

# DESIGN portfolio

by

**Neha Kiran Singh @ iit kanpur**

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final year M.des



Art has always been a part of me. I had always loved to draw, to imagine and to depict. My fondness toward visual art had provided me a keen sense of artistic qualities around me.

Growing up, I was always sensitive and attached to the artistic qualities around my surroundings: TV and Bus ads, product packaging, posters and more.

The dynamic nature in my art comes from my keen sense observation of the world and its nature. I listen; I watch and pay attention to the most insignificant aspects: advertisements, conversations on the bus, or on the street, people's expressions, their moods etc. I am constantly tuned in. The world for me is a plasmid TV with unlimited channels, and I am its addict.

My goal to work in Visual Communication is because as it not only can help me to transcend my artistic qualities into society such as designing packaging, books, posters, environments, exhibitions, interactive multimedia, or web sites with a visual language, but also help me communicate effectively with it utilizing typography, digital and non-digital imagery, three-dimensional forms, and digital and non-digital systems.

On the other hand Interaction design facilitates me as the experience between people and the interactive products and services they use. As a discipline for my career, it shapes those experiences that sit at the intersection of user needs, business goals and technology. As a discourse, it defines a vocabulary for a growing number of relationships across media – among people, products and environments.

statement  
of  
purpose

The world is changing at a rapid speed. I hope to aspire the newest ideas and concepts as well as the technologies and skills in this field. As an "Architect-Designer" I believe I can communicate visually with my ideas and eyes of an artist by efforts, process, technology, and practicing in Visual Communication program. I wish to fluently speak in the language of art, to bridge the connection between art and the society.



## AREAS OF INTEREST

User Experience, Graphics,  
User Interface

## EDUCATION

Currently pursuing **Masters in Design** in  
interaction design and visual communica-  
tion from Design programme, IIT Kanpur,  
Kanpur.

Degree of **Bachelor of Architecture**  
(2003-2008) from the Govt. College Of  
Architecture, Lucknow. (Now Faculty of  
Architecture , U.P.T.U.).

#cont  
#events

graphics -

ux - user experience -

ui - user interface -



xtra  
curricular  
work

inter  
# rest

**Graphic design (grf)**

**User experience(ux)**

**User interface(ui)**

**Graphical user interface(gui)**



#Thesis

in  
grf.

on An Awareness for Social  
issues through **Print media.**



## Work :

my role : conceptualize, designed and development

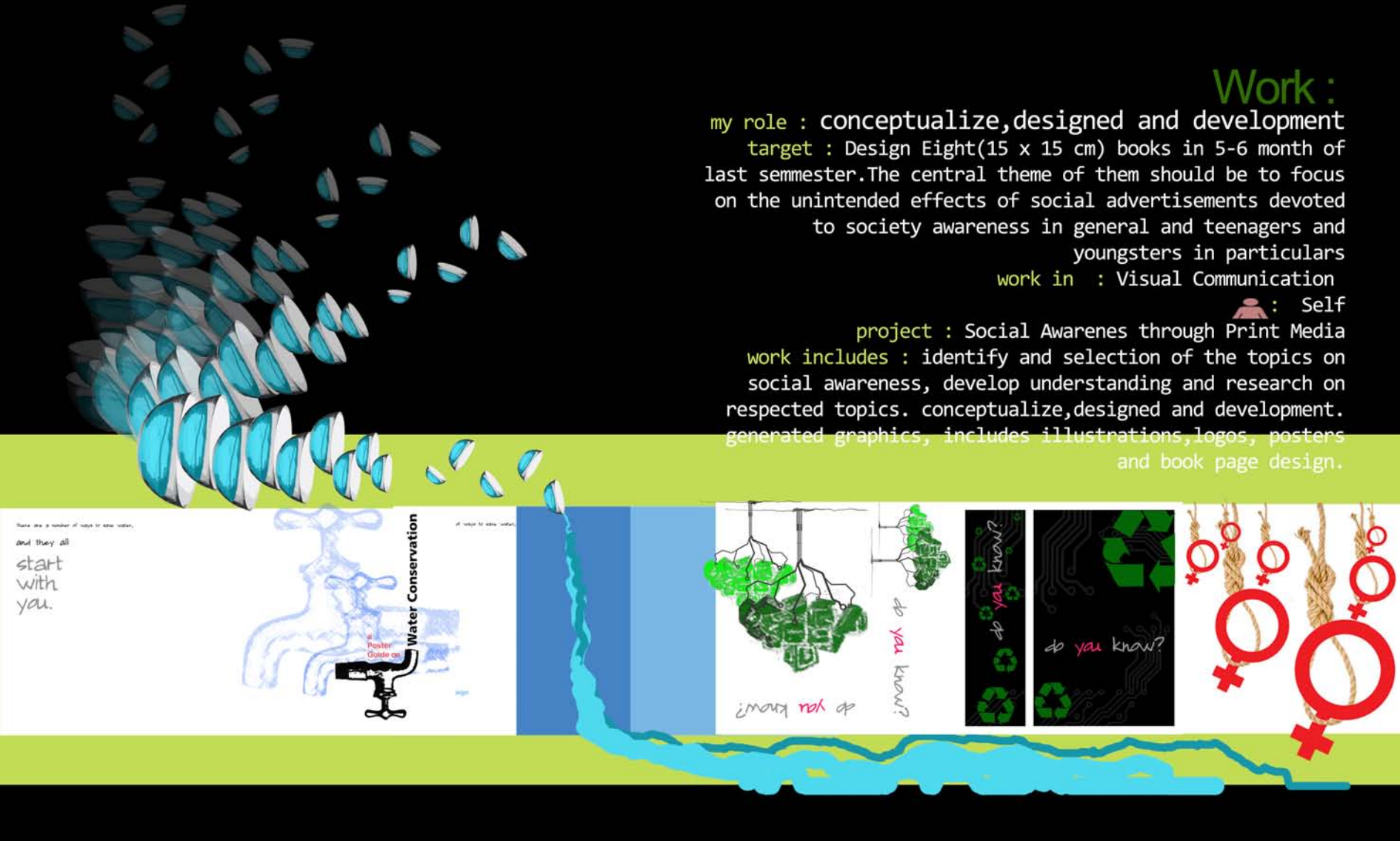
target : Design Eight(15 x 15 cm) books in 5-6 month of last semester. The central theme of them should be to focus on the unintended effects of social advertisements devoted to society awareness in general and teenagers and youngsters in particulars

