

MM4504C  
**PALLABI DAS 460**

Applied Arts and Comics





# St.Xavier's College (Autonomous)



# PROJECT 1

## SIGNAGE OVERVIEW



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# Introduction

## SIGNAGE

Signage of a state represents the eternal uniqueness and beauty of the place it is intended to also used for tourist attractions to give a warm welcome.

Main focus points are:

- Readability
- Legibility
- Simplicity



# Why This Topic

## MY TOPIC IS KERALA

I choose to do Kerala Signage because usually this state is shown as the calm and heavenly view which is absolutely breathtaking, but Kerala is not just about houseboats, mountains and greenery. Then what is it? The vibrancy of rich culture and traditions, festivals like Onam and the essence of Spirituality across the whole state creates the aura of True Divinity. I wanted to showcase and emphasize these aspects of the state.

# Signage History

## IDEATION OF THE KERALA SIGNAGE



1



2



3

# SIGNAGE



God's Own Country

# About the Signage

## BEAUTY OF THE KERALA

Kerala holds the beauty of the mountains temples and vibrant festivals. Making this place worth giving the tagline of **God's Own Country**.



# Shape

Its social and economic development, cultural heritage, and natural wonders. It is also famous for its special ayurvedic therapies and its backwaters. So, to give both the elegance and formal look I choose the Circular shape.

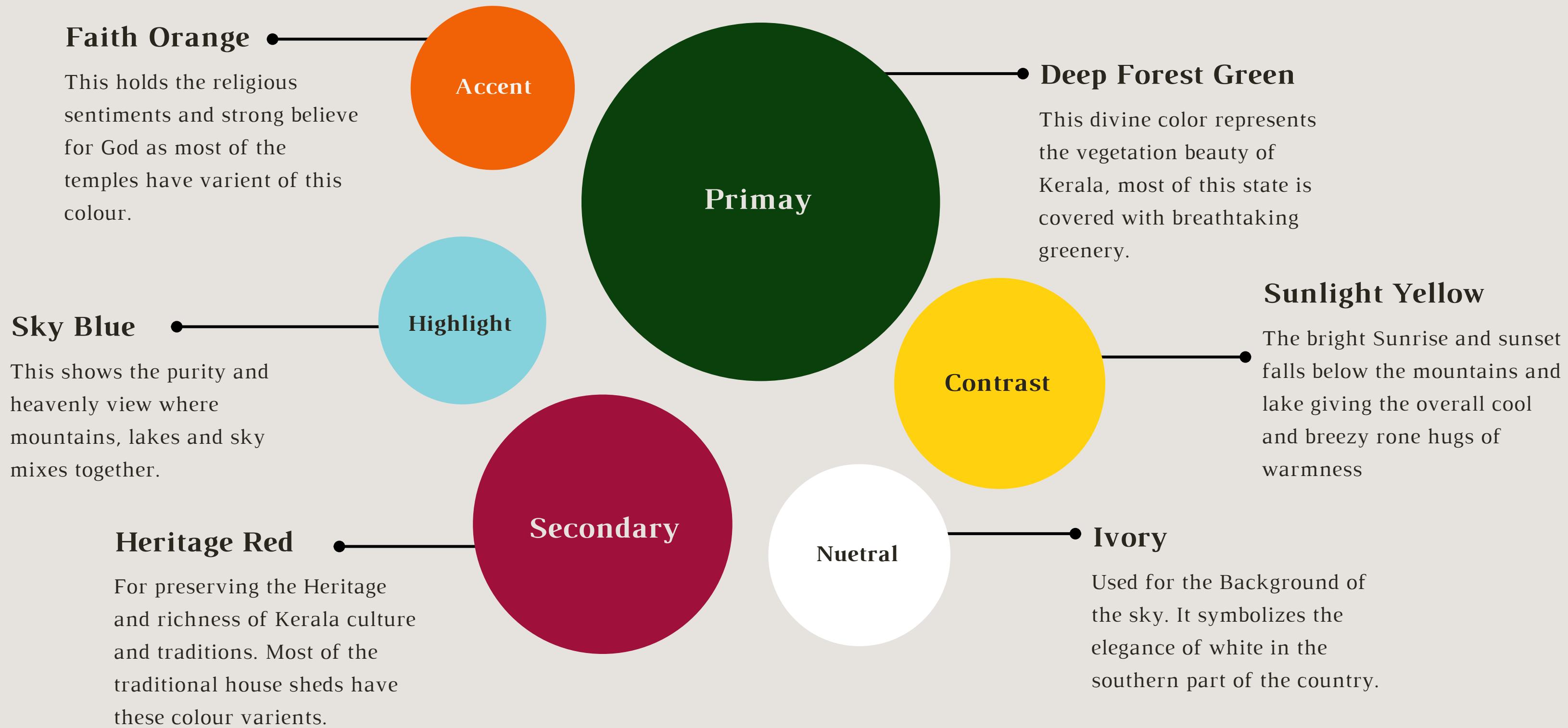


# Colour

The Signage colour is also inspired by the traditional art of Kerala, the subtle detailed designs in each and every Gods and Goddesses and the vibrant colour palette they used for this gave the ideation to try out the same through my project



# The Colour Pallette



# Symbols and Meanings

## CONCEPTS AND ELEMENTS



### Onam Boats

This is the most famous traditional Kerala festival where one of the boat competition is held in India.



### Palm Tree

The iconic Palm tree of Kerala gives it's personality. This trees are very common in kerala



### Elephants

They are considered to be sacred beings in Kerala, and have a main role in their culture. They are considered as symbols of unity, power, and pride.



### Guruvayur Temple

This is one of the most Holy temples in Kerala. Dedicated to Lord Guruvayoorappan, a form of Lord Vishnu.



