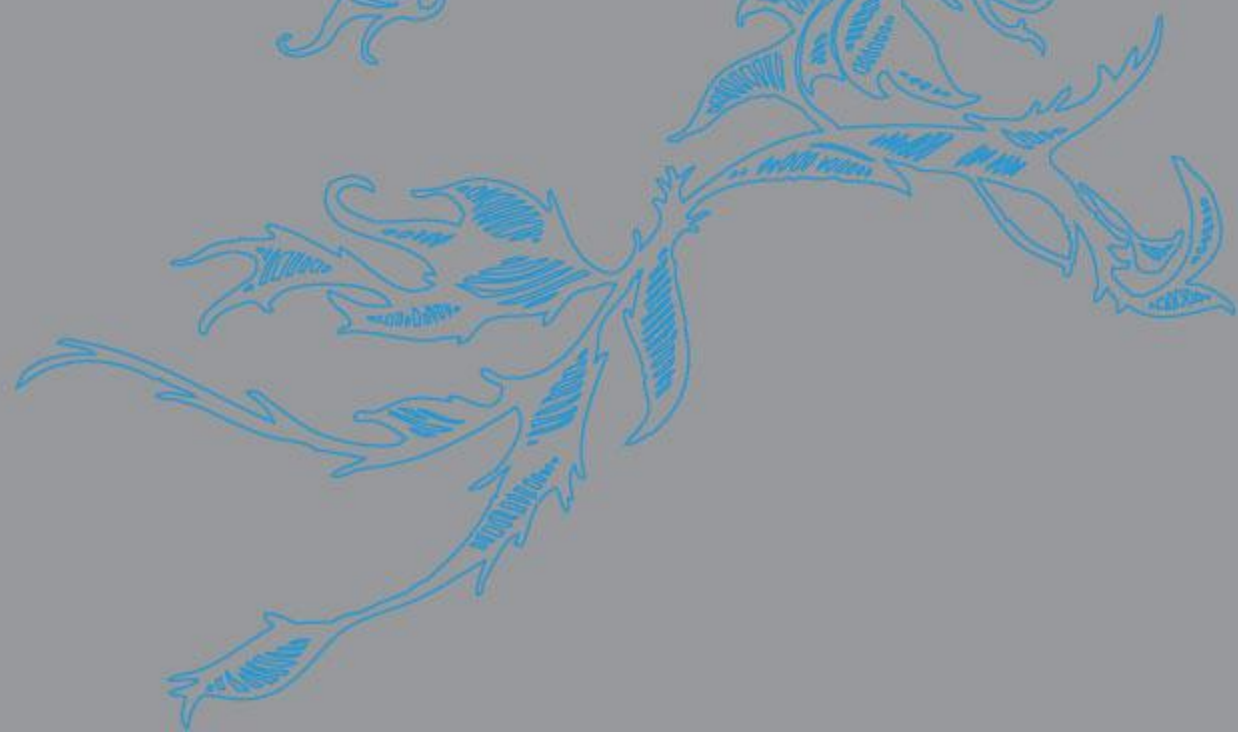


# PORTFOLIO

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Contact  
phone:  
email:

+91-7800971759  
sid065@gmail.com  
siddhu@iitk.ac.in



Siddharth

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2012

visual communication

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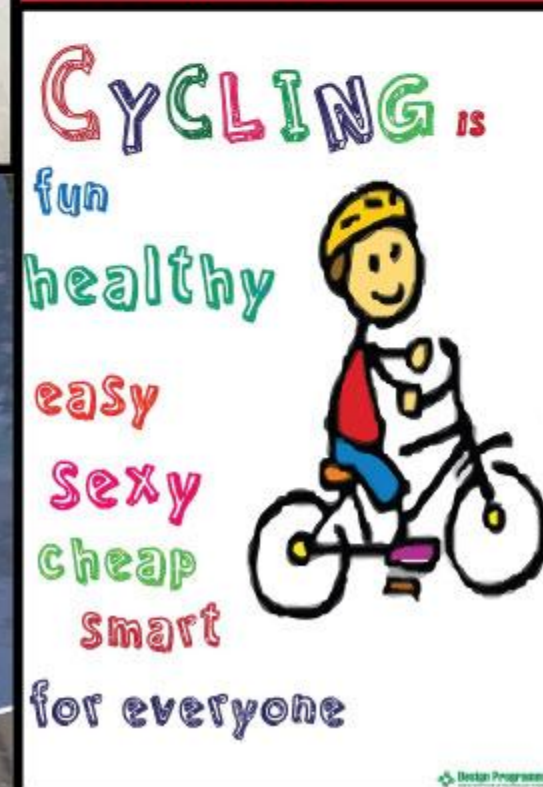
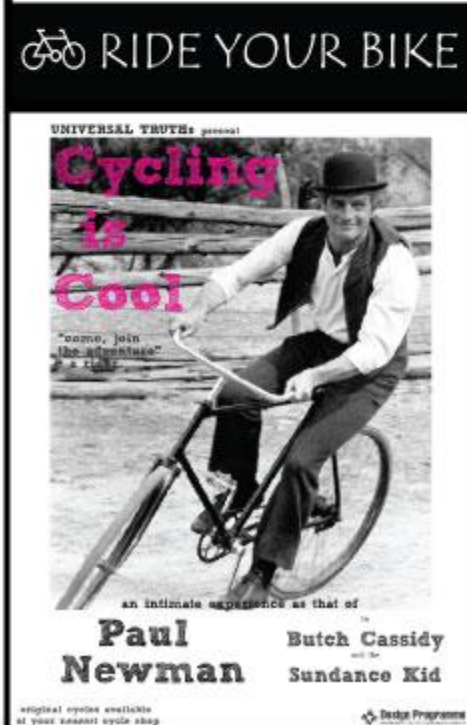
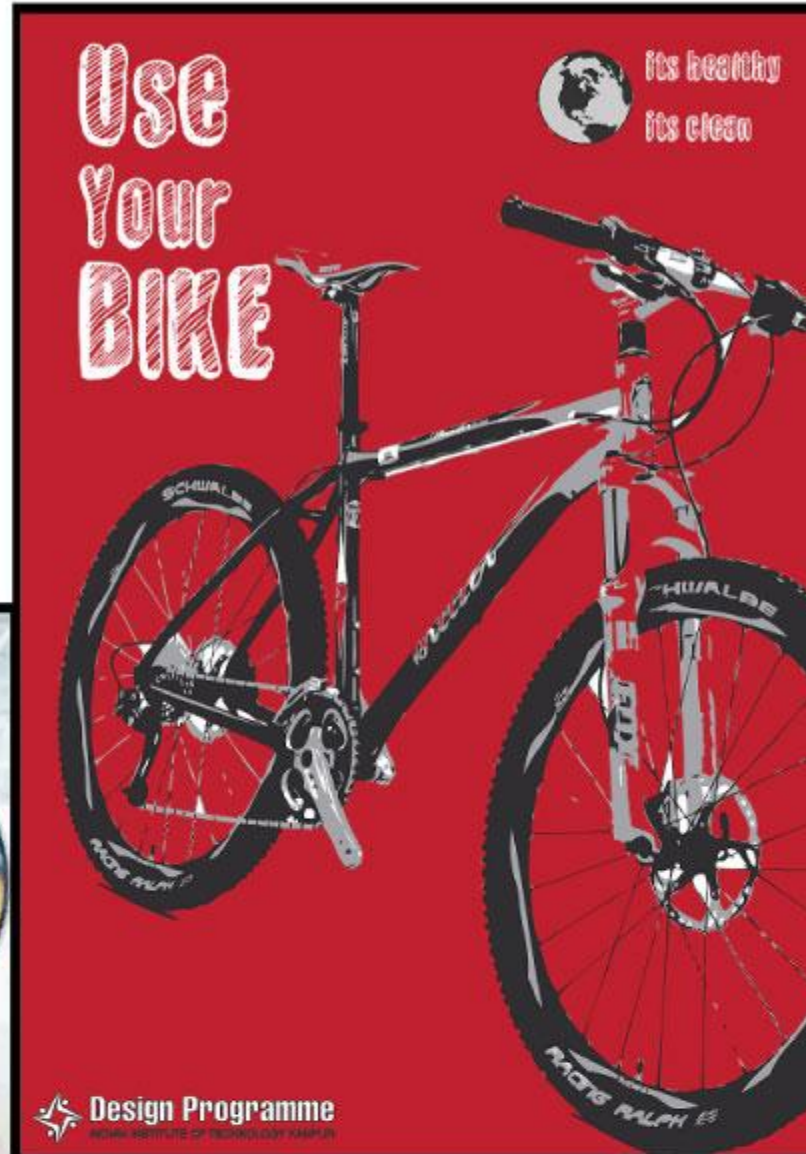
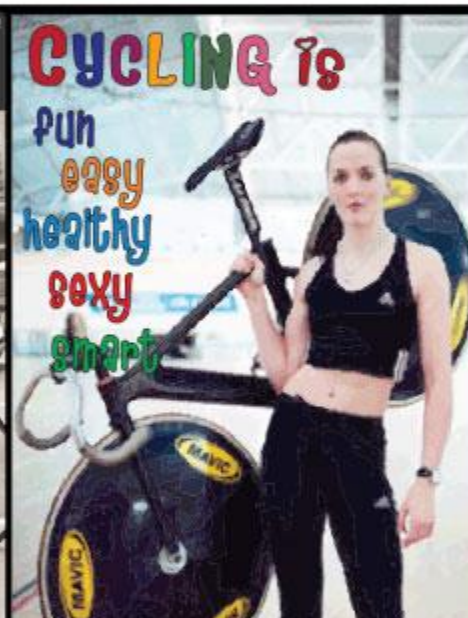
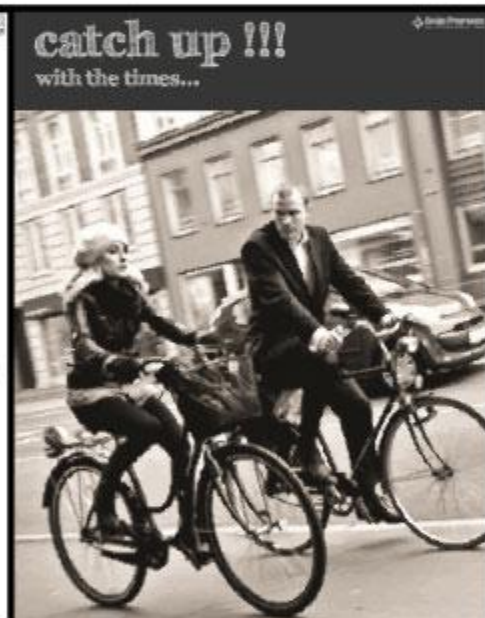