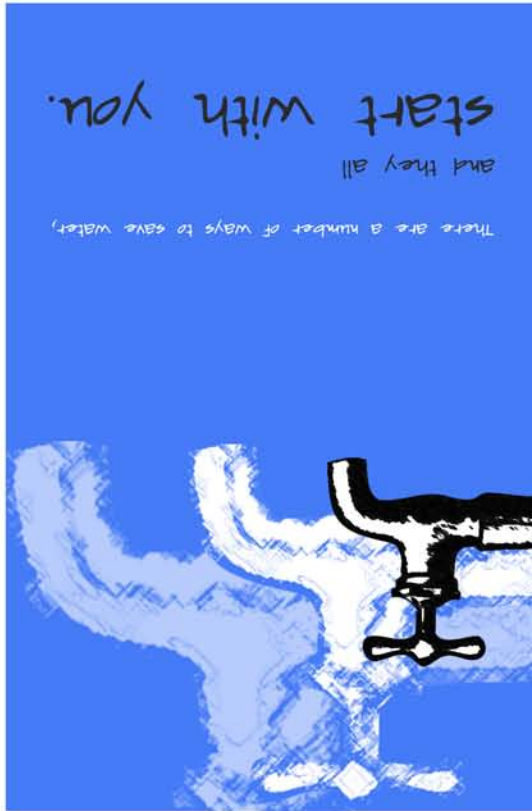
work in : Visual Communication

👤 : Self

project : Social Awareness through Print Media

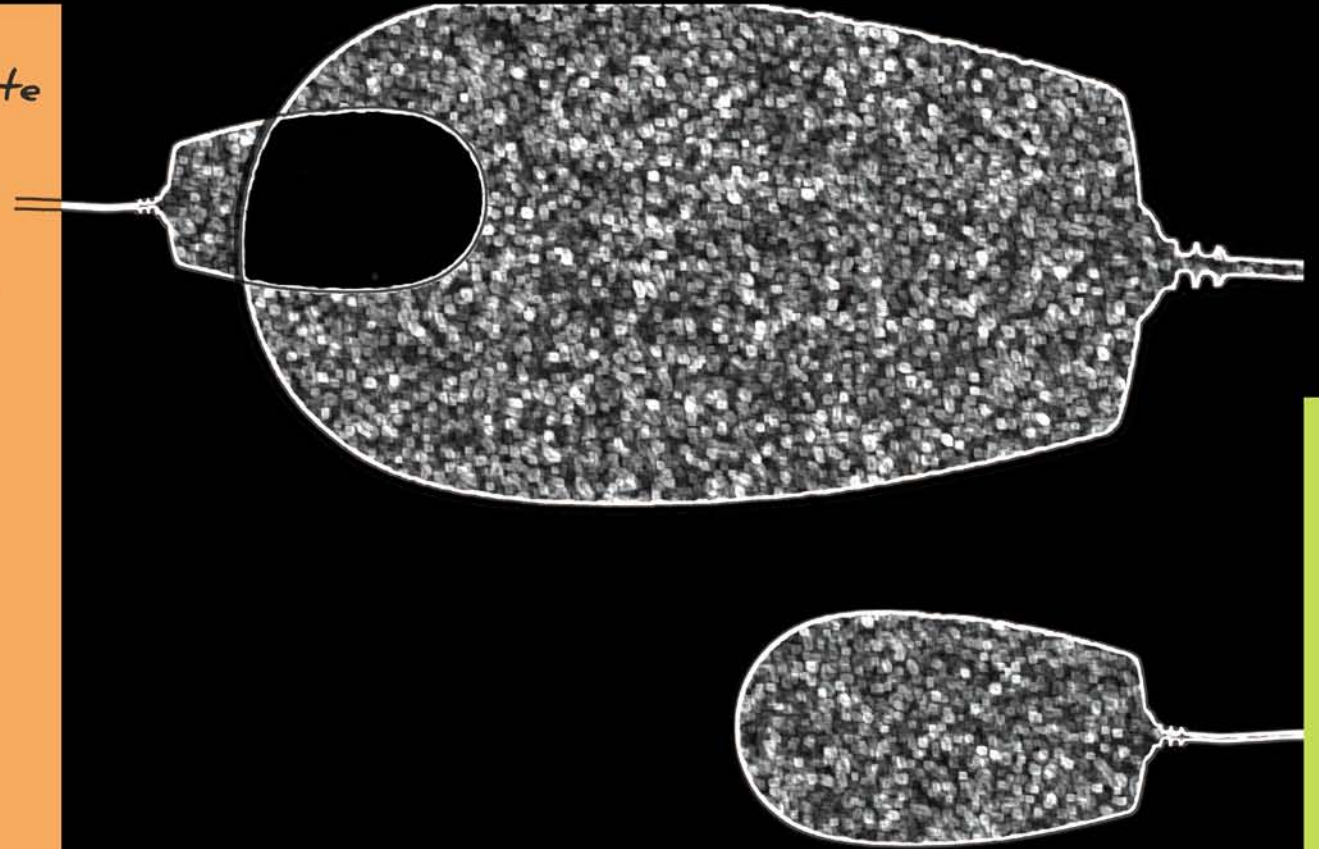
work includes : identify and selection of the topics on social awareness, develop