### Mountains

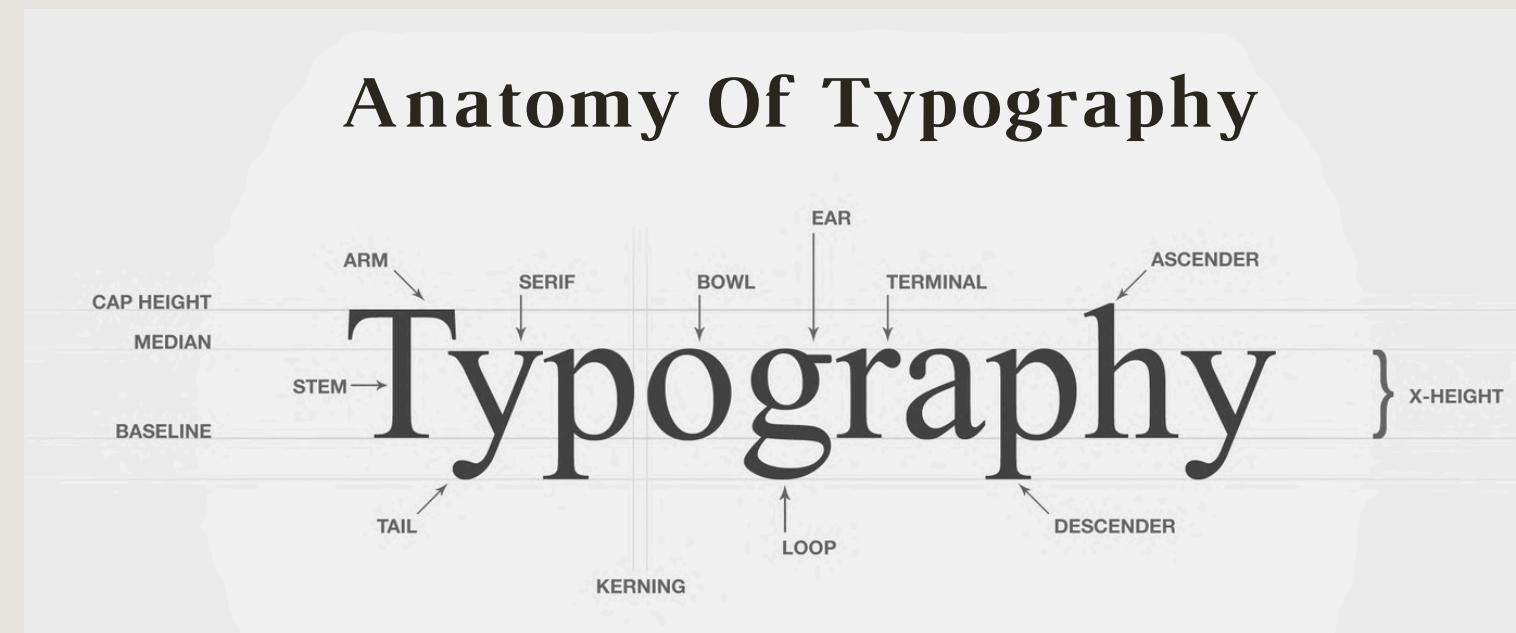
Kerala's mountains are beautiful for many reasons, including their serene atmosphere, diverse flora and fauna, and unique topography.

# Typography

I choose this font for it's aesthetic and Elegant personality so that it maintains the overall mood of the Signage.

# HIGUEN SERIF

## Anatomy Of Typography



## Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Mockups

Presented as road signs



# Mockups





# 3 Book cover Designs

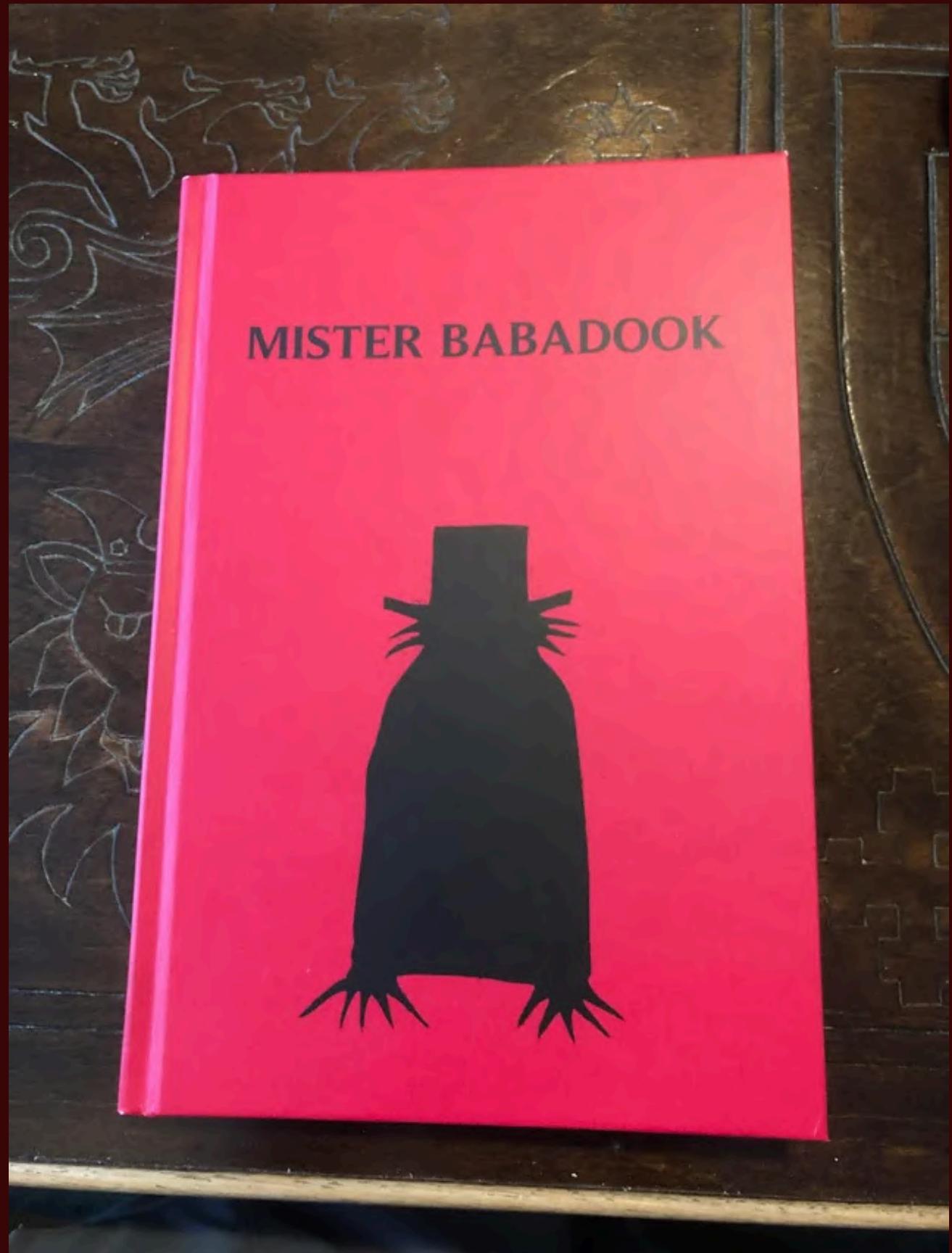
# Project 2

Book Cover Design:

MR. BABADOOK

# Topic choice

- The Babadook is a 2014 Australian psychological horror film written and directed by Jennifer Kent in her feature directorial debut, based on her 2005 short film Monster. Starring Essie Davis, Noah Wiseman, Daniel Henshall, Hayley\_McElhinney, Barbara West, and Ben Winspear, the film follows a widowed single mother who with her son must confront a mysterious humanoid monster in their home.
- Kent began writing the screenplay in 2009, intending to explore parenting, grief, and the fear of madness. Financing was secured through Australian government grants and partly through crowdfunding. Filming took place in Adelaide, where Kent drew from her experiences as a production assistant on Lars von Trier's Dogville (2003). During filming, the production team worked to ensure six-year-old Wiseman was protected from the film's disturbing subject matter. The titular monster and special effects were created with stop motion animation and practical effects.