# Poster Design

promotion of bicycle as a mode of transport

## Key issues

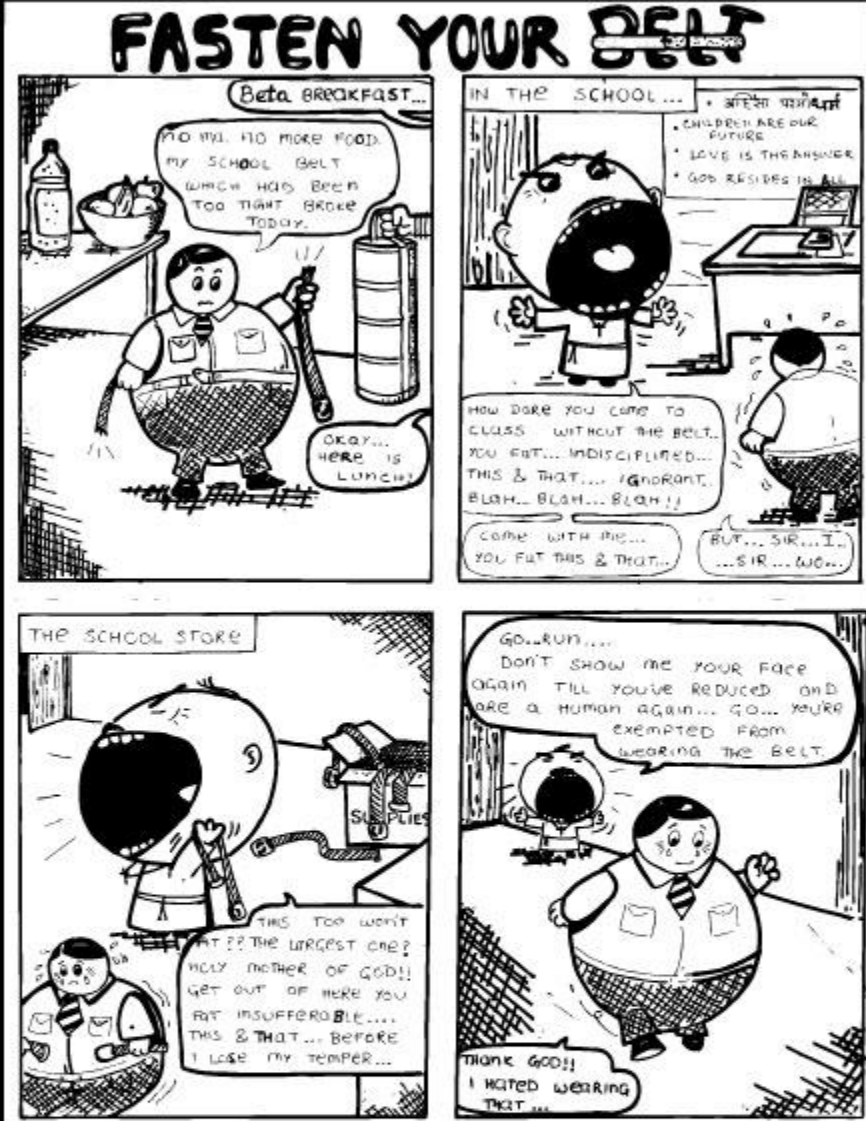
- o Indian/International context
- o Design has to capture the attention of the reader right away
- o Concept being most essential to the visual presentation and conveyance of the message is priority





# Graphic Narratives

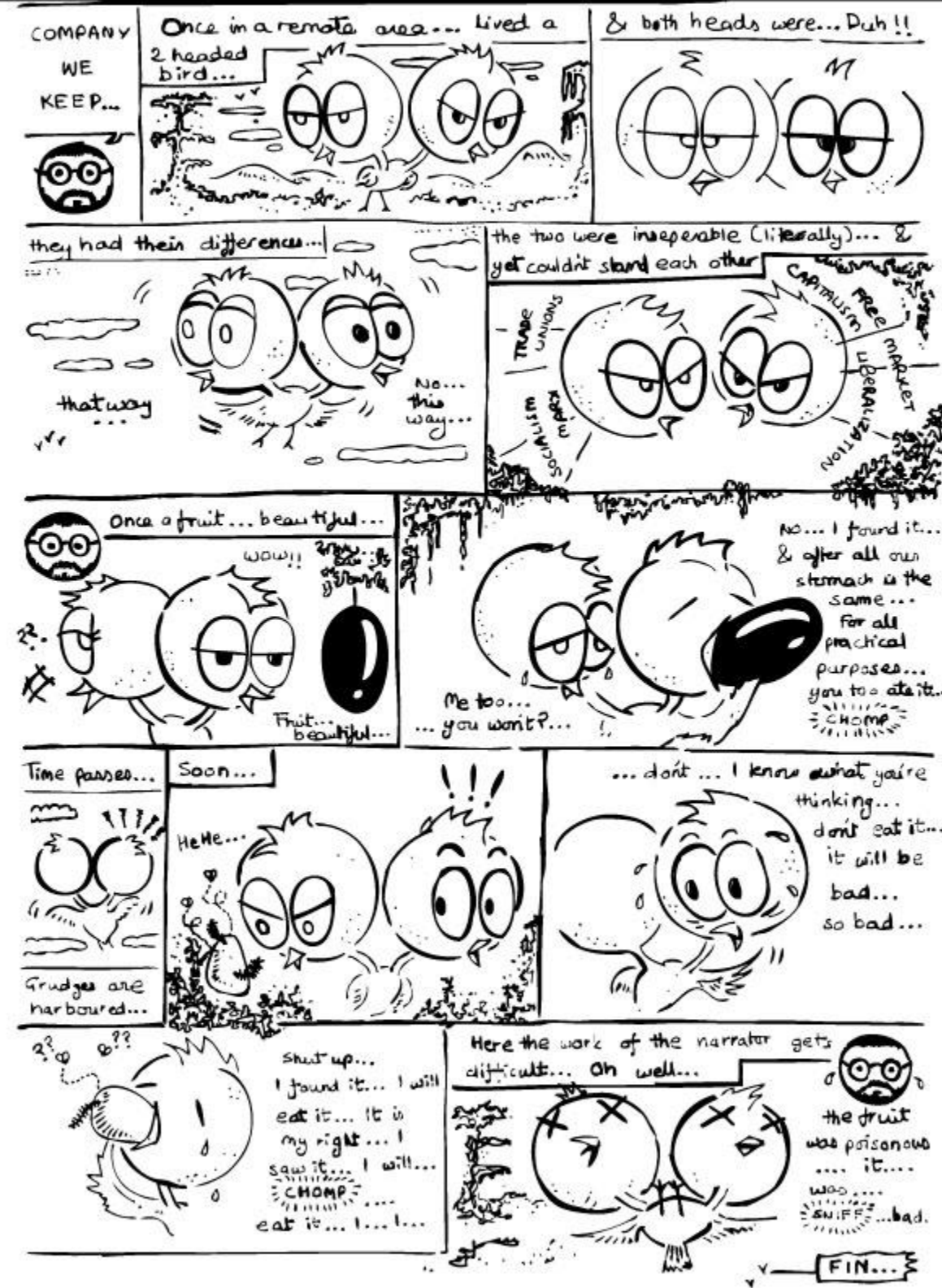
one page stories



narrative adopted from Panchantra story 'word out of place'

narrative depicting a real life incident

narrative adopted from Panchantra story 'company we keep'





# Poster Design 2

for IITK FM Radio



- o IIT Kanpur was the first amongst all the IIT's to own a community radio service of its own.
- o IIT Kanpur's 90.4 FM radio is a unique gateway to knowledge of all major happenings in the campus.
- o Components of the design were to be visually combined and arranged so that the focus of composition remains on the large amount of details.
- o Consideration of placement, grouping, alignment, visual flow and space division were all part of composition.

**HEAR**  
SOME OF OUR  
NATIONAL PRIZE  
WINNING POPULAR  
RECORDINGS

**BECOME**  
A PART OF  
FIRST EVER  
RADIO CELL  
IN IITK

**GRAB GOODIES**  
SHOW YOUR  
ENTHUSIASM AS A  
SCRIPT WRITER OR DJ

**GET A CHANCE**  
TO RECORD  
YOUR OWN  
SHOWS

HALL LEVEL WORKSHOP cum TALENT HUNT

RADIO 90.4 IITK FM Radio Cell

for further details contact: Bhuvan Gupta - 09450912536 Harsha Mulchandani - 09005677477 Vipul Goyal - 09793430066

**RADIO 90.4 IITK FM Radio Cell presents**

## the competition week

**ON AIR**

**mimicry competition:**

- \* an exciting chance for all the enthusiastic mimics out there!
- \* mimic any famous personality of ur choice & the best ones go to the finals
- \* prelims:  
friday 7th september  
9 p.m.  
fmc room, new sac
- \* finals:  
saturday 8th september
- \* minimum 1 minute piece to be presented to Judges, first three get cash prizes and a chance to record for campus radio!!

**online competitions:**

- \* 5th and 6th september  
8 p.m. onwards
- \* i. title the audio clip and the best ones will win exciting prizes
- ii. hear the given audio clips, identify the voices and mail us the answers, the first 3 correct answers get prizes!

**lots of goodies and cash prizes worth rs. 1500 at stake**

**Friday 6:20 p.m.**  
**aamne saamne**  
Interviews of famous campus personalities  
Questions you have always wanted to ask  
Answers you have always wanted to know

**Sunday 2:15 p.m.**  
**the freshers' show**  
Hear the campus newbies speak their heart out about the campus, likes dislikes & the campus culture

**4 EXCITING NEW SHOWS**

**Sunday 2 p.m.**  
**campus news**  
know your campus:  
Cultural events  
SnT news  
Placement and Internship updates

**Sunday 6:40 p.m.**  
**career time**  
get career counselling  
know about new career avenues

**for more information, contact:** Bhuvan Gupta - 09450912536 Harsha Mulchandani - 09005677477 Vipul Goyal - 09793430066

If you are interested in giving your voice or in script writing, contact:  
Bhuvan Gupta 09450912536  
Harsha Mulchandani 09005677477  
Vipul Goyal 09793430066



