

**PORTFOLIO**

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Graphic Design- Brand Development

# Next Roger

The smart tennis ball

## Brand development guide

The project was capstone project of Graphic design specialization by California Institute of The Arts. I designed the idea of the startup which produces smart tennis ball and developed brand for it.



## Primary and secondary typefaces

GOTHAM  
REGULAR      PLAYFAIR DISPLAY  
REGULAR      COMFORTAA  
REGULAR      BARIOL  
REGULAR



## Color Pallete



## Symbol



## Logotype

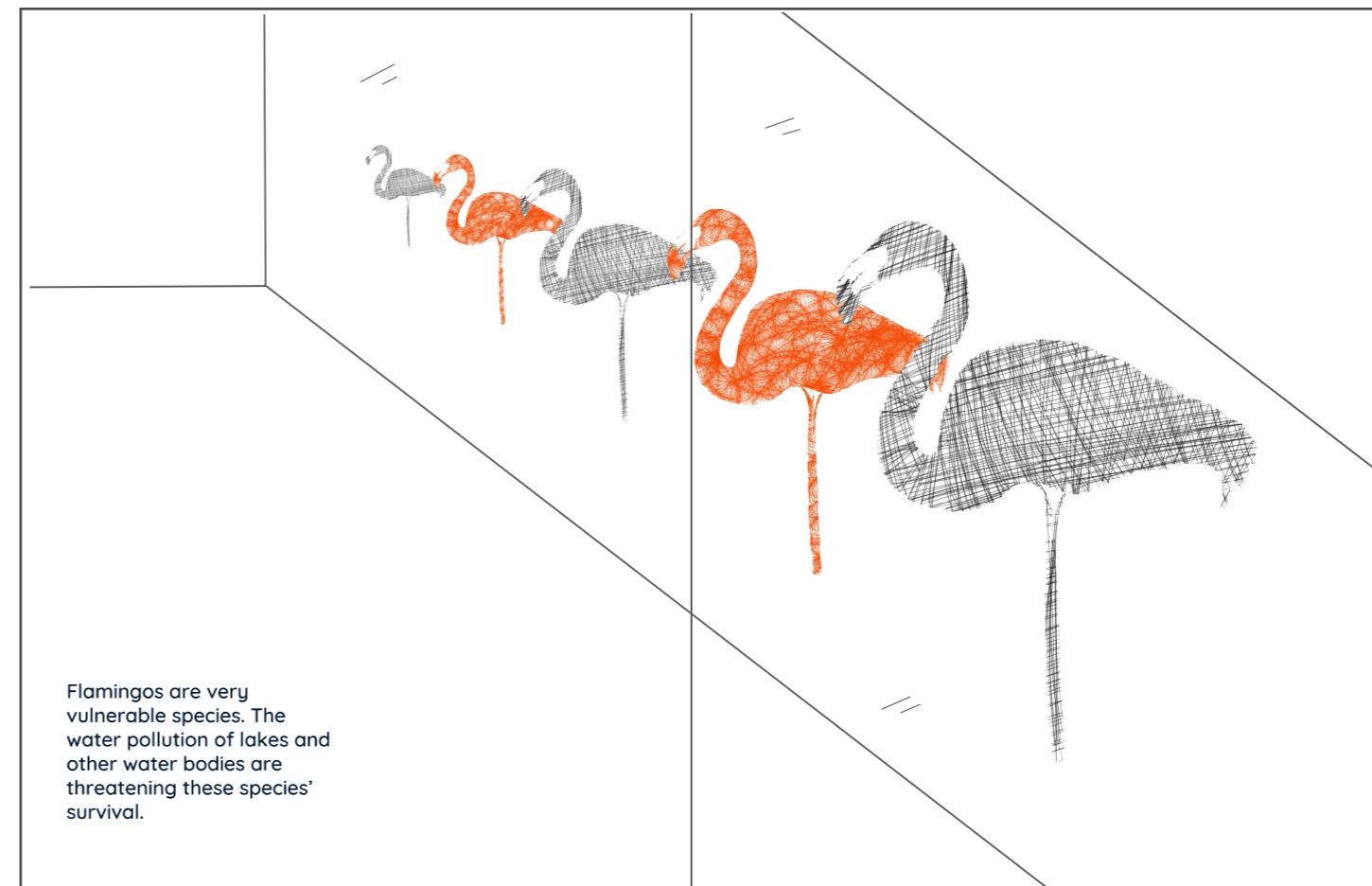
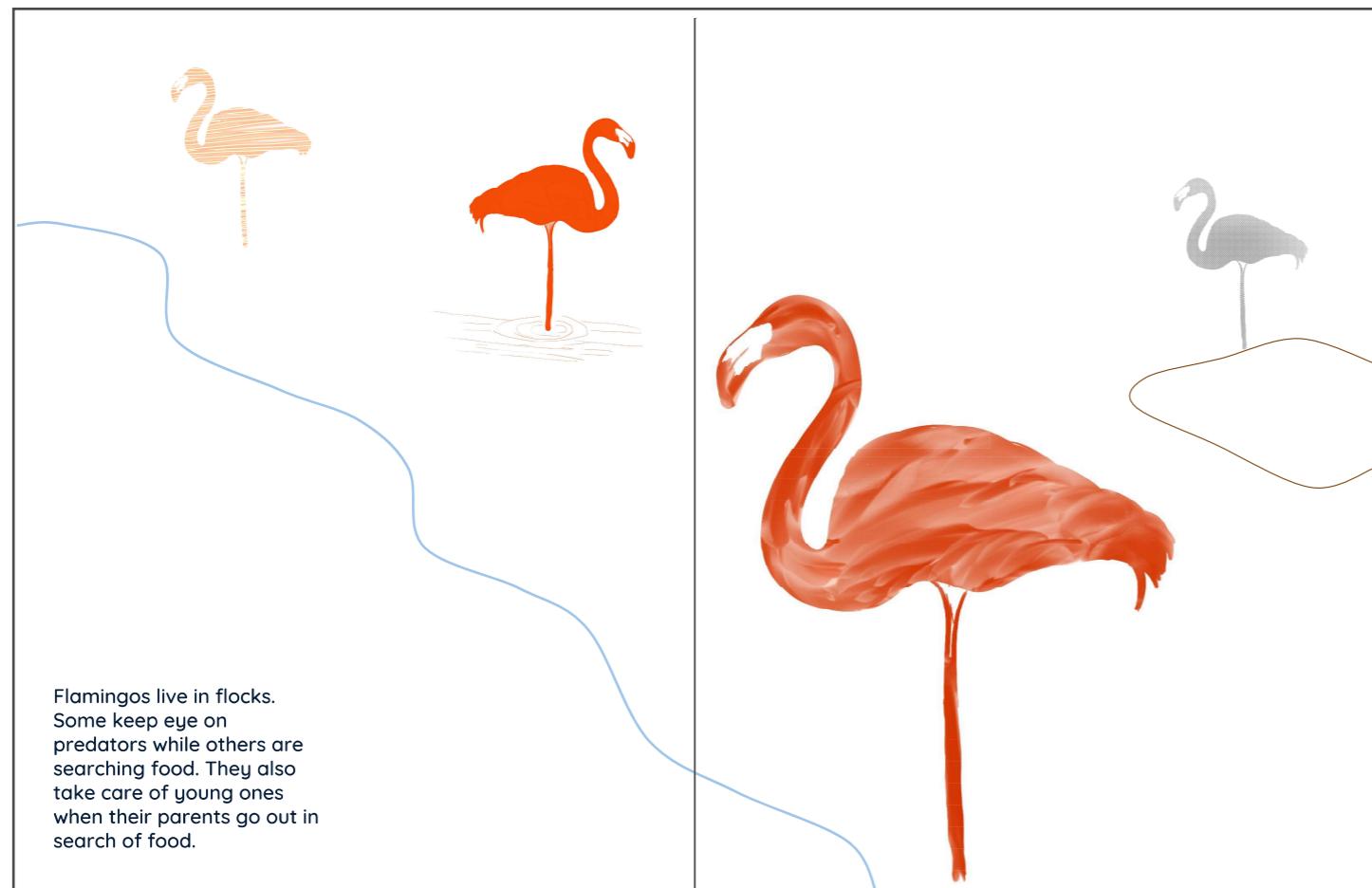
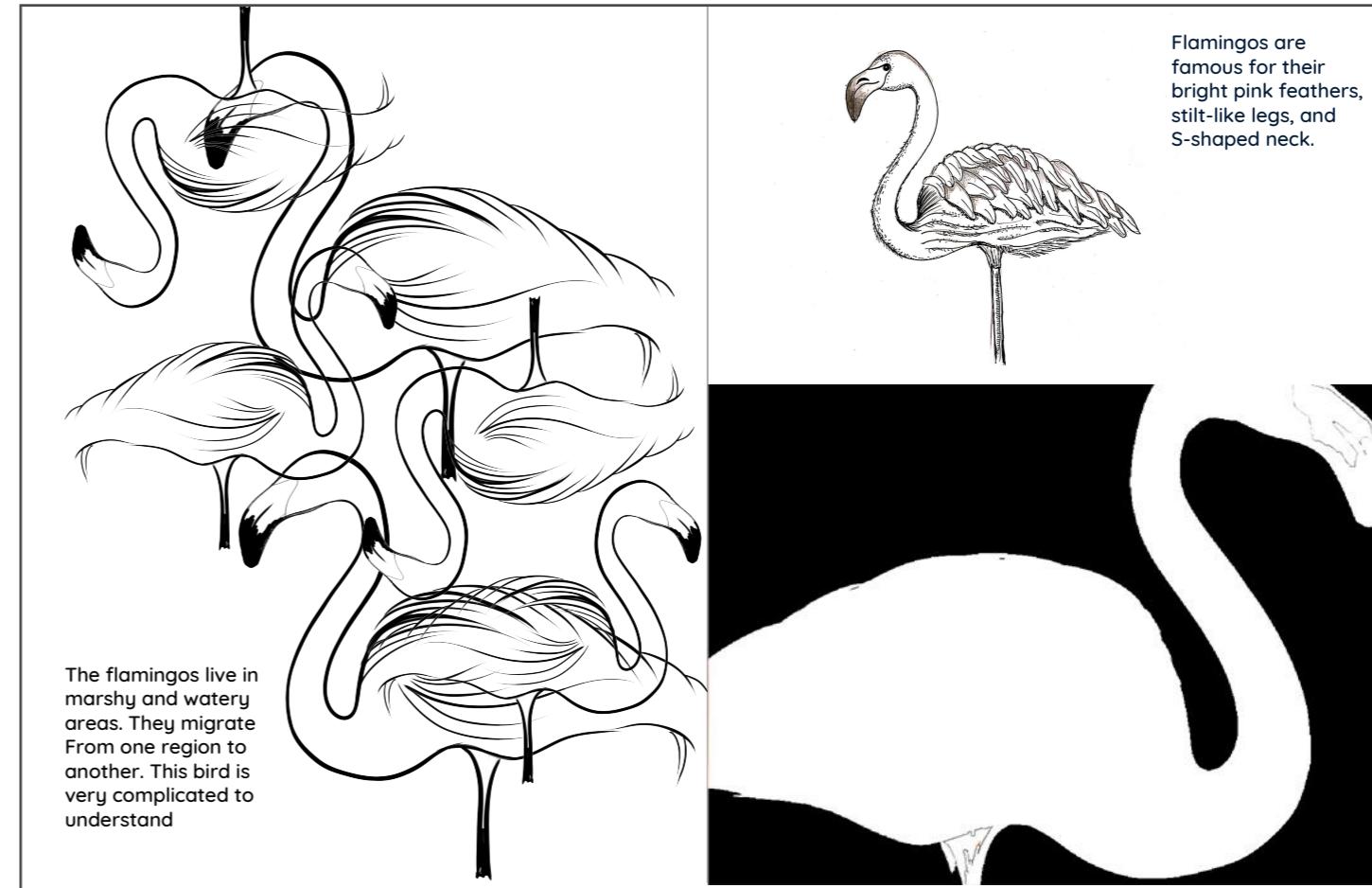


flamingo  
The brightest crayon in the box



Graphic Design  
I  
**Flamingo**  
The visual narrative

This narrative book was part of image-making exercise. The representations created from manual to digital techniques across various materials. The images are chosen among the wide variety of representations and composed considering scale, weight, figure/ground relationship, space.



