

Graduation

2023



Project

DESIGN BRIEF

To design graphics for merchandise (coasters, coffee mugs and tote bags) for the app RetroReel focusing on actors from the 1900s to promote and create a fan base for the movies and the app.

FOR: FIREEXIT SOFTWARE PVT LTD.

MERCHANDISE

ABOUT TOTE BAGS

- Large, frequently unfastened bags with parallel handles that protrude from the sides of the pouch are known as tote bags.
- Reusable shopping bags such as totes are frequently used. The classic tote bag is made of hardy fabric, maybe with thick leather at its handles or bottom; pebbled leather versions are common.
- Typical textiles include canvas, jute, nylon, and other low-maintenance synthetics; however, continuous sun exposure could cause these materials to disintegrate. Numerous low-cost totes are frequently manufactured from recycled materials, lightly processed natural fibers, or leftovers from the refinement of organic resources.



2023

TOTE BAGS *types and materials*

1. Picnic Tote Bag

Picnic tote bags are one of the categories of tote bags that are developed especially for picnic outings; they are often made of polyester fabric and come in a variety of sizes, styles, and designs. It has a solid construction and adjustable straps that relieve shoulder strain while allowing you to carry as many goods as you would want. Additionally, it has multiple carrying capacities.



2. Promotional Tote Bag

This tote is easy to use, reasonably priced, and made of a canvas material that is water resistant. It is mostly utilized for promotional purposes by many businesses, whether for special occasions or to show gratitude to their clients. To differentiate your business from competing ones, you can print your logo on the bag's exterior.



3. Cotton Tote Bag

Cotton tote bags are a variety of tote bags that are strong and simple to use, making them less expensive than other bags. Its smooth surface, polished texture, and simplicity in printing logos make it ideal for giveaways and client gifts. It can be used for pantry storage of dry veggies, grocery shopping, formal attire, informal outings, and shopping.



4. Work Tote Bag

Market totes are larger than work totes. This backpack is made with a compartment inside that is big enough to fit a few office necessities including notebooks, an iPad,...One of the varieties of tote bags that are typically constructed of similar material and have a sturdy strap that is convenient to carry everywhere are work totes.



5. Travel Tote Bag

In contrast to market totes, travel totes are larger and have numerous compartments to store travel-related accessories. It is constructed of polyester or leather fabric, both of which are sturdy and long-lasting materials. You can select colors and forms from a variety of sizes. It makes a terrific travel buddy.



6. Foldable Tote Bag

Because they can be folded and take up less room when not in use, foldable tote bags set themselves apart from other varieties of tote bags. They come in a variety of sizes and styles, making them perfect for shopping and going out.



7. Canvas Tote Bag

The same types of canvas tote bags as cotton tote bags are constructed of canvas fabric and come in a wide range of hues and patterns. Any outfit looks good with a plain canvas tote bag, which can be paired with both casual and formal clothing.



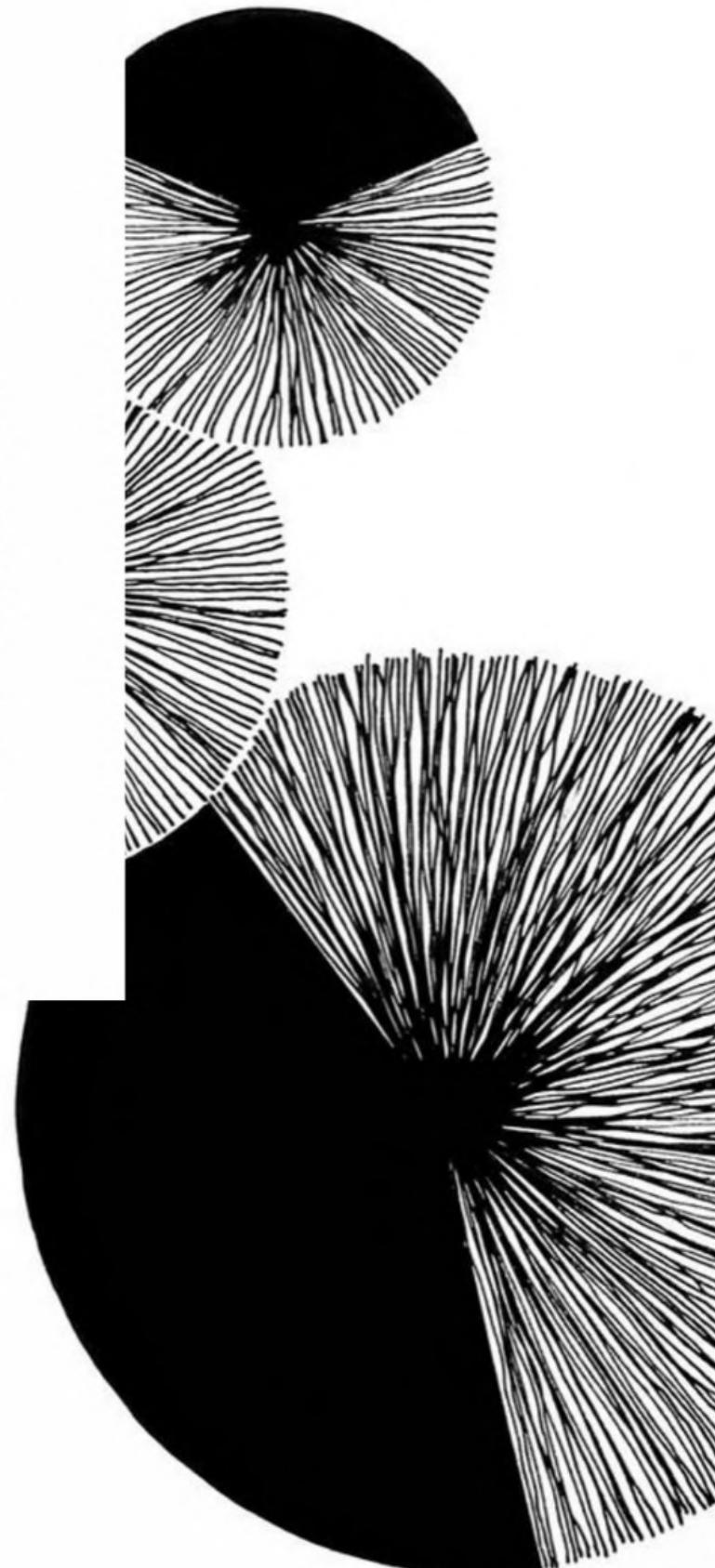
8. Market Tote Bag

Market totes are available in straightforward, useful, and vintage styles. In order to transport groceries conveniently without breaking, it is built of canvas and polyester fabric. It has a spacious compartment that is useful for shopping.



ABOUT COASTERS

- A bottle or glass coaster is a little mat.
- Drink condensation from coasters is prevented from causing water stains on surfaces. You may not give this impact on your coffee table much thought as you can see it at home. But the bar's counters must be kept in good condition. You require a coaster to shield your tables from unsightly water stains and rings. With "sweaty drinks" like beer, soda, water, and juice, this occurs.
- Condensation on the cup, bottle, or mug leads to the formation of these water rings. Your chilled beverage will condense as liquid to the surface if the temperature is below dew point.



2023

COASTERS *types and materials*

1. Cork Coasters

Cork is a popular material for coasters because of its softness and light weight, which ensure that your tables will not be scratched. They are frequently employed for both drinking glasses and kitchenware. Choose cork if you are on a tight budget because it is among the least expensive materials on this list.

Advantages of Cork Coasters

- Inexpensive
- Resistive to heat
- Strong and long-lasting
- Sustainable materials
- Condensation well absorbed

Drawbacks Of Cork Coasters

- Holds rings and stains from dark liquids, such as red wine



2. Silicone Coasters

Due to the non-porous nature of silicone, another cost-effective choice, silicone coasters are the simplest to clean.

Advantages Of Silicone Coasters

- Inexpensive
- Flexible
- Heat-resistant
- Simple to clean using only water

Drawbacks of Silicone Coasters

- It does not absorb condensation, thus it becomes untidy.



2023

3. Rattan Coasters

Rustic and homely, rattan coasters put a twist to coasters with its intricate detailing. With the eco-friendly

Advantages Of Rattan Coasters

- Natural, eco-friendly material
- Sturdy

Drawbacks Of Rattan Coasters

- Not a timeless design
- Does not absorb condensation, water can seep through
- Needs to be dried properly after use as it can grow mould



4. Diatomite Coasters

Made of natural soil called diatomaceous earth, diatomite coasters are another eco-friendly option! Diatomite coasters are known for their quick-drying properties, so condensation from glasses is taken care of.

Advantages Of Diatomite Coasters

- Absorbs liquids and evaporates quickly
- Does not stick to glasses
- Heat-resistant
- Eco-friendly and sustainable material

Drawbacks Of Diatomite Coasters

- Retains stains from dark liquids
- Needs to be dried properly after use as it can grow mould



5. Wooden Coasters

Another well-liked alternative is wooden coasters because of its classic style and simplicity of pairing. Get this if you are looking for something straightforward and timeless that is great for everyday use!

We advise purchasing wooden coasters with a coating or finish because they are more enduring, heat resistant, and impermeable.

Advantages Of Wood Coasters

- Traditional and timeless style
- Simply wipe away any accumulated condensation to clean up.

