

Sruthi Das

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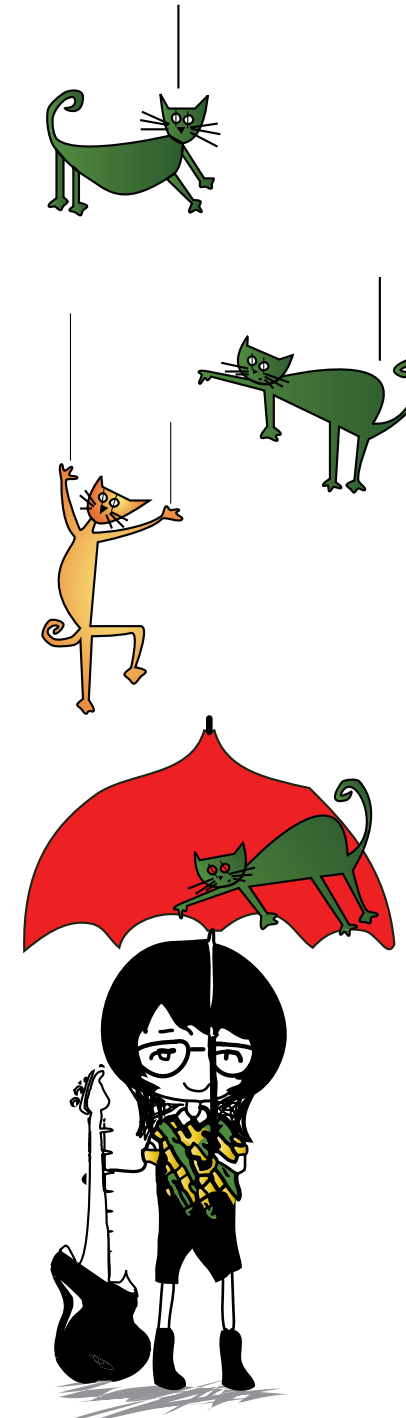
shru_66@hotmail.com

thudmaniac.blogspot.com

g ***portfolio*** ***graphic design***

about me

graphic design . cats . coffee . folk music . illustration . food . beer



Education

High School

Muscat International School, Oman

A-Levels

(2008)

Undergrad School

Symbiosis Institute of Design, Pune

B.Des Communication Design

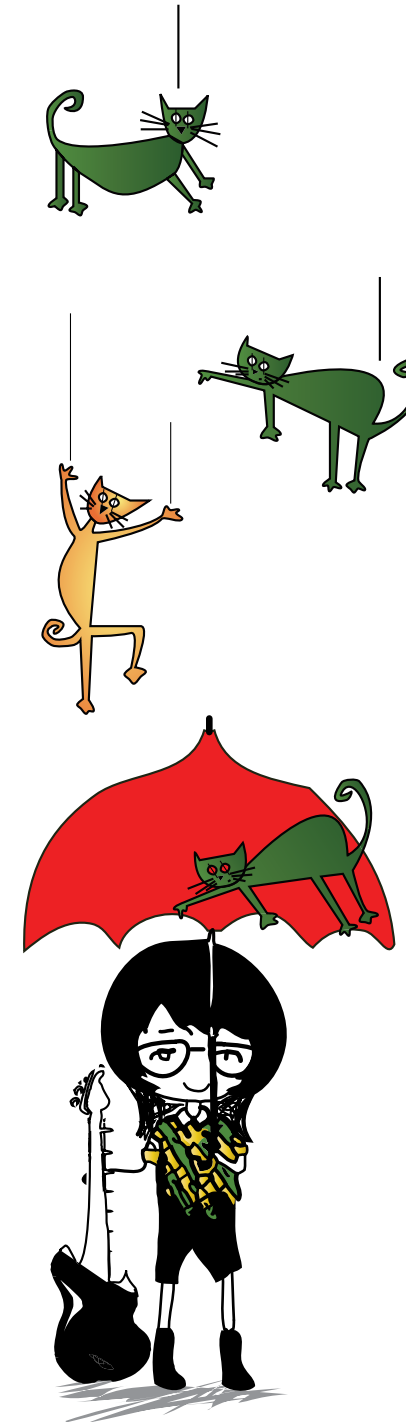
(2008-2012)

Personal Statement

I look forward to designing things that I absolutely love. As far as work is concerned, I am sort of a perfectionist. The few things that inspire me to design what I do is mainly revolved around the people I meet, places I travel, the blogs I visit daily and music that inspires me

about me

graphic design . cats . coffee . folk music . illustration . food . beer



Skills

Creative, Dynamic, Computer Literate, Team Worker

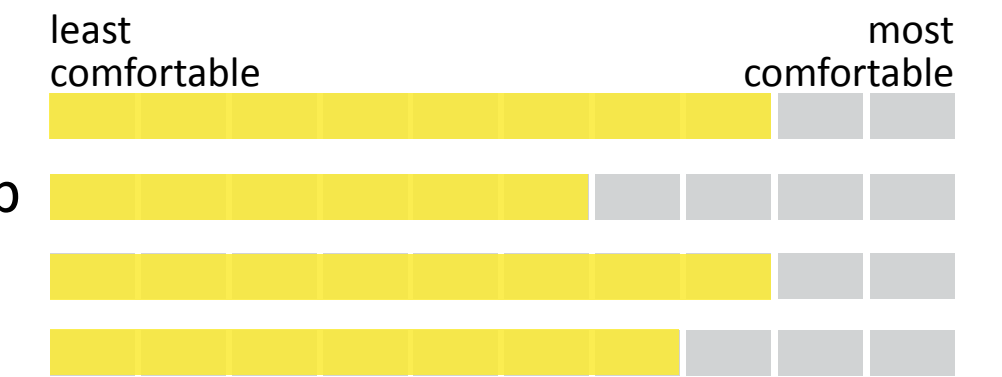
Software Skills

Adobe Illustrator

Adobe Photoshop

Adobe In Design

Pen and Paper



Strengths

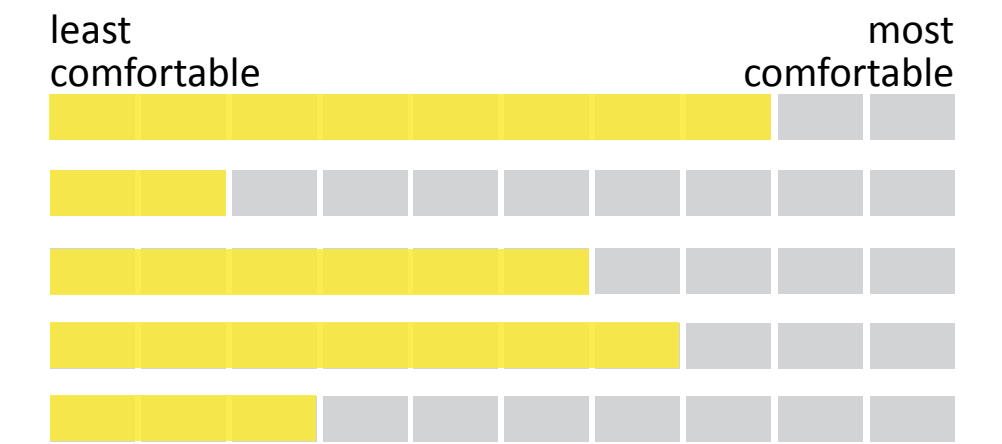
Illustration

Photography

Typography

Layouts

Website



Languages

English(fluent), Malayalam(native), Hindi(basic)

Awards

Best Publication Project (College), 2012-
Coffee table book on *50 Luxury Apartments in India (vol 1)*,
Industry sponsored by Kenadesign, Bengaluru

index

publication

- 50 Luxury Apartments In India, Vol 1*
- Story Book (Owl and the Pussycat)

advertising

- Essel World (Illustration-based)
- LGBT event (Illustration-based)
- Giordano (Photography-based)

identity

- Fundamental 2011
- Missionaries of the Air

other works

- Packaging
- Infographic
- Illustrations

* *Degree Project*

Academic project

Type of Project

Degree Project

Industry Sponsor

Kenadesign, Bengaluru

Publisher

White Flag Publication

Duration

16 weeks

Tools used

Adobe Illustrator

Adobe Photoshop



publication

*Coffee table book on
50 Luxury Apartments in India*

publication

Coffee table book on

50 Luxury Apartments in India

Details

50 Luxury Apartments in India (Vol 1) is a 11" x 13" hard bound publication aiming to hit all major bookstores across India

Description

An award winning publication on 50 luxury apartments from all across India that showcases images of all spaces, description of each apartment, architect details, floor plans, products/vendors and contractors/consultants.



Clockwise from top: Front cover, Half title page, Index page, Introduction page, Back cover

PROJECT
01

publication

*Coffee table book on
50 Luxury Apartments in India*



*Clockwise from top: first
spread, second spread,
third spread, fourth spread
of a project*

Academic project

Type of Project
Hypothetical

Duration
4 weeks

Tools used
Adobe Illustrator
Adobe Photoshop

publication

Story book

for children

publication

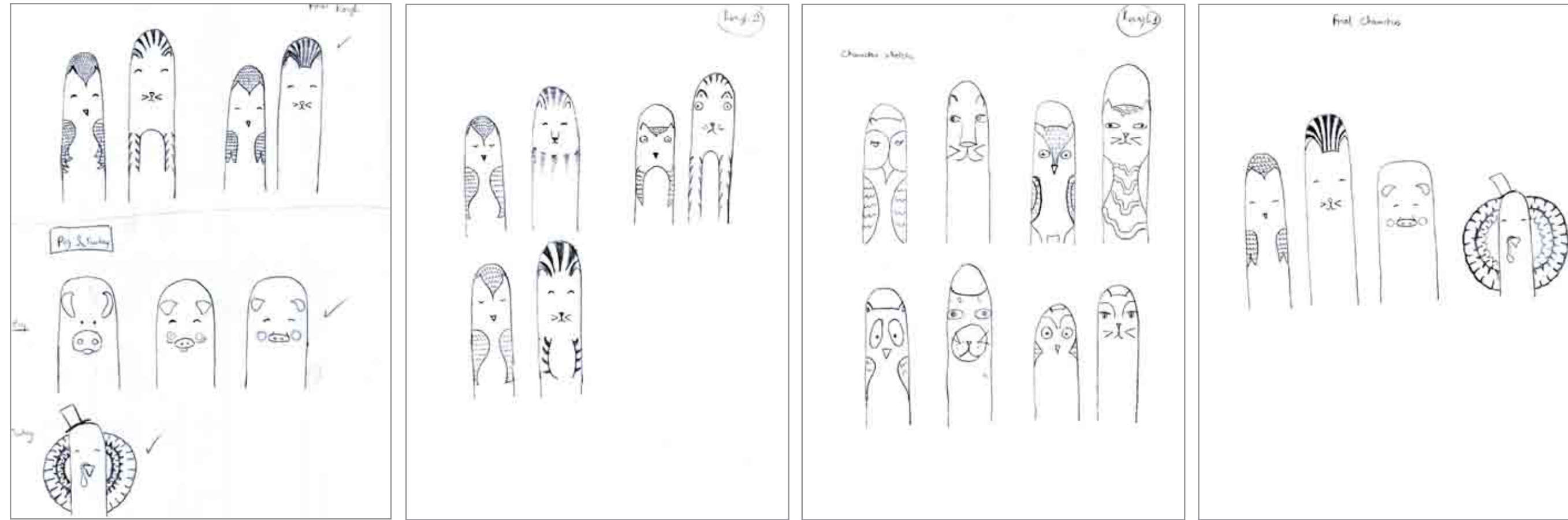
Story book
for children

Brief

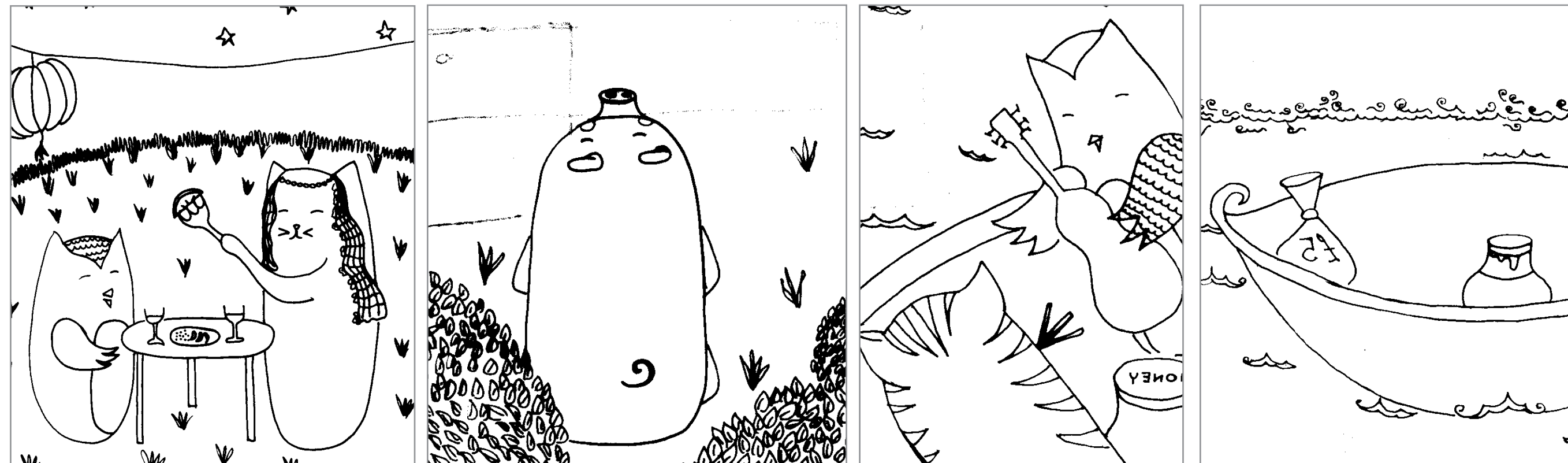
To create an exciting story book (hypothetical) for children upto five years

