

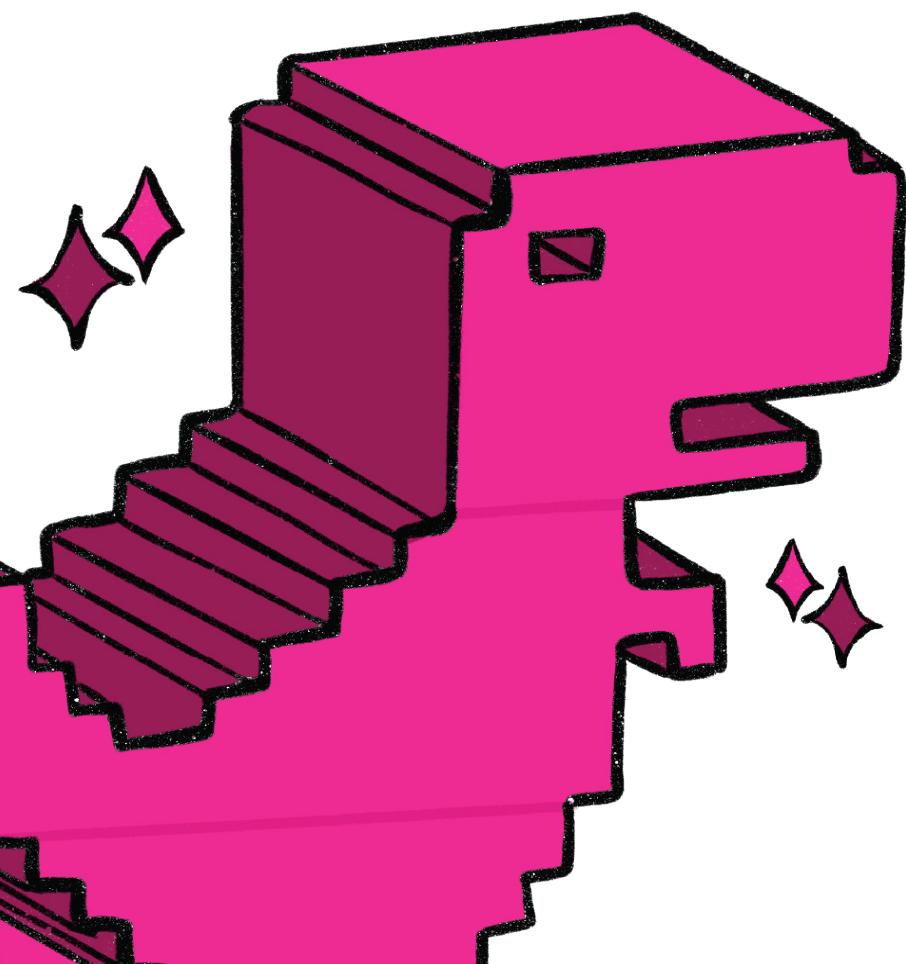


INTERNSHIP REPORT
Academic Year 2023-24

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MITU21BDES0104

Summer Internship
Now Form

BDes Semester 6
Graphic Design Discipline



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About Me

I'm Kumar Satvik, a graphic design student currently finishing my 7th semester. My passion for visual storytelling and design led me to pursue a summer internship at NowForm, a leading design studio known for its creative problem-solving and strategic approach. It was a fantastic opportunity to gain real-world experience, push my creative boundaries, and collaborate with talented professionals. This document chronicles my design journey during that internship, showcasing the diverse projects I tackled and the valuable lessons I learned. You can also find a glimpse into my passion for exploring the exciting potential of AI image generation!



Now Form

Walking into NowForm's office for the first time, I knew it wasn't going to be your typical internship. They had this whole villa as their workspace! It definitely changed my idea of what an office could be. Beyond the cool space, it was the energy that really struck me. Everyone was so passionate about design and genuinely excited to be there.



NowForm really valued collaboration. They had this whole network of awesome designers all over India that they worked with regularly. It was like this big, supportive design family. I loved how open everyone was to sharing ideas and learning from each other.

now form.

As an intern, I got to experience their design process firsthand, and it was all about the user. Every decision, from the initial research to the tiniest details in the design, was carefully considered to make sure it would resonate with the people actually using it. It was a great learning experience, and I really started to understand the impact that good design can have. Oh, and I can't forget to mention the office pantry - it was a lifesaver!

One of the things that stood out was how multi-talented everyone was. Of course, they were all amazing UI/UX designers, but they also had these other crazy skills, like animation and even 3D game design! It was inspiring to see how they brought all those different perspectives to the table for each project.



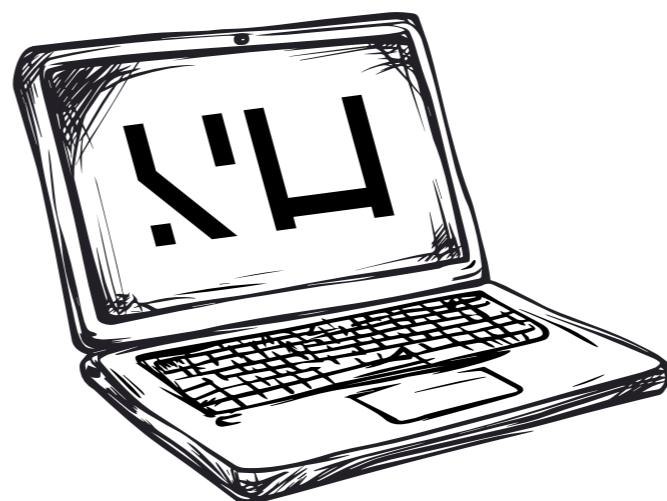
Sarita Handa

Stepping into the world of Sarita Handa, a brand renowned for its exquisite Indian craftsmanship and timeless luxury, was a unique experience. Their commitment to preserving heritage while embracing modern aesthetics deeply resonated with NowForm's design philosophy, making this project a natural fit.



The journey began with immersing ourselves in Sarita Handa's world. We delved deep into their customer profiles, understanding their aspirations, lifestyles, and what they truly sought from a luxury home décor brand. This customer-centric approach, a cornerstone of NowForm's design process, informed every decision we made.

The task at hand: to develop a comprehensive image and content strategy deck that would capture the very essence of Sarita Handa's brand and serve as a guiding light for their visual communication across all platforms.



The strategy deck we developed was comprehensive, encompassing every facet of Sarita Handa's visual communication. We defined specific photography style guidelines, emphasizing authenticity and highlighting the intricate hand-crafted details of their products. Soft, natural lighting and minimalist styling were key components, ensuring that the focus remained on the inherent beauty of the materials and the artistry of the artisans.

My role within the NowForm team was to translate Sarita Handa's core values – "Simple, Quiet Luxury" achieved through uncompromising quality, authenticity, innovation, and customer-centricity – into a captivating visual language that would resonate with their discerning clientele. This meant creating a visual identity that exuded both sophistication and warmth, reflecting the brand's deep respect for tradition and its forward-thinking approach to design.

