

namrata  
shajwani  
PORTFOLIO

## Hew

Capstone Project

## Lego

Visual presentation and  
exhibition design

## Skittles

Visual presentation and  
exhibition design

## Wearings

Capstone project

## The right roof

Graphic design - Brochure

## Finn

Advertising

## Alabastra

Skincare Packaging design

## Sykies

Chocolate Packaging design

## 36 Days of type

Personal project

## Emoji set

Vector graphic



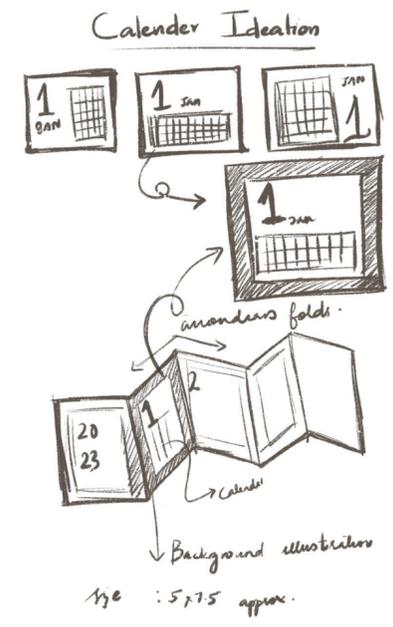
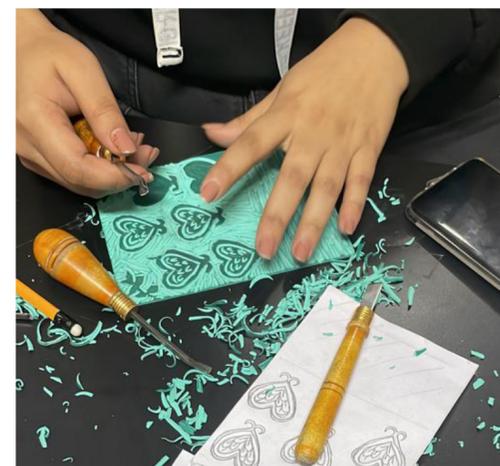
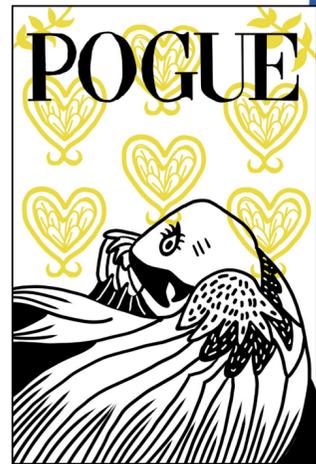
# KKW

## Capstone Project

**Challenge:** Designing and managing a craft based business

**Duration:** 12 weeks

**What will you see in this project:** Branding, publication design, illustration, product development, graphic design, social media marketing, business and management



# What is this project about?

Hew is inspired by art of block printing and block making. The latter, as a craft started to flourish in the city of Pethapur around the 18th century. The printers of indigenous and traditional prints which belong to Kutch and Ahmedabad, were the main clients to these block makers.

Hew **aims to carry this spirit and promote the craft of block printing and block making.** Our take is executed using the techniques of **Lino printing**, which helped us get as close as we could to the original craft.

The brand values of Hew are an amalgamation of sustaining and supporting the longevity of craft practices. The products are handcrafted and bring sustainability to light.

# Why Briggs-Myers personality test?

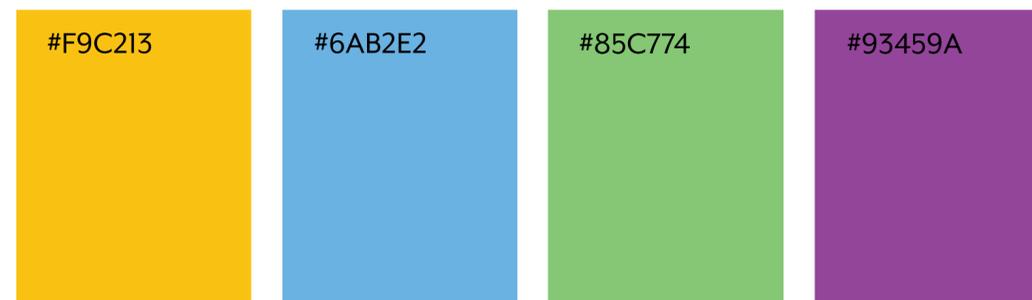
To infuse a **deep sense of personalization and foster a lasting connection with our brand**, we strategically integrated the Briggs-Myers personality test. This not only added a layer to user engagement but also ensured that individuals felt a tailored resonance with our products.

By leveraging this psychological tool, we aimed to create an **immersive brand experience** that aligned with the diverse personalities of our target audience. Recognizing the intricate layers inherent in both crafts and human nature, **we drew a parallel**, emphasizing that just as every craft is multi-faceted and influenced by various inspirations, so too are individuals complex and unique. Our aim was to acknowledge and celebrate the diversity of human personalities. This helped us ultimately enhancing the overall project to a **new level of user-centricity.**

The 16 personality types were created by Isabel Myers and Katharine Briggs, developers of the MBTI assessment. This was created to help people discover their own strengths and gain a better understanding of how people are different.

(E) Socionics is extraversion, (S) sensing, (T) thinking, (J) judgment, (I) introversion, (N) intuition, (F) feeling, (P) perception Socionics divides people into 16 different types, called sociotypes which are; ESTJ, ENTJ, ESFJ, ENFJ, ISTJ, ISFJ, INTJ, INFJ, ESTP, ESFP, ENTP, ENFP, ISTP, ISFP, INTP & INFP. A formal conversion is carried out following the Myers-Briggs Type Indicator

**The 4 categories these personality types fall under are: Diplomats, Analysts, Sentinels and Explorers.**



The color board for Hew consists of 4 colors that represent the personalities.

- Explorers is represented with yellow
- Diplomats is represented with green
- Analysts are represented with purple
- Sentinels is represented by blue

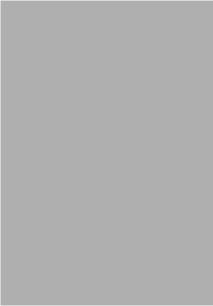
These colors are the significance of the brand. The shades and hues of these colors will be evident throughout our brand story.

# Final deliverables

The project demanded the final output to be a blend of design and management skills, hence the final deliverables extended creativity into business roles and responsibilities.

On the design front, we **curated a collection of products** that encapsulated the essence of the chosen craft. Simultaneously, our management skills took center stage as we **strategized for the entire production and sales process**. We navigated the complexities of **inventory management, planning and executing production, and managing logistics**.

To drive consumer engagement and sales, our management extended to **social media and marketing campaigns**. We implemented incentives for customers, and created a buzz around the brand.



