

Brandinŏ & Promotion



Cheriyal Painting

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FC Semester 5th



Introduction

of Craft

Cheriyal paintings are generally the pictorial presentation of scenes from Indian mythological epics such as Ramayana, Mahabharata, Garuda Purana, Krishna Leela, Markandeya Purana and other mythological scripts. Cheriyal paintings are very similar to other folk paintings say Pattachitra, Phad painting, and the likes as they also act as a visual aid for storytelling.



History

A part of the Nakashi artform, Cheriyal scrolls were once sociologically and culturally significant. Conventionally used as a tool for educating the unlettered villagers, these painted scrolls were also used by the village bard as visual aid to go with his stories and ballads.

The earliest known painted scroll can be dated back to 1625 in the Telangana region which was then ruled by the Qutub Shahis of Golconda. The art form

involved paintings that depicted scenes from the Hindu mythology and also stories that were meant to educate the village folks.



Problem Statement

To design a logo for the Artist of Cheriya painting to promote their Art form in the digital media.

Objective

- To Learn About the market and Target Audience,
- To learn about the brand imagery & Identity.

Design Methodology

Client Brief

Client is an Artist from cheriyal village

Client Name- D. Venkataramana

Designing a simple and meaningful logo of the fo website & Social Media and Packaging for promotion of Cheriyal Handicraft products and Paintings .



