Design Portfolio

Saptarshi Kolay
2nd yr. Masters in Design
Design Programme
I.I.T. Kanpur

Saptarshi Kolay

M. Des (2011-2013)
IIT Kanpur | C.P.I.- 9.00/10

B. Arch (2006-2011)
Jadavpur University | C.G.P.A. - 8.26/10

Achievements

- First prize winner of
  Splash India on TV contest, 2011
- Two apps are selecte and deployed in Samsung
  app market for Samsung App Challenge, 2012
- Finalist of Packinnova, 2011
  organised by P&G and Desmania
- Yuva Ratna award (for architectural project)
  by Birla White

Workshops Attended

- MIT-DI Workshop 2013:
  [by MIT Media lab]
- PDP Workshop 2012:
  [by Aalto Design Factory, Helsinki]
- PD6 Workshop 2012:
  [by Archohm, Delhi and Alto Design Factory]
- USID Gurukul, 2011
- Graphic Designing
  (Serigraphy, Linography, Woodcut Print) 2009,
  [by Escola de Arte, Ourence, Spain]

Software Skills

Adobe Photoshop, Adobe Illustrator,
Adobe Indesign, Adobe Flash, AutoCAD,
Adobe Dreamweaver, Google Sketch up.

Content

1. Bollywood ke Khalnayak

A TV Game
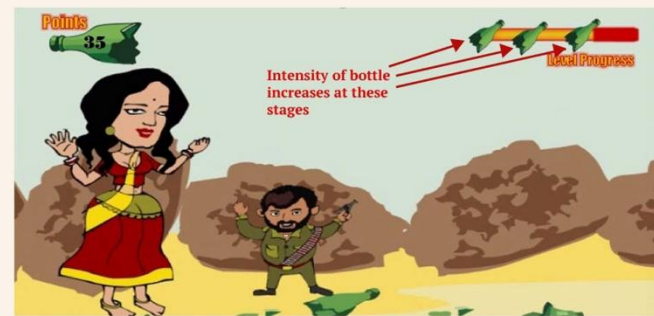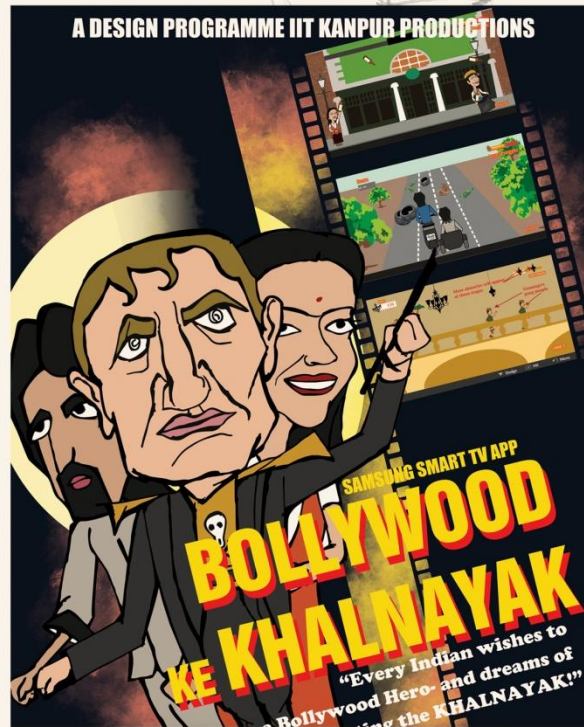which is associated with the infamous villains of Bollywood blockbusters.
● This project won **1st place** in 'Samsung Splash India on TV' contest.
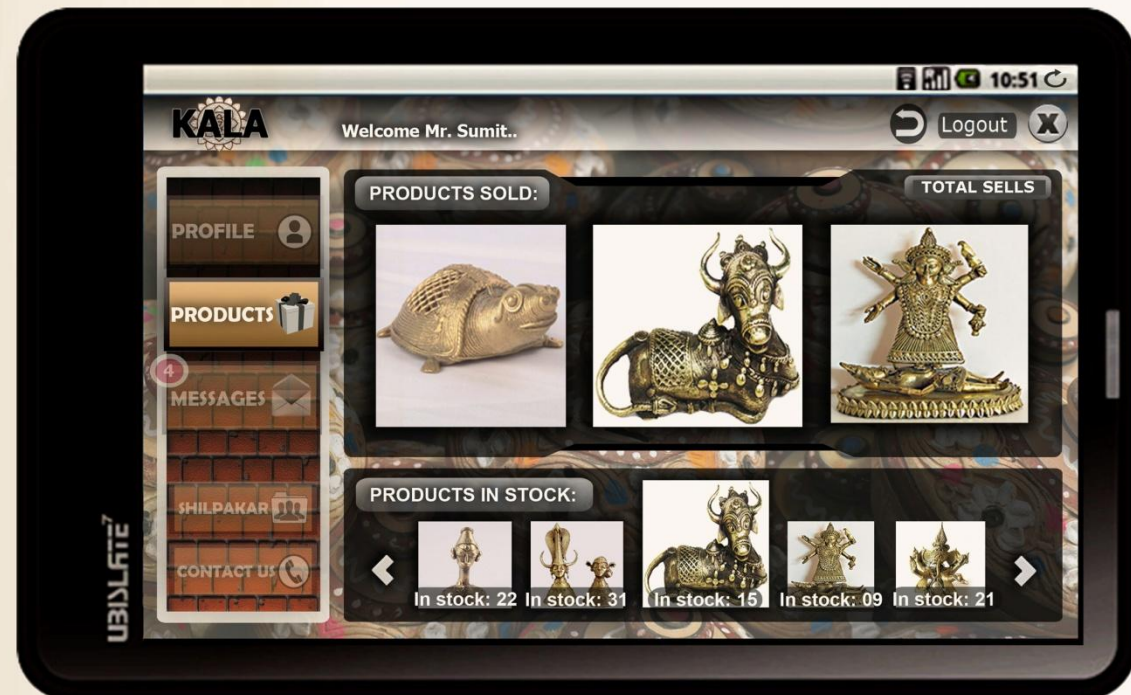
Sketches and Graphic Design