## Graphic Design

# Gotham

## The typographic research poster

The poster is explaining history and connotative meaning of typeface Gotham. The feel of typeface is decent, masculine and modern. The intersecting part of letters are rendered in primary colors to pay tribute to early European modernism. The circular shapes are in the right-top and left-bottom corners to denote geometric nature of the Gotham. The extended stems of T and M are forming high-rise building to pay tribute to New-York city architecture, where Gotham was born.

SINCE 2000

# GOTHAM

An American vernacular

Inspired by early european modernism  
Inspired by early european modernism  
Inspired by early european modernism  
Inspired by early european modernism



Gotham was born in 2000, when men's fashion magazine GQ commissioned New York-based Hoefler & Frere-Jones to create a new typeface for use in their publication. The brief given to designers was 'Something more masculine, new, and fresh'. It is mainly inspired by Futura. It is also influenced by post-war building signages and hand painted letters seen around the New York city. In past media, The font was used for Obama 2008 election campaign. It also has been used in other branding efforts such as in the 2014 FIFA World Cup logo, the most recent Cartoon Network logo, the most recent Twitter logo, and at Miami University.

It is sans-serif geometric typeface. The designers used 'mathematical reasoning of draftsman', allowing the letters to escape the grid wherever necessary. Gotham looks little more humanistic than other geometric fonts. It has many different weights. Most of the strokes are uniform and has very low modulation. an x-height almost exactly in the middle of the ascenders and descenders.

Sources:  
Idsgn- A design blog website- <http://idsign.org/posts/know-your-type-gotham/>  
<https://morganmurrayins224researchtopic.wordpress.com/2014/06/23/gotham/>  
Layout by flywheel website- <https://www.buffingtontopics.com/2014/09/19/gotham-typeface/>  
Hoefler & co website- <https://www.typography.com/fonts/gotham/history/>

MUSCULINE FONT

Graphic Design

# Poster Design

## Chelo Concert

Square one Auditorium,  
Pune, India.  
10.07.17  
6: 30 P.M



## Graphic Design

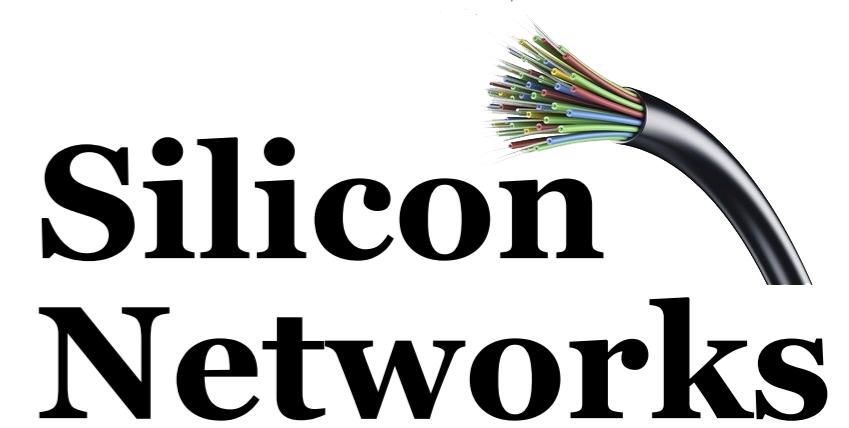
# Silicon Networks

## Fibre optics dealer logotype design

The client wanted to logotype for his fibre optics business. The client has taken responsibility of the business recently from his father. He wanted to give new identity to his business. He provided some key information about color palettes and brand display. The client also wanted to preserve his father's contribution in business development while changing its identity.

### Previous logotype

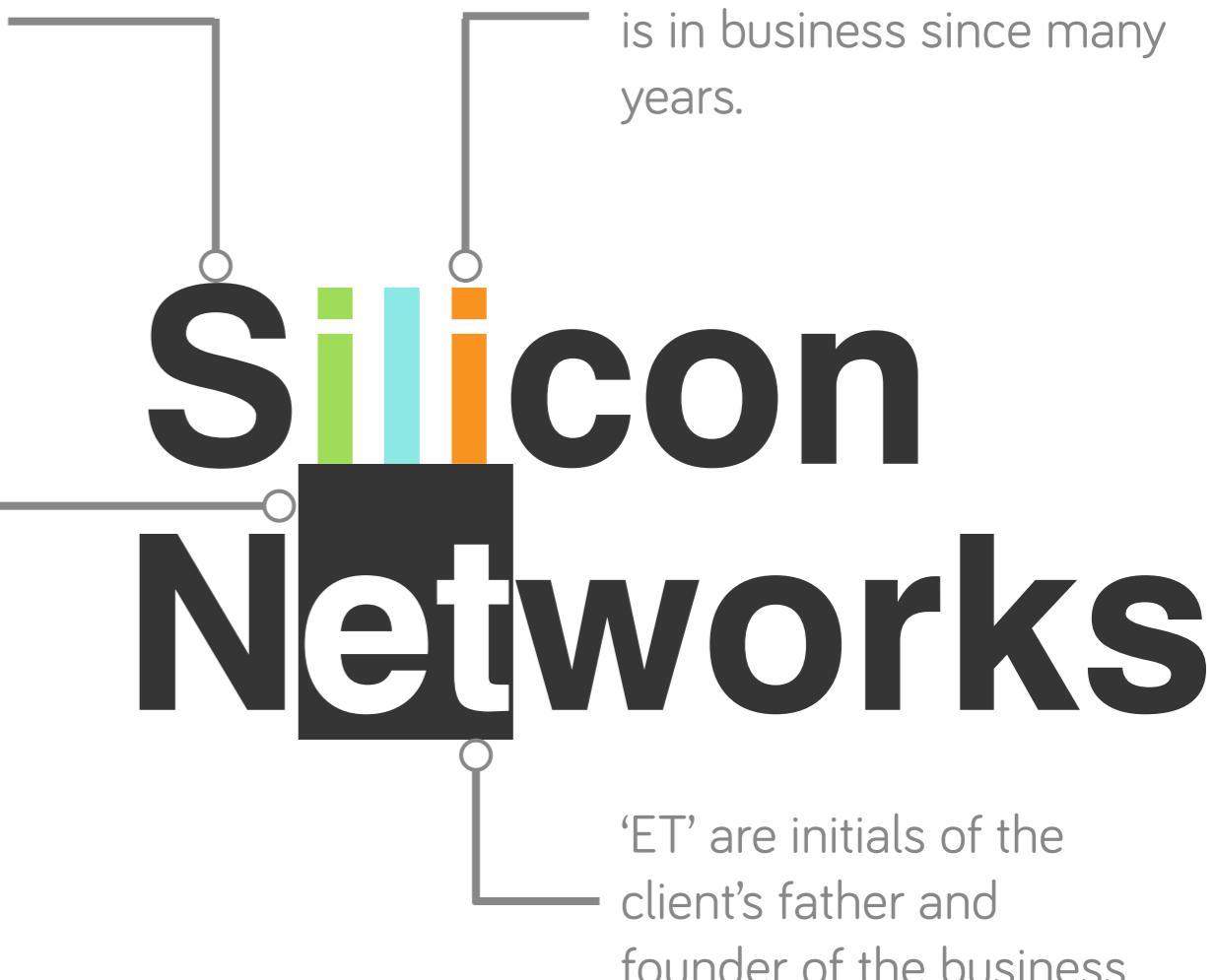
The company had logotype which consisted of single core optical fibre cable.



### Designed logotype

Modern lime green color wire depicts that the business is dealing with new emerging technology.

This represents the fibre optic cable.

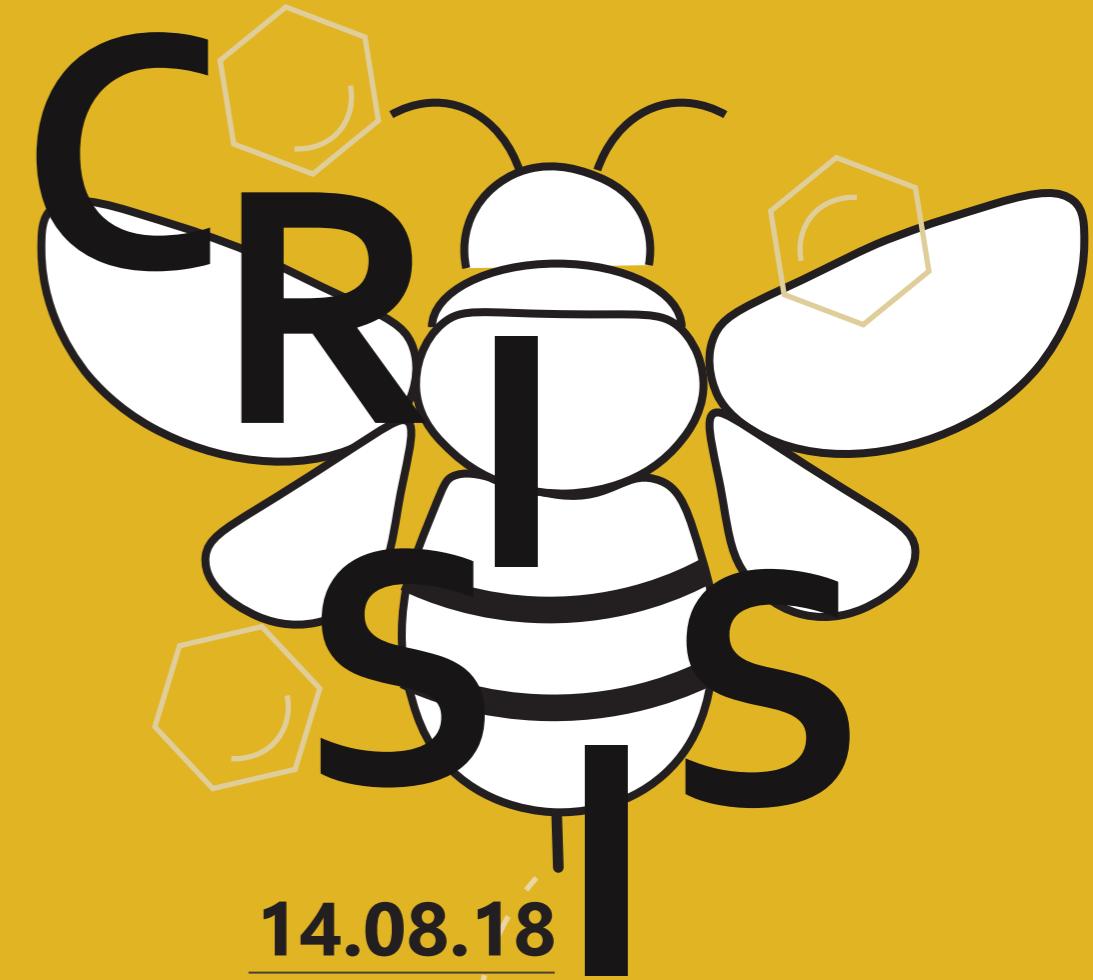


Old orange color cable conveys that the company is in business since many years.

# Graphic Design Poster Design For fundraising campaign

The poster was designed for fundraising event to help bee-keepers who are struggling financially due to bee colony collapses. The community partners arranged awareness program amongst builders and developers and landscape design policies to maintain required number of flowering trees for bees.

