

JAIKAR MARUR  
*a portfolio*

ME by me

Book Illustration

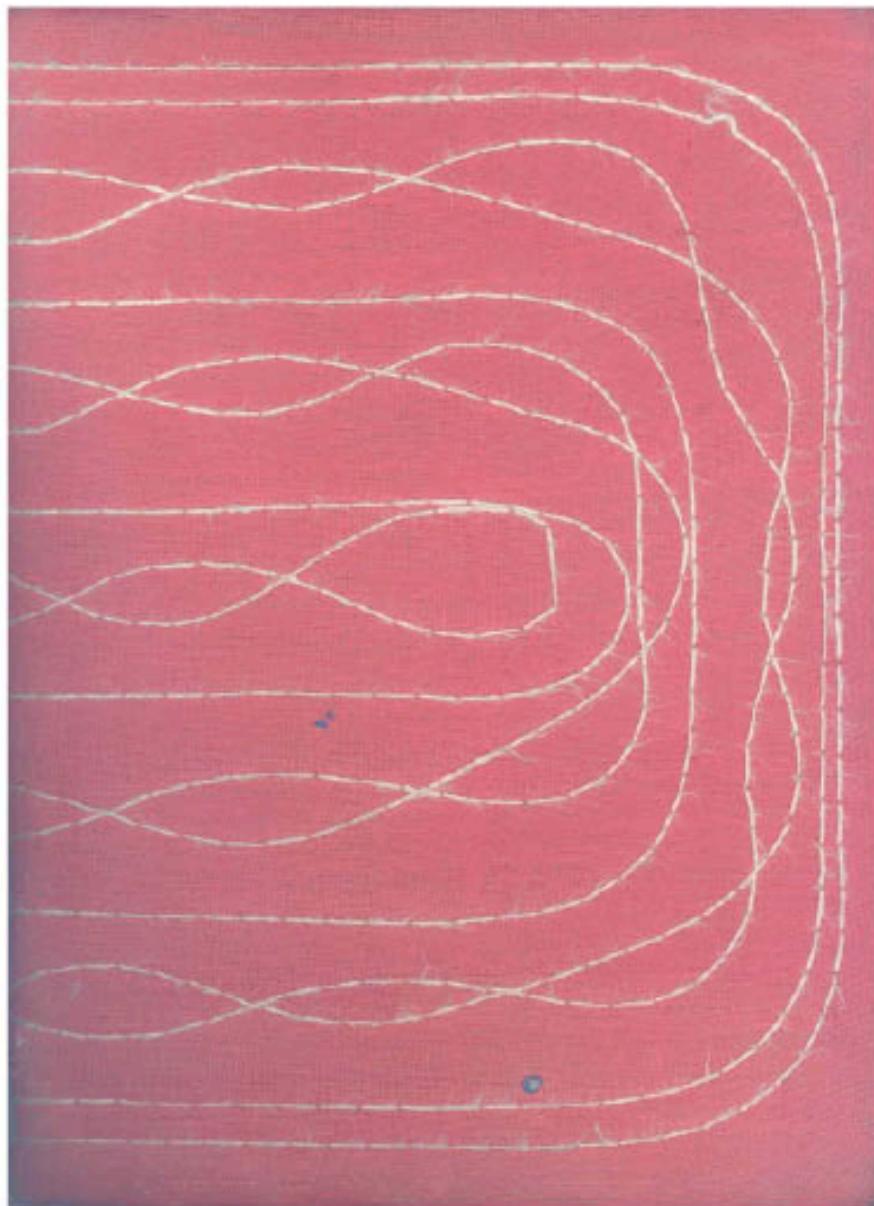
Competitions

Comics and comic book

Other creative work

Drawings and Paintings

Animations



## ME by me

My name is Jaikar marur. My friends call me by other names, some that can't be listed here.

I did a bachelor's degree in mechanical engineering from National Institute of Technology, Surathkal, Karnataka.

Coming from a Tamil Brahmin family, engineering was a default setting.

But early on I fell in love with drawing. My earliest inspirations were Mort Drucker, Al Jaffee, Sergio Aragones, Jack Davis, all the gods from MAD magazine.

From early on I wished to become a syndicated cartoonist with a long running comic strip.

Engineering came in the way and I learnt to build bridges, no matter how hard I tried to resist being educated!

Somewhere along the way I stumbled upon the breathtaking works of Michelangelo Buonarrotti. My love for cartoons shifted and new heroes were put upon the pedestal.

I took up animation in NID largely because I thought animation is drawing. I was promptly proved wrong.

I learnt a whole new field. Many times I went through a huge confusion of whether this is what I want to do for the rest of my life.

After two years of film making and intense learning, we finally hit the final project stage. A time when all the lessons one picks up consciously or subconsciously comes to the fore.

Somehow things simplified and I realised what I truly loved.

I love still images. The process of communicating an entire story in a single image means a lot more to me than telling it over two hours or any other period of time. The audience should decide how long they should sit in front of the story, not the creator is what I believe.

So that's me. I am Jaikar Marur and I am going to draw for the rest of my life.



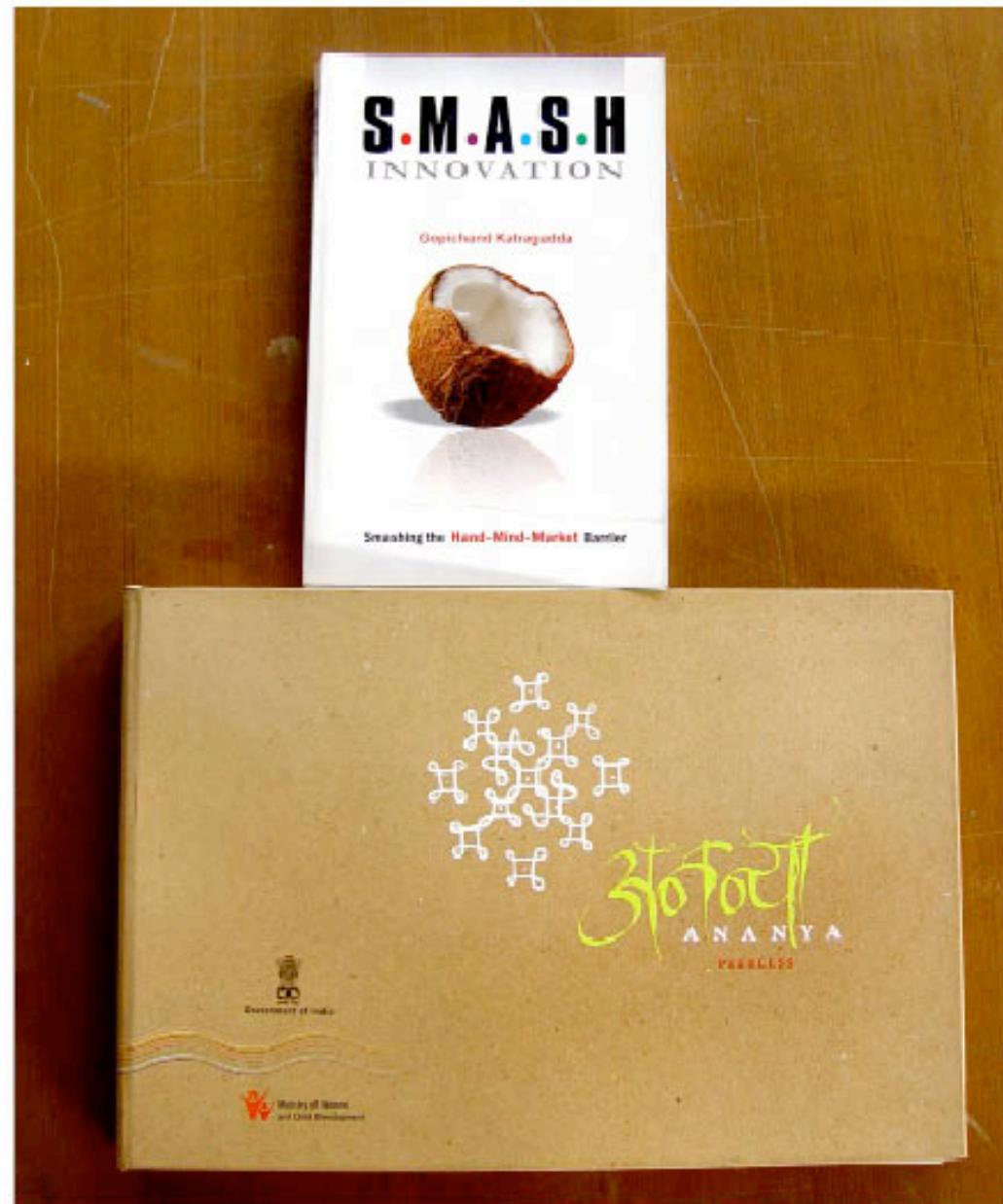
## BOOK ILLUSTRATION

SMASH

Dr. Katragadda Gopichand  
John Wiley publications

ANANYA:

Peerless  
National Institute of Design,  
India  
publication.



## SMASH

Dr. Katragadda Gopichand  
John Wiley publications

The book is about innovation. The author analyses various situations in history when breakthroughs have taken place and tries to find a pattern in it.

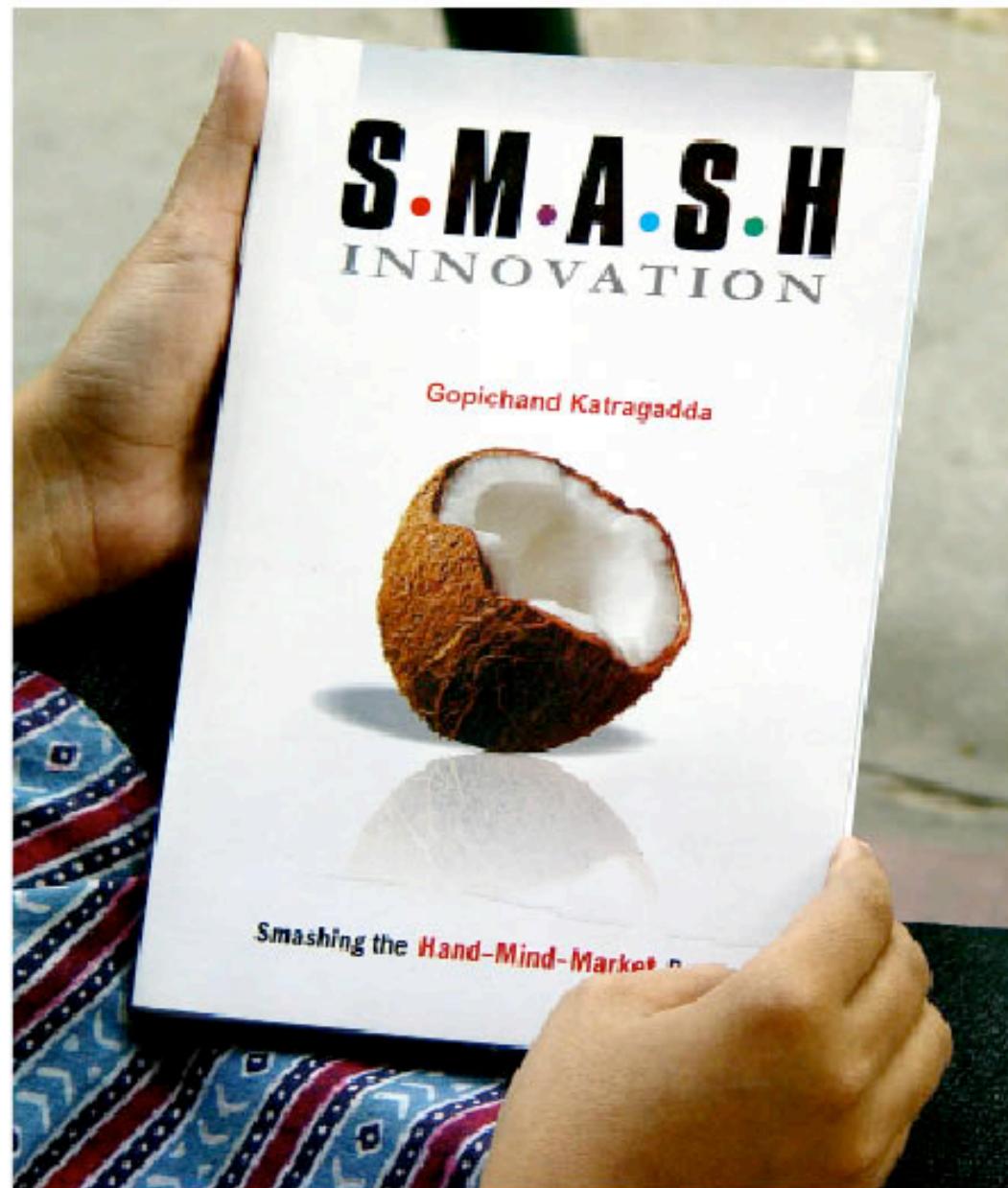
He makes several arguments about how in spite of the fact that India having so much talent, no great breakthroughs take place.

