



ishita bajaj



PORTFOLIO

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CONTENTS

Part III : Graphics and Visual Communication

PROJECT
WEDDING CARDS
Sonal & Ravi


B A N A R A S
banarasi paan packaging

PROJECT
Egg Packaging

PROJECT
EcoMantra

PROJECT
El Faro HR Services

PROJECT
MagicGenie

PROJECT
iSOURCE

PROJECT
PSYCHOLOGY
WAY

1.

2.

3.

4.

5.

6.

7.

8.

PROJECT
HUNGER
BHAGAO

PROJECT
Marathon

PROJECT
urbanTABLE

PROJECT
A - MUSE

PROJECT
MARINA
swimwear.

PROJECT
Youth Leadership
Summit

PROJECT
Outdoor marketing

PROJECT
Exhibition Design

9.

10.

11.

12.

13.

14.

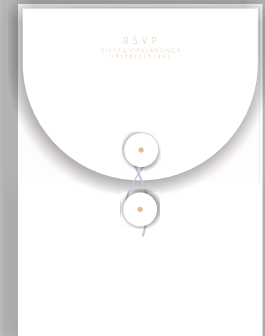
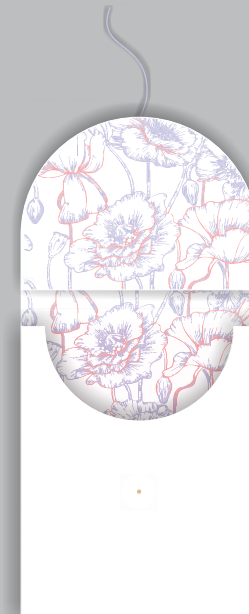
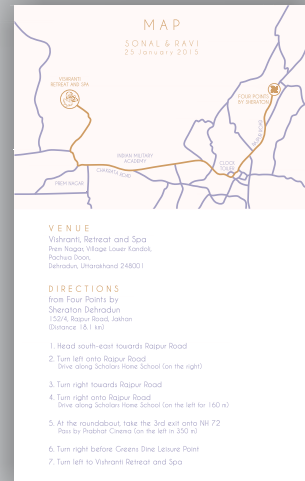
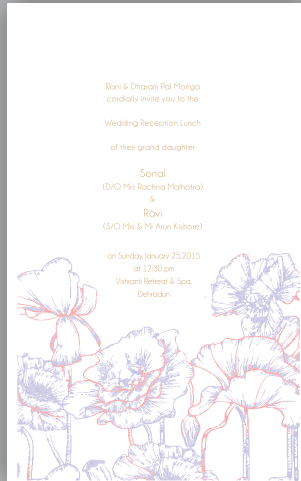
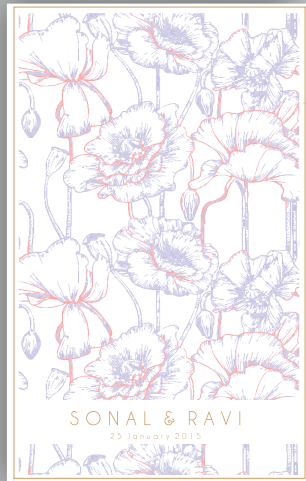
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16.



PROJECT
WEDDING CARDS
Sonal & Ravi

SET 1 SONAL & RAVI

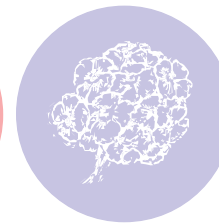


Inspired from the “English style” floral motifs , these wedding cards were customized to the bride and grooms preference and were executed from scratch within a week .

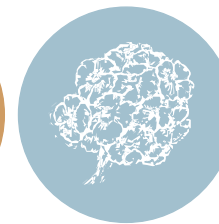
The card used a variety of printing techniques which included Screen Printing , U.V. printing & Gold leaf laying.

SONAL & RAVI
25 January 2015

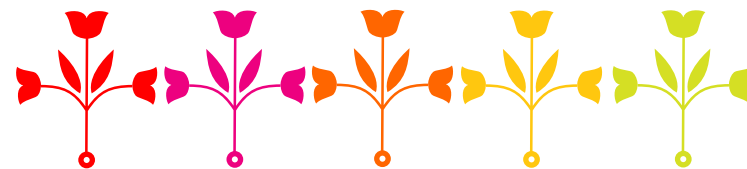
Partnered by : Atreyi Halder



Set 1 // Bride's Palette



Set 2 // Groom's Palette



B A N A R A S

banarasi paan packaging



The packaging design was a class room assignment which aimed at designing a packaging for “paan” with a cultural essence of banaras.

