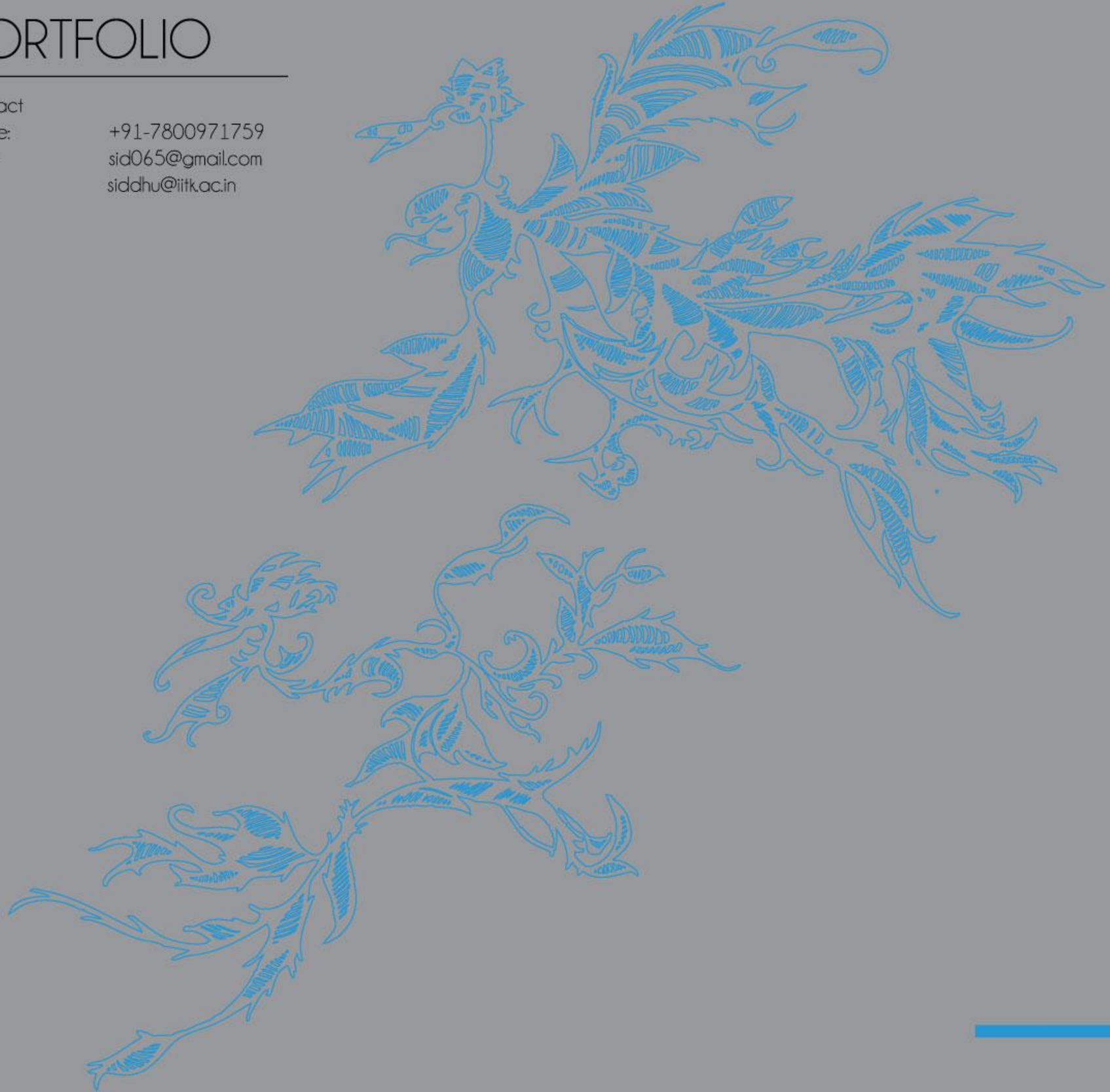
PORTFOLIO

Contact
phone: +91-7800971759
email: sid065@gmail.com
siddhu@iitk.ac.in



Siddharth

2012

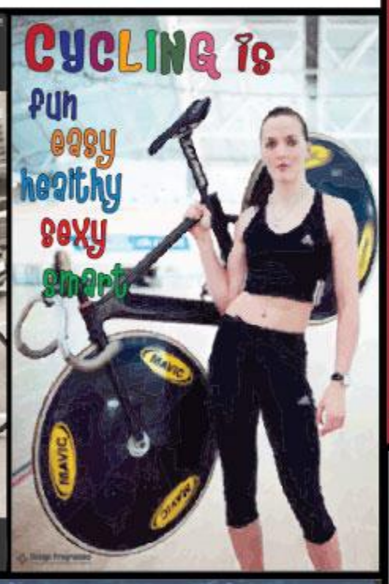
visual communication

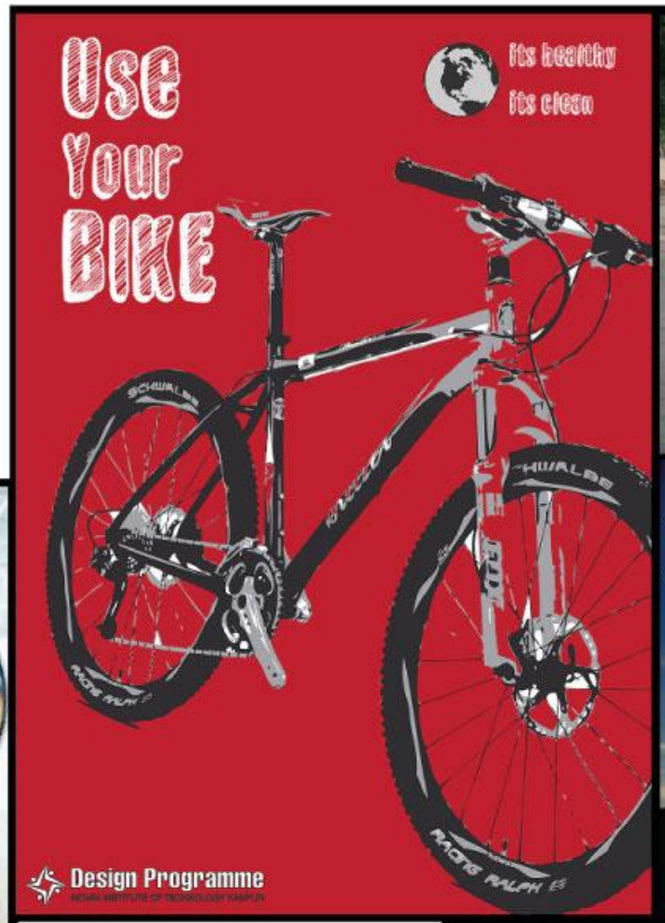
Poster Design

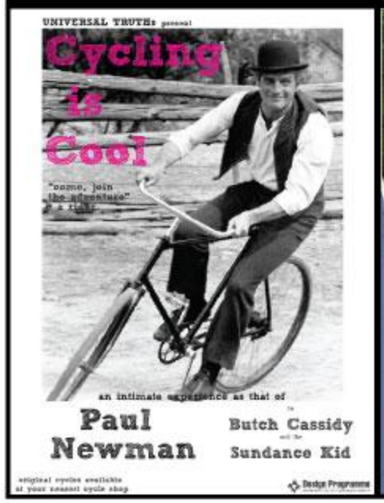
promotion of bicycle as a mode of transport

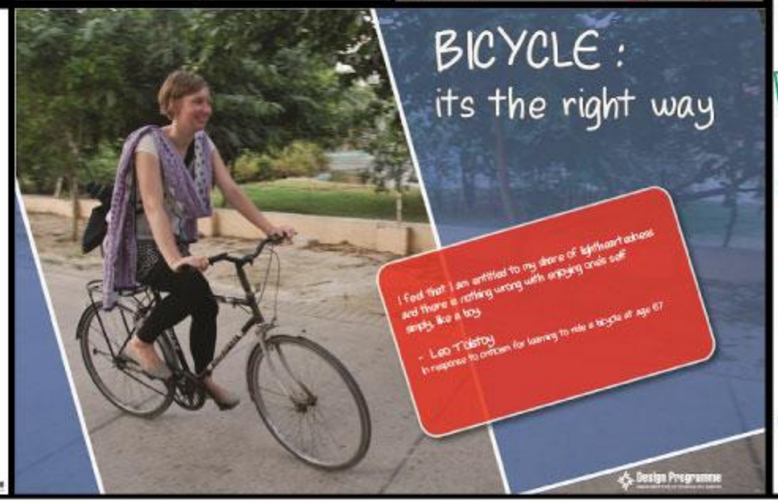
Key issues

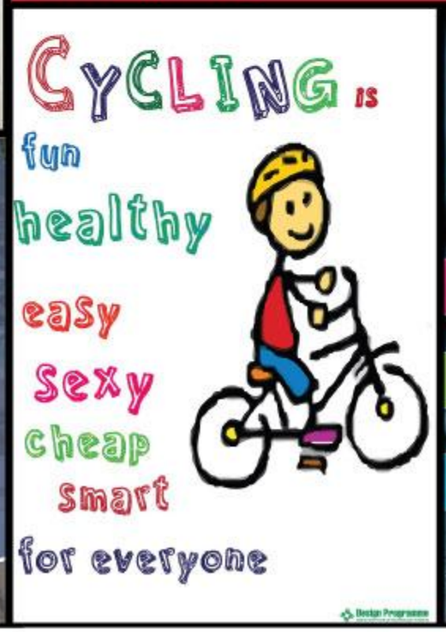
- Indian/International context
- Design has to capture the attention of the reader right away
- Concept being most essential to the visual presentation and conveyance of the message is priority





