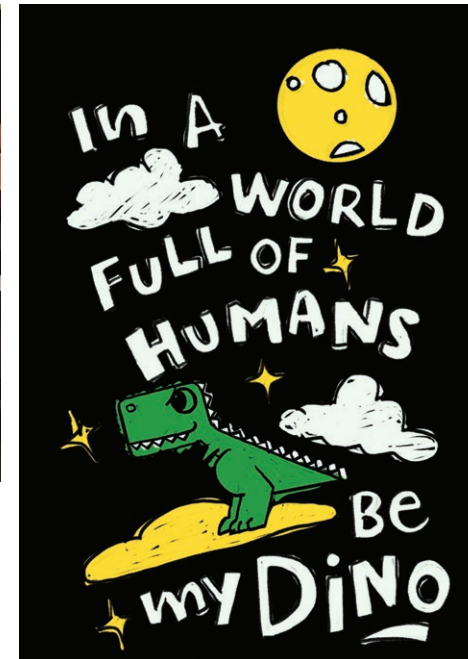
The text is designed to lead the viewer's eye through the entire design, starting with "In a world full of humans," then guiding downwards to the illustration of the dinosaur, and finally to the closing phrase "be my dino."

The use of a bright, contrasting yellow moon in the upper part of the design helps to draw initial attention, while the green dinosaur acts as a central point of focus.

The scattered stars and clouds add a sense of depth and movement, preventing the design from feeling flat.

Color Choices:

The color scheme is kept minimal but effective. The yellow, green, and white pop against the black background, which is a staple in streetwear. Black is often used as a canvas in this style because it allows bright, bold colors to stand out more vividly, which also makes the design visually impactful from a distance.



Production and Execution

Fabric and Print Considerations:

Streetwear brands like Sort typically use high-quality, comfortable fabrics such as 100% cotton to maintain durability and comfort. For this t-shirt, the fabric needed to complement the design while being comfortable for everyday wear.

The printing method likely used is screen printing, which allows for vibrant colors and strong contrast—key features in streetwear. Screen printing also ensures that the design remains durable and resistant to fading after multiple washes, which is crucial for maintaining the integrity of the bold, high-contrast visuals.



Tote Bags Design

I wanted to create pieces that resonated with a young and vibrant audience. I aimed for a balance of contemporary style, meaningful messages, and playful elements.

The first tote bag, featuring the word "SORTED," was a simple yet powerful statement that spoke to the desire for organization and control in a chaotic world. The second tote bag, with its inspirational message "LOVE YOURSELF," was a reminder of self-care and self-worth. The food-themed design on the third tote bag added a touch of humor and everyday relevance, making it a fun and practical accessory.

The fourth tote bag, with its phrase "SORTED VIBES ONLY," was a celebration of positivity and good energy. The fifth tote bag, featuring the Hindi phrase "Pyaar ka Karz," added a cultural dimension to the collection, exploring themes of love and connection.

I believe that these designs collectively reflect a modern aesthetic that appeals to a wide range of individuals, while also conveying meaningful messages that can inspire and uplift.



Tshirt Designs

In designing this collection of t-shirts, my aim was to create a wearable narrative that resonates with contemporary culture while maintaining a sense of playfulness and individuality. The designs are rooted in the idea of self-expression, where each piece carries a message or a mood that speaks to the wearer's identity and experiences. By incorporating bold typography, vibrant colors, and a mix of English and Hindi text, I sought to merge cultural influences, creating a bridge between traditional and modern aesthetics.

The imagery and phrases chosen are reflective of everyday moments, emotions, and thoughts, allowing the t-shirts to become more than just apparel—they are a canvas for personal storytelling.

My approach was to ensure that each design could stand alone in its uniqueness yet collectively represent a cohesive visual language that is both relatable and intriguing. This collection is not just about fashion but about making statements, sparking conversations, and embracing the nuances of individuality in a shared cultural space.



PART 5

Talli Tales

- About the Brand
- Project 5 (Talli Tales Investors Deck)

Talli Tales

Talli Tales offers premium ready-to-drink cocktails crafted to turn every sip into an unforgettable story. Our expertly blended cocktails are made with the finest ingredients, delivering bold flavors and a refreshing experience straight from the bottle.