Drawbacks Of Wood Coasters

- Wooden coasters could stick to cups or glasses since they are immune to moisture.



6. Marble Coasters

This is for householders with a sense of style who want to make their home more opulent! Use marble coasters for a touch of grandeur and elegance, whether you are having a dinner party with friends or an early morning coffee.

Advantages of Marble Coasters

- Complements any setting or style

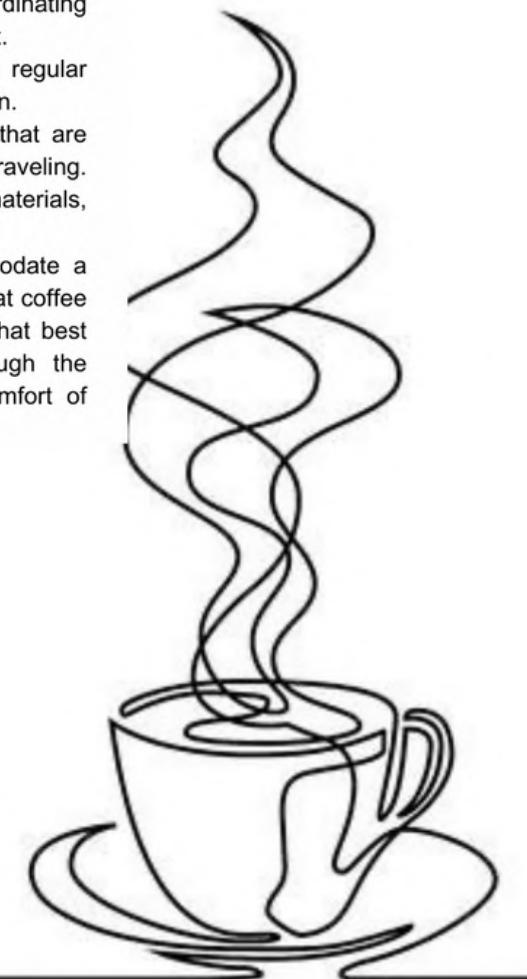
Drawbacks of Marble Coasters

- Dropped heavy,
- Delicate objects may chip
- If not immediately cleaned up, may retain stains. To get stains from marble coasters, use a few drops of hydrogen peroxide.



ABOUT COFFEE MUGS

- A coffee cup is a unique container made for the express aim of serving coffee and beverages containing coffee. It performs the function of a container by offering a practical and suitable vessel for consuming these well-known beverages.
- First, there are the common cups and saucers that are still in use today. These cups frequently come with a coordinating saucer to provide a complete and tasteful serving set.
- Second, there are mugs, which are different from regular cups in that they are intended to be used on their own.
- Finally, disposable cups are a convenient choice that are frequently utilized for takeout or consumption while traveling. Usually composed of paper or other throwaway materials, these cups are.
- In general, coffee cups are designed to accommodate a variety of tastes and circumstances, making sure that coffee lovers can sip on their preferred brews in a way that best matches their requirements, whether it be through the traditional elegance of conventional cups, the comfort of mugs, or the usefulness of disposable options.



COFFEE MUGS *types and materials*

1. Ceramic Coffee Mugs

These mugs are long-lasting, frequently printed with graphics, microwaveable, and dishwasher safe. Additionally, ceramic is a superb conductor of heat, so your coffee will stay warm for longer, and it evenly distributes heat throughout the liquid in your cup.



2. Glass Coffee Mugs

Glass mugs are attractive and make drinking more pleasant. As you brew and consume your coffee, you can see its layers. You will not have to spend time cleaning away coffee stains because glass does not stain.



3. Stainless Steel Mugs

The best mugs for keeping your coffee hot for a long time are made of stainless steel. Considering this, stainless steel is a very common material for travel mugs.

These mugs are frequently a little more expensive, but in return, you will have a lot of handle and lid alternatives.



4.Melamine Coffee Mugs

Melamine mugs are inexpensive, lightweight, strong, and virtually unbreakable. They also do well in the dishwasher.



5.China Coffee Cups

For generations, expensive traditional Chinese ceramics has been a popular choice. Though it typically comes in smaller sizes and is less durable than other options, it is unlikely to become a staple in your wardrobe.



6.Stoneware Coffee Mugs

Stoneware mugs come in a variety of intriguing styles because they are frequently handcrafted. They are sturdy and effective at insulating, although they are frequently quite heavy. These mugs may generally be washed in the dishwasher without any problems.



7.Classic Mugs

A traditional mug is designed for consuming coffee in a coffee shop, at work, or at home. These are basic coffee mugs that are made of ceramic, stone, or glass and carry around eight ounces.



7.China Coffee Cups

For generations, expensive traditional Chinese ceramics has been a popular choice. Though it typically comes in smaller sizes and is less durable than other options, it is unlikely to become a staple in your wardrobe.



9.Tumblers

The benefits of traditional and travel mugs are combined in tumblers. Tumblers come with travel lids and are shaped like giant coffee mugs. Tumblers might not fit in the cup holders in your automobile because they are wider.



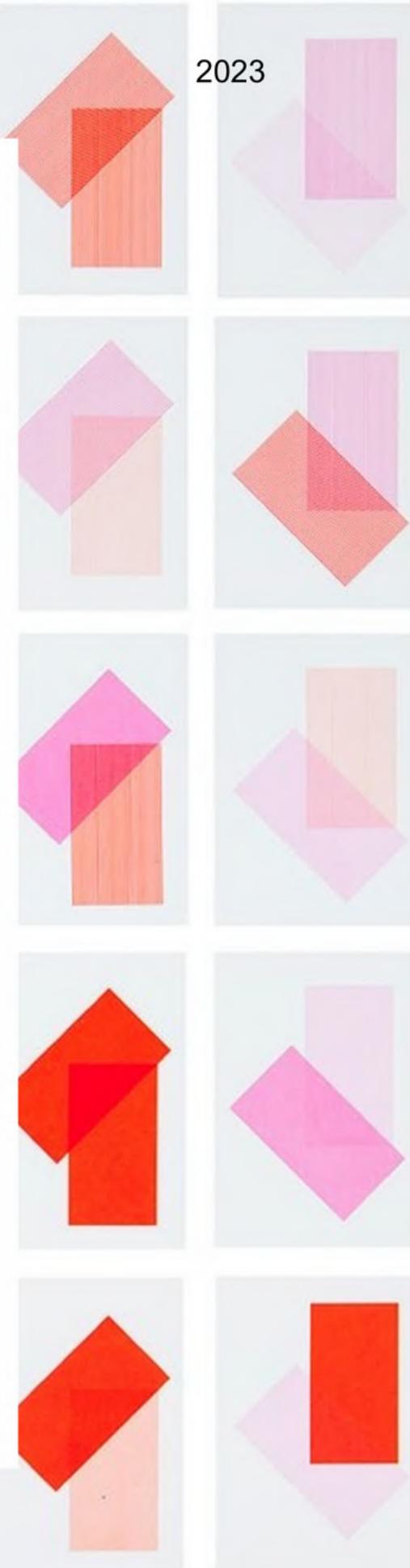
10.Demitasse/Espresso cups

An espresso cup is sometimes known as a demitasse. These tiny cups have a three ounce maximum capacity, making them perfect for drinking an espresso shot but insufficient for a bigger cup of coffee.



WALL ART

- Adding wall art to a photograph or piece of art does more than just dress it up; it also protects and enhances the piece. The picture, whether it be a photograph or a painting, is protected from damaging outside elements like dust, moisture, and unintentional damage by being enclosed in a frame. This framing also gives the artwork's overall appearance a touch of refinement and class.
- The usage of wall art also enables simple and practical presentation of the image, providing a simple method to hang and display the creation while guaranteeing its security. Additionally, the frame distinguishes the piece of art from its surroundings visually, emphasising its beauty and essential qualities. Additionally, it artistically unifies the image with its surroundings, enriching and completing the space it resides in.
- In essence, wall art provides a balance between aesthetic appeal and usefulness, acting as both a utilitarian and ornamental asset for artwork.



2023

2023

WALL ART *types and materials*

1. Canvas art print

A canvas art print is a reproduction of an original painting, photograph, or design that uses a canvas material as opposed to conventional paper for printing. Prints on canvas are sometimes stretched or fastened to a wooden frame before being displayed on the wall.



2. Framed photography print

A photographic image that has been produced and then mounted inside of a frame made of wood, metal, or another material is known as a framed photography print. The frame adds a decorative aspect to the piece while also supporting and safeguarding the photograph.



3. Mirror

Any decorative item that utilises mirrors as a key component of the design is often referred to as mirror wall art. This might consist of mirrors in various shapes and finishes, such as framed mirrors, mosaic-style mirror panels, or even mirror walls. Mirror wall art may reflect light and provide the appearance of additional space while also giving a room depth and aesthetic intrigue.



WALL ART *types and materials*

4. Box frame canvas star map

A frame-box An artwork known as a canvas star map shows a chart of the stars and constellations on a gallery-wrapped canvas that is held aloft by a wooden frame. The canvas is made to give the appearance that the stars are floating within the picture. Hardware is often sold with it to make hanging and displaying it simple.