# MOOD BOARD



# Ideation



1

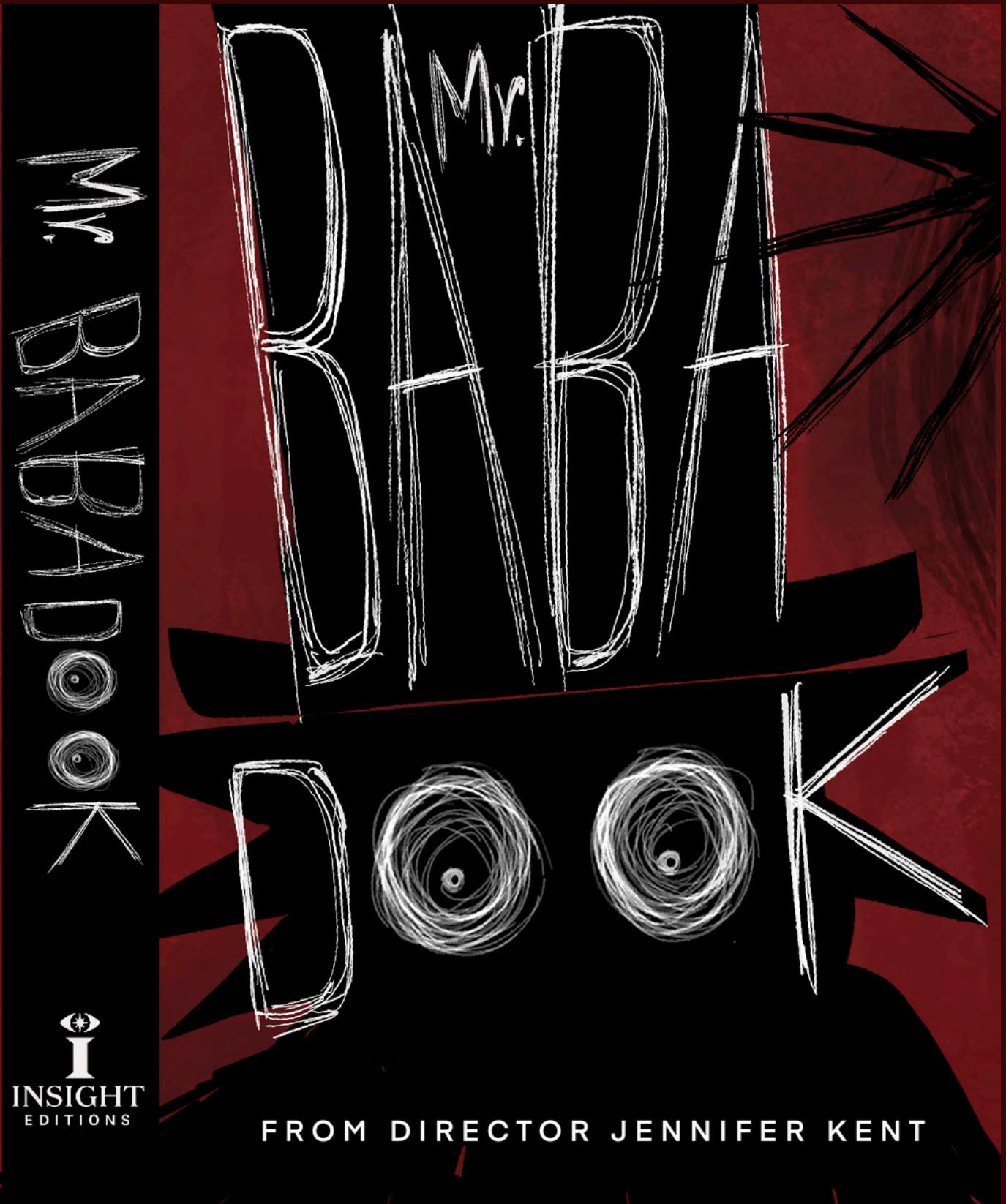
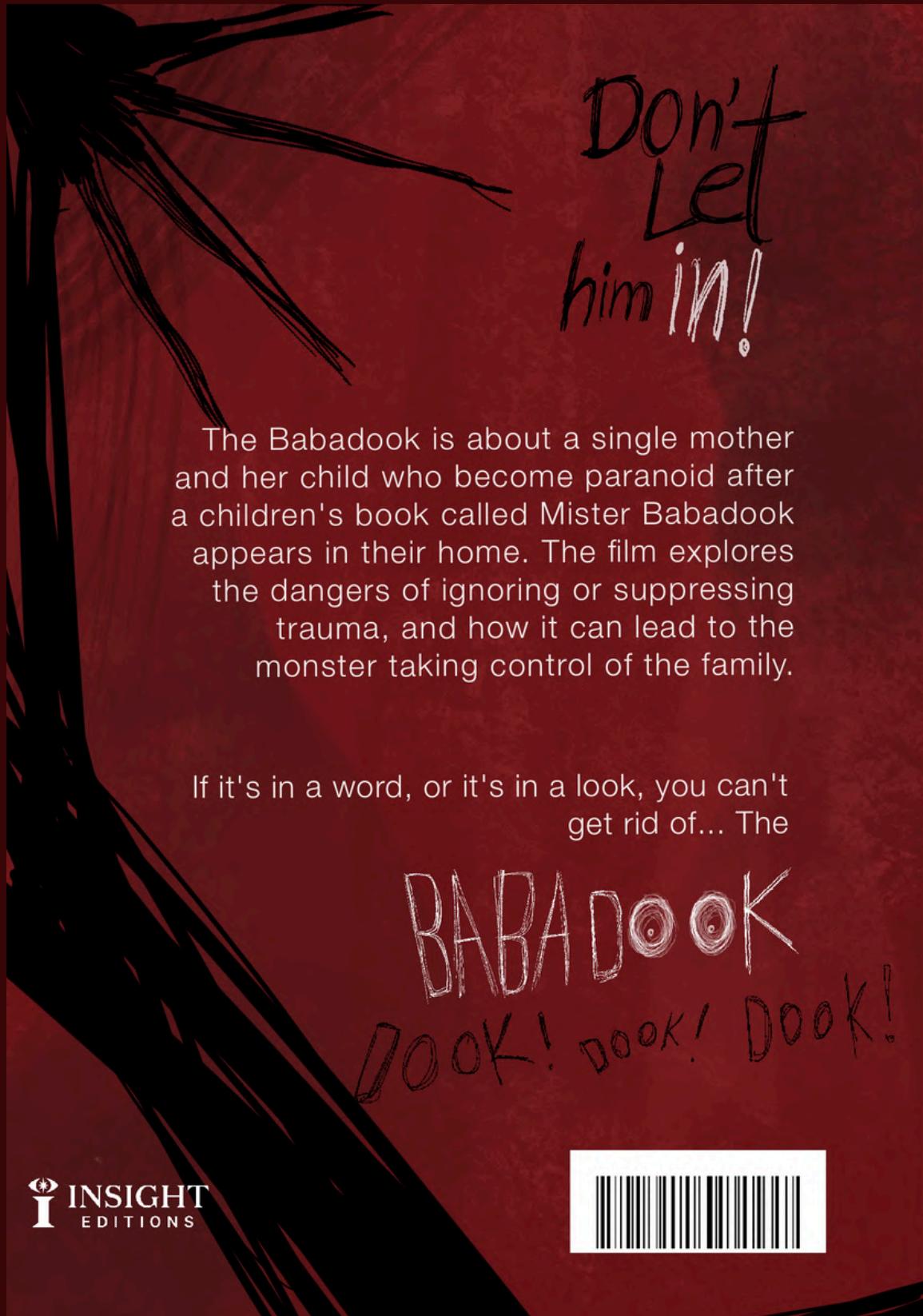