understanding and research on respected topics. conceptualize, designed and development. generated graphics, includes illustrations, logos, posters and book page design.





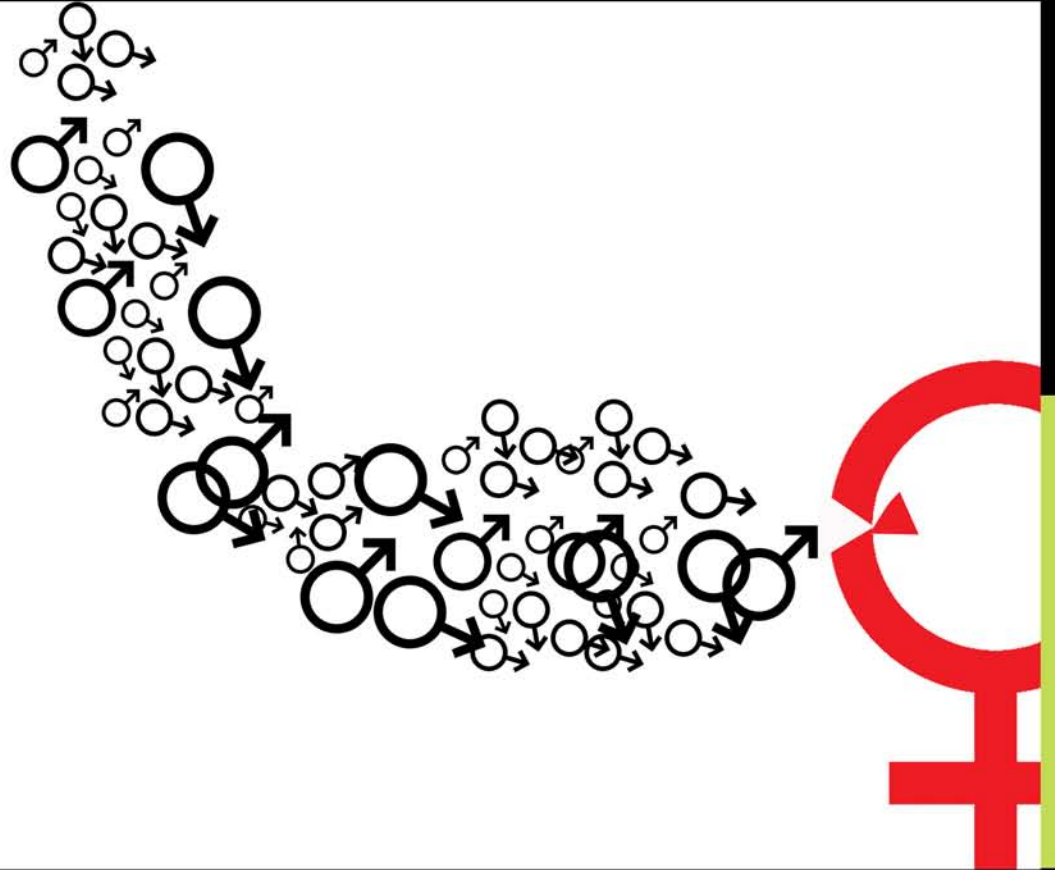
Title : E-Waste or Electronic waste.