The packaging created , is a seven sided polygon , which can be seen in a lot of architecture prominent in Banaras. The graphics used are of the Ganga ghat that is one of the landmark places in the city.

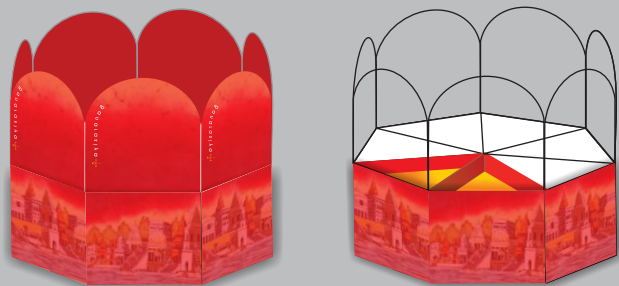
The aim of the packaging , is to get paan from the streets into daily households for purposes like gifting etc and marriages that can be enjoyed by a family and also the entire atmosphere of opening the box which also resembles a “paandaan” from the olden days , reminds the consumer of the heritage and yet is new and contemporary.



SECONDARY PACKAGING
Digital Product Rendering*



//1 Flower Petal like box in red to look like rose petals



//2 Internal View of the box with primary packaging.



//3 Back of the box with instructions and data.



Paper Pattern for print*

The primary packaging is of a triangular shape which fits in the Banarasi Paan perfectly.

It is ergonomically made to make sure that the consumer can open the packaging from one hand and doesn't require the other. The packaging is given a bright saffron color which reminds the viewer of the spiritual land of Banaras. The graphics on the packaging are kept minimal.

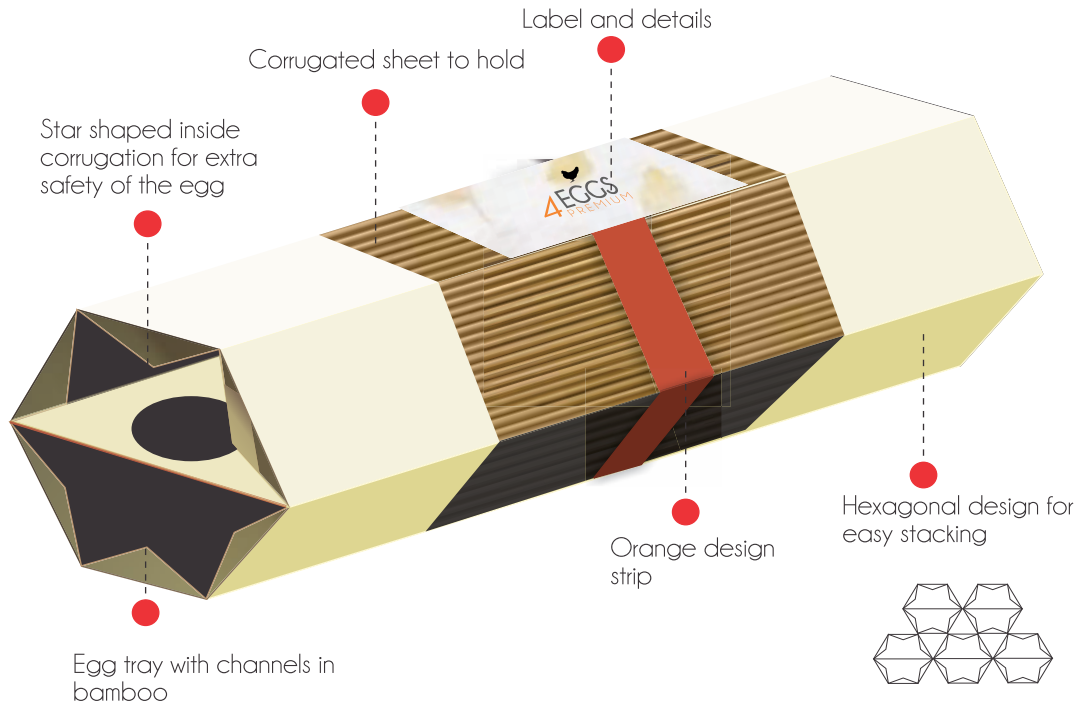
Materials used for packaging are paper (cardboard) and is lined with aluminum to prevent the juices of the Paan to penetrate and soil the paper package.