# Book Cover Design

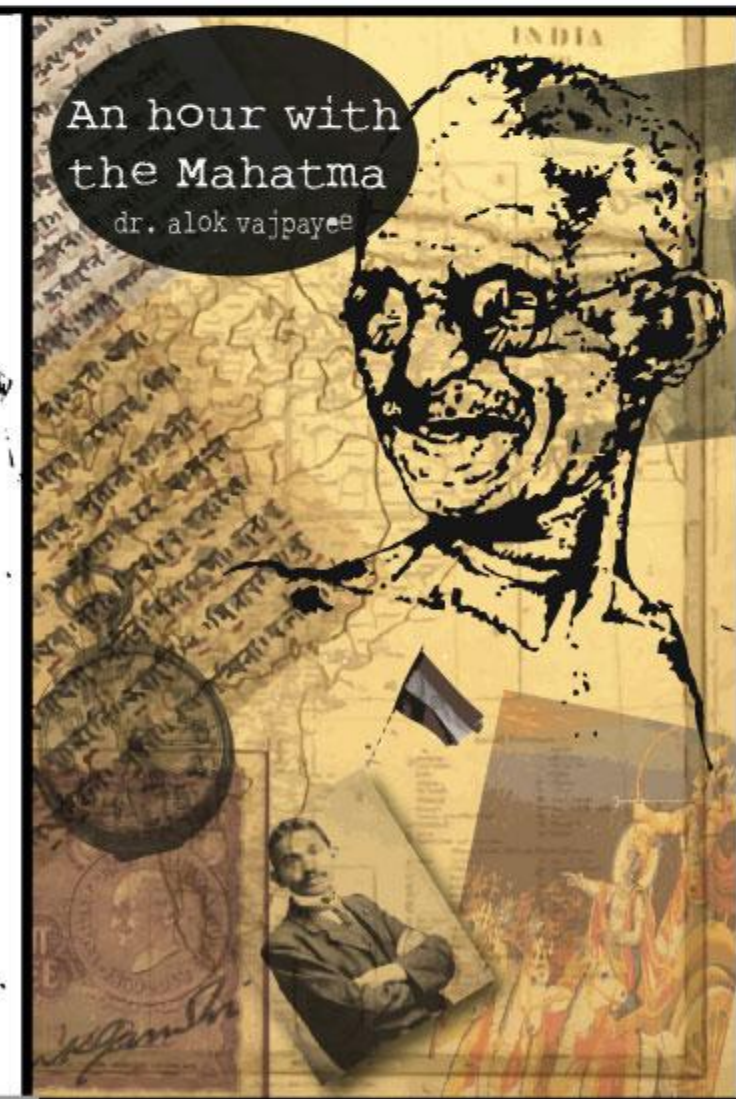
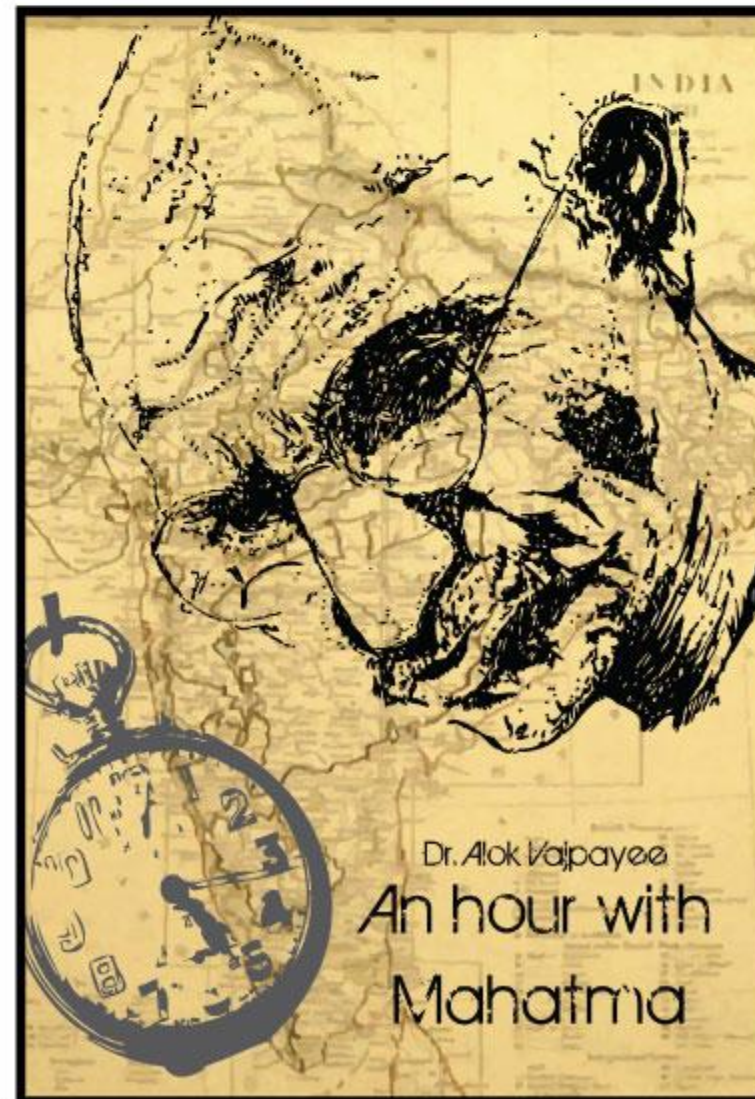
## ideation n study



## features

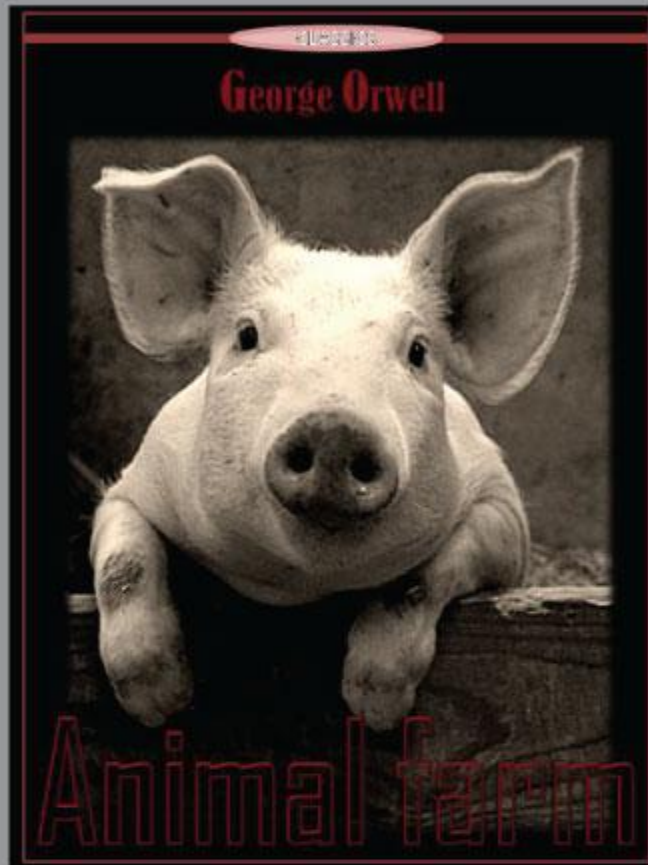
- Dr. Alok Vajpayee is a highly reputed practising psychiatrist dealing with psychological issues of IIT Kanpur students since years.
- His latest book deals with Mahatma Gandhi and the events before his assassination.
- The designer's decision to go with illustrative covers was to facilitate the impact that the Mahatma's simple yet iconic images hold.

