

nishita surin

portfolio of selected works

Graphic Designer

Kidulthood

Nature of work- Print/Publication/Event collateral

Brief- Adolescence is a time of emotional as well as physical changes for a growing individual. Explore possibilities to make the transition easier and decide the best possible route.

Client- Comet Media Foundation

LOGO

Kidulthood

ILLUSTRATIONS & T-SHIRTS



Pink booties

blue booties

Ever notice how right from when you were born, gender played an important role in shaping you into an adult? From 'pink for girls and blue for boys' to train compartments for ladies only. But what exactly does 'gender' mean? Well, we're about to find out in this chapter, or come close at least.

From when we were kids, we are constantly bombarded with social images of what a man or a woman should be. In our interactions with people at home, in school, on the playground, in movies, in magazines and on television.

Daily social interactions make us aware of which side we belong to.

People tell you not to cry like a girl or not to be boisterous and outgoing like a boy. To illustrate a little further, have you ever asked kindergarten children, how they know whether a newborn child in their family is a girl or a boy? Usually, the answer is "a boy cries loudly", "boys wear blue and girls wear pink", "girls have thicker hair", "boy babies are bigger" or "mother told me so".

It is amazing to know that contrary to popular belief, the awareness of the sexual differences in children is very rarely found to be with reference to their sex organ.

What is gender identity?

Gender identity is the individual's innermost concept of self as 'male' or 'female' - what we perceive and call ourselves. Individuals develop this generally between the ages of 18 months and 2 years. This is not contingent upon biological sex. However, most people do develop a (core) sex identity aligning with their biological sex.

For some, there could be a contradiction between biology and self-image. In such cases, a male sees himself as female, or a female thinks of herself as male. Gender identity is distinct from gender roles. Gender roles are the set of socially defined roles and behaviours assigned to females and males. Gender identity, on the other hand, is one's conviction of being male or female.

'Battle of evermore'

If the world was split in half using gender as the great divider, all males would be seen as being similar to each other, and the same can be said for the females too.

The two categories of 'male' and 'female' would be seen as very different from each other. This is what gives birth to gender stereotypes in society although in real life, the characteristics of women and men overlap. Notably, such stereotyping often creates a gap.

Exercise regularly and not too vigorously in a relaxed atmosphere. Sporadic, highly intense exercises or crash dieting will have an adverse effect on the body, and you may end up gaining weight at the end of it. A well-toned body makes you look attractive and increases your confidence, besides the benefits of feeling healthy and energetic.

When choosing your clothes, find out what suits you and makes you feel comfortable. You may be attracted to an outfit worn by the winner of a particular beauty pageant or a film star, but that may not necessarily look nice on you. Tight fits vs. baggies, natural fibers vs. synthetics - you need to find out what makes you feel good and accordingly, build your wardrobe.

It is important to know which colours suit you. You could choose colours according to your mood.

Bright colours send out the message of happiness and joy, while earth tones may denote a matter-of-fact attitude or sometimes a subdued state of mind. Feel free to wear colours according to the impression you wish to create, or the mood you are in.



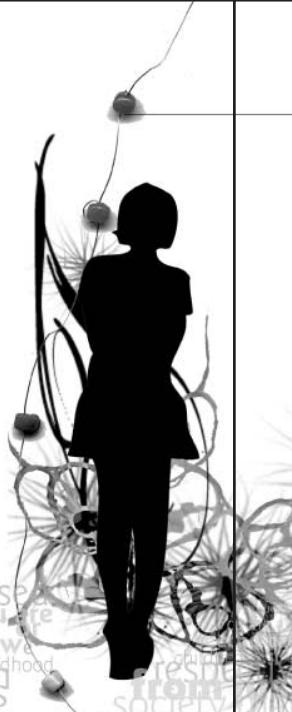
123

- what if there IS confusion?

Your own inner knowledge of what you really want to become is your best guide to your adult identity. It often helps, in times of confusion, to talk to friends. The only limitation is that peer groups can swing from being supportive to becoming a source of anxiety.

Your friends being inexperienced, could end up reinforcing certain stereotypes. They may make you feel that if you behave in a certain way, you will never find love and companionship or worse yet, be treated as a freak.

Through all this, you need to keep in touch with your own emotions, instincts and desires, so that whatever you do – or don't do – will be whatever feels right for you as an individual. Remember, do not ever feel pressurised to do things that you do not want to do.