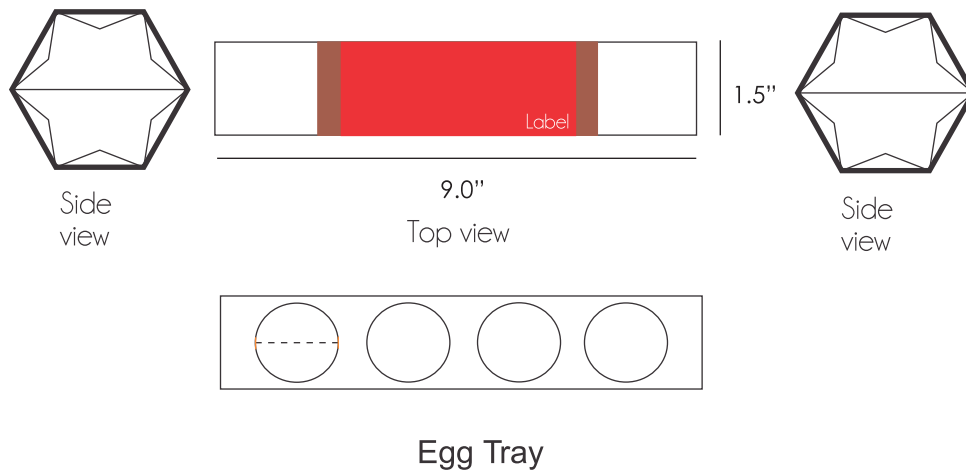


PROJECT

Egg Packaging



Technical Specifications & Digital representation



Graphics and labeling



The aim of the this exercise was to understand the following :

Stack ability Cost effectiveness Stability Safety

This package design serves all the categories perfectly. The polygonal shape allows the package to be extremely stack able while the tray has bamboo details which act as a channel to the corrugated paper. The entire package is cost effective as there is use of paper and cardboard.

The tray carries 4 eggs and can be slid conveniently from either sides. The package can be stored in any way vertical or horizontal, with an assurity that the eggs would neither fall or break and hence is easy to carry even in a bag.

The package is perfect for a Sunday brunch of 2 in style.



Eco Mantra

“Mantra is the breath of Eco”

Consisting of two words ,

Eco { not harming the environment } + **Mantra**
{(The Sanskrit word mantra- (m.; also n. mantram) consists of the root man- "to think" (also in manas "mind") and the suffix -tra, designating tools or instruments, hence a literal translation would be "instrument of thought")}

Hence **EcoMantra** means

“To have a thought towards the Environment.”

The logo captures the essence of the two words where the delicate Lotus flower represents the preservation of our environment enclosed in the red square and is balanced in the middle with a petal consisting of the reverberations in a gradient of colors to show the various stages of thought as in a mantra while the dot under the petal depicts the soul of the brand where the mantra originates from and opens up to the beautiful flower.

The two elements are hence balanced in one and The logo is entrenched and reaffirms the mission and vision behind the brand and its products.

Together juxtaposed in the earthy colors of

Deep Red,

[in BUDDHISM has developed as synonymous with the preservation of our life force]

&

Dark Saffron,

[the color of earth, and thus a symbol of rootedness and the equanimity of the earth. Also worn by the Buddhist monks.]



E c o M a n t r a



E c o M a n t r a

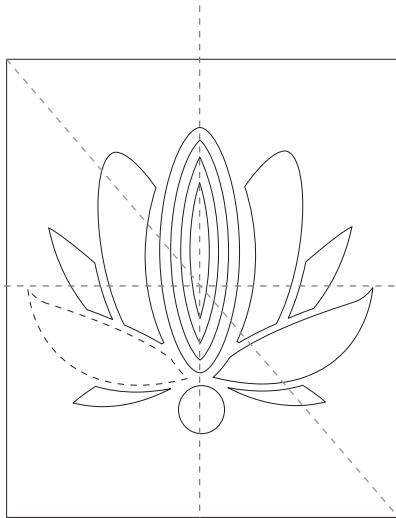
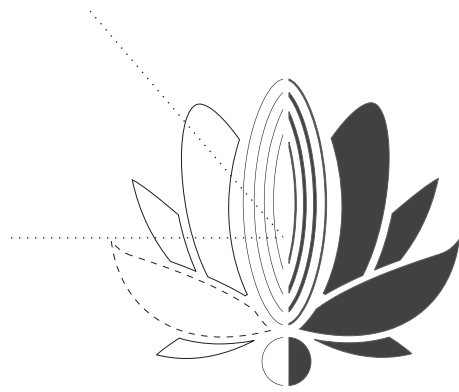
LOTUS
SELECTED LOGO