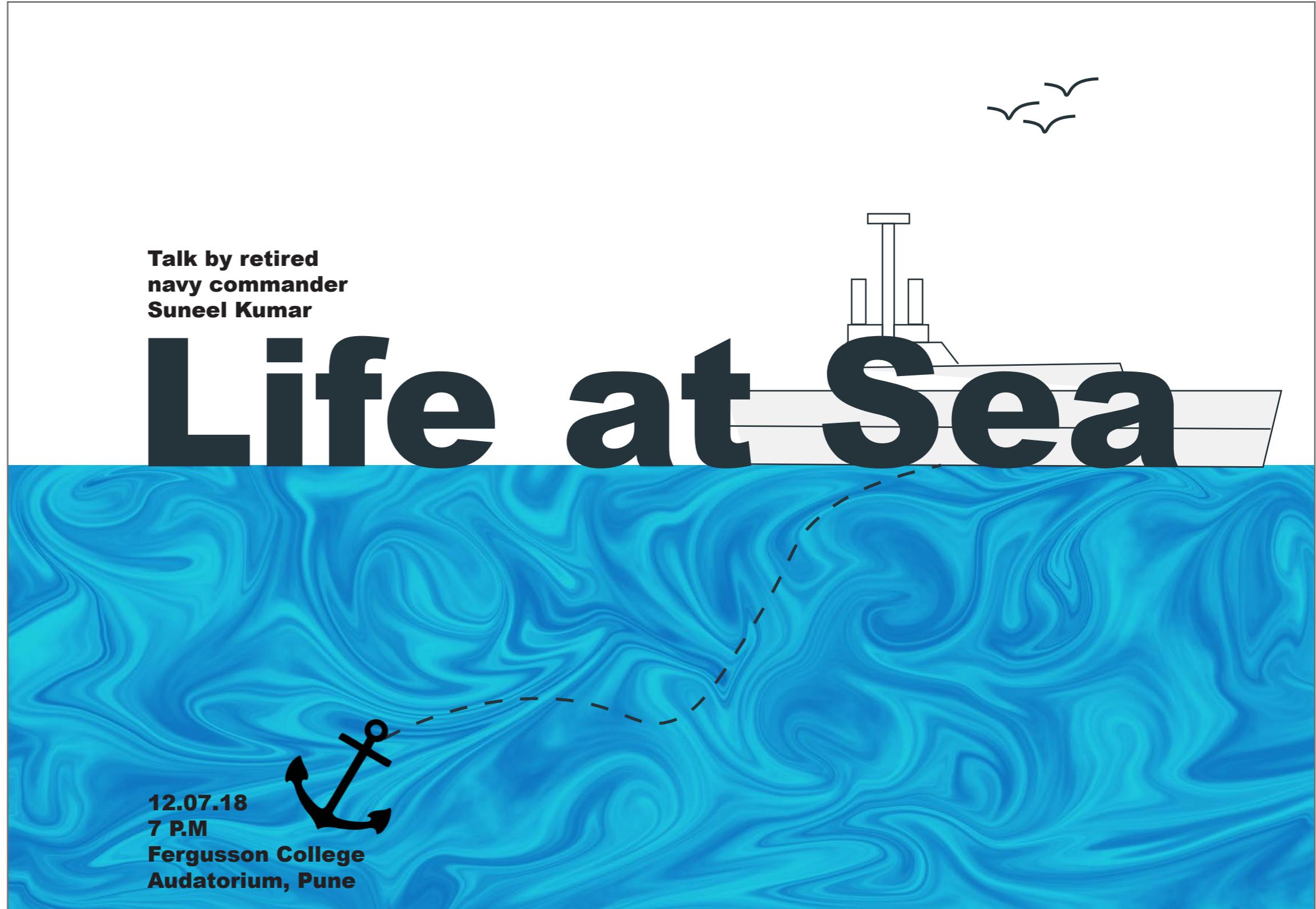
Fundraising  
campaign for bee  
colony collapses



Rose Garden,  
Panchagani  
Bring your  
friends to  
join the cause

Graphic Design

# Poster Design For Public talk



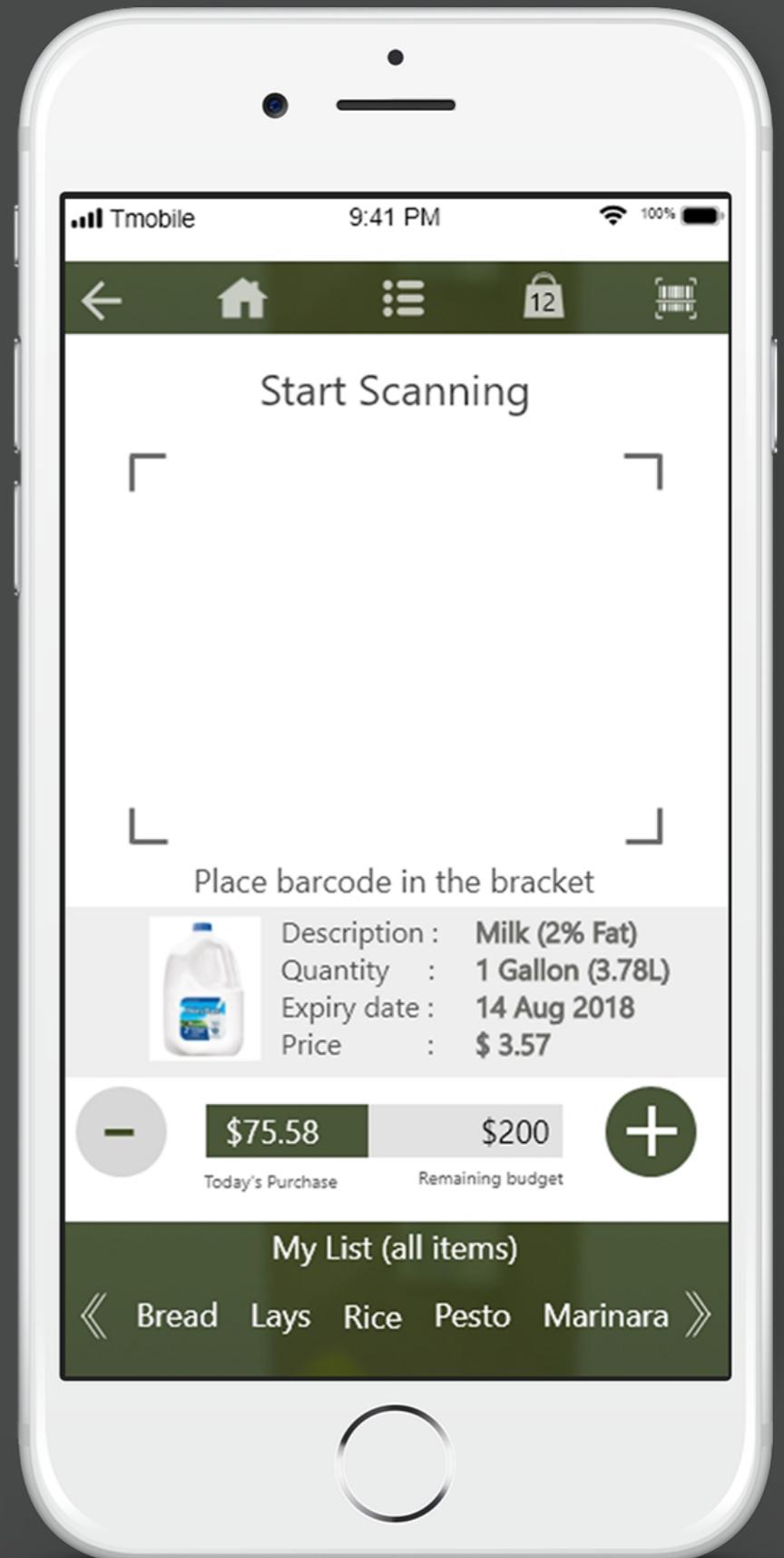
The poster was designed for talk series organised by the speaker at community college. I tried to convey topic of lecture through this poster.

**Supports small scale business.**  
**Provides social gathering space.**  
**Helps to avoid food wastage.**  
**Promotes healthy way of living.**

## Interaction Design

# Checkout The grocery billing app

People prefer shopping groceries in the store. Reasons are varied. The app is self checkout facility in your pocket, designed to help customers to make payment and check out quickly in the stores lacking sufficient staff and self-checkout counters. This app will also help small scale businesses to stands in competitions with huge grocery chains.



# Design Process

## Journey maps and Interviews

Stakeholders	John(15 yrs) Customer 	Philip(65 yrs) Customer 	Lynda Cashier 	Samantha Manager 	Aditya (28yrs) Customer 	Mary (54yrs) Customer 	Kate (22yrs) Customer 	Williams (34yrs) Staff 	Joseph (32yrs) Security gaurd 	Kiara (29yrs) Customer 
Emotional Experience	 Reliable but expensive 	Long queue-for checkout	Need to work all the time	Customers ruins arrangements	Availability of exotic items	Unable to read price tags	Time consuming activity	Misplaced products by customers	Less parking in peak hour	Love talking to people in store

## The challenges

 Time consuming activity  
The activity takes time due to long checkout lines, missing tags, misplaced products.

 Transport problem  
Need to use car. Travelling in public transport with groceries is inconvinient.

 Dependability  
Dependancy on grocery stores due to exclusive product availability, and incompetence in using Internet.

 Food wastage  
30 % of purchased groceries get wasted due to expiration.

## Survey results

Type: Local City: Sunnyvale  
35 participants: Customer age: 15- 62 years  
■ Yes ■ No

Are you unable to use online grocery portal?



Do you trust online grocery portal's quality?



Do you spend considerable time in billing line?



Is self-checkout counter available in this store?



Do you shop groceries alone?



Do you have standard grocery list?



Do you pay your grocery bills by cash?



## Opportunity area



List of items with store name



Reminders of items in list whenever you reach the store.



Social gathering & events information.



Awarding reward points for walking or using shared transport to store.



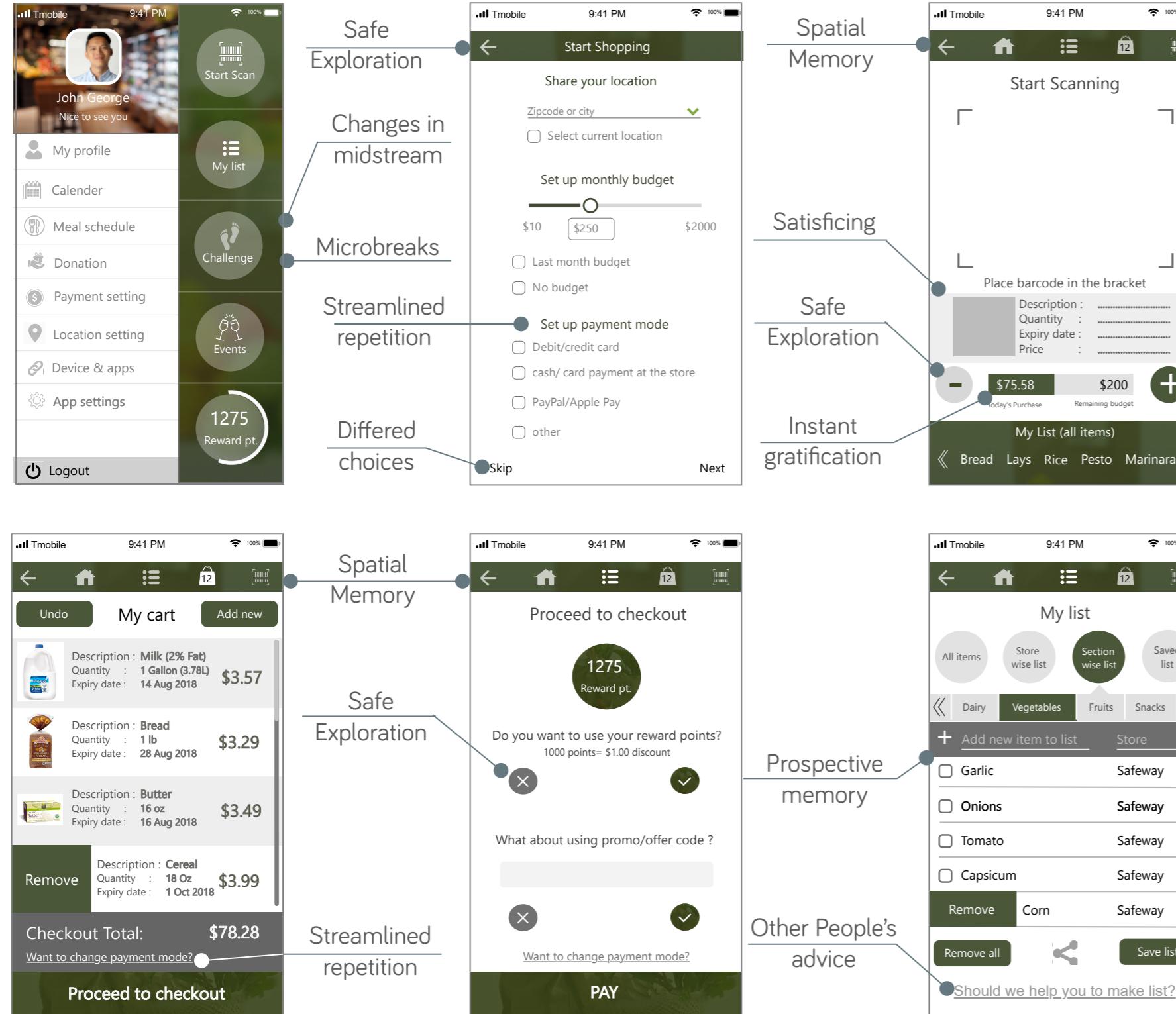
Scan the purchases on mobile to expedite checkouts.