Postcards  
4.25 in x 6 in



Pouches  
5 in x 7.5 in



Notebook  
8.3 in x 5.5 in



Calendar  
5.28 in x 8.26 in



Tote  
14.9 in x 16.5 in

# Process



Initial sketch



Digitized sketch



Tracing final sketch followed by Lino sheet carving



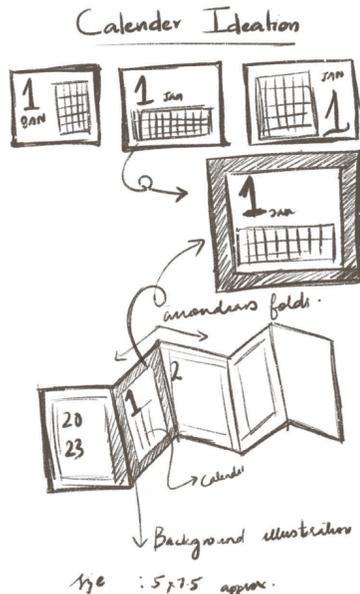
Preparation for printing



Test prints of multiple mediums like canvas and paper



**FINAL PRODUCT of INTJ Architect-Hedgehog Postcard**



Accordian fold calendar design, ideation, and final digital spread



# Products

Tote bag



Postcards



Calendar



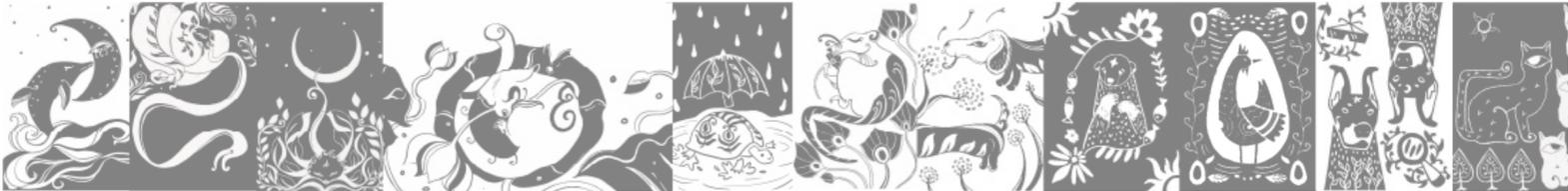
Pouches

Stickers



# Packaging

Illustration packaging strip designed by combining all the illustrations



Packaging stickers designed and strategized around the brand name



# LEGO YOUR LEGO PLAYGROUND!

## Visual Presentation and Exhibition Design

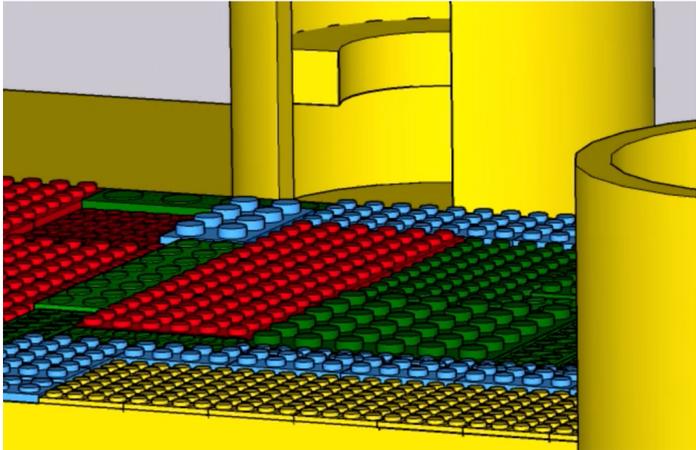
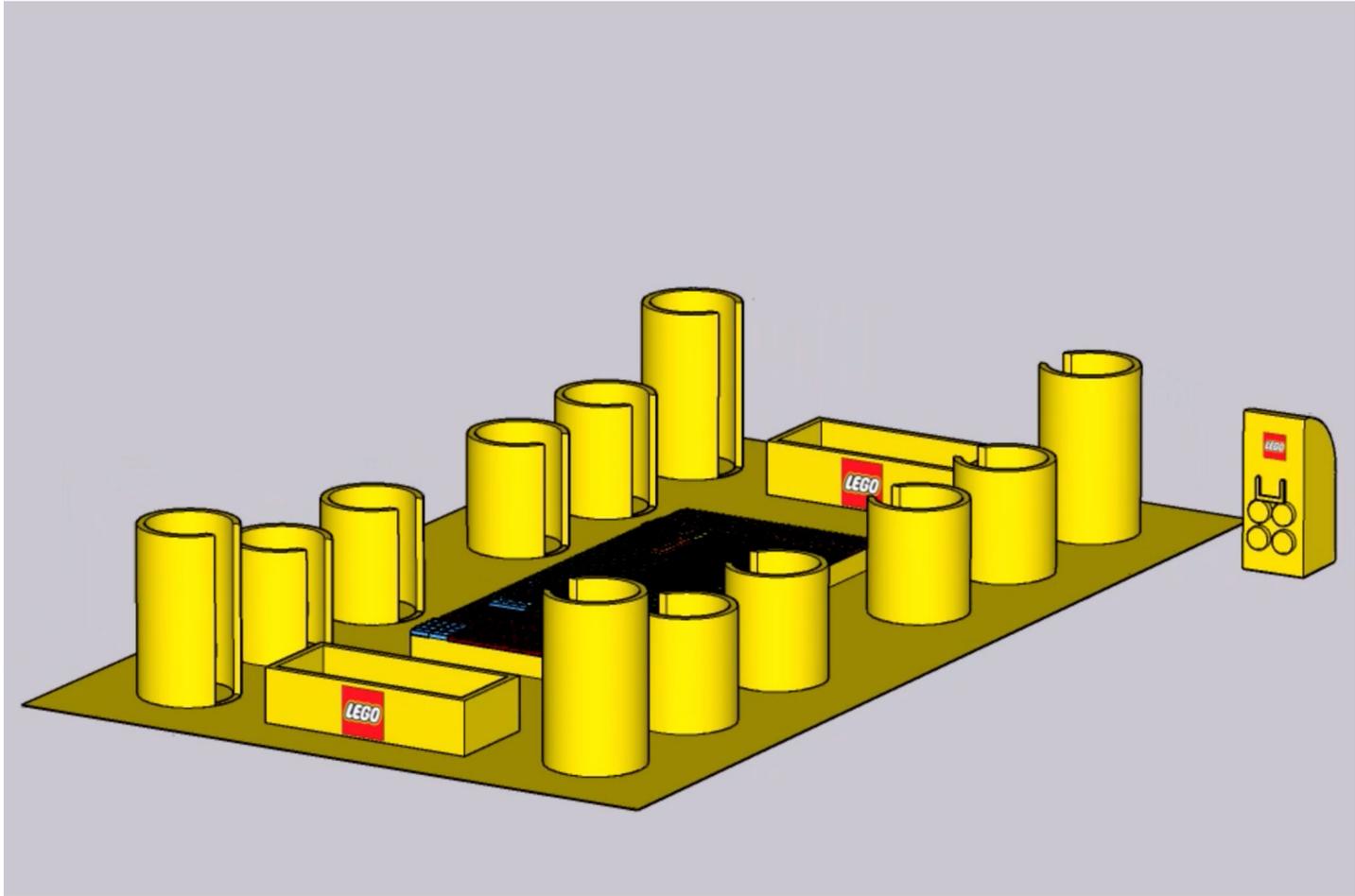
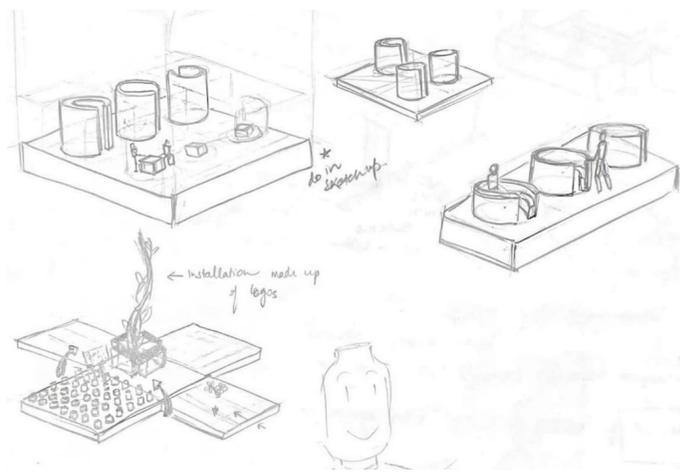
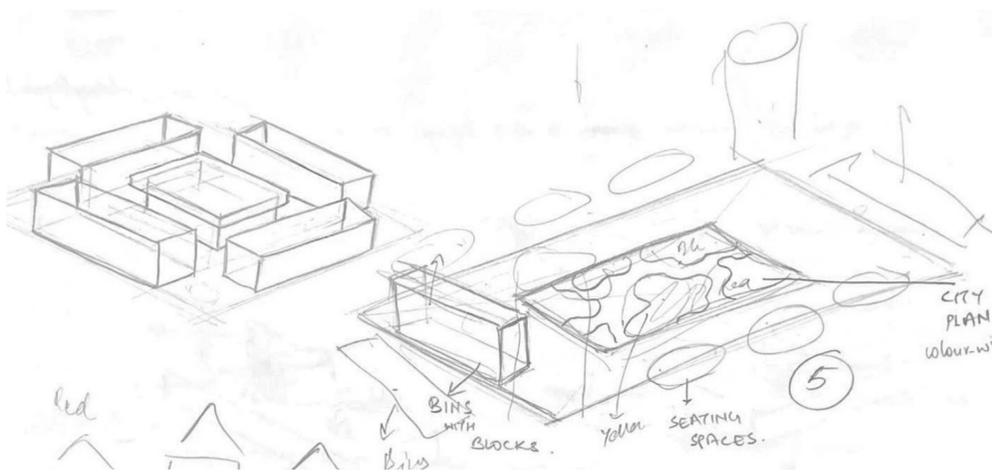
**Challenge:** Designing a kiosk and pop-up shop for LEGO.