Color | Australian orange

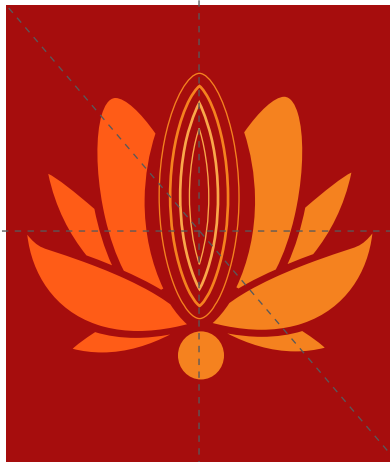


Color | Grayscale





E c o M a n t r a



E c o M a n t r a

LOTUS
SELECTED LOGO

Color | Australian orange



Color | Grayscale



Stationary Design

BUSINESS CARD

E c o M a n t r a

The cards were designed keeping in mind the essence and characteristic of the brand “Eco Mantra”.

It is clean and creates an atmosphere for the brand

Color | Australian orange



VERTICAL ORIENTATION

Front Leaf



Back Leaf



VERTICAL ORIENTATION

Front Leaf



Back Leaf



Consisting of two words ,

Eco { not harming the environment } + **Mantra** {(originally in Hinduism and Buddhism) a word or sound repeated to aid concentration in meditation.)}

The logo captures the essence of the two where the Lotus is composed of the repetition of the petals juxtaposed on each other to represent the reverberations as in a Mantra .

The logo is a perfect combination of the two elements integrated in one and is well balanced as mirror images of each other which seen from either the top or the bottom look similar and reaffirms the brand identity and ethics.

Together juxtaposed in the earthy colors of

Deep Red,
[in BUDDHISM has developed as synonymous with the preservation of our life force]

&

Dark Saffron,
[the color of earth, and thus a symbol of rootedness and the equanimity of the earth. Also worn by the Buddhist monks.]



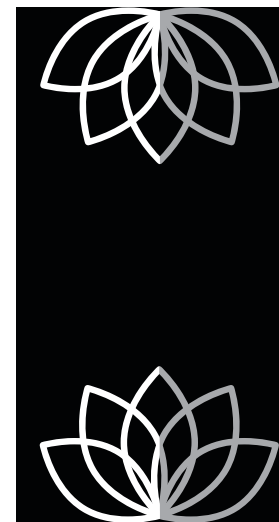
E c o M a n t r a



E c o M a n t r a



E c o M a n t r a



E c o M a n t r a

LOTUS
EXPLORATION

Color | Australian orange



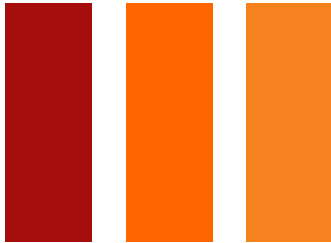
Color | Grayscale



LOTUS

EXPLORATION

Color | Australian orange



EcoMantra



EcoMantra



EcoMantra

Consisting of two words ,

Eco { not harming the environment } + Mantra
{(The Sanskrit word mantra- (m.; also n. mantram) consists of the root man- "to think" (also in manas "mind") and the suffix -tra, designating tools or instruments, hence a literal translation would be "instrument of thought")}

The logo captures the essence of the two where the delicate Lotus flower represents the preservation of our environment The lotus flower , represent the primordial purity of body, speech, and mind, floating above the muddy waters .while the concentric lines in the top petal depict the reverberations as in a chant or a mantra.

Together juxtaposed in the earthy colors of

Deep Red,
[in BUDDHISM has developed as synonymous with the preservation of our life force]

&

Dark Saffron,
[the color of earth, and thus a symbol of rootedness and the equanimity of the earth. Also worn by the Buddhist monks.]

The logo is entrenched and reaffirms the mission and vision behind the brand and its products.