Concept & Inspiration



Inspiration is from
paintings and
handmade crafts of
Cheriyal Paintings

Design

Brain Storming

PROCESS



Exploration



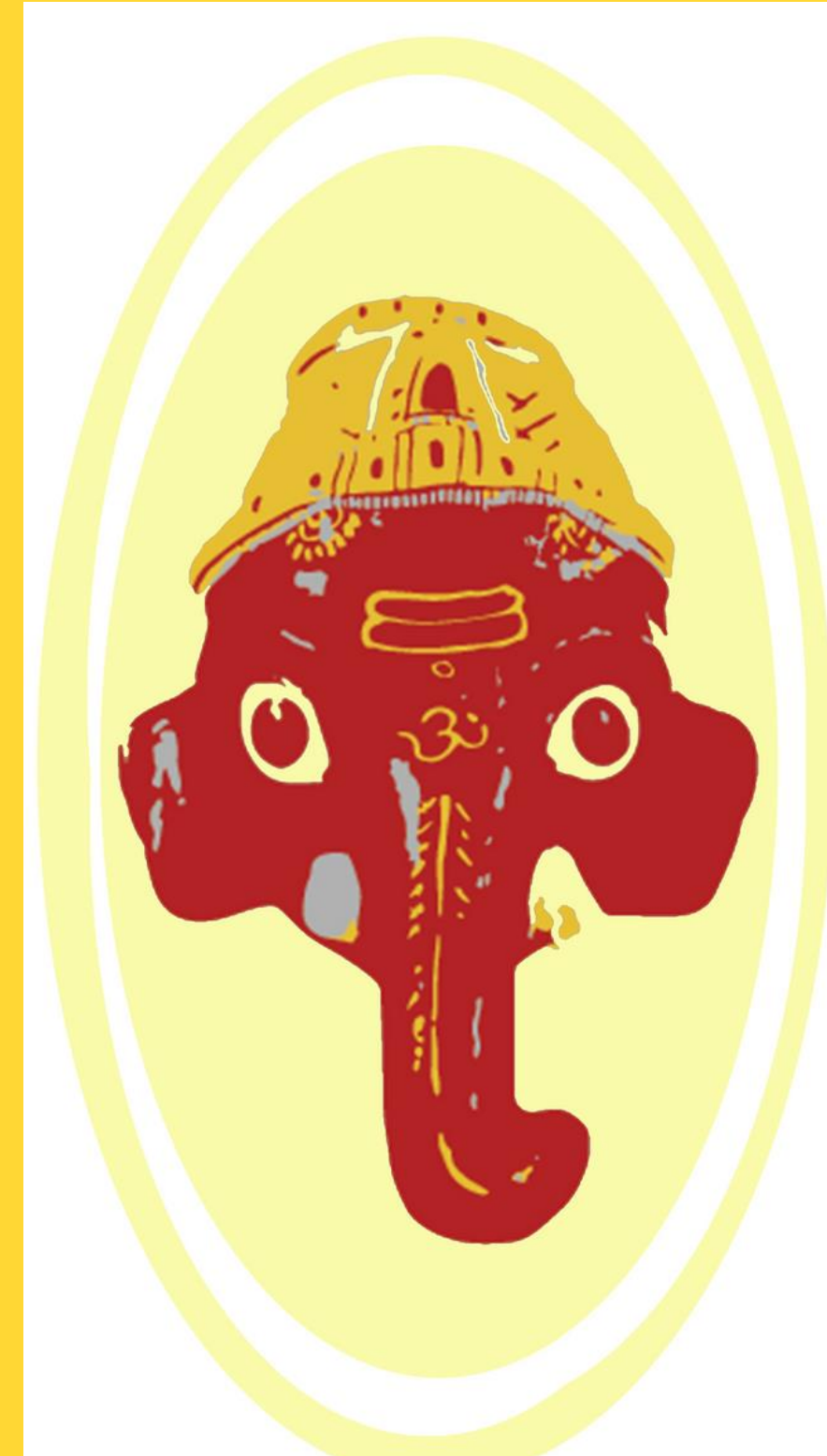
Logo EXploration 1

Exploration



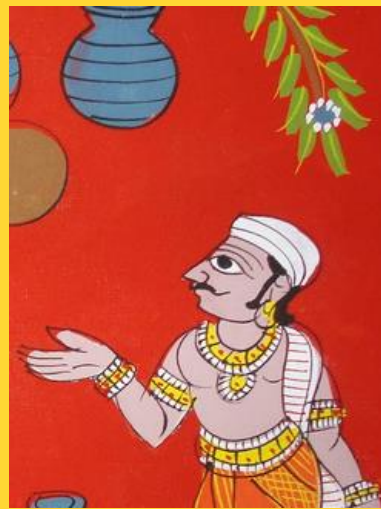
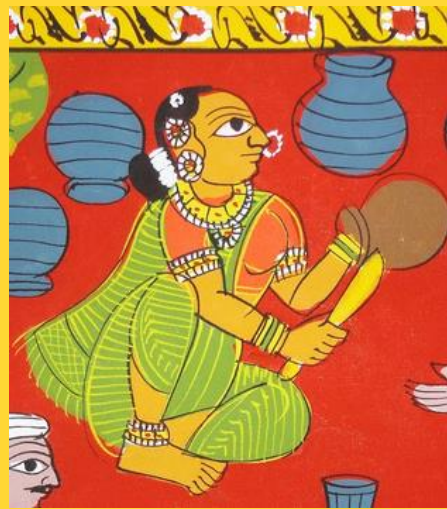
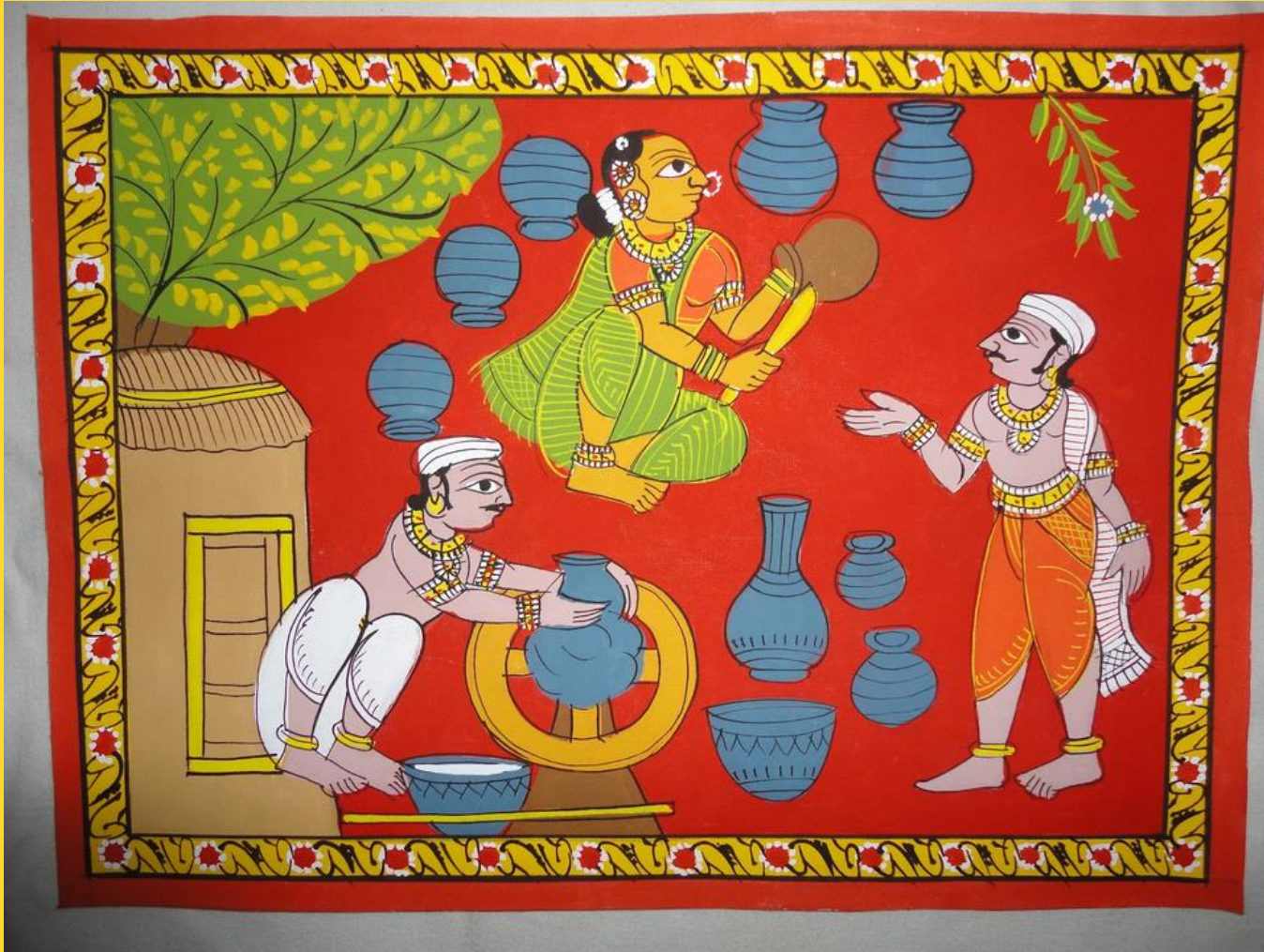
Logo Exploration 2

Exploration



Logo Exploratioin 3

Exploration



Logo Exploration 3

Thankyou