2



3

# FINAL BOOK COVER



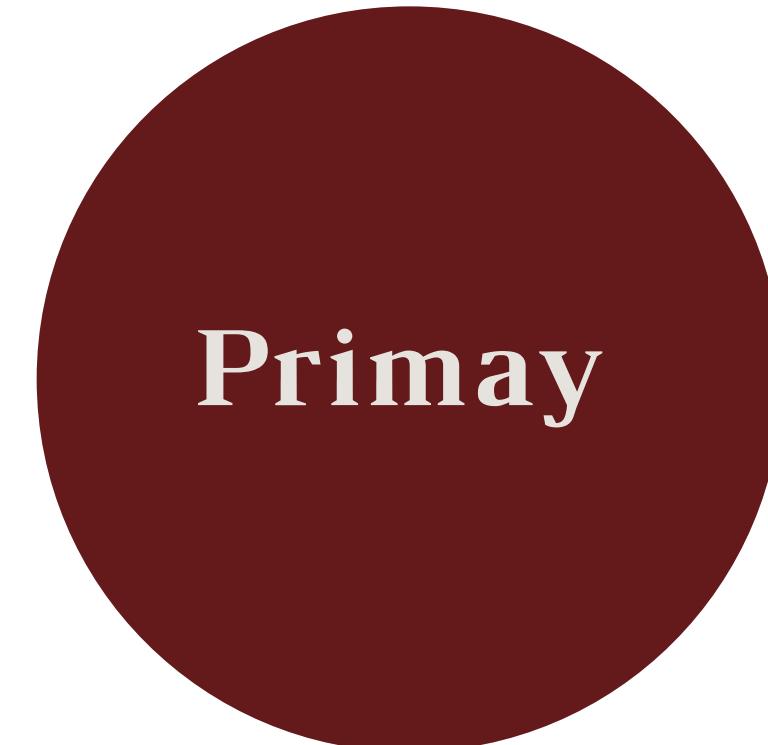
# The Colour Pallette



**Accent**

**#5CA3E1**

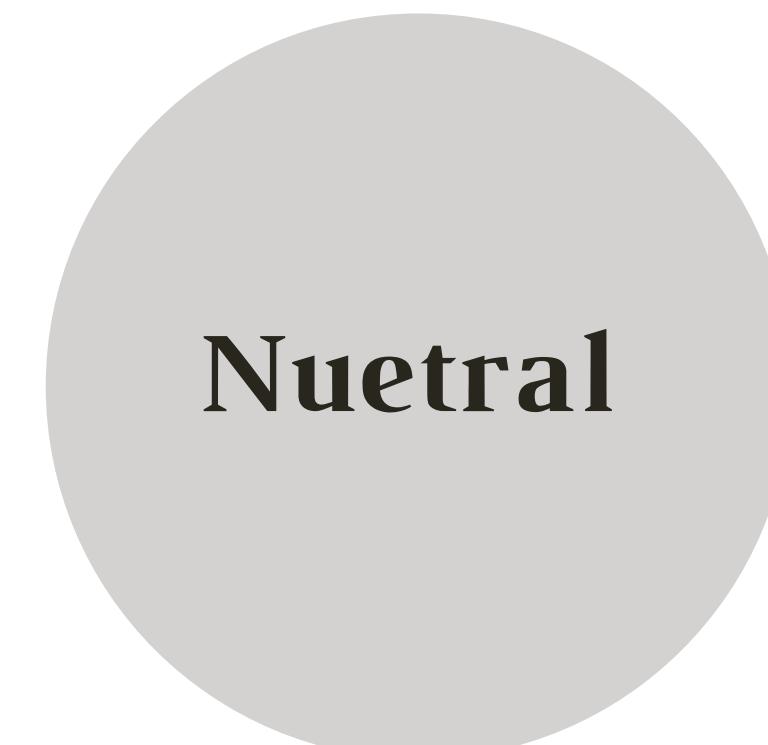
o create the vobe of pure evil,  
demonic, death, Manipulative,



**Primay**

**#0E5797**

The bloody red got contrasted  
with the black , what could  
possibly be more dangerous  
than this combo? No need to  
say more.



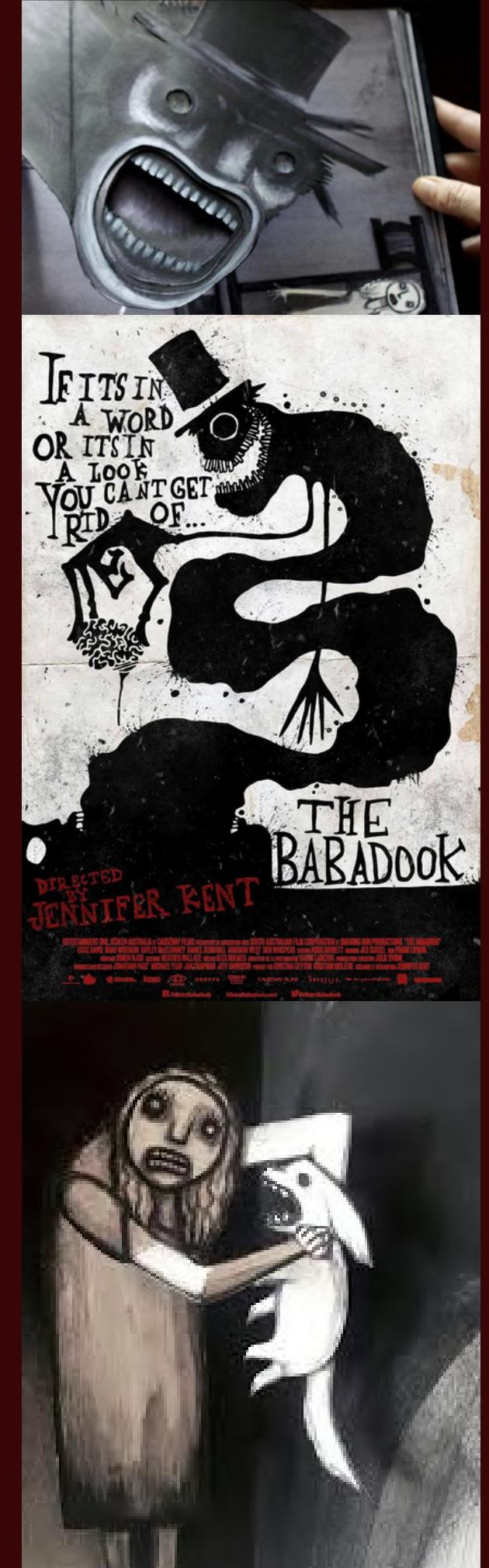
**Nuetral**

**#0E5797**

This neutral tone is used for  
all the typography, yes! I did  
not used pure white but  
something that goes well with  
design.

# Elements

- The dominating colours in this design has been red and black, red signifying blood, threat, violence, while black is mostly used to signify an idea of death, mystery.
- The composition is extremely flooded with elements to create a sense of entrapment and uneasiness.
- Furthermore, the sketchy lines used for the illustration of Babadook and the typography adds more to the unsettling composition of the book. The typography has been used in such an order as in to occupy the sillhouette of the Babadook whie also working to signify features of its face, like the eyes with the double-O's.