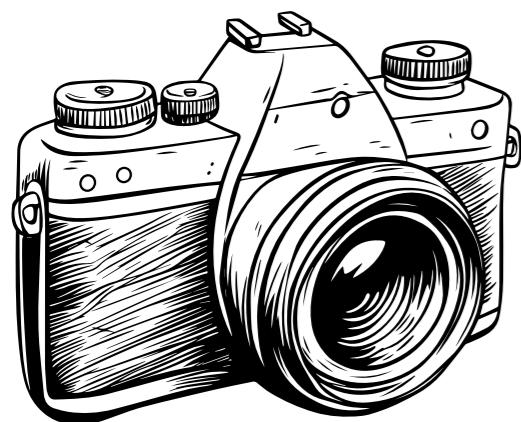


We also meticulously outlined content pillars that would guide their social media presence, email marketing, and website copy. Each piece of content was carefully crafted to align with the brand's voice: straightforward, honest, and refined – mirroring the sophistication and timeless elegance of Sarita Handa's products.



Sarita Handa

This project was a masterclass in the art of visual storytelling. We created mood boards that brought to life the desired aesthetic for lifestyle shots, striking a harmonious balance between classic and contemporary elements. Warm lighting, carefully curated props, and a sense of heritage charm infused each image with a sense of quiet luxury.



I particularly enjoyed exploring the concept of “craft storytelling.” We wanted to go beyond showcasing beautiful products and celebrate the human element behind the brand – the skilled artisans who poured their hearts and expertise into each creation. Through evocative imagery and insightful copy, we sought to unveil the meticulous process involved in bringing Sarita Handa’s products to life, fostering a deeper connection between the brand and its customers.

The Sarita Handa project was more than just a design exercise; it was a journey of understanding a brand’s soul. It was about weaving together a tapestry of visual storytelling that would capture the brand’s essence and captivate its audience.

Key Learning -

- **The Nuances of Luxury:** Working with Sarita Handa refined my understanding of visual communication in the luxury market. I learned how to strike a delicate balance between showcasing opulence and maintaining a sense of understated elegance. It was about whispering luxury, not shouting it.
- **The Power of Craft:** This project highlighted the impact of visually representing the human element behind a brand. By celebrating the artisans and their craft, we could elevate the perceived value of the products and create a more authentic and engaging brand narrative.
- Collaborative Clarity: Collaboration was essential.
- Working closely with the Sarita Handa team and leveraging the expertise of NowForm’s diverse design network reinforced the importance of clear communication and a shared vision, especially when working with established brands with a rich heritage.



JNMF

Working on the Jawaharlal Nehru Memorial Fund (JNMF) project was like stepping into a time capsule. The JNMF had this incredible archive of books documenting Nehru's life and work, but their website felt, well, a bit stuck in the past. Our goal at NowForm was to transform these static archives into a dynamic, engaging online platform that would resonate with a modern audience while preserving the historical integrity of the content.



The Jawaharlal Nehru Memorial Fund (JNMF) was established in 1964 in memory of Jawaharlal Nehru, the first Prime Minister of independent India. Dedicated to perpetuating Nehru's legacy, especially his deep commitment to democracy, liberal values and in nation building and his stewardship of India for 17 long years, JNMF has been serving for more than fifty years now. It continues to publish and disseminate through books, periodicals and scholarships. In addition, it publishes important collections of Nehru's voluminous writings and speeches and commissions volumes on related themes, annually hosts the Nehru Memorial Lecture, and administers Anna Bhawan, Jawahar Planetarium and Jawahar Lal Bhawan - all part of the Anna Bhawan complex in New Delhi. Smt. Sonia Gandhi is currently the Chairperson of the JNMF.

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Right from the start, we knew user experience was key. We dove headfirst into research, conducting stakeholder interviews with the JNMF team to understand their vision and aspirations for the website. We also spoke to potential users - students, researchers, history enthusiasts - to get a sense of their needs and expectations. It was important to create a platform that felt both accessible to a tech-savvy audience and respectful of the historical significance of the material.

The JNMF Benchmarking document was our roadmap. It allowed us to analyze how other institutions and organizations had successfully digitized and presented their archives online. We explored everything from robust search and filtering systems to interactive timelines and engaging multimedia content.

Robust Search & Filtration (Example: Churchill Archives Centre)

We discovered that the Churchill Archives Centre uses a brilliant system of categorizing articles by subject area, political party, and keywords. This allows for cross-referencing and highlights the interconnectedness of historical topics, making exploration more engaging. We envisioned a similar approach for the JNMF website, enabling users to easily navigate the vast collection of writings and speeches by Nehru.

Interactive Timelines (Examples: Barack Obama Presidential Library, Antico Setificio Fiorentino, 50 years inDIA)

We were inspired by how other institutions used interactive timelines to present historical information in an engaging and visually compelling way. The Barack Obama Presidential Library, for example, uses a timeline to showcase key events before, during, and after his presidency, creating an immersive experience for visitors. Similarly, the Antico Setificio Fiorentino uses a concise timeline to highlight significant milestones in their history.

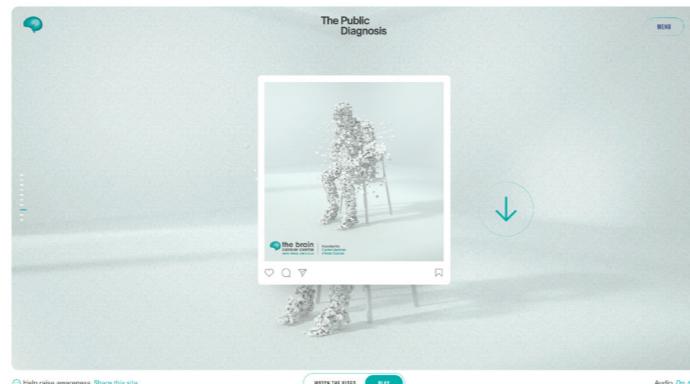
Content Organization & User-Friendly Navigation (Example: The National Archives UK)

The National Archives UK excels at providing a user-friendly experience by clearly dividing its website into sections for new users and existing users of archives. This guided approach helps visitors easily find the information they need.

JNMF

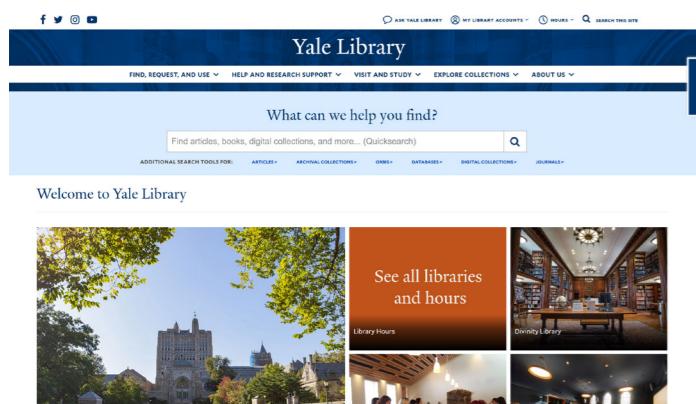
Reader Engagement Tools (Examples:

Internet Archive, The Brain Cancer Center, Harvard Film Archive) Engaging users goes beyond simply presenting information. We were inspired by how platforms like the Internet Archive use robust filtering systems to help users easily find specific content. The Brain Cancer Center uses interactive clues to encourage users to share cases and raise awareness, while the Harvard Film Archive provides a clear and prominent “Share” button to encourage users to spread the word about their resources.