Whether you're celebrating with friends or savoring a quiet moment, Talli Tales is your go-to for convenience, quality, and great taste. Crafted with passion and a touch of innovation, we bring the perfect balance of tradition and modern mixology to your glass—one ready-to-enjoy cocktail at a time.



Project 5

Talli Tales Investors Deck

Objective:

To present Talli Tales as an innovative, lifestyle-oriented cocktail brand with significant market potential and a unique value proposition, in order to secure investment for business growth and expansion. The deck aims to showcase the brand's distinctive positioning, comprehensive marketing strategy, community engagement initiatives, and commitment to social responsibility, demonstrating how these elements combine to create a compelling opportunity for investors in the competitive beverage market.

Brand Concept Development

When we kicked off this project, I worked closely with our marketing team to visualize the core identity of Talli Tales. We held numerous brainstorming sessions where I sketched out various concepts, trying to capture the essence of a lifestyle-oriented cocktail brand. It was challenging but exciting to visually represent ideas like adventure, social connection, and everyday enjoyment. I experimented with different visual metaphors to bring the concept of "tales" and memories to life through design elements.



Market Research and Target Audience

Talli Tales appears to be targeting the ready-to-drink (RTD) cocktail market, focusing on young adults, likely in their 20s and early 30s, who lead active, social lifestyles. The brand's target audience consists of adventure-seekers and experience-lovers who enjoy travel, outdoor activities, and social gatherings. These individuals value convenience, social connections, and brands with a purpose.

They are likely to be digitally savvy, active on social media, and socially conscious. The brand positions itself as a versatile companion for various settings, from everyday relaxation to special occasions, appealing to those who appreciate both casual drinking moments and more elaborate social events.

Talli Tales seems to be carving out a niche within the alcoholic beverage industry by combining lifestyle elements, adventure, and social experiences with their cocktail offerings, aiming to resonate with a demographic that seeks more than just a drink, but a part of their life story.

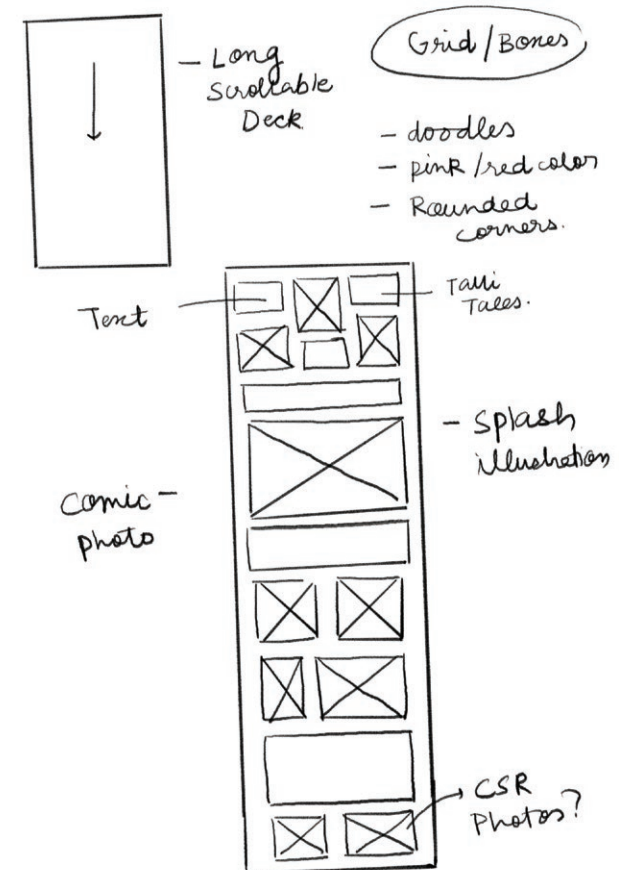
Content Strategy Development

Developing the visual aspects of our content strategy was one of the most creative parts of this project. For the "Talli Tales on the go" concept, I designed templates for social media posts featuring our cocktails in various travel settings. I also created storyboards for our motion ads, visualizing how we could show Talli Tales integrated into daily routines. The hashtag strategy required me to design eye-catching typography treatments for hashtags like #DILSETALLI and #TALLI, ensuring they would stand out in social media feeds.