He makes several suggestions that can lead to some changes.

I was asked for a lot of illustrations for this book and it was a huge learning experience for me.

My biggest mistake was always to try and come up with a great idea.

My biggest lesson was to pitch ideas to your author. When working closely together, sometimes wonderful ideas emerge.



## Lifestraw water purifier

These are some exploratory sketches made for an article about Lifestraw water purifier. These are portable water purifiers that can be used on any water.

This is a great invention made to solve the water scarcity problem in Africa. This straw can be dipped in any water and the filters inside help produce clean water on the other end.



## GE MAC 400

The GE MAC400 is a low cost ECG machine. It is portable and is uses printers available at various counters at bus stops etc.,

It is greatly helpful for rural areas. I provided this illustration for the article.



## BP oil leak in Alaska

BP oil has a oil pipeline 250 miles north of the arctic circle. This carries 100,000 barrels of oil a day.

But a dime sized hole caused over 5000 barrels of oil to spill out.

This caused massive economic losses, a death blow to the green image of the company and environmental damage.

When investigation was conducted, a lapse in maintenance was discovered.

The author uses this example to point out various precautions to be taken by an MNC.

I like the idea of snow and the white of the paper and wanted to play around with the two.



## Hand-Mind-Market barrier broken!

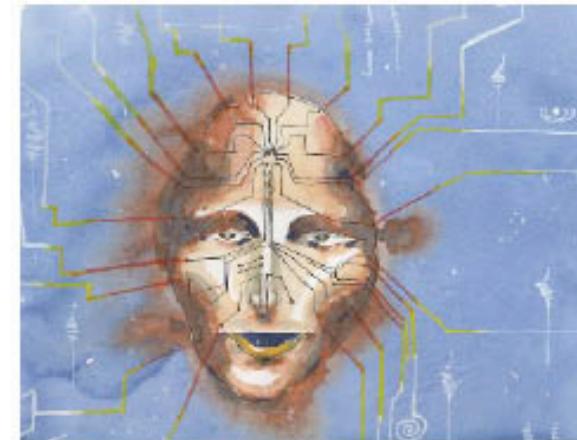
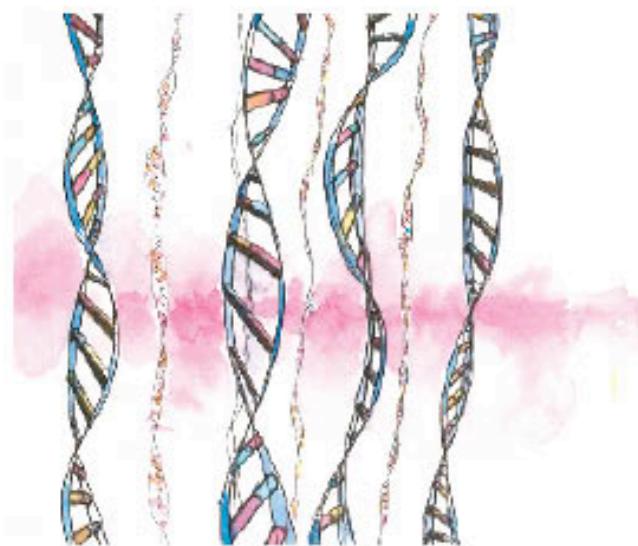
Some examples from history when the hand mind market barrier was broken and a great invention resulted from it were pointed by the author. He wanted illustration for each of the nine scientist and the three inventions.

I have shown here a sample of what I did for the article.

Morita(near right), Transistor(far right) and Light bulb(bottom right).



## Chapter opening drawing

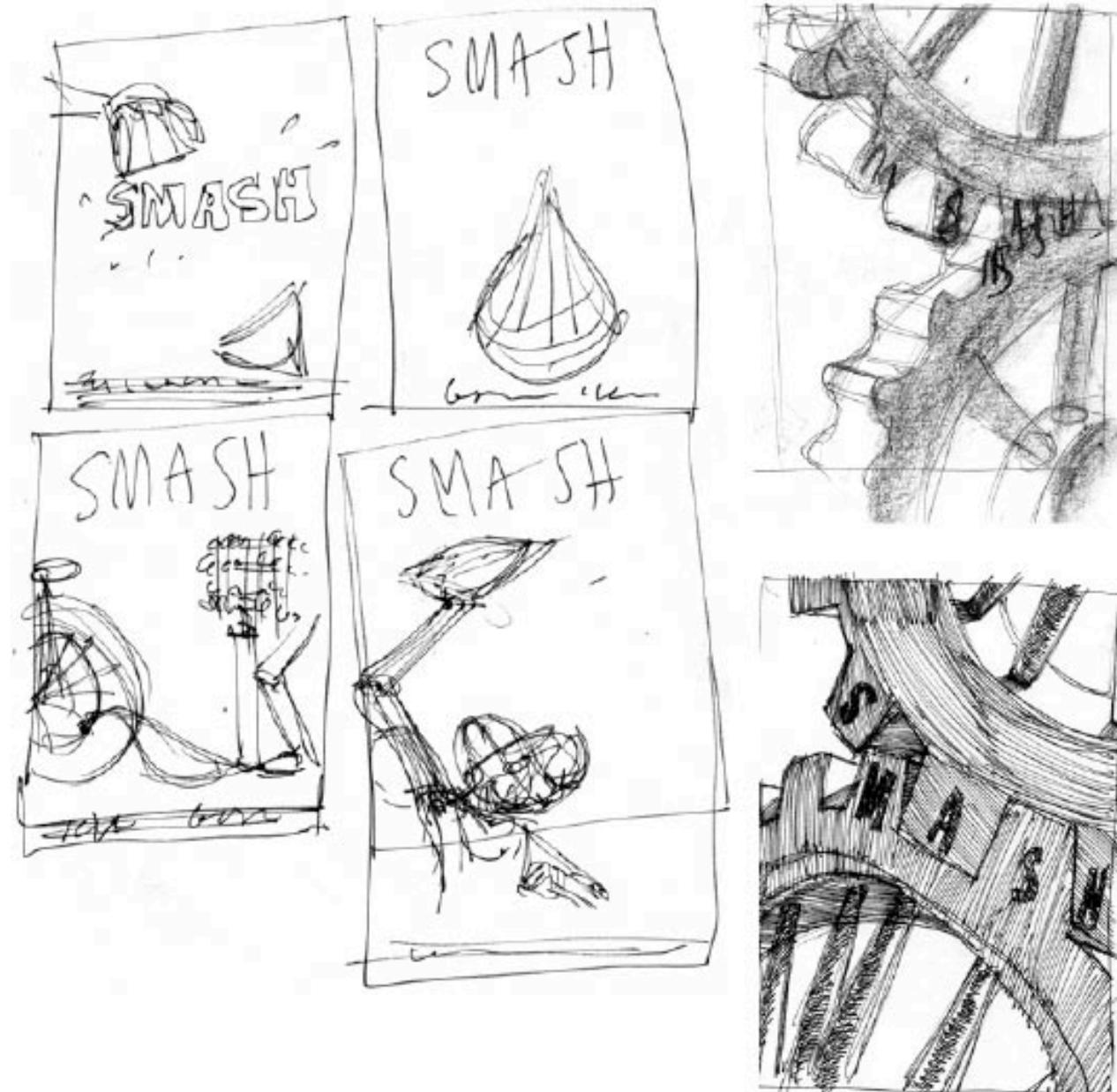


Illustrations for the four sections of the book.

Age of reason (top left),  
Trends and bends (top right),  
The way of the flute (bottom left)  
and Wealth of the nations (bottom right)



## Cover image explorations



Some explorations I did for the cover of the book.

**ANANYA:**  
Peerless

A National Institute of  
Design, India  
publication.

This book was released by the  
government of India on woman's  
day of 2009.

The book was commissioned by the  
woman and child welfare of India.

The book deals with various as-  
pects of women, the trials and the  
tribulations they undergo.

I did illustration for two sections in  
the book. These will be explained  
in detail ahead.



## Sarita ben

The chapter was about Sarita.  
She wanted to be a driver but was  
denied license merely because she  
is a woman.

She fought against the system and  
overcame many problems until  
finally she was allowed to drive.

I was asked to submit one image.  
These are various explorations I  
did. I submitted several images not  
sure what was needed.



## Sarita ben

The final image selected for the book.





## KIDS THROWING ORANGE

The requirement was a one year old baby; a three year old and a five year old girl holding an onion shaped object . The onion was added later in the book.

COMPETITIONS

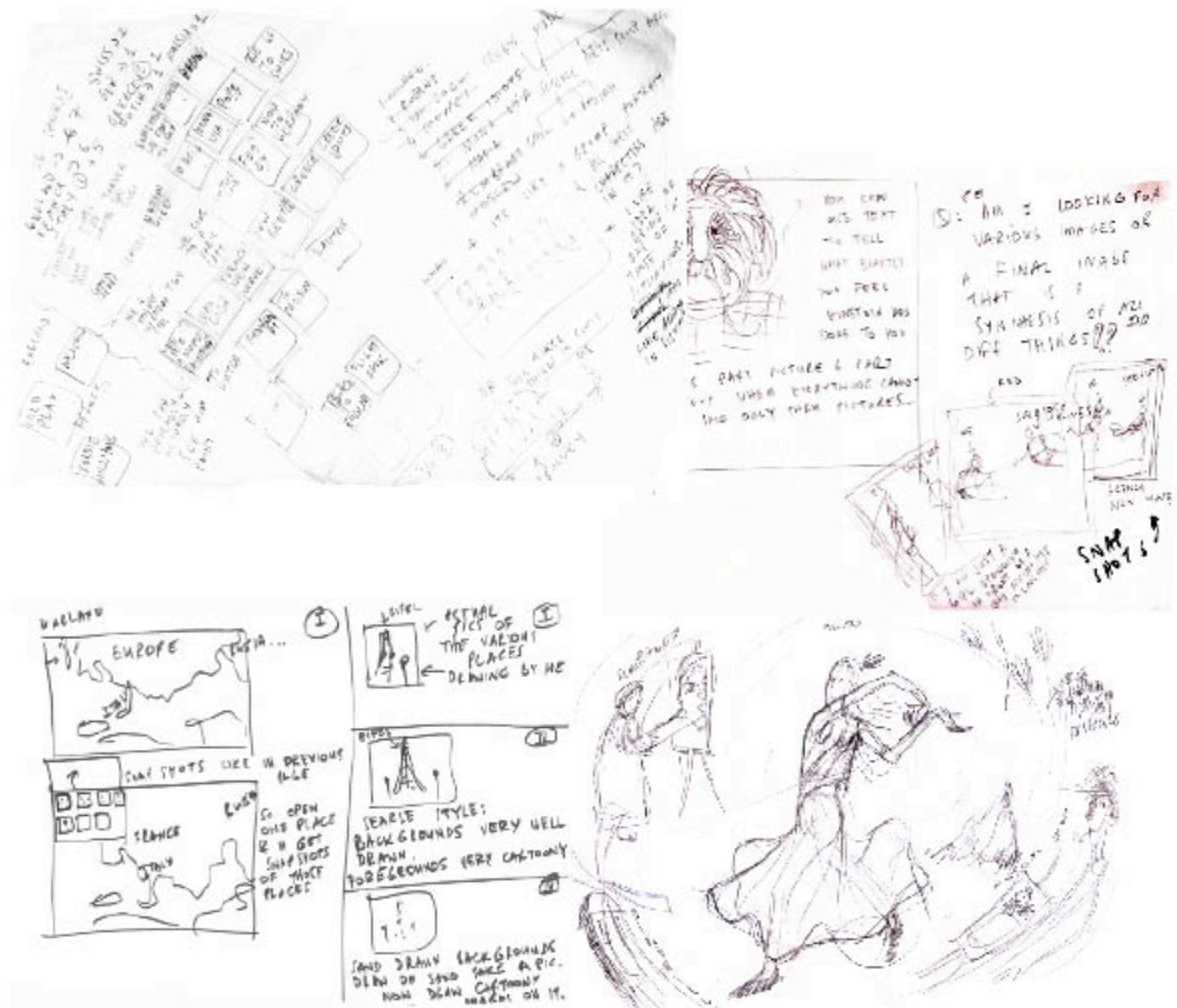
EUROPE BY DESIGNERS

SYMBOL FOR INDIAN CURRENCY

## EUROPE BY DESIGNERS

The brief for the competition was  
“what does Europe mean to you?”

I decided to outline all that europe  
meant to me and then, if possible,  
put it all into one meaningful im-  
age.