## final concepts

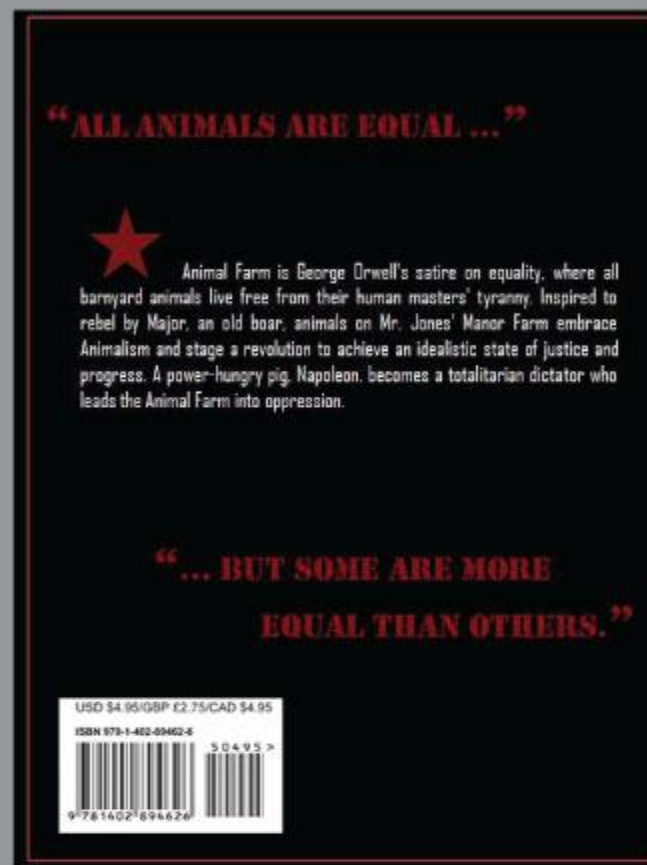




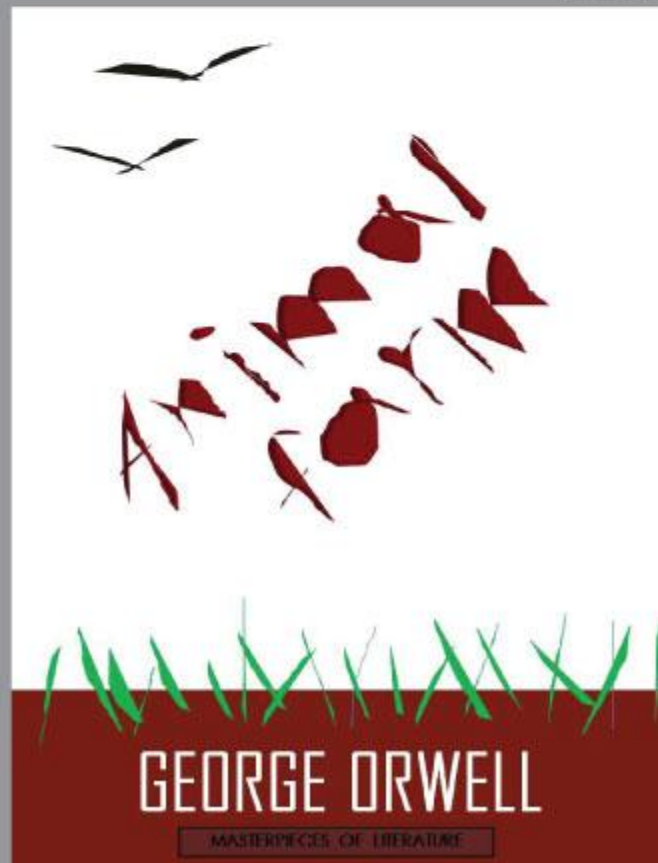
# Book Cover Design 2



front



back



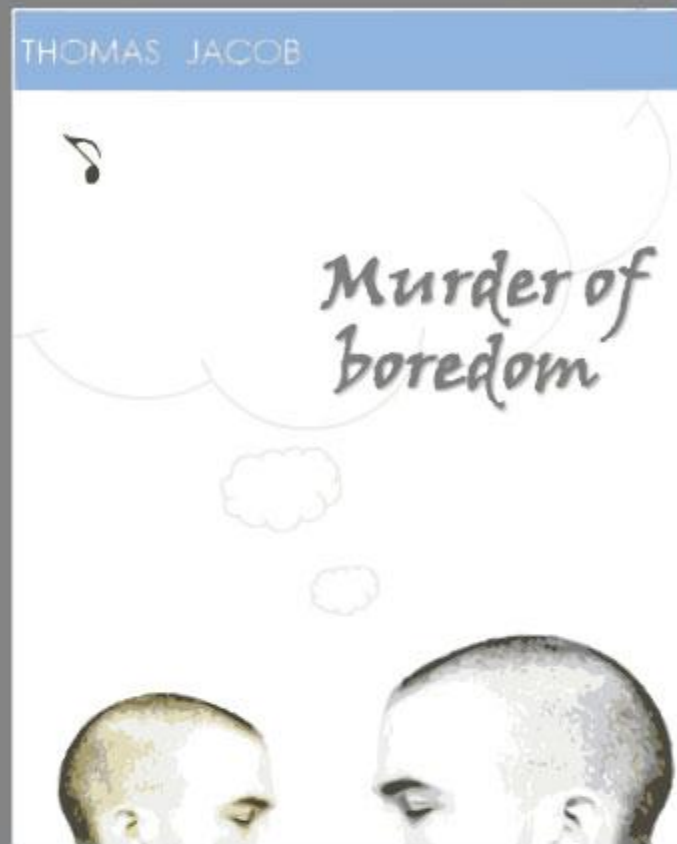
## animal farm

- o An allegorical novella by George Orwell .  
The book reflects events leading up to and during the Stalin era before World War II.  
Orwell, a democratic socialist, was a critic of Joseph Stalin and hostile to Moscow-directed Stalinism, a policy of “ceaseless arrests, censored newspapers, prowling hordes of armed police”.
- o The novel addresses not only the corruption of the revolution by its leaders but also how wickedness, indifference, ignorance, greed and myopia corrupt the revolution.

## design

- o As the book so should be the cover.
- o The covers were kept ideologically dark and having a sense of foreboding.
- o The fact that here is nothing jolly about the incidents in the book and the allegories, have to be signified using symbols and design elements.

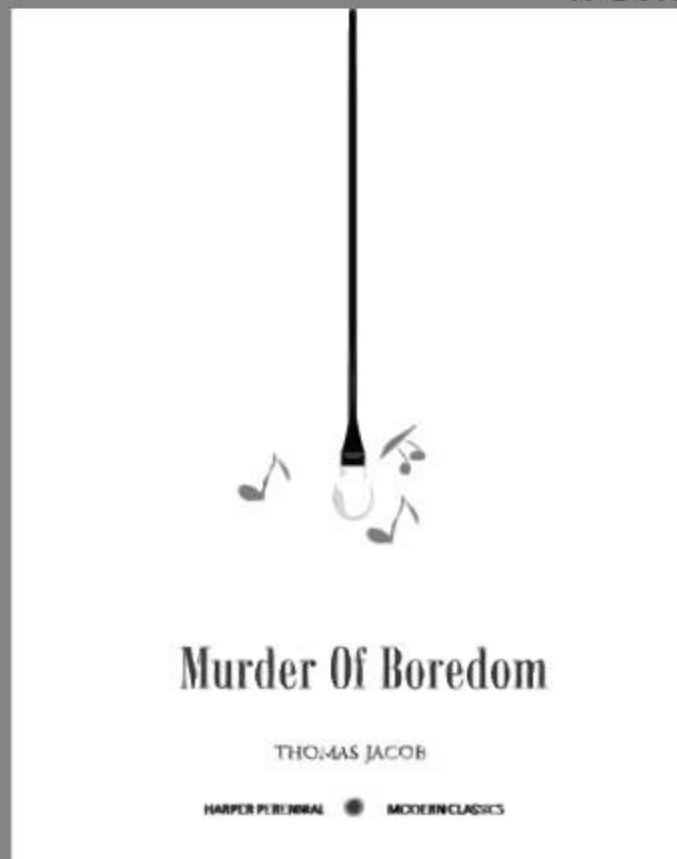
# Book Cover Design 3



front



back



## features

- o Title - "muder of boredom" by Thomas Jacob.
- o As this book is still under production, much cannot be revealed except a few facts -
  - About a man and his journey while searching for his own identity.
  - Journey being undertaken is more mental and psychological rather than physical.
  - Melancholic undertones
  - Solitary journey
  - Music being the key element as his whole world seems to be communicating to the protagonist in tones and melodies.

## design

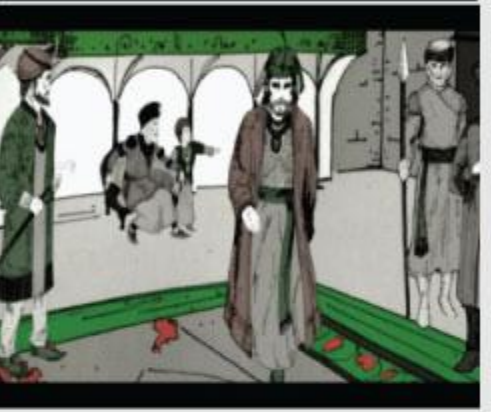
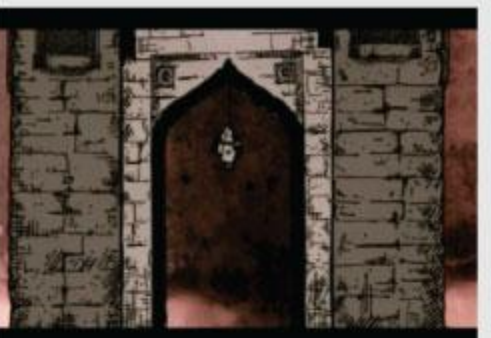
- o Minimalistic approach, so as to impart the inherent sense of solitude and melancholic mood of the story to the book cover.



# animation

- o animation in the motion picture "With Love Delhi"
  - + [www.withlovedelhi.com](http://www.withlovedelhi.com)
- o storyboarding for the promotional music video of the aforementioned movie

## snapshots



## concept

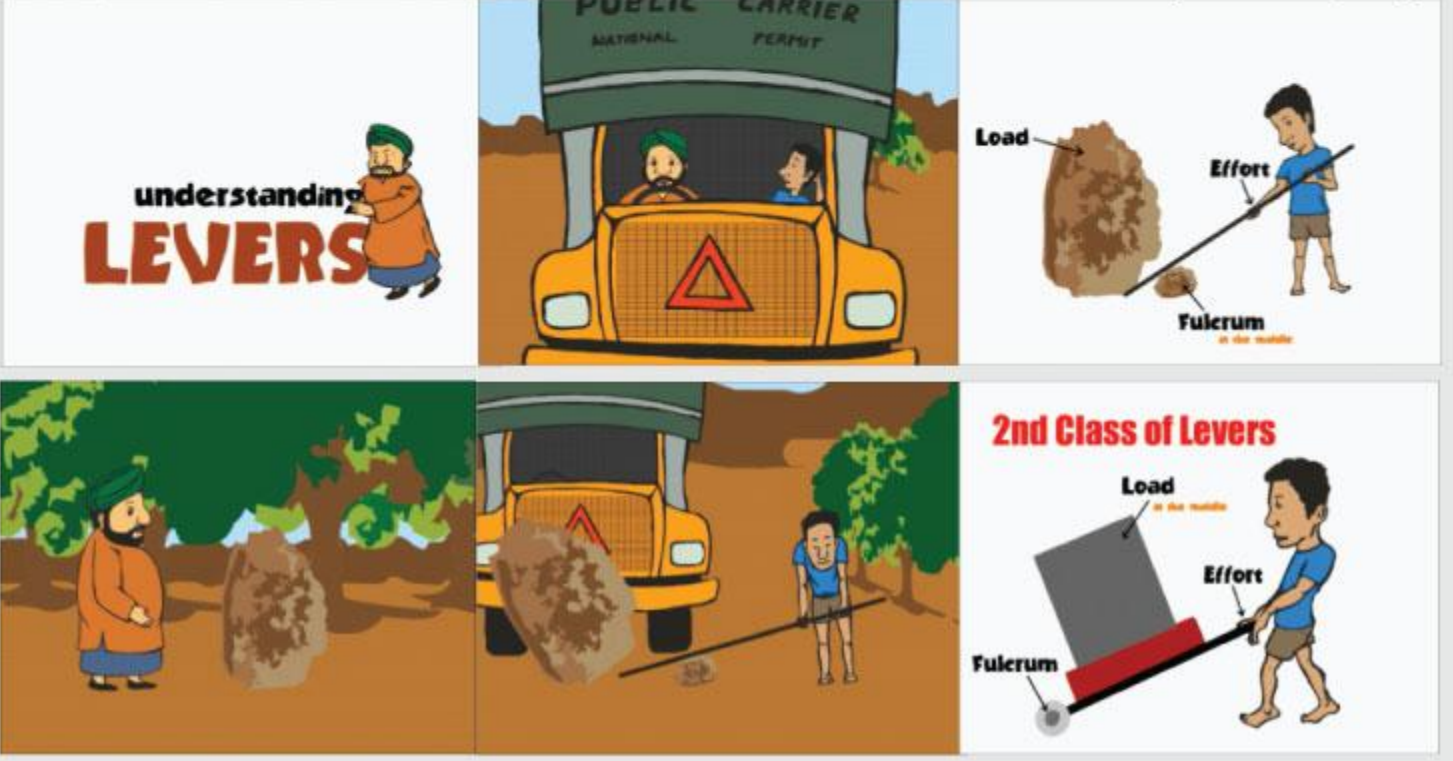
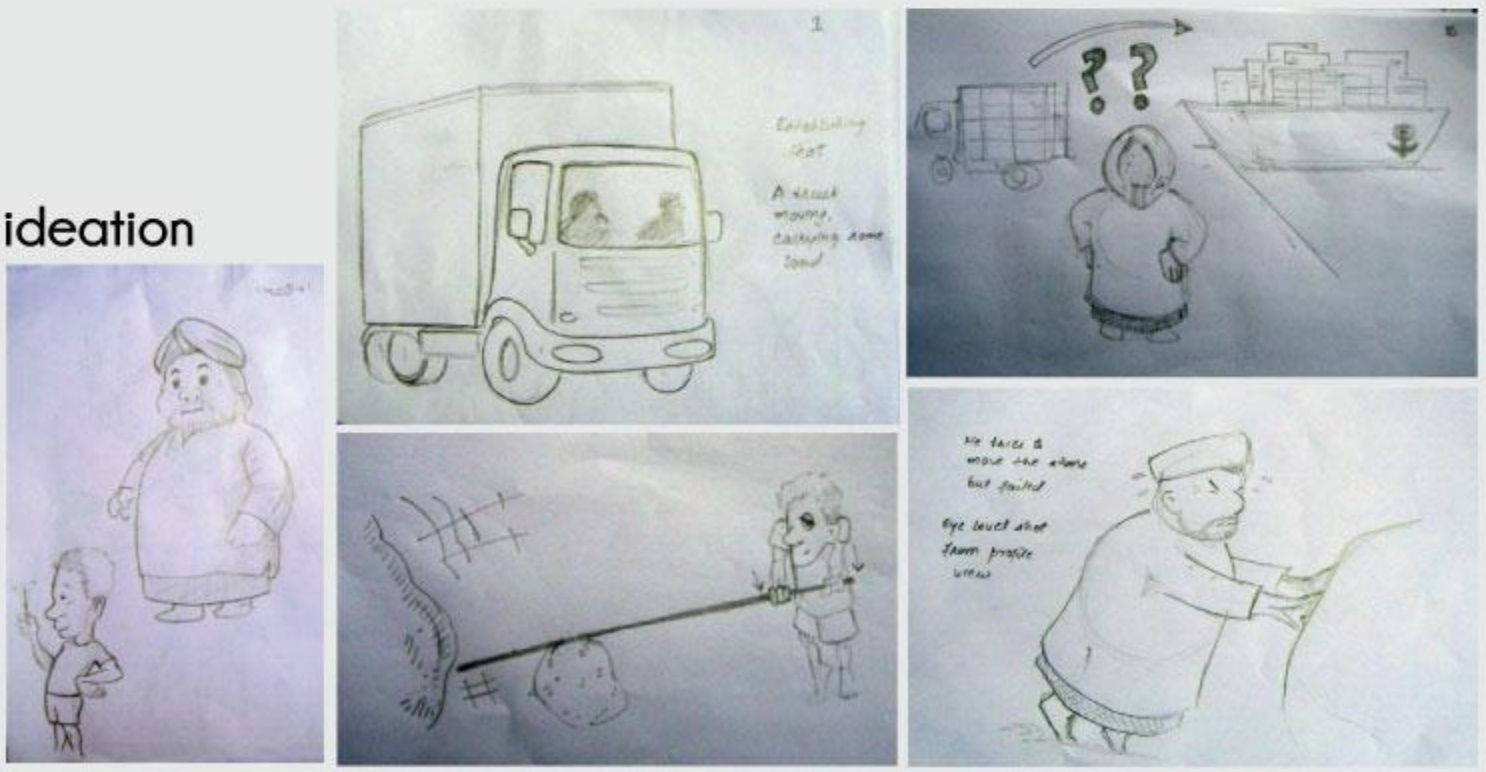
- o Made as a science tutorial video for 6th standard students.
- o One minute duration video dealing with 'Levers'.