Investor Deck Layout and Design

Pulling all these elements together into a cohesive investor deck was a significant challenge. I carefully structured the layout to tell our brand story visually, using a consistent color scheme, typography, and visual elements throughout. I designed each slide to highlight key information while maintaining visual interest.

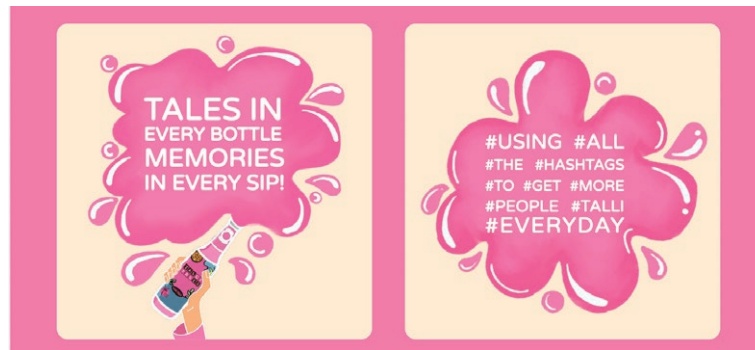


Finalization and Preparation

In the final stages, I worked closely with our content team to refine the deck. I made countless small adjustments to ensure every element was perfectly aligned, colors were consistent, and the overall flow of the deck was smooth and engaging.

Throughout this process, my focus was on creating a visually compelling narrative that would bring the Talli Tales brand to life for potential investors. Every design decision was made with the goal of communicating our brand's unique positioning, market potential, and commitment to creating memorable experiences for our customers.





Community Building

Talli Tribe: Building a community of like-minded people to create a symbiotic relationship. Collaborating with sporting events, artists, and local festivals to craft unforgettable moments with Talli Tales.

Talli Tales Local Collaborations: Partner with local businesses, restaurants, and cafes to feature Talli Tales cocktails on their menus. Host joint events and promotions, reinforcing the brand's presence within the community and encouraging support from local patrons.

Talli Tales Adventure Expeditions: Organize unique travel experiences where participants explore exotic destinations while enjoying Talli Tales cocktails. Collaborate with adventure travel companies to curate unforgettable journeys that bring together cocktail enthusiasts in exciting new settings.



CSR Activities:

- 1. Charity Contribution:** For every Talli Tales bottle sold, we donate ₹1 to charity. This means that every time you enjoy our cocktails, you're also contributing to a good cause and making a positive impact in the community.
- 2. Clean Up Drives:** Clean-up drives will be organized in collaboration with Talli Tales. Together, we'll work towards keeping our surroundings clean and preserving the environment.



PART 6

Minimo by Yashvi

-About the Brand

-Project 6

Minimo by Yashvi

Minimo by Yashvi is a brand dedicated to offering elegant, minimalistic, and high-quality jewelry that blends timeless design with modern aesthetics. They specialize in creating pieces that embody sophistication, using materials like 14k gold, sterling silver, and precious gemstones.

Their collections, such as the Mukta and Bridgerton lines, are thoughtfully curated to cater to both men and women who appreciate fine craftsmanship and subtle luxury. Each piece is designed to enhance personal style, making it perfect for everyday wear or special occasions.

Project 6

Website Banners for Minimo

Objective:

To design a series of website banners for "Minimo by Yashvi" that would effectively communicate the brand's identity—minimalism, elegance, and luxury—while engaging the target audience. The banners needed to showcase the jewelry in a way that was visually appealing, responsive across devices, and aligned with the brand's aesthetic principles.