Warnings regarding expiring purchases to reduce food wastage

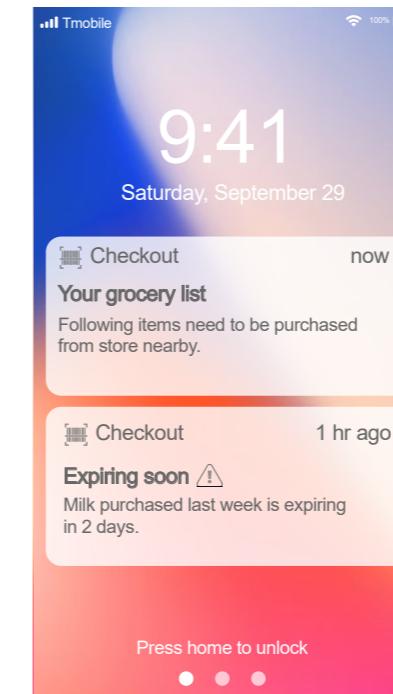
# The solution

Even though individuals are unique, people behave predictably. The cognitive patterns are developed based on research of many years. The cognitive patterns have been used in the keypages of design.



## Aspirations

Convinient shopping  
Environment-friendly  
Improving social interaction  
Reducing food wastage



## Notifications

The app sends alert if the user is near the grocery store. It reminds the user to purchase the grocery item. It also sends notifications about item which expiring in near future, which informs user to use that item or purchase that item.

## Outcomes

Time-saving  
Supporting small stores  
Reduced food wastage  
Promoting charity



## Events

The meal planner will help user to plan their grocery shopping. It also gives opportunity to follow dietitians or other people's diet plan. The user can directly add ingredients to shopping grocery list.

## Meal planner

# Interaction Design

# Web Design

## Bay Area Older Adults Organization

### An attempt to help local non-profit organization

I studied various activities and initiatives of the organization and shortlisted the following as an essential in the overview.

- The organization philosophy & introduction in short.
- Donation request.
- Activities introduction.
- Contact Information.

The content section is broken up into various offering to accomodate as much information in one page with call to action buttons.

Redesigned and implemented in HTML5, CSS and JavaScript.

The screenshot shows the homepage of the Bay Area Older Adults website. At the top right, there is a navigation bar with links for Home, Directory of activities, Events, About us, Visit us, and Donate. Below the navigation is a large banner featuring a group of diverse senior citizens waving and smiling outdoors. To the right of the banner, the text "Welcome to Bay area older Adults" is displayed. On the left side of the banner, the text "One big family" is overlaid. To the right of the banner, a mission statement reads: "Our mission is to stimulate the hearts, bodies and minds of older adults through easy access to arts and culture, nature and new friends. Our vision is to create sustainable communities of adults age 50+ who participate in healthy activities together, socialize and support each other. Click About BAO to listen to an interview with Dr. Anne Ferguson, Founder and Executive Director." A "Read More" link is also present. The overall design is clean and professional, using a green color scheme.

This screenshot shows the "Group Events" section of the website. It features a grid of six green boxes, each representing a different type of event: "Hikes and Picnics" (two people at a picnic), "Cultural Events" (two people at a concert), "Lecture Series" (a person giving a presentation), "Day trips" (two people walking), and "Travel adventures" (a person with a suitcase). Above the grid, the text "Following are the categories of the group events. Browse through all categories. The information offered through the website includes regional outdoor activities, social and educational activities. Rather than having to search through different newspapers, newsletters, magazines and a host of different internet sites, we collect all of this information for you, in one convenient location with all the details you need to venture out with confidence. These features make it easier for you to fill your days with activities and make new friends." is displayed. Below the grid, a quote reads: "Giving is not just about making a donation. It is about making a difference."

This screenshot shows the "BE HELPFUL" section of the website. It includes a "Donate" button, a "Subscribe" button, and a "Your Name" input field. Below these, there is a form for contacting the organization, with fields for "Your Name", "Your email", and "Write your message". A "Send" button is located at the bottom right of the form. The footer of the page contains copyright information and a note: "Footnotes as per requirement of client".

**BAY AREA OLDER ADULTS** | Expand Your world

[Donate](#)

[Join for free](#)

Home | Directory of activities | Events | About us | Visit us | Donate

**Art & History** **Science** **Fitness** **Outdoors** **Food** **Volunteer**

**Directory of events around you**  
Please select an activity of interest to you.

Show all East Bay Peninsula South Bay

**Altarena Playhouse (Alameda)**  
Fee: Senior (62 and older) tickets are \$19 per play.  
Address: High Street between Central Ave. and Santa Clara Ave., 1409 High Street, Alameda, CA 94501.  
Call: (510) 523-1553  
Email: boxoffice@altarena.org

**Amador Theater (Pleasanton)**  
Opening hours: Monday-Friday 10 am to 2 pm.  
Address: 1155 Santa Rita Road, on the Amador Valley High School Campus.  
Call: (925) 931-3444  
Email: caboxoffice@ci.am.vc.us

**Aurora Theatre (Berkeley)**  
Opening hours: Tuesday through Friday from 1pm to 5pm.  
Fee: \$34-\$55 (depends on various factors)  
Address: 2081 Addison St  
Call: 510-843-4823  
Email: boxoffice@auroratheatre.org

**BaySide Performing Arts Center (San Mateo)**  
Disabled access! There are 6 wheelchair spaces and 20 removable seats.  
Address: 2025 Kehoe Ave., San Mateo, CA 94403  
Call: (650) 357-1687  
Email: bayside@theater.smfc12.ca.us

**Belmont Community Players (Belmont)**  
Directions Website

The information offered through the website includes regional outdoor, outdoor, fitness, social and educational activities. Rather than having to search through different newspapers, newsletters, magazines and a host of different internet sites, we collect all of this information for you, in one convenient location with all the details you need to venture out with confidence. These features make it easier for you to fill your days with activities and make new friends.

**NEWSLETTER** **25% OFF** On BIO event **SPECIAL OFFER**

**Membership benefits**

**Become a member**

"We make living by what we get,  
But we make life by what we give."  
-Winston Churchill

[Donate](#)

**Bay area Older adult group**

408.774.0593  
info@bayareaolderadults.org  
Opening hours: Mon-Sat 9 a.m.-7 p.m.  
1111 W. El Camino Real Ste 109-225,  
Sunnyvale, CA 94087-1057.

Copyright reserved at .....  
Footnotes as per requirement of client

**BAY AREA OLDER ADULTS** | Expand Your world

[Donate](#)

[Join for free](#)

Home | Directory of activities | **Events** | About us | Visit us | Donate

## Group Events

Following are the categories of the group events. Browse through all categories. The information offered through the website includes regional outdoor, outdoor, fitness, social and educational activities. Rather than having to search through different newspapers, newsletters, magazines and a host of different internet sites, we collect all of this information for you, in one convenient location with all the details you need to venture out with confidence. These features make it easier for you to fill your days with activities and make new friends.

Hikes and Picnics | Cultural Events | Lecture Series

Day trips | Travel adventures

"We make living by what we get,  
But we make life by what we give."  
-Winston Churchill

[Donate](#)

Don't miss out upcoming events.

**Wildlife Trek**  
Wed, 07 Feb 2018 | Coyote Ridge, San Jose  
Join us for a new hike along Coyote Ridge led by a Santa Clara Valley naturalist. Take advantage of this unique opportunity for private access to the preserve and learn native plants, birds, caterpillars and early flowers. [Read More](#)  
Level of difficulty: Moderate (3 miles)  
Additional Benefits: Picnic lunch and parking is included. To register, please [CLICK HERE](#)

**Wine & Dessert pairing**  
Thurs, 08 Mar 2018 | Sunnyvale CA 94085  
Celebrate the end of winter with a fun and social dessert and wine pairing! Enjoy the cozy ambience of the BAO co-founders home, while indulging your sweet tooth with an assortment of five selections of decadent desserts perfectly paired with select wines to enhance the flavors of both. To register, please [CLICK HERE](#)

**Buddhist Temple Tour**  
Thu, 19 July 2018 | San Jose, CA 95121  
BAO received special permission for an educational lecture and tour of Chua Duc Vien Temple, the only Buddhist temple run entirely by women (nuns) in Northern California. The lecture will be translated from Vietnamese to English, and there will be time for your questions. Space is limited so reserve your spot now!! [Read More](#)  
To register, please [CLICK HERE](#)

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**BAY AREA OLDER ADULTS** | Expand Your world

[Donate](#)

[Join for free](#)

Home | Directory of activities | Events | About us | Visit us | Donate

## Ways to support BAO

**Cash/Card**  
You can support us financially in three ways. The details are below.

**Donate car**  
You can help us by donating your car to us. It is 100% tax deductable.

**Sponsor**  
Advertise your company through our vast users by sponsoring

**Planned giving**  
Donate to BAO to get tax deduction. Plan your taxes.

Bay Area Older AdultsTM is a tax-exempt charitable organization, qualified under section 501(c)3 of the Internal Revenue Code. All donations and sponsorships are tax-deductible.

We are a passionate, volunteer-driven team who serve Bay Area Older Adults. BAO has less than 1% of management and fundraising expenses, so all of your donations go directly to programs.

## Our grant support

**THE COUNTY OF SANTA CLARA** **OPEN SPACE AUTHORITY SANTA CLARA VALLEY** **MISSION CITY COMMUNITY FUND**

**Santa Clara Valley Water District**

**CITY OF SAN JOSE CAPITOL OF SILICON VALLEY**  
Parks, Recreation and Neighborhood Services

**Lockheed Martin Employee's Foundation**

**HEALTHTrust**

## Our sponsors

**Gold-** upto \$3000  
**Today's Senior magazine** **El Camino Hospital THE HOSPITAL OF SILICON VALLEY** **TOGO'S**

**Silver-** upto \$2000  
**KAIER PERMANENTE in the community** **Pfizer** **CAREMORE it's what we do!**

**Bronze-** upto \$1000  
**BELMONT Village SENIOR LIVING** **First Investors**

**Bronze-** upto \$250  
Cooper-Garrod estate vineyard  
Dishdash restaurant  
Fry's electronics Sunnyvale  
Highball  
HomeDepot  
Safeway  
A slice of Newyork

**Bronze-** upto \$250  
Sprout farmers market  
Starbucks Sunnyvale  
The Tech museum  
The Basil Restaurant  
Trader Joe's Los Altos and Sunnyvale  
YMCA  
Zonotto's family market Sunnyvale

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Copyright reserved at .....  
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# Interaction Design