5. Framed poster

A framed poster is a printed image that has been mounted on a backing and housed in a frame for exhibition. The frame often gives the poster stability and protection while also boosting its visual attractiveness. Any sort of material, including paper, canvas, and metal, can be used to create framed posters, which can be tailored to fit any room or design aesthetic. They can frequently be seen in buildings including workplaces, residences, schools, and public places.



6. Tapestry

A type of textile art known as a tapestry includes weaving elaborate, attractive, and ornamental patterns on a loom. The technique of combining several strands and weaving them together to produce a picture or pattern is intricate and time-consuming. Rugs, wall hangings, and other textiles that are prized for their ornamental value are frequently made from tapestry. The textile artwork itself can alternatively be referred to as a tapestry.



WALL ART *types and materials*

7. Triptych photography

In triptych photography, three photographs are displayed side by side, frequently in a single frame, or they are organized to form one single image. The three pictures are usually related to one another in terms of theme or subject matter, and they are displayed in a way that invites the observer to draw connections between them.



8. Macramé

A type of fibre art known as macrame wall art uses knotting techniques to create attractive patterns and designs. In order to produce a distinctive wall hanging that can be used for decoration in homes, businesses, and other interior locations, it usually entails knotting various kinds of cords or ropes together.



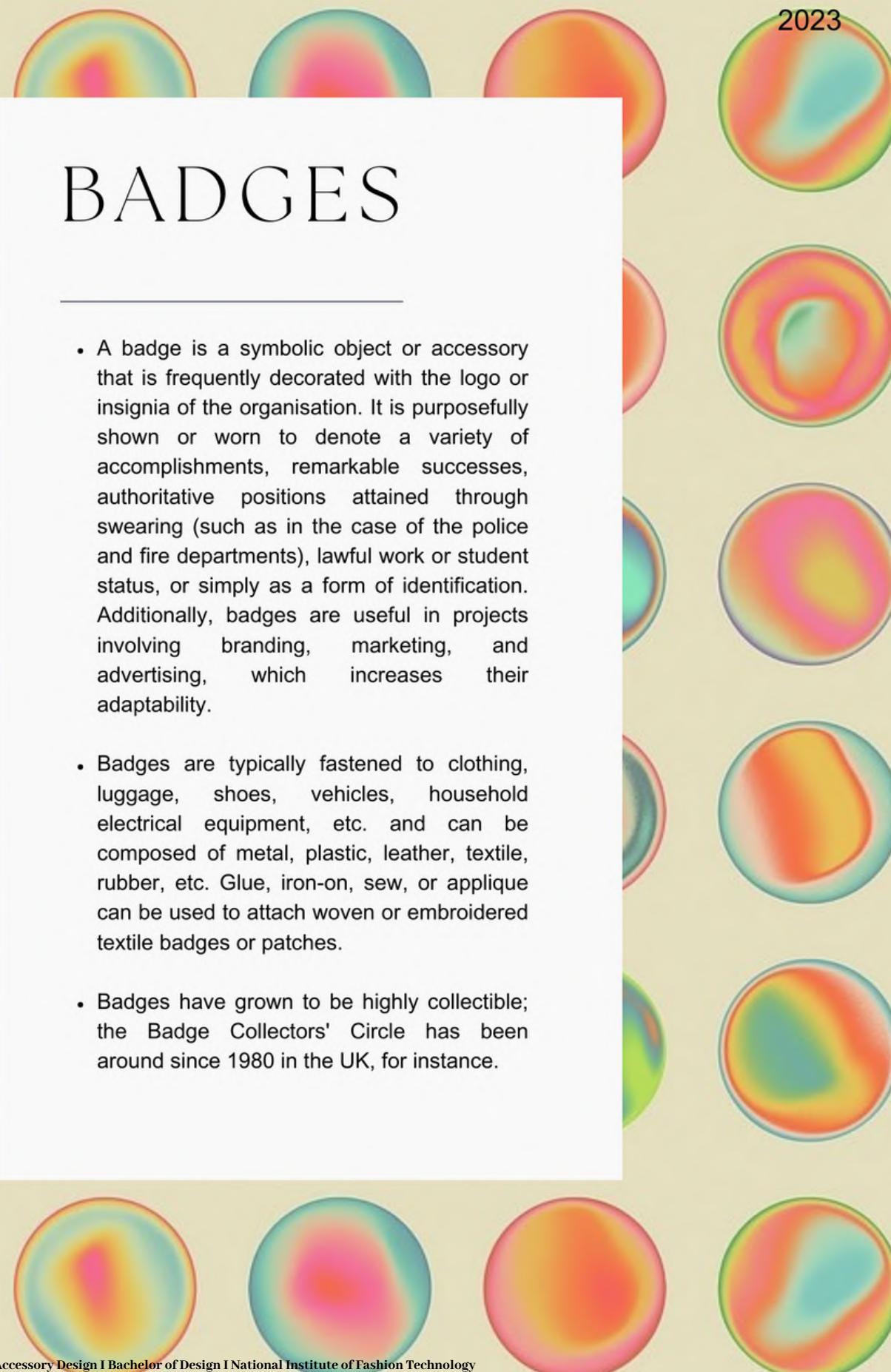
9. Metal signs

The term "metal signs wall art" describes decorative objects made of metal that are meant to be mounted or hung on walls. They can be formed of a variety of metals, including copper, brass, aluminium, steel, and these. There are many different sizes and designs of metal signs wall art, from old and rustic to modern and contemporary.



BADGES

- A badge is a symbolic object or accessory that is frequently decorated with the logo or insignia of the organisation. It is purposefully shown or worn to denote a variety of accomplishments, remarkable successes, authoritative positions attained through swearing (such as in the case of the police and fire departments), lawful work or student status, or simply as a form of identification. Additionally, badges are useful in projects involving branding, marketing, and advertising, which increases their adaptability.
- Badges are typically fastened to clothing, luggage, shoes, vehicles, household electrical equipment, etc. and can be composed of metal, plastic, leather, textile, rubber, etc. Glue, iron-on, sew, or applique can be used to attach woven or embroidered textile badges or patches.
- Badges have grown to be highly collectible; the Badge Collectors' Circle has been around since 1980 in the UK, for instance.



BADGES *types and materials*

2023

1. Button Badges

Full-color badges that are mechanically pushed together are called button badges. Although they are often round, we also have a square and a rectangular alternative. They are frequently recognised as the kind of badge that appears on birthday cards or as inexpensive promotional or reward badges.



2. Cloth Badges (Embroidered / Woven / Printed Fabric)

Similar goods manufactured with other manufacturing processes include woven badges and embroidered badges. When a design is described as "embroidered," it means that it is sewn into a background cloth, whereas "woven" denotes that it is created by weaving together several threads.



3. Enamel Lapel Badges

Quality lapel pins are frequently referred to as "enamel badges" as a group. In reality, an enamelled badge's solid colour blocks are made of a substance called "enamel," with thin metal lines encircling each colour block.



PRINTING

types

1. DTG Printing (Direct To Garment)

Direct to garment printing works just the way the name suggests: the printer prints the image directly onto the fabric. There is no film or transfer paper required, however, the garment does need to be pretreated to ensure that the image transfers properly. DTG printing requires a specific type of ink and is usually best when printed on cotton fabric.



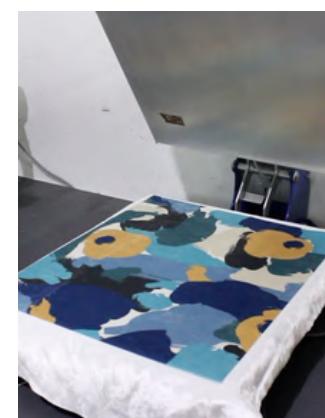
2. DTF Printing (Direct To Film)

Direct to film, or film to garment printing, involves printing the image onto a film first, then transferring the image from the film to the fabric. DTF printing does not require any pretreatment of the fabric, but it does require a powder to be applied after the image is transferred onto the film to prevent the ink from running or streaking.



3. Sublimation Printing

Sublimation printing uses a unique process that is different from DTG and DTF. Instead of liquid ink being printed onto fabric or film, a solid ink substance transitions from a solid state directly to a gas without ever becoming a liquid. The image is printed onto transfer paper and then transferred to the fabric. The ink is heated until it blends right into the fibers of the fabric.



PRINTING

types

4. Hard Copy

The printed copy on paper called hard copy. Printing a document on paper is called hard copy output. Hard copy (printout) sometimes called a printout, a hard copy is so called because it exists as a physical object. The same information that is viewed on a computer screen or sent as an e-mail attachment is sometimes called a copy.



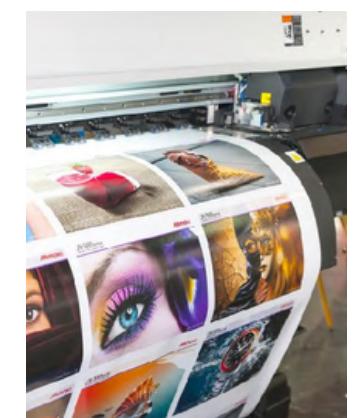
5. Screen Printing

Screen printing on t-shirts is a method of printing that uses stencils and thick ink to create images on the fabric. This process gets its name from the fine mesh screen used in the process. Professional screen printers use chemically created stencils that fill in the negative space of a design, only allowing the ink through in the desired shape image.