# Mockups



# PROJECT 3

Book Cover Design:  
KAFKA ON THE SHORE

# TOPIC CHOICE

- Kafka on the Shore (*Umibe no Kafuka*) is a 2002 novel by Japanese author Haruki Murakami. Its 2005 English translation was among "The 10 Best Books of 2005" from The New York Times and received the World Fantasy Award for 2006. The book tells the stories of the young Kafka Tamura, a bookish 15-year-old boy who runs away from his Oedipal curse, and Satoru Nakata, an old, disabled man with the uncanny ability to talk to cats. The book incorporates themes of music as a communicative conduit, metaphysics, dreams, fate, and the subconscious.
- After the release of the book, Murakami allowed for questions about the novel to be sent in, and responded to many of them. The novel was generally well-received, with positive reviews from John Updike and The New York Times.



# MOOD BOARD



# IDEATION



1

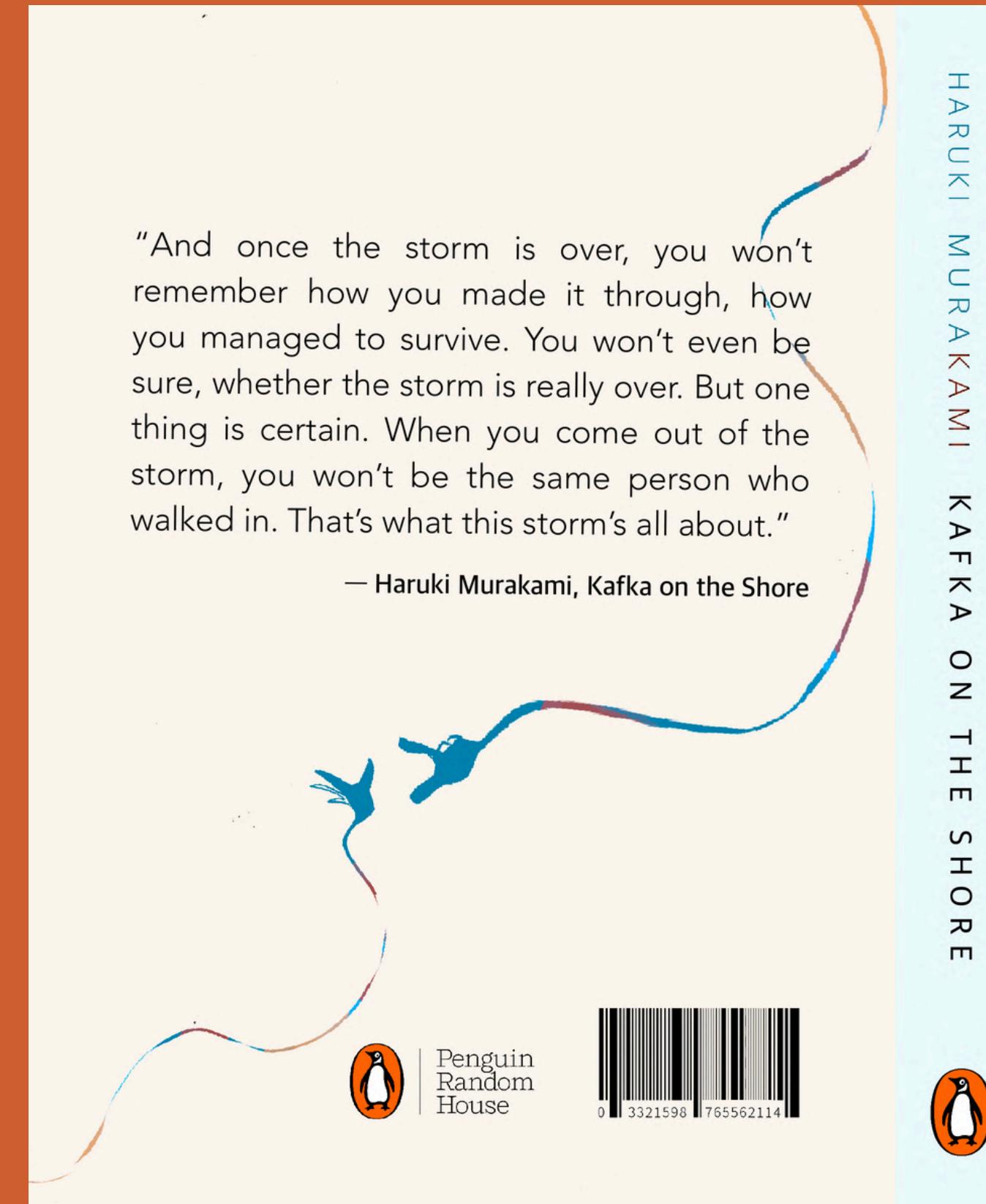


2

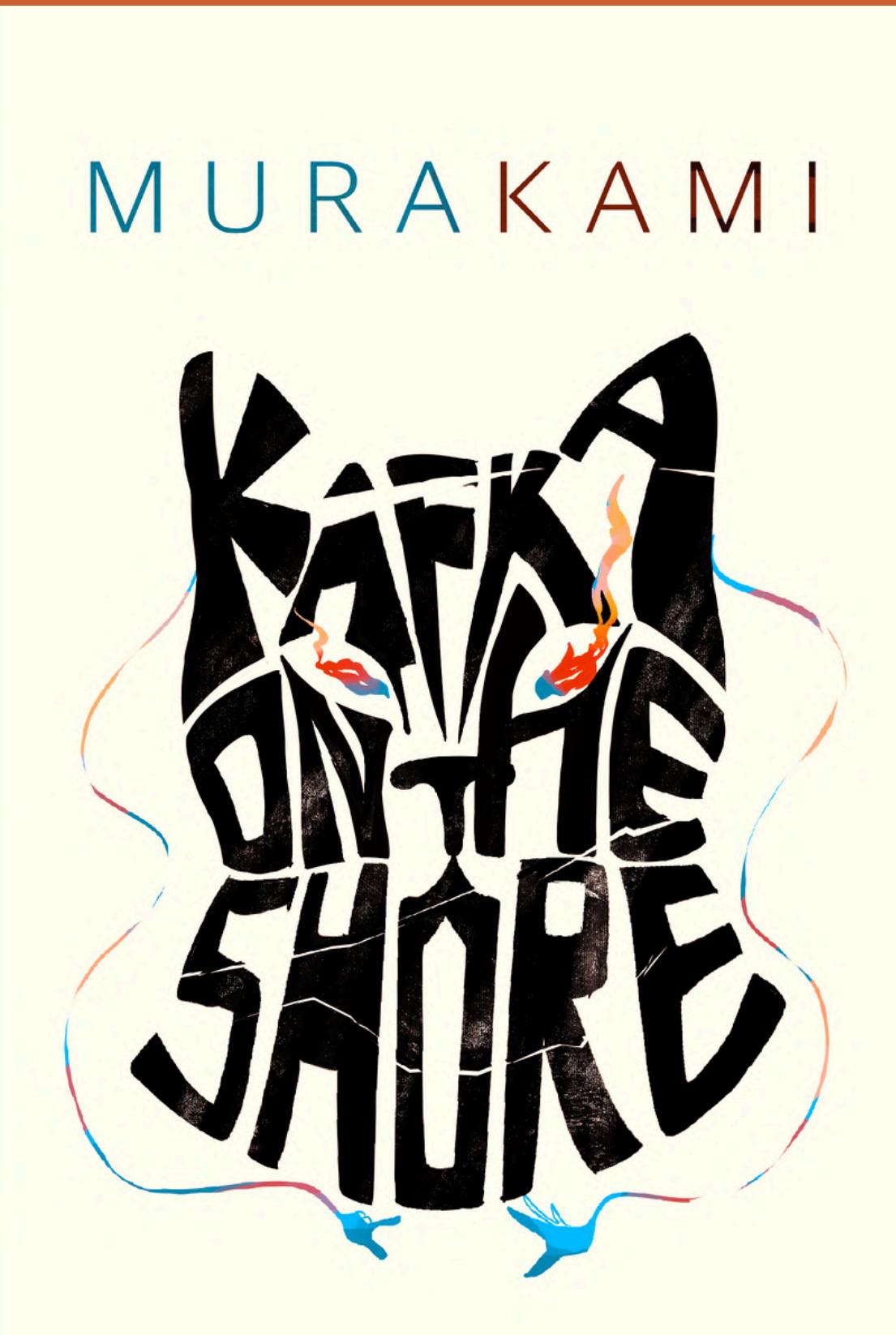


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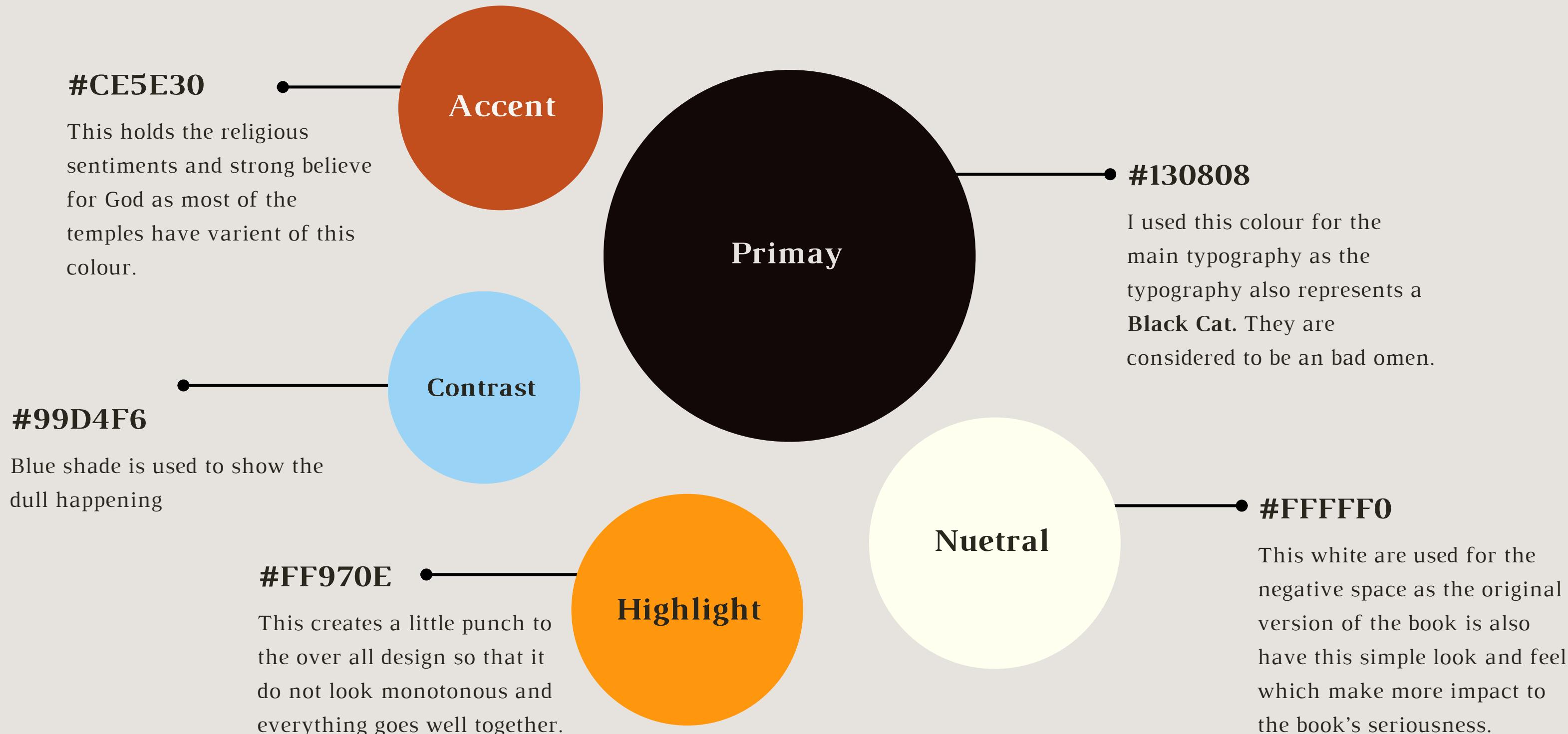
# FINAL BOOK COVER



HARUKI MURAKAMI KAFKA ON THE SHORE



# THE COLOUR PALLETTE



# ELEMENTS

- The colour black is heavily related to the darkness of the soul. the protagonist often dresses up in black signifying his dark psychic and also the the nature of the world around him.