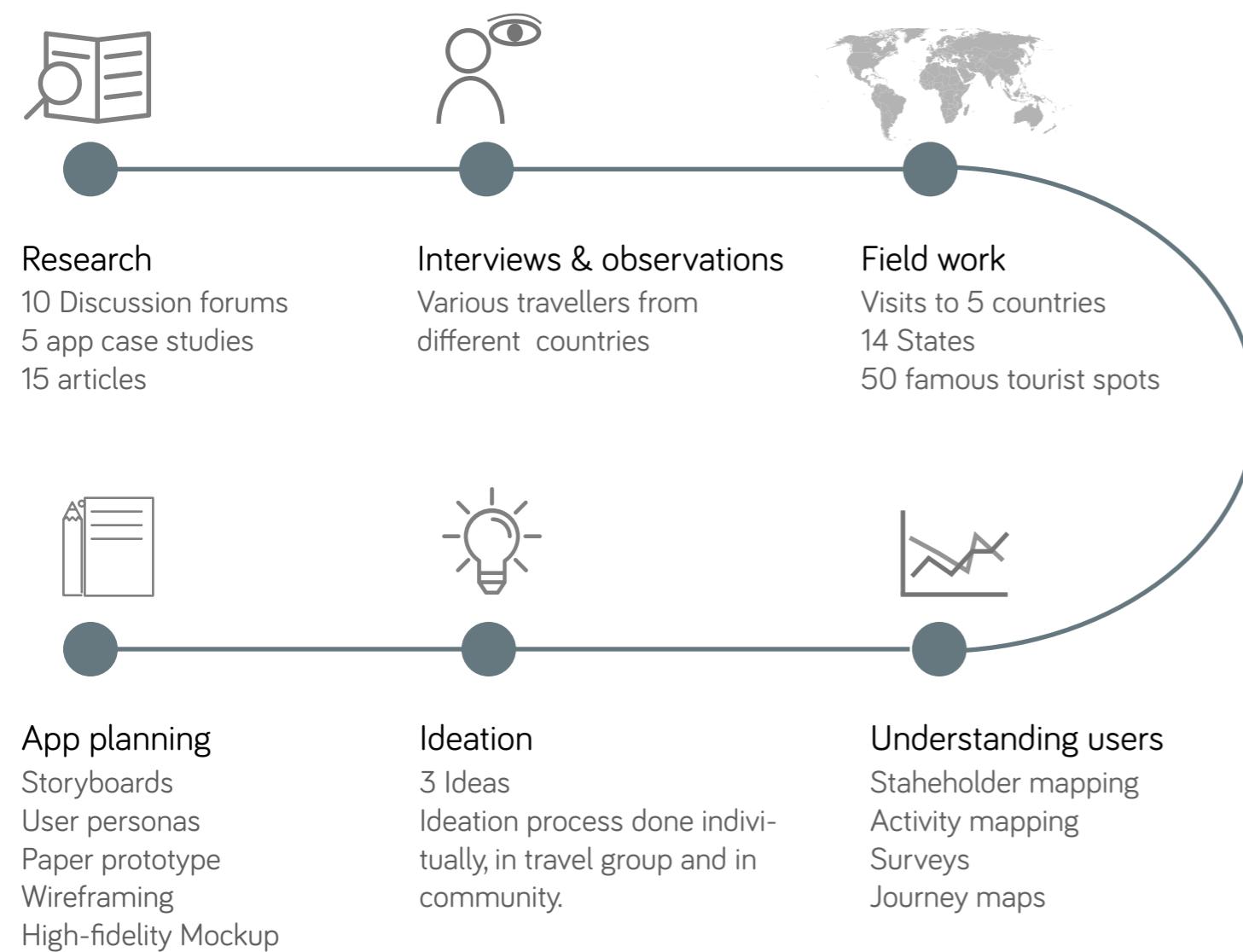
# Wanderlist

## Travel planner app

Travelling for leisure in today's world has its own set of challenges. Modest budgets, no time for planning, language problems and so on. The app will provide custom travel plans considering user's needs and priorities. The various digital form factors were explored.



# Design Process



## Insights

Needs legal advice on travel documents like type of visas, limitations.

Needs cultural & social advices like do's and don't, precautions, safety measures.

Inconvenient tools to replan the trip if any thing goes wrong in preplanned trips.

## The challenges

2 in 5 people cancel on their travel plan because of lack on planning.

50% people have bad experience of self planned iternaries.

42% people paid lot of money to travel agency.

## User needs



Giving users custom plan as per their priorities

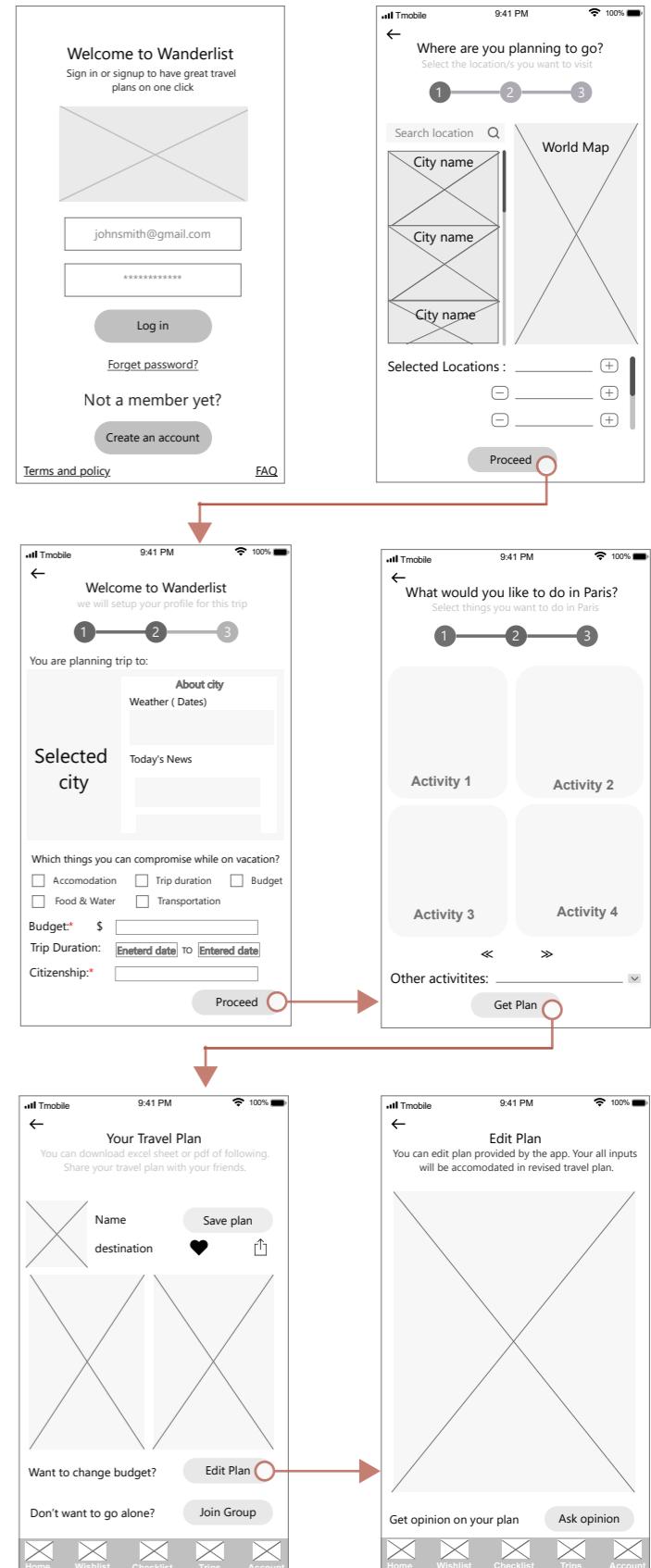


Accomodating their current and future needs



Giving all tools to enhance travel experience at one place

## Wireframes



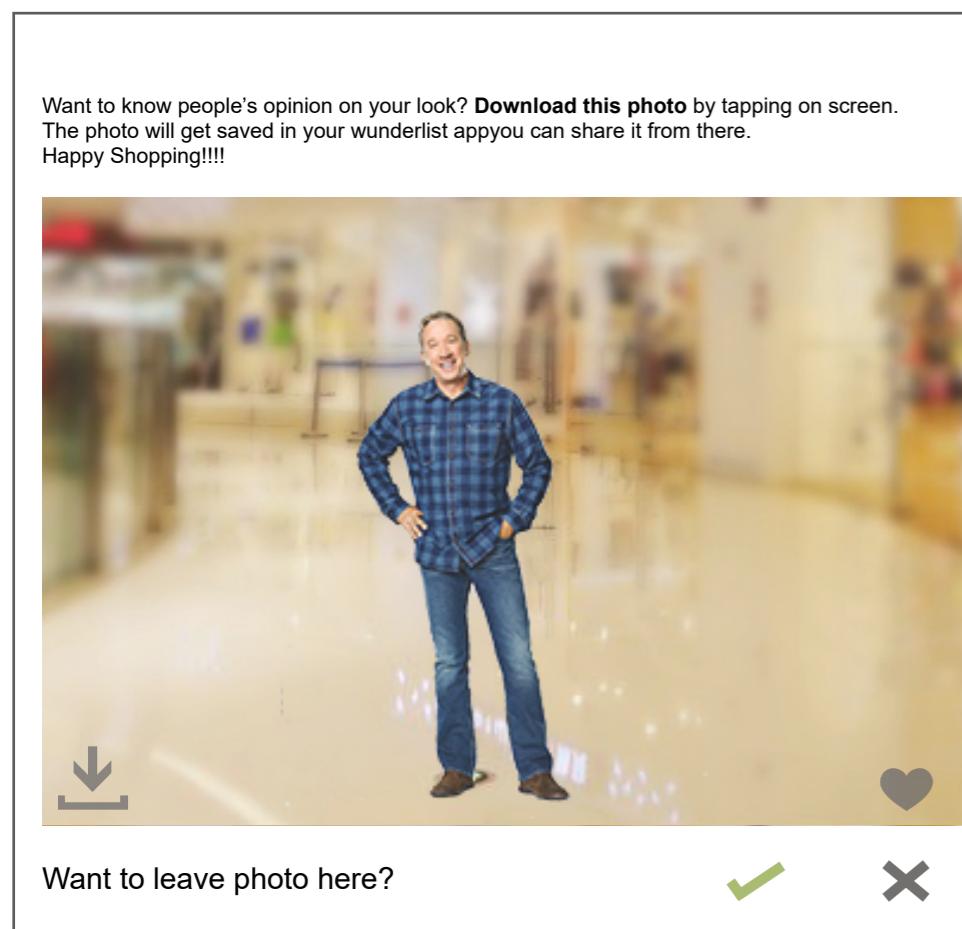
# The Solution

The key pages of app shown below showing how to get custom travel plans in 3 steps. From packing to legal documentation, from flights to accommodation, from pre-travel shopping to post-travel money analysis, everything can be done in app.

## Exploring digital form factors

Each form-factor is better for different types of activities and processes. Here are some key pages of Digital wall showing innovative use of the particular device.

Want to know people's opinion on your look? [Download this photo](#) by tapping on screen. The photo will get saved in your wunderlist app you can share it from there. Happy Shopping!!!!