The Total E-Waste  
in India has been  
Estimated to be  
1,46,180 Tonnes  
per year.





Title : Female Feoticide..



Title : Anti- Smoking.

Every single cigarette  
smoke contains over 4,000  
different chemicals.



intern  
# ship




Center for Knowledge Societies  
bangalore

# Work :

my role : Design Researcher

work in : User experience

 : group work

project : Classified

expectation : multi tasking

work includes : usability studies of subjects for research projects. Carry out ethnographic observation, interviews, usability tests, contextual inquiries, and heuristic evaluations



## Company Introduction :

CKS conceptualizes and develops innovative products and services that harness the new possibilities of media, communications and technology. They offer research and design services to leading Indian and Multinational clients.

their focus on :

Technology Products

Mobile Services

Interactive Television





inter  
#action

 web design  
 game design  
 User Experience



# Work :

my role : Conceptualize, Development n Designing

work in : User experience and User Interface



: Self

project : Student Cultural Website

about projectg : A one point event search solution for students of IITk Kanpur to stay connected 24x7 for live updates of campus happening and entrainment.

Features:

- Customized updates on cultural festivals event and news
- Online planner
- Flash news from city
- Community BlogSpot
- Travel guidelines for city events and near by
- Personal event calendars for organizing your days
- Tag clouds for direct excess to links
- Plan your days well in advance with the event calendar

work includes : Conceptualize, Development n Designing, usability studies, research for respected projects. Carry out ethnographic observation, usability tests, contextual inquiries, and heuristic evaluations.



# Work :

my role : Conceptulize, Development n Designing

work in : User Interface

 : Self

project :MYOR or Make Your Own Recipe

about projectg :It is an interactive game for children below 15 years, to playfully initiate them into the kitchen .the game will be a store house of simple homemade recipe for breakfast, lunch, dinner, that the children can took either virtually or in reality through interactive voice over

MYOR challenges its young chefs, to cook dishes in stipulated times, guess the ingredients of recipe and also think of tastes and aromas of every preparation.

MYOR believes in teaching through mistakes and so allows children to burn, spill and over cook their ingredients, while warnings them to the same so get prepared meals when you come home.

work includes : Conceptulize, Development n Designing, usability studies, research for respected projects. Carry out ethnographic observation, usability tests, contextual inquiries, and heuristic evaluations.





grap  
#nics

 posters

 illustrations

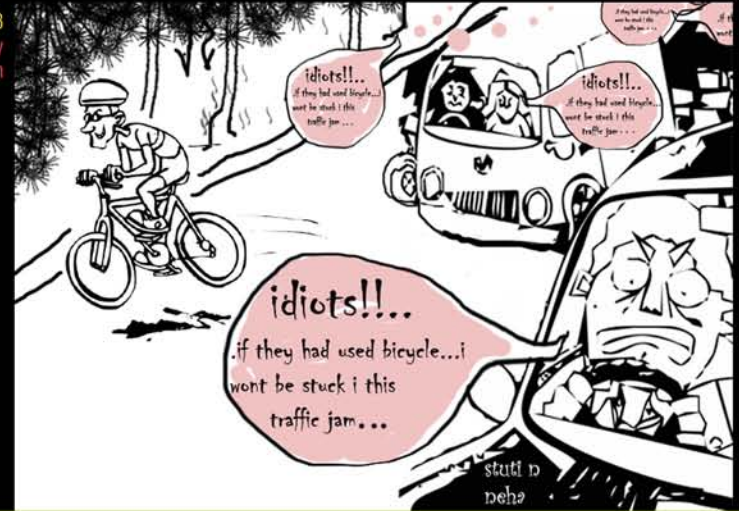
 T-shirt design

video



## Work : Competition entries

WUD '08  
2nd prize award winning entry  
for poster competition on transportation



### EXPRESSING ORIGINAL IMPRESSIONS



### EXPRESSING ORIGINAL IMPRESSIONS



poster design  
promotional poster for the XEROX  
adobe photoshop  
sketching

# Work : Posters

With New Thoughts

## aDeX 09

Annual Design Exposition

## Design Programme

Indian Institute of Technology Kanpur  
AT Samtel Building

April  
12-14

[http://www.iitk.ac.in/design/  
adex09@iitk.ac.in](http://www.iitk.ac.in/design/adex09@iitk.ac.in)