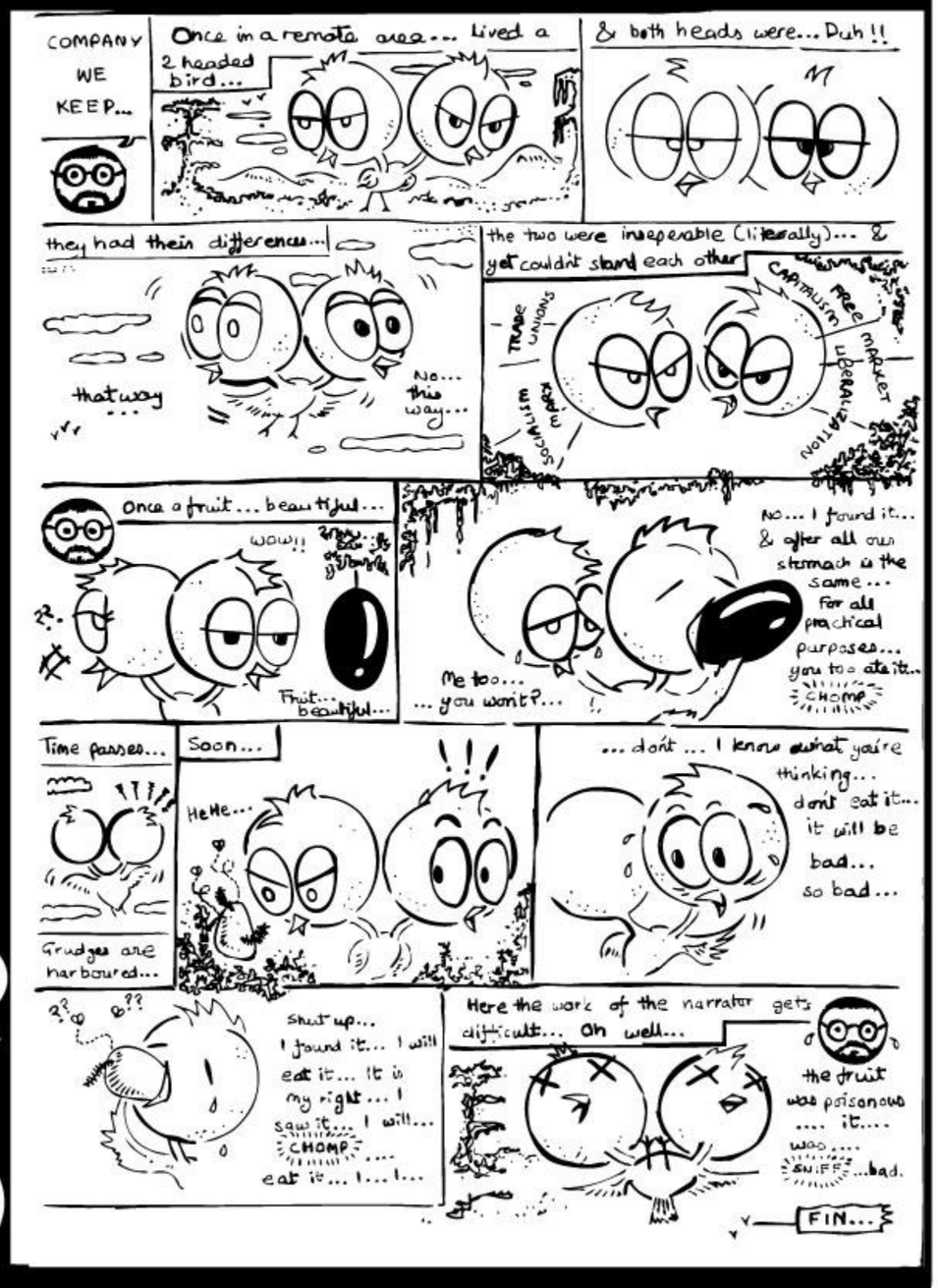






Graphic Narratives

one page stories



narrative depicting a real life incident

narrative adopted from Panchantra story 'word out of place'

narrative adopted from Panchantra story 'company we keep'