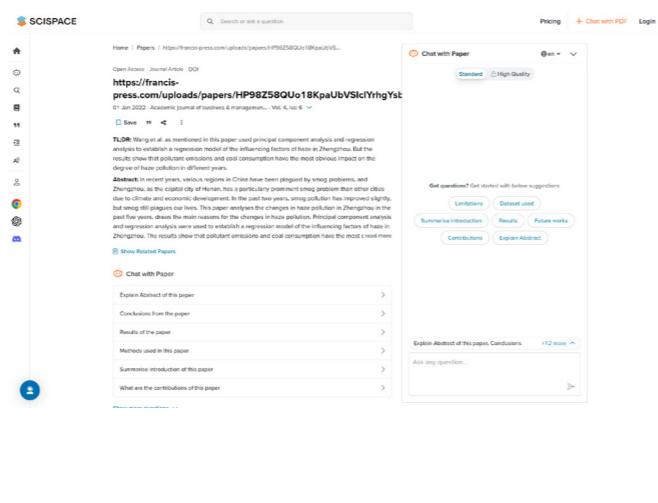
Multimedia Content and Visual Hierarchy (Examples: Yale Library, The Swaddle, The Great Discontent)

Many of the websites we benchmarked used multimedia content effectively to enhance user engagement and provide a more immersive experience. For instance, Yale Library incorporates visuals and a search bar to help users find what they need, while The Swaddle uses diverse media like podcasts, films, and articles with distinct visual styles. The Great Discontent highlights key points and provides contextual information alongside relevant images.



AI-Powered Features (Examples:

Scispace, Adobe Acrobat) The use of AI is revolutionizing online experiences. Platforms like Scispace and Adobe Acrobat utilize AI to generate summaries and suggestions, making content more accessible and actionable.



Key Learning -

- **The Art of Digital Storytelling:** This project taught me how to translate dense historical material into a compelling digital narrative. It was about finding ways to engage users visually and intellectually, making the past relevant to the present.
- **The Power of User-Focused Design:** Understanding the needs of both the JNMF stakeholders and potential users was crucial. The benchmarking process helped us identify features and functionalities that would make the website truly user-friendly.
- **Balancing Modernity and Heritage:** One of the biggest challenges was finding a way to modernize the website’s design and functionality while preserving the integrity and authenticity of the archival material.



KBF

The Kochi Biennale Foundation (KBF), with its mission to bring contemporary art to the forefront of India's cultural landscape, presented a unique design challenge. NowForm was tasked with creating a holding website, a temporary digital space that would generate excitement and anticipation for the upcoming Biennale.



A screenshot of the website homepage. At the top, there are two small logos: "KOCHI BIENNALE" and "KOCHI-MUDRIS BIENNALE 2022". Below them are navigation links: "ABOUT", "KMB 22-23", "PROGRAMMES & EXHIBITIONS", "BUY TICKETS", "SUPPORT", and a date "23.12.22 - 10.04.23". The main title "ART NEEDS YOU NEED ART" is prominently displayed in large, bold, black and red letters. To the right of the title is a teal circular icon. At the bottom right, there is a small "Made in NowForm" watermark.

The project was unique because it wasn't about building a complex, feature-rich website. Instead, the focus was on creating a visually striking and impactful single-page experience that would effectively communicate the essence of the KBF and the upcoming Biennale.

Leveraging their existing design system, I worked alongside the NowForm team to develop a clean and modern layout that put the Biennale's vibrant artwork center stage. We incorporated a carousel showcasing captivating images from past events, capturing the energy and diversity of the KBF.

Content was kept concise and engaging, providing essential information about the KBF's mission and the Biennale itself. We also integrated prominent links to their social media channels and Google Arts & Culture page, allowing visitors to further explore their world of contemporary art.



Visual Impact: We prioritized impactful visuals, knowing that the KBF's audience is drawn to compelling artistic experiences. The carousel and curated imagery were designed to evoke a sense of wonder and anticipation for the Biennale.

Seamless User Experience: Despite the single-page format, we focused on creating a seamless user experience. Clear navigation, strategically placed calls to action, and smooth transitions between sections ensured visitors could easily find the information they needed.

KBF

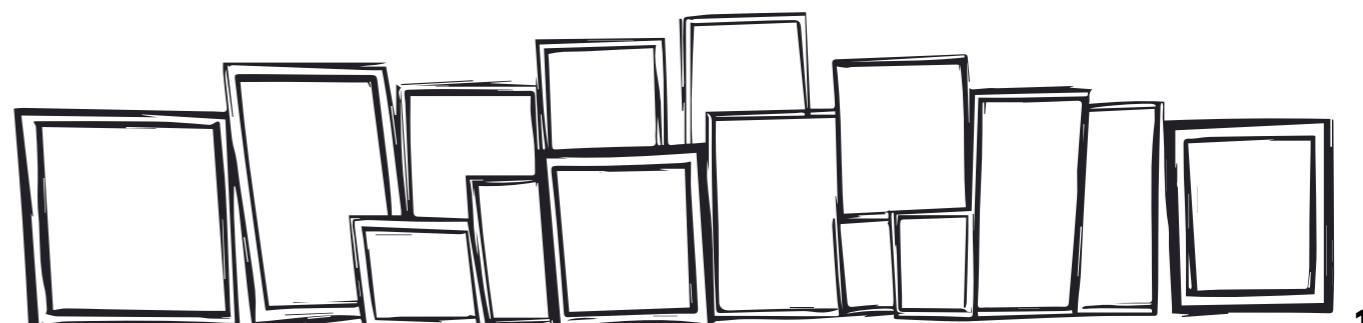
Aligning with the Brand: The website's aesthetic perfectly aligned with the KBF's existing design system, maintaining brand consistency and strengthening their visual identity.

Key Learning -

- **Less is More:** This project taught me the power of simplicity in design. By focusing on essential elements and creating a visually impactful layout, we could effectively communicate the KBF's message without overwhelming visitors.
- **Working Within Constraints:** Developing a holding website within the confines of a single page and an existing design system challenged my creative problem-solving skills. I learned how to make the most of limited space and resources.
- **The Art of Anticipation:** Creating a sense of anticipation through design was a fascinating aspect of this project. I learned how to use visuals, copy, and even website transitions to build excitement for an upcoming event.



The KBF holding website project may have been temporary, but the lessons I learned about impactful visual communication, user-centric design, and working within constraints continue to shape my approach to design.