Description

A book on the famous poem 'Owl and the Pussycat' that includes finger puppets for enticing children. The book is of A5 size



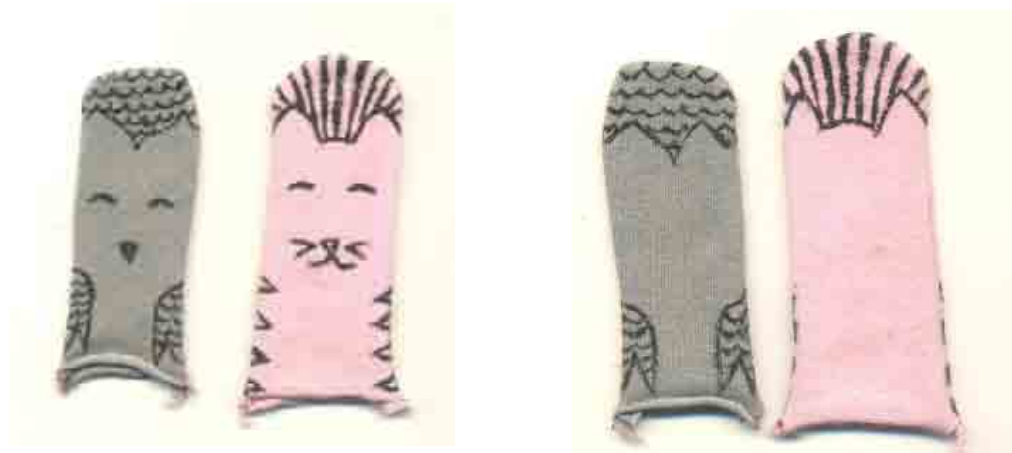
Character explorations



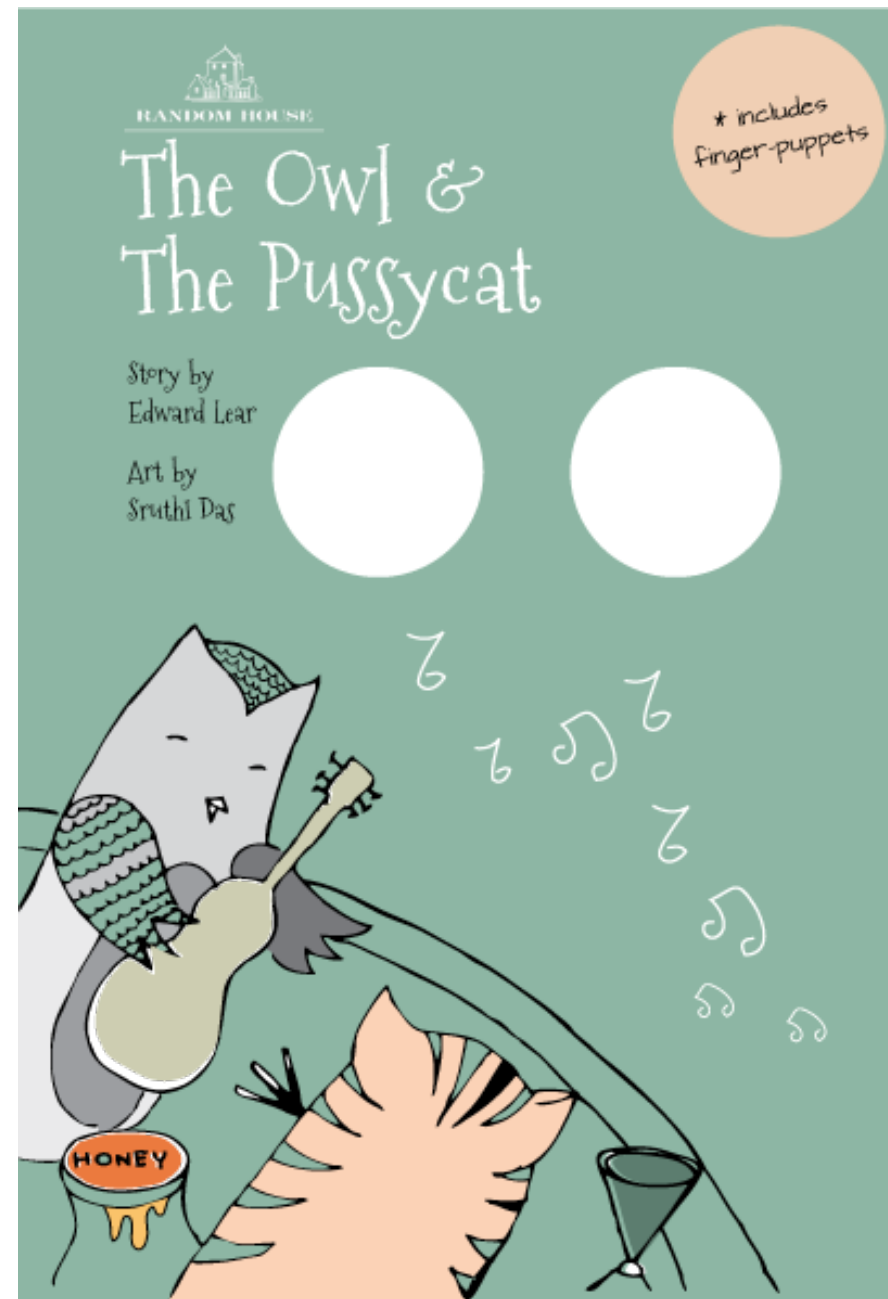
Black and white scenes from the book

publication

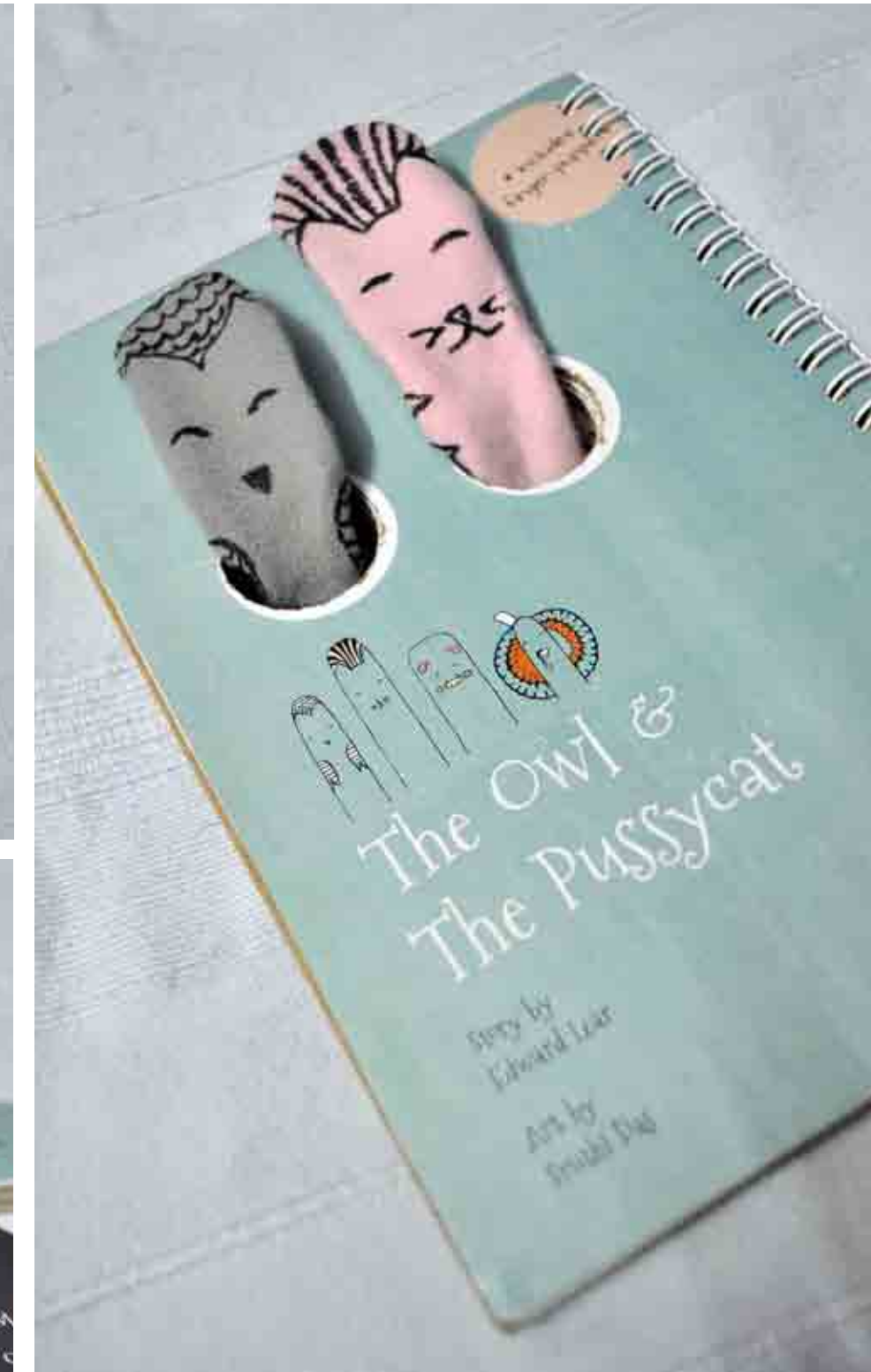
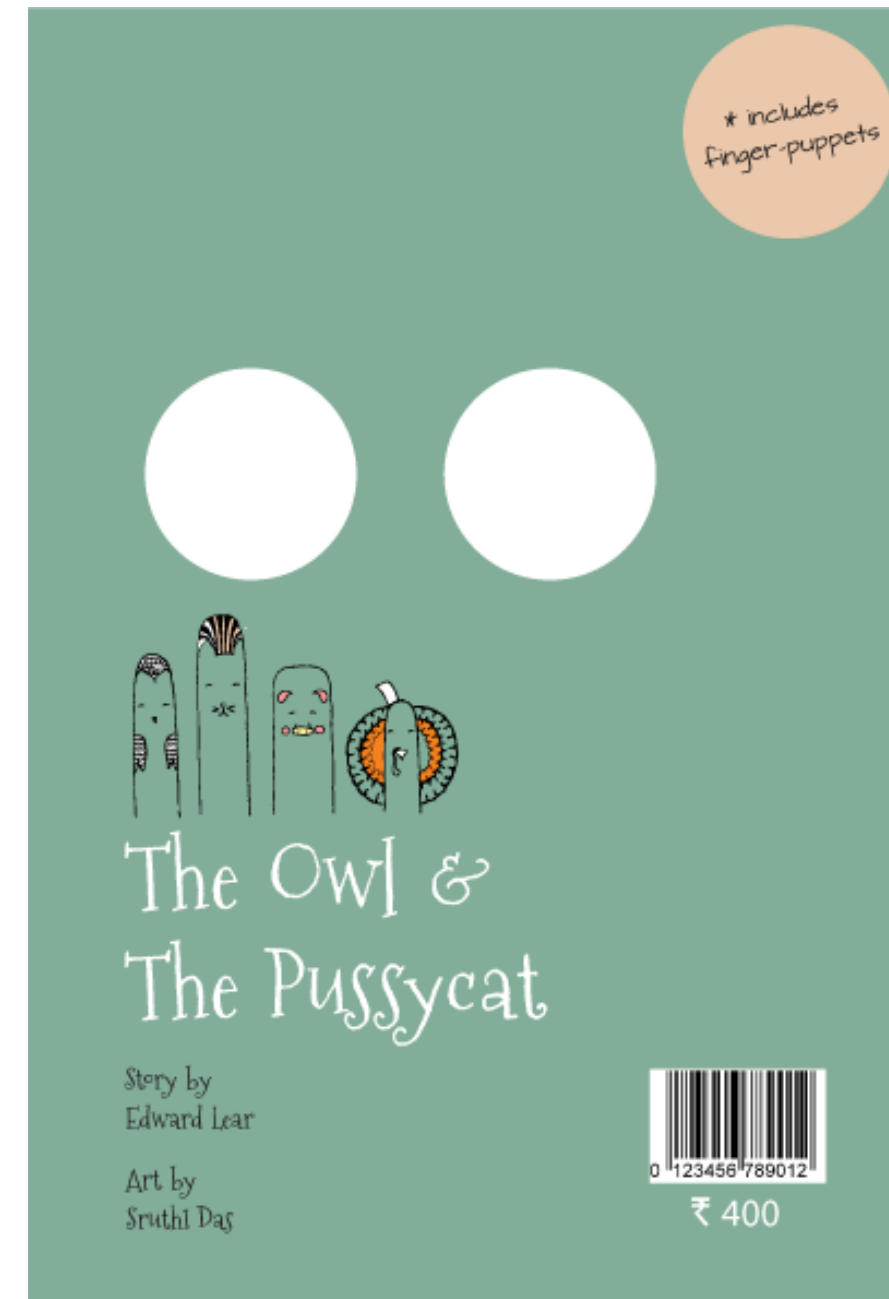
Story book
for children