Final Design

2. Kala

A mobile and web based Application
which helps indian artisans to connect with their customers and peers.
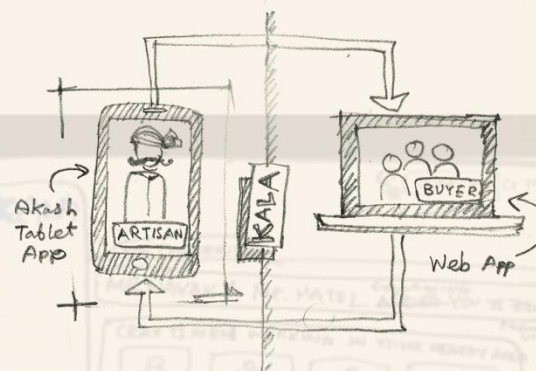
Design Methodology

USER RESEARCH
    Interview
    Persona
    Scenario
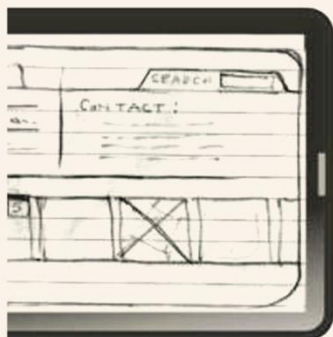   Task list

DESIGN CONCEPT
USER TESTING
FINAL DESIGN

NEED STATEMENT:

We are designing an Experience which helps artisans working on authentic Indian art and design, better connect with his/her customers.

WIRE-FRAMES

USER FEEDBACK:

Feature heavy application at this stage not desired.
Icons should be of familiar nature.
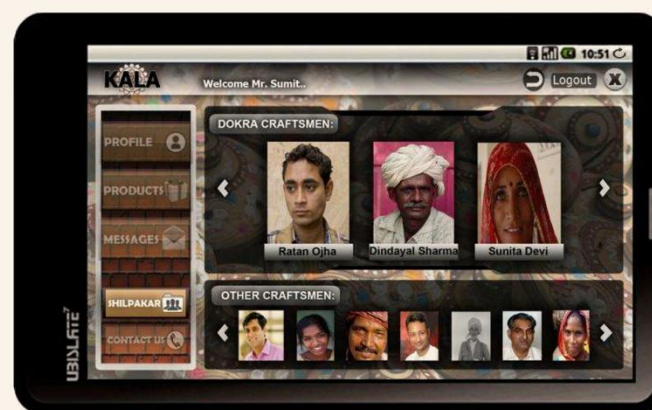Some familiarity with at least mobile phones essential.

❛Final Design Proposal

In this proposed scenario the user interface will be the connecting factor of both the two groups. The interface will be divided into two parts, one dealing with the artisans side will be based on Akash tablet, and the other part will be similar to an e-commerce website. Artisans will update their product status using Akash tablet and the data will be uploaded on the website, from where the direct consumers can buy those products.

~awareness about Art and Artisans
~a platform for Buyers to get authentic craft (virtual gallery)
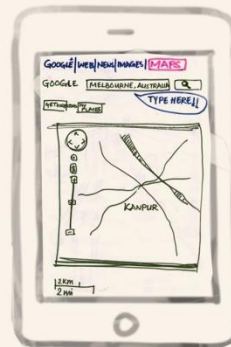~a platform for Artisan to showcase his work and get direct sales

3. Interact, via maps

'Interact' is an add-on plugin for the street view of Google maps
a medium to connect people who have a relationship with a particular space.
An enty for OzCHI student challenge 2012.

Final Design

IDEA – At the moment when someone uses Google street view, he is all alone there. He sees the whole SPACE as an individual.With this feature if a person is on a specific street of street view, he will now see the different virtual people on his screen who are VIRTUALLY loitering on the same street as the user is navigating on.

4. Wrath of Durga

A TV Game
based on the indian mythology of Godess Durga.
● The project was **finalist** in 'Samsung Smart TV App Contest'.