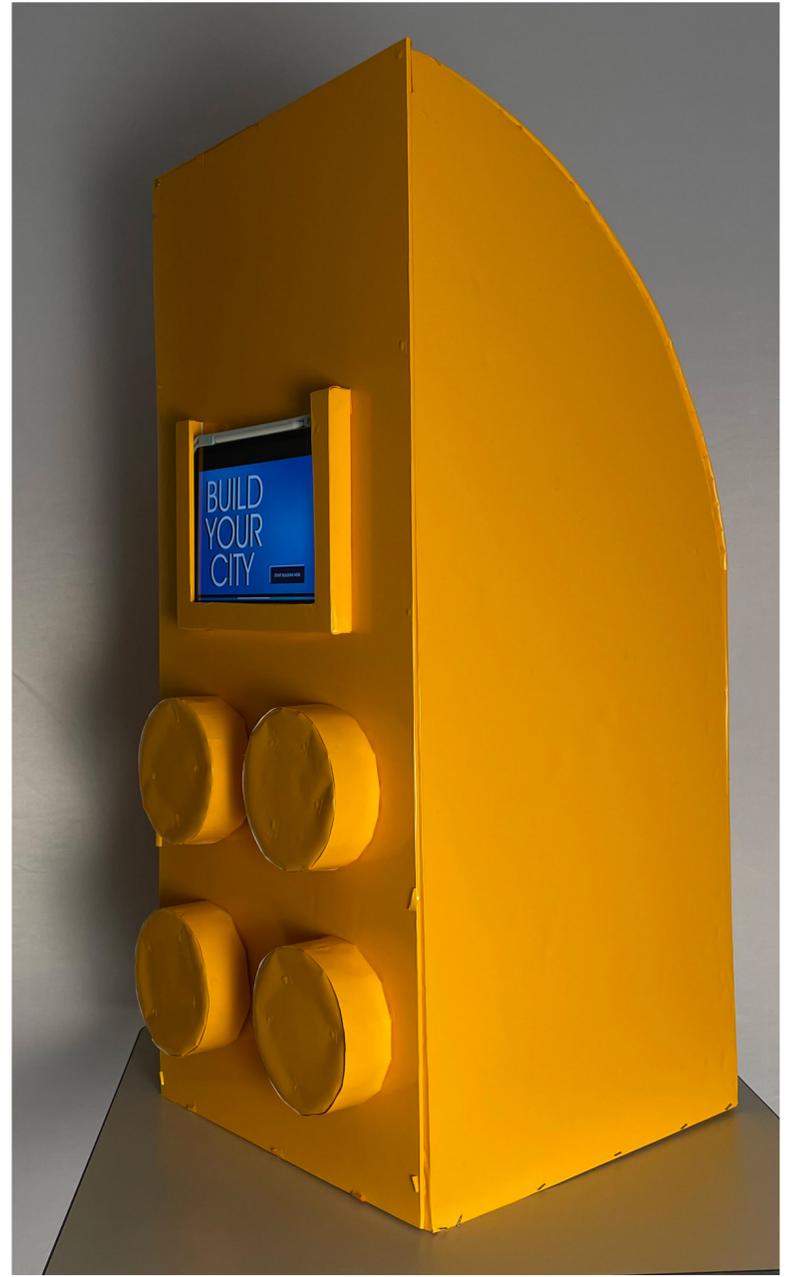
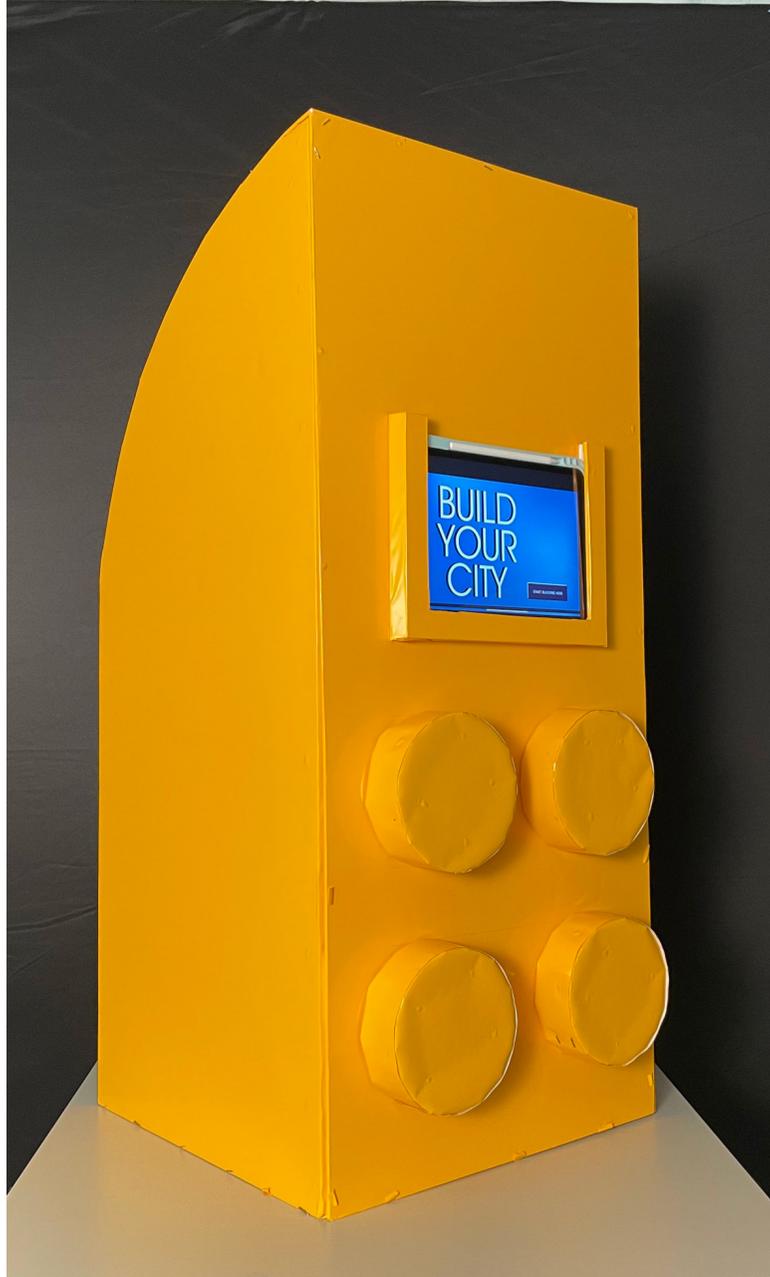
**Duration:** 7 weeks

**Concept:** The idea was based on the ideology of the brand of creating wonderful creations by using just building blocks.

The pop-up is designed for an open well-spread space that consists of bins filled with lego blocks, which people can take and build their masterpiece in one of the pods provided for group seatings. Then that creation is placed in the center of the pop-up which will eventually give rise to a whole new world built from people's creations. These creations can be seen on the kiosk in real-time in Augmented Reality using Adobe Aero. They can be viewed and shared by people.