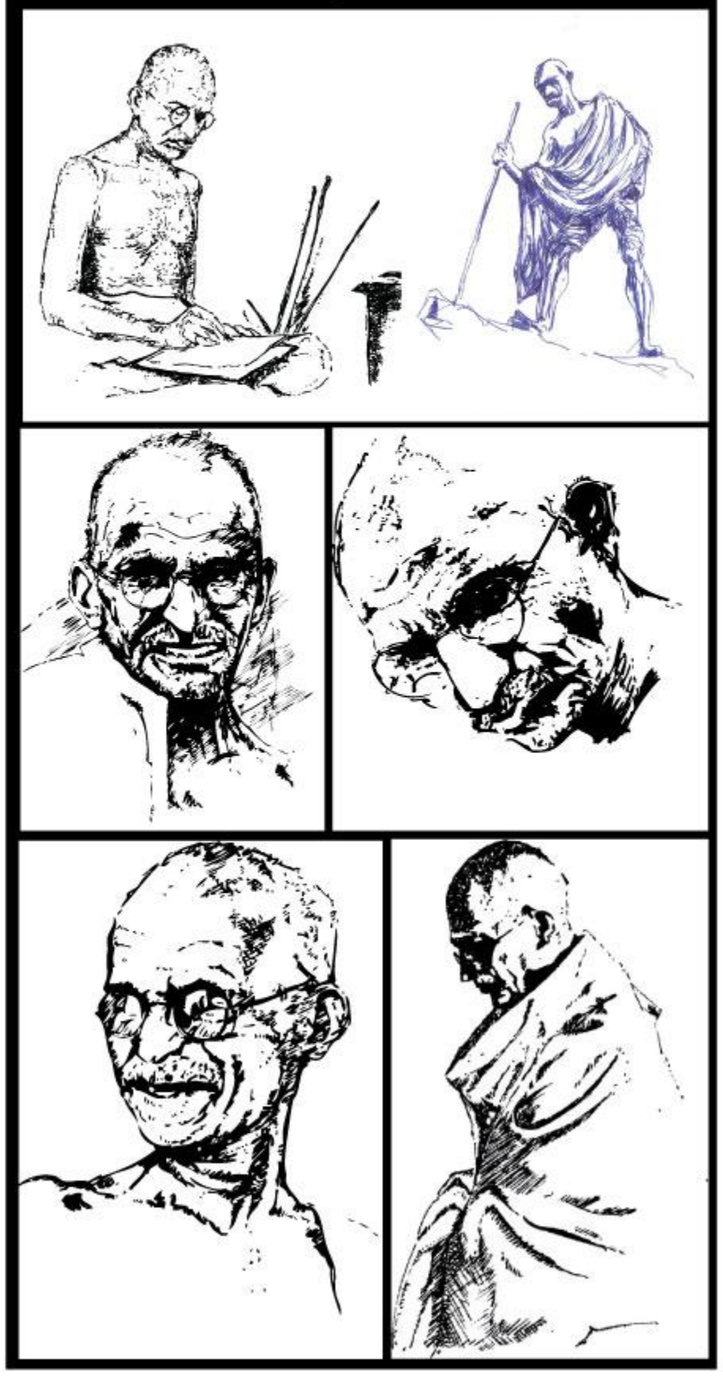
Poster Design 2

for IITK FM Radio

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

Book Cover Design

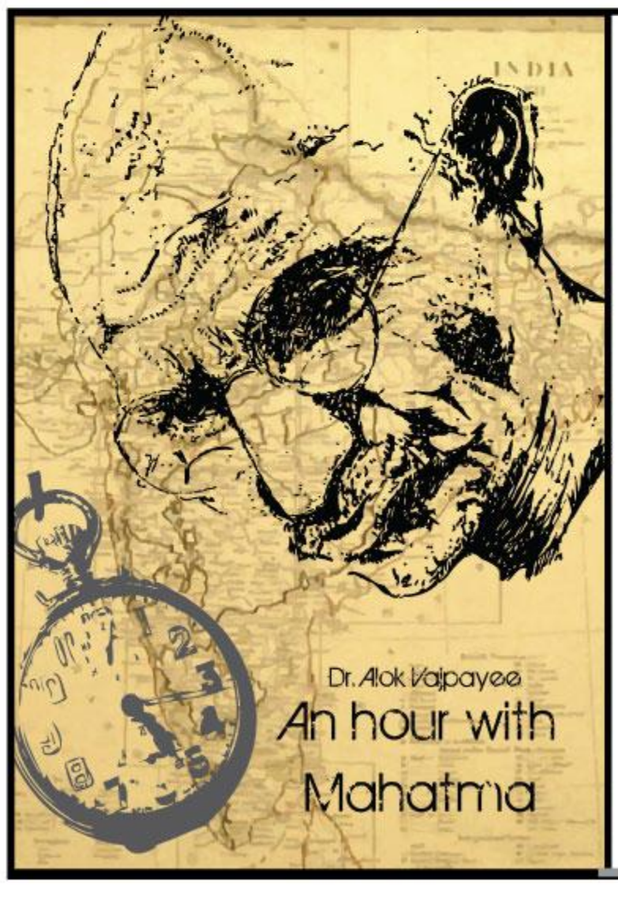
ideation n study

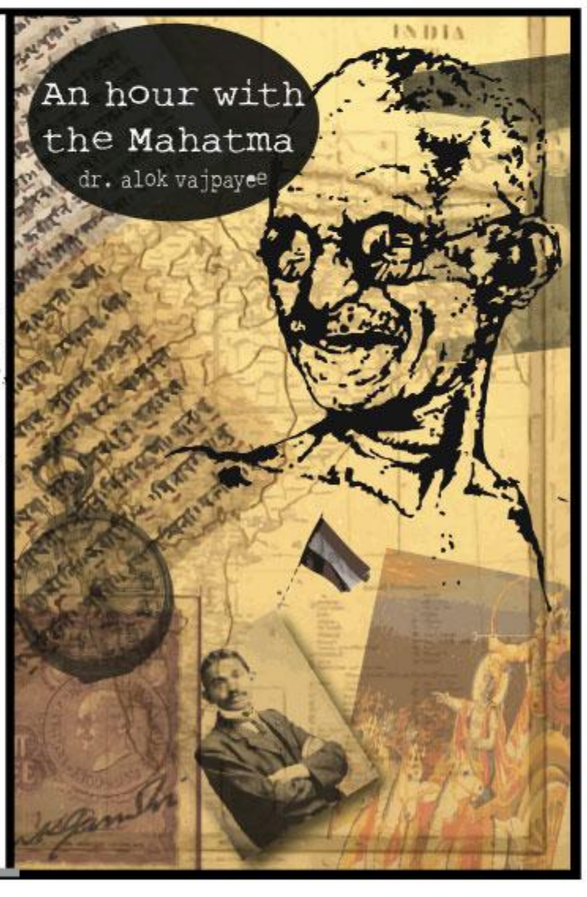


features

- 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 assasination.
- 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

animal farm

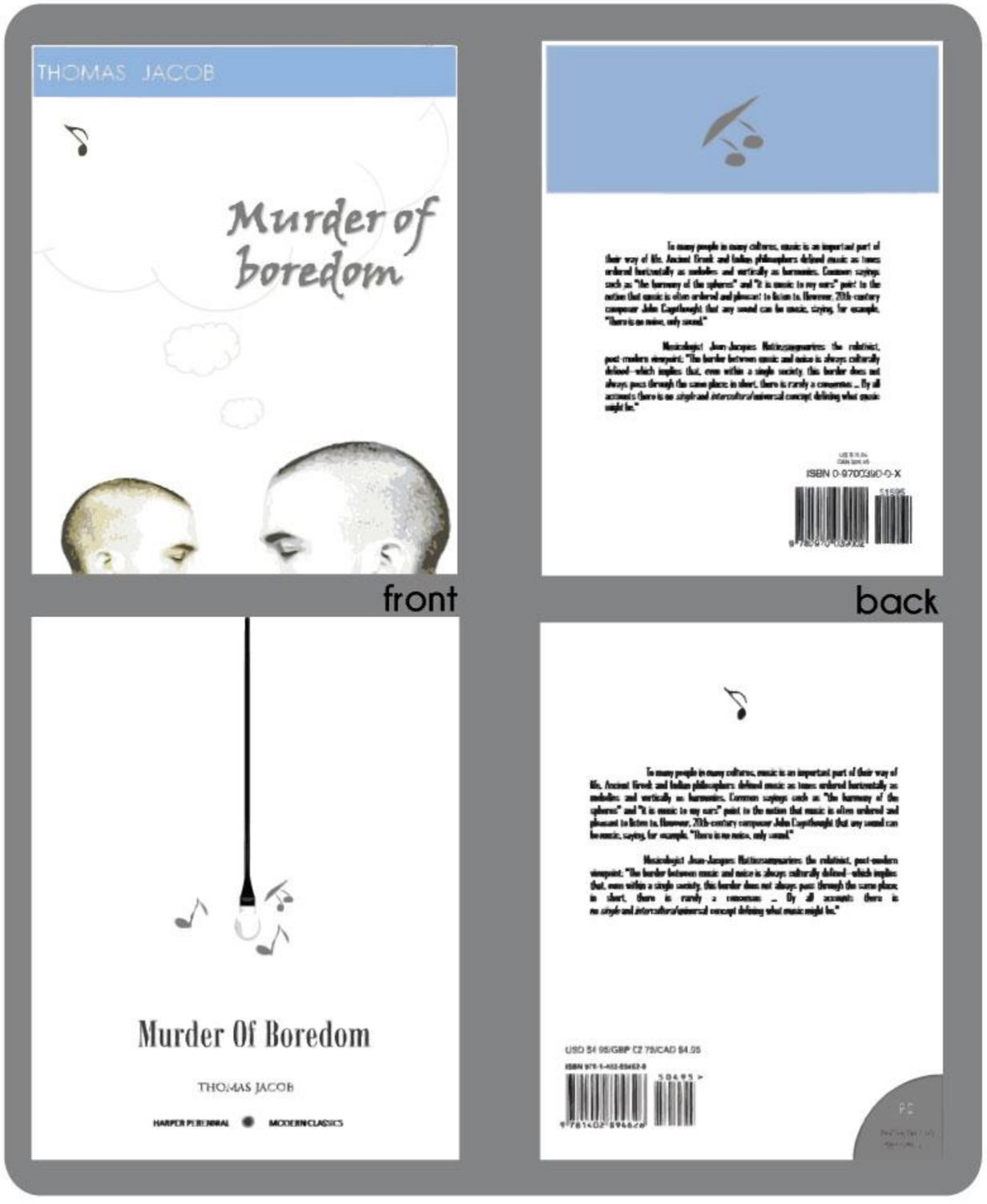
- An allegorical novella by George Orwell .
  The book reflects events leading up to and during the Stalin era before World War II.
  Orwell, a democratic socialist,was a critic of Joseph Stalin and hostile to Moscow-directed Stalinism, a policy of "ceaseless arrests, censored newspapers, prowling hordes of armed police".

- 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

- As the book so should be the cover.
- The covers were kept ideologically dark and having a sense of foreboding.
- 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



features

- Title - "muder of boredom" by Thomas Jacob.