**Wanderlist**

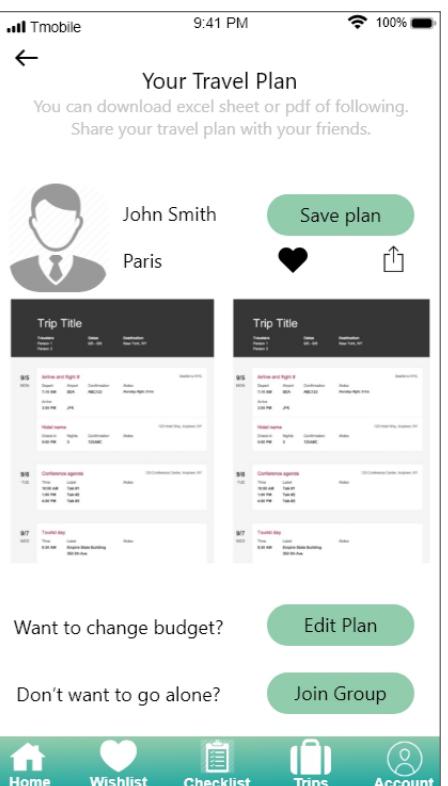
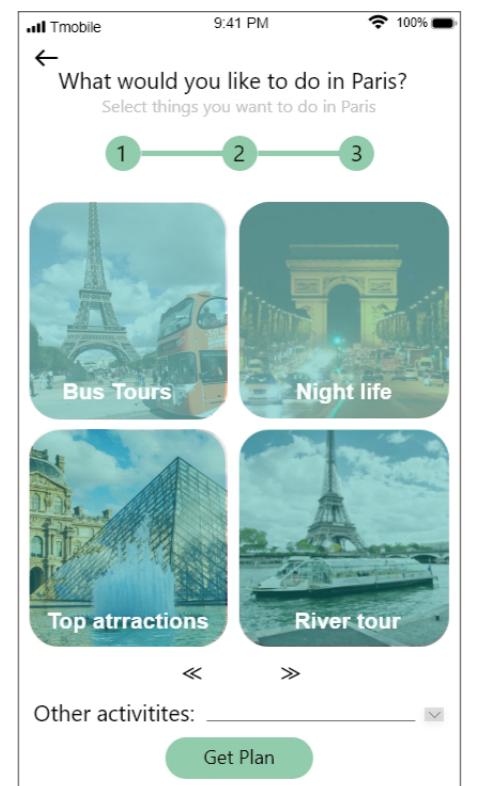
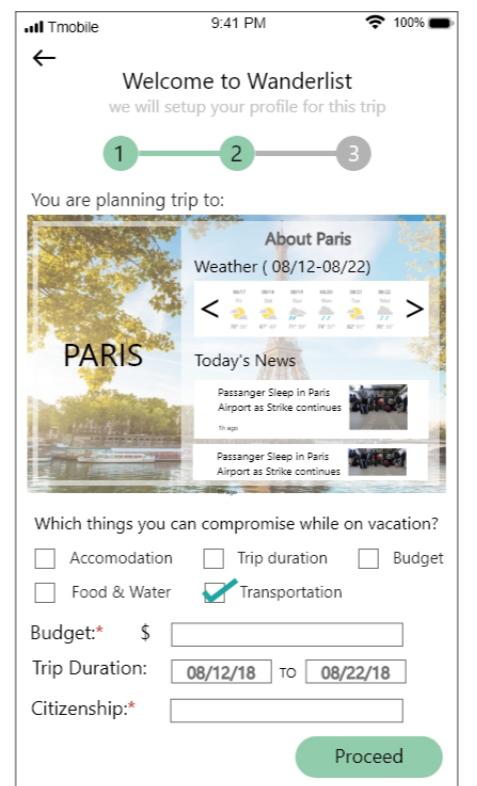
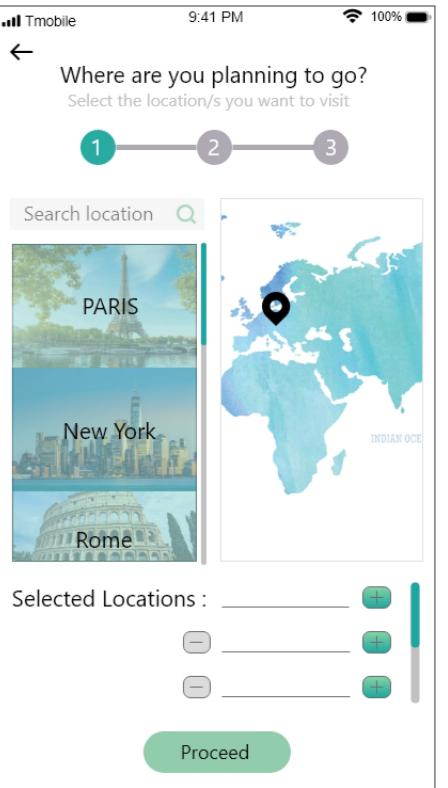
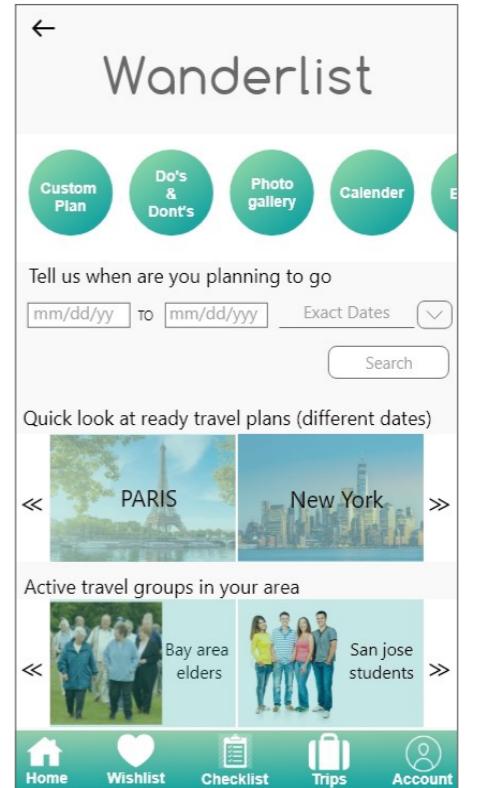
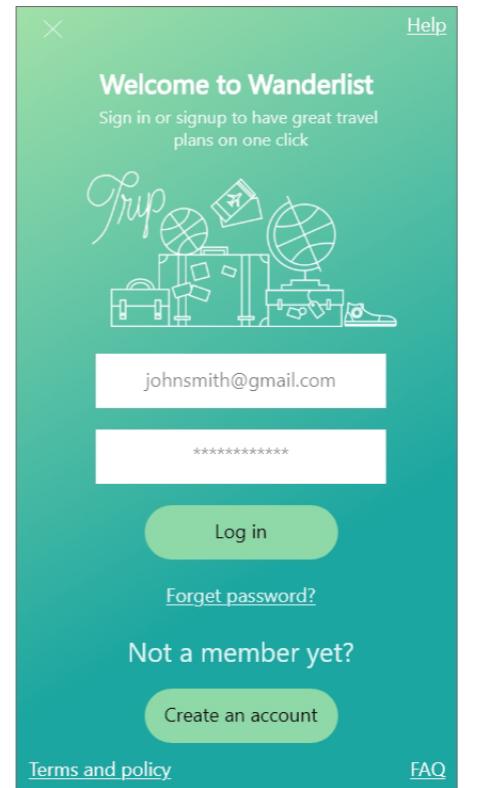
**Want to try out your shopping cart?**

- 1 Install and open wanderlist app on your mobile
- 2 Go to online shopping portal of the website
- 3 Add selected items to the cart
- 4 Connect to digital wall through bluetooth and cast your wanderlist app to wall.

**Markus George**  
Going to Delhi, India

**5** \$20 Medium size shirt  
36 size Denim

## Key pages of the app



## Urban Design

# Connecting green

The project was in collaboration with local NGO's and community partners held in 2014. The design gave interactive platform to introvert settlement and connected small communities in neighbourhood through green (pedestrian and cycle) lanes.

### Characteristics of Green lanes

- Trees which bloom in different seasons are placed alternately.
- This will give colour characteristics to these cycle and pedestrian lanes. Trees are used as obstacles mainly to avoid vehicular entry in green areas.



### Intersection of Green lanes and existing vehicular road.

- Green lanes will intersect existing vehicular road in order to connect to community green area.
- Signals and speed breakers are placed before intersection. Obstacles are introduced on walking lane for safety.



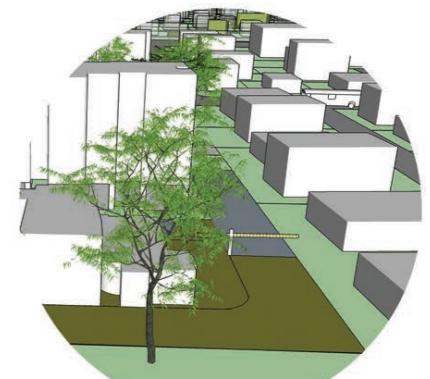
### Nodes in Green lanes

Nodes are created for gathering purpose. e.g. amphitheater, children's play area. Many Indian festivals are celebrated publicly. A lot of open green space is provided around these gathering nodes, which can be used as recreational spaces.

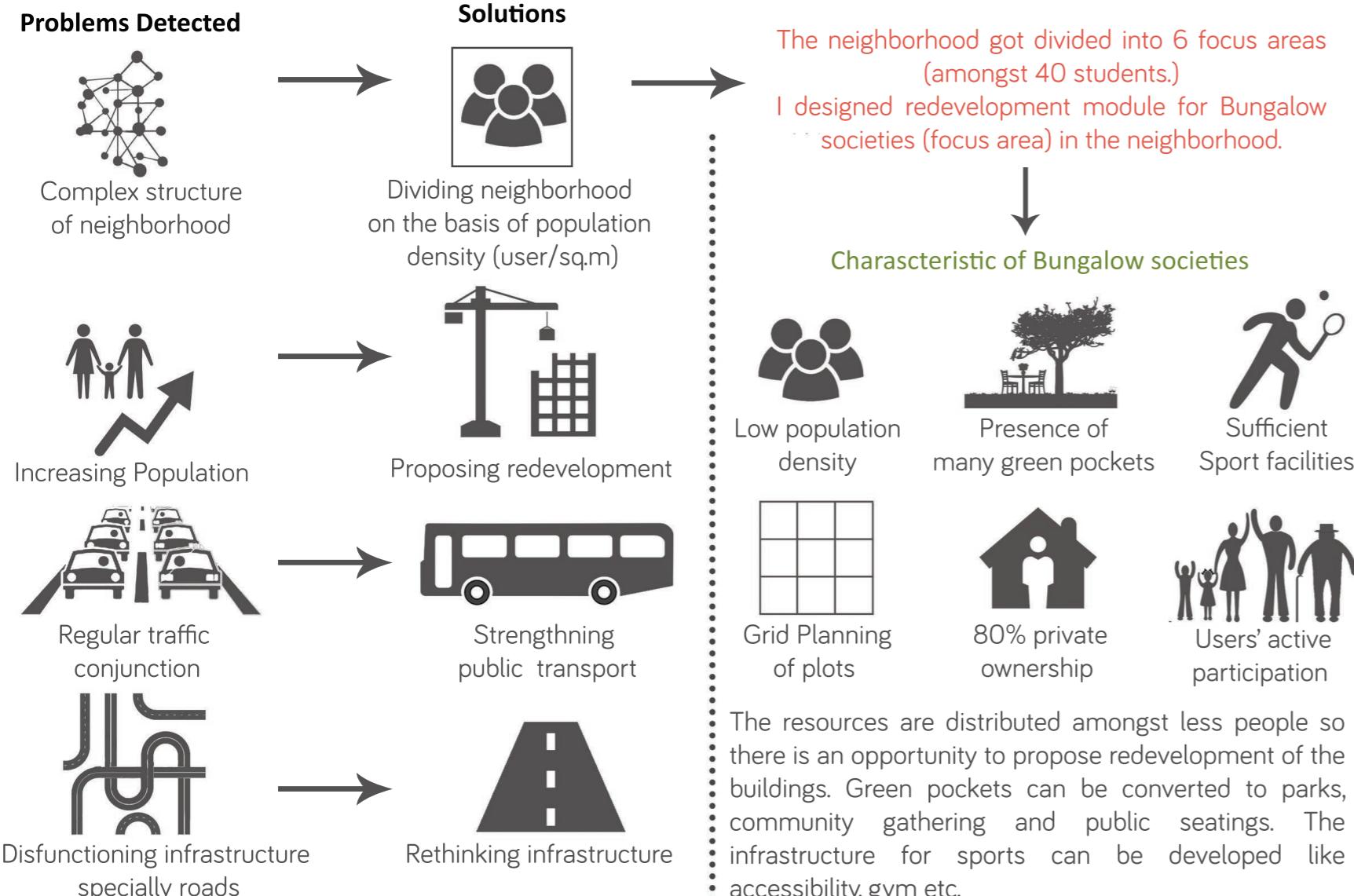


### Fire safety.

Peripheral 6m road for vehicular movement. In the backyard of bungalows, this vehicular movement is restricted by gates, which can be opened in case of emergency situation. All cycle and pedestrian lanes are reachable in case of fire or any other emergency.