## EUROPE BY DESIGNERS

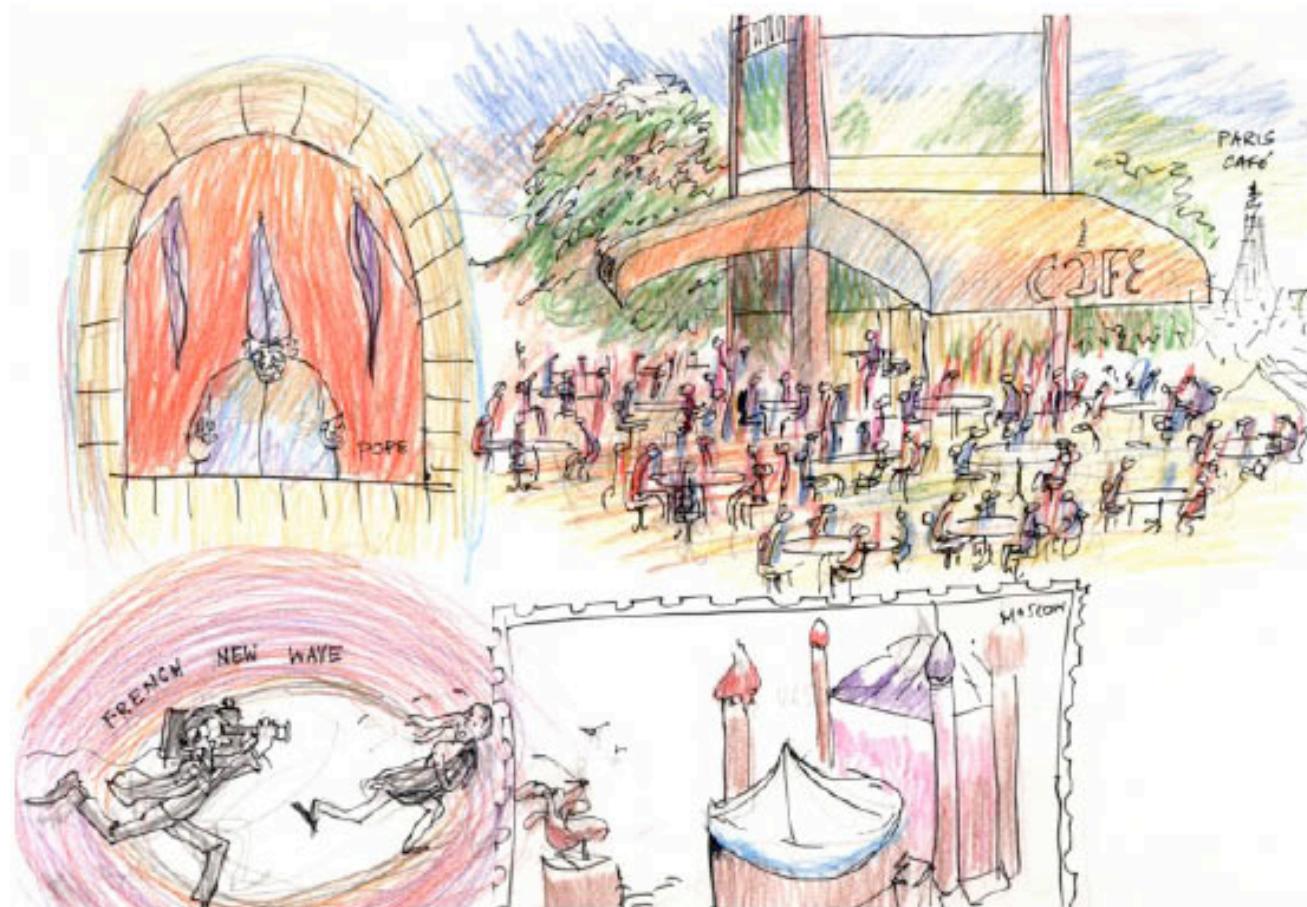
I chose eight countries as representative of Europe: England, Russia, France, Switzerland, Germany, Holland, Italy and Greece.



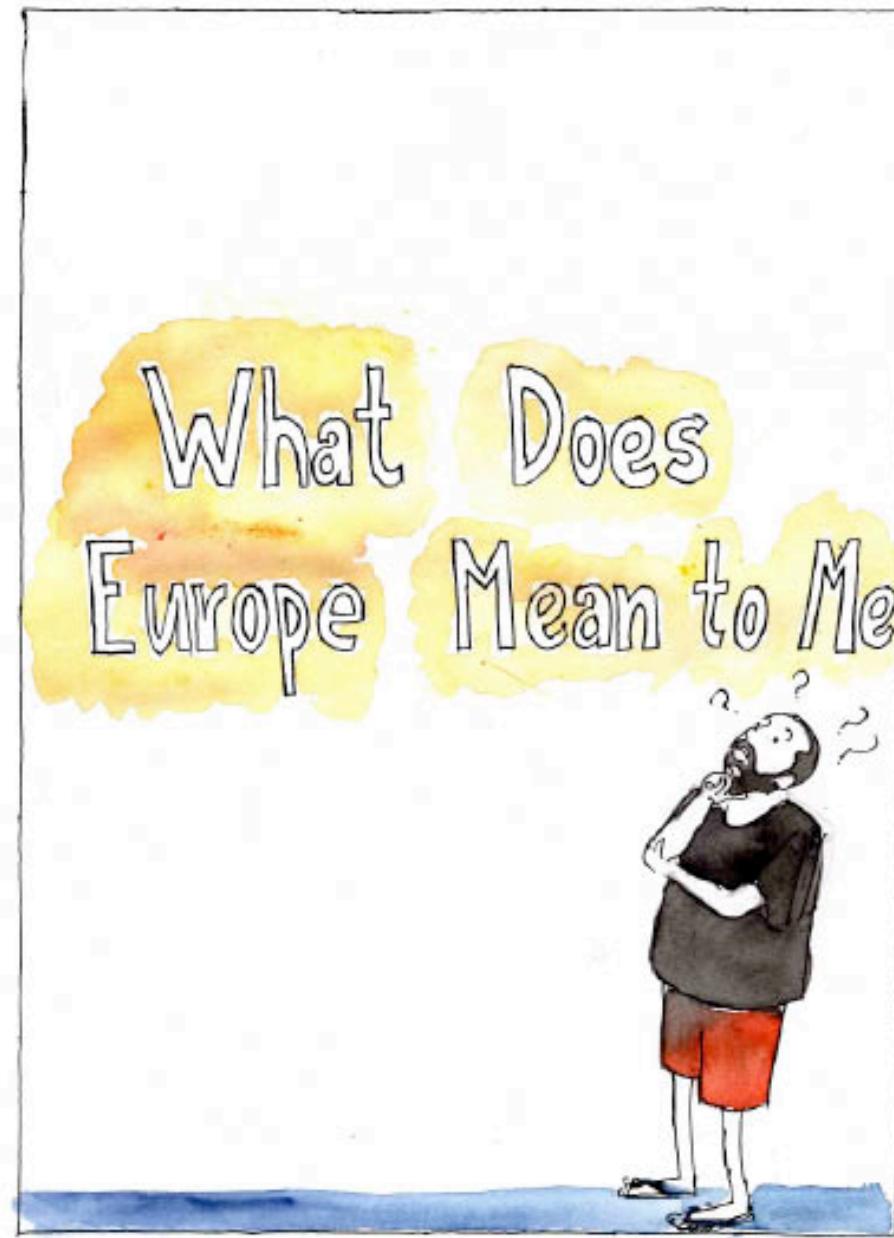
## EUROPE BY DESIGNERS

I could not consolidate all these countries into one meaningful image and managed to do only half of the chosen countries by the time deadline approached.

My biggest lesson was if you dont have a great idea right at the start, you will get nowhere.

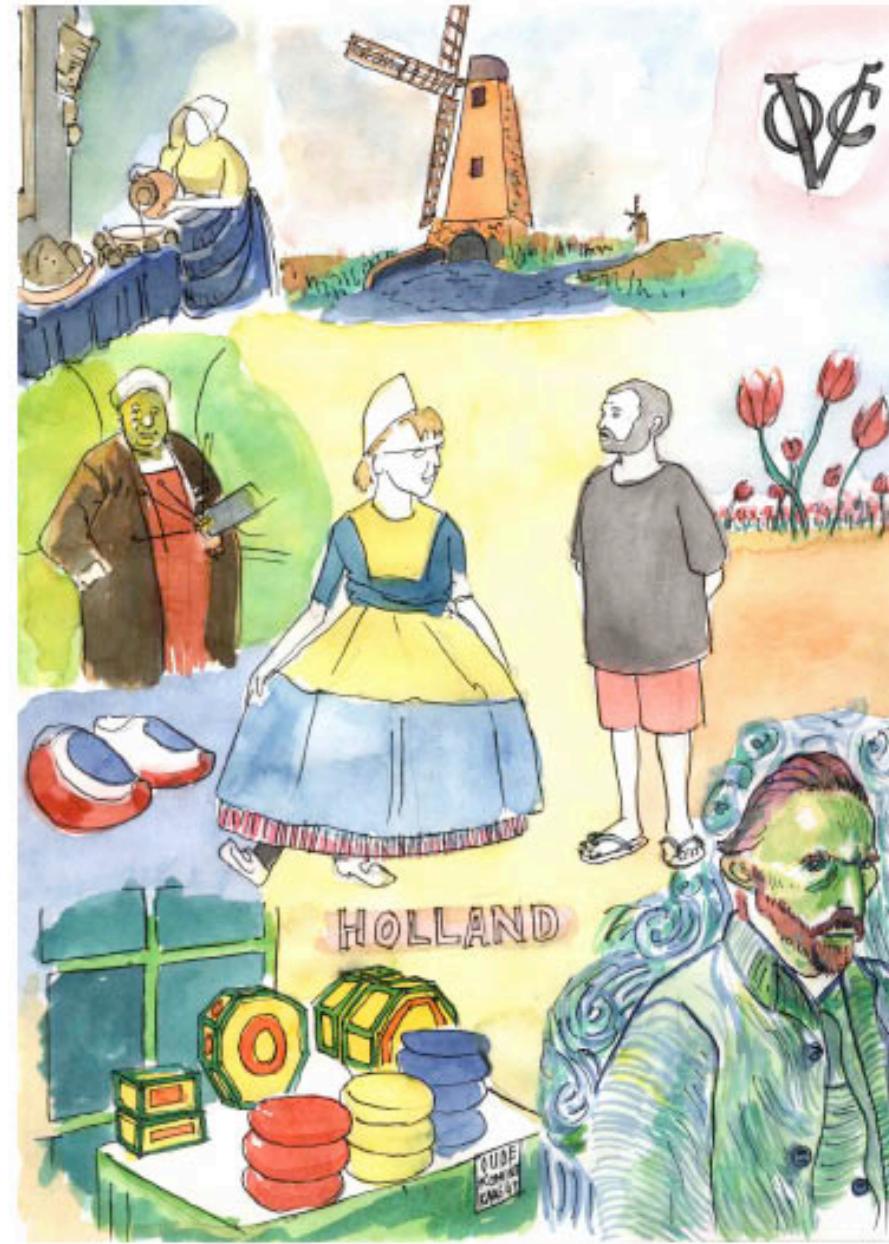


"WHAT DOES EUROPE  
MEAN TO ME?"