[View project here!](#)





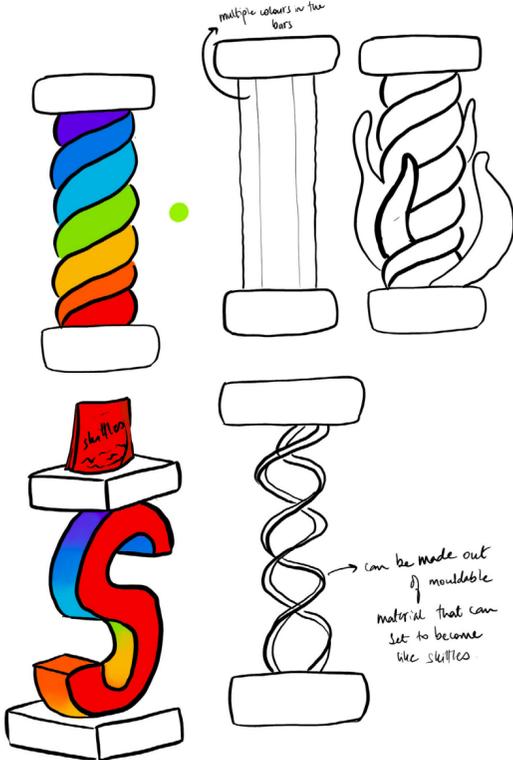
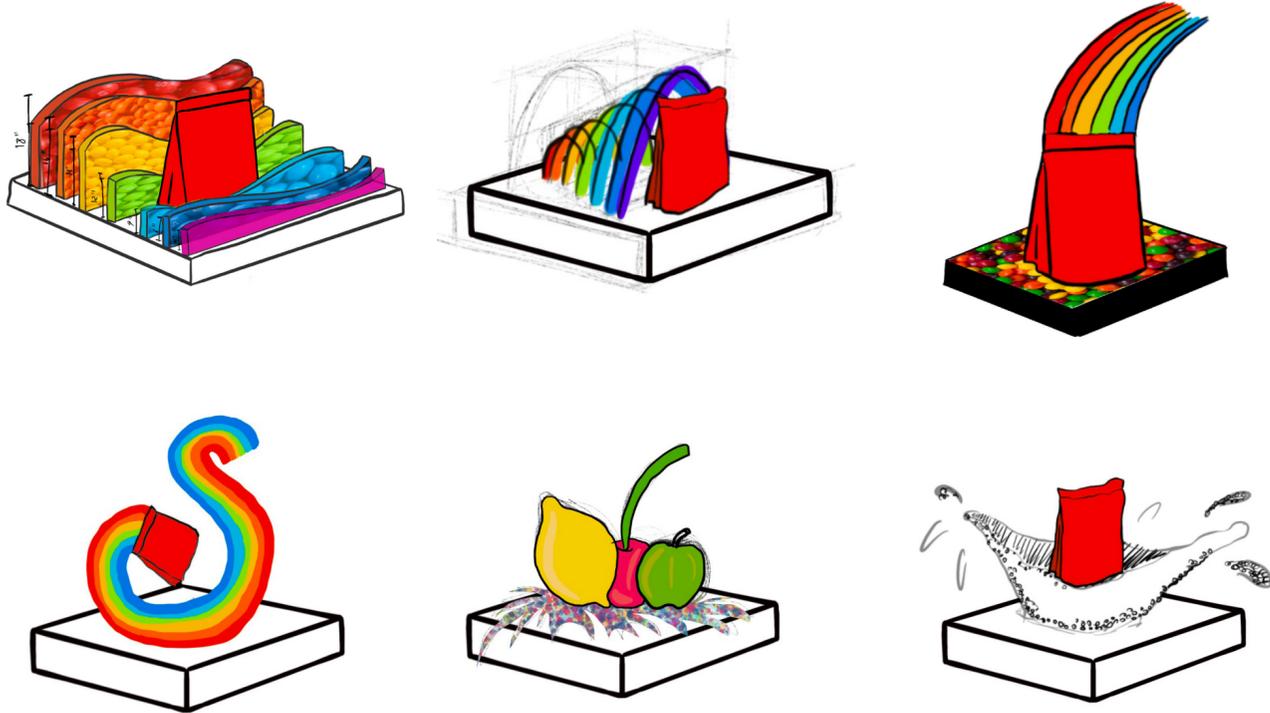
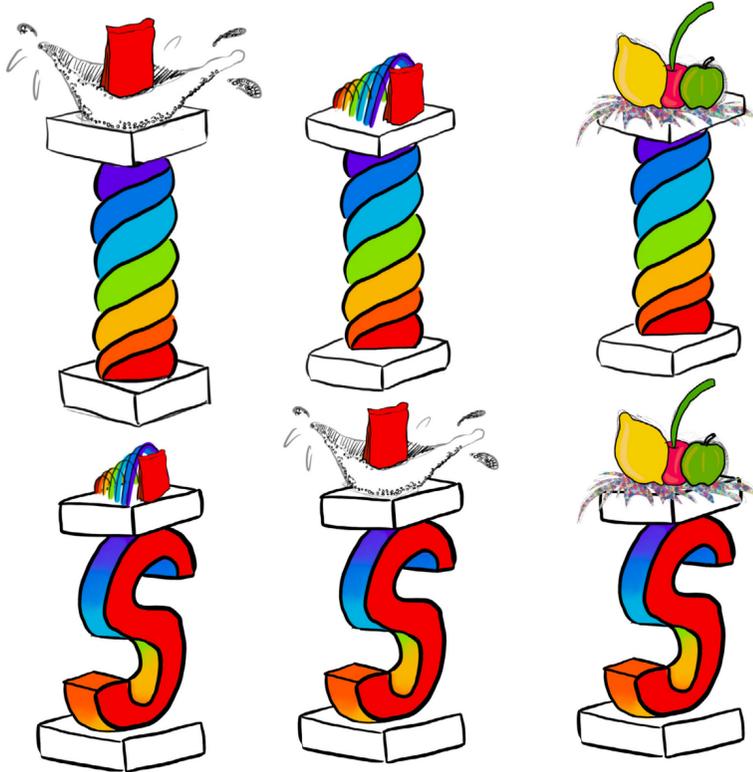
# SKITTLES DISPLAY THE RAINBOW!

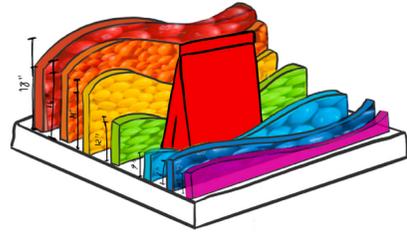
## Visual Presentation and Exhibition Design

**Challenge:** Designing a product display setting for the brand Skittles.

**Duration:** 6 weeks

**Concept:** I took inspiration from Skittles' playful and colorful aesthetic and its user group. The brand has a very approachable and fun personality that I tried to incorporate in the design.





# WEARINGS

## Capstone design project

**Challenge:** Conceptualizing and creating a brand from the name given

**Duration:** 12 weeks

**What will you see in this project:** Branding, Stationery collaterals design, graphic design, Print media ad campaign, social media marketing