Doodle and Concept Design

❛ Game Concept

Player have to help Godess 'Durga' to kill demon 'Mahishasura'. Loard 'Bramha', 'Vishnu' and 'Shiva' will help her in various stages, with weapons and power upgradation.
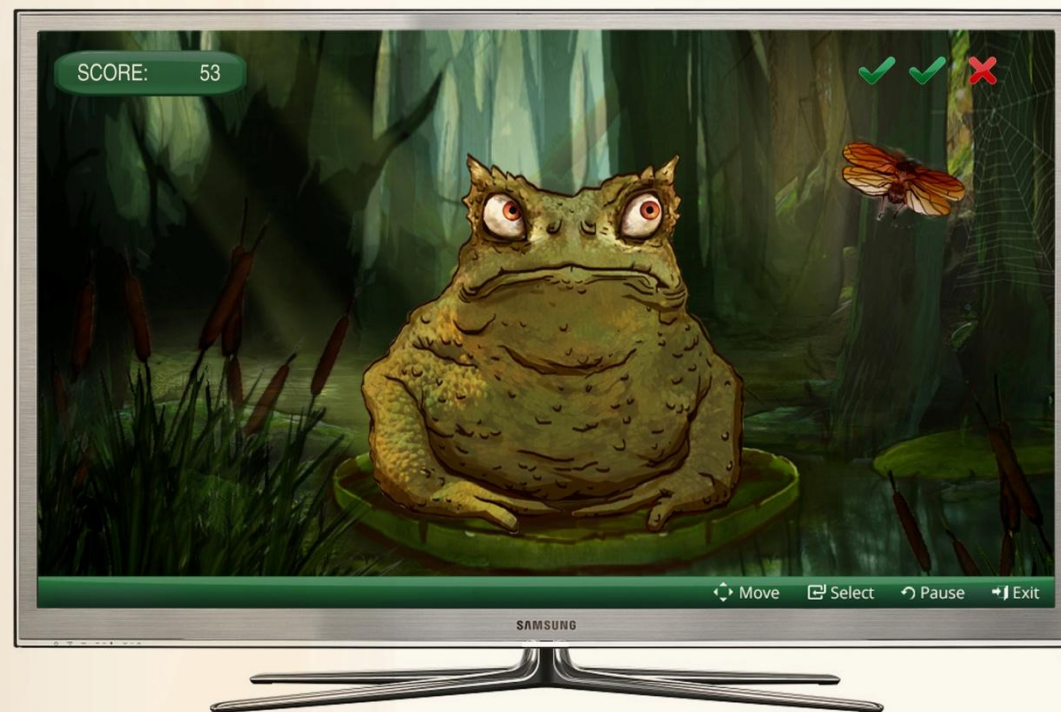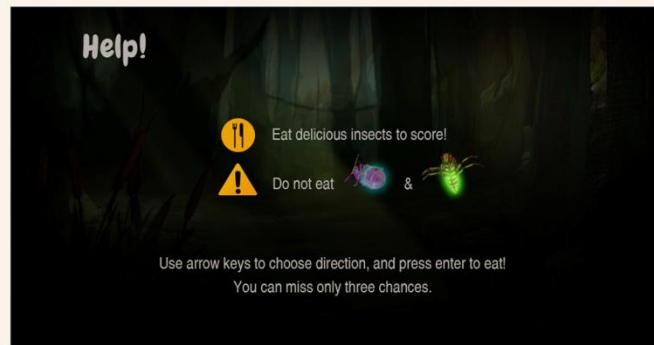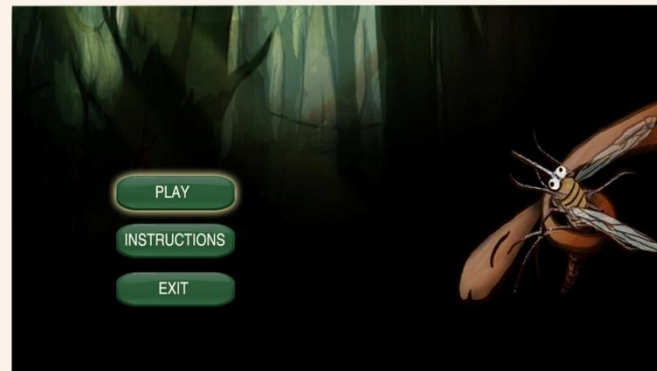
Final Design

5. Toad Feast

A Fun Game for TV
where players have to help a toad to eat insects! :P
● The project was **finalist** in 'Samsung Smart TV App Contest'.

Final Design

Toad *Feast*

PLAY

INSTRUCTIONS

EXIT

Help!

Eat delicious insects to score!

Do not eat &

Use arrow keys to choose direction, and press enter to eat!
You can miss only three chances.

6. Geography Edugames

An application
for students to understand geography in a better way.