The finger puppets



The front cover and the back cover (digital)



Clockwise from top: Front cover, Back cover, Inside page of the book

Academic project

Type of Project
Hypothetical

Duration
4 weeks

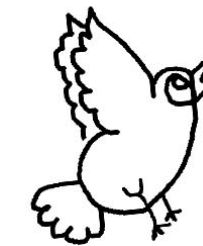
Software used
Adobe Illustrator
Adobe Photoshop

advertising

Illustrative

Ad campaign

for Essel World



advertising

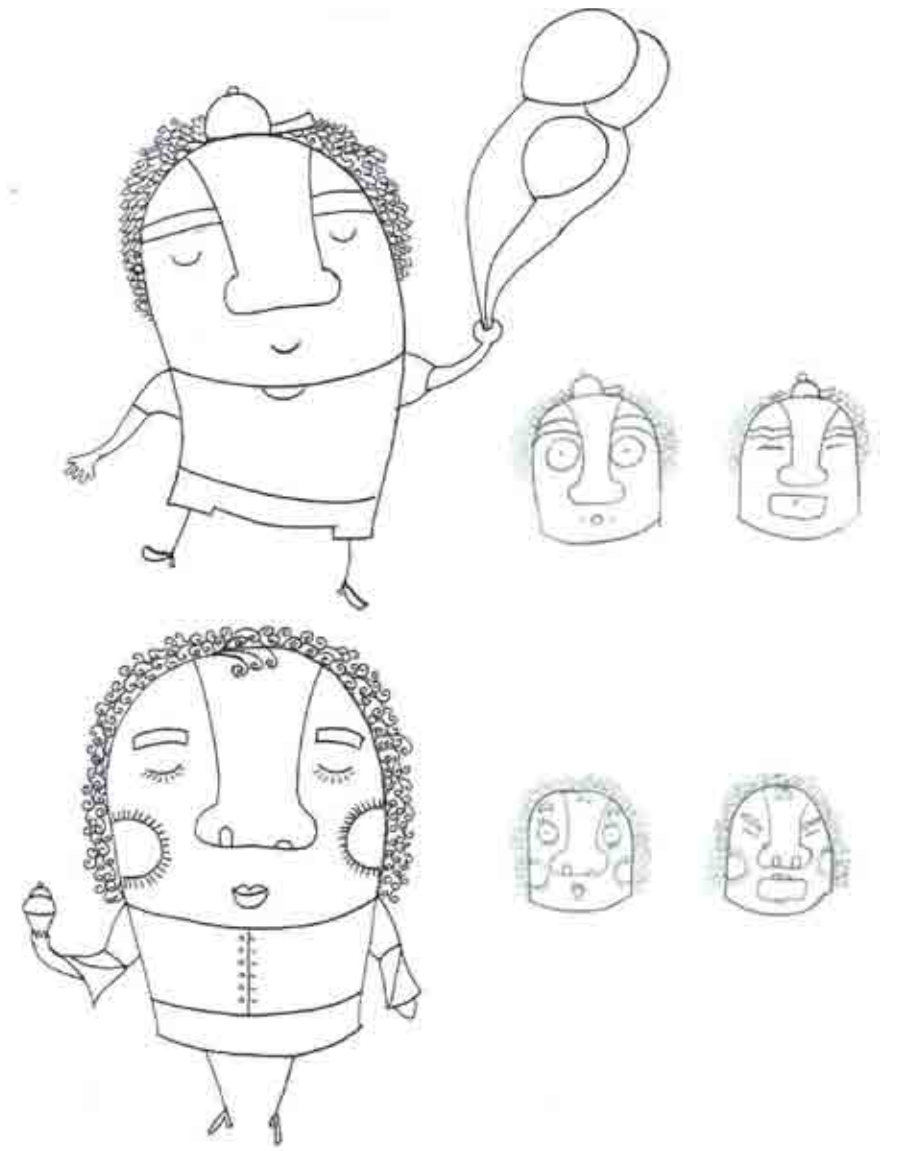
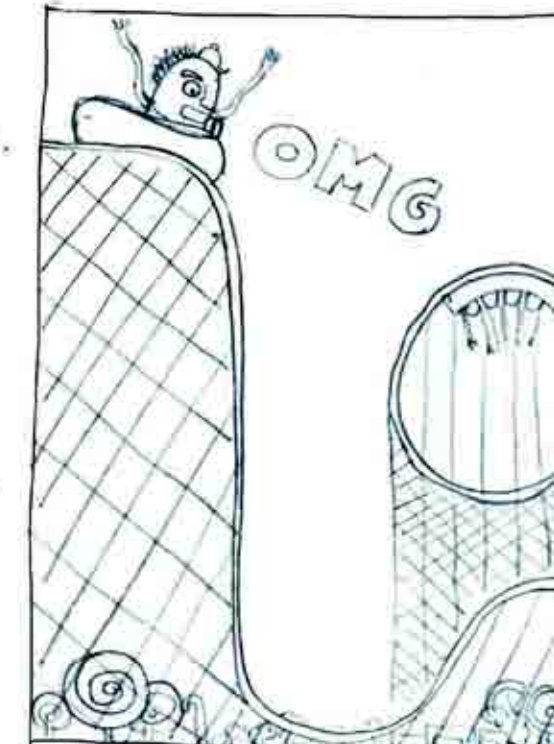
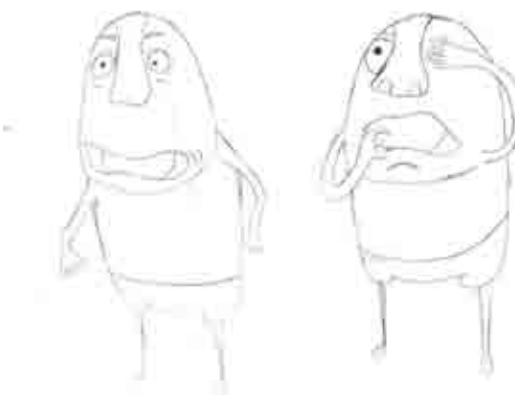
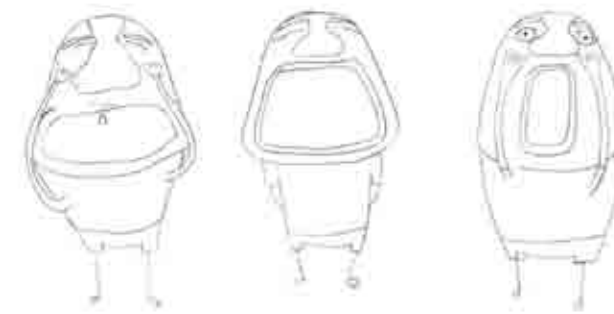
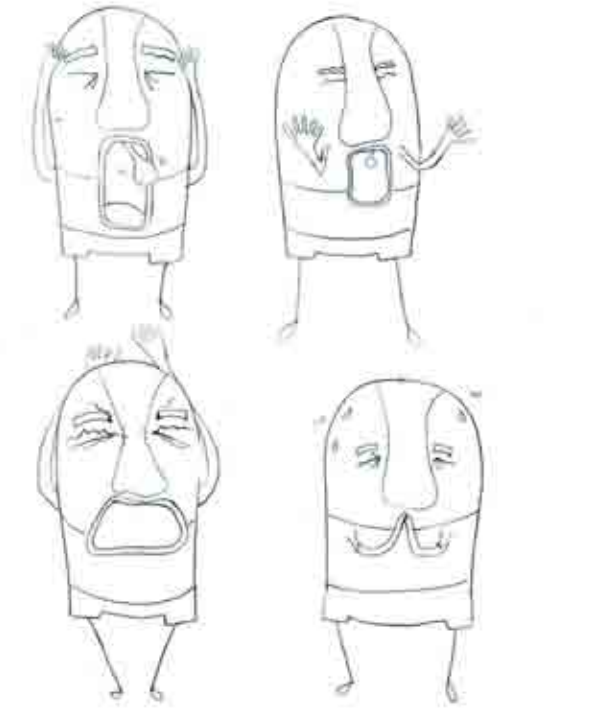
Illustrative
Ad campaign
for Essel World

Brief

To capture Essel World's moments where OMG! would occur naturally to anyone, using illustrative characters(hypothetical)