## Annual Design Exposition at Outreach Center

April  
12-14  
aDeX-09

### Inauguration of ADEX 09

12<sup>th</sup> April 2009 02.00 pm Outreach Conference hall

Venue : Outreach Center

#### Speakers:

**Mr. Saurabh Singh, Deputy Manager, Styling Dept, Maruti**  
12<sup>th</sup> April 2009 12:00 pm - 1:00 pm

**Prof. Pierre Becker, Ecole Centrale, Paris**  
12<sup>th</sup> April 2009 3:30 pm - 4:30 pm

**Prof. Amaresh Chakrabarti, IISc, Bangalore**  
12<sup>th</sup> April 2009 5:00 pm - 6:00 pm

**Mr. Nitin Urdhwarshie, Infosys Technologies, Pune**  
13<sup>th</sup> April 2009 9:30 am - 10:30 am

**Mr. Deepak Pakhre, Yahoo India, Bangalore**  
13<sup>th</sup> April 2009 11:30 am - 12:30 pm

**Ms. Manjeri Joglekar, Honeywell, Bangalore**  
13<sup>th</sup> April 2009 3:00 pm - 4:00 pm

**Mr. Kunal Ghate, Forbes Marshall, Pune**  
13<sup>th</sup> April 2009 5:00 pm - 6:00 pm

**Mr. Ruchin Chaudhary, RED Design, New Delhi**  
14<sup>th</sup> April 2009 9:30 am - 10:30 pm

with new thoughts

 Design Programme  
Indian Institute of Technology Kanpur

[http://www.iitk.ac.in/design/  
adex09@iitk.ac.in](http://www.iitk.ac.in/design/adex09@iitk.ac.in)

adex 09 poster  
promotional poster for annual design exposition 09  
adobe photoshop

Annual Design Exposition

## Design Programme

Indian Institute of Technology Kanpur

AT OUTREACH CENTER

14-18 April  
aDeX-09

AVENUE OF THOUGHTS

[http://www.iitk.ac.in/design/  
adex09@iitk.ac.in](http://www.iitk.ac.in/design/adex09@iitk.ac.in)



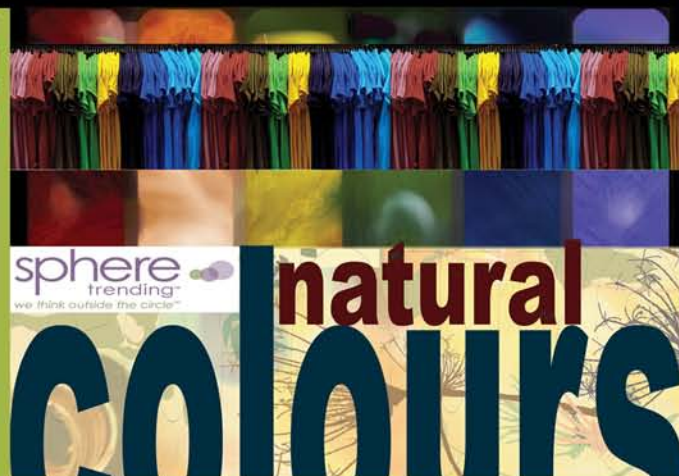
## Work : Posters



creator's clouds poster  
for designer's life  
self promotion  
adobe photoshop



advert poster  
for garment brand  
course project  
adobe photoshop

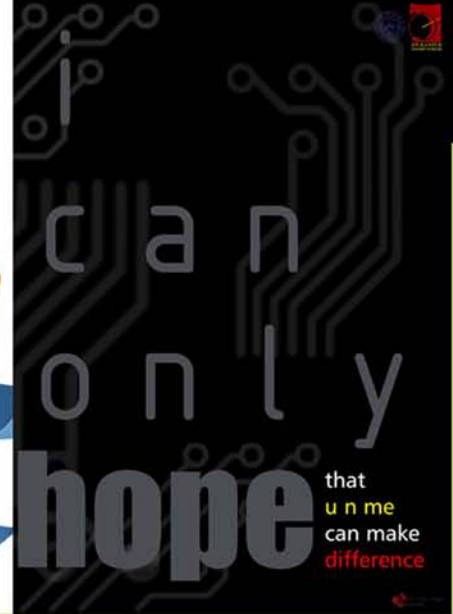


sale poster  
for garment's end of season sale  
self promotion  
adobe photoshop  
sketching

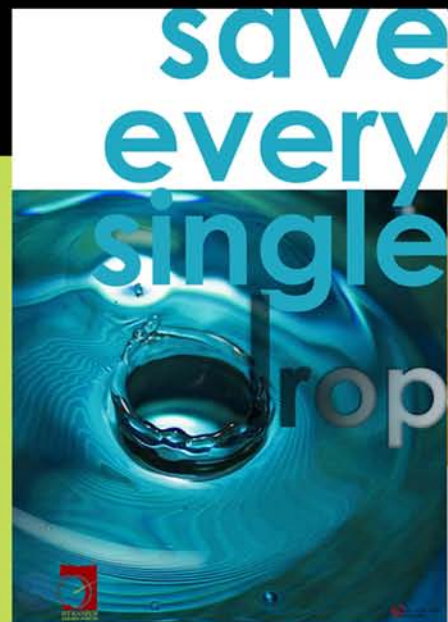
## Work : Posters



awareness poster  
for water conservation and e-waste  
course project  
adobe photoshop  
adobe illustrator