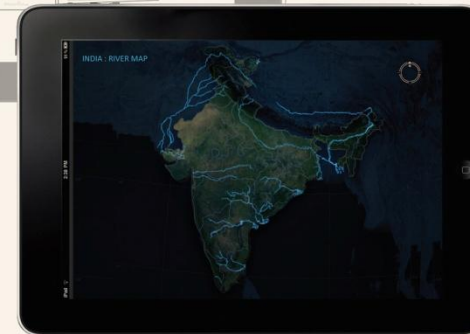# Design Methodology

USER RESEARCH
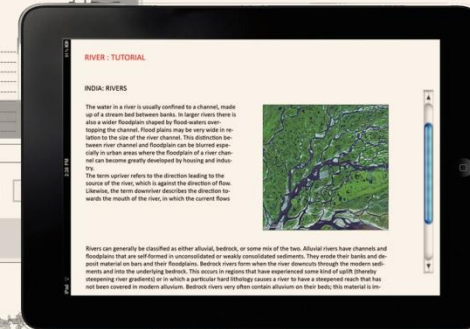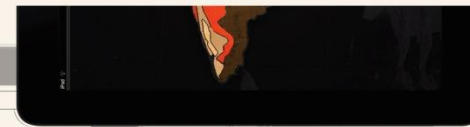- Interview
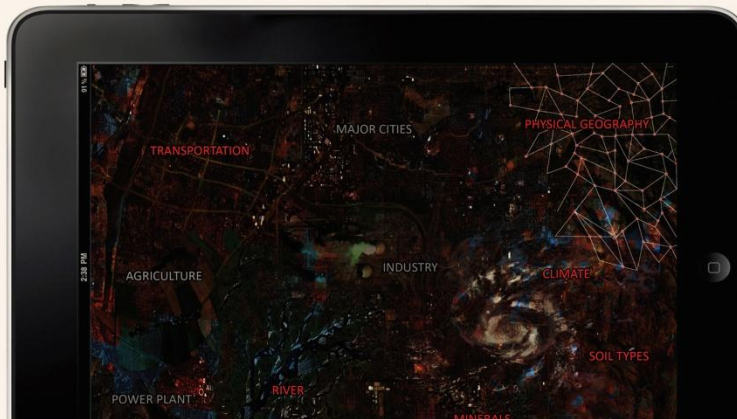- Persona
- Scenario
- Task list
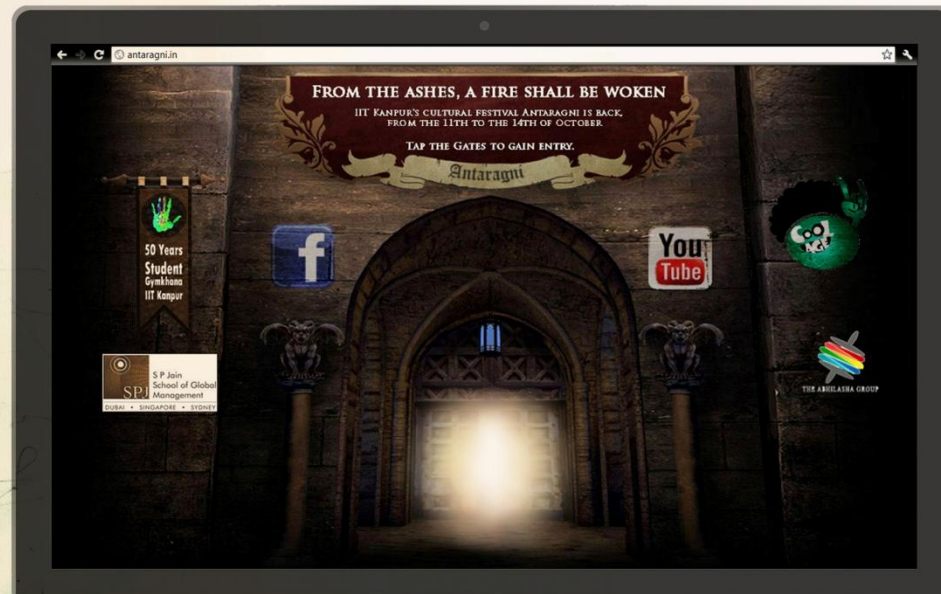
DESIGN CONCEPT
USER TESTING
FINAL DESIGN

NEED STATEMENT:

We are designing an application for students of class VII-X which will help them watch geography lectures, read geography notes and do interesting geography map exercises which will enable them to understand geography concepts in a better way.
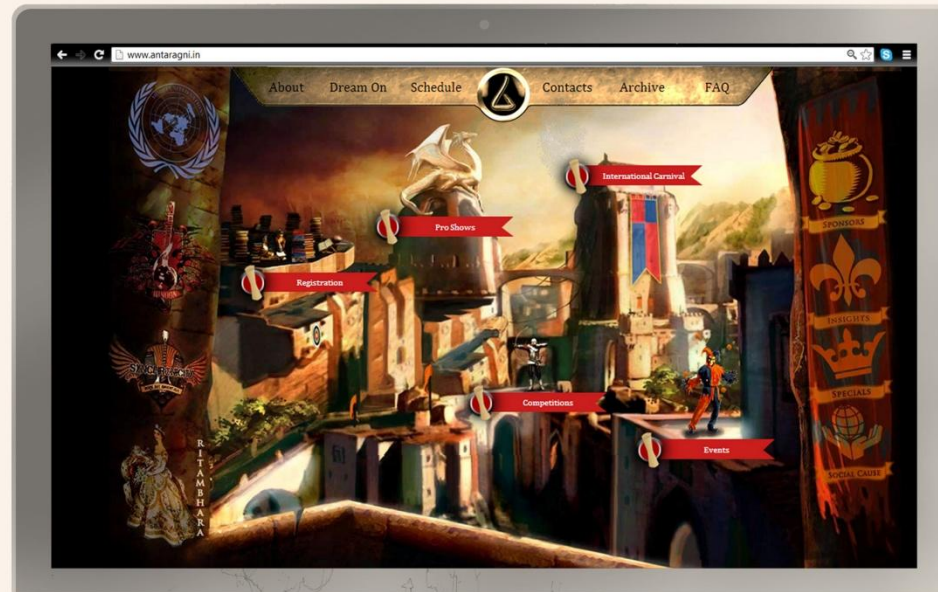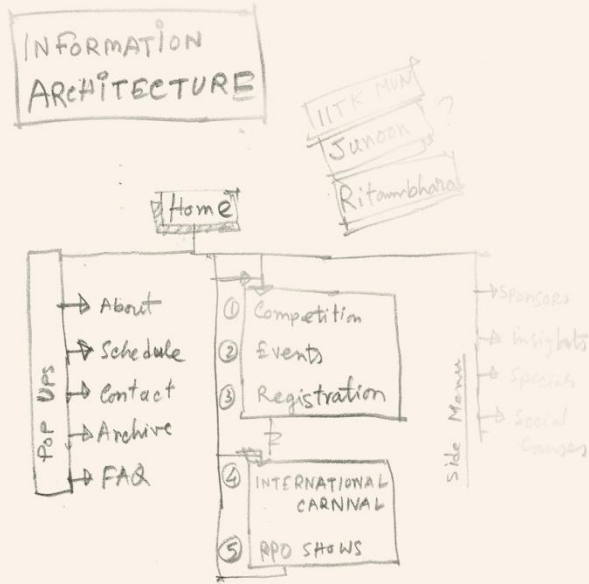
7. Antaragni website