Print Media

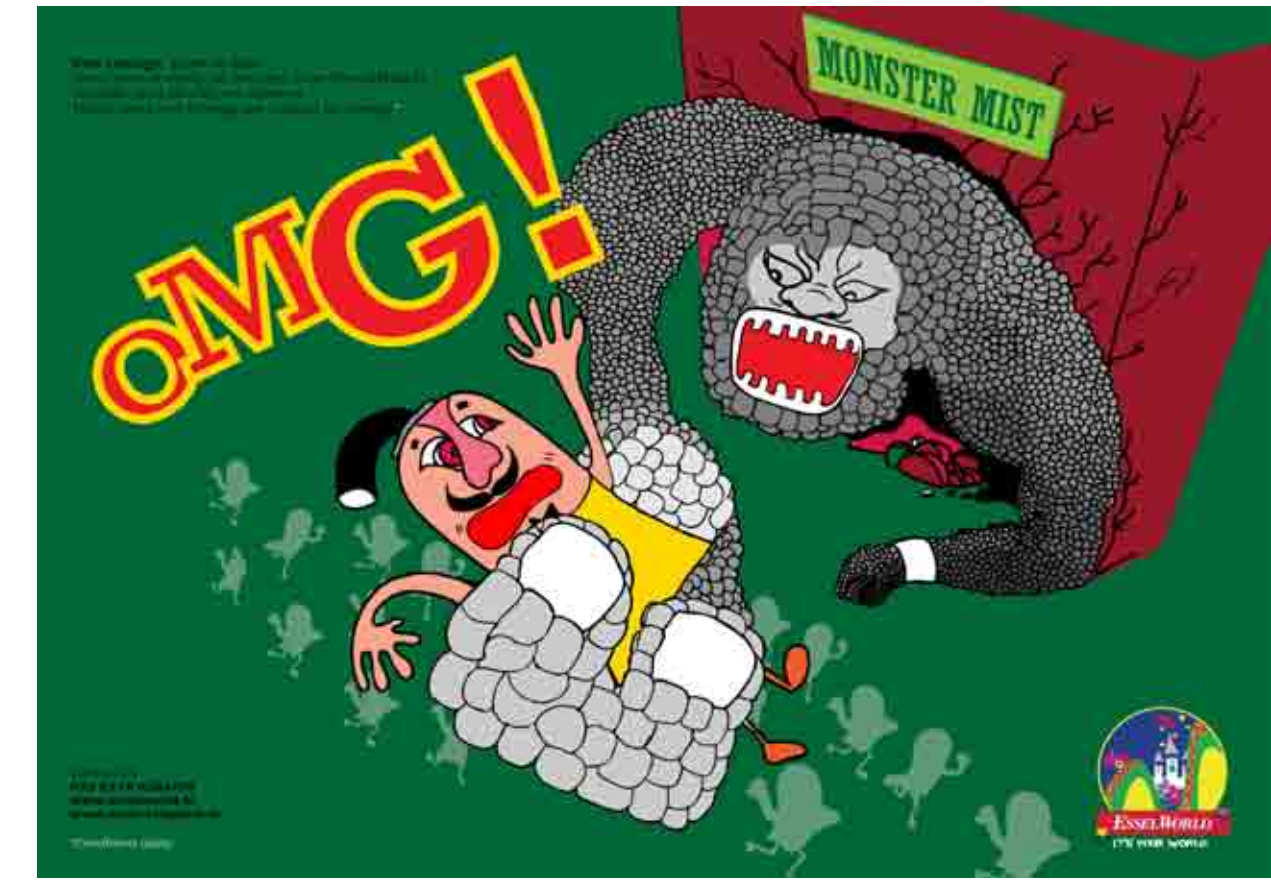
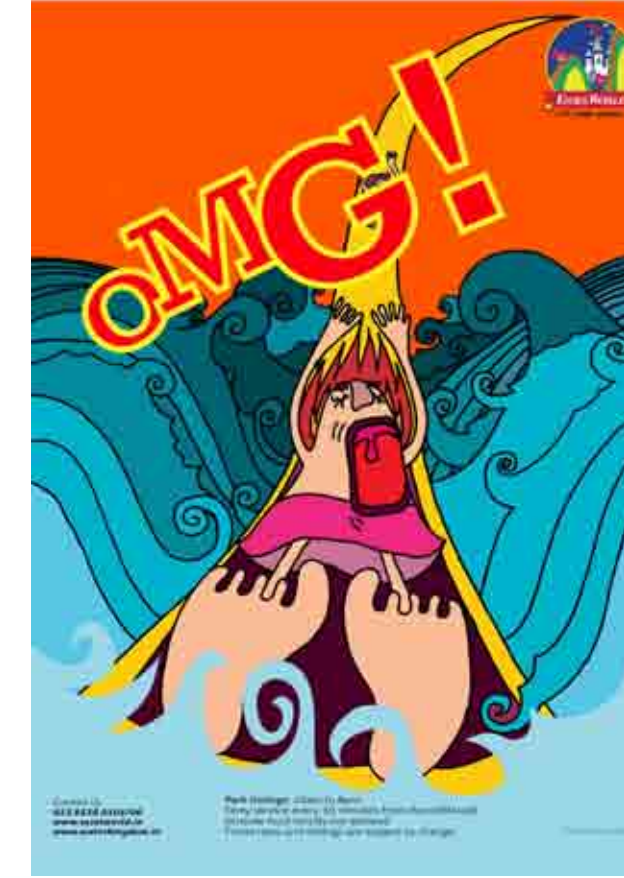
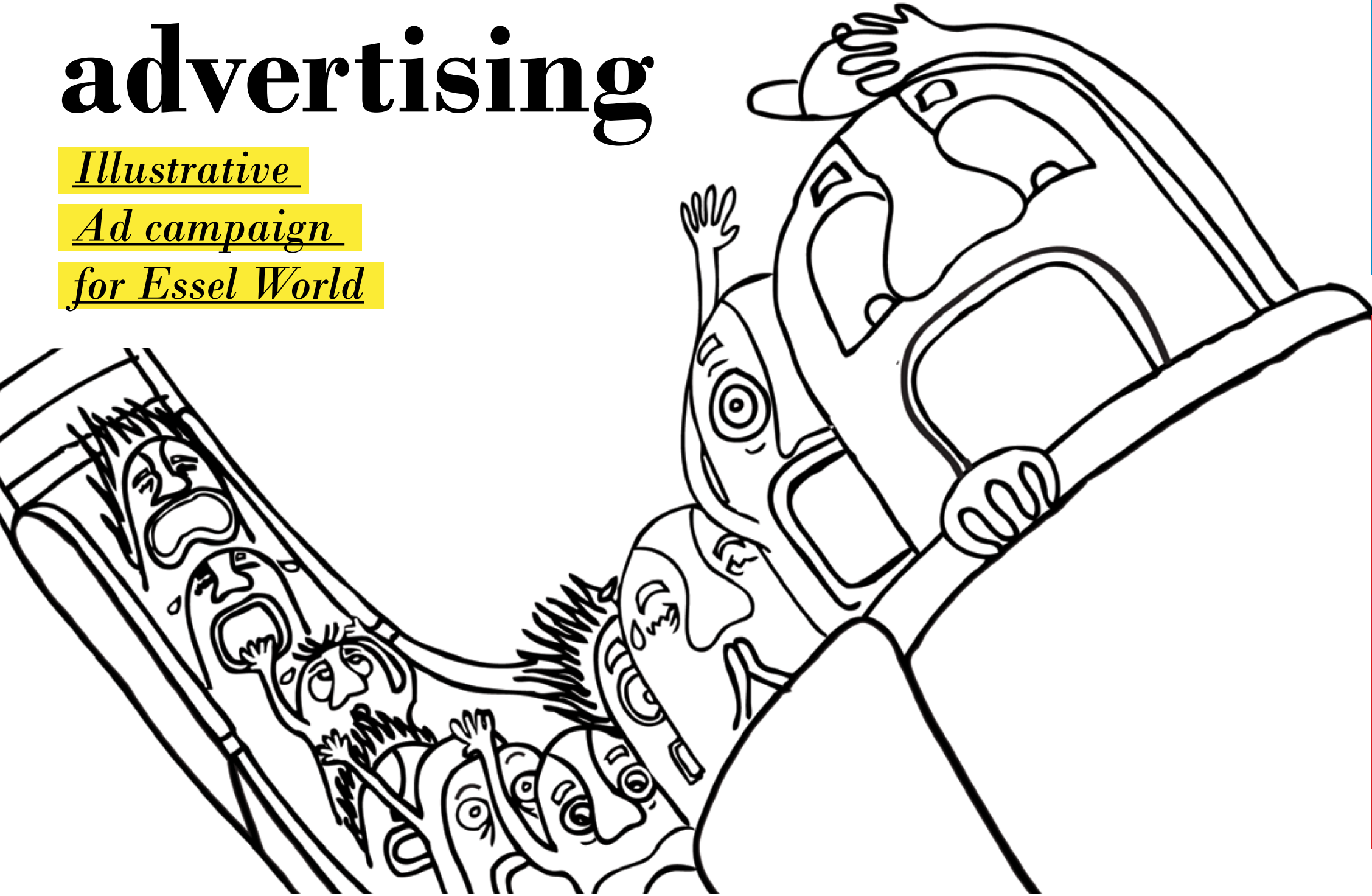
Posters, Hoardings, Magazine Ads,
Newspaper Ads, Bus Graphics, Park Graphics,
Postcards, Merchandise



Some thumbnail sketches

advertising

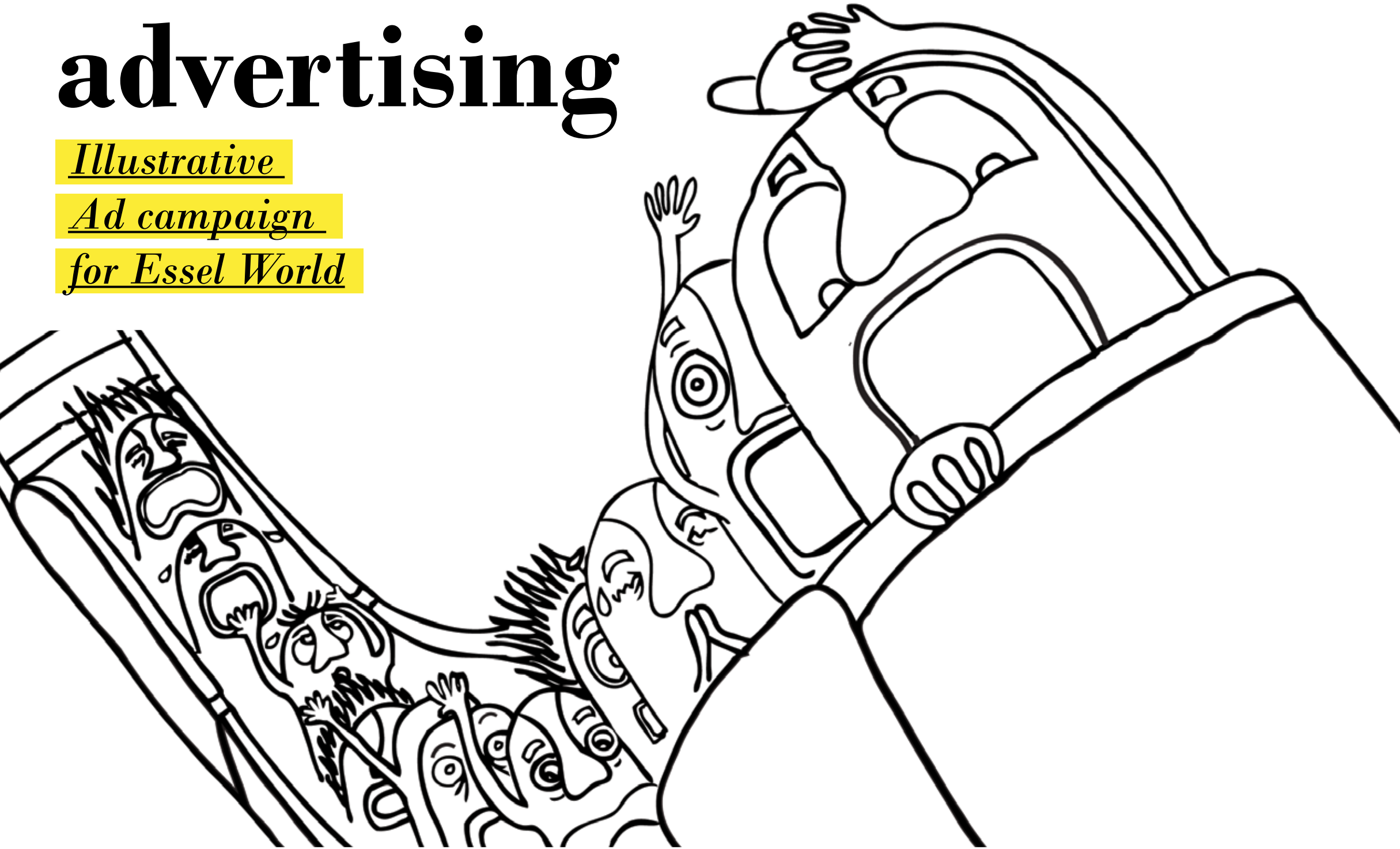
Illustrative
Ad campaign
for Essel World