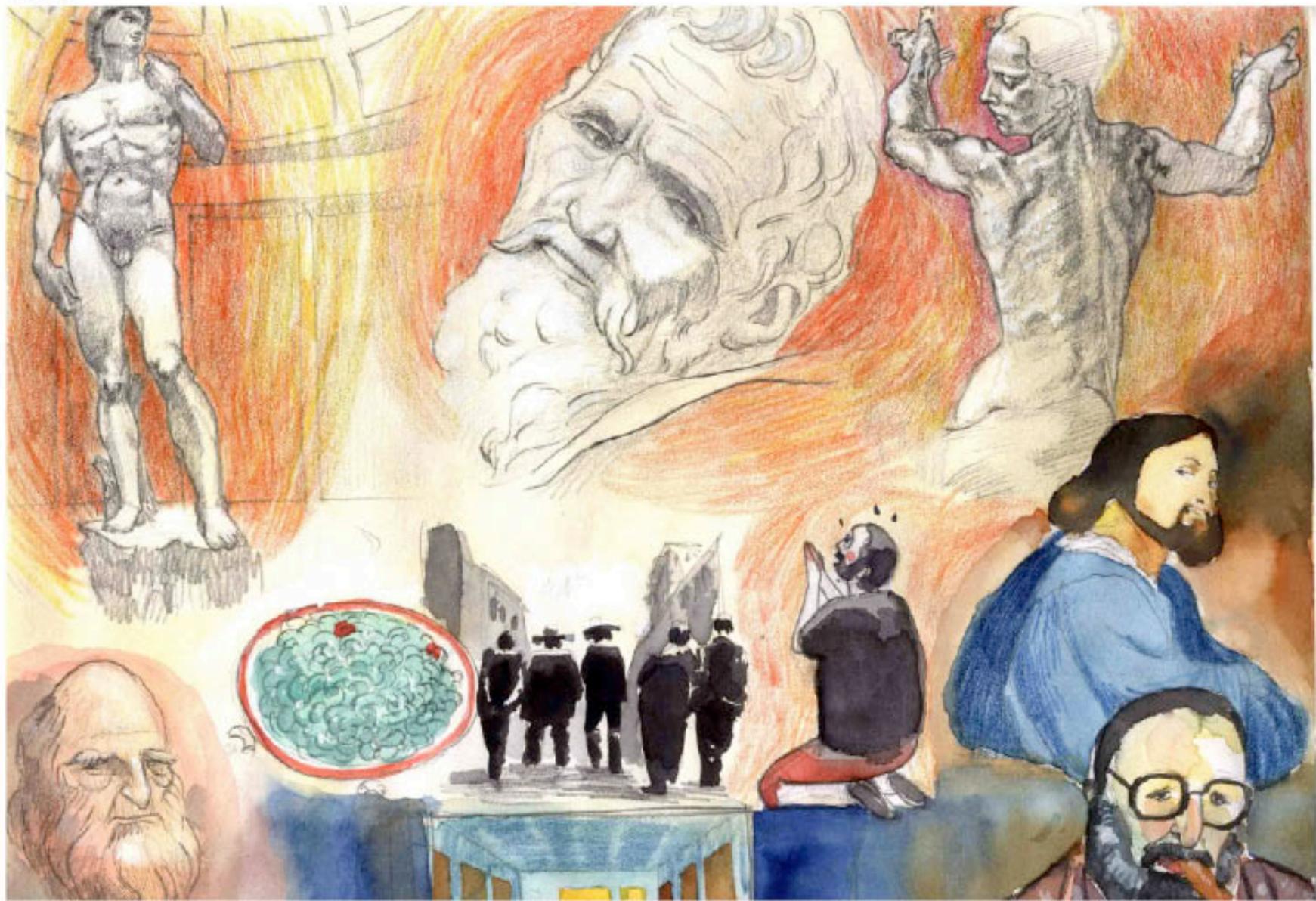


These are the final entries I sent.  
Opening page with me wondering  
about the brief.

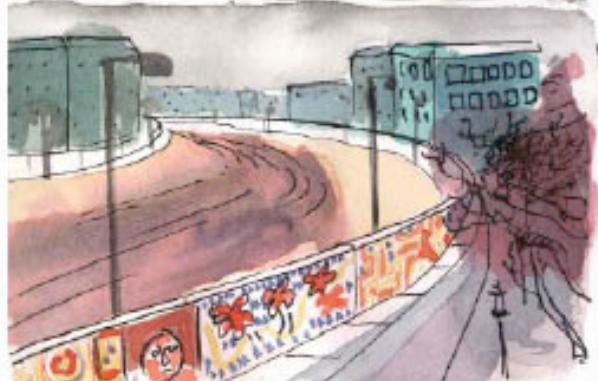
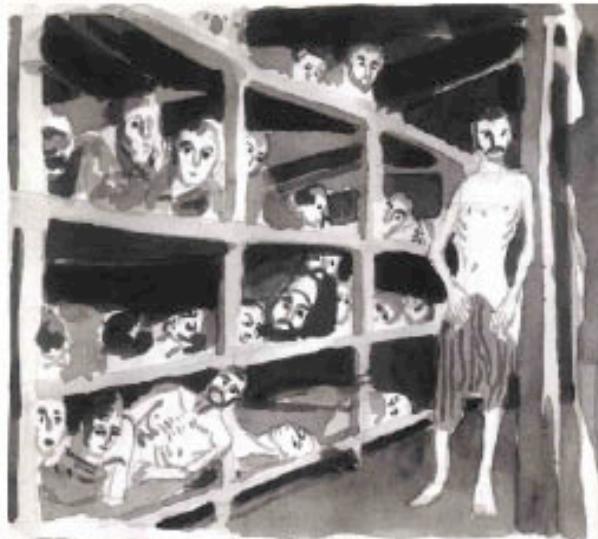
# HOLLAND



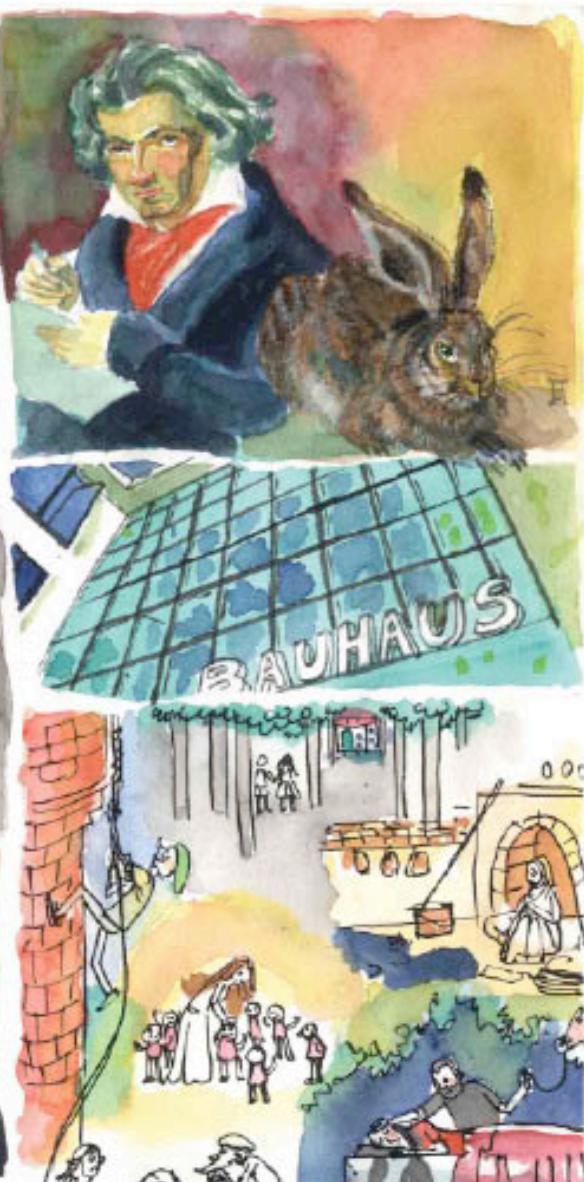
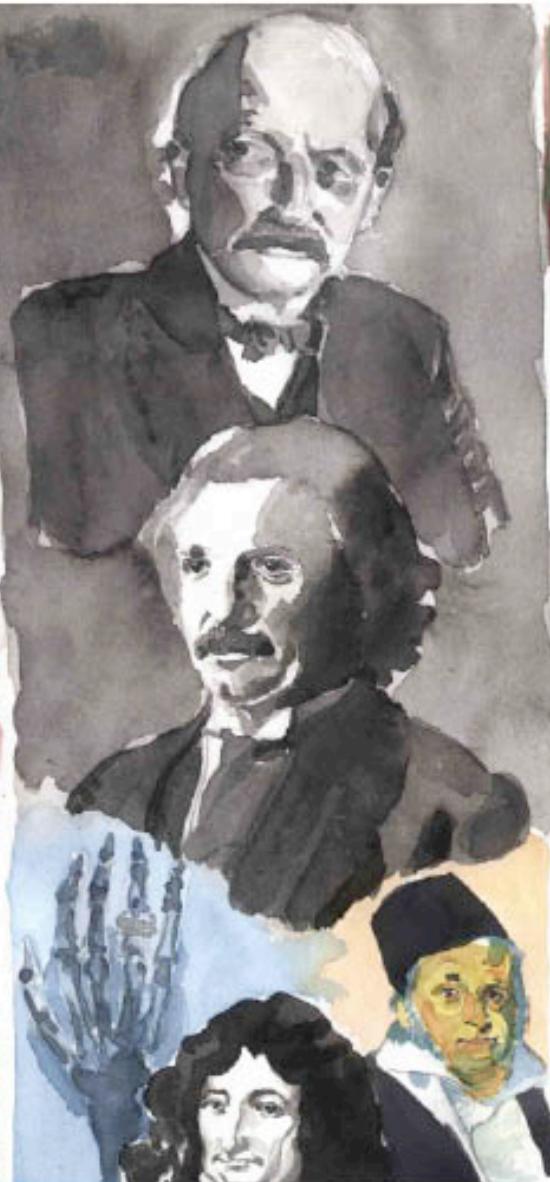
ITALY



## GERMANY



ADIDAS ALLIANZ AUDI  
BAYER BMW DIAMLER.  
MERCEDES BENZ  
DEUTSCHE BANK HAPAG-LLOYD  
PUMA SAP SIEMENS



# RUSSIA



## SYMBOL FOR INDIAN CURRENCY RUPEE

The govt of India announced a competition to create a symbol for the currency of India: the rupee.

The brief was that the symbol should reflect the cultural and geographical qualities of India.

After nearly a month's work, we came upon two symbols. This is my entry.

The meaning and other thoughts behind the symbol is written on the right of the symbol.



Symbol Design – Indian National Rupee

### SYNOPSIS

The symbol is derived from the national emblem of India since it is an instantly recognizable motif.

### CONCEPT

The concept is the abstraction of the emblem of India—the four lions of Ashoka pillar.

### DESIGN

The symbol is derived by the principal shape of the national emblem – the three visible lions. It is chosen since it is one of the most instantly recognizable icons of India and through the last half century, we have come to accept it as an identity of India. By simplifying the emblem so it can be written in one stroke, we have a very Indian symbol that exudes Indianess when placed next to the currency symbols of the world. A conscious choice was made to refrain from using the '-' symbol as it was used in all other currencies. We needed something that was Indian, different from the rest but served the same purpose and hence the organic curve was chosen. The way the emblem is written is very similar to style of writing of most of Indian languages.

The Indian Rupee needs a symbol that looks like a symbol for currency but at the same time has the Indian quality to it. The main aim was two-fold. Firstly, when placed next to other currency symbols, not only should it look like a currency symbol, but look Indian. One must look at it and become aware of its unique shape and features and when associated with the Rupee, the idea of India should click the viewer's head. Secondly, it should be very easy to write. People are already used to writing Rs. or the Hindi '₹'. The new symbol should be convenient enough that people accept it easily.

## COMICS AND COMIC BOOK

Adventures of Goghan

006 and three  
quarters

Near sighted assassin

AHEM!

A day in the life of  
Jayesh bhai

## ADVENTURES OF GOGHAN

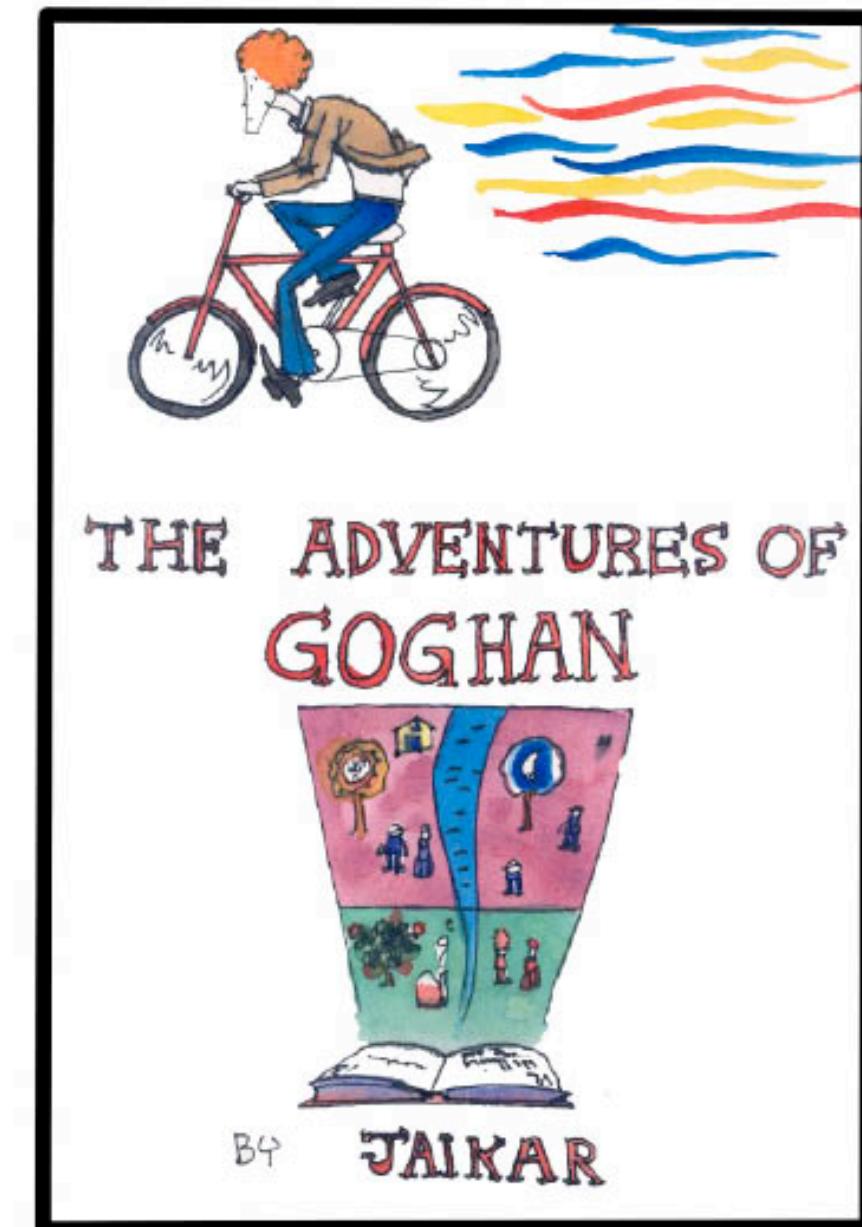
This is a story that was with me for nearly a year before I put it on paper. It is loosely inspired by young Van gogh.