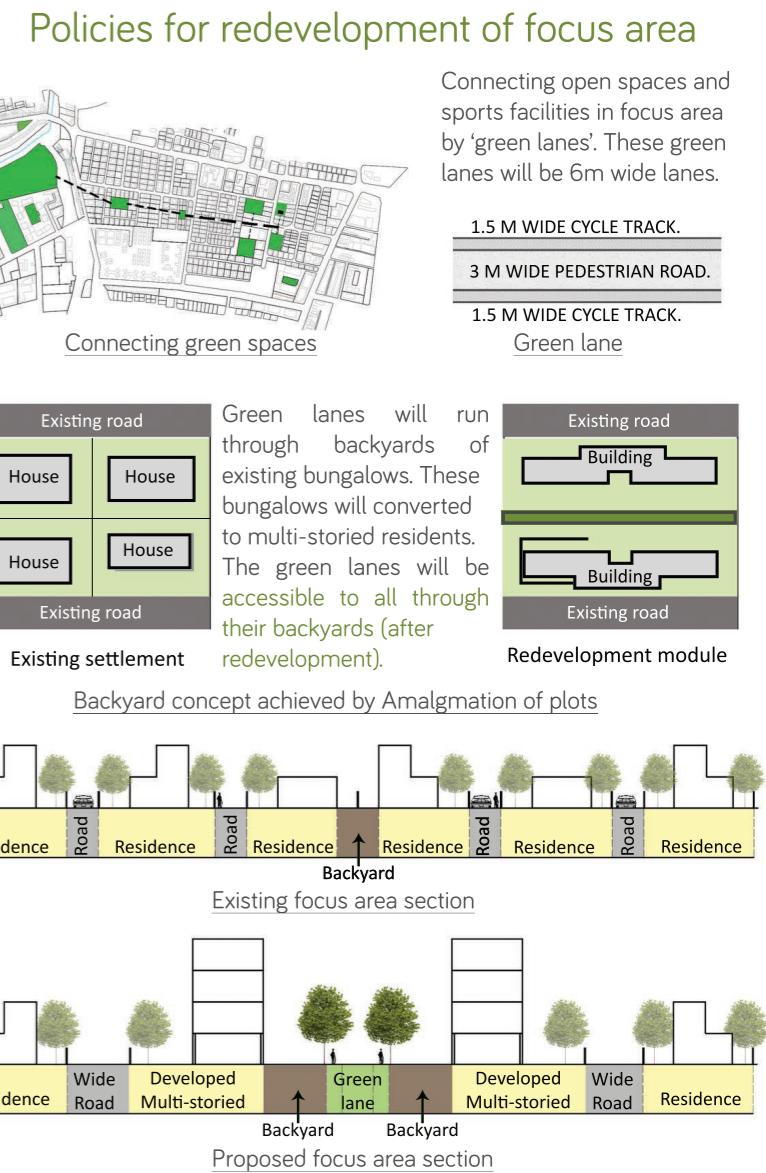
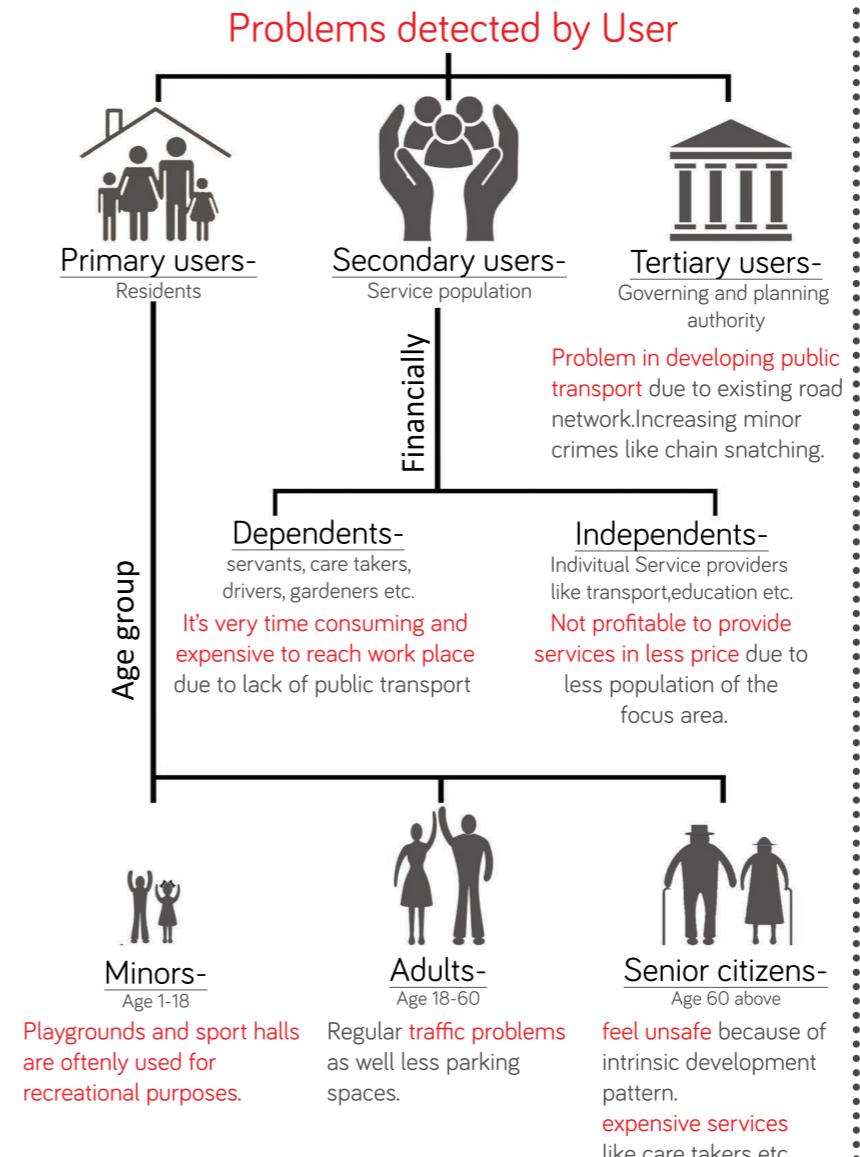
# Problems and Solutions



## Financial aspects of the design

Amalgamation of **81** existing plots  
 Average area of each plot- **356 sq.m**  
 Average built up area of each bungalow- **100 sq.m**  
 Total area under development- **37961.9 sq.m**  
 Total cost of the development - **\$ 20,000,000**  
 The built up area (consumed F.S.I) equal to existing built up area will be allotted to existing plot owners

after development. In addition to that plot owners will receive money for remaining F.S.I.  
 Average built up area of each flat- **120 sq.m**  
 Reimbursement for remaining F.S.I- **236 sq.m= Approx. \$ 75000**  
 Salable flats after allotment of flats to existing plot owners- **93**  
 Average built up area of salable flat- **120 sq.m**  
 The rate per sq.ft of salable flat - **\$ 155/sqft**



# Design Module

The neighbourhood had many green pockets which were extended and converted to gathering spaces which were cultural need of the community. These green spaces are connected by green (pedestrian and cycle) lanes. These lanes converge into one big central open land. Each lane has unique landscape characteristics. The facilities like temple, sports complex and commercial areas developed along the green lanes.



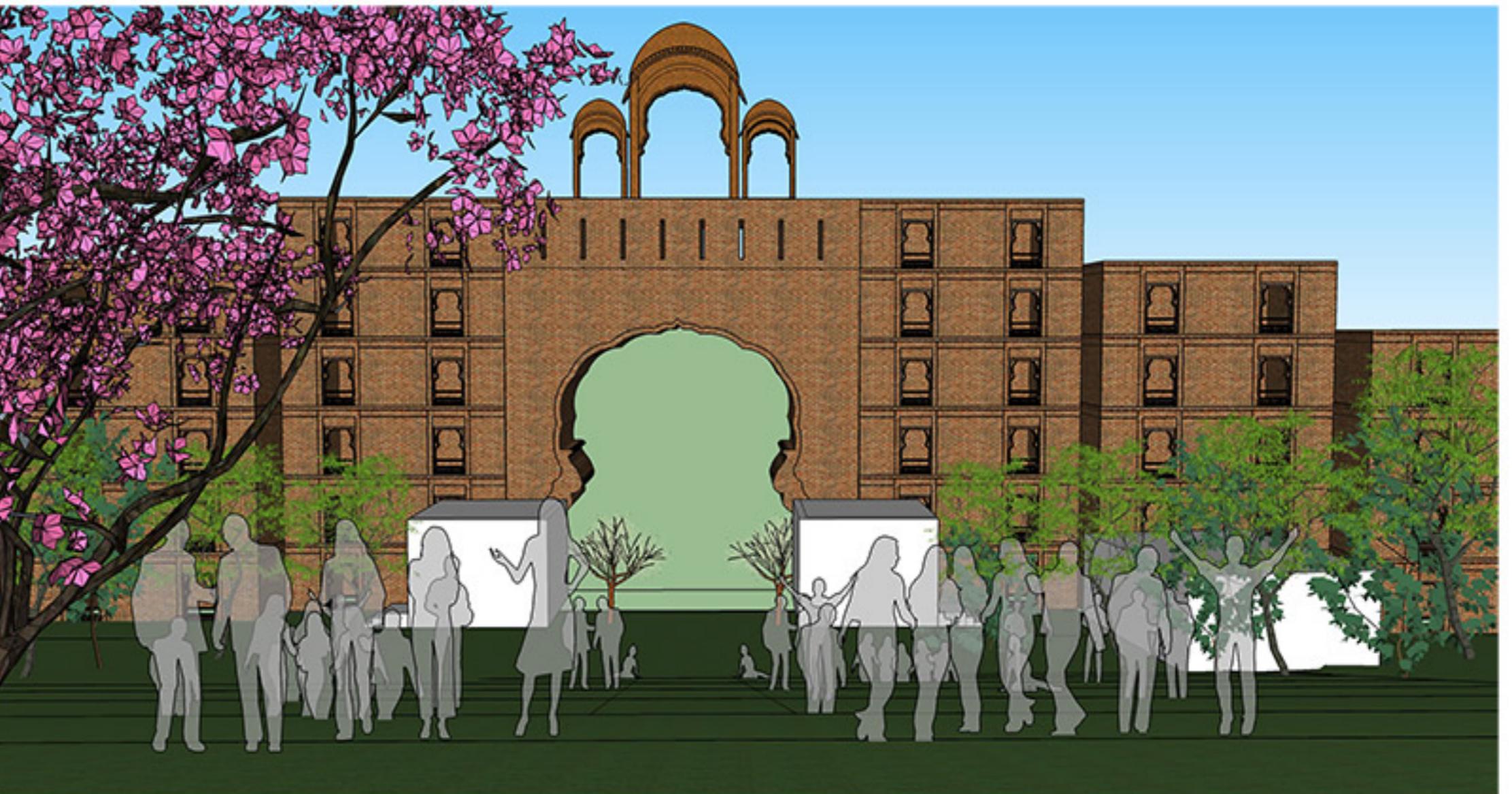
Architecture Thesis

# Virasat

Learning center for rare  
Music instrument

**Designed to  
preserve dying  
music heritage.**

Many Indian musical instruments are on the verge of extinction because of ignorance & lack of knowledge. These instruments can be preserved by learning to play them, not by only exhibiting them.



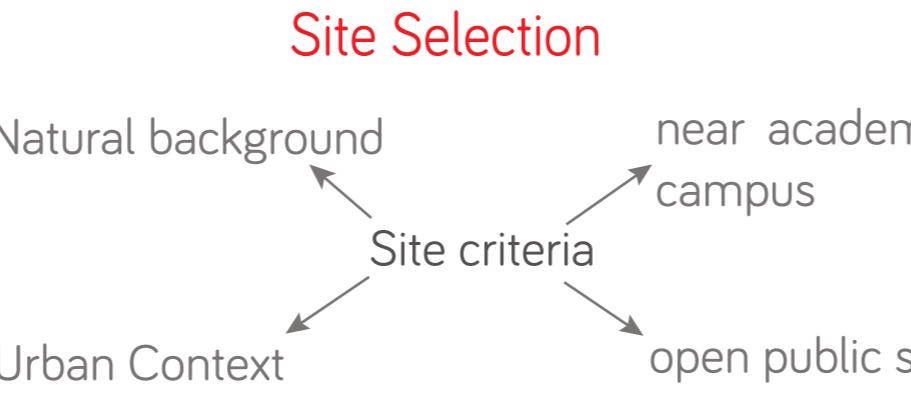
# Site and context study

## Objective of the learning

- Relate the whole problem
- Address the whole problem
- Provoke visitors to visit again
- Encouraging community participation
- Changing economy of artists
- Revival of dying cultural heritage
- Experiencing or being part of what we have/belong to

## Zoning in learning center

- Public  
To encourage community participation
- Residential  
To experience what we have/belong to
- Commercial  
To change economy of artists
- Academic  
To revive dying cultural heritage



Site is chosen because it has developed good infrastructure for educational campus like good public transport facility, food joints, paying guest facilities etc.