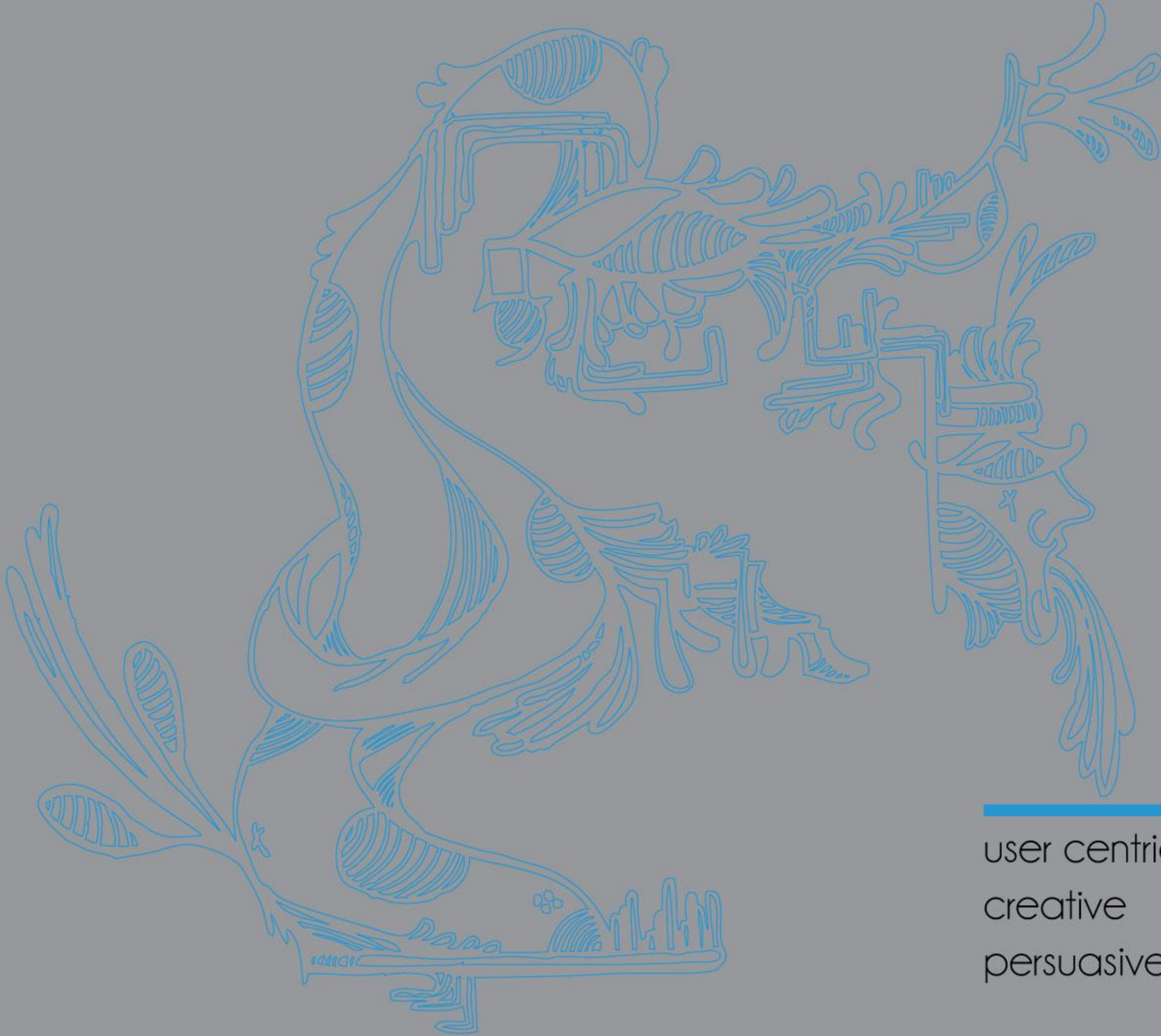
## snapshots

(characters and storyboarding only)

## ideation







Interaction Design

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user centric

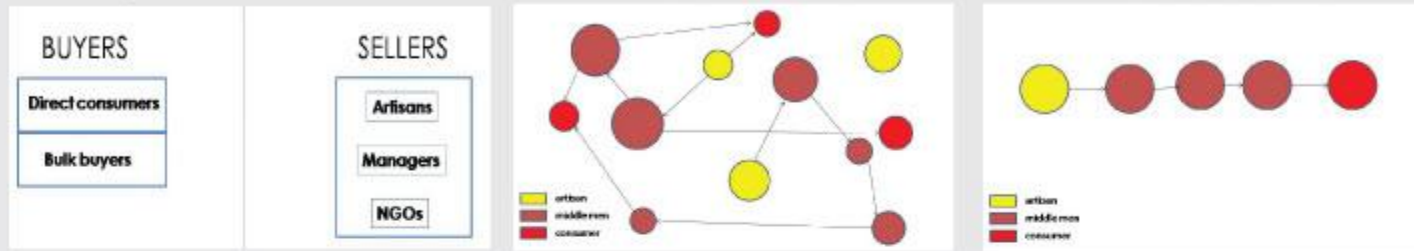
creative

persuasive



# Need Statement- Experience which helps artisans working on authentic Indian art and design, better connect with his/her customers and peers.

## analysis - current scenario



### major shortcomings

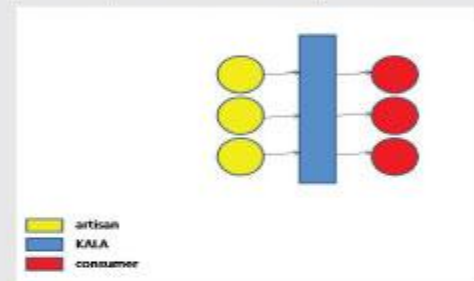
- \* as good passes through many hands, quality of product not always ensured
- \* very less improvement in the conditions of artisans
- \* no awareness about Artists responsible for making products of such long lasting value

## research

“Out of 164 forms of folk art, 100 have already perished due to the ignorance among the people. At least, the rest of them should be continued for the future to pass it on from one generation to other”

- K Jairam  
Advisor  
Janapada Sangeetha and Yakshagana  
Association of Artists

## proposed system scenario



### 3 important points

- \* 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



## concept - ideation

### personas



Mrs. Abhirati

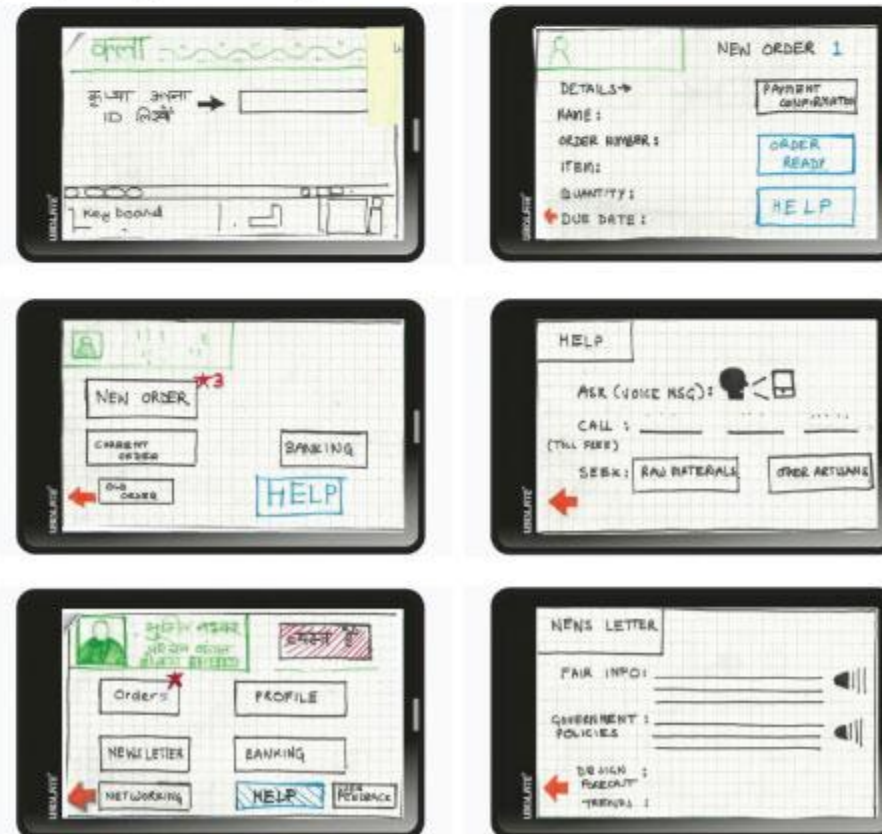
29 years old  
Kalamkari artist  
10th standard  
Hyderabad



Mr. Satish Ahmed

47 years old,  
Seesham wood carver  
12th standard  
Saharanpur, UP

## paper prototypes



## user testing



## iterations of design



conditions become objectives



Need Statement-  
Experience which helps artisans working on authentic Indian art and design, better connect with his/her customers and peers.