- 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

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

animation

- animation in the motion picture “With Love Delhi”
  www.withlovedelhi.com
  +
  storyboarding for the promotional music video of the aforementioned movie

You Tube

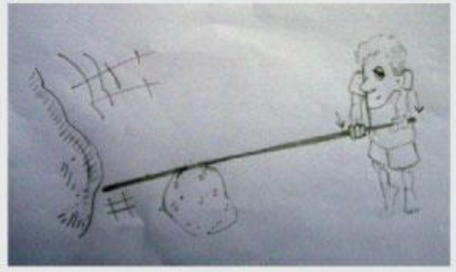
snapshots

concept

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

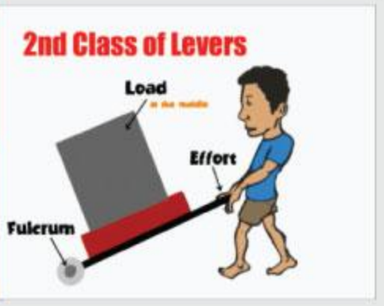
You Tube

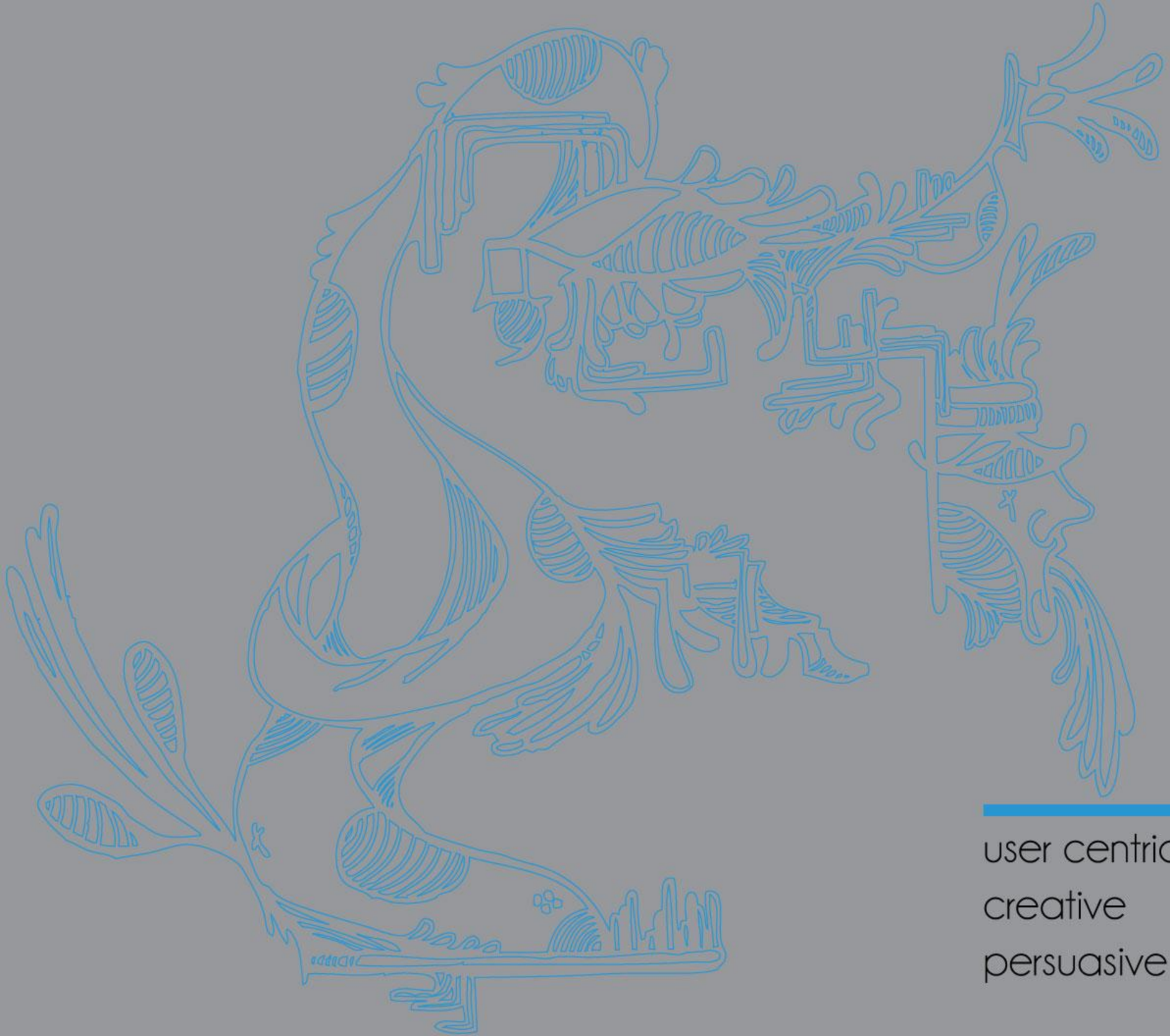
ideation



snapshots

(characters and storyboarding only)