Illustrative posters
(A4 size,A3 size)

advertising

Illustrative
Ad campaign
for Essel World

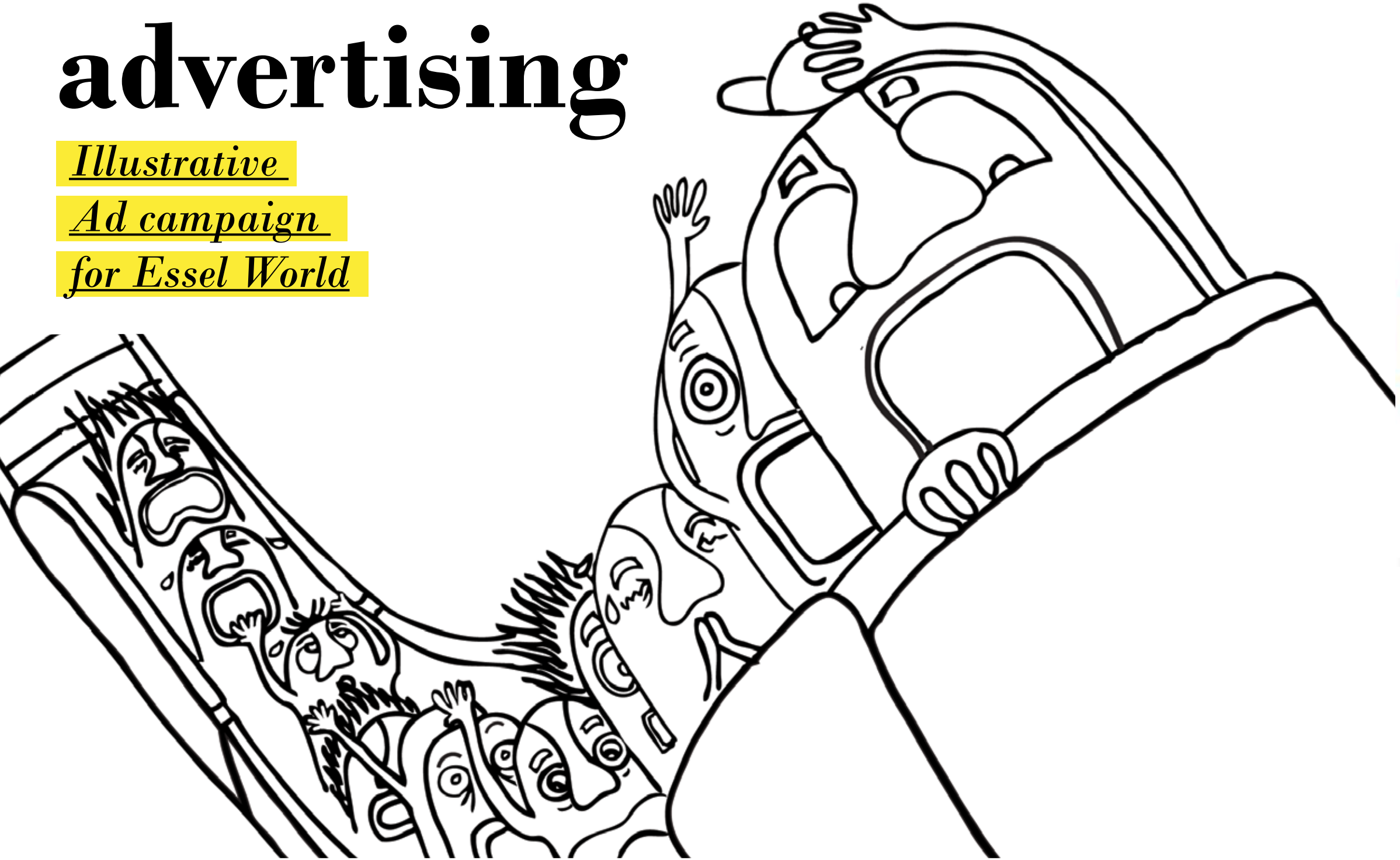


Clockwise from top: Newspaper Ad, Hoarding, Bus Ad



advertising

Illustrative
Ad campaign
for Essel World



From left to right: Concept Hats, Teeshirts, Magazine Advertisement, Street Advertisement (Regular slide in the park)

Academic project

Type of Project
Hypothetical

Duration
4 weeks

Software used
Adobe Illustrator
Adobe Photoshop

advertising

Illustrative

Ad campaign for
Social Awareness

advertising

Illustrative

Ad campaign for

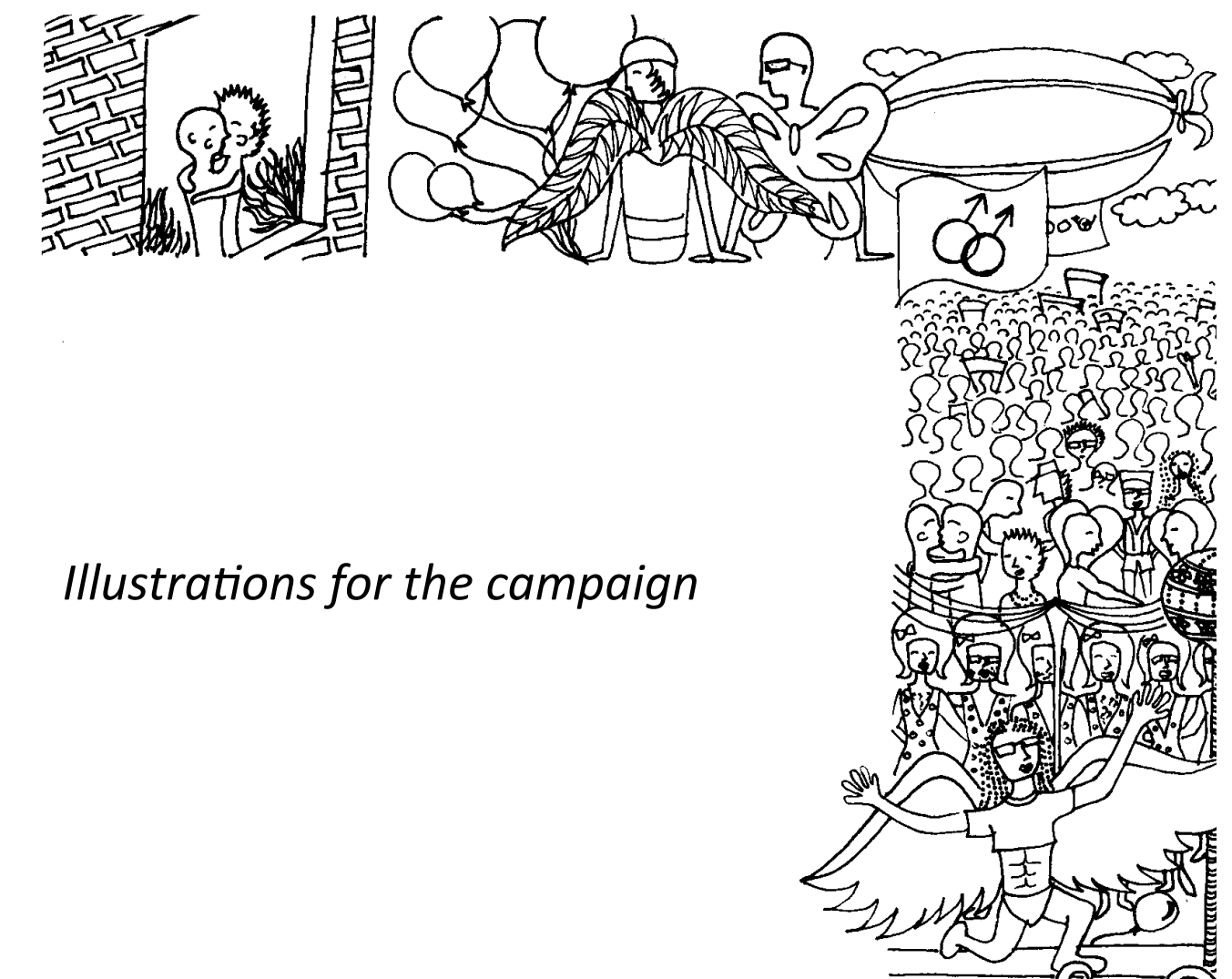
Social Awareness

Brief

To bring about awareness on homosexuality as a sexual preference, amongst general public through an LGBT event (hypothetical)

Print Media

Posters, Newspaper Ads, Flyer, Postcards, Tee shirt graphics and Badges



Illustrations for the campaign



advertising

Illustrative
Ad campaign for
Social Awareness



Illustrative posters
(A3 size and A4 size)

advertising

Illustrative

*Ad campaign for
Social Awareness*



*Clockwise from top:
Bookmarks, Postcards,
Teeshirt graphics, Badges*

Academic project

Type of Project

Hypothetical
(2 member team)

Duration

4 weeks

Tools used

Camera
Adobe Illustrator
Adobe Photoshop

advertising

Photography-based

Ad campaign

for Giordano collection

PROJECT
05

advertising

Photography-based

Ad campaign

for Giordano collection

Brief

To advertise the Spring-Summer Collection of the Giordano label(hypothetical) for the year 2011

Print Media

Magazine Ads, Newspaper Ads, Calendar, Bus Shelter, Hoardings, Backlit Media, Carry Bags, Price Tags



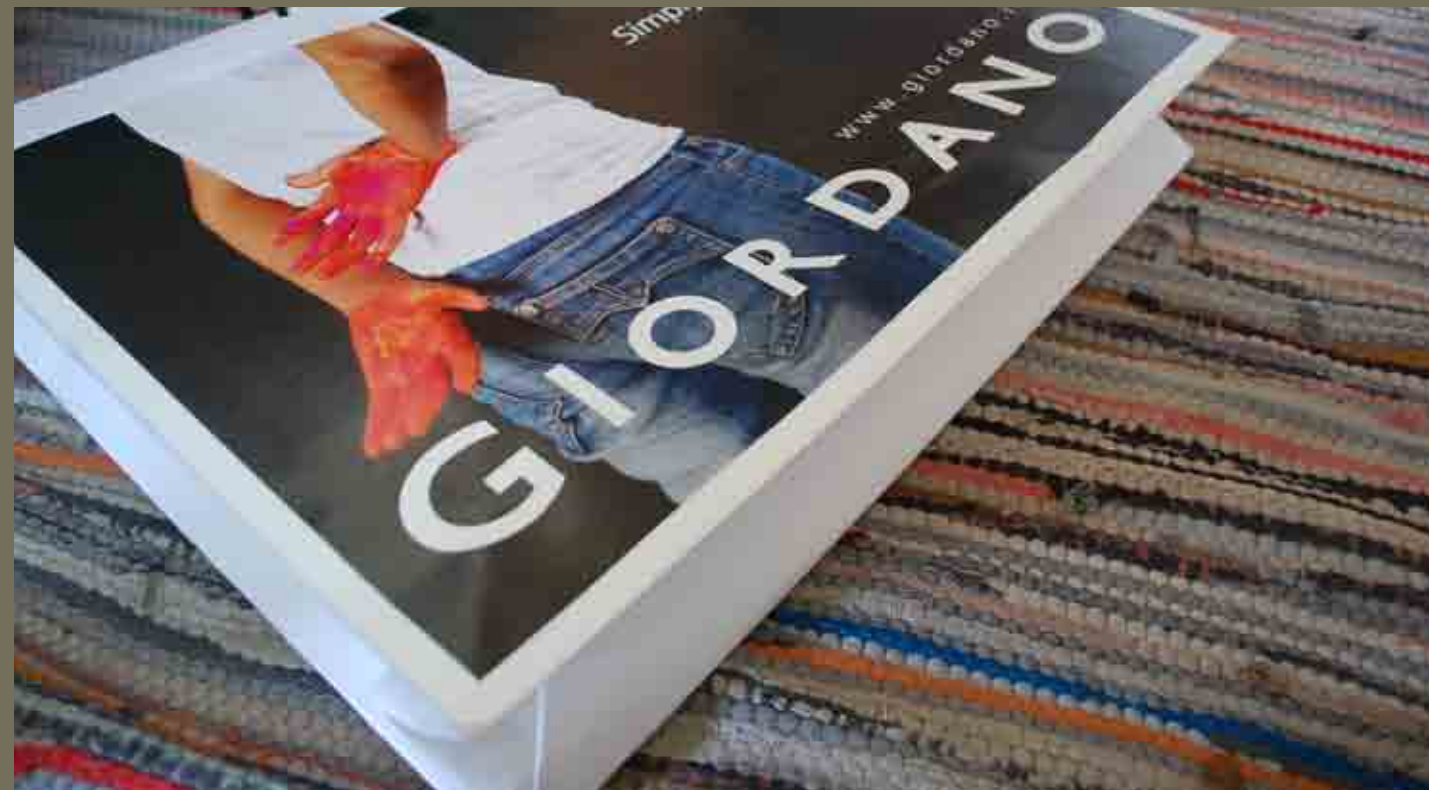
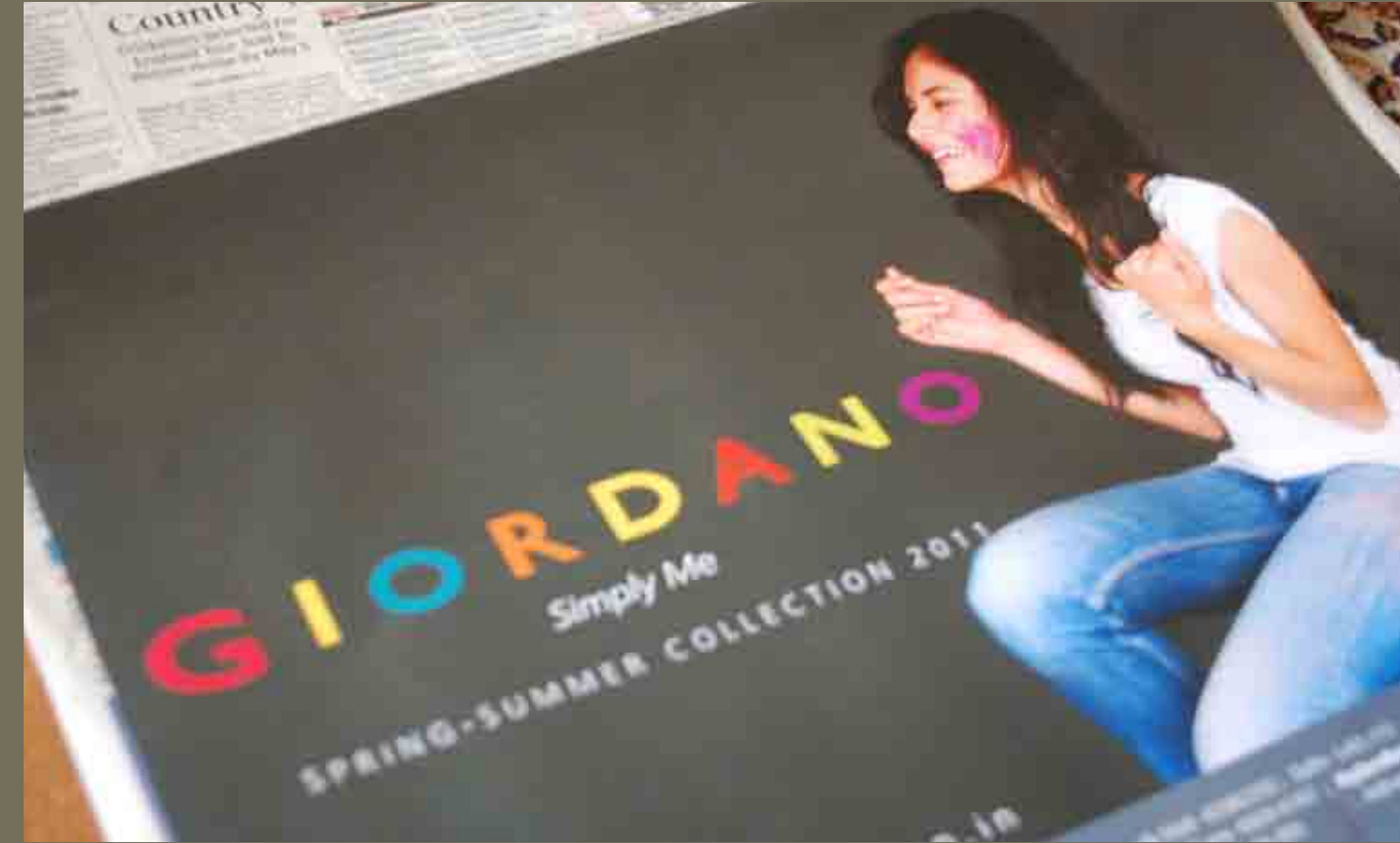
Some images from the photoshoot