The story is about young Goghan who lives in a city (loosely inspired by Amsterdam) working in Vesuvio bakery.

Everyday, he cycles back and forth to work, all along admiring the beauty of his city. Without him realising, the creative person within him is getting inspired by all this beauty.

When the limit is reached, all this creativity finds a very unique way to express itself.

This work took nearly two months to make and about a year for the story to take shape. It took three revisions before the final was made.



## ADVENTURES OF GOGHAN

### The process

The story was initially conceived during a comic book workshop. The idea was still in its infancy. It took nearly a year of irregular attacks and loads of writing before some finality was reached.

When I felt that the writing did not help anymore, I decided to start drawing and put all the images I have in my head onto paper.

Once the first images were on paper, I collected a lot of images for the respective frames from

net. I then did a fair version of the comic book on A4 paper with every detail that was to appear on the final. I then took xerox of this and colored it to experiment with the colors.

Once this was done and the comicbook look final to me, I made the drawings on half imperial cartridge sheet. Once these were inked, I colored them with watercolors.



## ADVENTURES OF GOGHAN

### The final work



These are a few sample pages from the final work. The final work is 33 pages long.

The whole comic book and the complete roughs can be seen at [jsmarur.blogspot.com/comics](http://jsmarur.blogspot.com/comics)

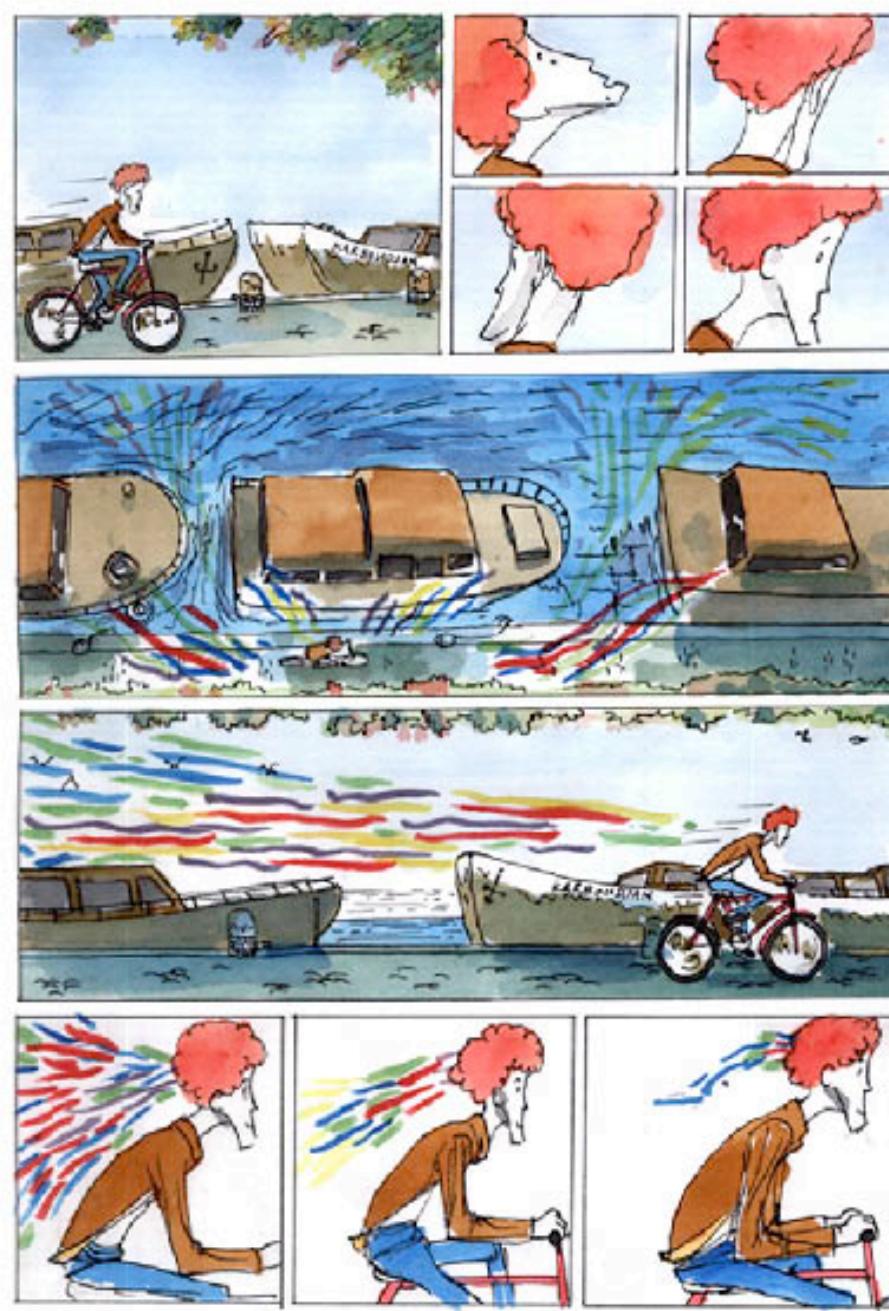
# ADVENTURES OF GOGHAN

## The final work



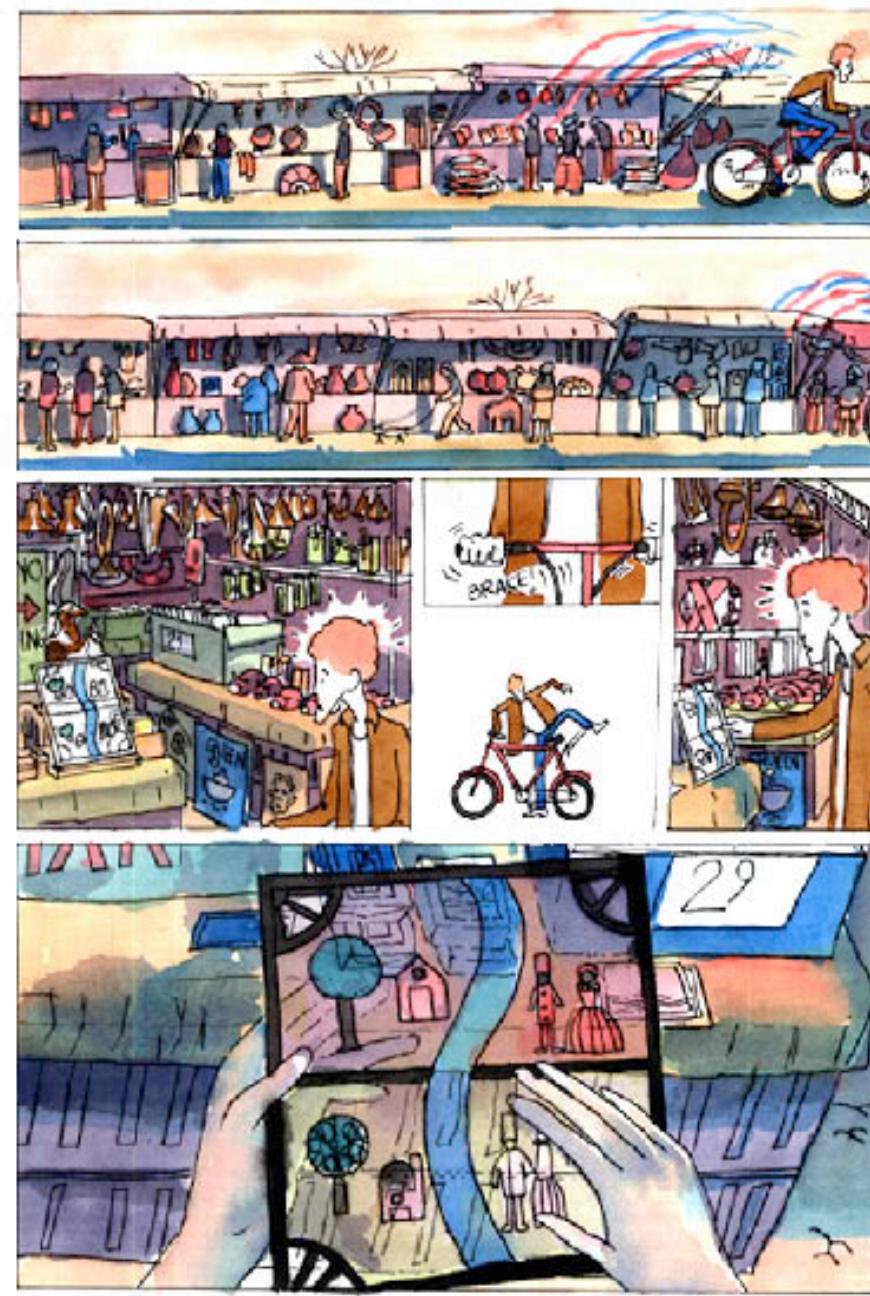
# ADVENTURES OF GOGHAN

## The final work



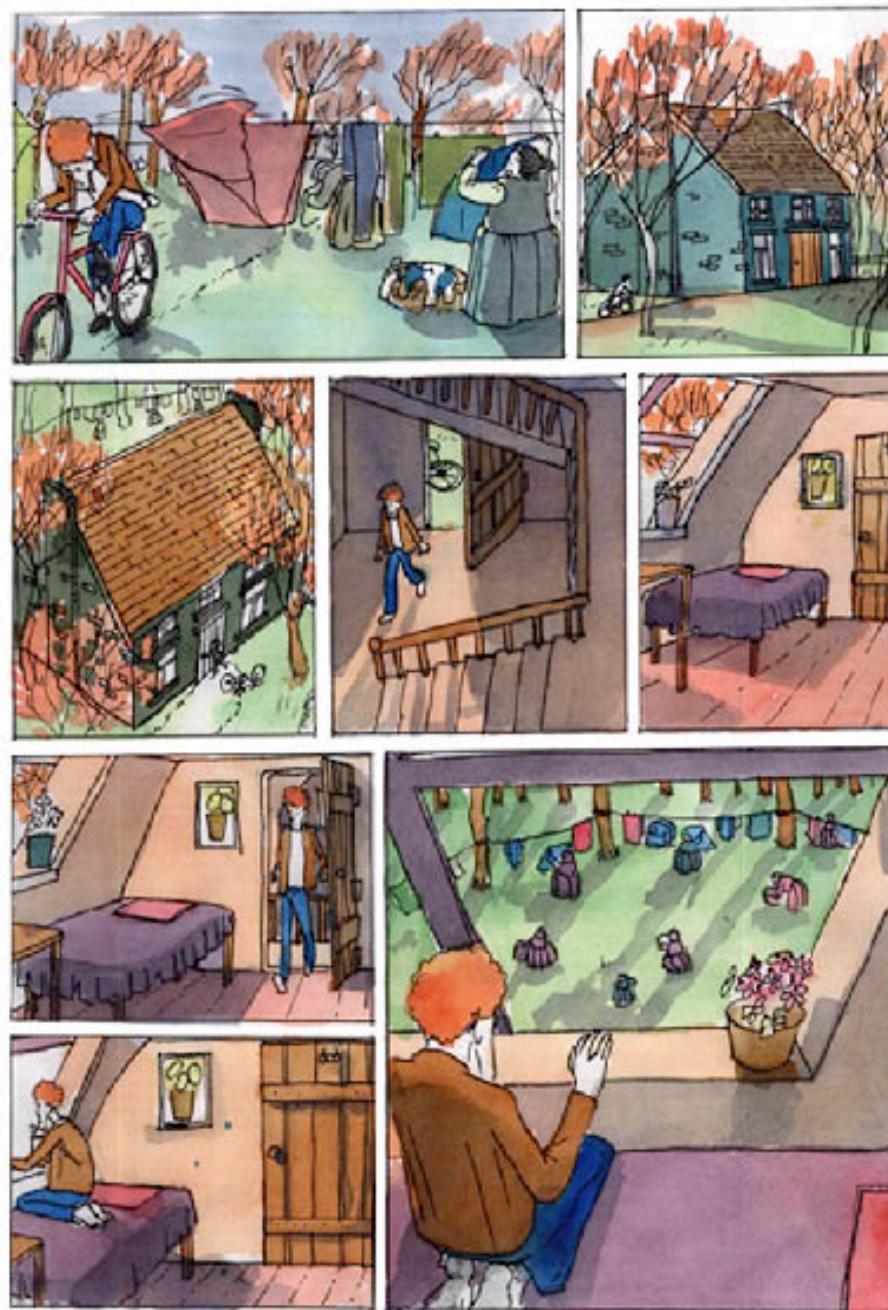
# ADVENTURES OF GOGHAN

## The final work

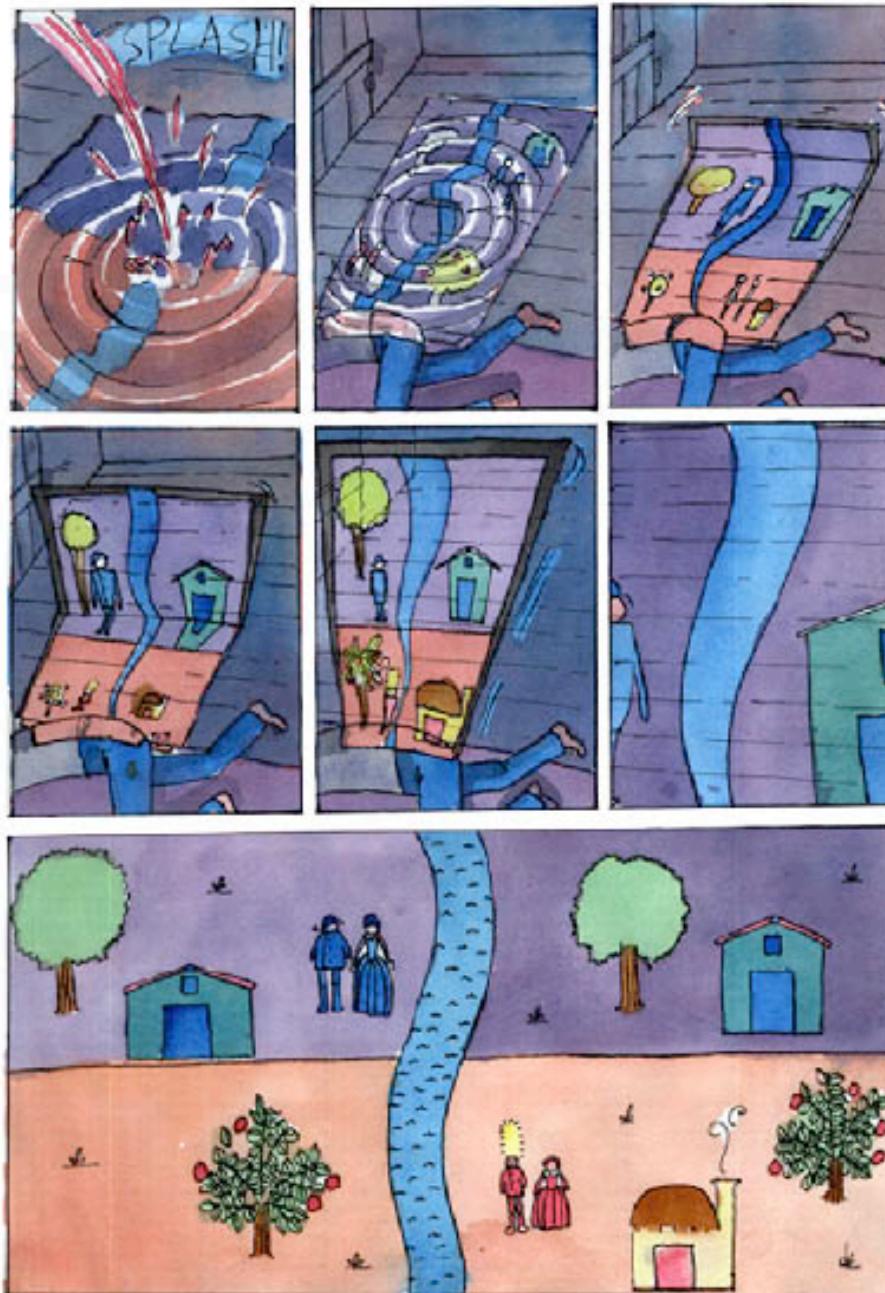


# ADVENTURES OF GOGHAN

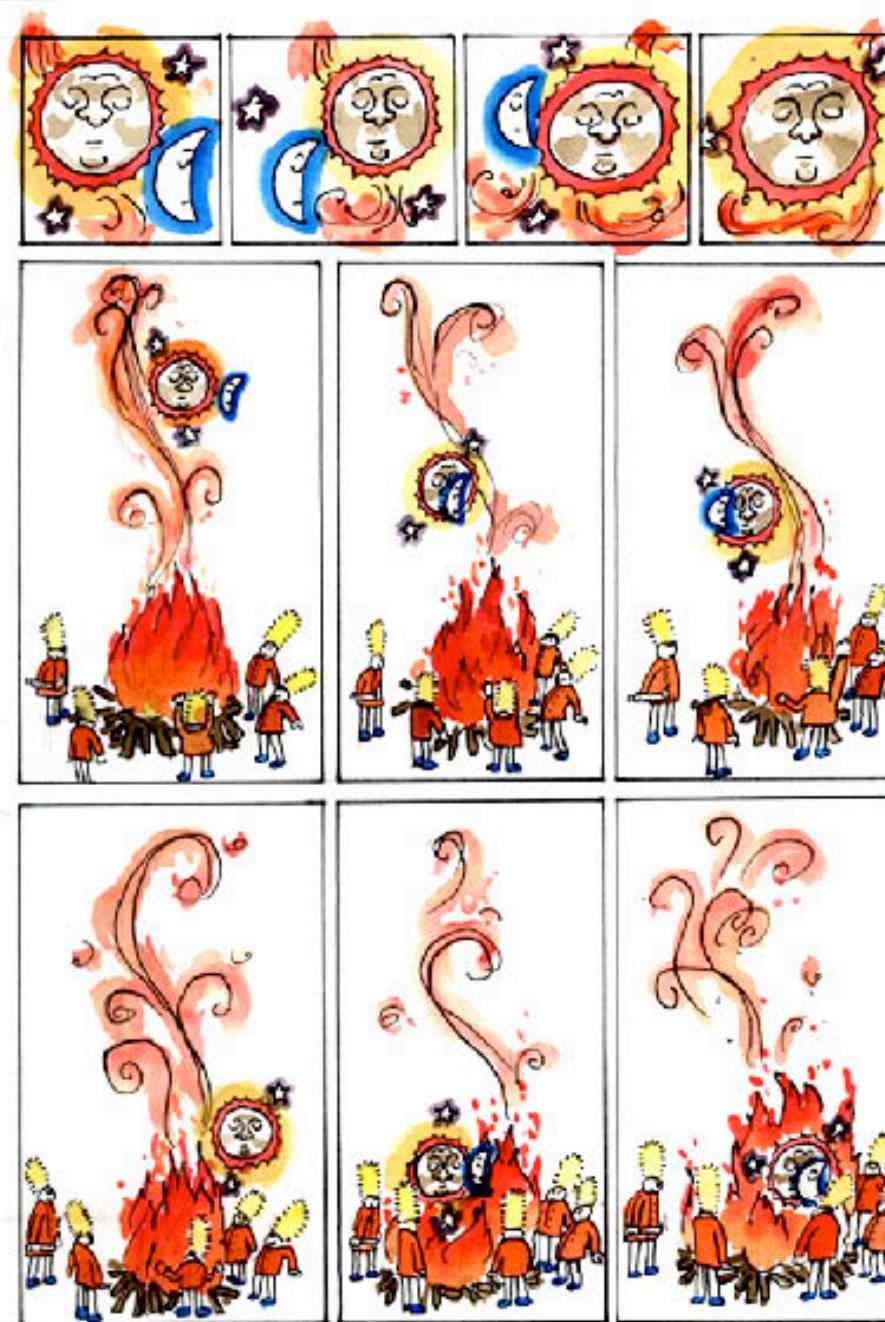
## The final work



ADVENTURES OF GOGHAN  
The final work



ADVENTURES OF GOGHAN  
The final work



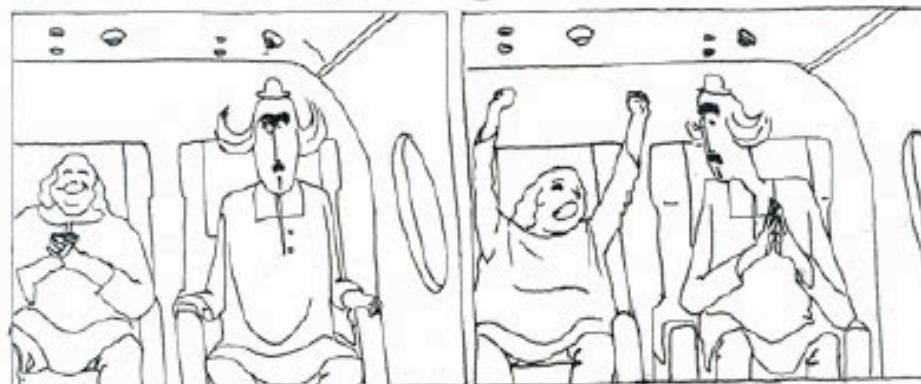
# ADVENTURES OF GOGHAN

## The final work



006 AND THREE QUARTERS

006  $\frac{3}{4}$   
INCLUSIVE OF ALL TAXES



This was a comic book done in a comic book workshop conducted in 2007 as part of our course.

A bunch of very random words were given. We had to choose some of them and make a story with that.

The limit was 4 pages.

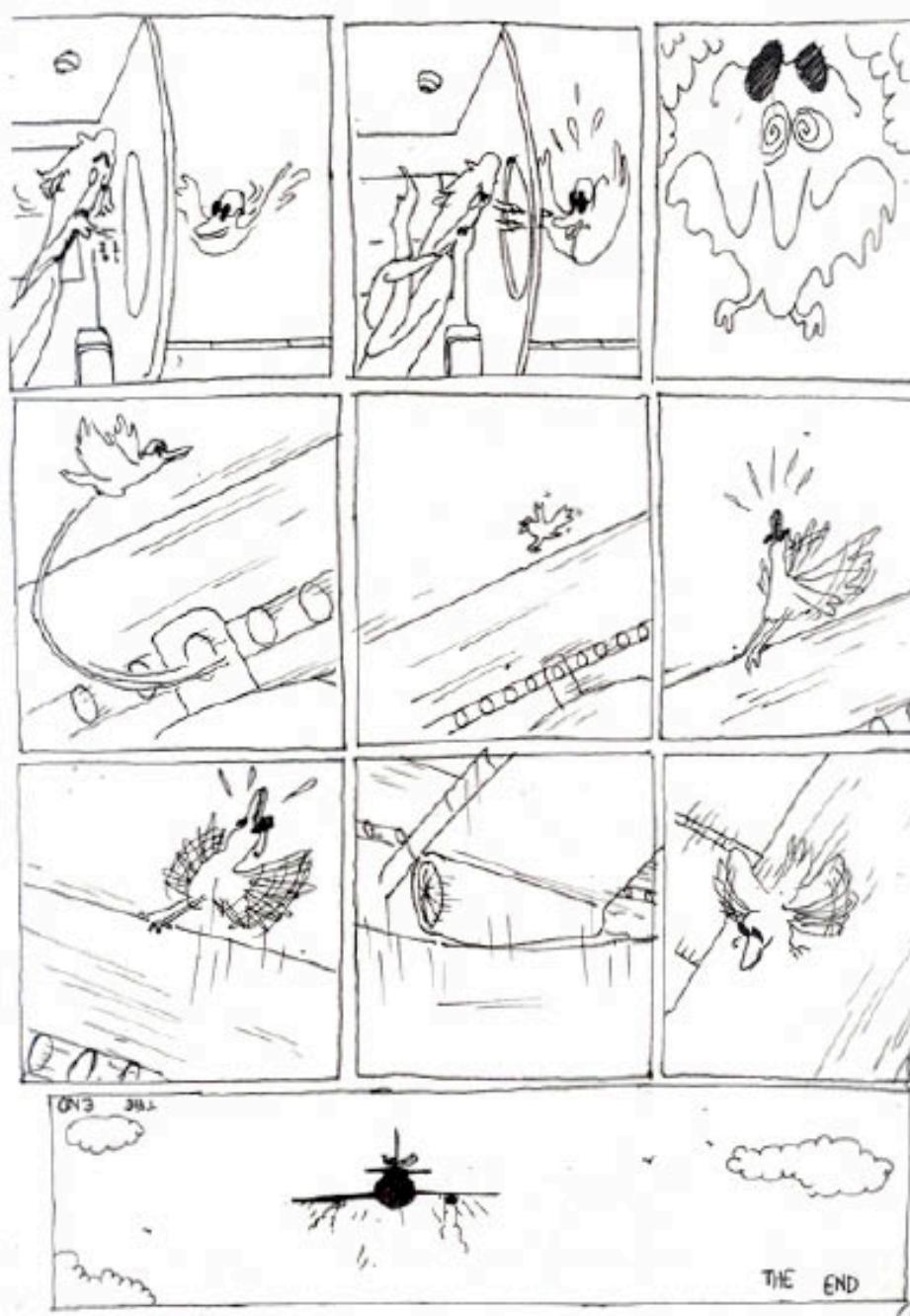
006 AND THREE QUARTERS



006 AND THREE QUARTERS



006 AND THREE QUARTERS



## AHEM!

This was a comic book done during a 2 day comic book workshop.