## Work : Posters



awareness poster  
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## Work : Posters



awareness poster  
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adobe photoshop  
adobe illustrator

# Work : Brochure design

Principles ADEX brains storm  
Turco concept  
Hipster shoe  
ADEX G...  
Freedom...  
DP DESS studio  
Visual Maggie Movies Cul  
Render PPTs Compet  
PHOTO SHOP Visual Hip  
Modelling 3ds Max A  
Aesthetics concept

**batch** '08-'10

Contact:  
Design Programme  
Senior building,  
Indian Institute of Technology,  
Roorkee 244018,  
Uttar Pradesh, INDIA

Faculty Placement Co-ordinator  
Mr. Shatappa Thakurtes Ray  
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Phone : +91 512-259-6611

Student Placement Co-ordinator  
Mr. Ashwini V M  
Email: ashwinivm@iitk.ac.in  
ashwinivm@gmail.com  
Cell : +91 945-178-3164

web site: <http://www.iitk.ac.in/design/>

08-09 batch placement brochure  
adobe photoshop  
adobe illustrator

IIT kanpur student indro.  
course project  
adobe photoshop  
doral draw

Design can be art.  
Design can be aesthetics.  
Design is so simple,  
that's why it is so  
complicated.

content:

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Shatappa Thakurtes

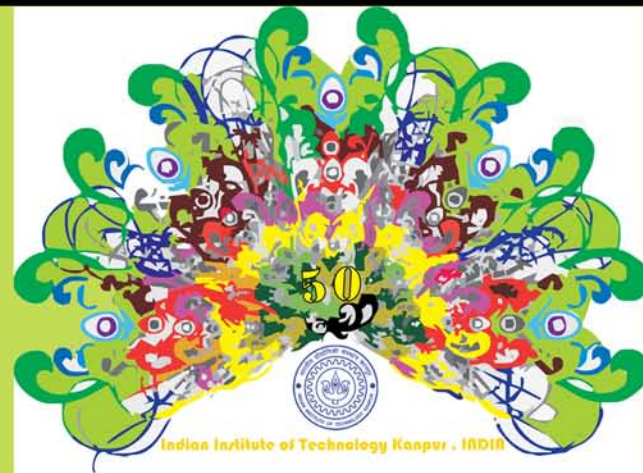
**Design Programme**  
Senior building,  
Indian Institute of Technology,  
Roorkee 244018,  
Uttar Pradesh, INDIA



The Design Programme is a 3-year and 1 semester programme designed for the development of creative talent. Through an emphasis on creative problem-solving and the use of creative thinking, students are encouraged to think out of the box and to develop their own style. The Design Programme is a 3-year and 1 semester programme designed for the development of creative talent. Through an emphasis on creative problem-solving and the use of creative thinking, students are encouraged to think out of the box and to develop their own style.

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**GRADUATES 2010**





**A**

april 14th to 17th, 2009



happy new year  
to you and your family

Another fresh new year is here ...  
Another year to live  
To banish worry, doubt, and fear,  
To love and laugh and give!

This bright new year is given me  
To live each day with zest ...  
To daily grow and try to be  
My highest and my best!

I have the opportunity  
To see more to right some wrongs,  
To pray for peace, to plant a tree,  
And sing more joyful songs!

*With best wishes,*  
Neha Khar Singh  
MDes, IIT Kanpur

Not what we give,  
But what we share,  
For the gift  
without the giver  
Is love.

I found 10 reasons your underwear was so good, because it gave comfort, and brought you just what you needed.

thank you...

Not what we give,  
But what we share,  
For the gift  
without the giver  
Is love.

I found 10 reasons your underwear was so good, because it gave comfort, and brought you just what you needed.

Not what we give,  
But what we share,  
For the gift  
without the giver  
Is love.