**implementation**  
user feedback



**design iterations**

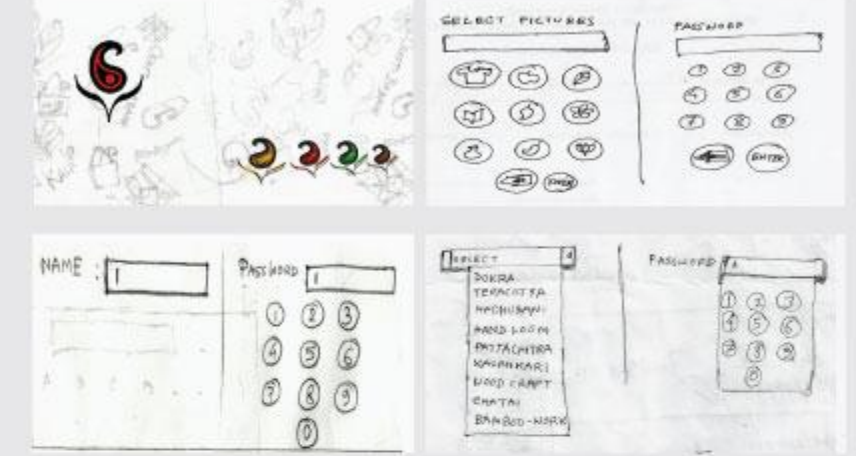


restraints become parameters

login page

showcase

**visual design**



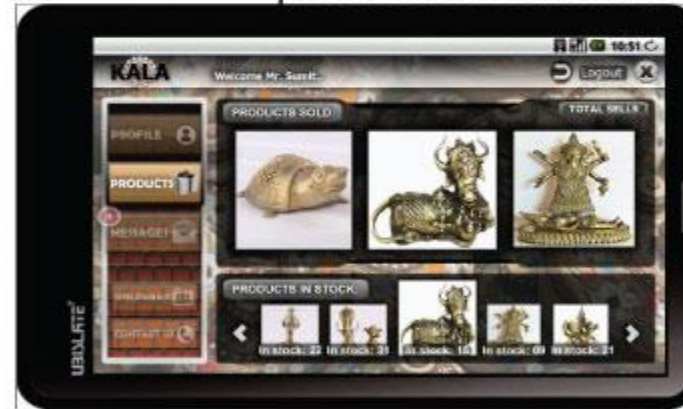
**synthesis**

**Final Design**

login page



products on showcase



notifications



**visual design**



user profile



order recieved



networking with other artisans



**evaluation**



road ahead → Viability  
Practicality  
Business Sense



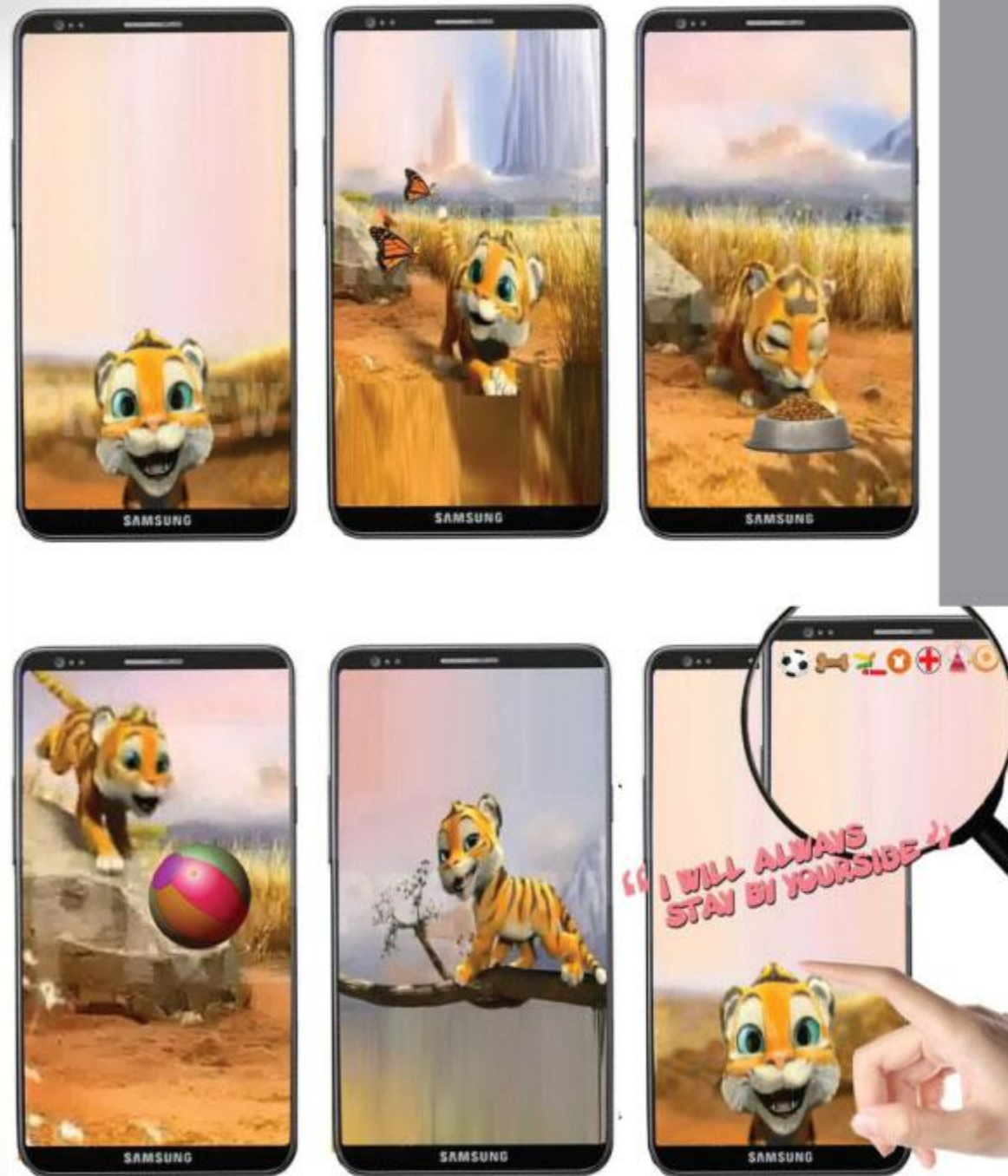
# kala

application for Akash Tablet





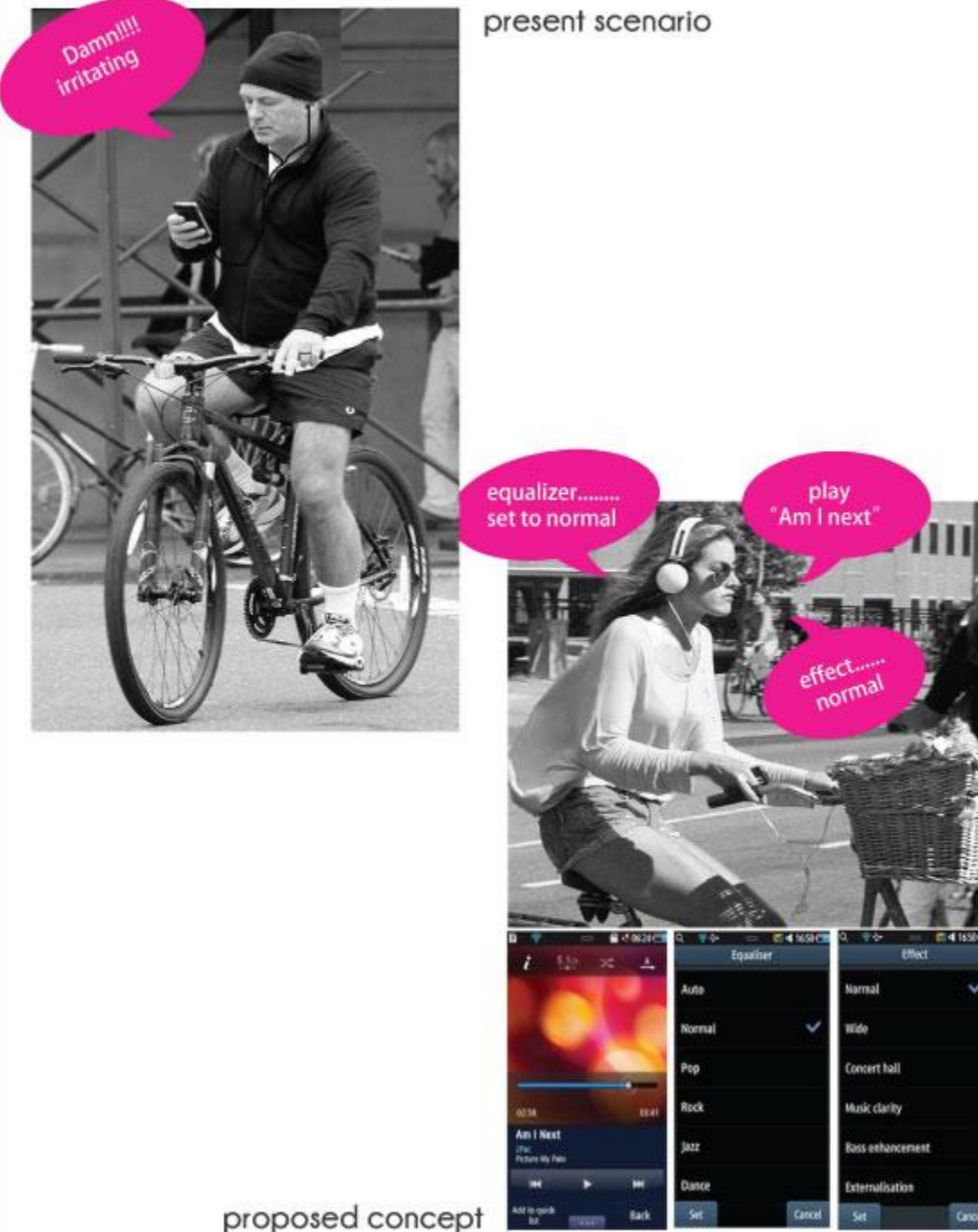
## concept one - Filos The Virtual Pet



### advantages n benefits

- \*talk or pat it and watch the reactions
- \*can act as alarm or reminder for special occasions
- \*pet experiences days, nights and seasons like the user
- \*greet, interacts and listens to commands
- \*helps with depression and loneliness

## concept two - voice controlled music player



### advantages n benefits

- \*hassle free operation of music player by voice commands
- \*discomfort associated with frequently using the phone screen or keypad to play, pause etc greatly reduced
- \*safer way of controlling the music player as hands are not engaged
- \*faster and more efficient way of operating



## concept three - playsticks

**Overview & nature of Concept**

draw

draw

draw

Play

Play

Play

Draw a simple ball, lines, geometrical shapes, etc on the interface and the characters play with it.