6. Vinyl Printing

Vinyl printing uses shapes cut out of heat transfer vinyl to form lettering and images on shirts. This newer method for decorating shirts has gained extreme popularity for small business owners and DIY t-shirt artists, allowing much more flexibility for small-scale printing.



2023

GRAPHIC DESIGN

trends

1. Y2K

Few limits apply to this movement. The Y2K aesthetic is characterised by candy-colored hues, holographic patterns, cyberpunk-inspired artwork, and metallic textures with a sheen. Playing on nostalgia can help you give your brand or concepts a historical foundation. You have many possibilities to describe your brand in a decade as whimsical as the early 2000s.



2. Maximalism

For many years, minimalism dominated the design world. Electric blue and supercharged yellows, display typography, and difficult 3D elements might be used in a maximalist design. Multiple graphic design elements are to be layered while yet adhering to the principles of visual hierarchy. Maximalism is memorable and stunning.



3. Experimental Fonts

As we experiment with how far the boundaries of legibility may be pushed while keeping clarity, display fonts and serif fonts are gaining centre stage. Although display typefaces can come in a wide variety, we forecast an increase in organically soft and playful graffiti-style fonts.



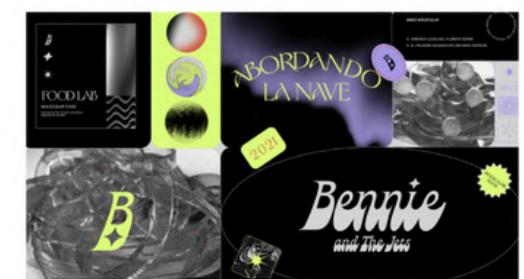
4. Handmade Illustrations and Doodles

A major graphic design trend is the use of handmade drawings and doodling. This trend is all about re-engaging with people through a hand-drawn appeal for business owners wishing to bring a personal touch to their project. Serif and cursive fonts are excellent choices for giving your products an artisanal and handmade feel. They can be used to create whimsical patterns or free-flowing illustrations.



5. Gothic Graphics

The cheerful, colourful period we are currently seeing in the design industry is opposed by goth and grunge design. Dark shades of scarlet, sapphire, and violet with textures that are ripped and torn along with the colour black. The laws of hierarchy, composition, and colour are all bent in an anti-conformist way to produce something fresh.



6. Vintage Minimalism

Simple vintage colour schemes featuring muted pastels as the dominant hues are in style right now. By deleting most of the components and keeping it simple, designers are adding a twist. Imagine the vivid colour schemes of the 1970s without all the tweed and florals. Keep font pairings to a minimum and add some edge with a modern typeface, as shown in the logo for olive oil below. For projects that wish to evoke the joyful spirit of the 1970s, this trend is fantastic.



7. Blurs and Gradients

Functionally, gradients sharpen your designs and make text overlays look better. They're a genius technique to use several vibrant colours in a tasteful way without becoming overpowering. Gradients that combine elements of modernism and psychedelia produce a mellow smoky look that subtly transitions colours from one shade to the next.



2023

8. Real-World Textures

When creating a project, think outside the boundaries of the digital realm and use texture to provide layers of tactile sensation. Your target audience's sense of touch is stimulated by textures, which range from the fizz of soda to the softness of a towel. In graphic design, people communicate and inspire through colours, shapes, and phrases. To give a design a tactile sensation, incorporate real-world textures like flowy silk, bubble gum, glass, grainy paper, and bubble gum.



9. Natural Elements and Earthy Color Palettes

Designers have begun to embrace climate consciousness and incorporating natural materials, textures, and earthy colour palettes into their work as the sustainability conversation grows. Being influenced by the sturdiness of rocks, the choppy sea, vibrant fresh fruit, and thick forest canopy is the theme of this fashion. Designers hope to convey the sensations of nature through their creations, like a breath of fresh air. This style is ideal for packaging food- or nature-based items as well as branding and website design.



10. Sci-fi psychedelia

While some designers draw inspiration from our world, others look to the wide unknown beyond it. Designers are embracing space travel with ethereal designs and otherworldly components as interest in space travel is at an all-time high. Although not appropriate for many businesses, this design trend is ideal for initiatives that aim to challenge our preconceptions of what is possible. Start your ideas by drawing inspiration from sci-fi or fantasy films like Dune, Star Wars, and The Mandalorian.



11. AI-Powered Design

Designers are directing AI tools with their artistic vision to advance graphic design. Digital artists are creating graphics that mimic hand-drawn illustrations and extremely realistic images of stores. A new degree of accessibility for graphic design and visual storytelling is provided by text-to-image generators.



12. Expressive Topography

One of the most crucial components of graphic design is typography. Although the primary purpose of text is to deliver a message, designers are constantly experimenting with new ways to infuse their letterforms with personality. Anyone can easily develop their own typeface thanks to readily available font creation software like Glyphs. As a result, there is now an abundance of "rule-breaking" fonts available.



13. 3D Design

Software for 3D artwork has advanced significantly in recent years. You can start generating your own three-dimensional artwork with the help of programmes like Cinema 4D and even the most recent versions from Adobe. That 3D design is not only appropriate for digital art. It can also be used for artwork, architecture, and product design.



14. Branded Illustrations

These labelled artwork styles, when executed properly, are so distinctive and unusual that they can soon come to be associated with the businesses themselves, even when not accompanied by the logo. For instance, Google makes use of this design aesthetic in its well-known "Google Doodles". In order to strengthen their brand and develop their own distinctive appearance and feel, even personal brands are now embracing custom graphics and icons.



15. Foil Printing

Foils provide a special approach to give your print materials that extra touch of luxury and beauty. Foil printing, when used by brands, may help things look more upscale and sophisticated. Utilising foil has nearly endless applications. For instance, you could use multicoloured foil to give a product a more futuristic look, or you could go all out with the gold.



16. Prominent Photography

The use of photography is crucial in design. This could be anything from a hero image on a website to a full-page photograph in a magazine. And more pictures of people, the natural world, and other objects that might assist tell a story or generate an emotion are being used as well, not simply pictures of products.



17. Flat Design

Simple, or as they say, flat, design is all about leaving stuff out and keeping things flat. This frequently entails a lack of gradients, shadows, and 3D effects. In other words, stop using all the bells and whistles and just concentrate on getting your point across. Since flat design enables a streamlined and effective design, it is particularly well-liked in the tech sector. Additionally, websites with fewer design elements load more quickly and resize without sacrificing any quality on high-definition screens.



18. Brutalism

Design that is brutalist is known for its roughness and unfinished appearance. Although it can also be seen as strong and powerful, it is frequently perceived as harsh or even chilly. This design trend was influenced by the same-named architectural movement and has many of the same traits, such as a focus on functionality and simplicity.



CLIENT STUDY

Geographics

Region : All Cities/ Not specific/ Mass
Density: Urban

Demographics

Age - 16 above

Behavioural

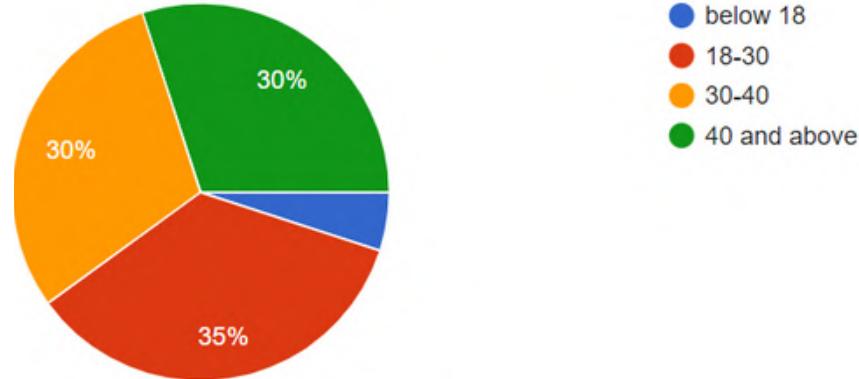
Purchase Behaviour: Classic and vintage seeking
Benefits sought: Aesthetically pleasing look cost effectiveness
User Status : Common user
Occasion : Universal



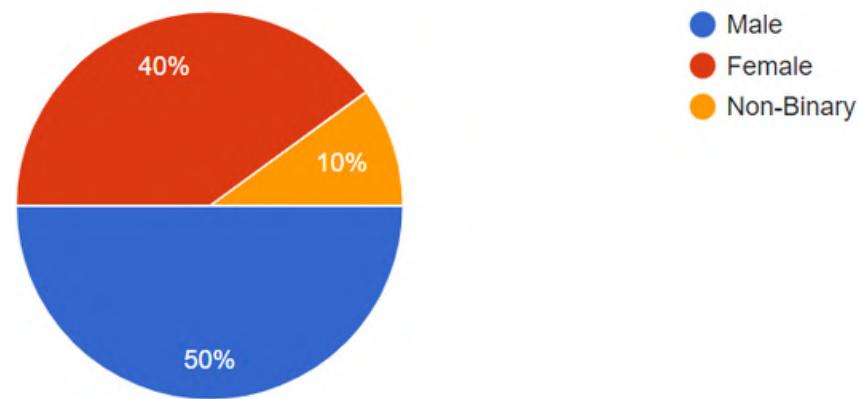
SURVEY

10 samples

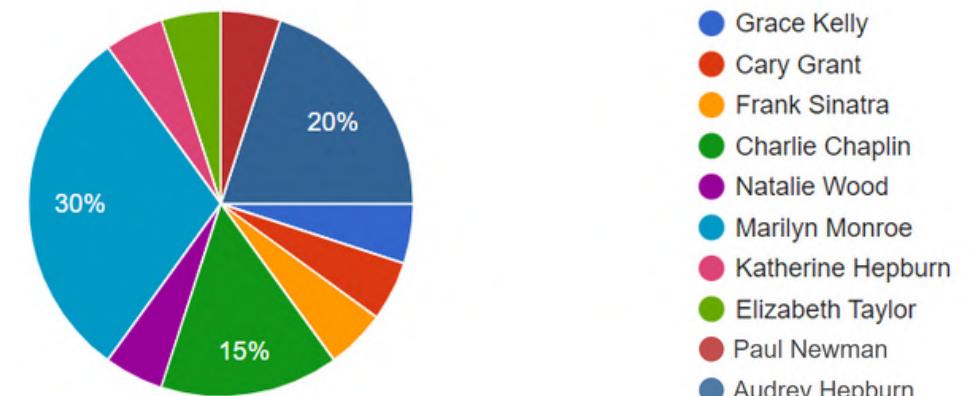
What is your Age?