## Work : Cards design



## Work : Logos(live project work)



MY VISION MY INDIA  
Web blog  
adobe photoshop  
adobe illustrator

IIM Student entrepreneurship  
LIVE project  
adobe photoshop  
doral draw



## Work : T-shirt design



t shirt for itk girl hostel  
for gh identity  
adobe photoshop  
sketching

000000

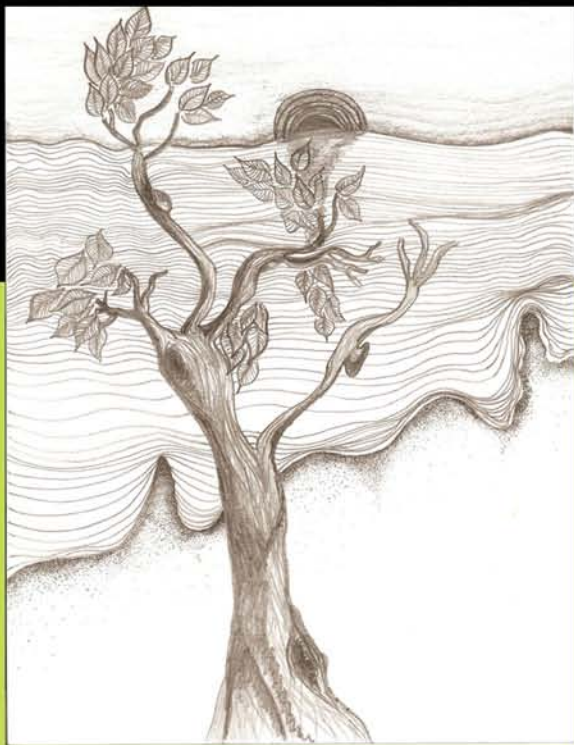


t-shirt  
on attitude t-shirt  
self promotion  
adobe photoshop  
sketching

000000

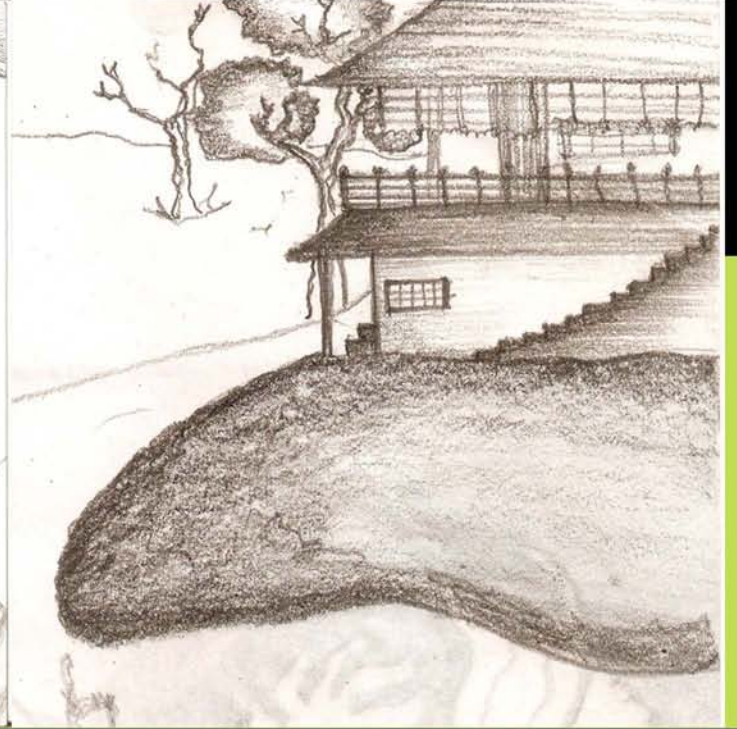