Color | Grayscale



EcoMantra



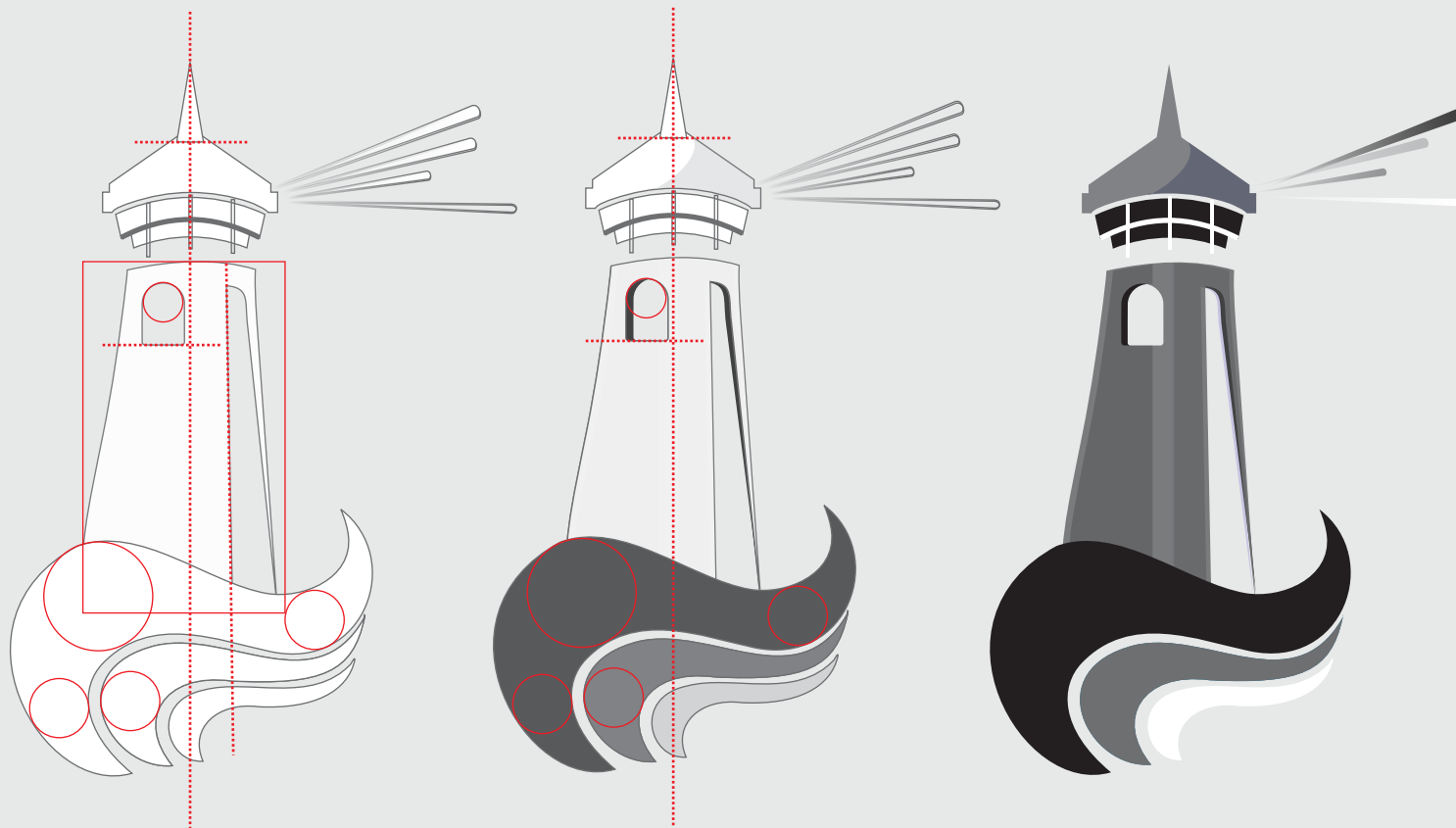
EcoMantra



EcoMantra



El Faro HR Services



El Faro HR Services

El Faro HR Services

El Faro HR Services is a HR Consultancy based in Gurugram (Gurgaon).

CLIENT BRIEF:

The brief given by the client required the designer to have a lighthouse and three waves along with a ray of light coming out from the lighthouse.