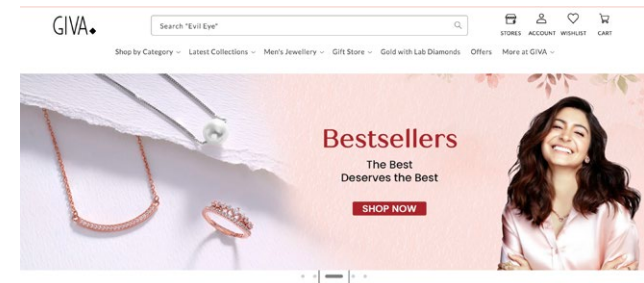
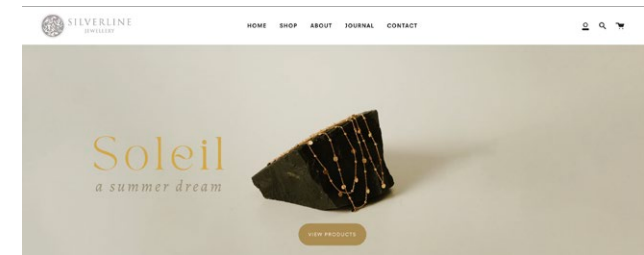
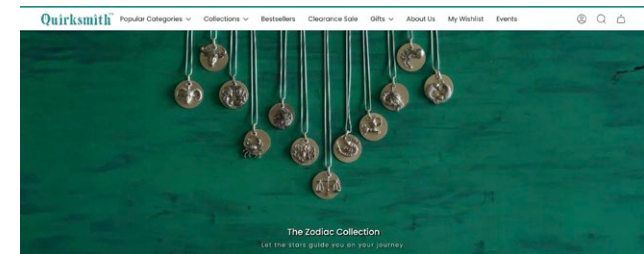
Understanding the Brand

In the beginning, I immersed myself in understanding the brand Minimo by Yashvi. My goal was to grasp the core values and aesthetic principles that define its identity—minimalism, elegance, and everyday luxury. This understanding became the foundation upon which I built every aspect of the design process.



Conceptualization and Planning

The conceptualization phase was crucial. I brainstormed ideas that would visually communicate the brand's ethos. I aimed to create a visual narrative that was both cohesive and reflective of Minimo by Yashvi's dedication to simplicity and sophistication. During this phase, I carefully selected a neutral color palette that complemented the jewelry pieces without overshadowing them. The typography was chosen for its ability to convey both elegance and clarity, ensuring that the text was as understated and refined as the jewelry itself.



Looking at the websites of the competitors.