A website,
designed for Antaragni, the annual cultural festival of IIT Kanpur

INFORMATION ARCHITECTURE

IITK MUN ?
Junoon
Ritambhara

Home

About
Schedule
Contact
Archive
FAQ

Pop Ups

① Competition
② Events
③ Registration

④ INTERNATIONAL CARNIVAL
⑤ PRO SHOWS

Side Menu

Sponsors
Insights
Specials
Social Causes

www.antaragni.in

About   Dream On   Schedule   Contacts   Archive   FAQ

International Carnival
Pro Shows
Registration
Competitions
Events
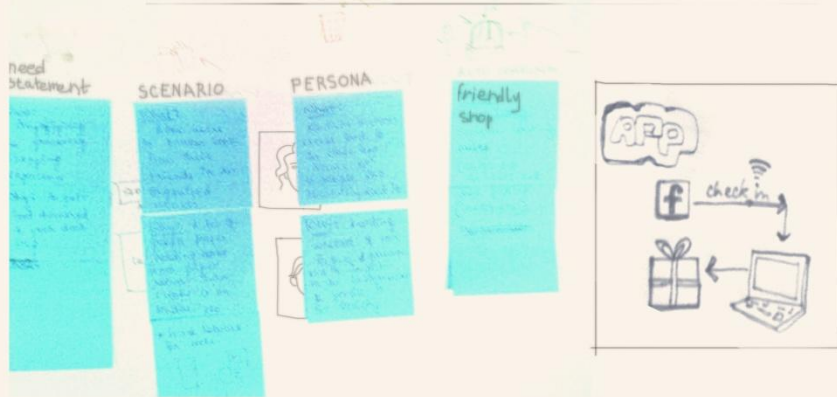
RITAMBHARA

SPONSORS
INSIGHTS
SPECIALS
SOCIAL CAUSE

8. Friendly Shop

A facobook app
which helps people to get stuff from friends who are travelling.
The project was done in 'MIT-DI workshop, 2013',
organized by MIT Media Lab.
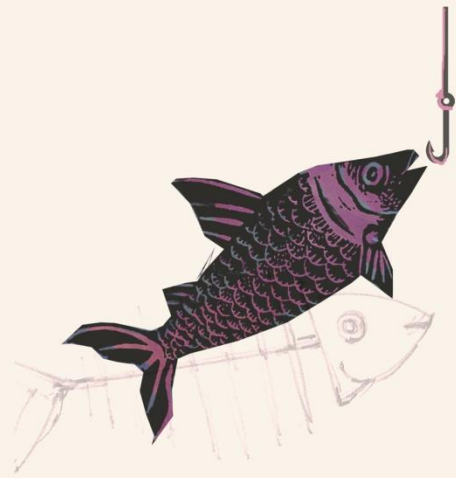
Design Methodology

Final Design

9. A Fishy Story

A stop-motion animation film
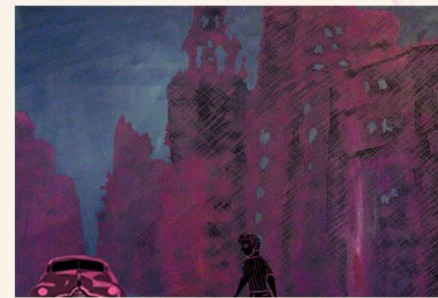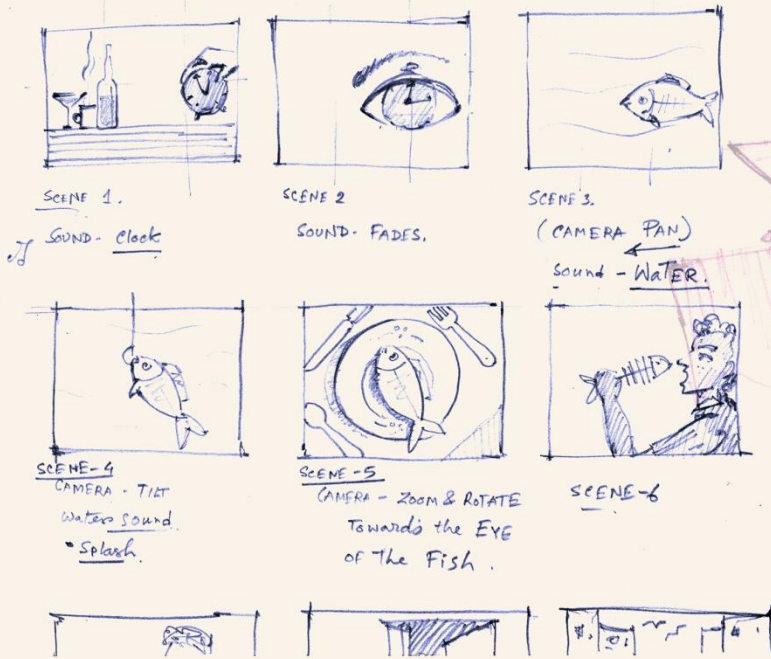based on medieval anarchy Matsyanyaya, 'Law of Fish'.