Existing characters ready to play with whatever you scribble on the interface.

### advantages n benefits

- \*have the whole screen as playground
- \*user can doodle anything and stick figures will interact with it
- \*encourages creative thinking and interlinks fun n art

## concept four - do the doodle

**Do the doodle**

**User 1**  
Sketch anything you like without drawing it completely.  
press OK to pass it on. (Through bumping, infrared or internet)

**User 2**  
Recieve the drawing from your friend. You wont be shown the sketch, Guess and Try finishing it.  
Press Ok when you are done and send.

OK

OK

Unlock the canvas and see how two creative minds can be so expressive!!!!

Unlock the canvas and see how two creative minds can be so expressive!!!!

or you can also play solo, just see how far you can fool yourself!!!!

### advantages n benefits

- \*combining the idea of doodling and having fun with 2 or more friends
- \*you draw one part and your friend completes it without knowing what you had drawn thus increasing the element of surprise and anticipation
- \*provokes thought and brings unexpected subjects out of blank canvas



# OzCHI student event

## 24 hour design challenge

**Objective-**  
to design a system that takes advantage of cloud computing, mobile devices, and fast mobile networks to enhance the way people interact with each other collaboratively.



### analysis of Cloud computing

- provide opportunities to change how people work collaboratively and generally interact with each other
- collaborate on tasks when working together with colleagues and friends we interact with everyday
- work-related projects or more playful activities
- go beyond the use of technology as a pure digital interface and consider the relationships between digital devices and the physical environment

### concept - ideation

- considering various scenarios and ways in which people interact
- difficulties do they face
- how to enhance their experiences and interactions in all such cases
- emphasis on the more important things like non conventional uses of cloud computing, and how can we integrate it to our personal and work life



### concept - solution

- to provide with a "Space", a common platform where users can have endless possibilities of interactive communication
- interaction & communication of their thoughts as if experiencing a virtual meeting, discussion or simply a chat session
- like a "mood board or white board" but much much more
- interact through all the possible means in Real Time, like
  - Conversing through text
  - Sharing images and videos
  - Playing games
  - Sketching and doodling



### Final Concept Poster

team ENIGMA  
virtual whiteboard

**requirements + limitations** " collaboration in everyday environments "

notes, documentation, reminders → work related OR playful → informal notes, doodling, sketching

**platform independence**

tablet, mobile, laptop/pc → think beyond!!!

nonconventional uses → cloud computing

digital devices + physical environment

**need identification**

remote user, user 1, user 2, user 3, user 4, user 5, user 6, user 7

**what?**  
•no common space  
•diff collaboration

**where?**  
•public places  
•offices  
•study circles  
•grp activities

**who?**  
•students  
•professionals  
•groups

**why?**  
•common platform  
•less redundancy  
•efficient coordination

**when?**  
•discussions  
•presentations  
•meetings  
•classes

**how?**  
•grp discussions  
•geog dist  
•less interactivity

**concept generation**

User ↔ device ↔ cloud computing

**active interaction**

physical env interaction → expectations from the system → more than an interface

real time!! → storage capabilities → platform independent

**ways of interaction**

games, doodles, text, audio, photos

**final design**

platform independence

Journey ahead → feasibility & market study



# www.pixelinea.com

upcoming website for watching Movies online  
(ongoing project)

Objective-  
to design a website for easy streaming of new releases after one time payment, trying to emulate the experience of movie theaters

## analysis



## key issues

simplified content  
clear and distinct  
(netflix welcome screen being the inspiration)

3rd page selling point  
selling and purchase option not before page 3

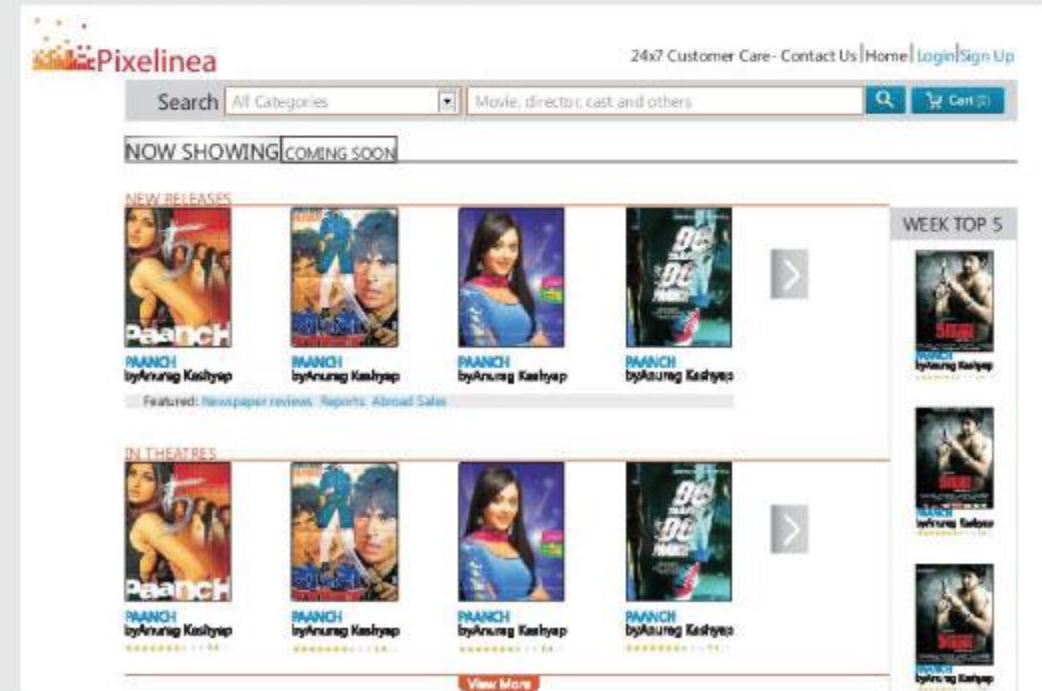
limited color scheme  
minimalist approach

homepage should be identifiable with watching movies in indian context, with sketches or photographs

## ideation



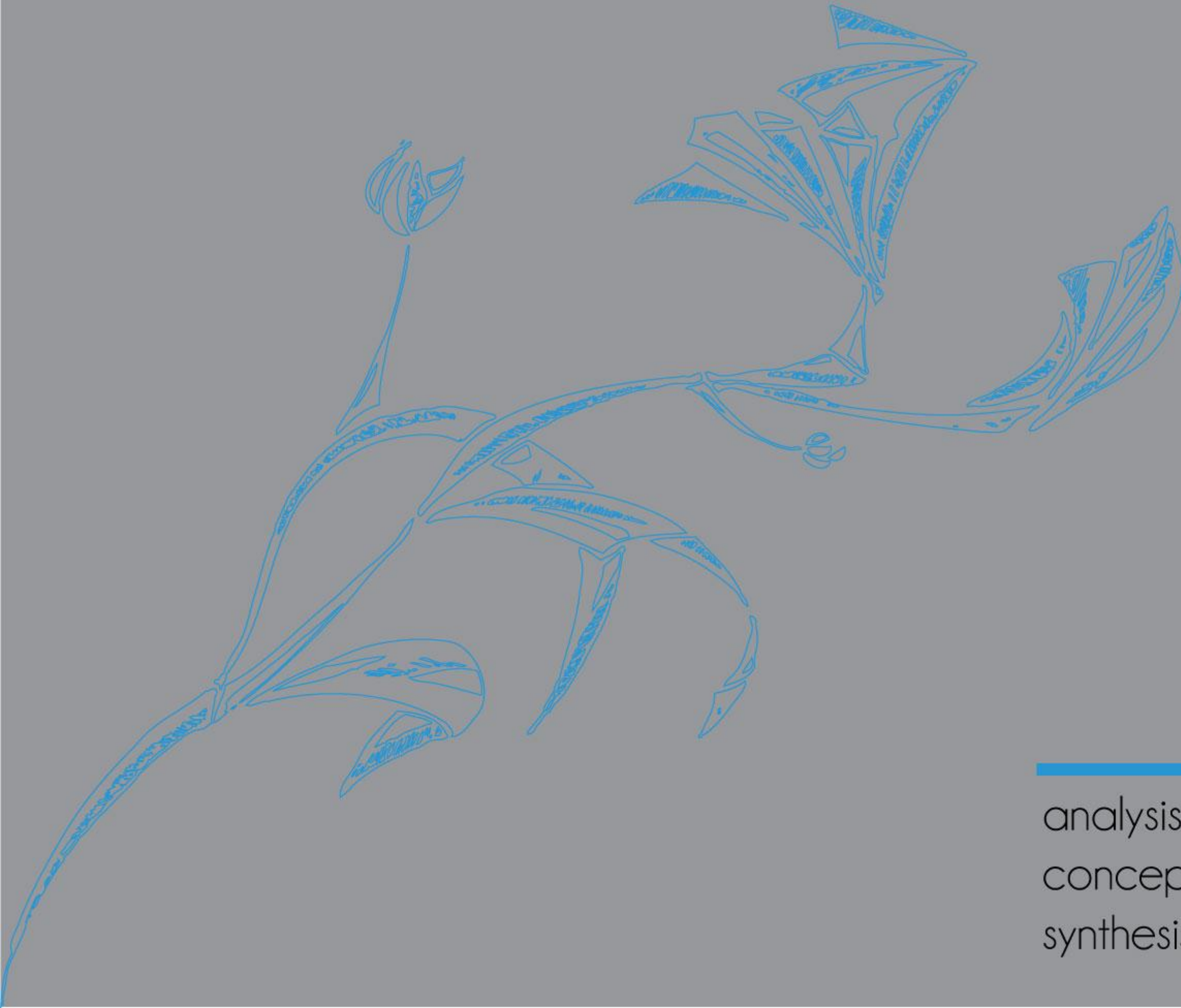
## page 2 -available movie options



## page 3 -pay and watch







product design

---

analysis  
concept  
synthesis



# LED lighting fixture design

Client: InstaPower Pvt. Ltd. (Gurgaon)

PD6 workshop 2012  
Design Factory India

**instapower**  
the future of LED lighting

## analysis



### key issues

- \* Cost Effective
- \* Aesthetically appealing
- \* Modularity of Lighting Fixtures
- \* Simple Form Language
- \* Low Production and Logistic Costs