# WEARINGS

*MAKING TECHNOLOGY WEARABLE THROUGH DESIGN*

# PROXIMA NOVA

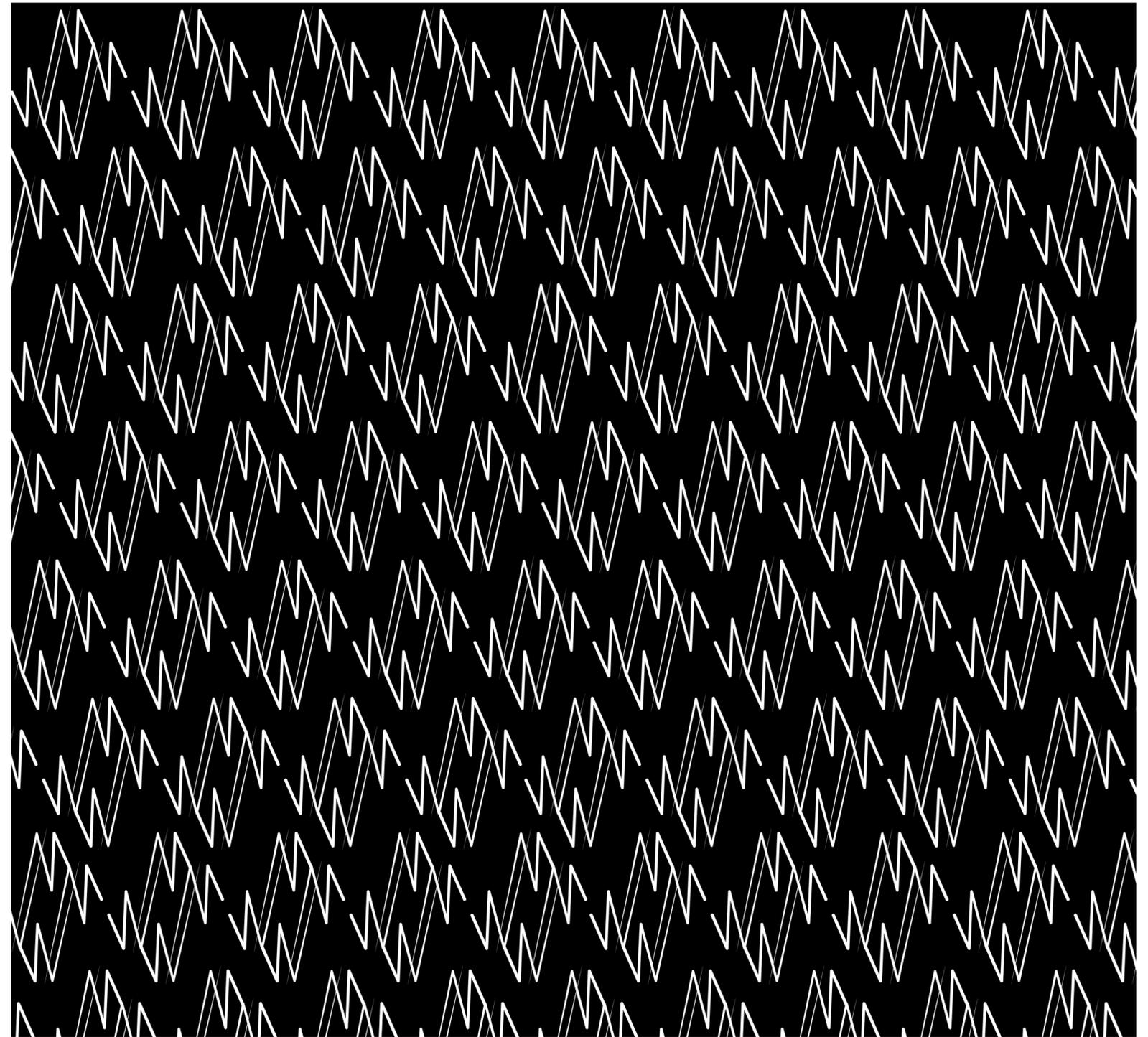
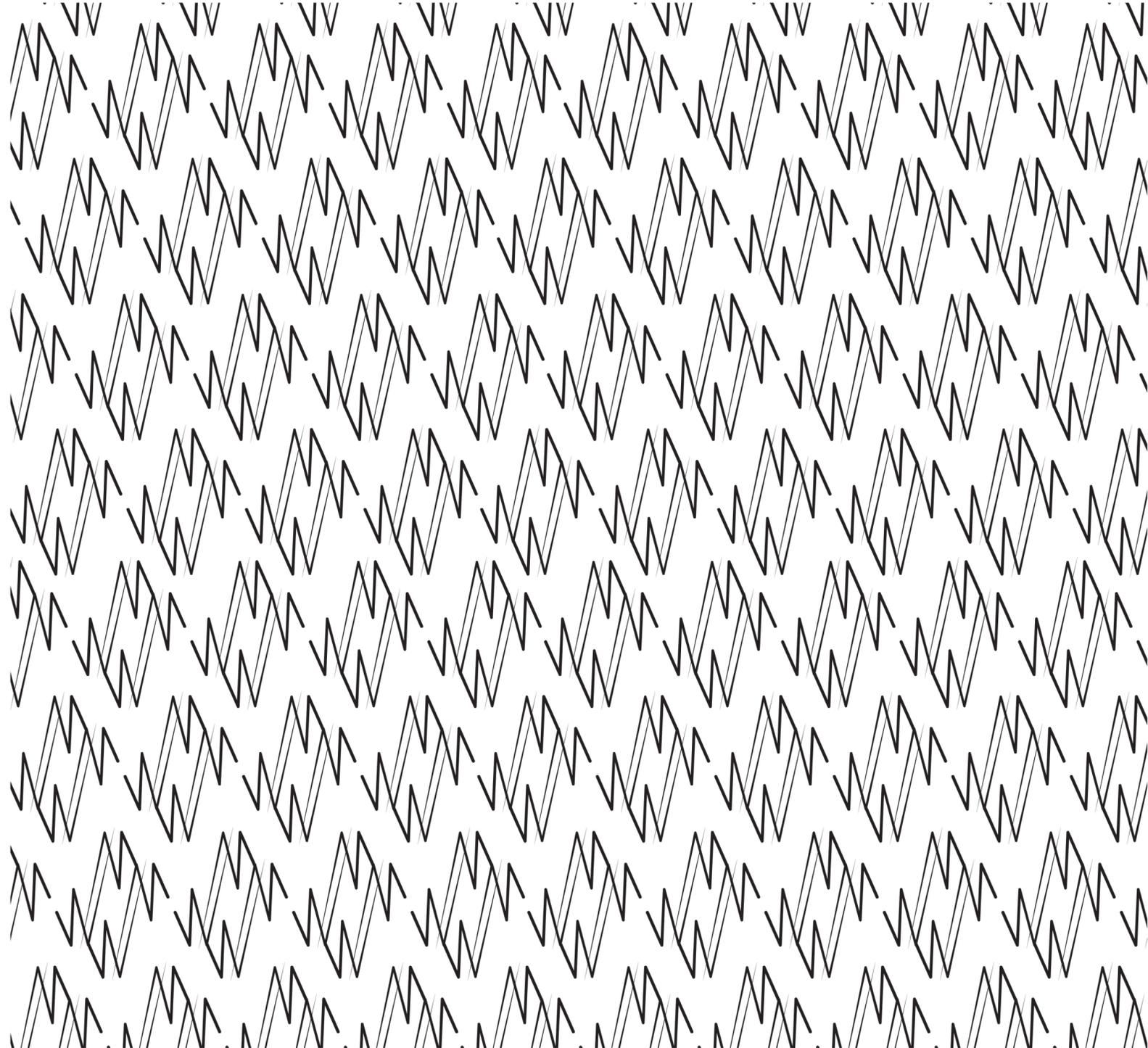
Hello, I'm the font Proxima Nova.  
Font for the brand Wearings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @#\$%&\*() {} [] ?!/,

**Proxima Nova**  
*Proxima Nova*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Pattern created



stationery set collaterals







# THE RIGHT ROOF

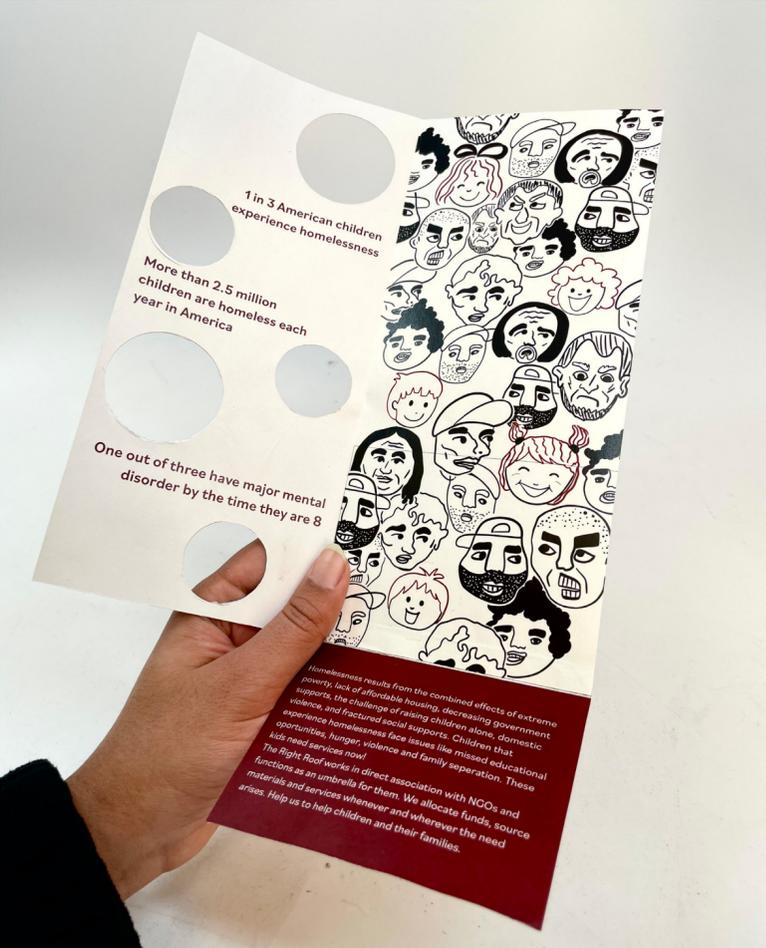
## Graphic Design

**Challenge:** Designing a brochure to create awareness of Homelessness in children

**Duration:** 5 Weeks

**Concept:** The ideation while creating the brochure was to portray the living conditions of a large chunk of kids. These conditions not only have physical but also mental repercussions. This brochure is designed for an event that invites sponsors and other organizations.