The participants were divided into groups and each group was given a topic to illustrate.

The group I belonged to talked about money.



AHEM!



AHEM!



AHEM!



AHEM!



BY.  
JAIKAR MARUR  
AFD  
NID  
ABC  
XYZ

AHEM!



## A DAY IN THE LIFE OF JAYESH BHAI

This illustration was commisioned by one of my friend from transportation and automobile design.

He was working on a design project dealing with redesigning the rickshaws that ferry gas cylinders in ahmedabad.

He decided to use comic strips to illustrate the problems faced by the rickshaw drivers.



RICKSHAWS ARE PARKED NEAR THE GAS AGENCY. THE WORKERS TAKE THEIR RICKSHAWS FROM THERE TO DELIVER GAS CYLINDERS.



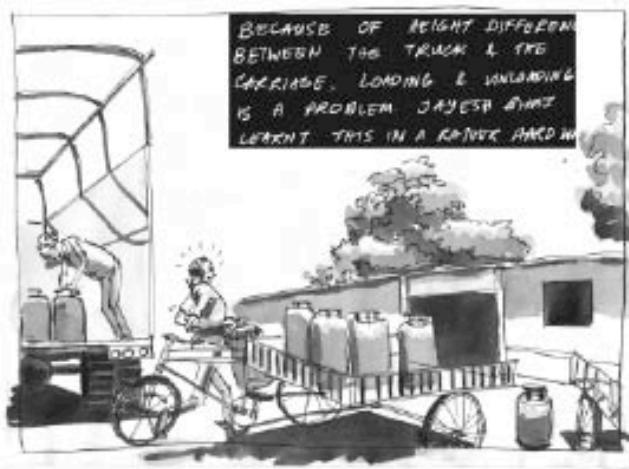
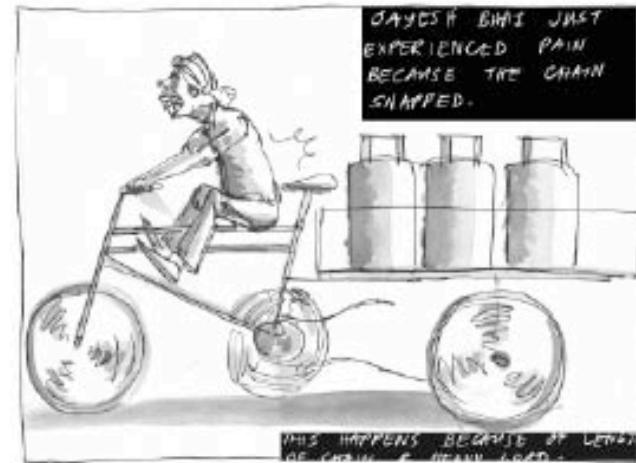
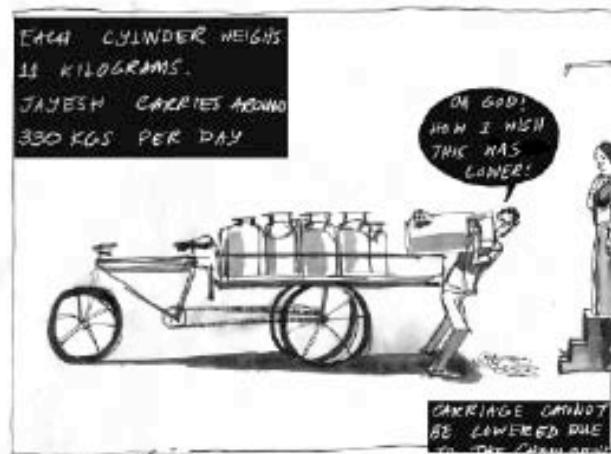
OW!!! MY BACK!!  
I HITCH THIS  
CARGO WHEE  
JAGANEE II DULL  
OWWW

WORKERS HAVE TO  
HITCH & DISMANTLE  
THE CYLINDERS  
EVERY TIME &  
HITCH EVERY TIME



JAYESH NOW TAKES  
3 TO 4 TRIP PER  
DAY & IN EACH  
TRIP HE COVERS  
8-10 KM TO DELIVER  
THE GAS CYLINDERS

## A DAY IN THE LIFE OF JAYESH BHAI



# THE NEAR SIGHTED ASSASSIN

A one page strip just for kicks.

## NEAR SIGHTED ASSASSIN

© 2009



## OTHER CREATIVE WORK

CHITRAKATHA '09  
newsletter

VANDE MATARAM  
Cassette cover

## CHITRAKATHA '09 newsletter



Chitrakatha is a bi annual animation film festival that takes place in NID.

I was part of the editorial team of the newsletter during this year's chitrakatha.

I had to design the letterhead for the newsletter.

These are some of ideas I pitched to the team.

## CHITRAKATHA '09 newsletter

The final letterhead is shown on the top.

Each day, there was a small play on the original letterhead.

Below are the first page of the three day's newsletter.



## VANDE MATARAM Cassette cover

This was a self imposed design exercise inspired by sagmeister.

Shown below is the original cover for A R Rahman's 1997 album 'vande mataram' released on the 50th year of Indian independence.

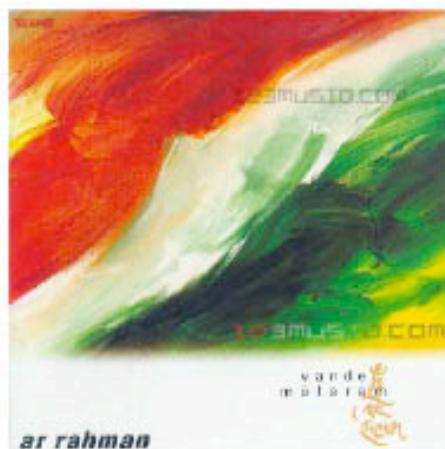
I wanted to do something other than the tri color of national flag.

The main criteria for the design was that the whole thing should be finished in 3 hours. I had to come up with a concept and execute it within 3 hours.

The cassette cover will fold along the middle. When folded, the back side will show the name of the

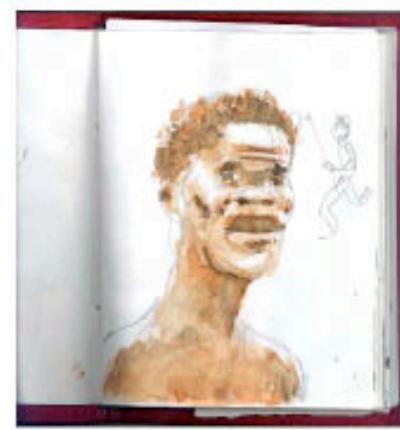
songs while the front will show a part of India.

The cover has to be pulled out to see the whole of India.

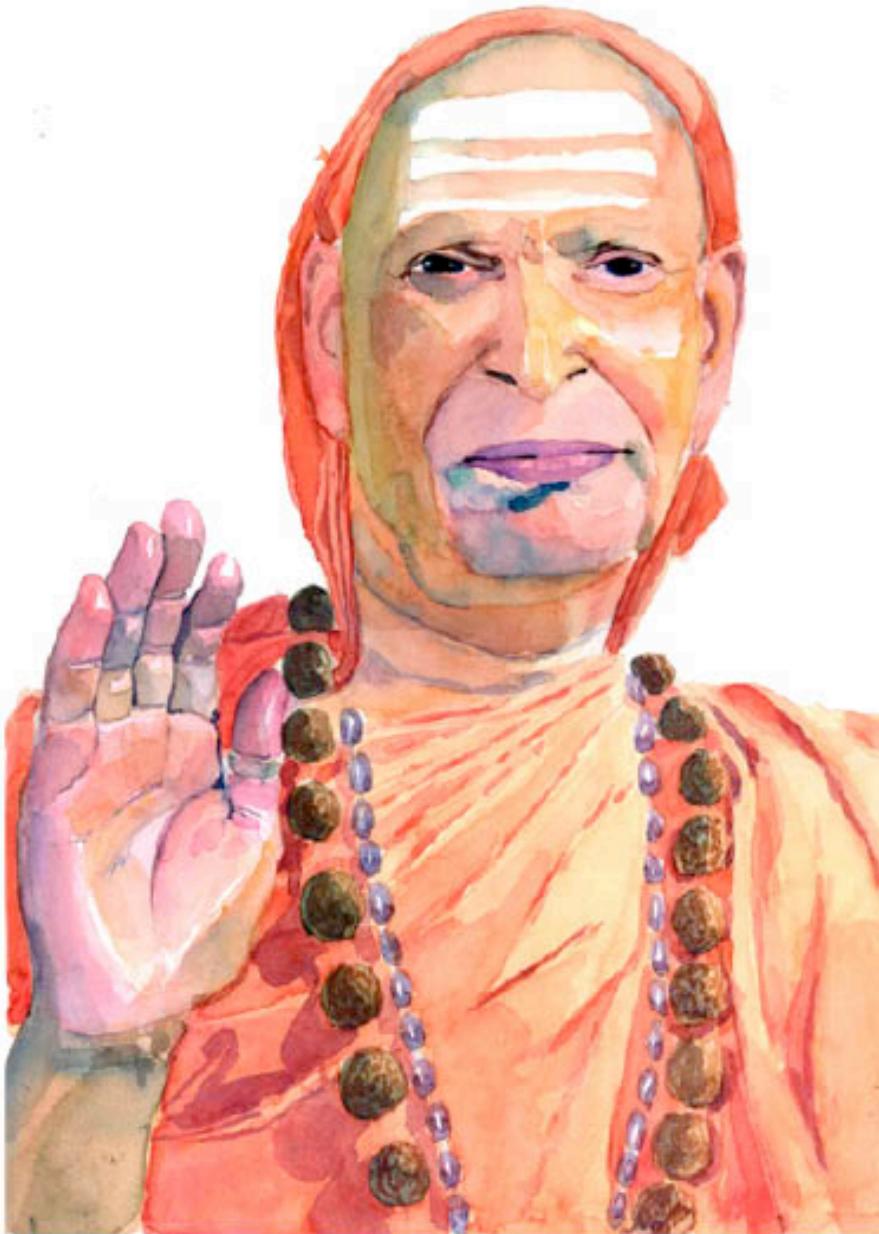


## DRAWINGS AND PAINTINGS

## PAGES FROM MY JOURNAL



## PORTRAIT



This is a portrait of previous pontiff of the Sankara mutt, sringeri branch: a spiritual center spread allover India.