advertising

Photography-based

Ad campaign

for Giordano collection



*Clockwise from top:
Magazine Ad, Half Newspaper Ad,
Price tags, Bus Shelter Ad, Paper bag*

Non Academic project

Type of Project

Live project
(two member team)

Duration

5 weeks

Tools used

Adobe Illustrator



identity

Branding and

Promoting

Fundamental 2011

identity

Branding and

Promoting

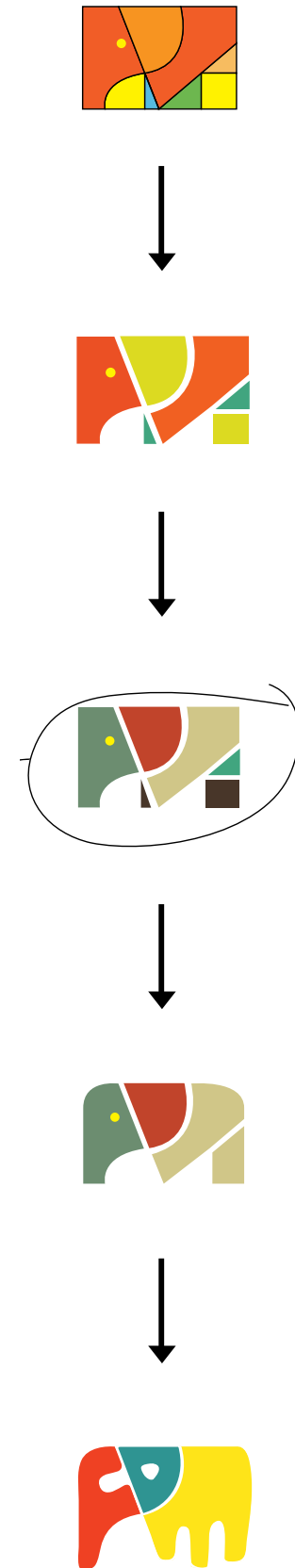
Fundamental 2011

Brief

To create an identity and brand the annual design fest of Symbiosis Institute of Design, Pune, for the year 2011, called *Fundamental*. This live project was undertaken by the 'Promotion team' of the design fest.

Print Media

Hoardings, Backdrop flex, Standee flexes, Main poster, Teaser posters, Event posters, Event passes, Badges, Stationery, Teeshirt, Mementos, Website



Elephant as an identity?

The official mascot for the fest *Fundamental* has always been an elephant since it started (2008). The reason being, the animal has two sides to its nature- the reasonable side (the funda side) and the mental side. The elephant, every year changes according to the theme of the festival in that particular year.

Evolution of the fundamental'11 elephant



identity

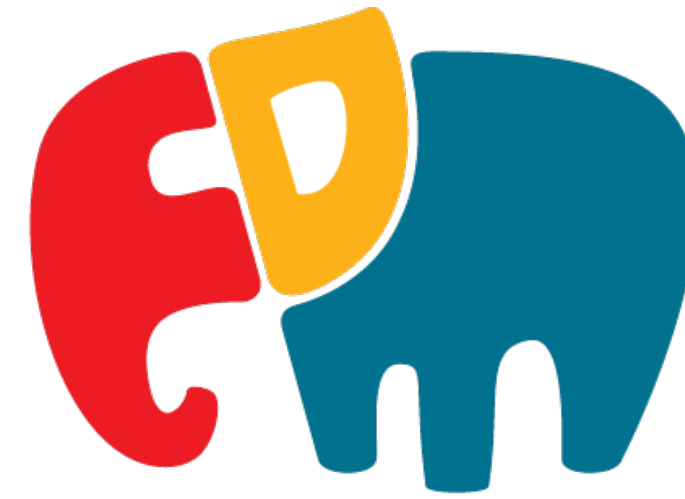
Branding and

Promoting

Fundamental 2011

Description

Fundamental 2011 was proud to present 'Circus of Imagination' as the theme for the design fest. Various illustrations were made revolving around the theme and it became the visual language for the fest.



fundamental '11

presents

CIRCUS
OF
IMAGINATION

identity

Branding and

Promoting

Fundamental 2011



www.sid-fundamental.in

Symbiosis Institute of Design

fundamental '11
10, 11, 12, 13 Feb 2011

CIRCUS OF IMAGINATION

Prizes worth 3 lacs and more to be won!

THE FOURTH DIMENSION - An exhibition of SID student's works.

Battleship - Target acquired. Aim. Fire. Be the captain of your own ship.

LAN Games - Game on.

Frame Train - If clicking photographs is fun, how about making a movie with it?

Mera Naam Joker - Make your friend look like a clown!

Cycle of Thoughts - Revamp an ordinary bicycle into something else.

Tol Mol Ke Bol - A interesting argument leads to a fun debate.

T.V. Tuner - Go Mad with Ads as we change the channels.

Ka-Boom - A race to crack the code. A race to find your treasure.

Jewel Thief - Navigate the maze. Find the Jewel.

CONCERT
The Pro-Night
Feb 12, 2011

Plug 'n' Play
The Battle of the Bands
Feb 13, 2011

DAY 3
Workshops and Seminars
A series of Design seminars and workshops by national as well as international designers, brought to you by Kyoorius and SID.

Table Trouble - Find the lost Mummy from the Pyramid. He might be under your table.

'Design Trends' - A design trend workshop.

Bindu se Milao - Connect the Dots. With threads.

Cannon Blast - Shoot your own cannon ball. If you make it work, that is.

Chitrakari - Digital Chitrakala.

Gali Mein Shor - Suno! Suno! Suno! Aao dekho hamara Nukkad Natak.

Chota hai to Bada hai - Junk, make it a Big Picture.

Click! - Click. Flash. There you have it.

STREET FOOTBALL - Five-a-side mayhem on concrete.

Please carry your college I-cards. Passes for the main highlights will be available on campus on all four days

For registration and queries, please contact: Diksha Asnani - +91 9637901618 / Brijesh D - +91 9049457123 events.fundamental@gmail.com

Clockwise from top: Tickets, Events Poster (A1 size), Highlight events Poster (A4 size)

identity

Branding and

Promoting

Fundamental 2011



*From left to right:
Tee shirt graphics(front
and back), Backdrop Flex*

Non Academic project

Type of Project
Live Project

Duration
2 weeks

Tools used
Adobe Illustrator
Adobe Photoshop

identity

Branding and

Promoting

a Rock Band

identity

*Branding and
Promoting
a Rock Band*

Brief

To brand and promote a new age rock band, Missionaries of the Air, in the state of New Jersey (live project).

Print Media

Logo design, Promotional posters, Newspaper Advertisement, Magazine Advertisement, Flyer, Coasters and Backdrop for Event



From left to right: Logo of the band (non descriptive and descriptive; the emblem; typographical symbol incorporating the logo title and the bird symbol)

identity

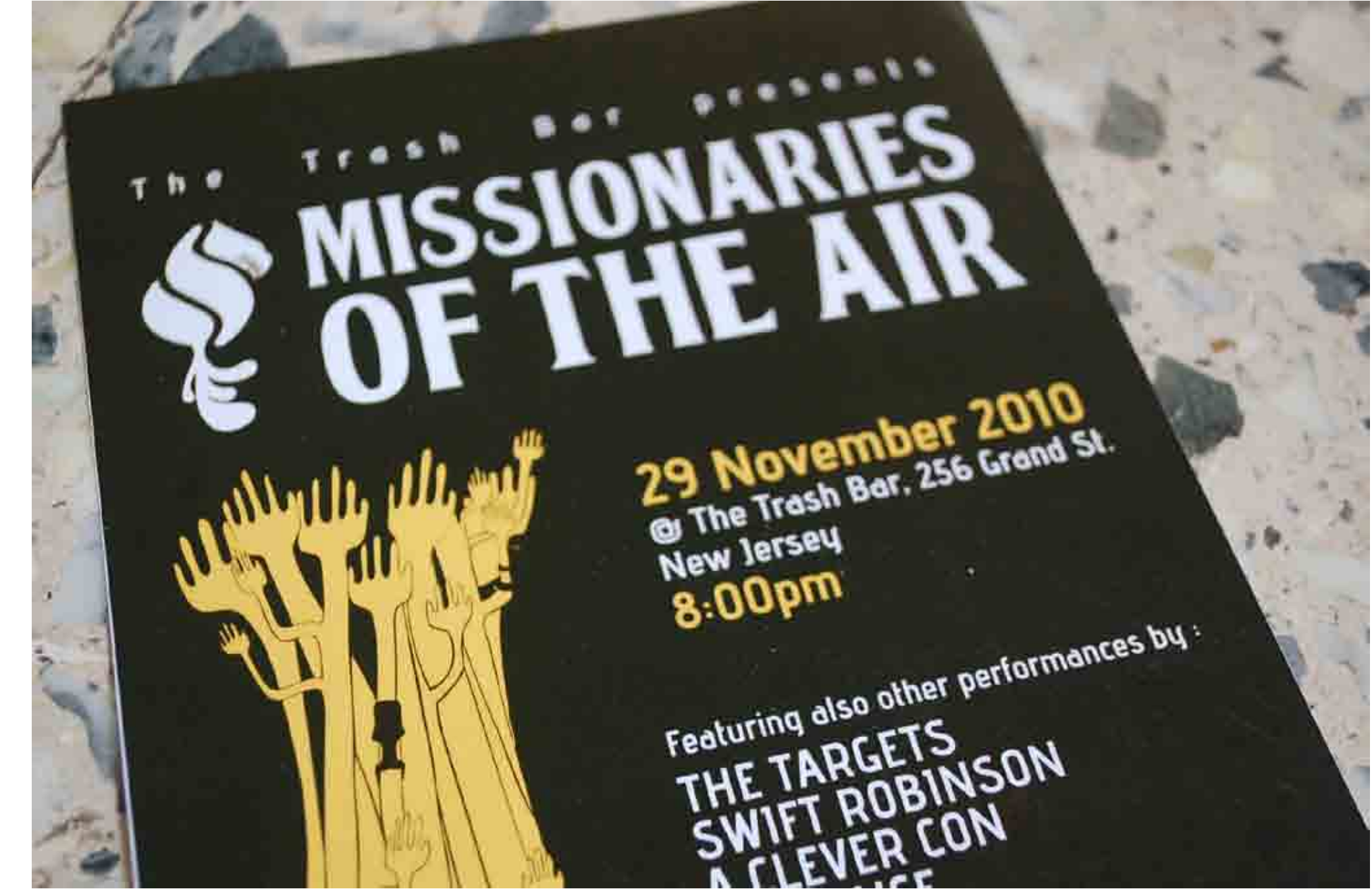
*Branding and
Promoting
a Rock Band*

Description

The hands reaching out to the sky forms the shape of a tree that holds the majestic alpeh bird. The people seen climbing are the ones who are trying to reach out to the bird, to the Missionaries of the Air.