Screen Shots

The style of this animation is inspired from woodcut and linography. These woodcut and linographic blocks are used in old ages for printing.

Story Boarding

SCENE 1.

♪ SOUND- Clock

SCENE 2
SOUND- FADES.

SCENE 3.
(CAMERA PAN)
Sound - WaTER.

SCENE- 4
CAMERA - TILT
Waters Sound.
"Splash.

SCENE -5
CAMERA - ZOOM & ROTATE
Towards the EYE
of The Fish.

SCENE -6

10. Kannauj, The City of Ittr

A documentary film
on 'ittr making craft' of Kannauj, Uttar Pradesh.

‘ This film was submitted as an entry to the International Film Festival organized by the World Crafts Council (worldcraftscouncil.org).

This documentary covers the process and the present scenario of the Ittar (a natural perfumed oil) Craft. Kannauj is the only place in the world where 'ittr's are made, thereby owning the name - "The Perfume City of India".

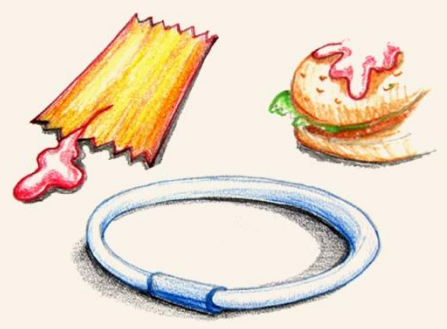## Screen Shots

11. Squeezy Bands

Packaging Design Project
Reusable Sachet for gels and liquids.
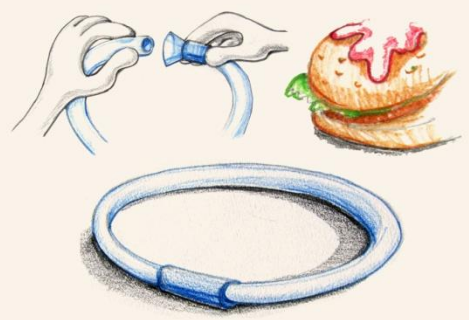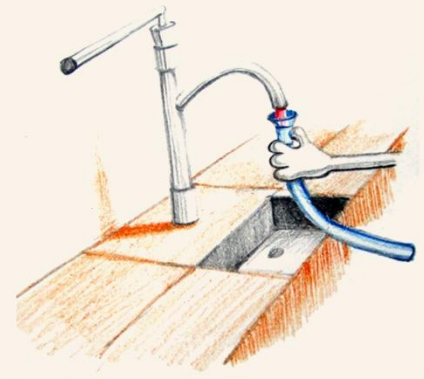● This project was selected as a **finalist** in Packinnova '11.

Problem with Sachet

Solution

Final Design

Other Features

12. Urban Re-Development of the city Kanpur

Urban Re-Design Project
where the transportation network system
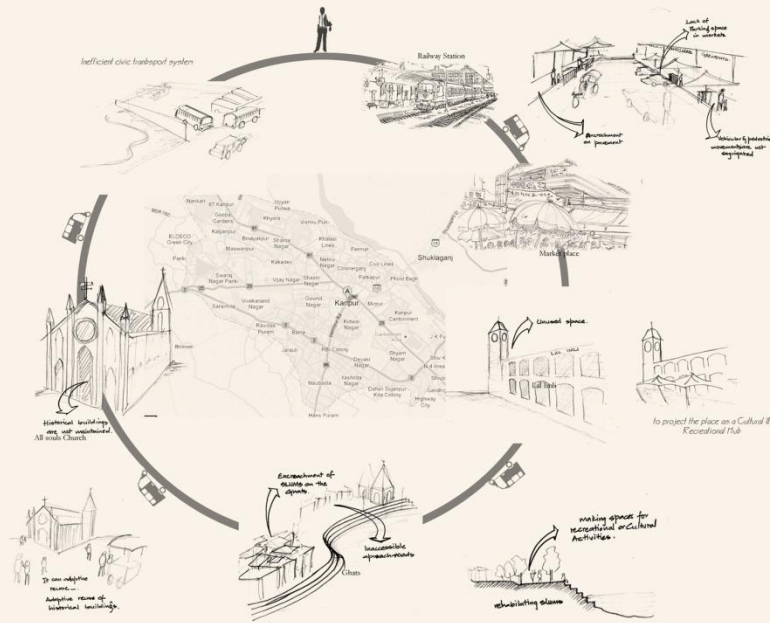of the city Kanpur is evaluated and re-designed.