Interaction Design

user centric

creative

persuasive

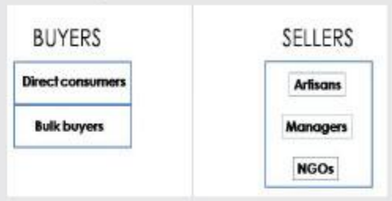
kala

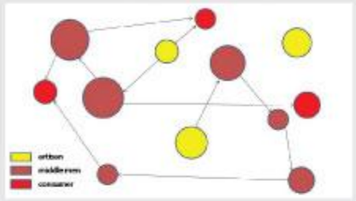
application for Akash Tablet

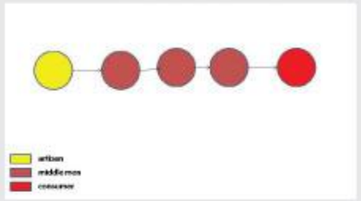
Need Statement-

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

analysis - current scenario



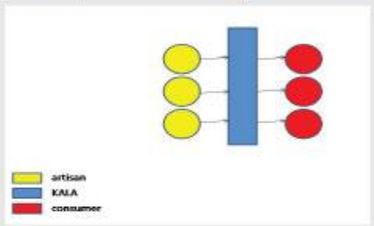




major shortcomings

* 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

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

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

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

conditions become objectives

paper prototypes

user testing

iterations of design

kala

application for Akash Tablet

Need Statement-

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

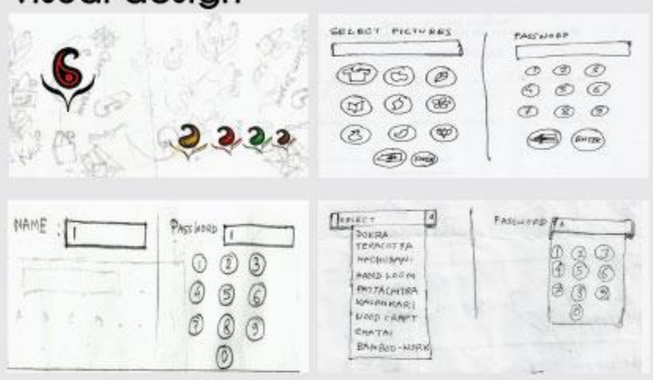
implementation

user feedback

design iterations

restraints become parameters

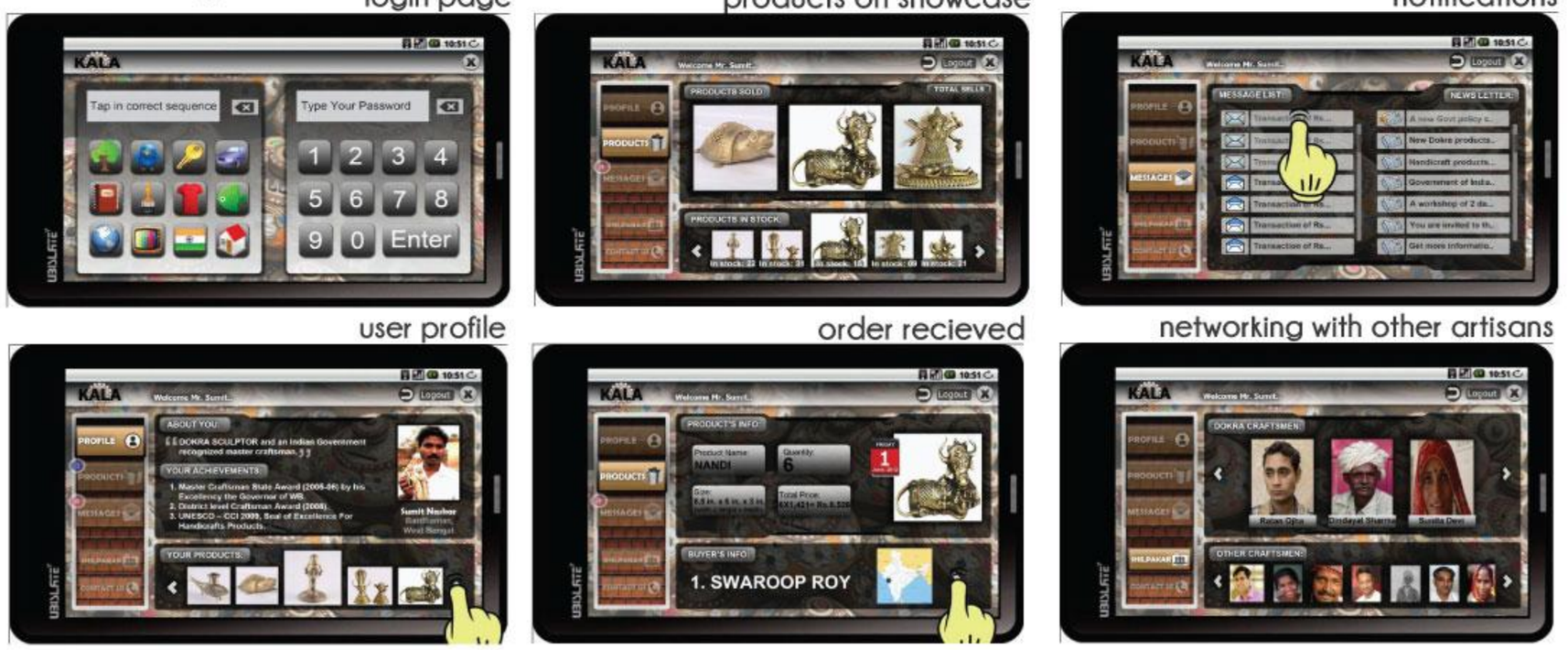
visual design



synthesis

visual design

Final Design



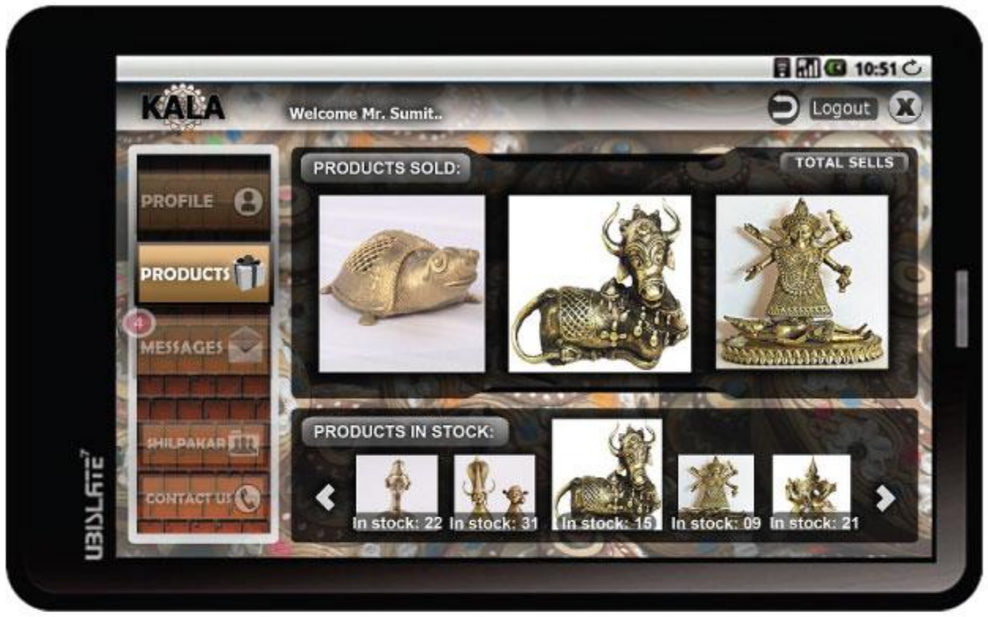
evaluation

road ahead

Viability
Practicality
Business Sense

kala

application for Akash Tablet

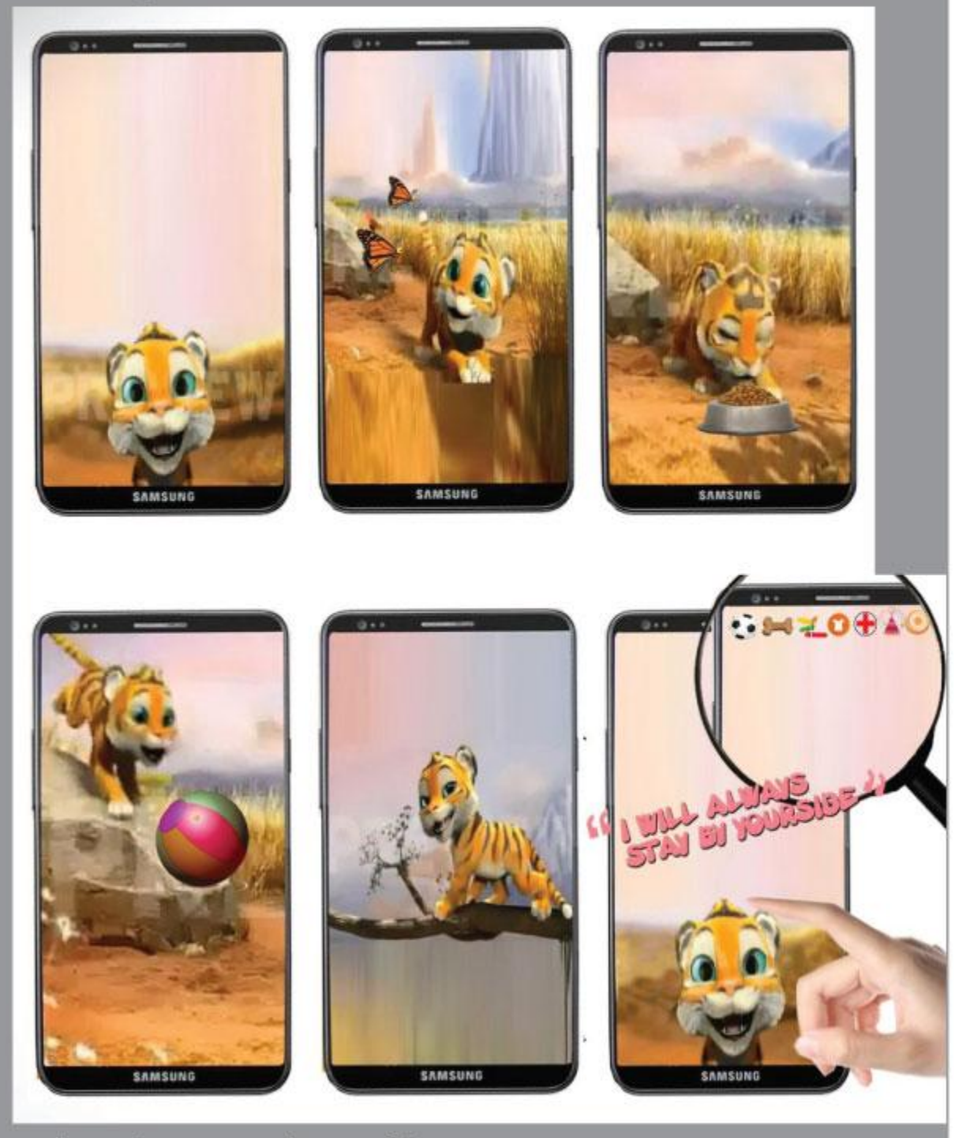


mobile applications
android based

Objective-
to design android based fun and useful applications
for Samsung USID smart phone app contest 2012

USID india FOUNDATION
Bringing UX Community Together

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 occassions
*pet experiences days, nights and seasons like the user
*greets, interacts and listens to commands
*helps with depression and loneliness

concept two - voice controlled music player

present scenario

proposed concept

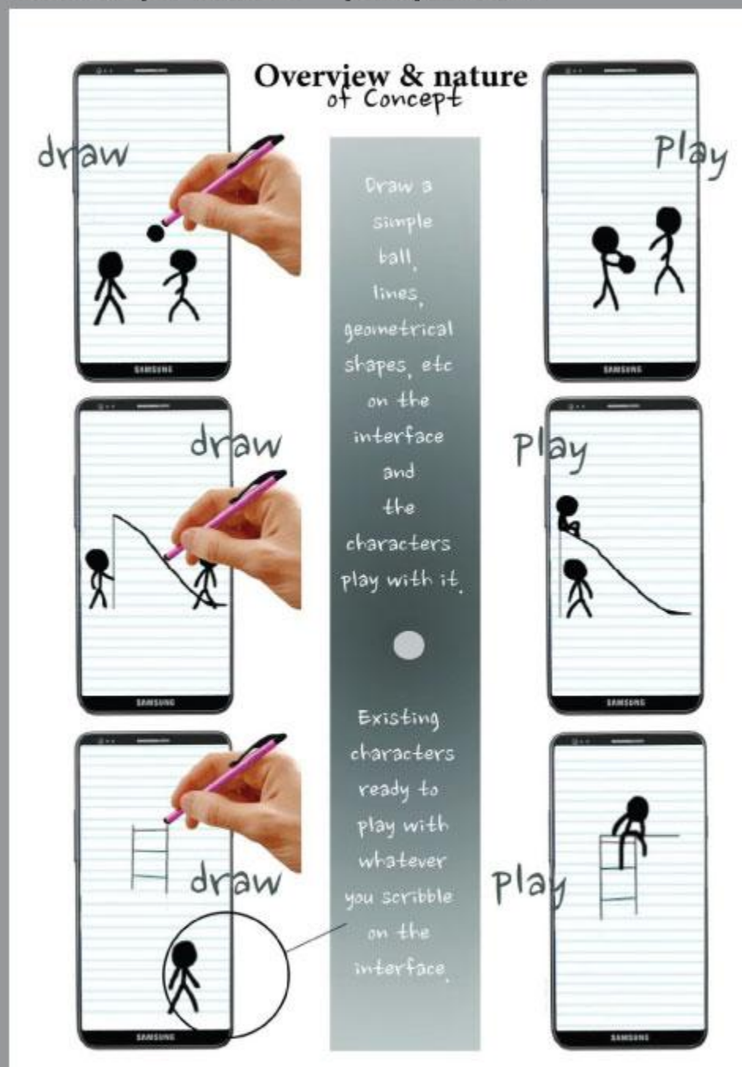
advantages n benefits
*hassle free operation of music player by voice commands
*discomfort associated with frequently using the phone screen or keypad to play, pause etc greatly reduced
*safer way of controlling the music player as hands are not engaged
*faster and more efficient way of operating

mobile applications
android based

Objective-
to design android based fun and useful applications
for Samsung USID smart phone app contest 2012