## Work : sketching and doodling

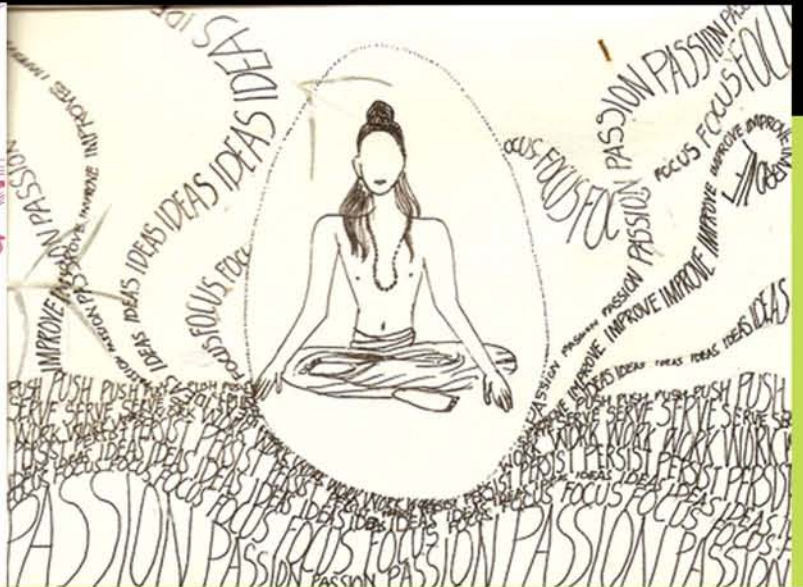




## Work : sketching and doodling



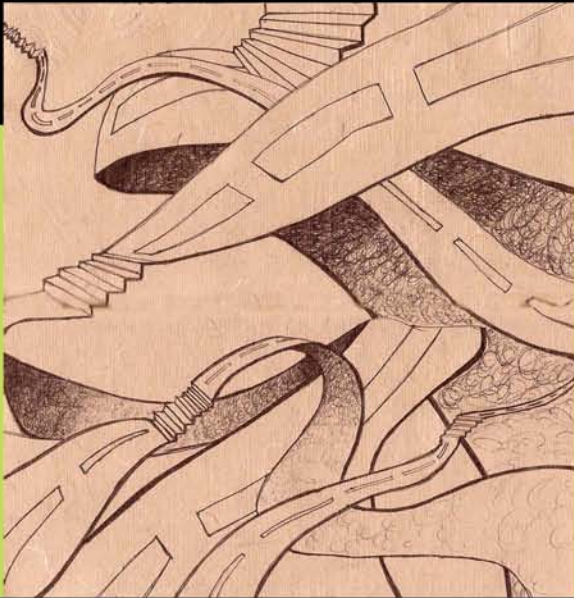
## Work : sketching and doodling



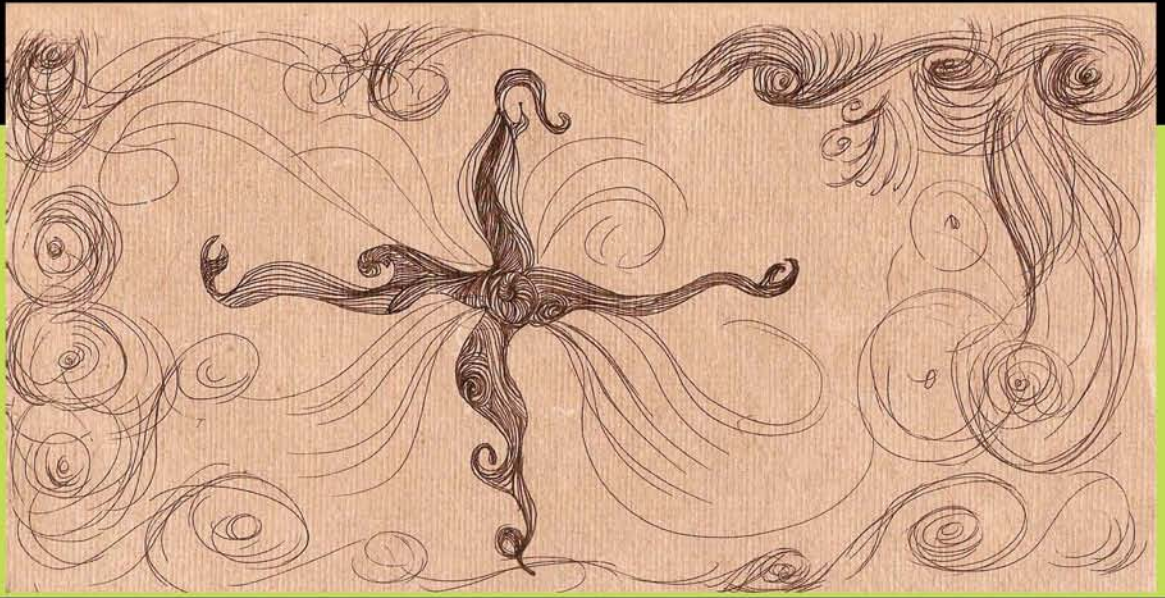


## Work : sketching and doodling

Conceptual ink art  
WAVES OF LIFE

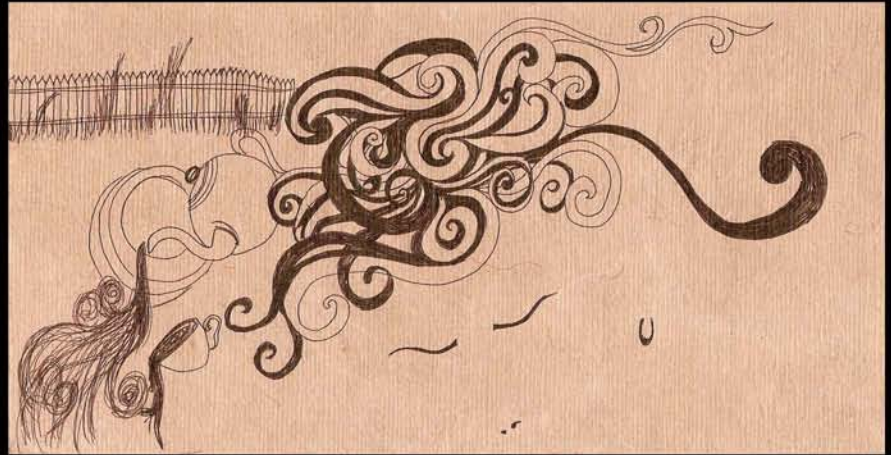


Conceptual ink art  
DANCING NATRAJA(top view)



Work : sketching and doodling

Conceptual ink art  
ROEMER



Conceptual ink art  
OLD BRITISH LIFE







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