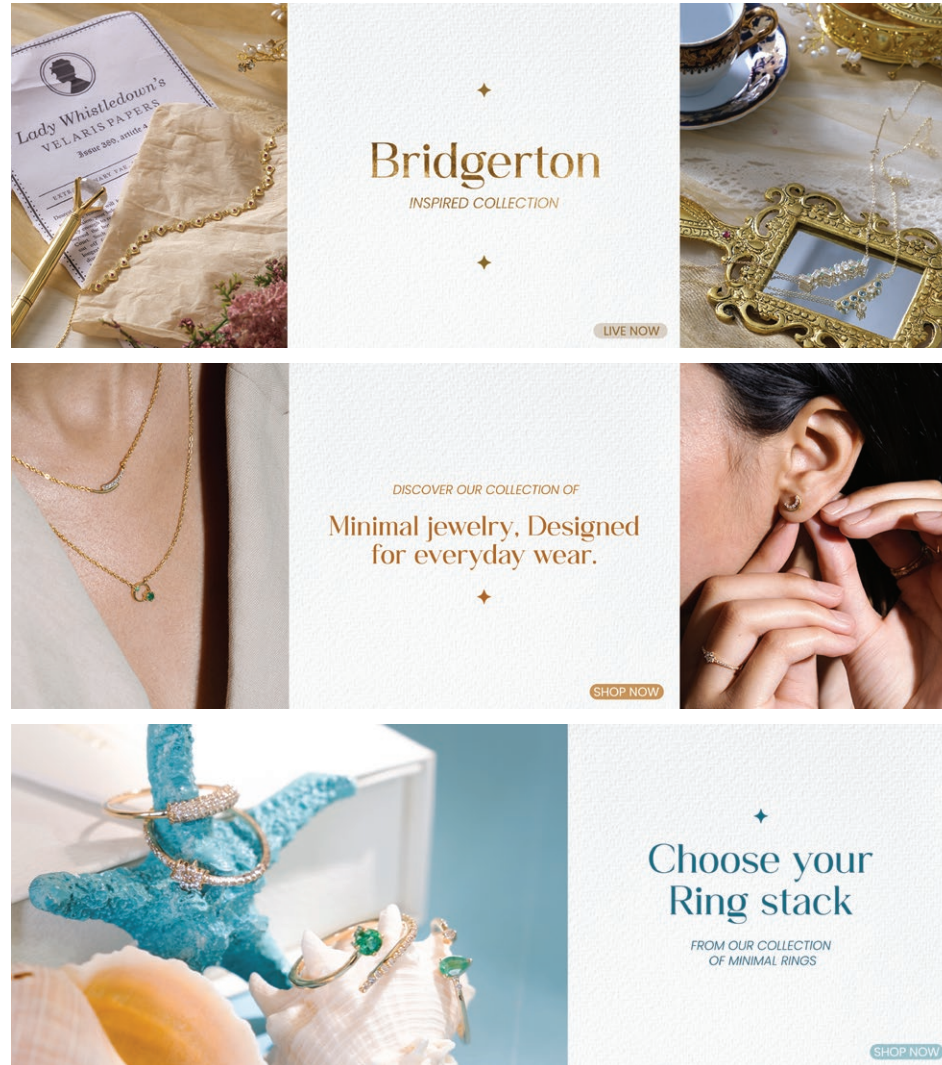
Thematic Integration

For specific collections, such as the Bridgerton-inspired series, I incorporated thematic elements that subtly evoked the historical period while maintaining the minimalist approach. This involved selecting props and backdrops that hinted at the era's opulence without detracting from the jewelry. The balance between thematic expression and minimalist design was delicate, but essential to ensure the brand's identity remained consistent.

Technical Execution and Conclusion

From a technical standpoint, I ensured that the banners were fully responsive, adapting gracefully to different screen sizes while retaining their visual integrity. The call-to-action buttons were strategically placed to be prominent yet unobtrusive, designed to encourage user interaction without disrupting the overall aesthetic.

The entire design process for Minimo by Yashvi's website banners was a blend of creative vision, strategic planning, and detailed execution. By keeping the brand's core values at the forefront of every decision, I was able to create banners that not only captured the essence of the brand but also engaged and inspired its audience.



PART 7

Radisson Blu, Jaipur

- About the Brand
- Project 7 (Social Media Ad for Radisson Blu Jaipur)

Radisson Blu Jaipur

Radisson Blu Jaipur is part of the Radisson Hotel Group, a global hospitality company with a portfolio of diverse hotel brands operating in over 120 countries. The Radisson Hotel Group is committed to delivering exceptional guest experiences and sustainable practices.

Key features of the Radisson Hotel Group:

Global Presence: The group operates hotels in various destinations worldwide, catering to a diverse range of travelers.

Brand Portfolio: The Radisson Hotel Group offers a variety of brands, each with its unique personality and target audience, including Radisson Blu, Radisson, Radisson RED, Park Inn by Radisson, Park Plaza, and Country Inn & Suites by Radisson.

Commitment to Sustainability: The group is dedicated to responsible business practices and environmental sustainability, implementing initiatives to reduce its carbon footprint and support local communities.

Guest Loyalty Program: Radisson Rewards is the group's loyalty program, offering members exclusive benefits and rewards for their stays.

Radisson Blu Jaipur is a flagship property within the Radisson Hotel Group, showcasing the brand's commitment to luxury, comfort, and exceptional service.



Project 7

Social Media Ad for Radisson Blu Jaipur

Objective:

Create a compelling social media ad promoting Radisson Blu Jaipur for International Yoga Day, highlighting the hotel's unique offerings, driving engagement, bookings, and brand awareness among yoga enthusiasts

Understanding the Brand and Target Audience

As a designer tasked with creating a social media ad for Radisson Blu Jaipur to coincide with International Yoga Day, I knew I had a unique opportunity to showcase the hotel's luxurious offerings and appeal to a specific audience.

The first step was to delve deep into Radisson Blu Jaipur's brand identity and values. I wanted to ensure that the ad aligned with their overall messaging and image. Additionally, I researched the target audience to understand their preferences, demographics, and motivations for choosing a hotel.