From left to right: Posters for an event at Trash Bar, Flyer



identity

Branding and
Promoting
a Rock Band



From left to right:
Coasters, Bus Shelter
Ad, Newspaper Ad

Duration
Over the Years

other works

Showcasing
Packaging, Infographic
and Styles of Illustration



packaging

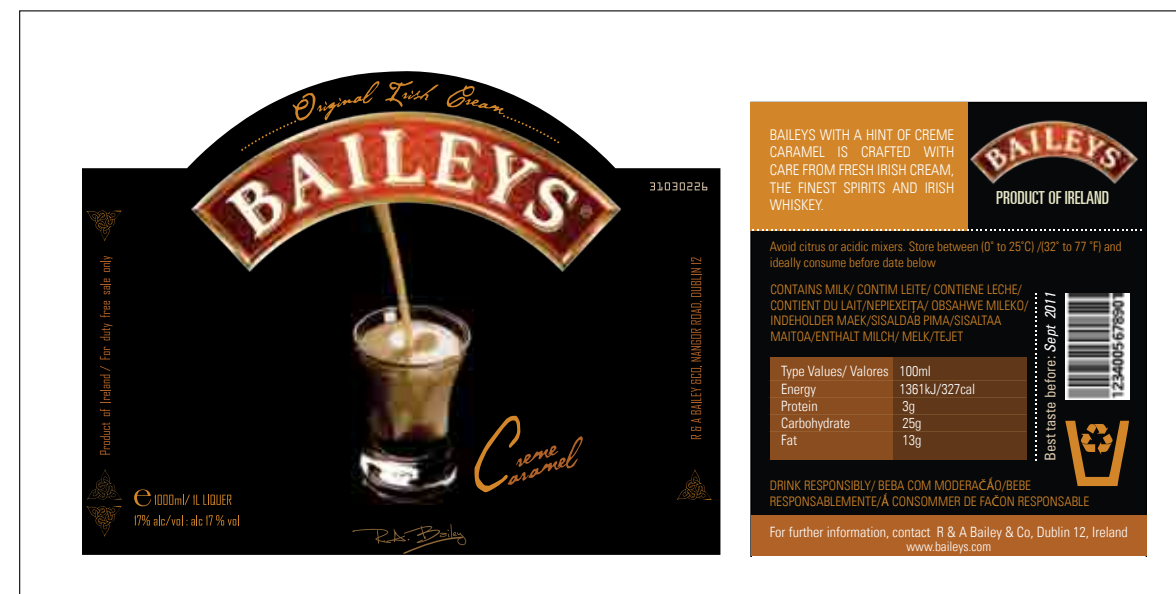
Re-packaging for Baileys

Brief

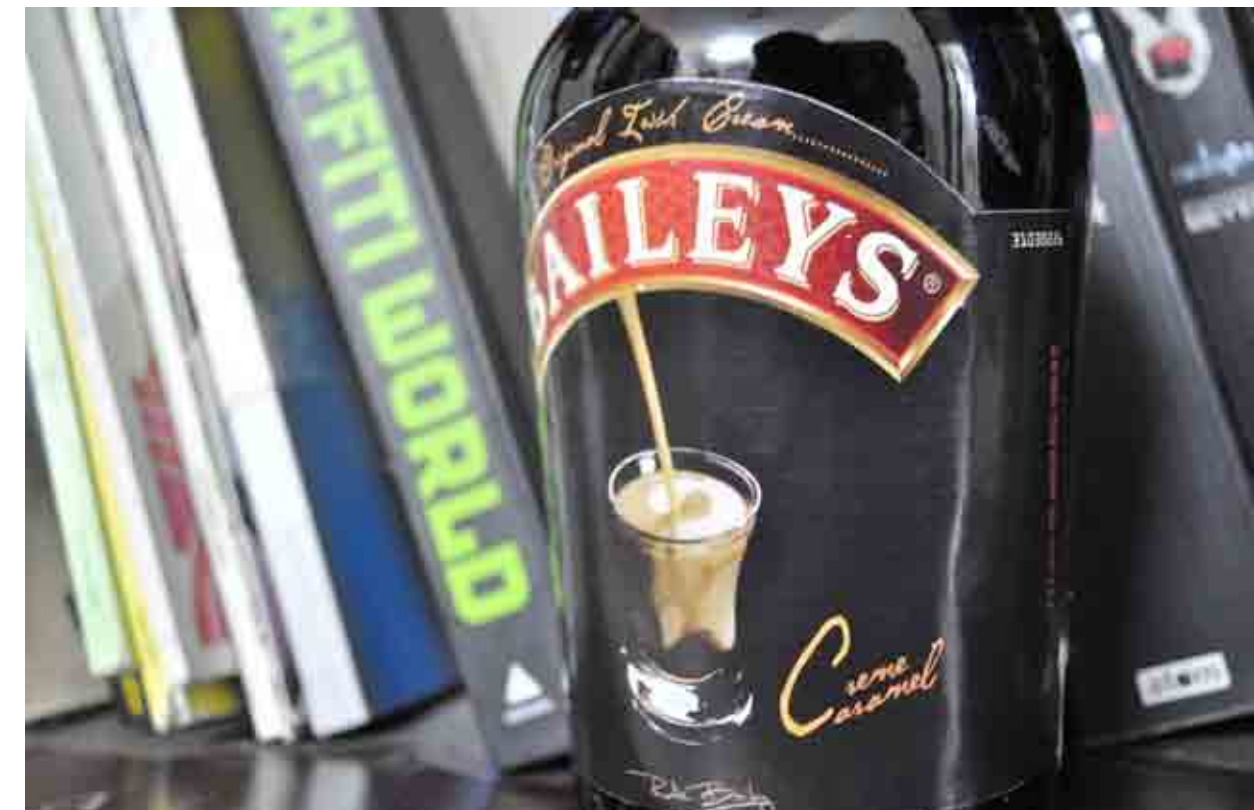
To re-package the label and box design for a liquor brand called Baileys Irish Cream range(hypothetical) using photography

Print Media

Label Design, Outer Case Design, Paper Bags



Clockwise from top:
Outer box, Image
of Paperbag, Label
on the bottle, Label
design



packaging

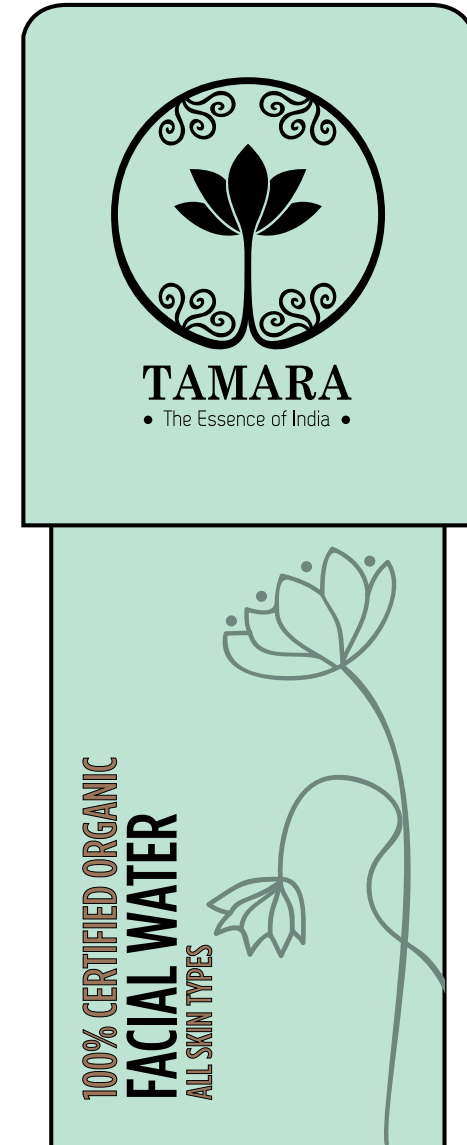
*Packaging for a
Cosmetic oil range*

Brief

To create a new essential oil brand focussing on lotus oil and its cosmetic products

Print Media

Outer cover, Label design, Gift pack



*From left to right:
Outer box cover, Front and
Back of Facial water range,
Gift pack*