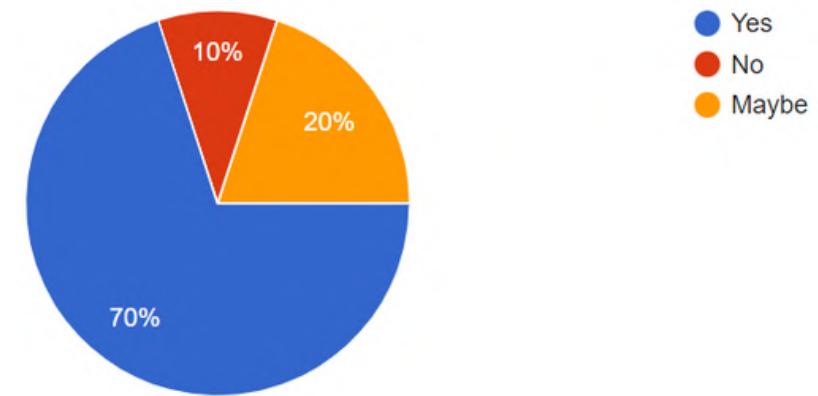
What is your Gender?



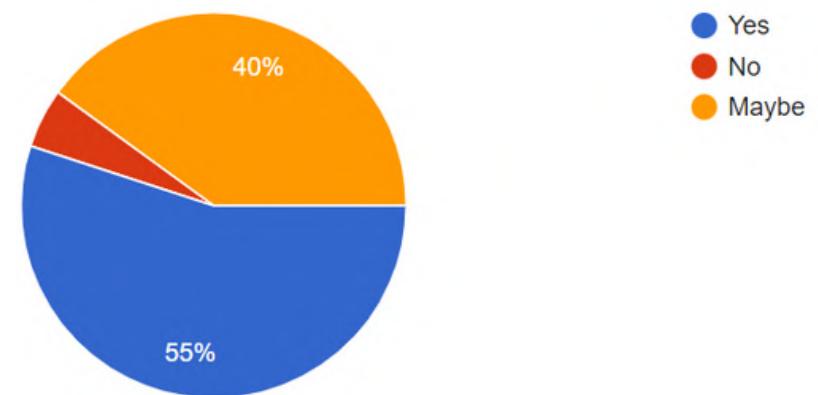
Which actor do you like the best among the options?



Would you like a platform specifically to watch movies by these actors?



Would you be interested in buying the merchandise featuring these actors?