BCG

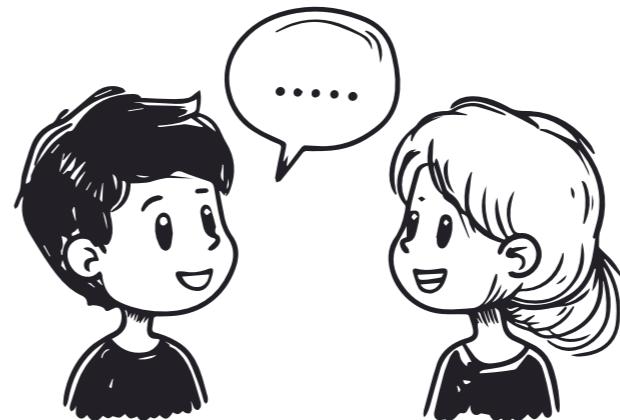
My internship at NowForm offered a unique perspective on how design could be leveraged within a large-scale consulting environment. NowForm provided designers, myself included, as resources to Boston Consulting Group's (BCG) FinCap wing. FinCap focuses on partnering with major banks to tackle critical challenges and unlock opportunities within the financial sector.



WhatsApp Campaign

The world of financial services is fast-paced, and communication needs to keep up. At NowForm, we recognized the power of WhatsApp as a direct and personalized channel for connecting with banking clients. My internship involved designing a series of targeted WhatsApp campaigns for BCG FinCap's banking partners.

UI/UX Design for Banking Applications: I collaborated with BCG teams to enhance the user experience of banking applications for a diverse range of customers. This involved designing intuitive interfaces, optimizing user flows, and ensuring accessibility for all.



These campaigns were designed for one-to-one communication, delivering tailored messages to specific customer segments. The focus was on creating visually engaging content that would capture attention within the fast-paced world of a messaging app.

WhatsApp Campaign Design: Understanding the power of mobile-first communication, I helped design visually compelling and engaging WhatsApp campaigns for BCG's banking clients. These campaigns aimed to increase user engagement, promote financial literacy, and drive adoption of key banking services.



Concise & Impactful Messaging: Crafting short, compelling copy that conveyed key information clearly and concisely.

Visually Engaging Graphics: Designing eye-catching visuals, including illustrations, icons, and custom graphics, that would stand out in a chat interface.

Interactive Elements: Incorporating elements like polls, quizzes, and call-to-action buttons to encourage engagement and drive desired user actions.

WhatsApp Campaign

At BCG, we understand that effective communication requires more than just words. It demands a visual language that resonates with the intended audience. In this chapter, I'm excited to showcase a gallery of WhatsApp campaign images I created using the power of AI. Leveraging the creative potential of ChatGPT and Dalle, I was able to generate a diverse range of visuals, each tailored to specific campaign objectives and target audiences.

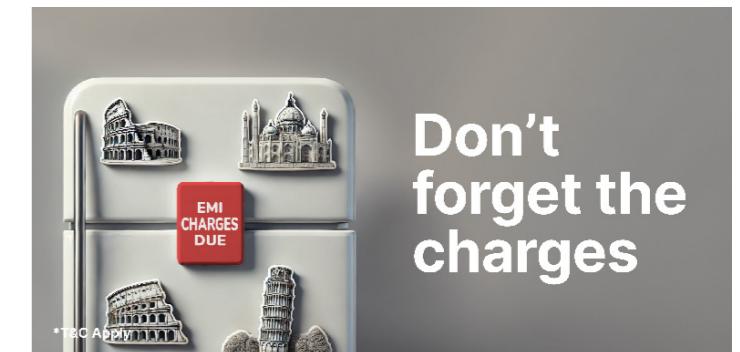


Collection Campaign

The Collection campaign was all about encouraging users to clear any outstanding charges with their bank. The goal was to create a friendly and approachable tone, moving away from traditional reminders and towards a more positive and motivating experience. Through AI-generated imagery, we were able to bring this vision to life, using visuals that conveyed ease, convenience, and the satisfaction of financial well-being.

Shiftleft Campaign

In today's digital age, self-service is key. The Shiftleft campaign aimed to empower bank customers to find answers to their general inquiries quickly and easily through the bank's online resources. By directing users to readily available information, we could help reduce call volume and provide a more efficient experience. The AI-generated visuals for this campaign focused on clarity, simplicity, and visual appeal, making online resources feel readily accessible and user-friendly.