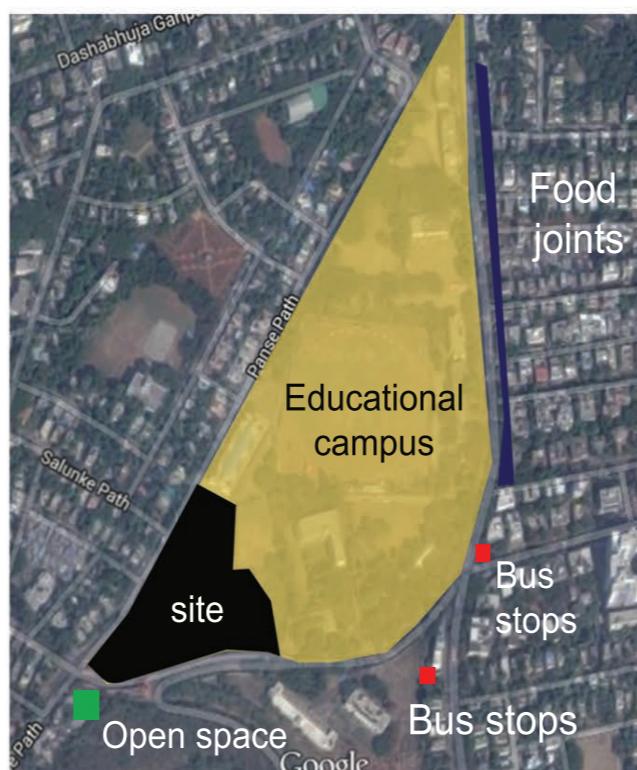
**Owner-** Shri Shivaji Maratha Society.  
( government has given land to society on 99 years lease contract).

**Land-use -** Institutional

**Soil-** Black cotton soil

**Climate-** Moderate climate

The climate is mostly clear and sub-tropical.



Max. temperature (during summer)- 41 degree Celsius  
Min . temperature (during winter)- 5-6 degree Celsius  
Rainfall- 62.5 cm

Urban context

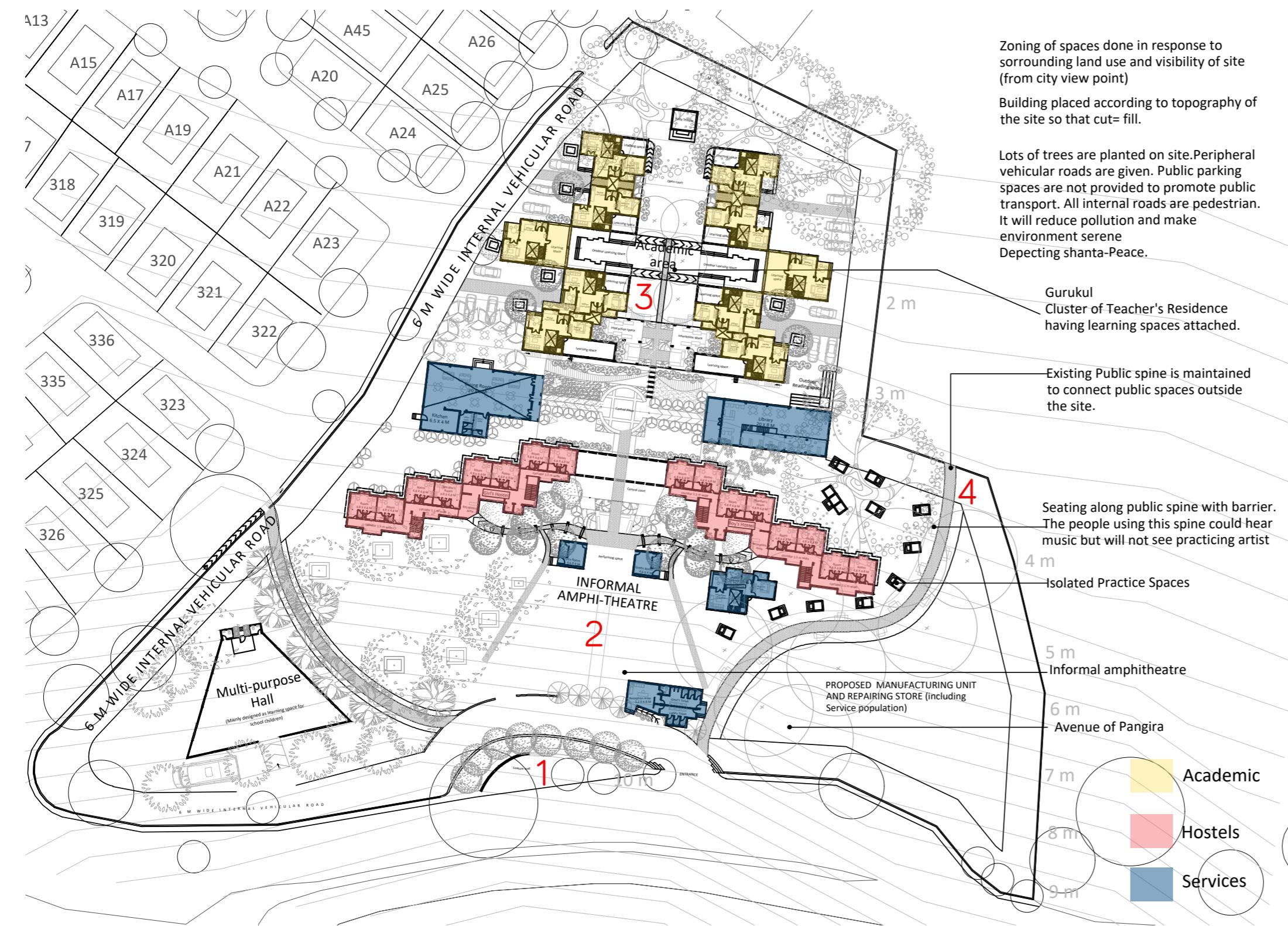
Natural background

Near public open space

Near academic campus



# Final design and concept



Indian Music has ancient history and it is one of the ageless form of an art. Indian Music is based on Raga System. These Ragas are directly connected to human emotions. In my design I attempted to create such experience in which one will experience these nine basic human emotions.



## Beauty

One will admire Beauty of ornamentation of the buildings in learning center.



## Serene-peace

The learning center have serene nature due to - adjacent Taljai hill and designed landscape.



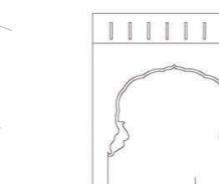
## Joy-Happiness

Place of entertainments will give happiness to a person.



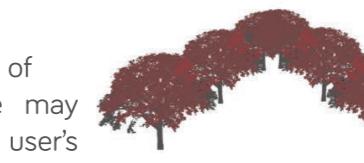
## Lonely-Sad

The learning center have isolated practice spaces which may create lonely emotion.



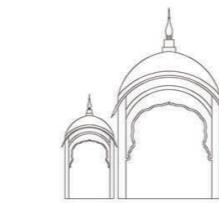
## Fear

The huge scale of design feature may create fear in user's mind.



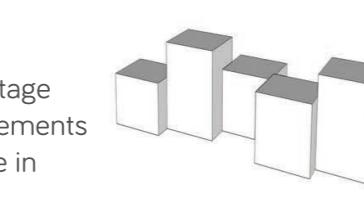
## Anger

The avenue of trees, which blooms with red color. It will depict anger.



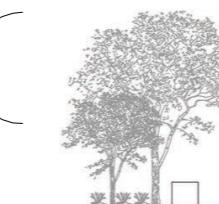
## Pride-courage

The use of heritage architectural elements will create pride in user's mind.



## Disgust

The closely placed heavy building masses just next to ornamented building depicts disgust.



## Wonder- amusement

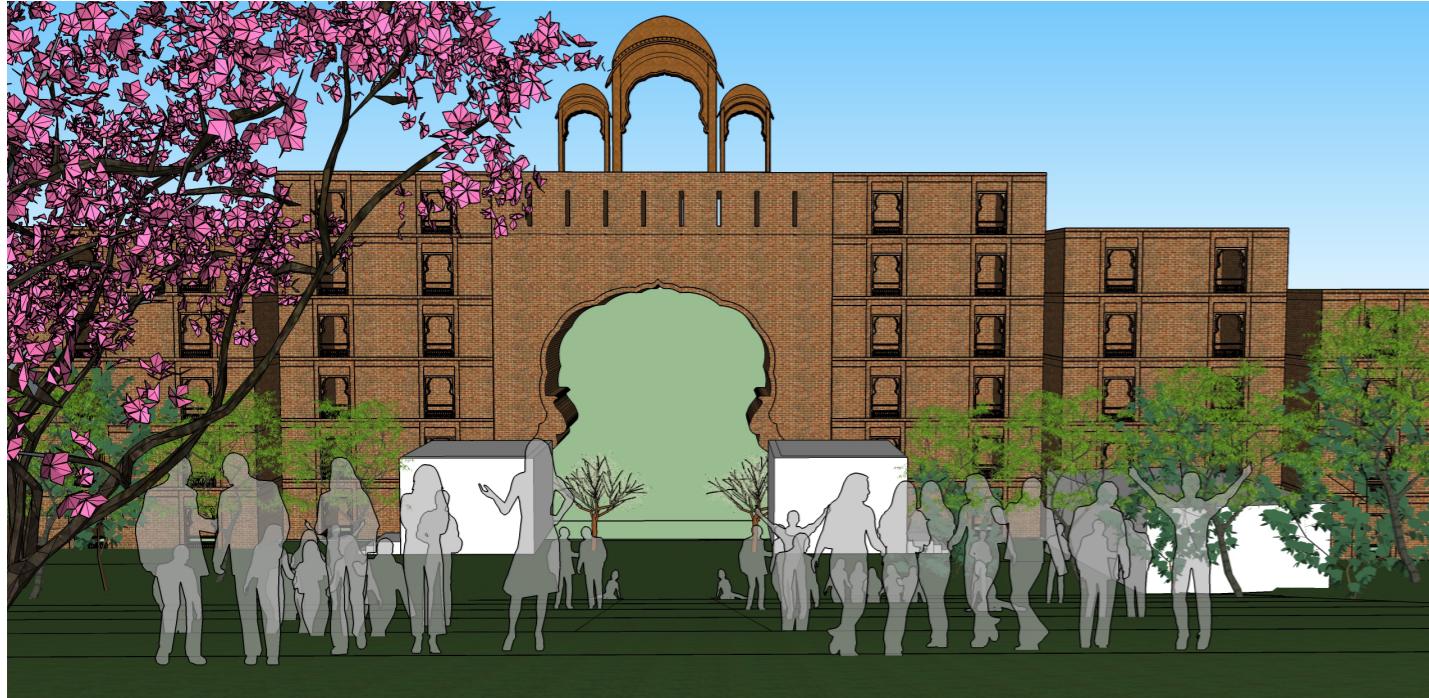
The music practice spaces with visual barrier are placed along the pedestrian walkways. The users will hear music while roaming in learning center which will amuse them. As well dramatic backdrop of amphitheatre will also create wonder in one's mind.

# Glimpses



1

The road side footpath is extended in the site to give curvilinear feature wall and to encourage visitors to seat there and spend some time. This will promote learning center.



2

This view showing dramatic backdrop to amphitheatre stage, which is gateway to academic block. A person can see academic blocks through the huge arch. The arch will act as window to our heritage.



3

The learning spaces next to teacher's residence with a lot of interactive space which will create interaction between students & artists from different genres.



4

The existing public trail on site is maintained in order to connect surrounding community with the center. The public trail will separate manufacturing and repairing unit from main learning