## ideation

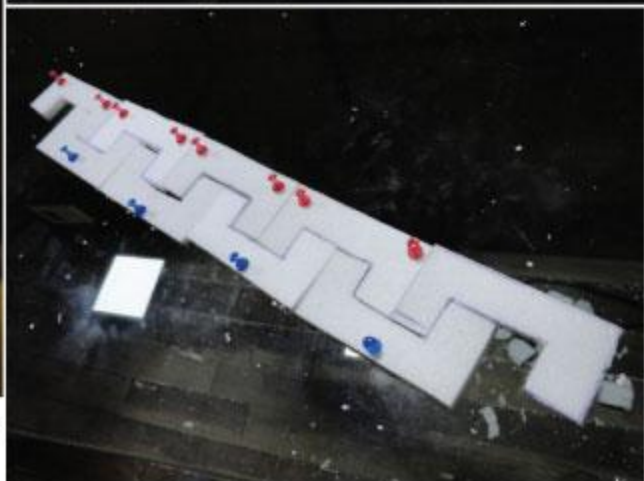
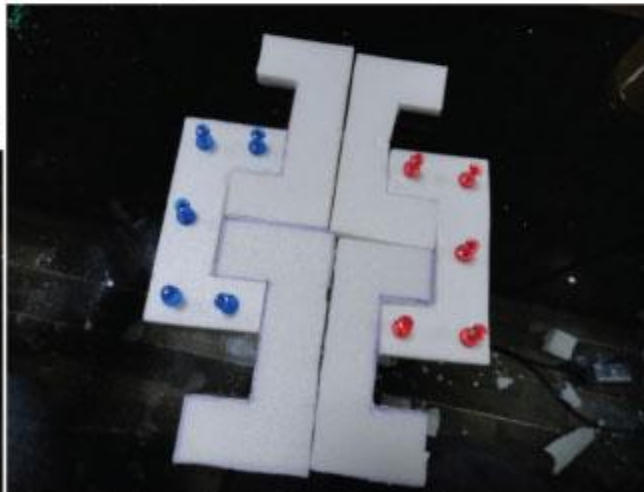


## synthesis conceptualization

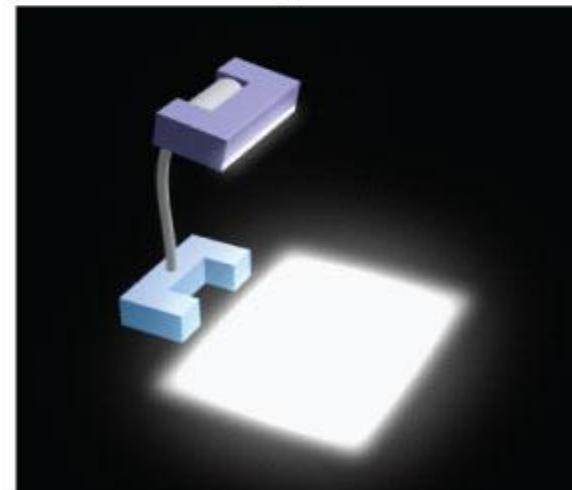
c section



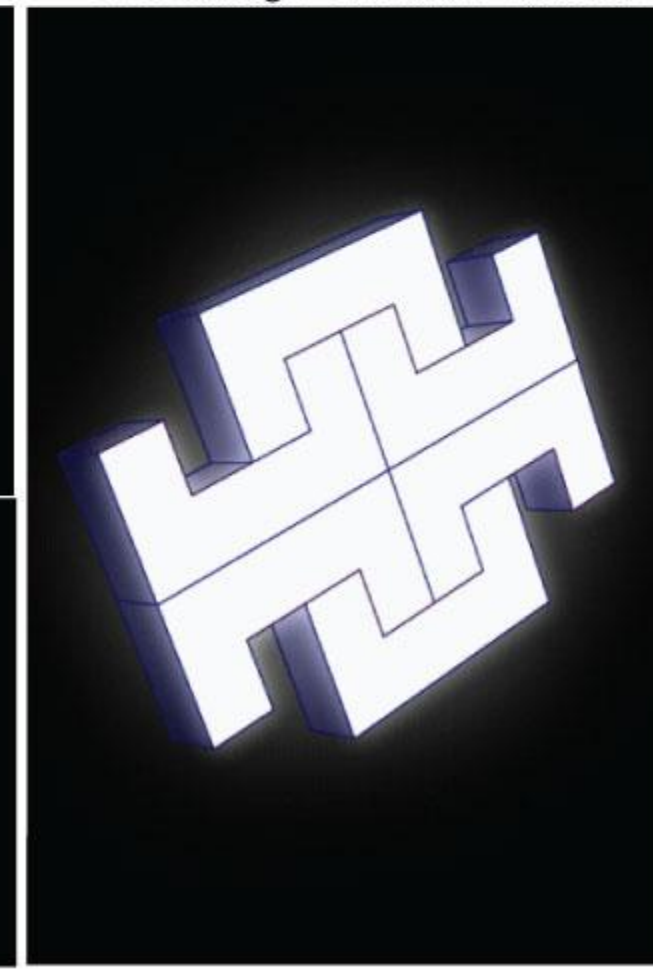
modularity



## final concept



## one design different fixtures



### benefits

- \* Mass Production on account of shape being modular
- \* One mould for more than one kind of fixtures
- \* Aesthetic appeal on account of graphical compositions
- \* Easy Servicing and Installation also on account of modularity
- \* Customization possibilities



### analysis



SCENARIO - MT market at IIT Kanpur

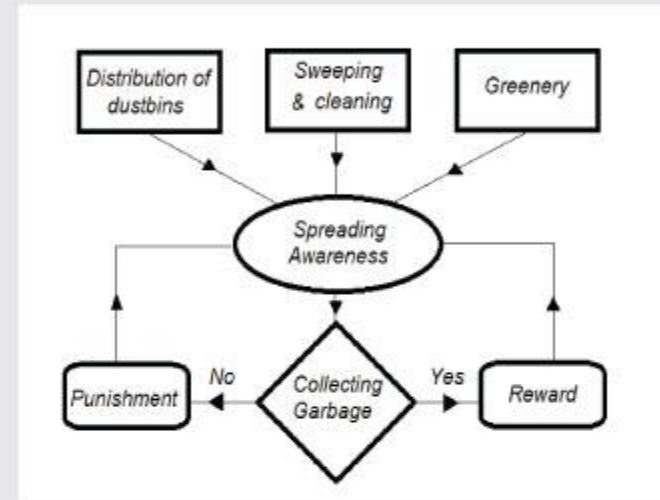
### problem set

- Hygiene
- Garbage disposal
- Tobacco
- Provisional problems
- Maintenance and Management
- Parking space not organized
- Sitting arrangement not adequate
- Weather related problems
  - no shelter, no customer
- Less number of dustbins
- Unclean utensils

### SNPS

To motivate people to act more responsibly and help keep the surroundings clean and hygienic

### Function Structure

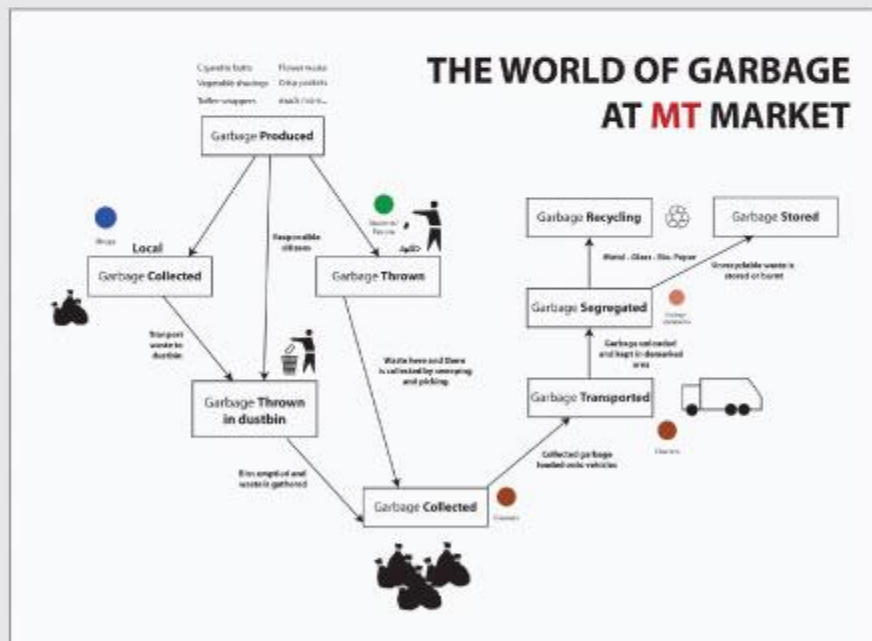
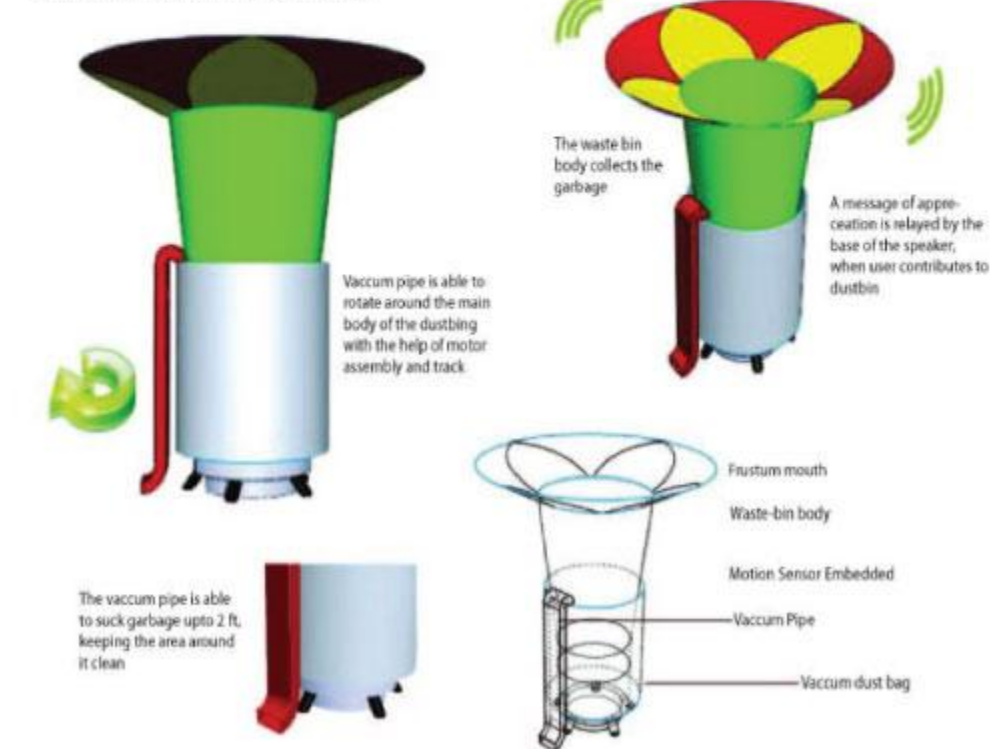


### Ideation



### Product concept

#### Sweet- SPOT Dustbin



### Functions

(effect we want to produce)

- Spreading awareness
- Motivating people
- Collecting the garbage
- Sweeping/ Washing the place





Miscellaneous

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photography



# photography

people



chandni chawk



fauna



streets of london





Thank you