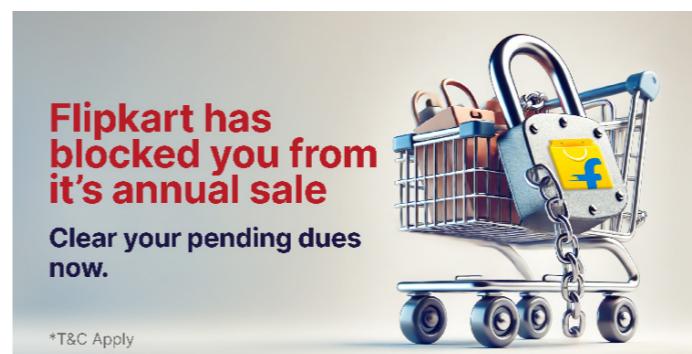
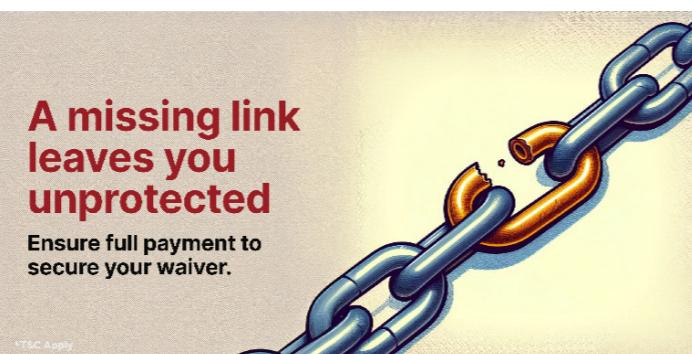
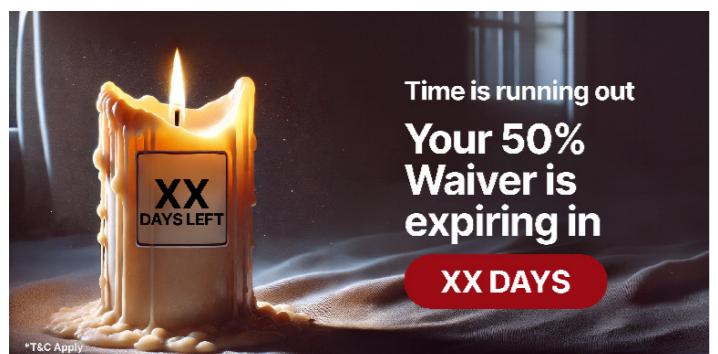
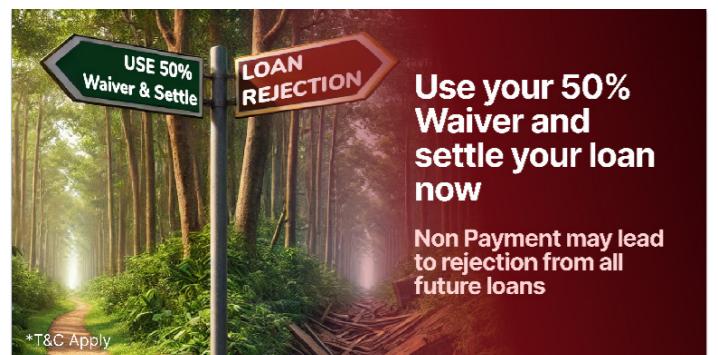
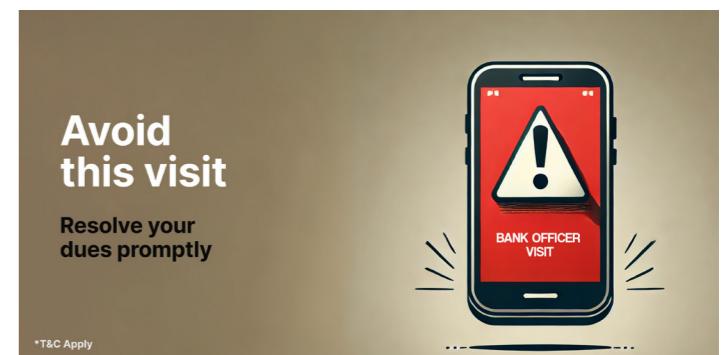
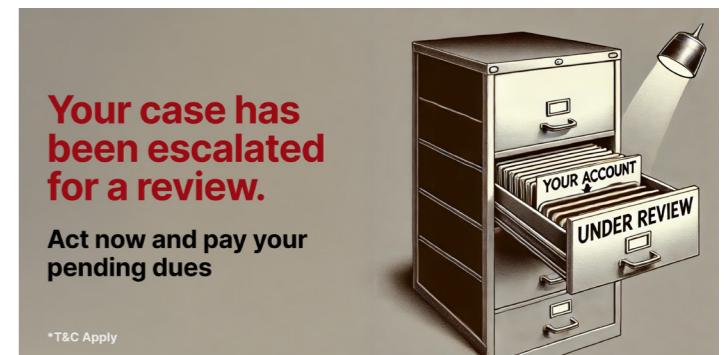
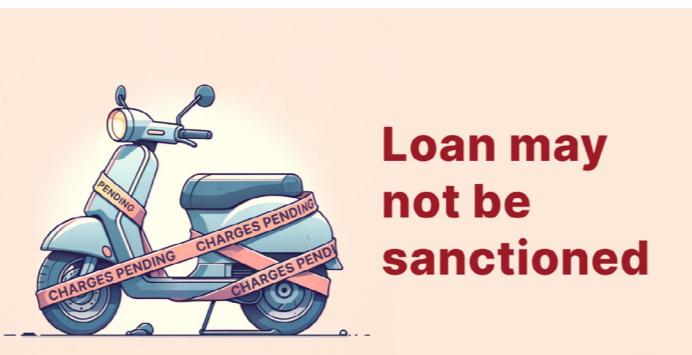


Insurance Campaign

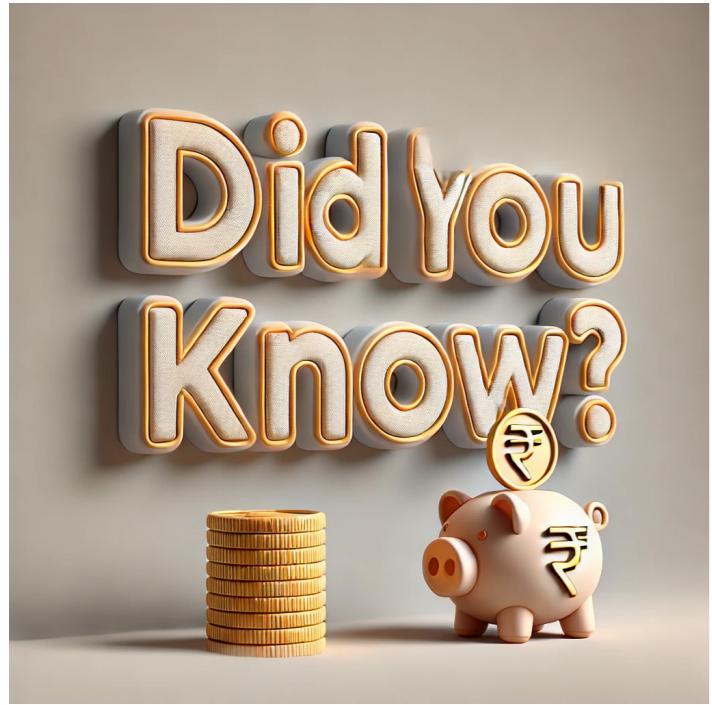
Protecting one's future is a universal concern. The Insurance campaign focused on promoting the benefits of the bank's insurance products, emphasizing the value of financial security and peace of mind. AI-generated imagery played a crucial role in conveying these concepts. We used visuals that evoked trust, stability, and the sense of protection that comes with having a reliable insurance plan.