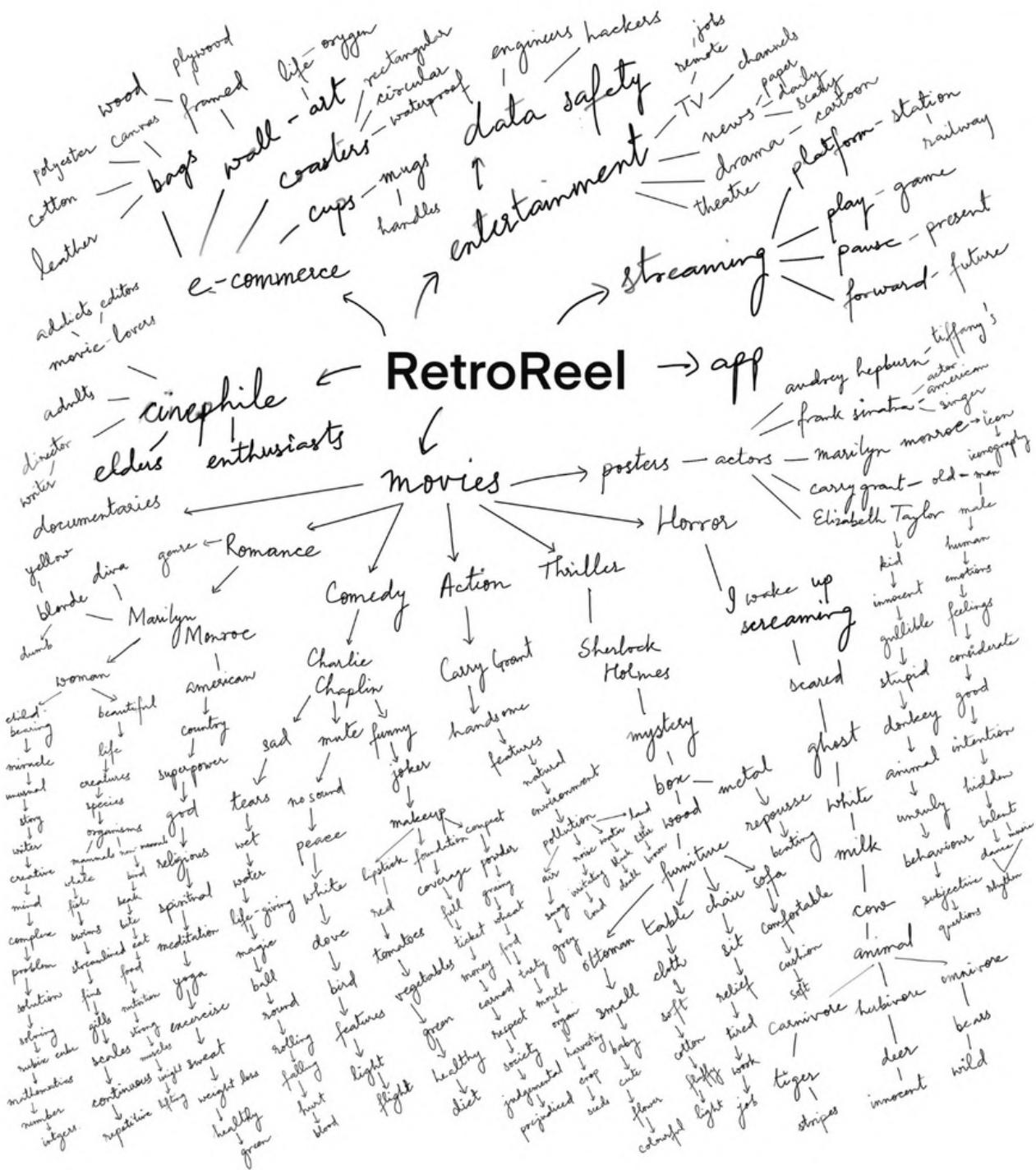


BRAINSTORM

Theme : Movie Posters

Inspiration: Actors

- Marilyn Monroe
 - Audrey Hepburn
 - Charlie Chaplin



THEME





MARILYN MONROE



INSPIRATION

2023

SKETCHES

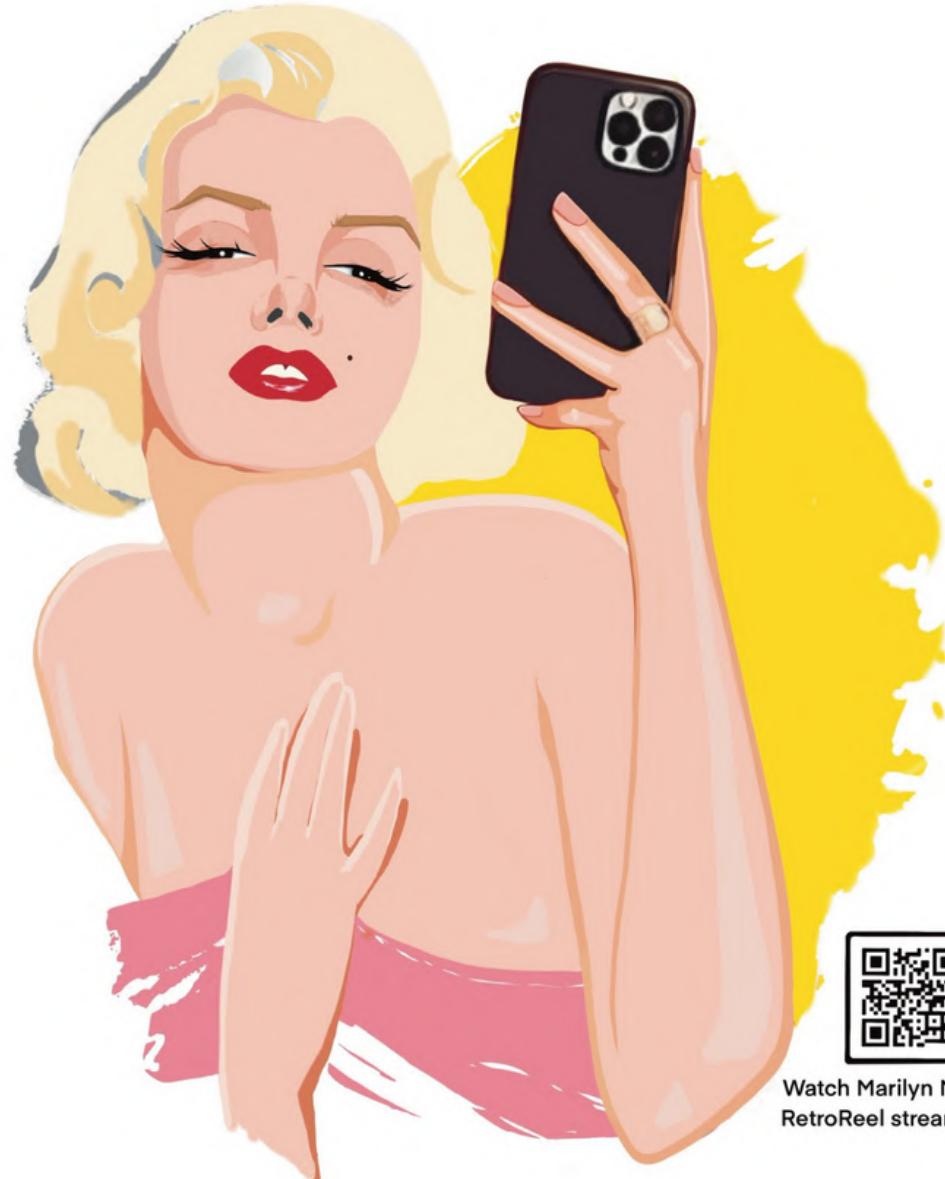




ART
ILLUSTRATION

MOCKUP





Watch Marilyn Monroe on
RetroReel streaming now!



**ART
ILLUSTRATION**



ART
ILLUSTRATION





ART
ILLUSTRATION



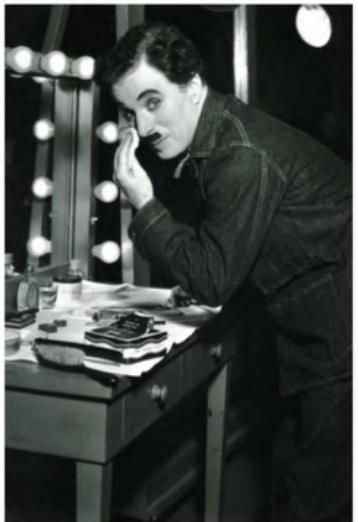
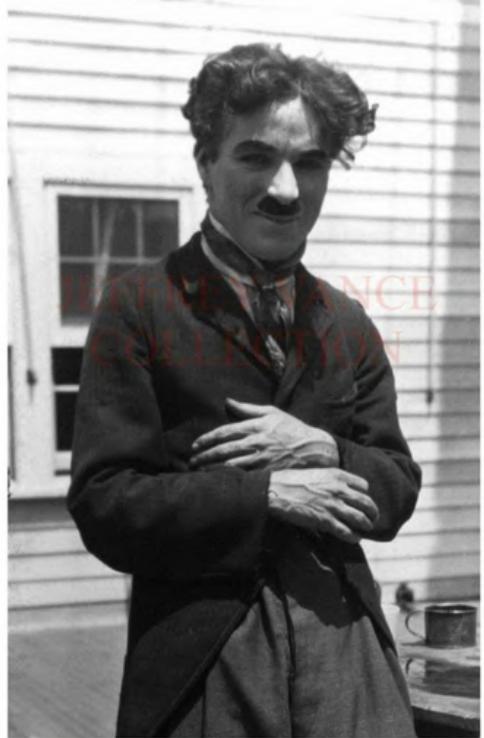
MOCKUP