USID india FOUNDATION
Bringing UX Community Together

concept three - playsticks



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

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

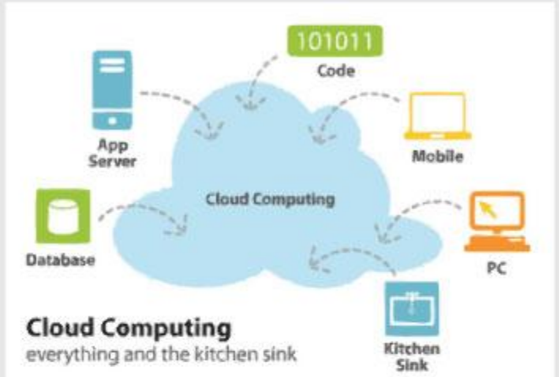
OzCHI student event

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



Cloud Computing
everything and the kitchen sink

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
  a. Conversing through text
  b. Sharing images and videos
  c. Playing games
  d. Sketching and doodling

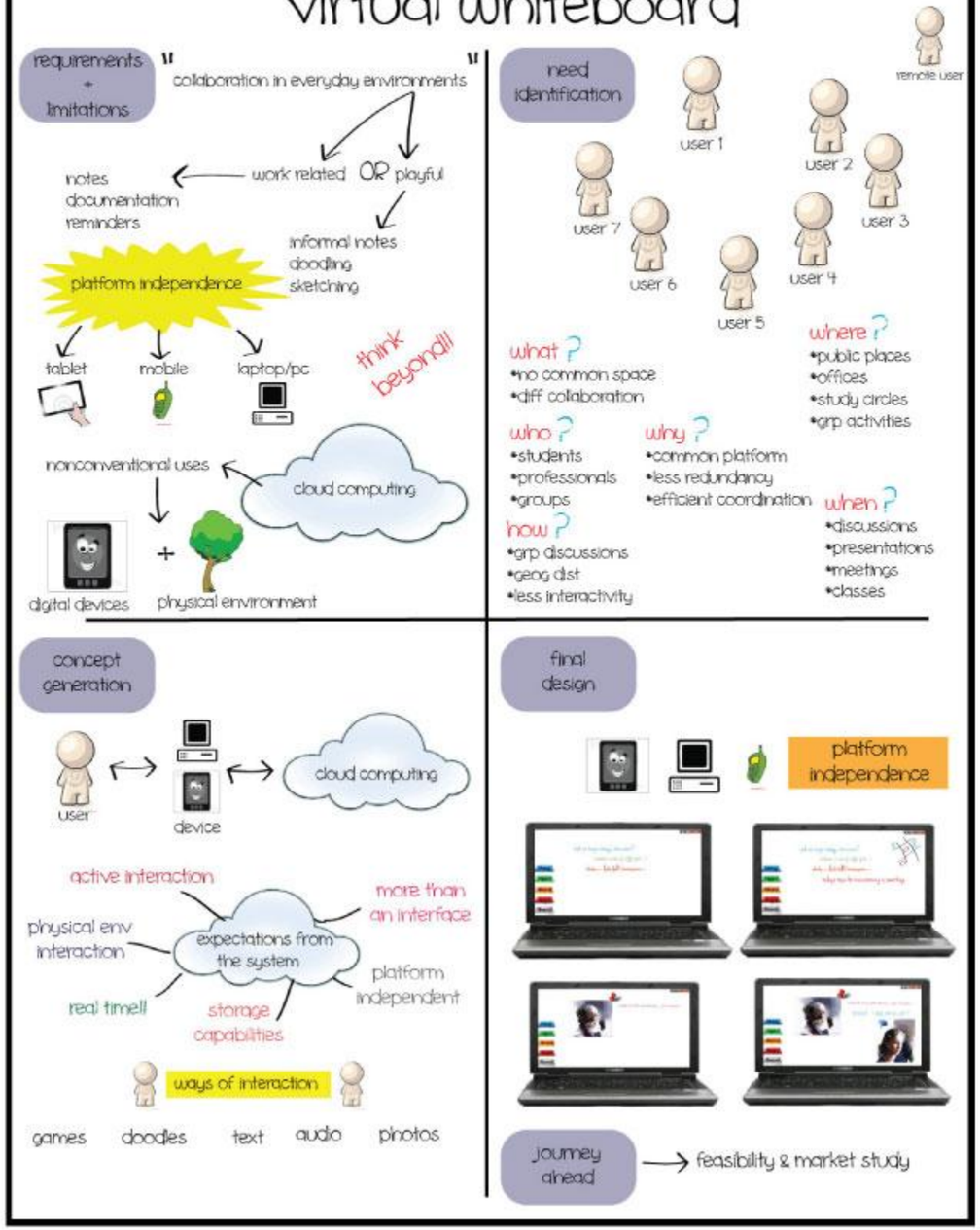
Wireframes

research n testing

Final Concept Poster

team ENIGMA

virtual whiteboard



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)

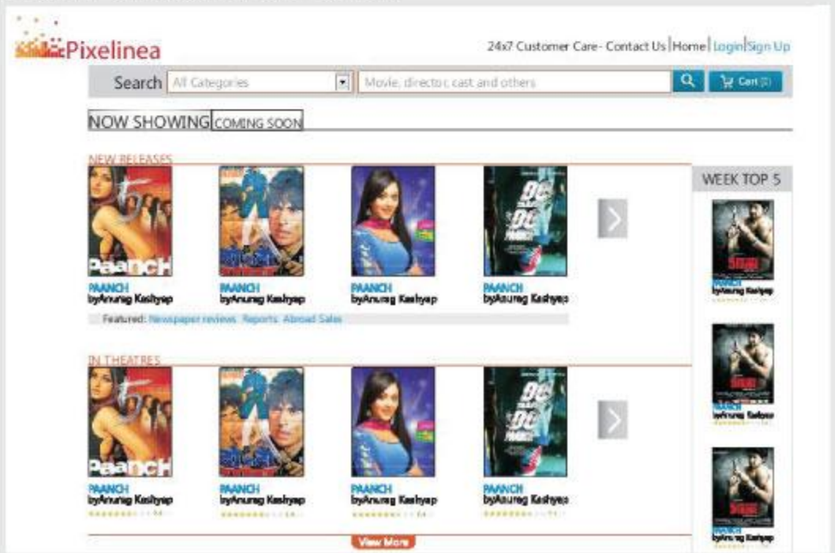
3rd page selling point
selling and purchse option not before page 3