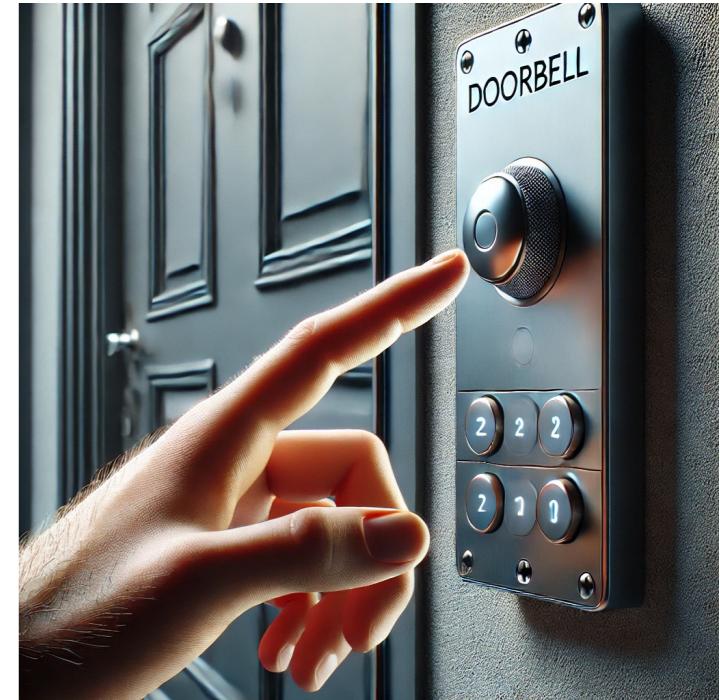
WhatsApp Campaign



WhatsApp Campaign



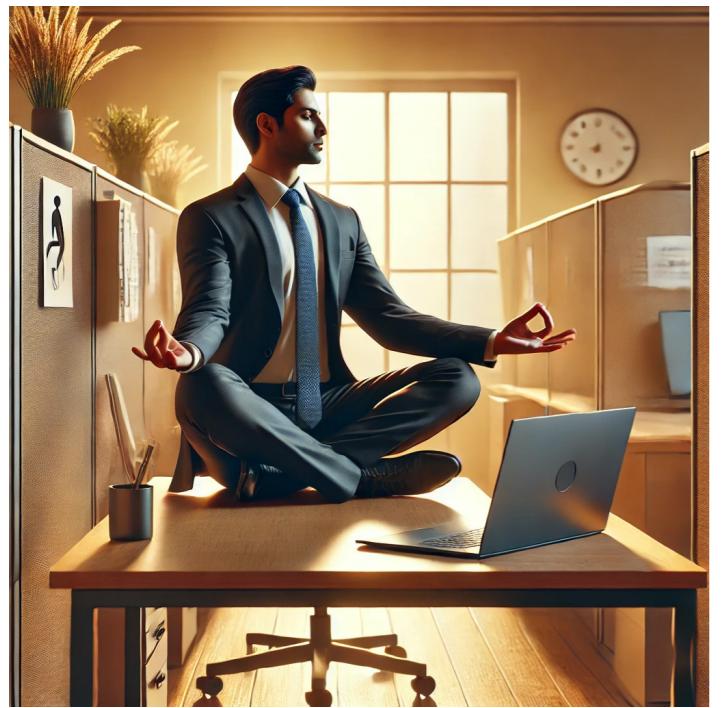
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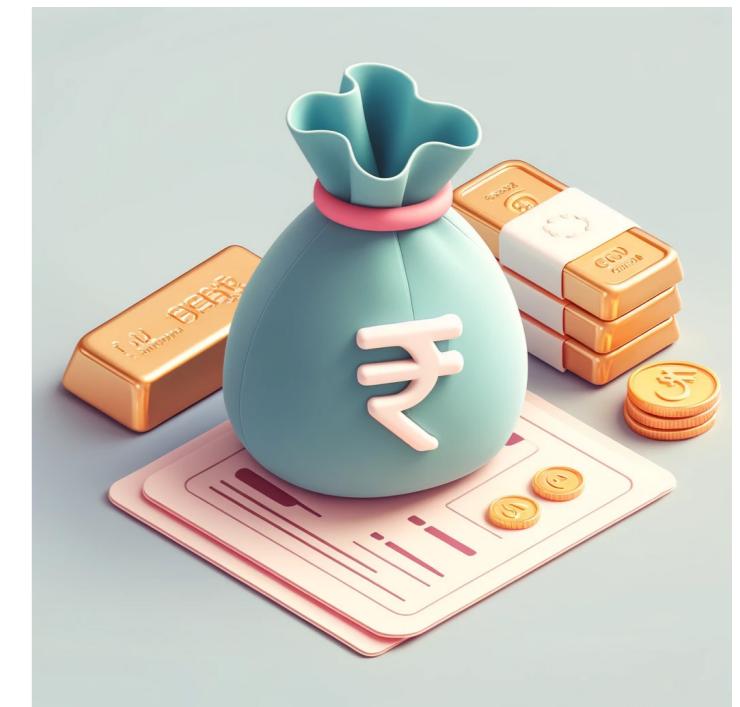
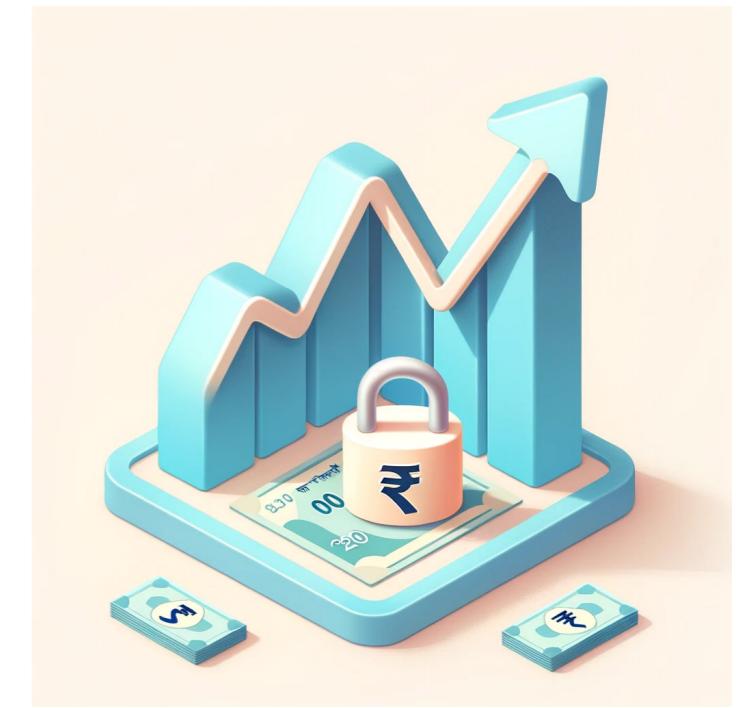
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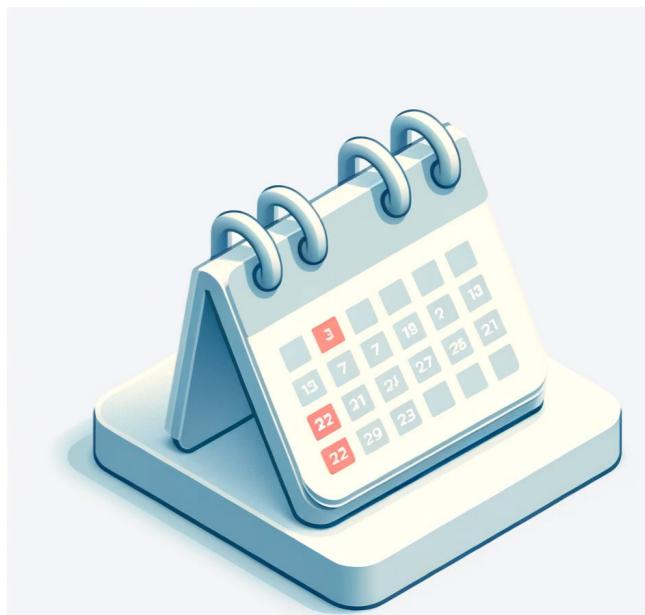
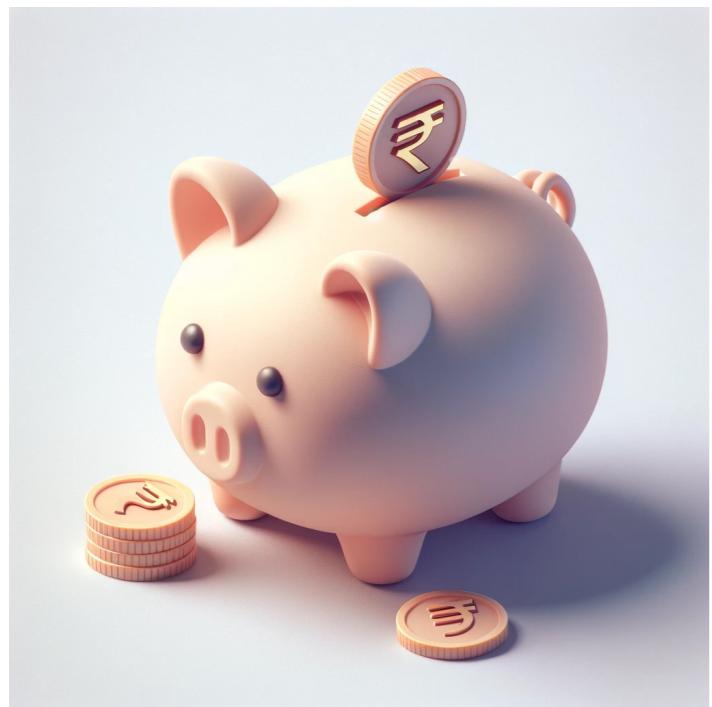
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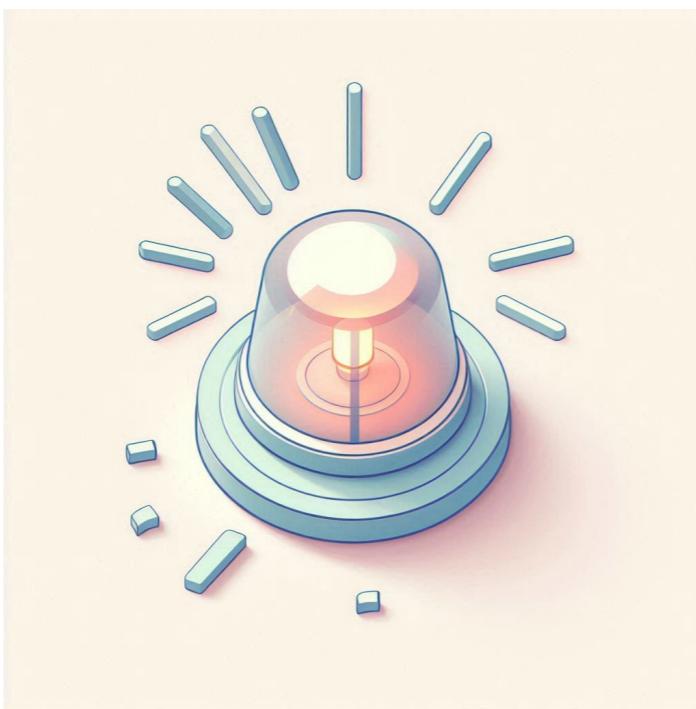
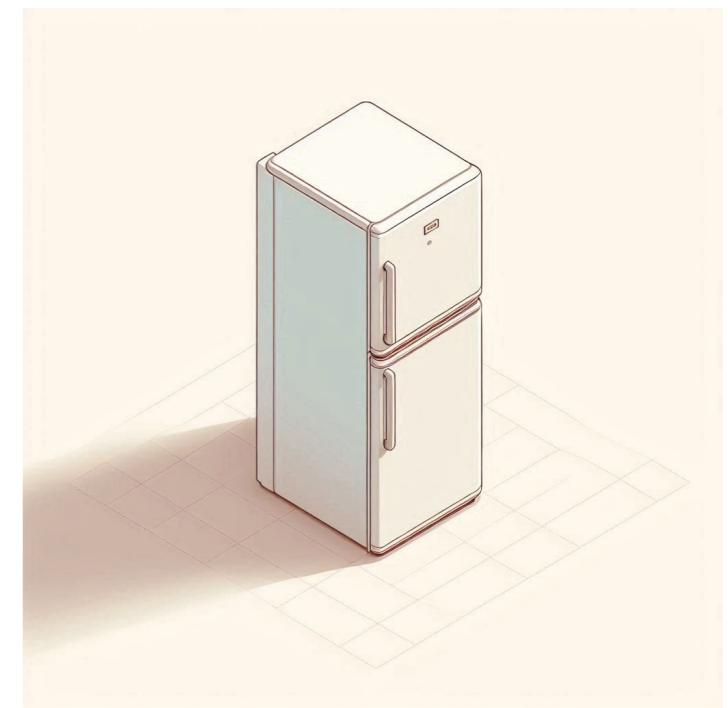