The project was done in 'PD6 workshop, 2012',
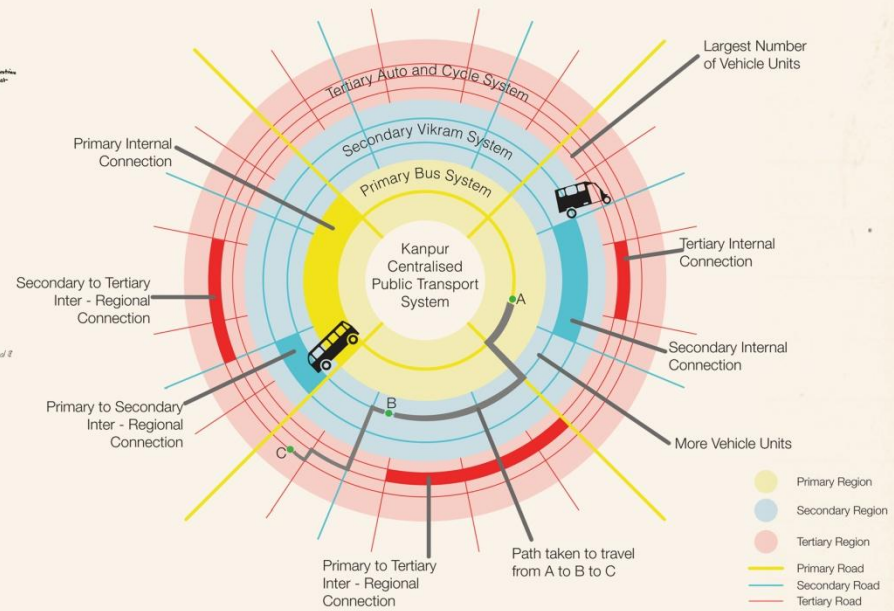organized by Aalto University.

Aalto University
Design Factory

pd6 business. design. engineering.

❛Final Proposal

The aim is to provide a clear and comprehensive 'Transportational System'
of the city Kanpur by segregating Primay, Secondry and Tertiary road-networks.

1. Improvement of connectivity of Major nodes of Kanpur with main arterial network.

2. Proposed interventions in various sectors

13. Mobile App

A mobile Application for yoga lovers which helps in performing the yoga postures properly.
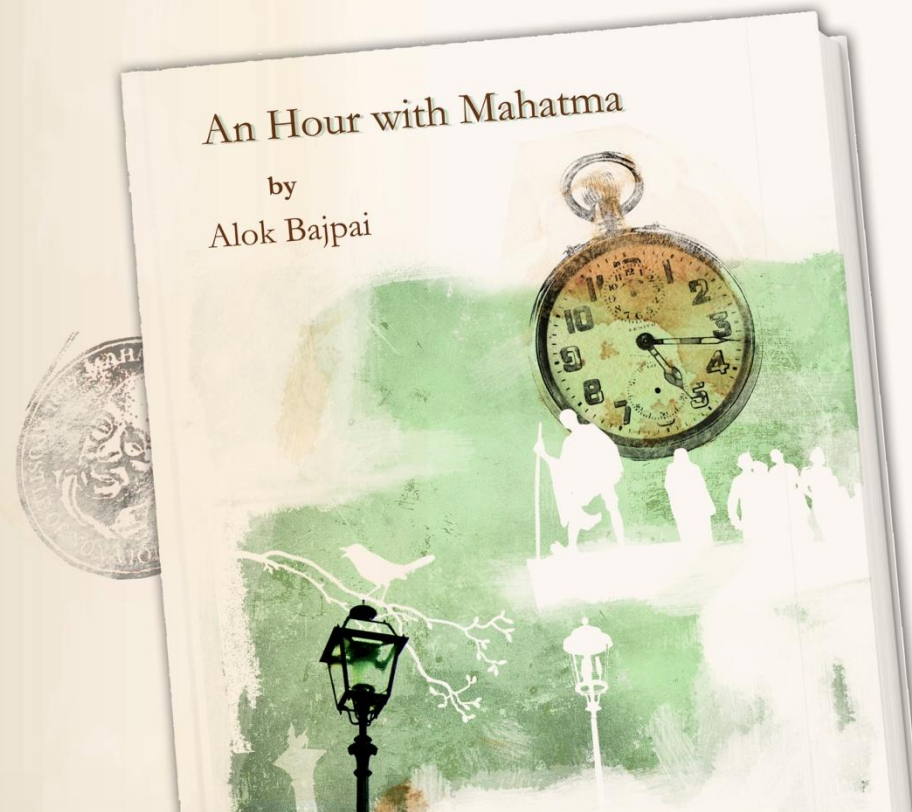

A mobile Application for various sections of the society which provides a better and more entertaining way of spreading and receiving the news among their friend circle.

