

# JURY PROJECT

BRANDING & PROMOTION

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POSTER DESIGNS

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# INTRODUCTION

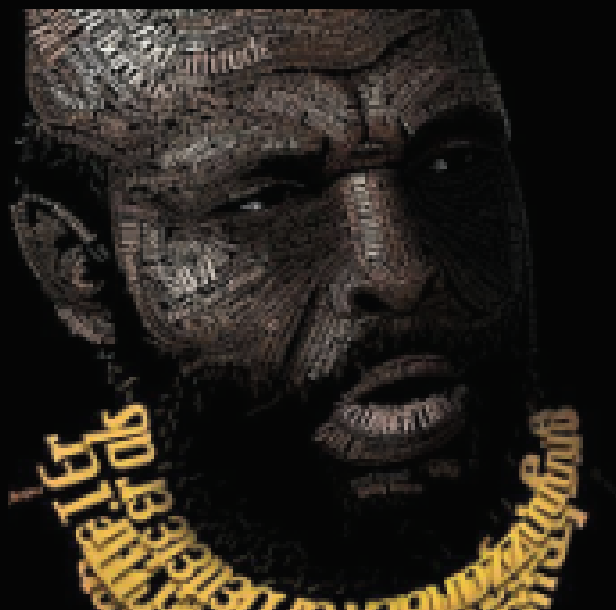
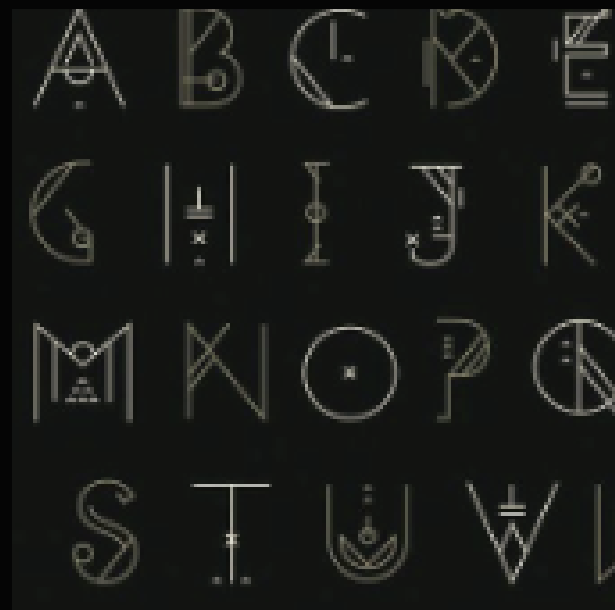
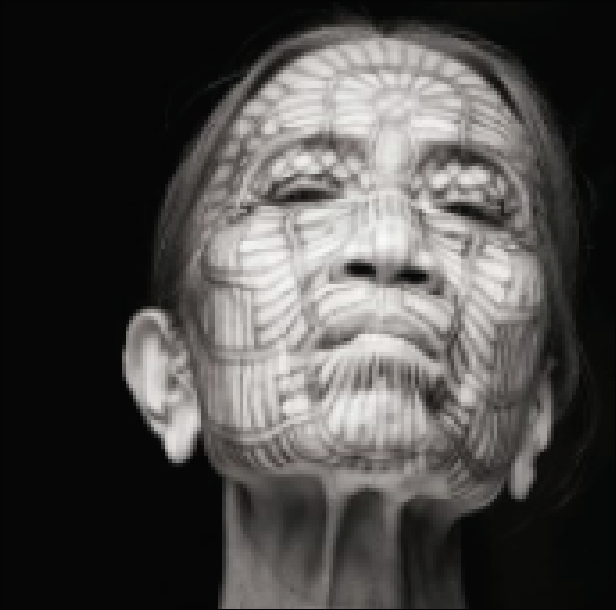
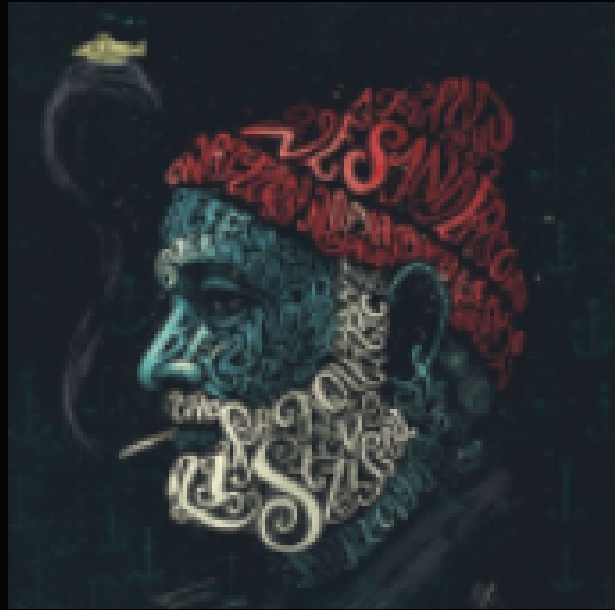
The Craft Cluster initiative at NIFT is designed with the objectives to sensitize NIFT students to the realities of the craft sector and give insight into regional sensibilities and diversities, resources, and environment.