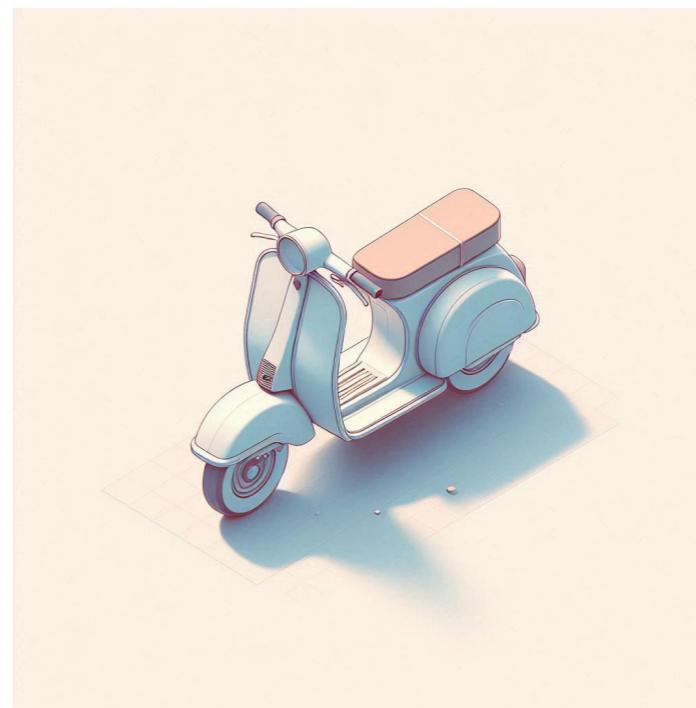
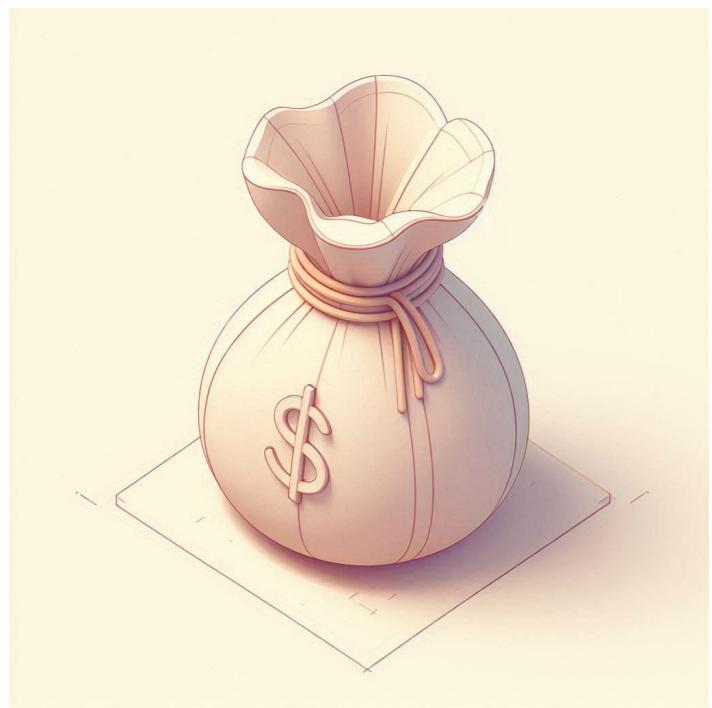
WhatsApp Campaign



WhatsApp Campaign



WhatsApp Campaign



Training Module

One of the most rewarding aspects of my internship at NowForm was the opportunity to contribute to internal projects that directly impacted the team's workflow and growth. We recognized a need to revamp the studio's approach to upskilling and project management, and I had the chance to be a part of this exciting transformation.