The cut out in the design act as windows of houses filled with warmth, care, and love where a child belongs, but reality strikes when one opens the brochure. Children are surrounded by all kinds of people who often don't have the best influence on them.



# FINN

## Advertisement campaign Design

**Challenge:** Creating an Advertising campaign for the brand FINN involving 3 or more methods of advertising, here, Guerilla marketing, Print ads, video animation, and social media post

**Duration:** 4 Weeks

**Concept:** FINN is a dog health supplement brand that emphasizes the love that a master has for his pet. FINN offers supplements for not only specific dog types but also based on their nature.

Guerilla marketing involves a mirror screen-cum-vending machine that uses dog filters and generates photos and posts that one can share online which creates a social media campaign and base, and it converts into a transparent glass that makes the dog products available for sale.

**Team Project:** Namrata Shajwani, Kaumudi Misra, Ishita  
My role involved brainstorming, ideation, and execution of the print ads, In addition to conceptualizing Guerrilla marketing campaign.





Guerrilla Marketing concept  
 This is a vending machine which doesn't reveal products at first. Its a mirror where anyone walking across stops, it generates filters. One can take photos and share on social media.



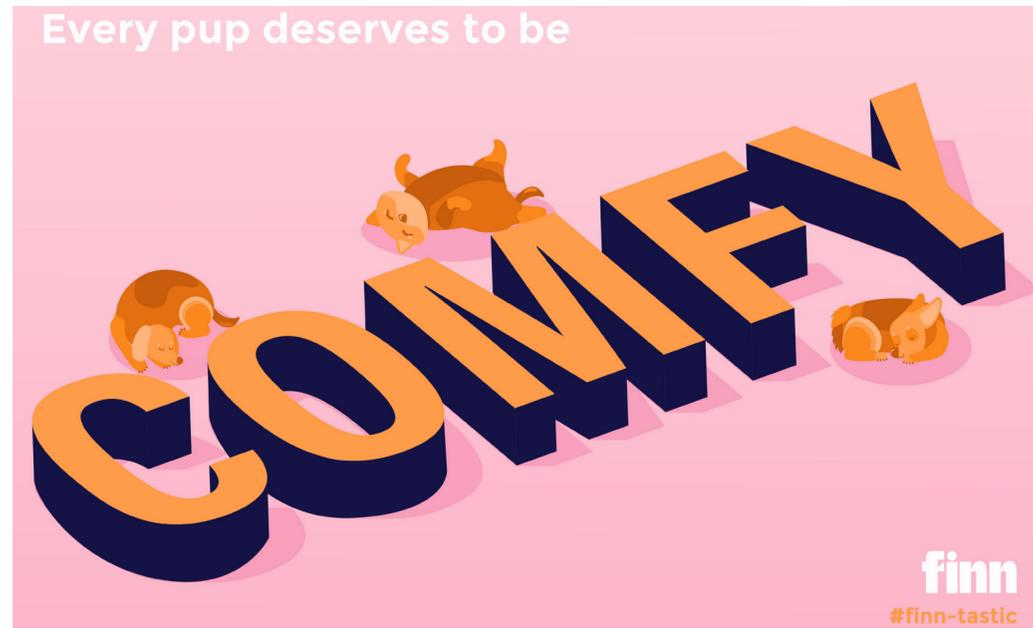
As they scan QR on the left for the photos, the mirror fades away, grabbing their attention.



The products are revealed finally for the user to buy!

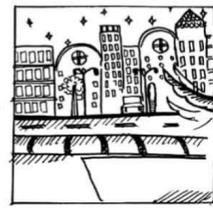


Print ads





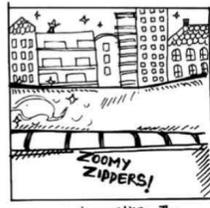
① Establishing frame  
- night cityscape  
- motion will be apparent laterally.



② frame moves towards left, a red carpet begins and a tail enters the right of the frame.  
- The background blurs and subject is in focus



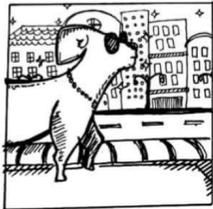
③ The dog's rear enters the frame. The tail is wagging inferring to highly energetic motion. frame still shifting to left.



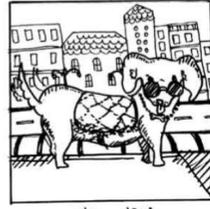
④ similar motion. The body is shown but still in motion. Tag lines cut appearing relevant to the motion & part.



⑤ The dog wears a coat his own fur coat is shining - motion is maintained



⑥ The face appears. Very confident, chill. The frame has only partial subject matter



⑦ Motion stops. Full subject in frame - background still blur



⑧ background blurs to max. Only tagline legible. Screen blacks out.



ing frame, night cityscape and the camera will zontally.



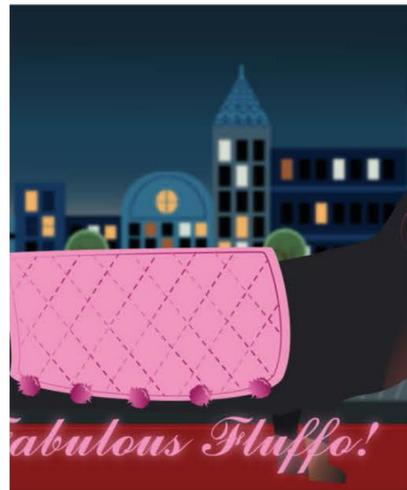
Frame moves towards right, a red carpet begins and a tail enters the right of the frame. The background blurs.



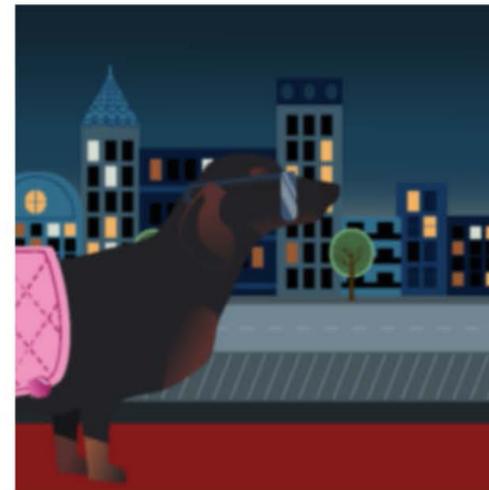
The dogs rear enters the frame. The tail is wagging inferring to highly energetic motion. Frame still shifting to the right.



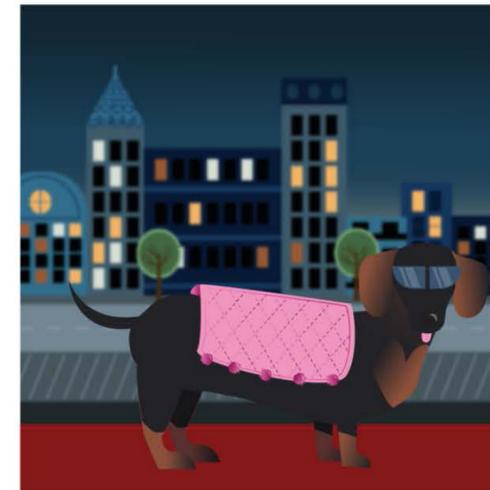
Similar motion. The body is shown but the camera is still in motion. Tag lines appear which are relevant to the motion and body part.



coat comes into frame. His own fur coat is shining. Motion is maintained.