infographic

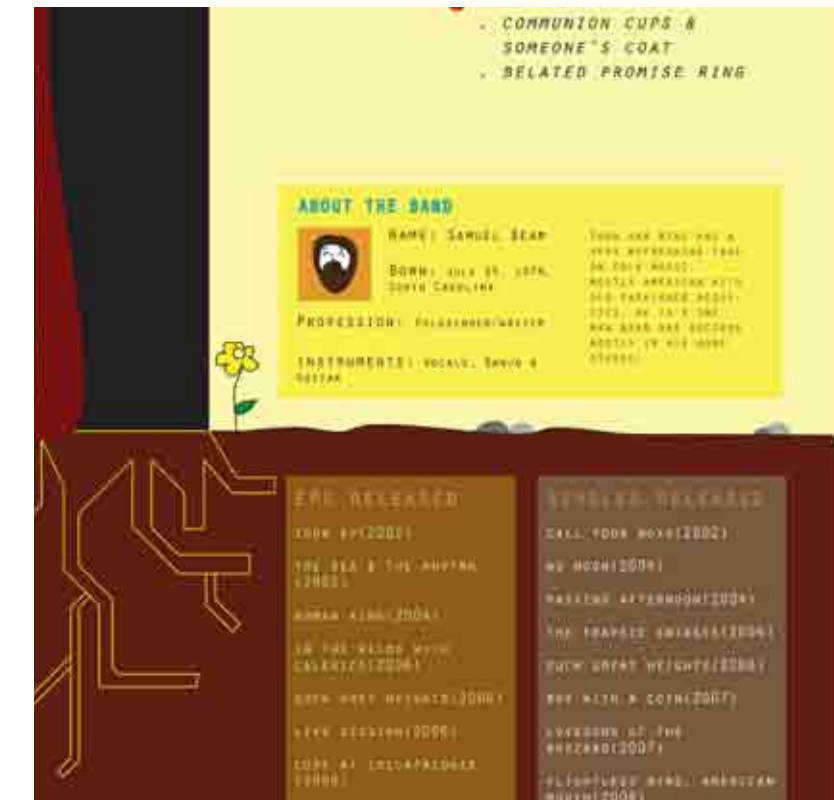
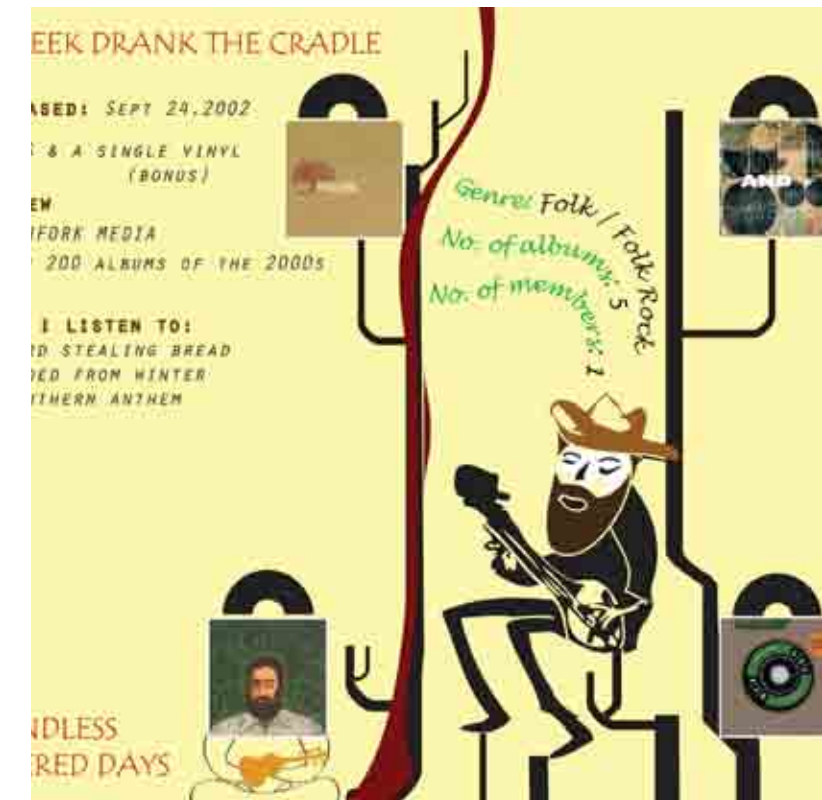
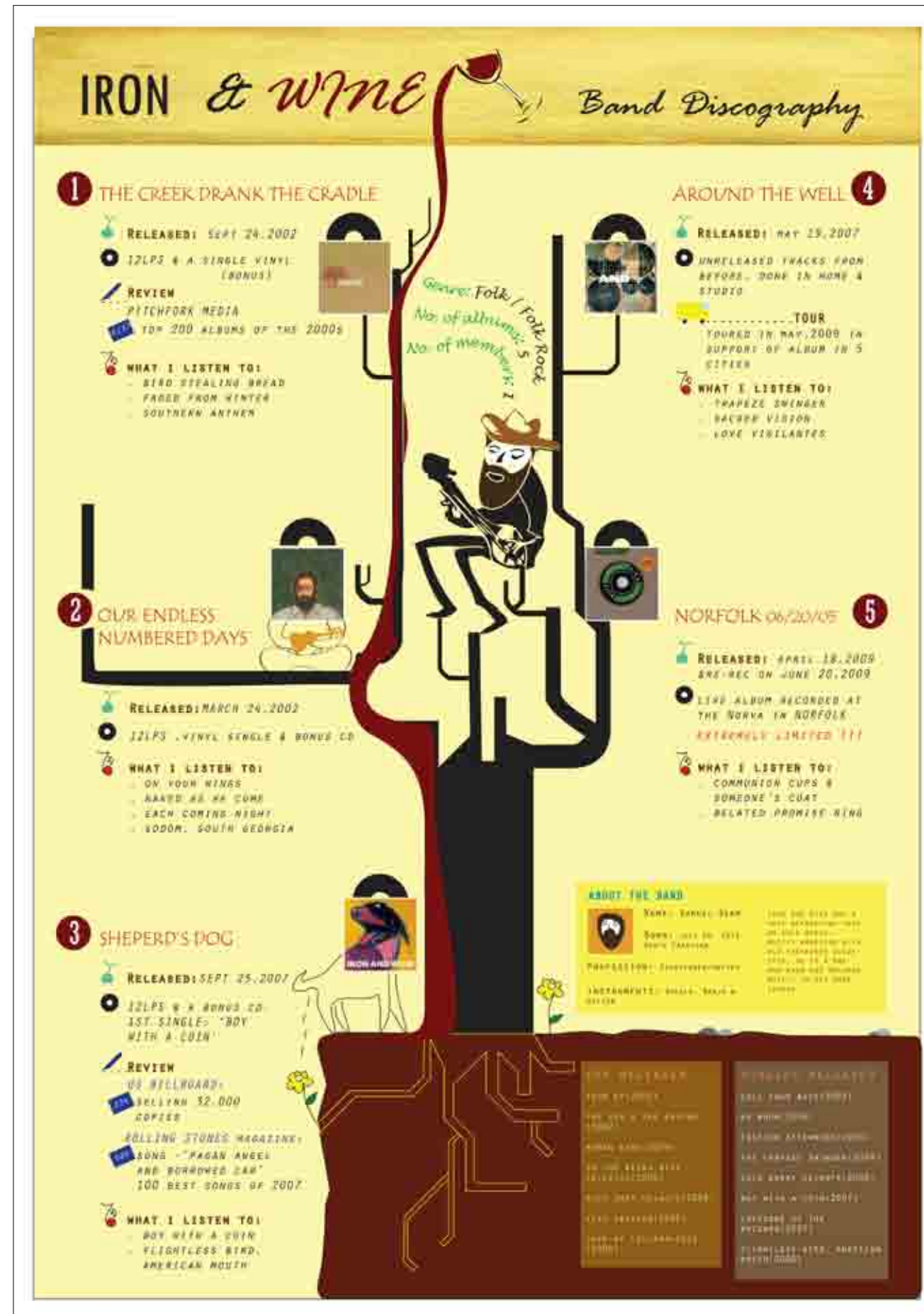
Music influence infographic

Brief

To create a detailed infographic illustrating the discography of favourite band/ music influence (Iron and Wine)

Print Media

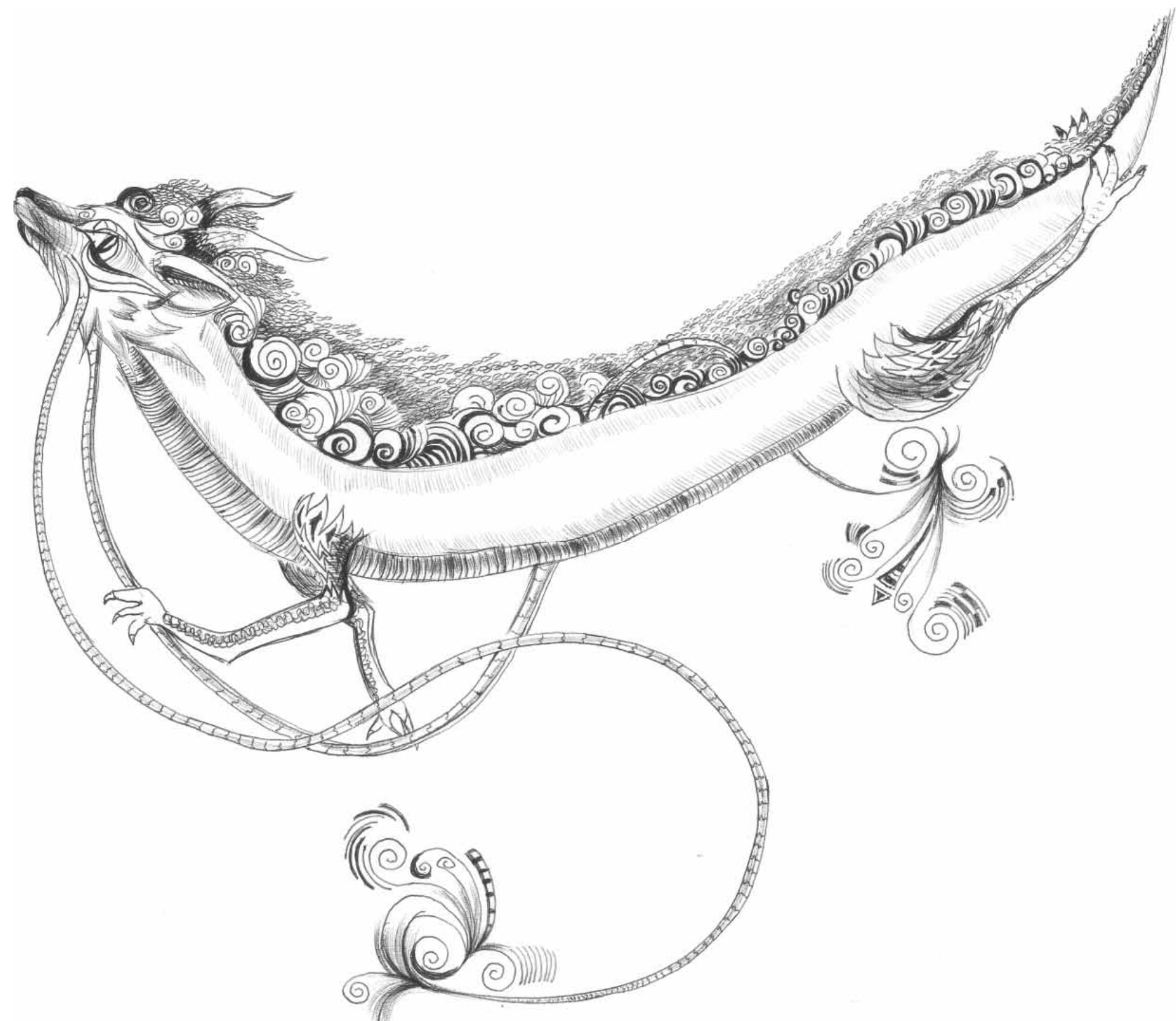
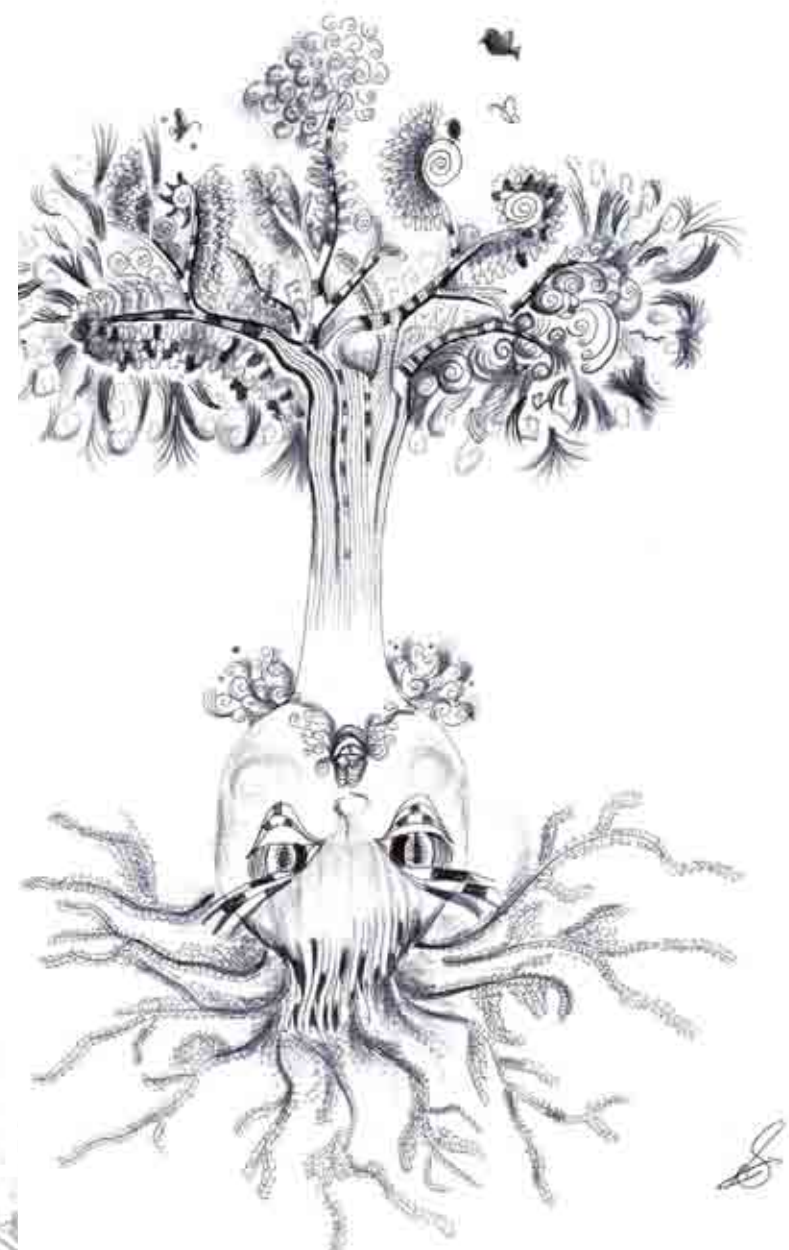
Poster (A2 size)



From left to right:
Entire poster, Zoomed in images of content covered

illustrations

Other Styles of Illustration



thanks

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