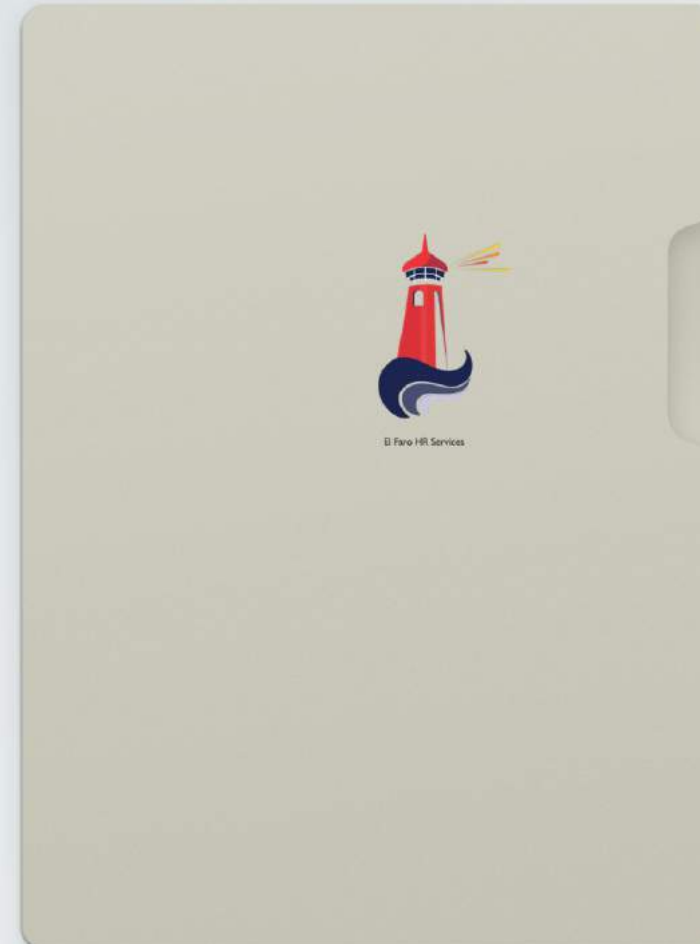


COLOR THEME



COLOR THEME









LOGO OPTION 1 | Variation 1

Ribbon without shadow

MagicGenie

The Logo with its bright and recognizable colors is pleasant to the viewer and captures customer attention.

Consisting of a ribbon like flow, representing the cleansing process that beautifully turns into a celebration of colors , starts from the stream of sparkle that originates out of the word Genie, ***it binds the company together as the magic of the genie facilitates the convenient and magical service experience.***

“The bottom blue representing water used to initiate the cycle, cleanses the dirt (red part) by various processes (yellow part) in an environmental friendly way (green end)”

Green is the color of balance and growth *also denotes the environment conscious approach*

Red is the color of energy, passion, action, ambition and determination

Orange is the color of social communication and availability

Blue is the color of trust and peace. It suggests loyalty and integrity *also water , an integral part of the housekeeping service.)*

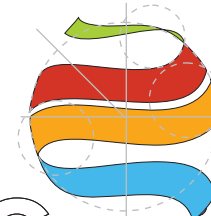




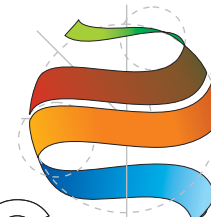
LOGO OPTION 1 | Variation 1

MagicGenie

Ribbon without shadow



MagicGenie



MagicGenie



MagicGenie



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www.techandall.com

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Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

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Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus.

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www.rubayath.com 008546

Lorem ipsum dolor sit amet,
Consectetur adipiscing elit.

Borem ipsum dolor sit
Consectetur adipiscing elit.





Lifesciences pvt. limited

iSource is a Noida based pharmaceutical company. The “ O.” in the logo has been modified to aesthetically give the feel of a complete ongoing process and care provided. It is visually reassuring to the customer and hence fits perfectly with the brand profile.



PSYCHOLOGY
WAY



PSYCHOLOGY
WAY

| HOME | ABOUT | BLOG | CONTACT |



LOGO

PSYCHOLOGY WAY



COLOR THEME



COLOR THEME
grayscale



COLOR OPTION



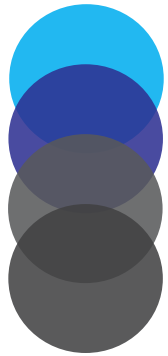
Psychology is the study of mind and behavior. It is an academic discipline and an applied science which seeks to understand individuals and groups by establishing general principles and research specific cases.

In this logo the psychology symbol sits in the center of a spectrum of colored circles, the colored circles used in the logo have an interactive effect with the viewer also allowing the eyes to move within the logo.

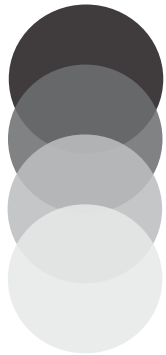
While box in the bottom cuts the logo in a rectangle which helps the brain perceive the logo in "closure" using the gestalt law.

LOGO OPTION.

PSYCHOLOGY WAY



COLOR THEME



COLOR THEME
grayscale



LOGO OPTION.

PSYCHOLOGY WAY



PSYCHOLOGY

WAY



PSYCHOLOGY

WAY

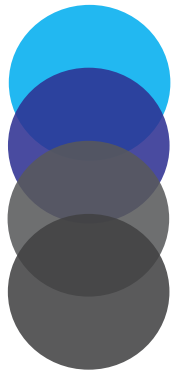
Psychology is the study of mind and behavior. It is an academic discipline and an applied science which seeks to understand individuals and groups by establishing general principles and research specific cases.

In this logo the gestalt law of closure is a watermark at the back of the psychology symbol. This leads to eye movement and allows the viewer to concentrate on the logo due to the foreground and background as the brain tries to complete the missing elements.