## STILL LIFE



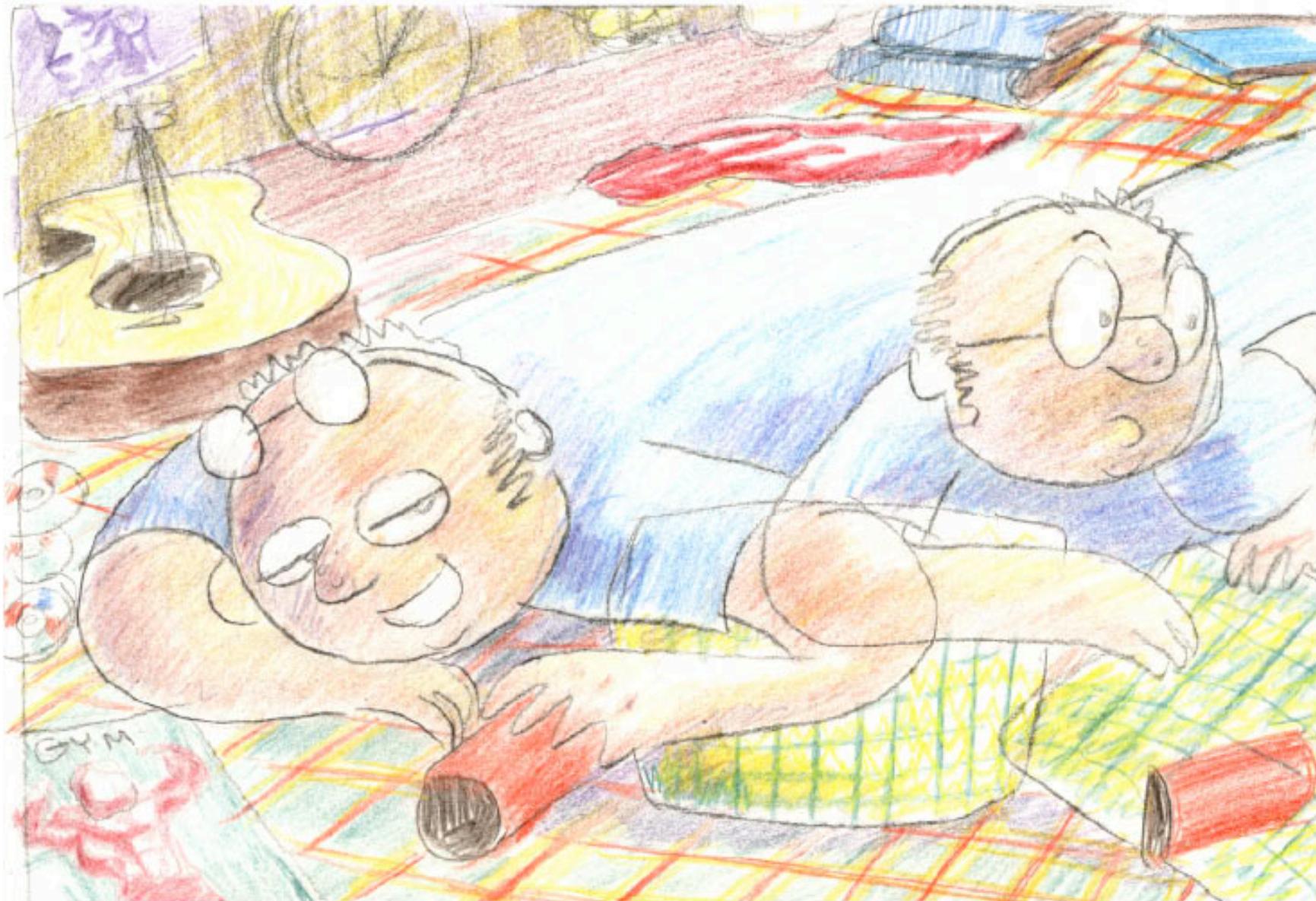
## MEDIUM EXPLORATIONS



## MEDIUM EXPLORATIONS



## MEDIUM EXPLORATIONS



## PAINTINGS FOR FRIENDS



## PAINTINGS FOR FRIENDS



## A FISHERMAN'S DREAM



## WATERCOLORS



## ANIMATION FILMS

UKADI PUKADI

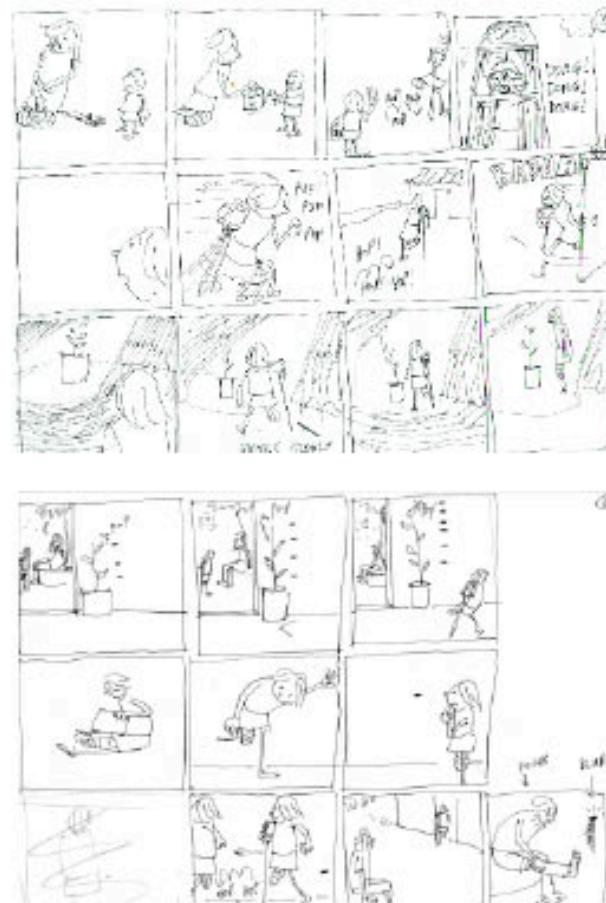
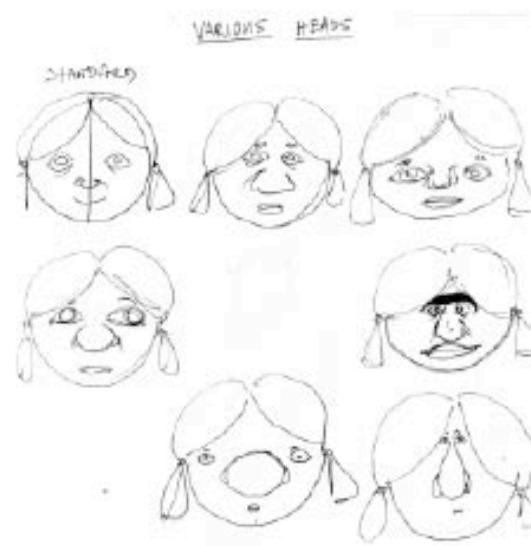
MADHOUSE

THE BLUE BIRD

## UKADI PUKADI

This is a claymation film done as a group during a claymation workshop.

Some pre production work done for the film.

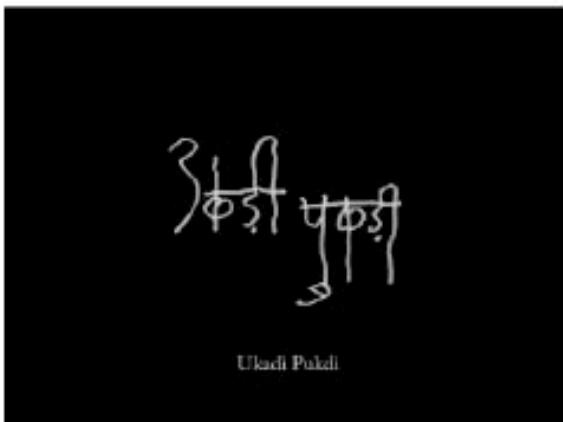


Papi

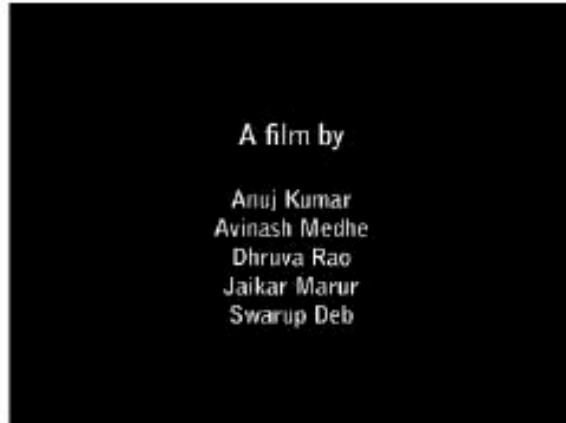


# UKADI PUKADI

Scils from the final film.



Ukadi Pukdi.



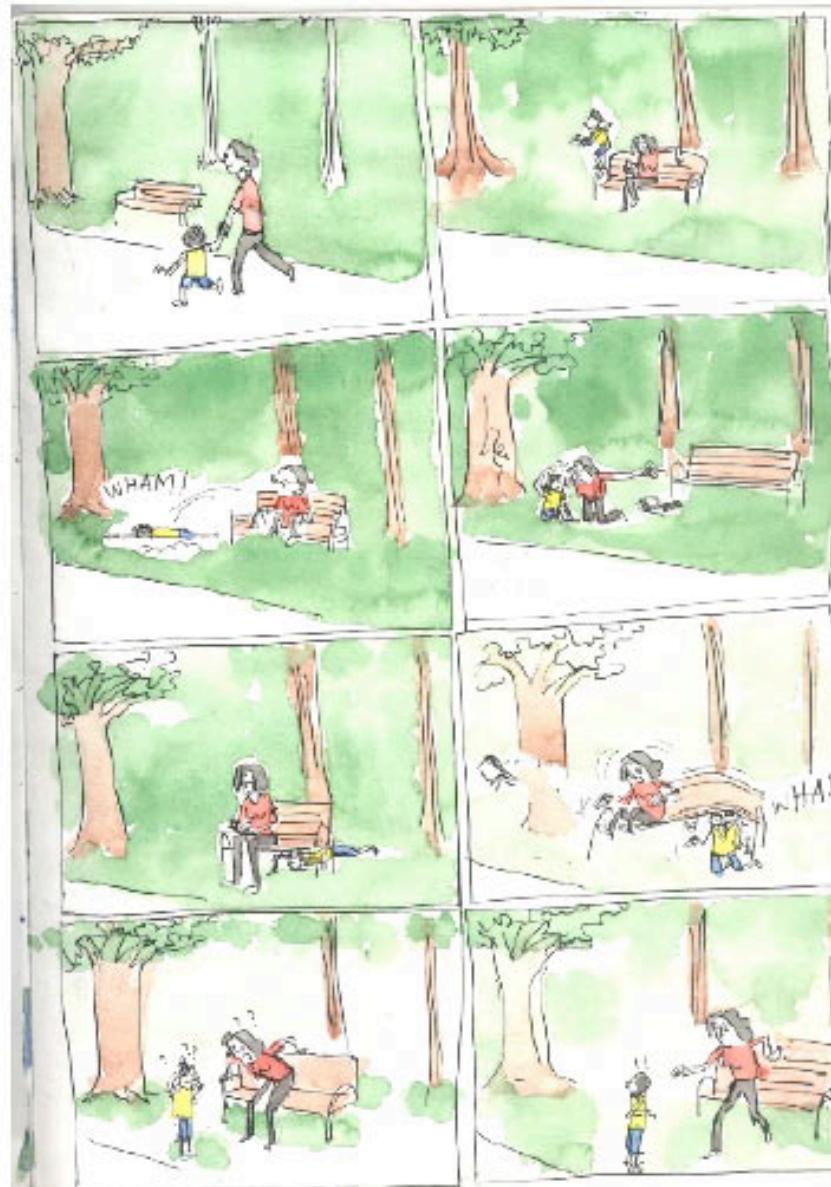
## MADHOUSE

This is a pixellation film made in a group.

These are some of the storyboards I made for the film.

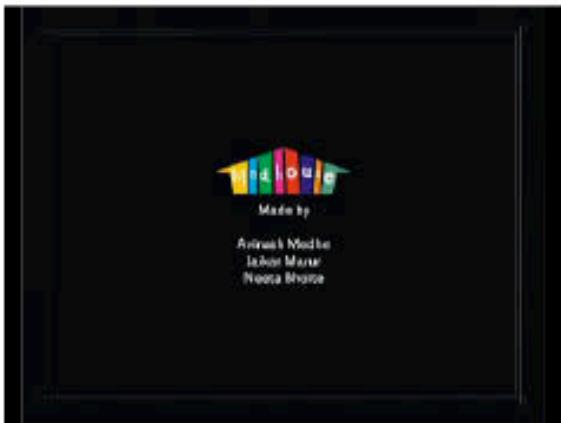
The actual scenes follow closely.

The film is shown in the showreel



# MADHOUSE

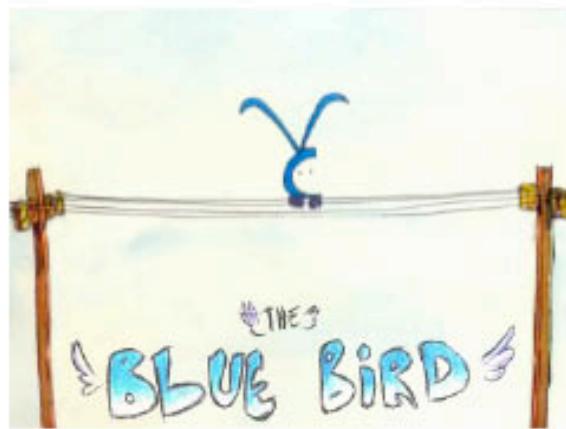
Scils from the final film.



## THE BLUE BIRD

Every year NID has a intra college fest called "monsoon fiesta".

A part of the festival involves making promos for respective groups: Industrial design(ID), Visual communication(VC), Gandhinagar(GN) and Foundation



(HARDLY) a film by  
JAIKIRI MAKER

SPECIAL THANKS  
ABIN TRAKSH  
PRATHUSKA REDDY  
GEORGE SANTHOSH  
DIFANKAR SEN GOSA

THANKS  
DEWYAN JADE Ds.,  
AVINASH SHENOY  
LAKSHMI NAIDU



## THE END..for now

This is the end of my portfolio. For now. No artist's portfolio ever ends. A lot of people were very helpful in making of this portfolio.

Utpal pande (PG graphics),  
Nirzara(PG Animation) in  
particular and several others whose  
feedback was hugely beneficial.

Thanks to all those mentioned and  
not mentioned.