The face appears. Very confident, chill. The frame has only partial subject matter.



Motion stops. Full subject in frame- background still blur. Because the dog is on a red carpet, camera lights will start flashing and the lights will get so bright that the screen will go white and transition to the next screen.



Continues from the last screen. Only tagline legible. Screen fades out.

# ALABAstra

## Skincare packaging design

**Challenge:** Designing packaging for a line of beauty and self-care products

**Duration:** 4 weeks

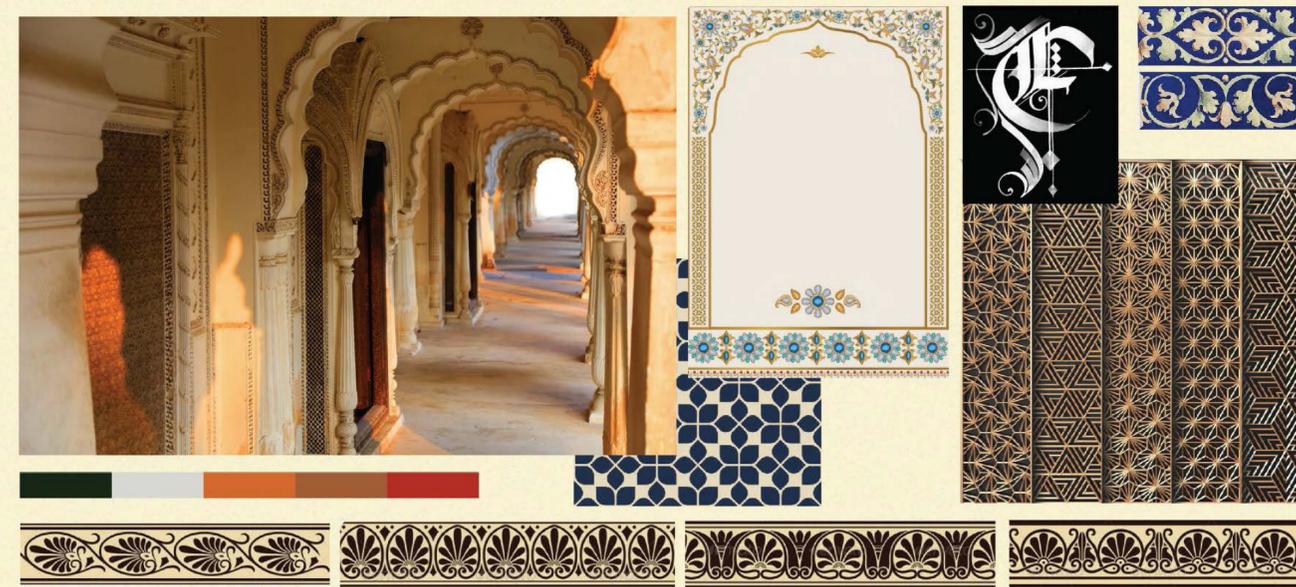
**Concept:** Alabastra is a brand that celebrates the ancient techniques and art of Ayurveda. Taking inspiration from its roots in India, the packaging involves **muted colors combined with a bright color** to emphasize the special ingredients used. Apart from listing and including the herbal ingredients in the packaging, the visual involves jali patterns and gateways inspired by Indian architecture. Alabastra aims to provide its users with only the purest ingredients with a timeless design.



# NEUTRALS AND PASTELS



# TRADITIONAL



# CHIC







# SYKIES

## Chocolate packaging design

**Challenge:** Creating chocolate bar packaging (set of 3 flavors) taking inspiration from any issue one feels strongly about.

**Duration:** 6 weeks

**Concept:** For this I took inspiration from the concept of coral bleaching. The packaging aims to educate consumers about the same through its packaging.

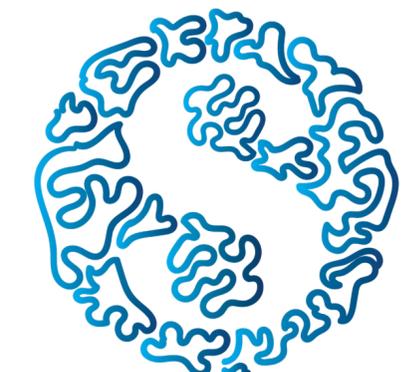
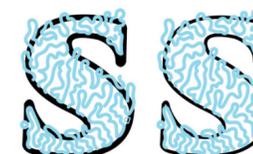
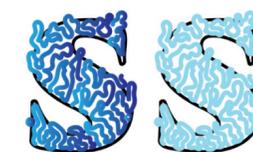
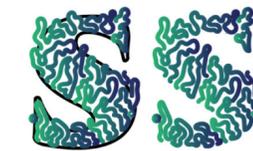
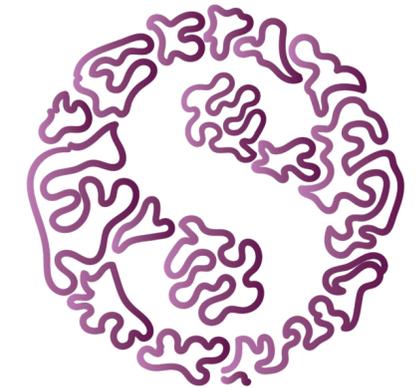
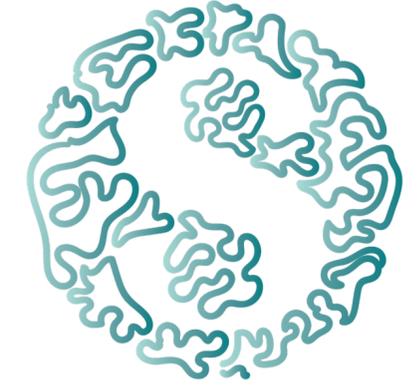


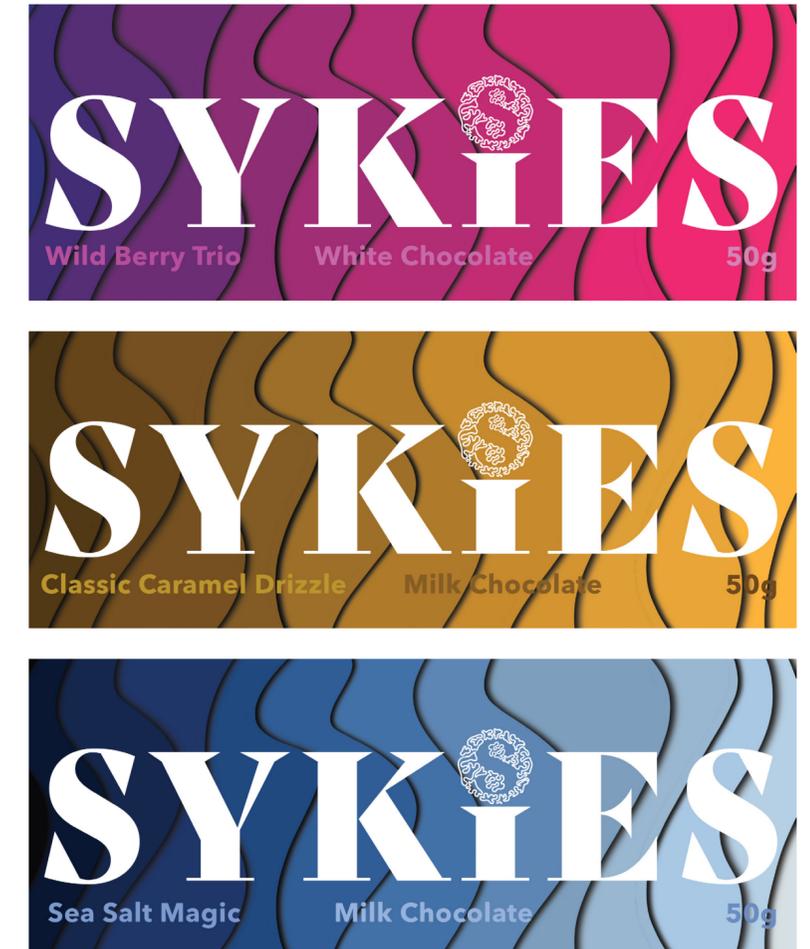
SYKIES is a brand that takes inspiration from coral bleaching, a problem that is affecting ocean health severely. Combining the **white space with vibrant colors** gives a contrast of the energetic colorful corals with the endless land of the white forest it's turning to. Sykies as a brand not only aims to create awareness through data and facts but also uses branding strategies that appeal to a wide range of people who consume chocolate ranging from kids to the elderly.