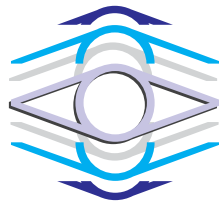
The color palette used is easily recognizable and according to psychology of color, blue "INTUITIVELY" imparts integrity and authority to what is said, one important aspect for website so that viewers return often.

LOGO OPTION.

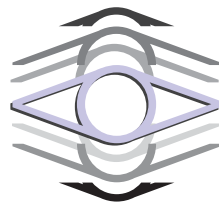
PSYCHOLOGY WAY



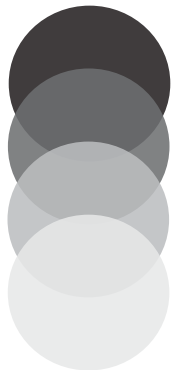
COLOR THEME



PSYCHOLOGY
WAY



PSYCHOLOGY
WAY



COLOR THEME
grayscale

Psychology is the study of mind and behavior. It is an academic discipline and an applied science which seeks to understand individuals and groups by establishing general principles and research specific cases.

In this logo the “psych eye” dominates the frame. The psych eye itself is powerful, awe - inspiring and a powerful way to redefine the brand identity.

The color palette used is easily recognizable and according to psychology of color , blue "INTUITIVELY" imparts integrity and authority to what is said, one important aspect for a website so that viewers return often.

While box in the bottom cuts the logo in a rectangle which helps the brain perceive the logo in “closure “ using the gestalt law.

The logo was done for a group of students who were interested to start a project to help eradicate hunger by organizing activities in the state of New Delhi.

The Project logo was intelligently developed to showcase the the rejoicing and happy individuals with a full stomach. The focus was made on the posture of the individuals to facilitate a visual communication with the viewer.





T: (912) 555-1234
E: hello@brandminute.com

315 Flatbush Ave
Brooklyn, NY 11217, US

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, laculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi portitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan laculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi laculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a ccumsan quis quis nibh.

Sincerely,

Allen Carter
co-founder

T: (912) 555-1234
M: +1-202-555-0184
E: allen@brandminute.com

Page 1 of 4







The first event to be organised under the project was a marathon in the city of Delhi.

The logo is styled in an athletic manner keeping in mind movement , speed and direction to convince the general viewer to join the cause and get the energy by the visual aesthetics.

The colors were kept bright and attractive to capture the attention of the young college going viewer in the age group of 20 to 30.



urban
'ə:b(ə)n/Submit adjective

adjective: urban contemporary



urban
'ə:b(ə)n/Submit adjective

adjective: urban contemporary



urban
'ə:b(ə)n/Submit adjective

adjective: urban contemporary



Logo Design CONCEPT //1

A strong, youthful and crisp “New age” design for a { Bar/Café }.

The logo accommodates negative and positive space to make it look complete yet holds an element of mystery for the viewer.

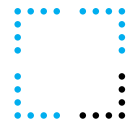




Logo Design CONCEPT //2

A bolder design concept for the modern consumer. A play of negative and positive space to give an airy and lighter feel to the otherwise heavy design.



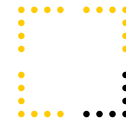


urban**TABLE**

{ Bar \ Café } .

urban
Table

{ Bar \ Café } .



{ Bar \ Café } .

urban**TABLE**

urban
Table

{ Bar \ Café } .



Logo Design CONCEPT //3

Another approach to the logo
which still looks bold but is more
sleak and minimal in nature.



{ Bar \ Café } .

urban**TABLE**

urban
Table

{ Bar \ Café } .



A - MUSE

An open air restaurant

The logo is designed for an open air restaurant , where the flower which also makes the “A.” sways beautifully in the wind.

The logo looks extremely elegant and soft and can be done in various colors.



MARINA
swimwear.

LOGO

Between last night's high tide and the
noon's dry land,
Lies in your hand, the country of sand.
The memory you hold has a story to tell,
A pearl trapped inside its shell.

Stamped with the time, it tells us how
taken you are,
How carried away by now, how deep and
how far.
The vast, weather-washed, corner less
state of your mind,
Take what you came here to find.

COLOR : Nautical Blues



LOGO

Between last night's high tide and the
noon's dry land,
Lies in your hand, the country of sand.
The memory you hold has a story to tell,
A pearl trapped inside its shell.

Stamped with the time, it tells us how
taken you are,
How carried away by now, how deep and
how far.
The vast, weather-washed, corner less
state of your mind,
Take what you came here to find.