- Cats have been used in the design as they function as his mediator to both the kind and the wicked souls, guiding him through the duality of the souls.
- The duality of the souls is also signified by the grasping hands, bound together in their nature and yet so different, the union of which creates the eternal balance.



# MOCKUPS



# *Project 4*

Book Cover Design:  
*WEATHERING WITH you*

# Topic Choice

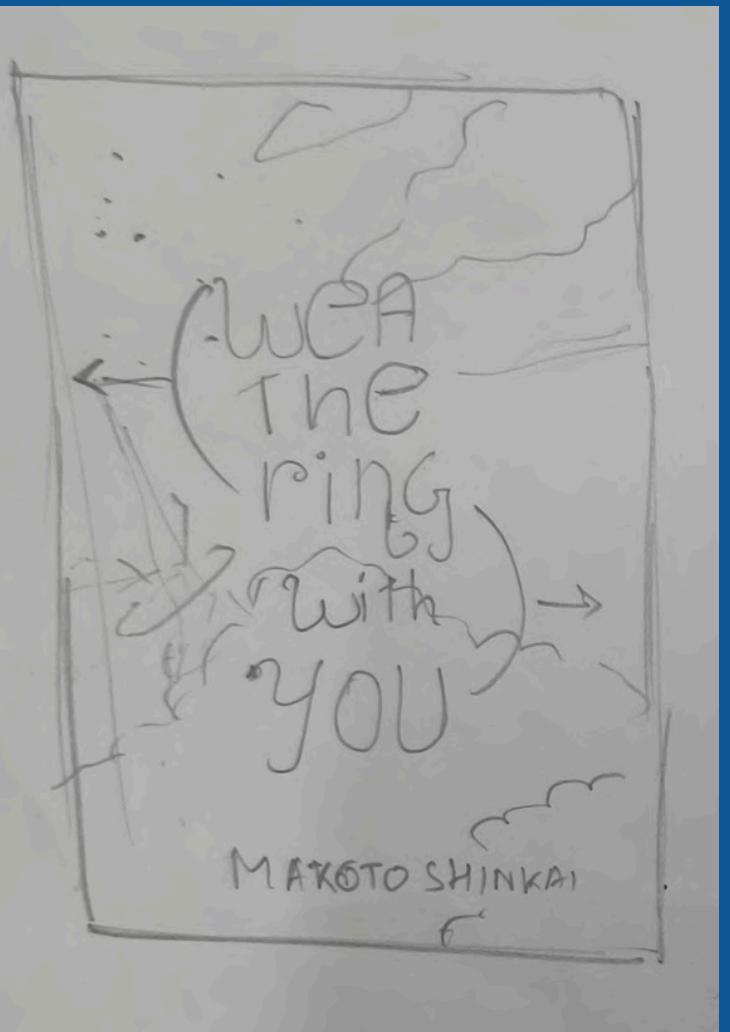
- Weathering with You (Hepburn: Tenki no Ko, lit. 'Child of Weather') is a 2019 Japanese animated romantic fantasy film written and directed by Makoto Shinkai, produced by CoMix Wave Films and distributed by Toho. It follows a 16-year-old high school boy, Hodaka Morishima, who runs away from his troubled rural home to Tokyo, and later befriends Hina Amano, an orphaned girl who has the ability to control the weather.
- It features the voices of Kotaro Daigo and Nana Mori, with animation direction by Atsushi Tamura, character design by Masayoshi Tanaka, and its orchestral score and soundtrack composed by Radwimps; the latter two previously collaborated with Shinkai on Your Name (2016). A light novel of the same name, also written by Shinkai, was published a day prior to the film's premiere, while a manga adaptation was serialized in Afternoon on July 25, 2019.
- The Artist's name in the book cover kept changed intentionally in order to maintain the dignity of the artist.