Concept Development and Visual Execution

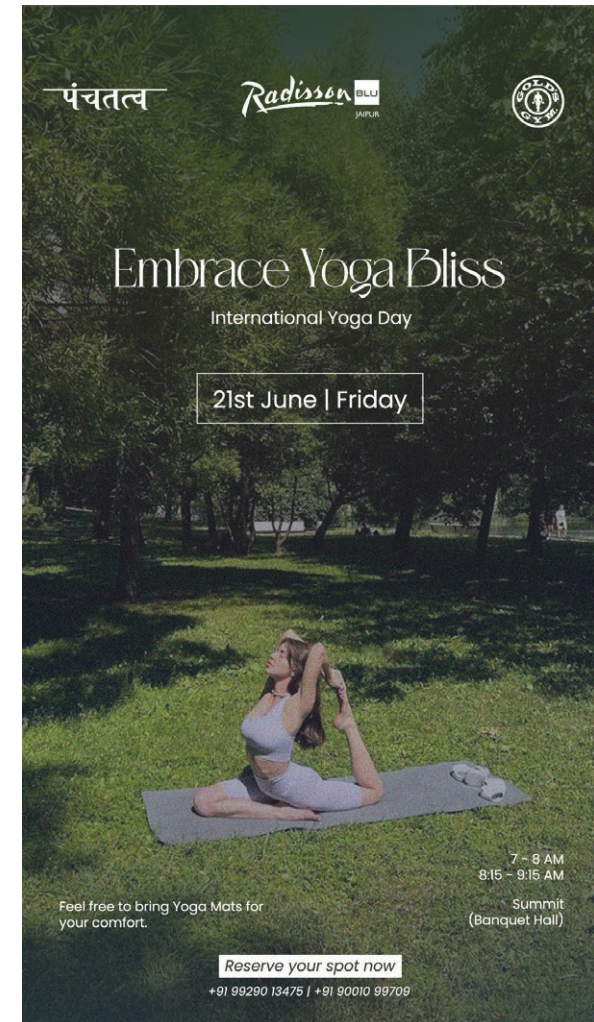
Once I had a clear understanding of the brand and audience, I began brainstorming concepts for the ad. I wanted to create something that not only captured the essence of yoga but also showcased the luxurious experience Radisson Blu offers. I decided to focus on the hotel's stunning architecture and serene ambiance, creating a visual that evoked feelings of tranquility and relaxation.

The next step was to select the perfect image and color palette. I chose a serene image of a yoga pose set against the backdrop of the hotel's architecture. The color scheme was soft and calming, reflecting the peaceful atmosphere of yoga.

I also paid close attention to the typography, selecting fonts that were both elegant and legible. The overall design was clean and minimalist, allowing the image and message to take center stage.

Conclusion

The social media ad for Radisson Blu Jaipur was a successful campaign that effectively showcased the hotel's offerings and engaged with the target audience. By understanding the brand, conducting thorough research, and creating a visually appealing and compelling design, I was able to deliver a successful ad that drove bookings and enhanced the hotel's brand reputation.





Falooda

Summer Special

Everyday 3 PM - 11 PM till 30th June 2024



Classic Kulfi Falooda	
Mango Falooda	Kala Khatta Falooda
Fruit Falooda	Blackcurrant Falooda
Tiramisu Falooda	Berry Blast Falooda
Thandai Falooda	Kesar Pista Falooda



For Reservations, Contact: +91 99290 13475 | +91 90010 99709



Midnight Buffet

Savor a delectable late-night spread that delights every palate.

Every Friday & Saturday
From: 12:30 AM to 03:30 AM

For Reservations, Contact:
+91 99290 13475 | +91 90010 99709



Other Ad creatives done for
Radisson Blu.

PART 8

Others

- Daily Tasks
- All the Brands
- My Experience
- References

Daily Tasks at Jaipur Social

As a graphic design intern at Jaipur Social, my daily tasks involved creating and refining visual content for a diverse range of clients, primarily in hospitality, luxury, fashion, and F&B sectors.

I was responsible for designing social media posts, promotional materials, and branding assets. This included working on layouts, typography, and color schemes that aligned with each brand's identity.

Additionally, I collaborated closely with the marketing and content teams to ensure that the visuals complemented the overall campaign strategies, while adhering to tight deadlines and incorporating client feedback to deliver polished final designs.