limited color scheme
minimalist approach

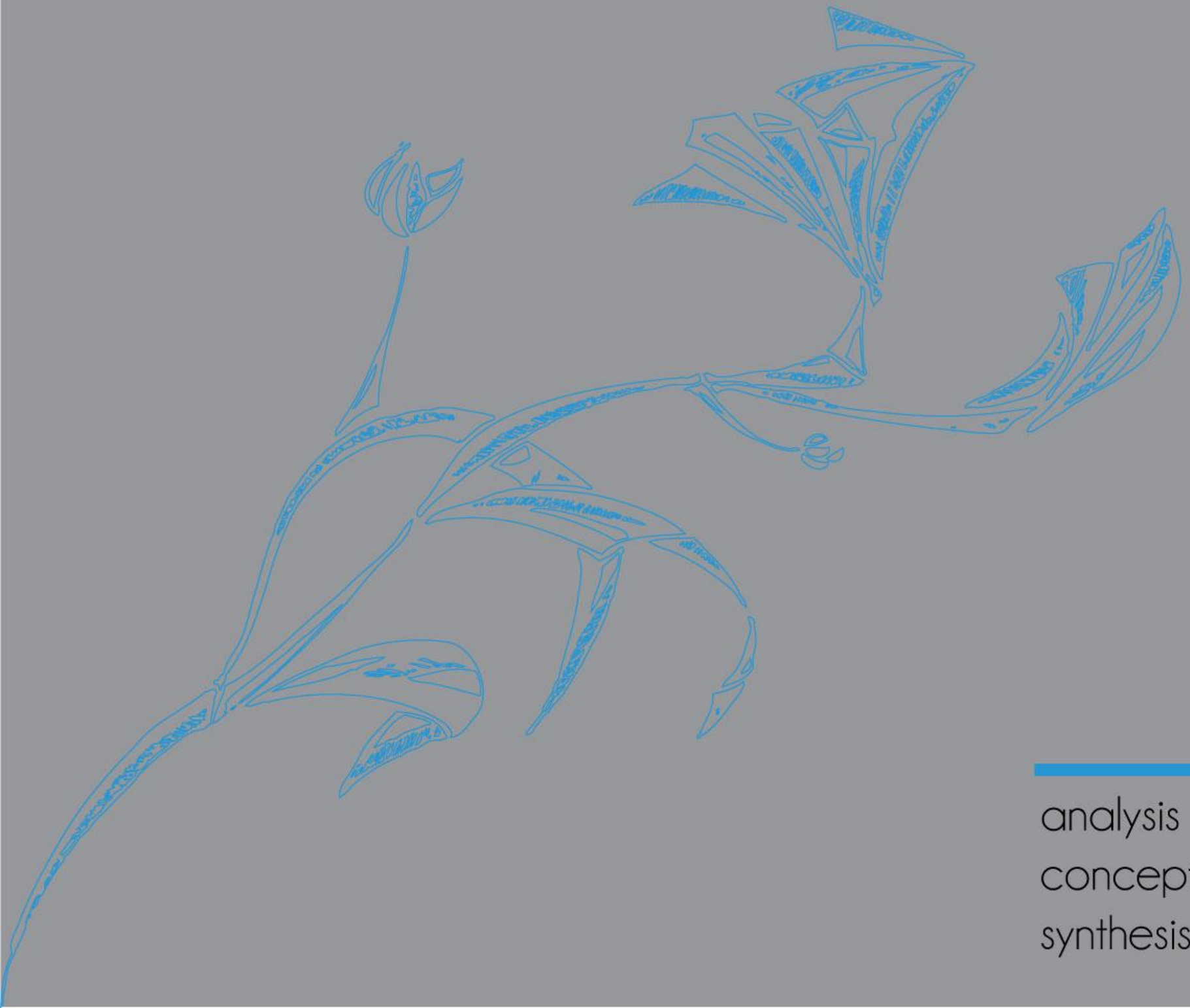
homepage should be identifiable with watching movies in indian context, with sketches or photographs