COLOR : Nautical Blues



Stationary Design

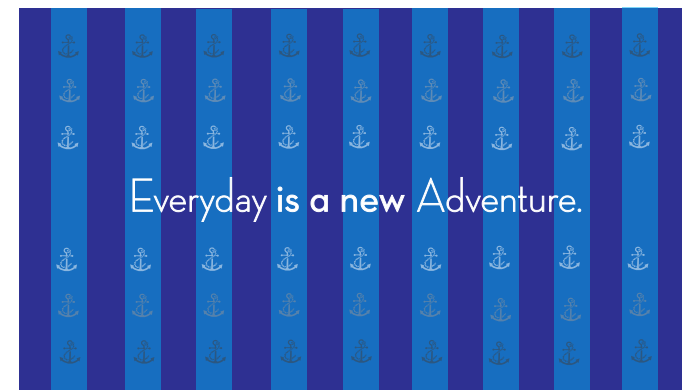
BUSINESS CARD



The card is a visiting card to gain brand recognition .

With the Tag line re-establishing the aim of the brand, the card is visually appealing

COLOR : Nautical Blues





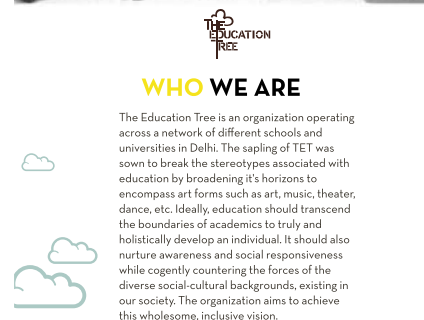
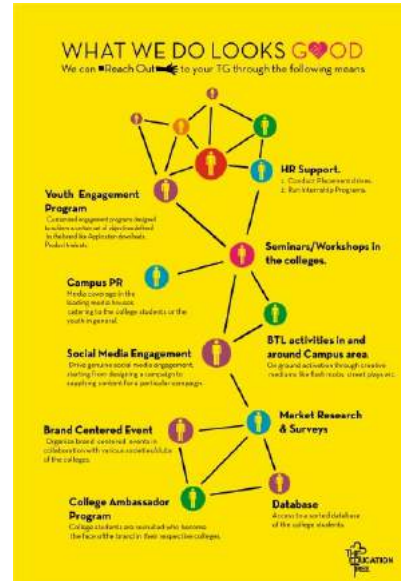
Stationary Design

FACEBOOK

The Education Tree is one of the India's fastest growing youth led organizations, operating across a network of different schools and universities, to redefine the quintessential notion of education. Ideally, education should transcend the boundaries of academics to truly and holistically develop an individual. It should also nurture awareness and social responsiveness while cogently countering the forces of the diverse socio-cultural backgrounds, existing in our society. The organization aims to achieve this wholesome, inclusive vision

Designs included

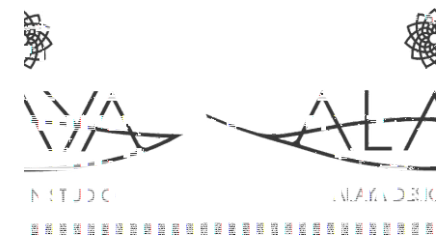
Poster Design
Brochure Design
Facebook Covers
Logo (Explorations)

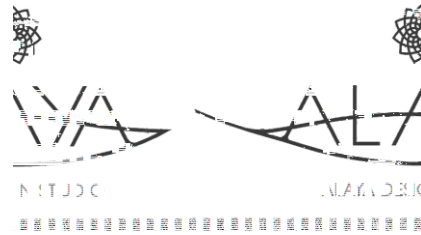




PROJECT

Outdoor marketing





Alaya Design Studio produces a range of artisanal handcrafted Furniture, Lighting and Home decor Accessories made from 100% natural and renewable materials such as Bamboo, Natural fibers, non-endangered Wood and assorted Recycled Materials. We also work with traditional artisan communities in the Himalayan region making handcrafted copperware, Tibetan handcarving on wood, Kumaoni Aipan paintings as well as Natural Fibers based handlooms.



The hoarding was designed for Alaya Design Studio based in Dehradun and was put up in the busy street of Old Rajpur Road.

Length : 40 ft
Breadth : 20ft



PROJECT

Exhibition Design

TESSELATE



TOP VIEW



FRONT VIEW



BACK VIEW

Tesselate art gallery is made on 3ds max which included several products .

The gallery is a short walk through which takes you around various rooms in the space starting from the reception.

Rendered using mental ray , the space showcases a variety of textures and materials.

SEMESTER 5
3DS MAX