A mobile Application for music lovers which helps in creating various new compositions of the existing songs.
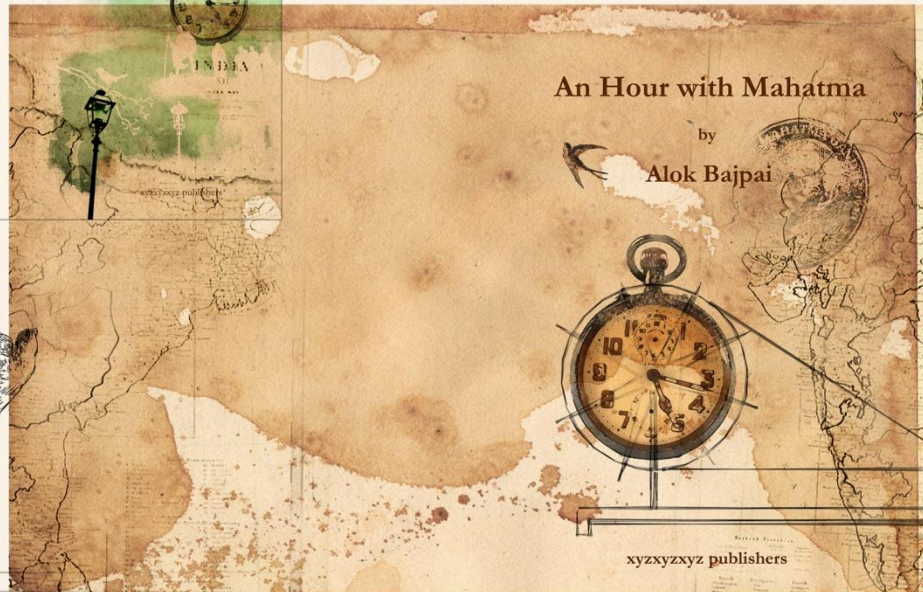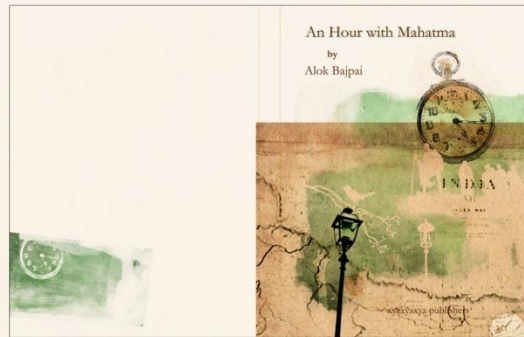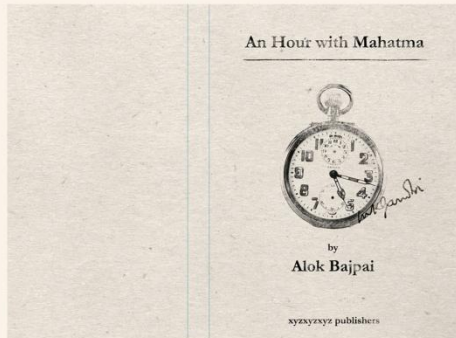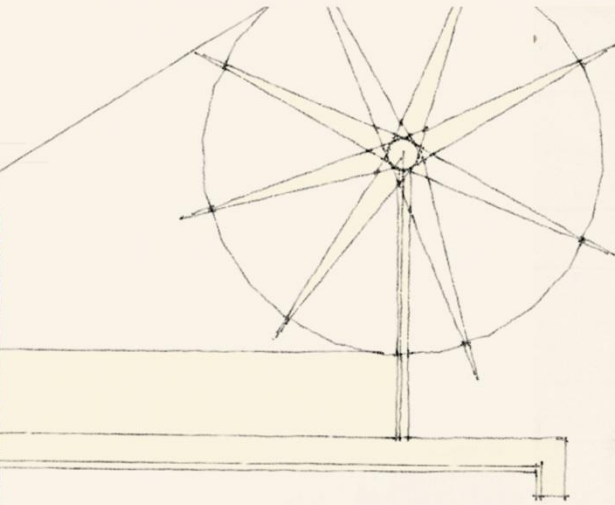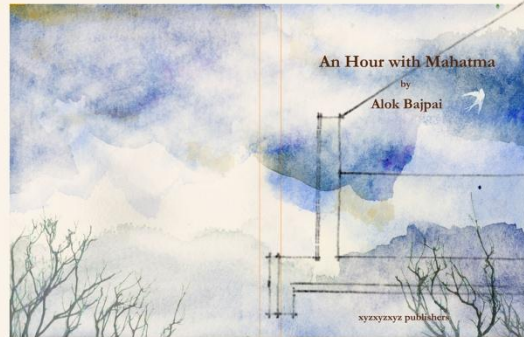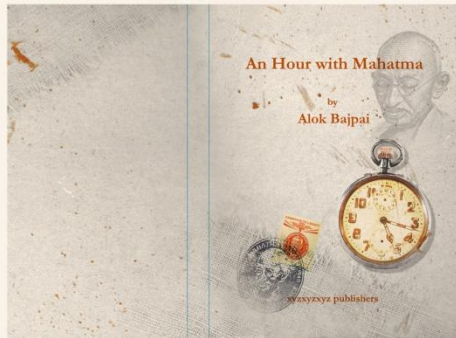
14. Book Cover design

Illustration
of a book cover 'An Hour with Mahatma', a book based on Indian national leader 'Mahatma Gandhi'.

An Hour with Mahatma

by
Alok Bajpai

Initial Designs

An Hour with Mahatma
by
Alok Bajpai

xyzxyzxyz publishers

An Hour with Mahatma
by
Alok Bajpai

xyzxyzxyz publishers

An Hour with **Mahatma**

by
Alok Bajpai

xyzxyzxyz publishers

An Hour with Mahatma
by
Alok Bajpai

xyzxyzxyz publishers

An Hour with Mahatma
by
Alok Bajpai

xyzxyzxyz publishers

Final Design

● **S**aptarshi **Kolay**

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          saptarshikolay1988@gmail.com

Thank You _____