SYKIES  
**SYKIES**  
SYKIES  
**SYKIES**  
**SYKIES**  
SYKIEZ  
SYKIEZ







**SYKIES**  
Milk Chocolate

*Sea Salt*  
MAGIC

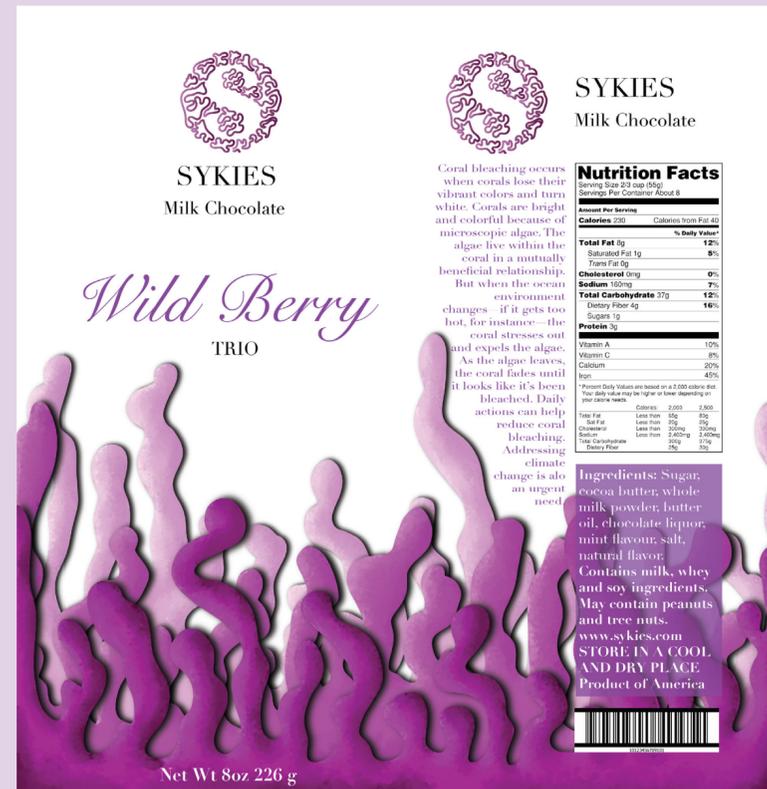
Coral bleaching occurs when corals lose their vibrant colors and turn white. Corals are bright and colorful because of microscopic algae. The algae live within the coral in a mutually beneficial relationship. But when the ocean environment changes – if it gets too hot, for instance – the coral stresses out and expels the algae. As the algae leaves, the coral fades until it looks like it's been bleached. Daily actions can help reduce coral bleaching. Addressing climate change is also an urgent need.

**Nutrition Facts**  
Serving Size 2/3 cup (55g)  
Servings Per Container About 8

Amount Per Serving	Calories from Fat 40
<b>Calories 230</b>	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	2%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 100mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	16%
Sugars 1g	
<b>Protein</b> 3g	
<b>Vitamin A</b>	10%
<b>Vitamin C</b>	8%
<b>Calcium</b>	20%
<b>Iron</b>	45%

**INGREDIENTS:** Sugar, cocoa butter, whole milk powder, butter oil, chocolate liquor, mint flavour, salt, natural flavor. Contains milk, whey and soy ingredients. May contain peanuts and tree nuts.  
www.sykies.com  
STORE IN A COOL AND DRY PLACE  
Product of America

Net Wt 8oz 226 g



**SYKIES**  
Milk Chocolate

*Wild Berry*  
TRIO

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www.sykies.com  
STORE IN A COOL AND DRY PLACE  
Product of America

Net Wt 8oz 226 g



**SYKIES**  
Milk Chocolate

*Mint Swirl*  
MYSTIC

Coral bleaching occurs when corals lose their vibrant colors and turn white. Corals are bright and colorful because of microscopic algae. The algae live within the coral in a mutually beneficial relationship. But when the ocean environment changes – if it gets too hot, for instance – the coral stresses out and expels the algae. As the algae leaves, the coral fades until it looks like it's been bleached. Daily actions can help reduce coral bleaching. Addressing climate change is also an urgent need.

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Net Wt 8oz 226 g

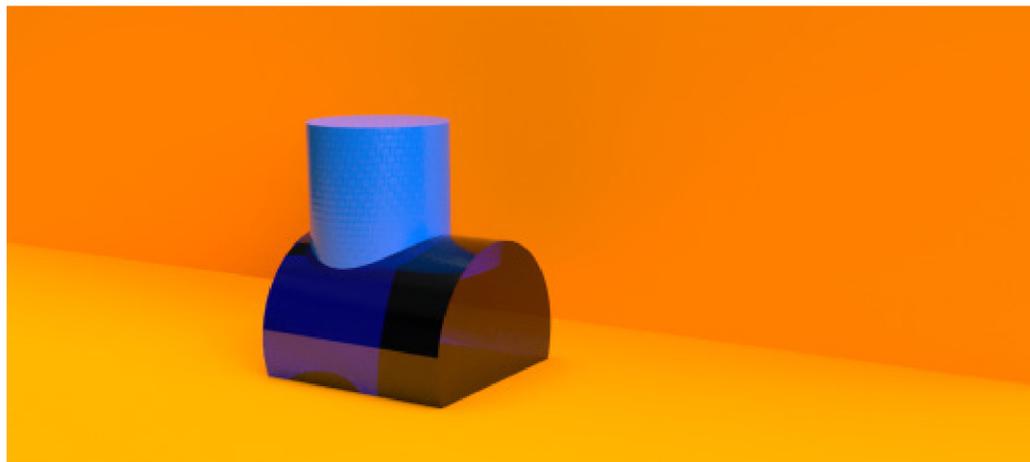
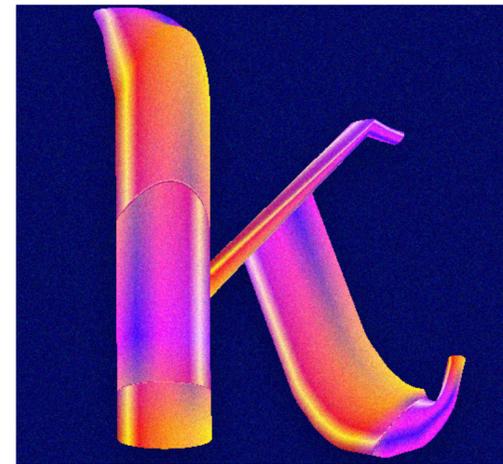
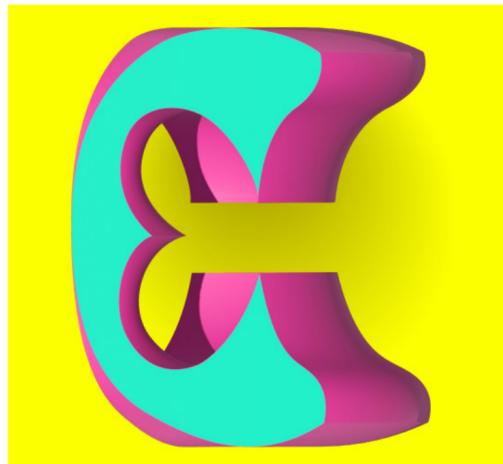


# 36 Days of type

## Personal project

This project involved great deal of sketch by sketch planning. Said that, it gave me an opportunity to explore freely with softwares, colours, and feel of the letter.

**Execution using :** Adobe illustrator, Abode dimension, Acrylic Paint



# Emoji Set for PVR Cinemas

## Digital Graphics

**Challenge:** To design and create an emoji set  
**Concept:** This emoji set is for PVR. It is a movie screening company in India. This set is meant for B-to-C conversation and is based on how people missed the little things about movie screenings during the lockdown.