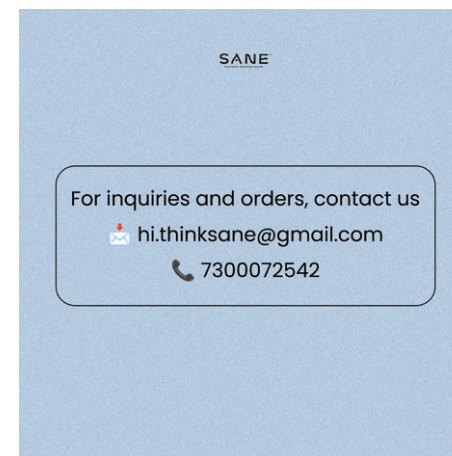
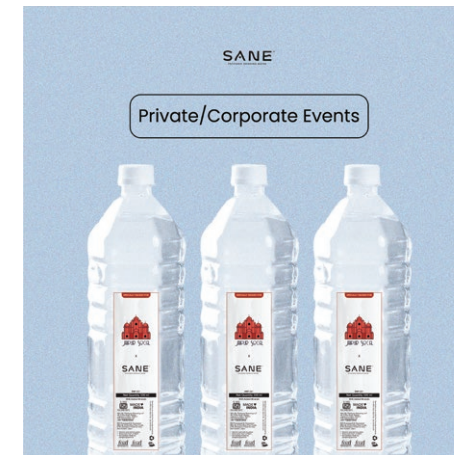
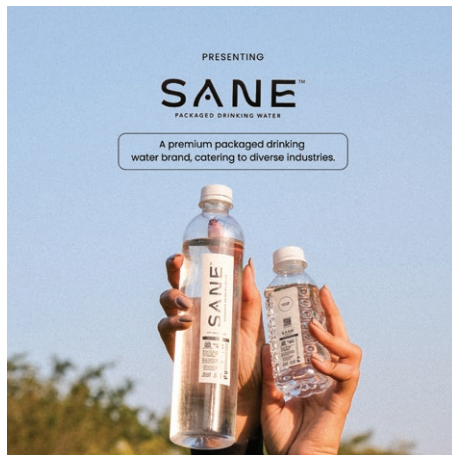
Sane-Ad Carousel

For this carousel post showcasing Sane, a premium packaged drinking water brand, the design process focused on creating a clean, modern, and versatile identity that resonates with diverse industries such as F&B outlets, corporates, and private events.

The minimalist layout, accompanied by soft hues and sleek typography, elevates the product's premium feel while ensuring clarity and ease of communication. The bottle designs are carefully tailored to different target sectors, enhancing the brand's adaptability.

Through this strategic and aesthetically refined approach, Sane emerges as a brand that stands out while maintaining a professional, high-quality image.

SANETM
PACKAGED DRINKING WATER
with added minerals



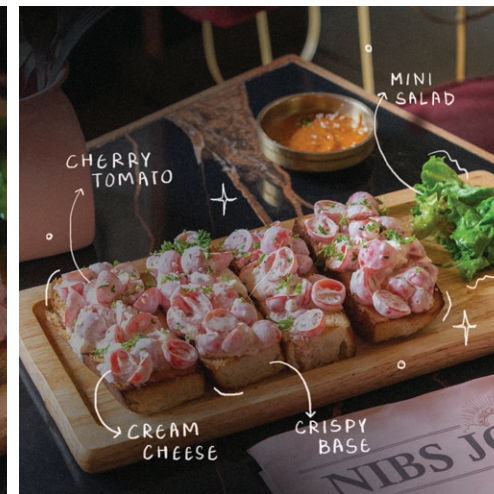
Nibs–Carousel Doodle Post

For this carousel post designed for Nibs, a legendary cafe in Jaipur known for its iconic Fritz shakes and diverse culinary offerings, the goal was to visually highlight two signature dishes: Cherry Tomato & Cream Cheese Bruschetta and Traditional Hummus & Pita.

The design blends handwritten annotations with vibrant food photography, adding a playful yet informative touch. The process involved creating a rustic, cozy aesthetic that reflects Nibs' charm and long-standing reputation.

By focusing on fresh ingredients and detailed descriptions, the design invites customers to savor the unique flavors that have made Nibs a local favorite for over a decade.





Brands



My Experience

My internship at Jaipur Social was a pivotal learning experience that broadened my understanding of the graphic design industry. Being involved in diverse projects across hospitality, luxury, and F&B sectors allowed me to refine my creative thinking and technical skills.

I had the opportunity to work on real-world branding and marketing campaigns, learning the importance of crafting visuals that not only look appealing but also resonate with target audiences.

Collaborating with different teams taught me how to manage multiple projects efficiently, adapt to client feedback, and ensure consistency across all platforms. This experience gave me a solid foundation in design and a deeper appreciation for strategic, impactful branding.



Beautiful people at Jaipur Social.



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