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

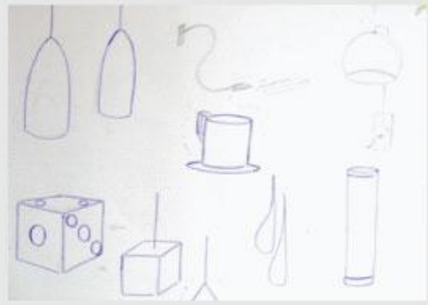
instapower
the future of LED lighting

analysis

key issues

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

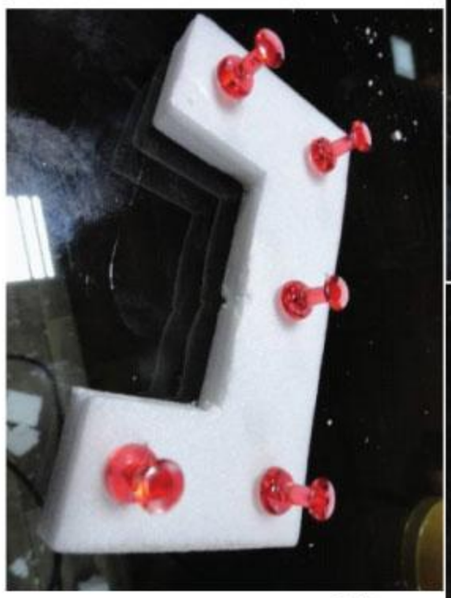
ideation



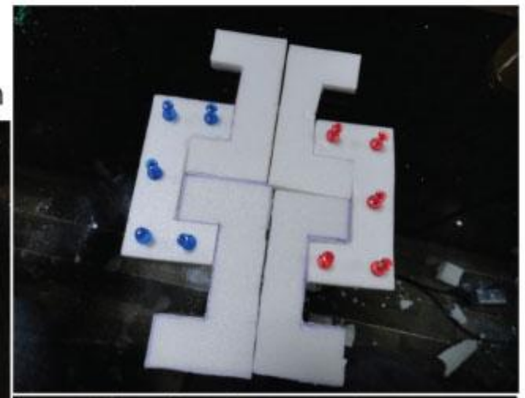
synthesis

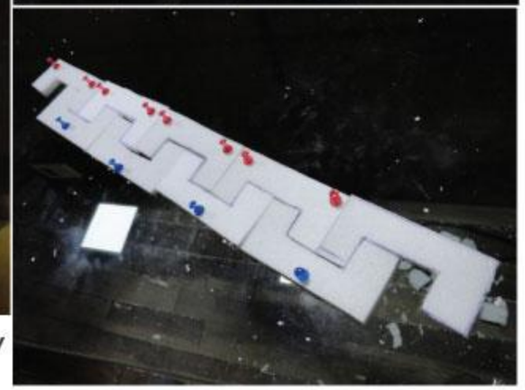
conceptualization

c section

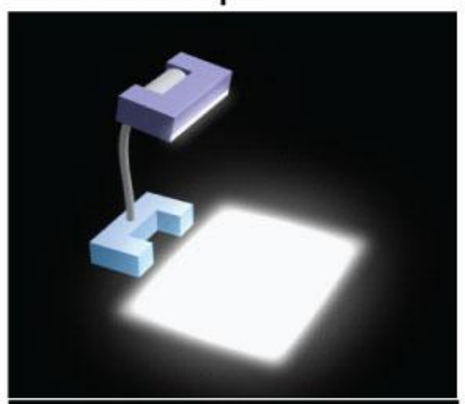


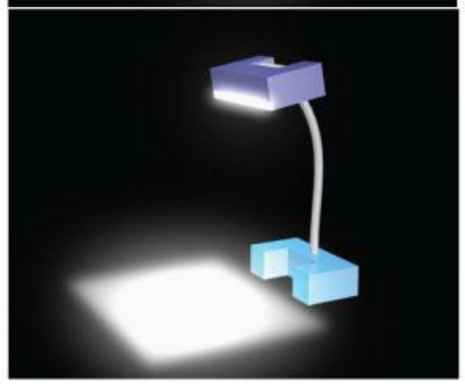
modularity



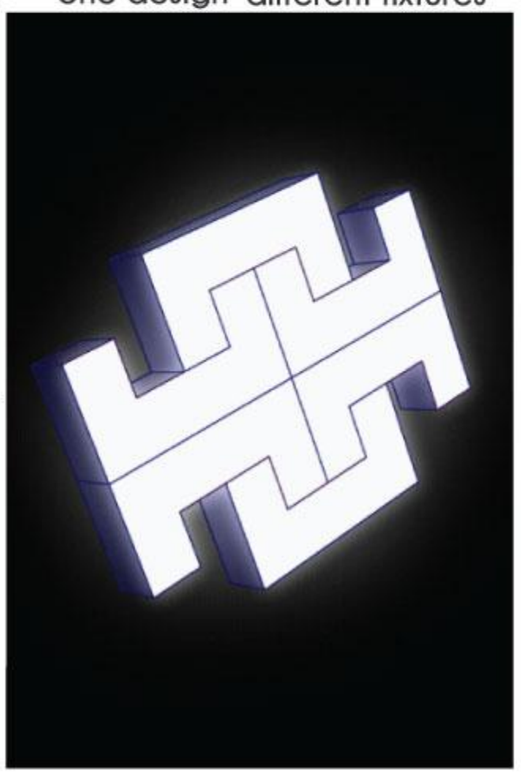


final concept





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

smart dustbin

Creative Engineering Design

analysis

SCENARIO – MT market at IIT Kanpur

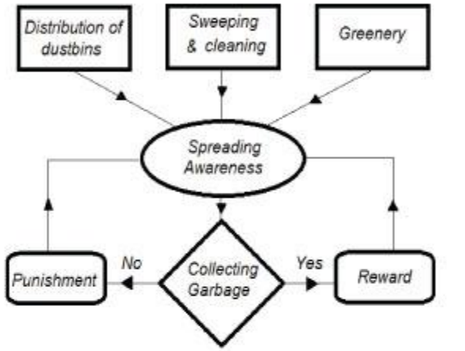
problem set

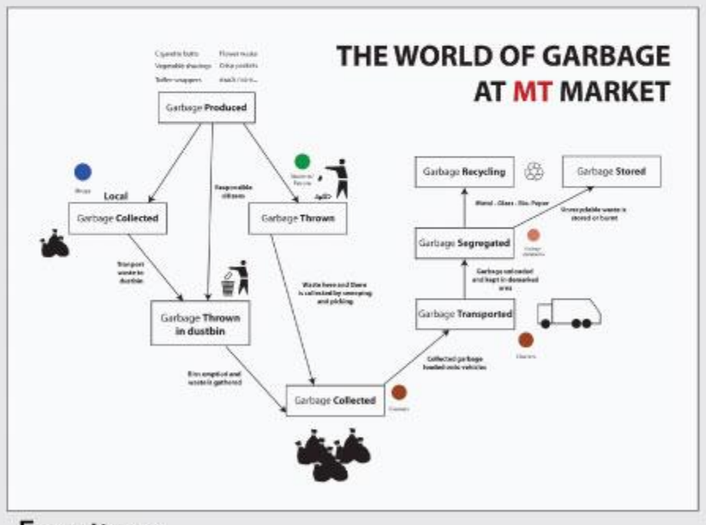
Hygiene
Garbage disposal
Tobacco
Provisional problems
Maintenance and Management
Parking space not organized
Sitting arrangement not adequate
Weather related problems
- no shelter, no customer
Less number of dustbins
Unclean utensils

SNPS

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

Function Structure

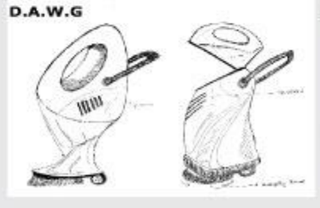


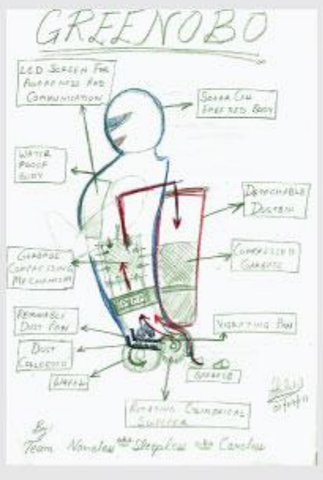


Functions

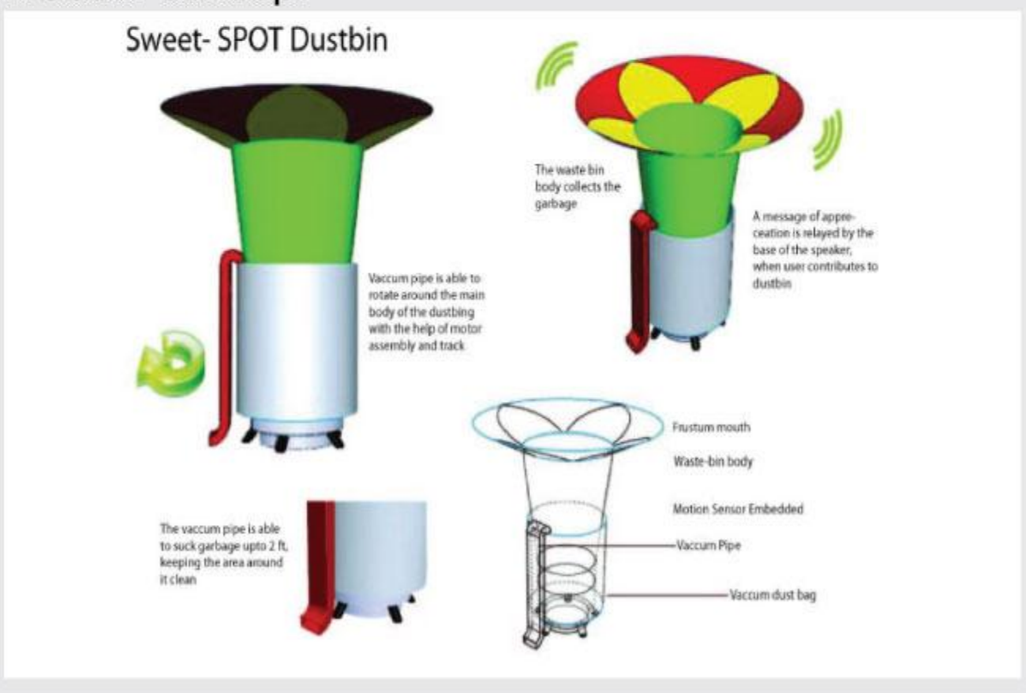
(effect we want to produce)
Spreading awareness
Motivating people
Collecting the garbage
Sweeping/ Washing the place

Ideation





Product concept



Miscellaneous

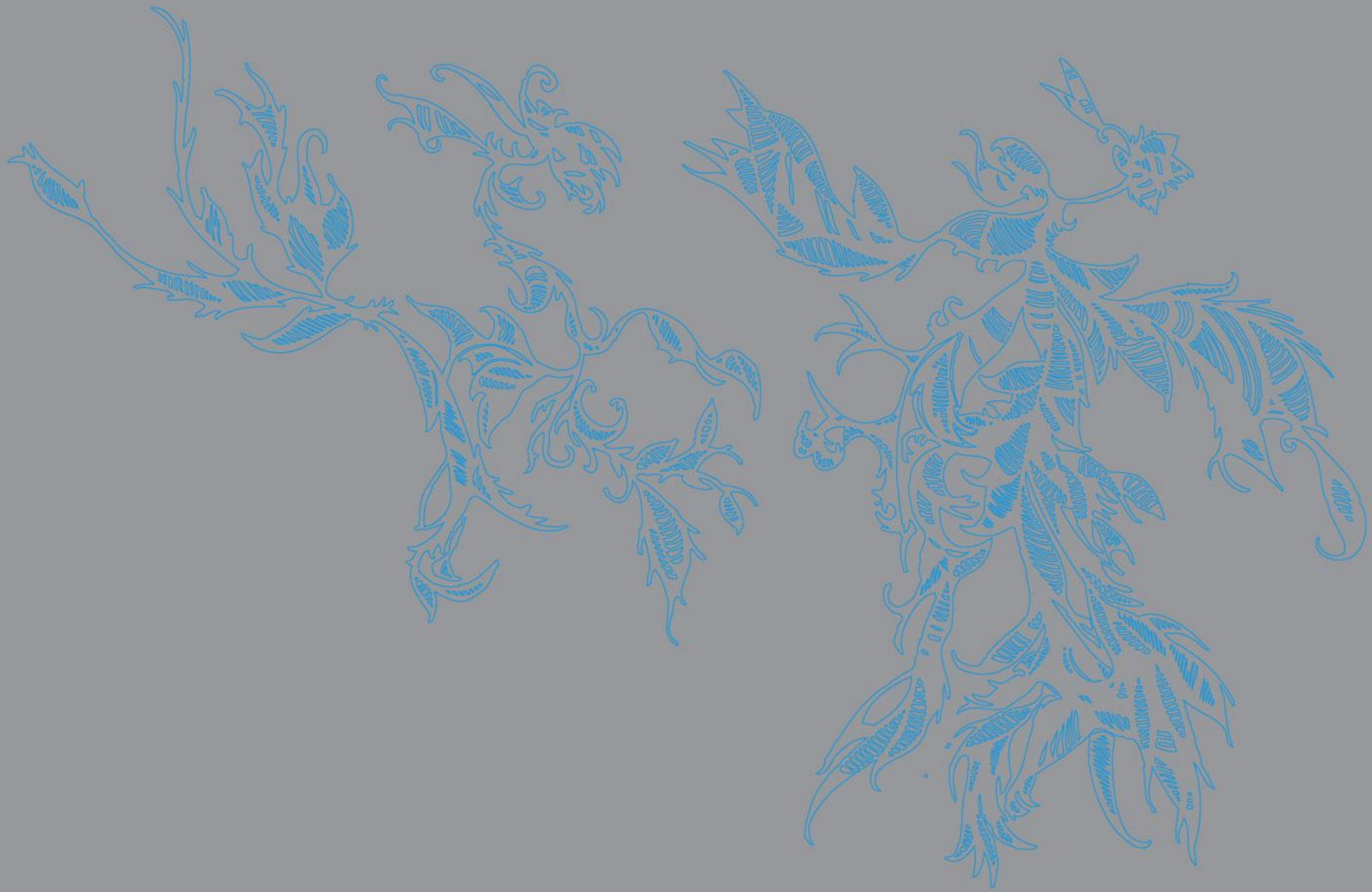
photography

photography

people

chandni chawk

fauna

streets of london

Thank you