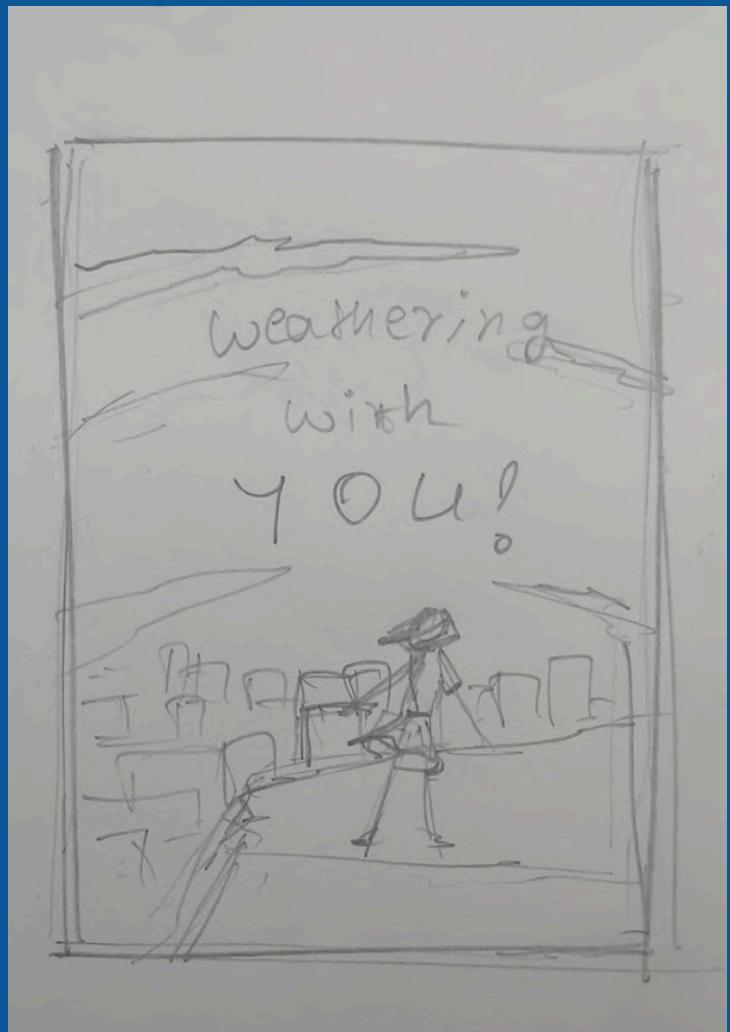
# mood BOARD



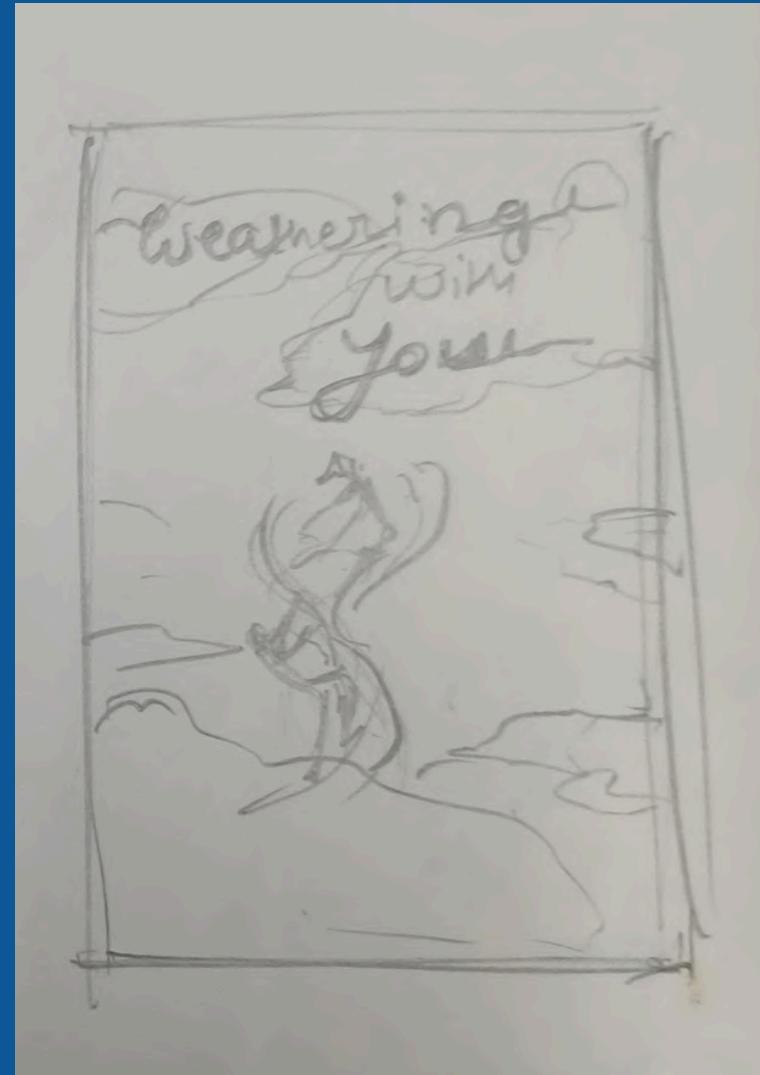
# Ideation



1



2

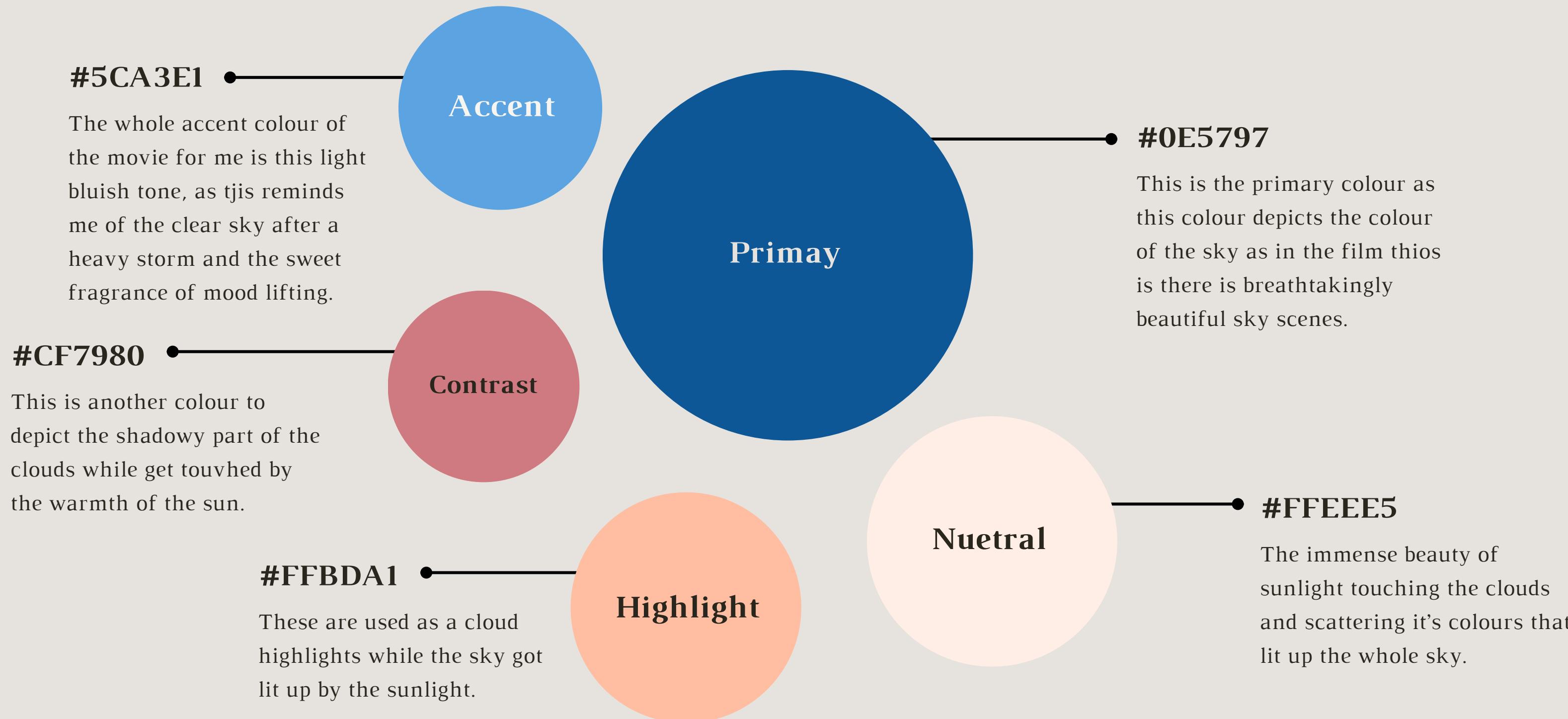


3

# FINAL BOOK COVER

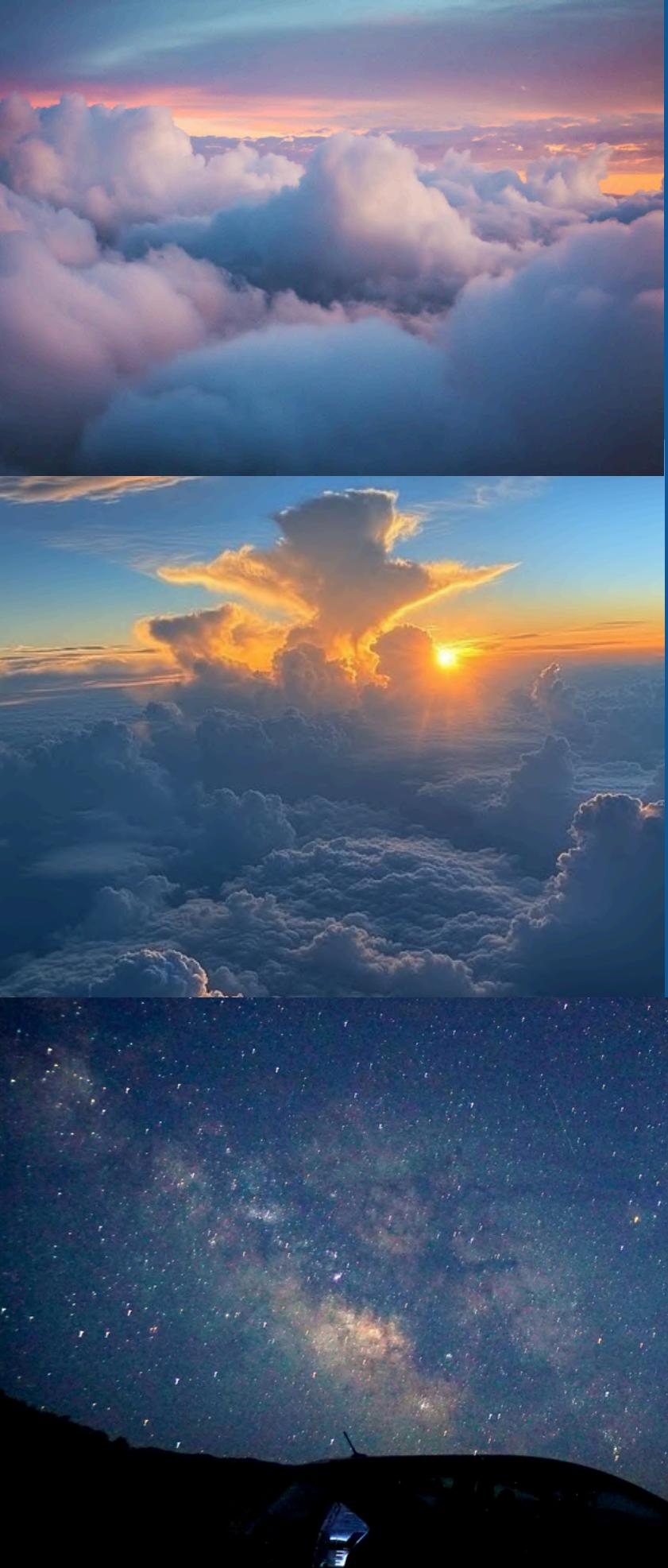


# The Colour Pallette



# *Elements*

- Blue brings a sense of mystery and tranquility, while pink is the colour of fantasy and love. When blue and pink are combined, they represent a balanced relationship between stability and spontaneity. Blue grounds the fantasy of pink, while pink brings energy and excitement to the tranquility of blue. Together, they capture the thrill and magic of love. The book sets up a comfortable yet mysterious vibe that is justified with the usage of these two colours.
- The sky and clouds are adorned using these two colours along with white, hinting us at the colour of the weather between the two protagonists.
- The Cupid's Arrow has also been used in some places as ornamentation, as it signifies new-found love.



# mockups



# Acknowledgement

I sincerely thank our Head of the Department **Rev. Father Dejus J.R** and our **Mentor Mr. Kanishka das**, for giving me this opportunity to create this project and for their constant support and guidance

Thank you