CARICATURE BADGES

CHARLIE CHAPLIN

INSPIRATION



SKETCHES



Chup Chap Charlie



ART
ILLUSTRATION

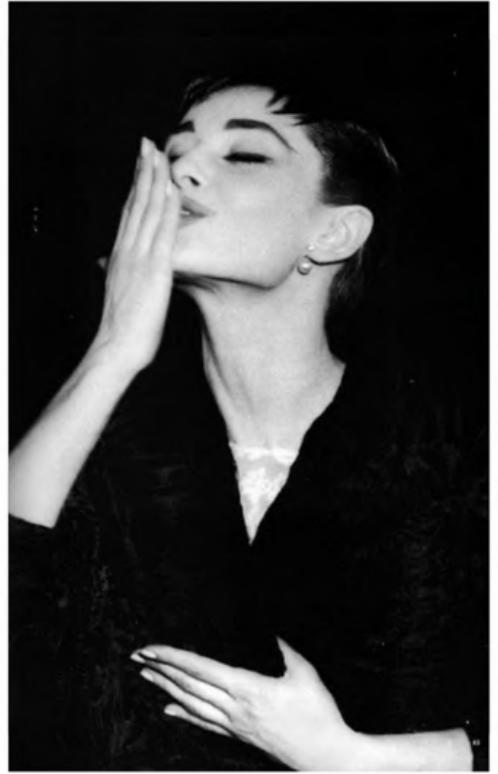


MOCKUP

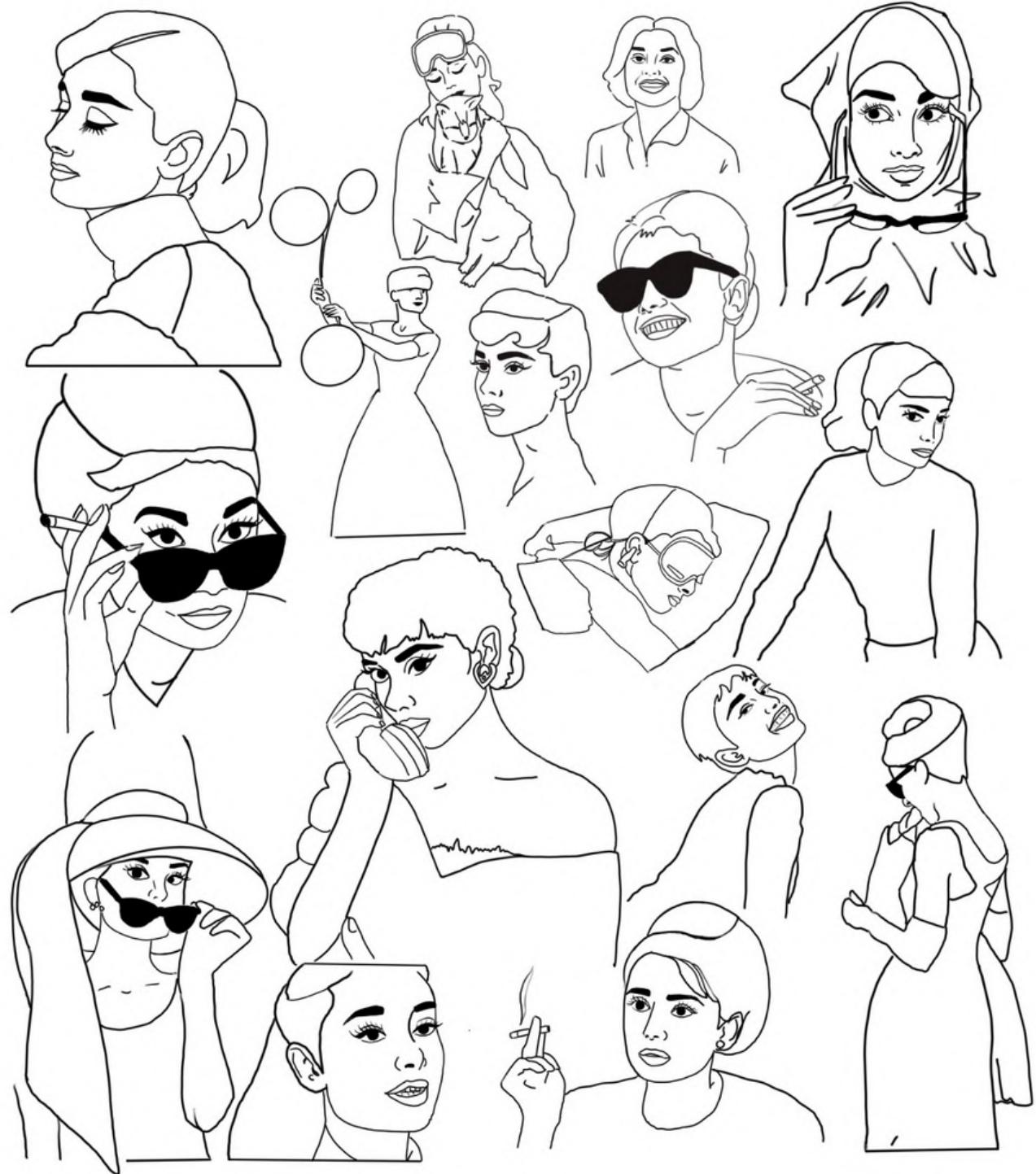


AUDREY HEPBURN

INSPIRATION



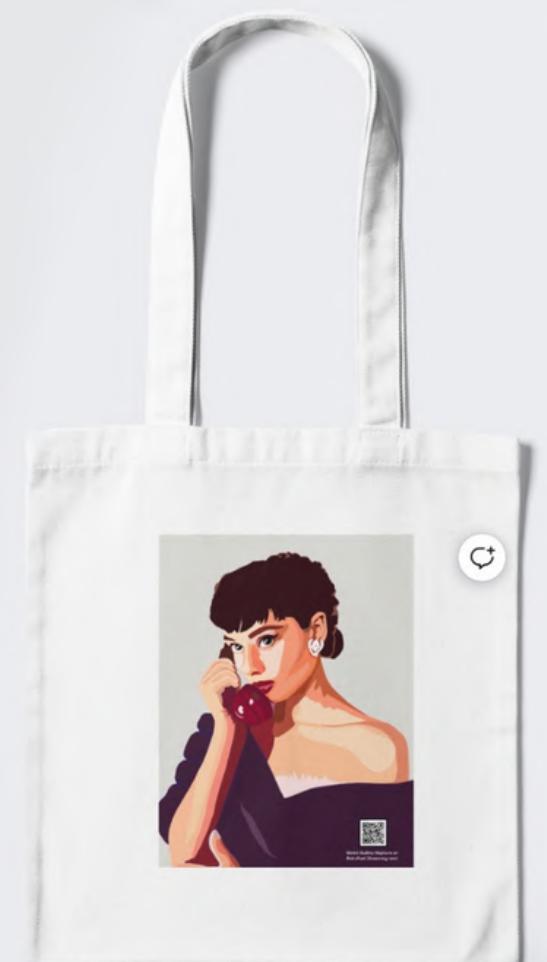
SKETCHES



ART
ILLUSTRATION



MOCKUP



ART
ILLUSTRATION



Watch Audrey Hepburn on
RetroReel Streaming now!



MOCKUP

ART
ILLUSTRATION



Watch Audrey Hepburn on
RetroReel Streaming now!

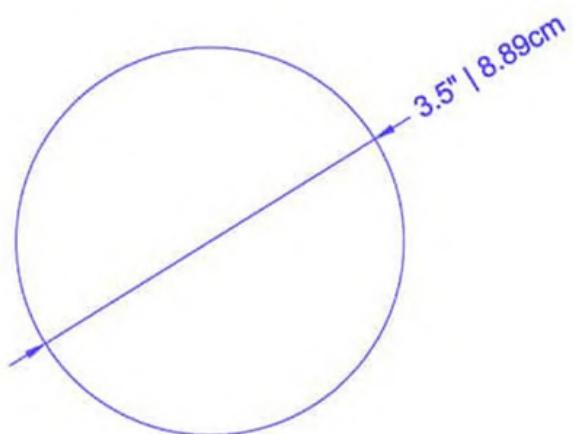
MOCKUP



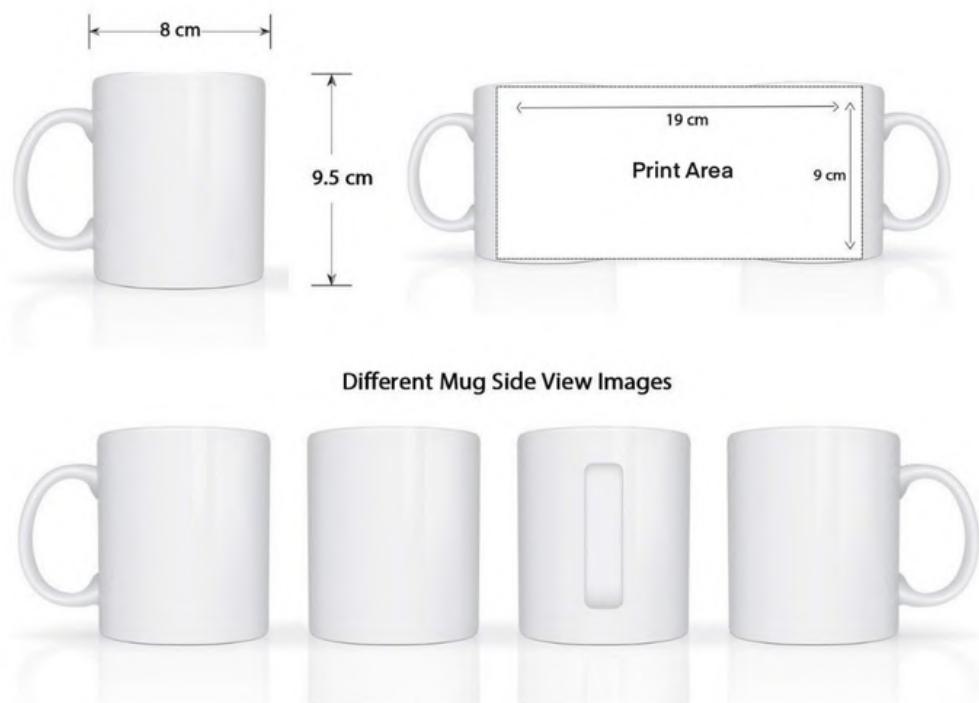


SIZE

COASTER



COFFEE CUP



Different Mug Side View Images

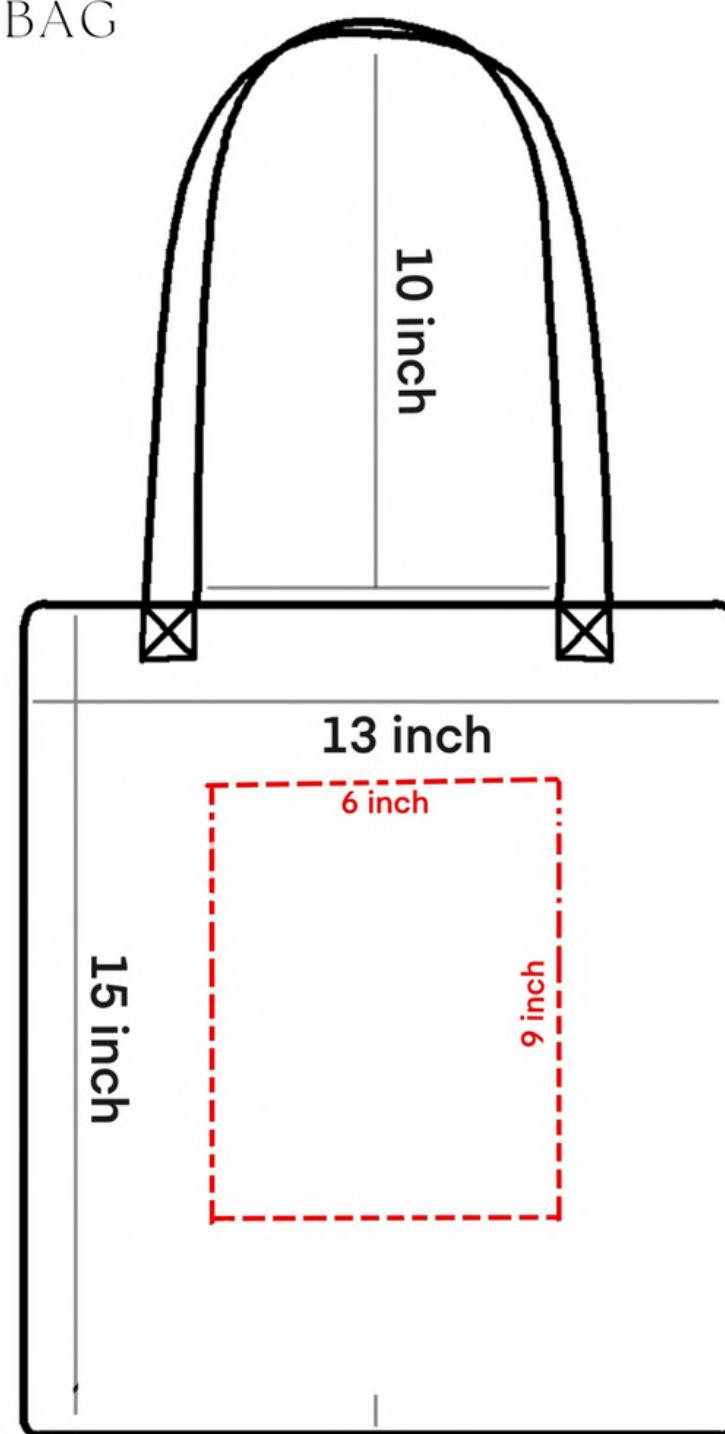
SIZE

WALL ART



SIZE

TOTE BAG



SIZE

BADGES



Cut Line - 1.313"
Picture Size - 0.875"



