

AREAS OF INTEREST:

Product design
Toy design
Game design
Packaging and graphics
Product stylizing
Logo design
Eco- friendly design

ADITA ROY

B.arch, Jadavpur University (2007)

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DESIGN PHILOSOPHY:

simple is pure, simple is beautiful.
My design inspiration is simplicity

SOFTWARE SKILL:

autoCAD, Rhino4,
Coreldraw, Photoshop
,Dreamweaver

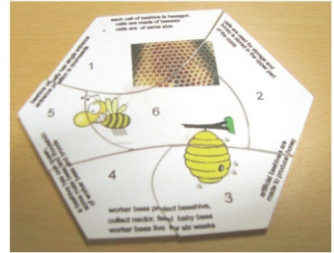
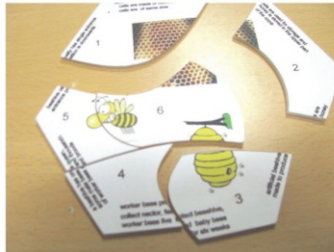
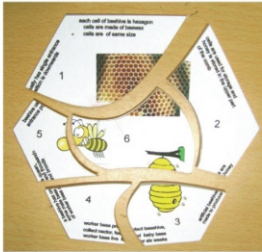
HOBBIES:

sketching, writing
reading, photography

PUZZLE GAME



This game is designed to introduce shapes and some relative facts about the shape. kids usually get bored with puzzle once it is solved. So pieces will be collected according to dice number, thus two or more kids can play at once. They will be engaged with the game as there will be chance of win and loss



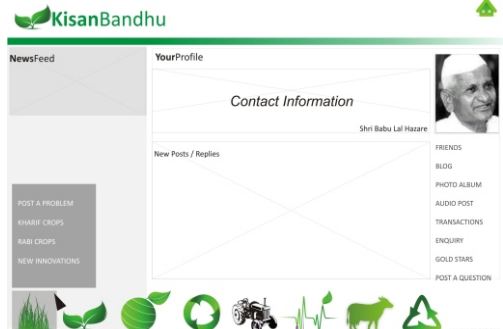
Each cell of bee-hive is hexagon. So for hexagonal shape beehive and facts related to bee colony , honey, bee life cycle are provided. text part and graphics both will act as clues. similarly for pentagon star fish, for rectangle brick, for triangle pyramid and for oval egg have been chosen and facts have been described with graphics.

SOME VC WORK

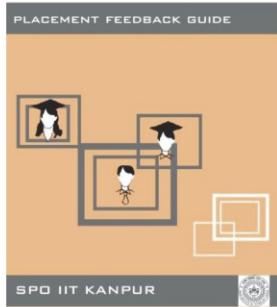


Concept lay out of a website made for farmers. One concept relates to the folk art of India and ornamental style of Indian presentation. The other relates to simple story telling style.

SOME VC WORK



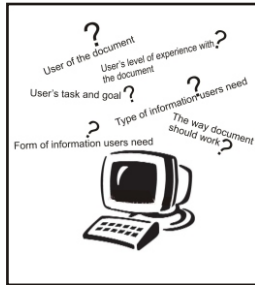
User testing of the site Kisaan Bandhu. Our team wen tto the village and conducted mock user testing to get the direction of the visual appearance for the site. The team followed Co Design method to get The content, information, application for the site.



Dare to achieve...

UDGHOSH '07

Brochure for Student Placement Cell IIT Kanpur
Poster for Annual Sports Meet, IIT Kanpur



Some posters made for different purpose and mood.



WOMEN'S DAY



Logos for the website made for farmers, women's day.

Logs are kept simple yet explaining. Logo for the farmers are more explicit so that it can describe the Function. As Krishi Katha describe mobile phone service. Womens' Day logo is about emphasizing Women power. So it is kept simple yet sharp



Poster and T Shirt design concepts for Annual Sports Meet, IIT Kanpur