Dealing with parents' expectations can be difficult especially if you want to adopt a lifestyle and sexual orientation different from what they expect. However, fighting will only lead to further dissatisfaction. A calm talk with them is a better idea and be prepared for many sessions. You could also involve someone you and your parents share a good rapport with in such discussions.

Sometimes it seems as if it is best to keep to the expected track, but if you find that you have to force yourself to fit in, it becomes a problem. If trying to be someone you are not is making you miserable, then it's better to opt for happiness, to do what you really want to do and to persuade others to accept your decision.

12

those who deviate from imposed gender roles concerning sexuality. You are always behaving in either masculine or feminine ways without a second thought. We are groomed into our respective gender roles since childhood. The result is you express yourself freely and again without a second thought in either masculine or feminine ways without a second thought. We are groomed into our respective gender roles since childhood. You disrupt your gender roles. Problems pop up about everywhere. As explained earlier, society has imposed gender stereotypes on us. It has been ingrained in us since childhood. Society has imposed gender stereotypes on us. It has been ingrained in us since childhood.



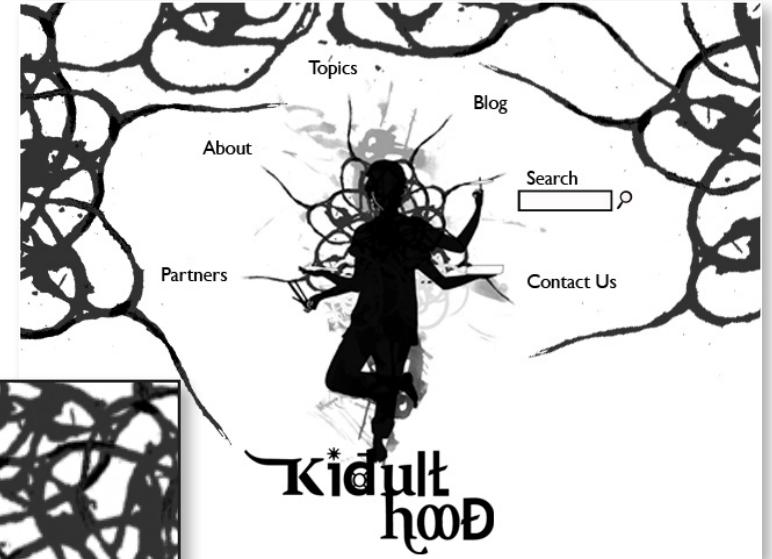
Kidulthood

Home About Partners Blog Topics Search Contact us

The Physical Changes The Emotional Changes Identity Sexuality Health Education

Primary and secondary sex characteristics.
 During childhood, growth is slow and steady; while in adolescence, change is rapid and dramatic. Rapid physical growth is coupled with the development of subtler faculties of emotion and reason, and we begin to understand our capabilities, physically, emotionally, intellectually and socially. That is why in many cultures, this phase is referred to as the 'coming of age'.
 The beginning of adolescence is called puberty. For some it may start early—around nine or ten years, and for others, it may start late—around fifteen or sixteen. During this time, the average young person grows in height and gains weight, although all parts of the body do not grow and develop at the same time or rate. The effects of these changes are felt most during puberty between eleven to fifteen years often making us feel awkward and gawky. In comparison, by late adolescence (between fifteen to nineteen years), individuals adjust to physical change, developing new capacities of envisioning the future.

Link to Kidulthood | Terms of Use | Privacy Statement | Parents and Professionals



Coffee@ Nokia

Nature of work- Logo Design/ Emailers

Brief- Coffee at Nokia was a informal forum initiated on a monthly basis where top business leaders from the industry would be invited to share their views.

Client- Nokia

LOGO EXPLOARATIONS





Underdog Sports Solutions

Nature of work- Website

Brief- Underdog Sports Solutions needed their home page designed showing the various services they offer.

Client- Underdog

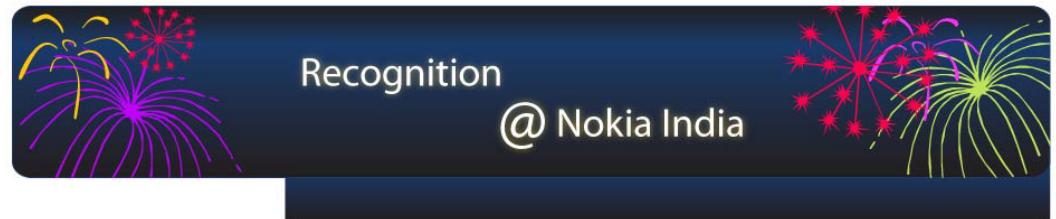


Recognition @ Nokia India

Nature of work- Website

Brief- Nokia needed web banners designed for their Rewards and Recognition portal. Each banner needed to reflect what the heading stood for.