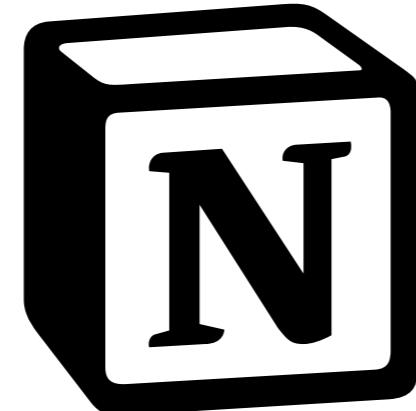


NowForm had a wealth of valuable training modules designed to help designers enhance their skills and knowledge. However, these modules, previously based on Google Sheets, were rarely used. We discovered that a key reason for this disconnect was the lack of integration between training resources and the actual project workflow.

To address this, we embarked on a mission to create a unified upskilling and project management tool using Notion.

Our vision was to create a centralized workspace where designers could:

- Easily access project briefs, timelines, and resources.
- Find relevant training modules directly linked to their assigned tasks.
- Track their progress and collaborate with team members seamlessly.



We started by mapping out user flows, carefully considering how the workspace would be used by designers at different stages of a project. This user-centered approach ensured that the tool would be intuitive and meet the team's practical needs.

We then brought our vision to life within Notion, leveraging its flexibility and powerful features to create a dynamic and engaging workspace.

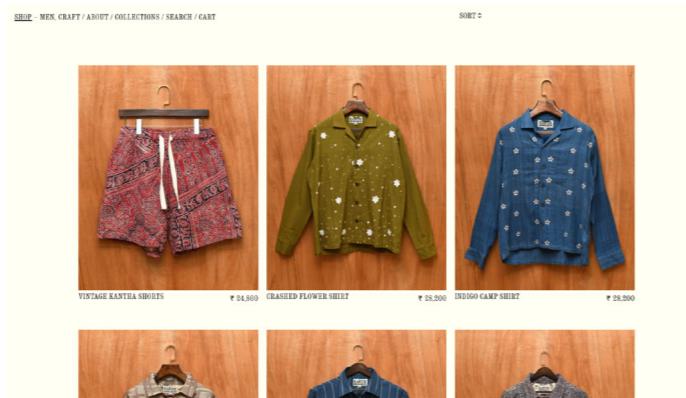
A screenshot of a Notion workspace titled "Now Form Training Module". The left sidebar shows a tree view of the workspace structure, including "Training and Upscaling / Now Form Training Module", "Notion AI", "Home", "Inbox", "Settings & members", "Add a page", "Teams", "Databases", "General", "Calendar", "Templates", "Trash", and "Help & support". The main content area displays the title "Now Form Training Module" and a search bar. Below the title is a sidebar with "Add pages" options like UX, Research, Branding, Graphic Design, Project Management, and Additional Topic. To the right is a list of categories: UX, Online Surveys, Statistical Analysis, Defining Objectives, Low-Fidelity Wireframes, Crafting Questions, Wireframes, Surveys, Research, Digital Low-Fidelity Tools, Beginner, Intermediate, Expert, and a section titled "What is Survey" with a sample text.

This project was more than just about creating a new tool; it was about fostering a culture of continuous learning and collaborative growth within NowForm. By integrating upskilling resources into the project workflow, we aimed to empower designers to develop their skills organically and contribute their best work.

Kartik Research

While my internship at NowForm primarily revolved around design exploration, I also had the opportunity to gain valuable experience in the development side of web design.

Kartik Research, a fashion designer brand, approached NowForm to develop their Shopify website, and I was tasked with ensuring the final website accurately reflected the approved design and functioned seamlessly.



This project involved a close collaboration between the design and development teams. NowForm's designers had created a beautiful and user-friendly website design, but as with any web development project, there were inevitable discrepancies between the initial design vision and the final built website.

My role was to meticulously review the developed Shopify site, comparing it to the original design files and identifying any inconsistencies or bugs



Visual Accuracy: Ensuring that all design elements, including typography, spacing, imagery, and layout, were faithfully implemented as intended.



Functionality Testing: Thoroughly testing all interactive elements, like buttons, forms, and navigation, to ensure they functioned correctly and provided a smooth user experience.

Responsiveness: Reviewing the website's responsiveness across different devices (desktops, tablets, mobile phones) to guarantee a consistent and optimized experience for all users.

Acknowledgment

This internship journey has been an incredible experience, filled with growth, challenges, and countless moments of creative inspiration. It wouldn't have been possible without the support and guidance of some truly exceptional individuals.

To the entire NowForm team, I extend my deepest gratitude for welcoming me into your dynamic studio. The collaborative spirit, the passion for design, and the commitment to pushing boundaries created an environment where I could truly thrive.

To my esteemed faculty at MIT Institute of Design ,thank you for providing the foundation that allowed me to embark on this design journey. Your encouragement, your insights, and your unwavering belief in my abilities have been invaluable.

This internship has been a transformative experience, shaping my skills, expanding my design horizons, and igniting my passion for the power of visual communication. I am deeply grateful to everyone who has played a role in this incredible journey.

Conclusion

My internship at NowForm was more than just a learning experience; it was a transformative journey. It opened my eyes to the breadth of design's impact, showcasing how visual communication can shape brand identities, enhance user experiences, and even drive social change.

I learned the value of collaboration, the importance of user-centered design, and the power of thinking creatively to solve real-world problems. I also discovered the potential of AI as a creative tool, pushing my boundaries and expanding my understanding of what design can achieve.

NowForm wasn't just a workplace; it was a vibrant community of passionate designers, each with their unique perspectives and skills. I'm grateful for the mentorship and guidance I received, the opportunities to contribute to meaningful projects, and the friendships I forged along the way. This experience has ignited my passion for design and fueled my desire to continue learning and growing as a creative professional.

As I move forward in my design journey, I carry with me the lessons I learned at NowForm. I know that with hard work, creativity, and a collaborative spirit, I can make a positive impact in the world, one design at a time.

About the Report

This internship report documents my summer experience at NowForm, a design studio that ignited my passion for creative problem-solving. From crafting brand strategies to exploring AI-powered image generation, I honed my skills and gained invaluable insights into the transformative power of design.



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