Adilabad "The Gateway of South India." Adilabad district is a district located in the northern region of Telangana. It comprises of a village called Waghapur where a tribe called Thottis practice the art of Tattooing for years -- an ancient technique of hand poking with needles and some herbal products that turns into permanent tattoos.

I would be addressing the problems faced by these tribes regarding their art of tattooing and come up with solutions to revive this art culture from declining in future.



BRAIN STORMING IDEAS



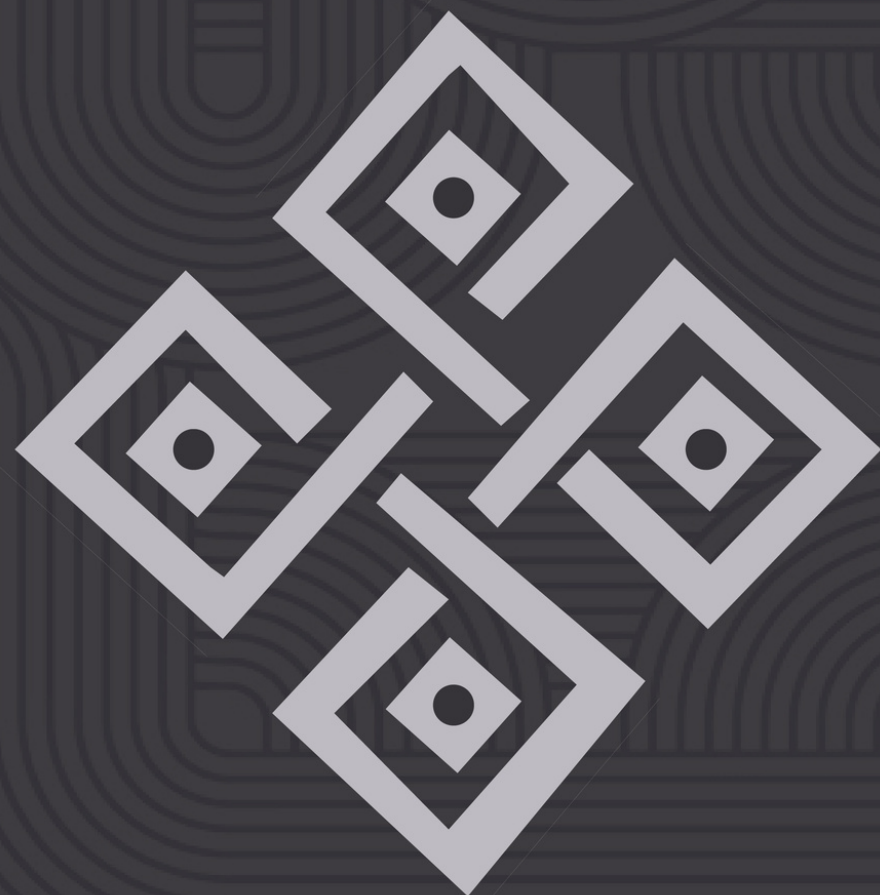
MOOD BOARD



COLOR THEME

# SHRINGAAR

TATTOO STUDIO



100% ORGANIC

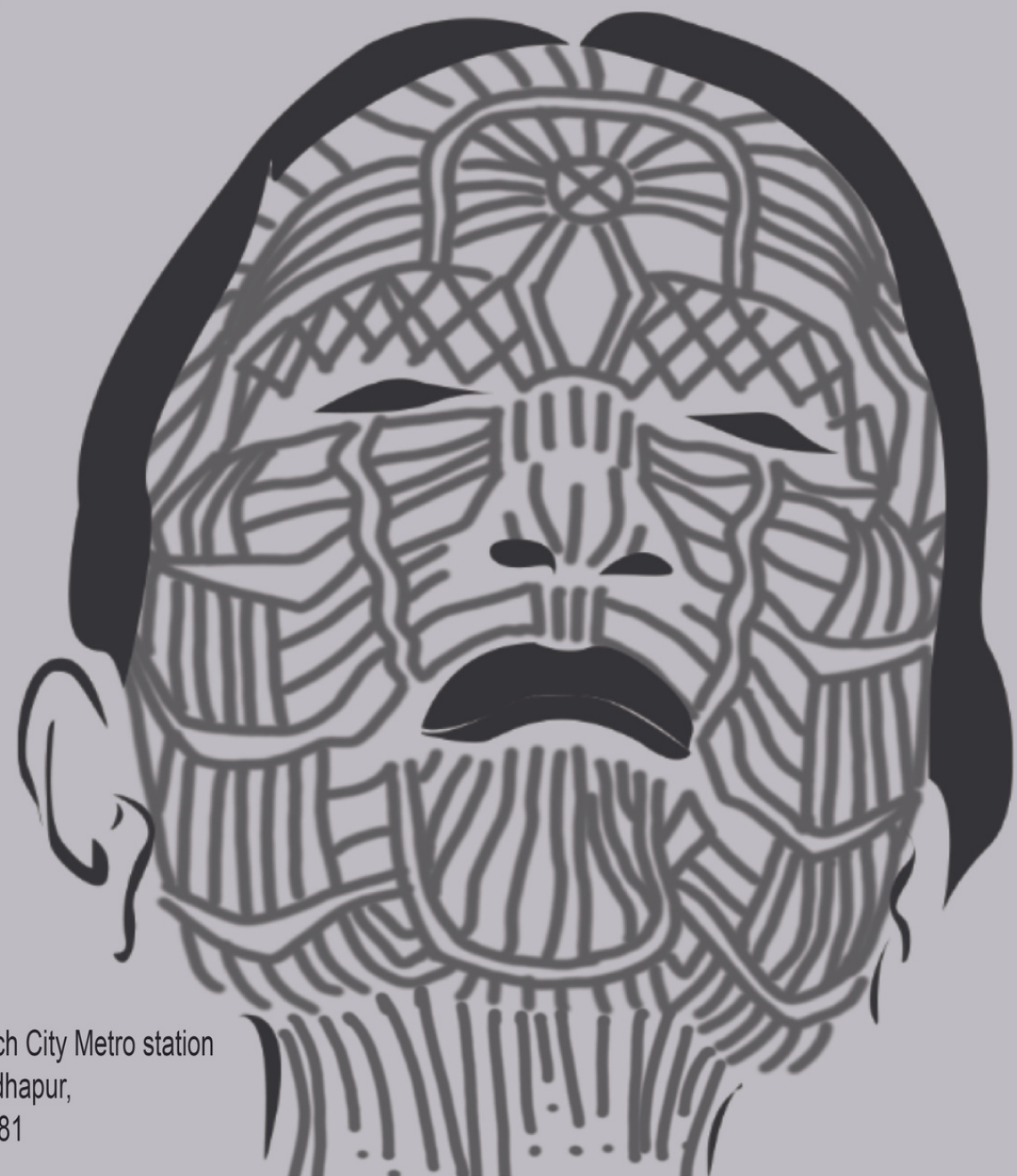
opposite Hi-tech City METRO STATION  
HITEC City, Madhapur,  
Telangana 500081

## DESIGN 1

POSTER FOR BRANDING &  
PROMOTION OF ADILABAD  
TATTOO STUDIO

# ADILABAD

TATTOO  
STUDIO



Opposite Hi-tech City Metro station  
HITEC City, Madhapur,  
Telangana 500081

## DESIGN 2

POSTER FOR BRANDING &  
PROMOTION OF ADILABAD  
TATTOO STUDIO

THANK  
YOU

ANOOSHA GHOSH - FC - SEM 5