Client- Nokia



ATREE website

Nature of work- Website

Brief- ATREE wanted some feedback on their current website. A suggested color palette and placement of various elements were some of the details that were there.

Client- ATREE

The screenshot shows the ATREE website with numerous annotations in red and black text, pointing to specific elements and suggesting changes. The annotations cover the header, menu bar, content sections, and footer.

- Header:**
 - Logo should fit within this box.
 - Shorten upper tab to match length.
- Menu Bar:**
 - Make sure Research text and Mission statement text are aligned.
 - Mission statement comes here. Right align text (do not force justify), keep font and font size same.
 - Menu tab to be made longer to match alignment. Shift orange icons to menu tab.
 - Distribute menu items across the bar. By doing so the readers eye moves across the entire length and make the information easier to read, as well as draw attention to the rest of the items.
- Content Sections:**
 - ATREE promotes socially... (Keep search bar here. Same inner design, but remove rounded edges from box.)
 - Role of Fire (treat text box more like example indicated. Add in green triangle (should be aligned to the edge of green box above). Decrease line spacing in the body text. "Read More" to be in bold, italicized green font. Text as has been written should ideally be forced justified, but kerning adjusted so that white gaps do not occur prominently)
 - Ecosystems and Diversity, Wetlands and Conversion, Invasiveness and Restoration (Keep info bar here. Have suggested design for the same. Change font color (possibly to black) on roll over)
 - Biodiversity tab here. Do not make the edges of the box rounded.
 - Khusbhoo memorial tab here. Do not make the edges of the box rounded.
 - Eastern Himalayas (Keep search bar here. Same inner design, but remove rounded edges from box.)
 - 5th International Canopy Conference (Let canopy conference come here. make by dark green, keep logo same, font color same. Make box with straight edges.)
 - News/ Events tab comes here. In dark green bg
 - Align text of News/ Events with the beginning of the tab as indicated.
 - Role of Fire (Fire, whether natural or anthropogenic, is a widespread anti recurring phenomenon in Indian forests. The Forest Survey of India estimates that as much as half the country's forest area may be affected by fire annually...)
 - Role of Fire (Read More)
 - Search (Search Go)
 - CISED Merger (One of the most significant events of 2009 has been the merger of Centre for Interdisciplinary Studies in Environment and Development with ATREE. CISED 'mission' to promote environmentally sound and socially just development by carrying out research...)
 - Canopy Conference (Kalakad-Mundanthurai Tiger Reserve (We have heard enough in the late eighties of the canopy being the last biological frontier where discoveries of species and processes remain to be unravelled...))
 - News Letter (Newsletter December 2008 View all (Newsletter box can be made slightly smaller in height, however align edge to the rest of the tabs. Retain image size and inner details. (shouldn't "Newsletters" be 1 word?) Click to donate tab comes here. Remove 3d shading from the design. Instead make the "click to donate" letters flash, so that they draw attention. Staff login tab to come here. Retain bottom design as is. Alignment of text can remain the same. Simply change the color as per palette indicated. Shorten length to fit with alignment. Also shorten length of trees background.))

Chowpatty - the foodcourt

Nature of work- Branding/ Retail Design

Brief- Pantaloons Retail was setting up foodcourts in its value formats, i.e. Big Bazaar and Food Bazaar and wanted an identity created as well as implementation of the same.

Client- Futuregroup



Scope of Work

- Supervision in creation of main identity and sub identities for individual kitchens.
- Creating a color theme for the to be used in terms of paint, surface finishes and furniture.
- Creating copy texts to suit the theme of Chowpatty. It was launched as the first Indian foodcourt.
- Choosing appropriate props for the entire space as well as individual kitchens.
- Creating an entire branding on the columns, negative areas, menus to emphasize the 'enjoy great food at a lower cost' concept.
- Co-ordination and implementation of the same.



**To view more of my work please refer to contact details
provided below**

**Blog: <http://nishitasurin.blogspot.com/>
Mail: taz_nishita@yahoo.com
Mobile no: +91 9742260132**