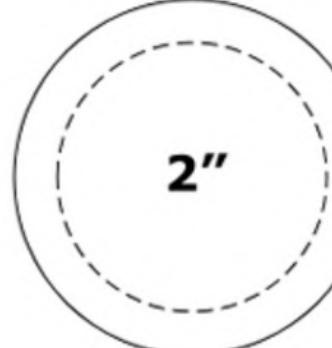
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Picture Size - 1.187"



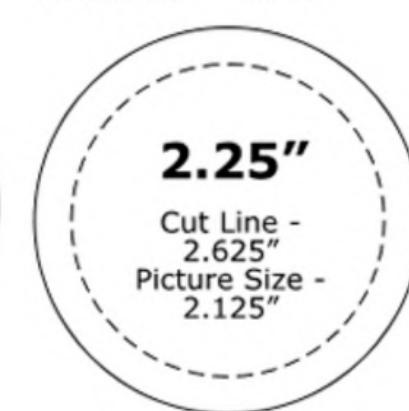
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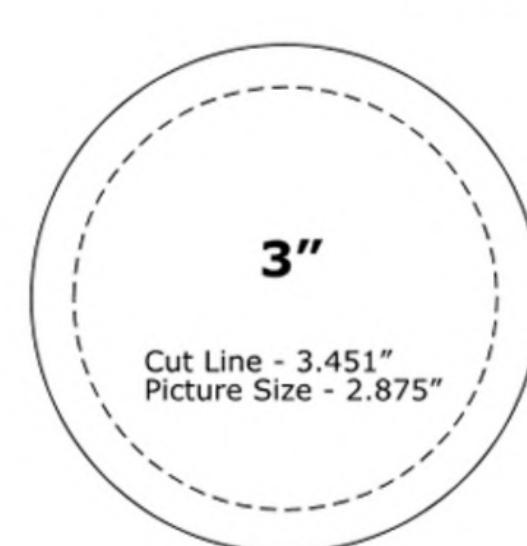
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Picture Size - 1.625"



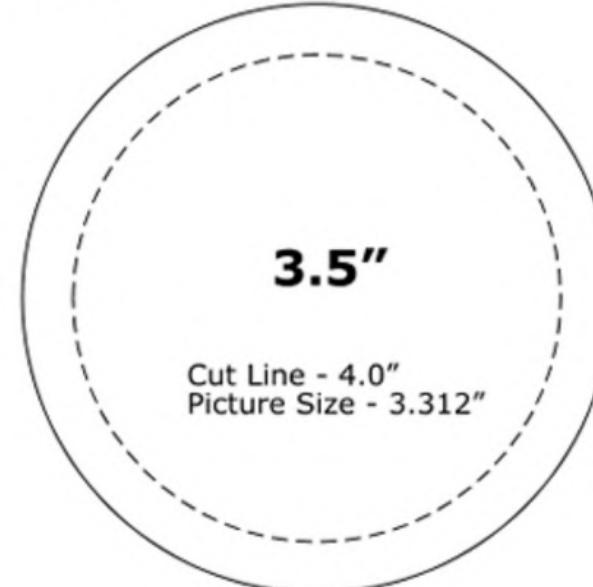
Cut Line - 2.415"
Picture Size - 1.830"



Cut Line -
2.625"
Picture Size -
2.125"



Cut Line - 3.451"
Picture Size - 2.875"



Cut Line - 4.0"
Picture Size - 3.312"

COSTING

2023

TOTE BAG

Manufacturing Cost:

- Polycotton Raw bag - ₹ 80
- DTF Printing - ₹100

Selling Cost: ₹550

COASTERS

Manufacturing Cost:

- Raw Acrylic Plastic Coaster- ₹ 15
- Sublimation Printing - ₹20

Selling Cost: ₹150

WALL ART

Manufacturing Cost:

- Hard Copy (depending on size) - ₹ 30 (A3)
- Framing Cost - ₹360

Selling Cost: ₹750

COFFEE MUGS

Manufacturing Cost:

- Basic Mug - ₹ 120
- Sublimation Printing - ₹20

Selling Cost: ₹300

BADGES

Manufacturing Cost:

- Raw Pin Badge - ₹5
- Submition Printing - ₹10

Selling Cost: ₹45

2023

2023

PRODUCT PHOTOGRAPHY

Tote bag

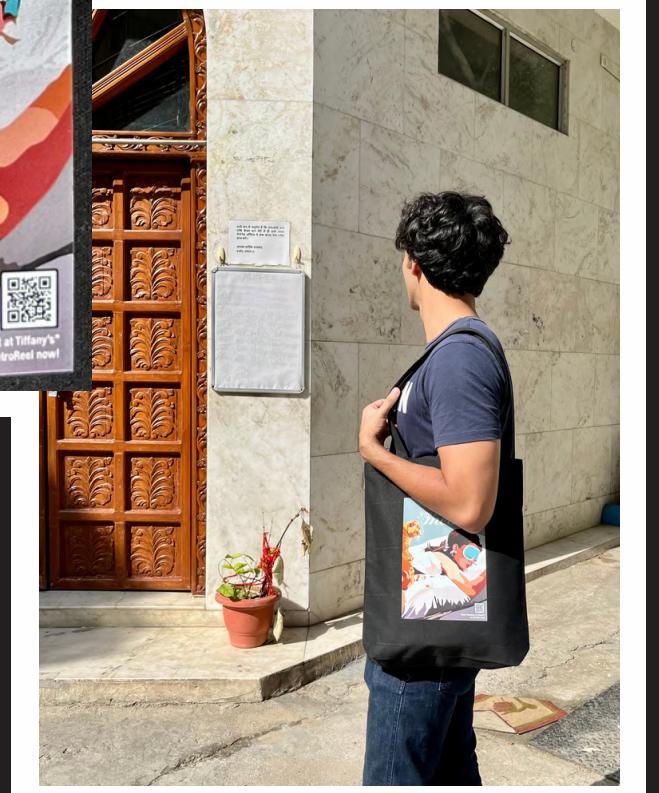


PRODUCT
PHOTOGRAPHY

Tote bag



PRODUCT
PHOTOGRAPHY

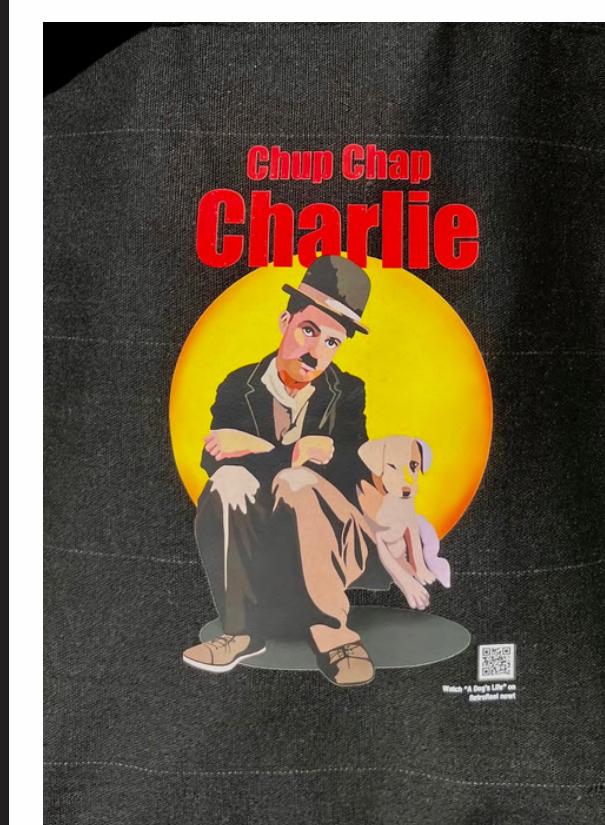


Tote bag

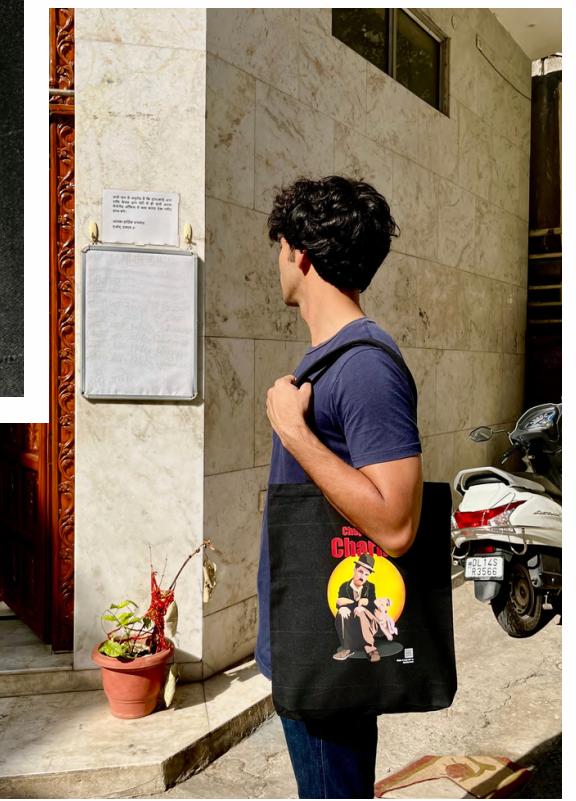


PRODUCT
PHOTOGRAPHY

Tote bag



PRODUCT
PHOTOGRAPHY



Coasters



Coasters



PRODUCT PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

Wall Art

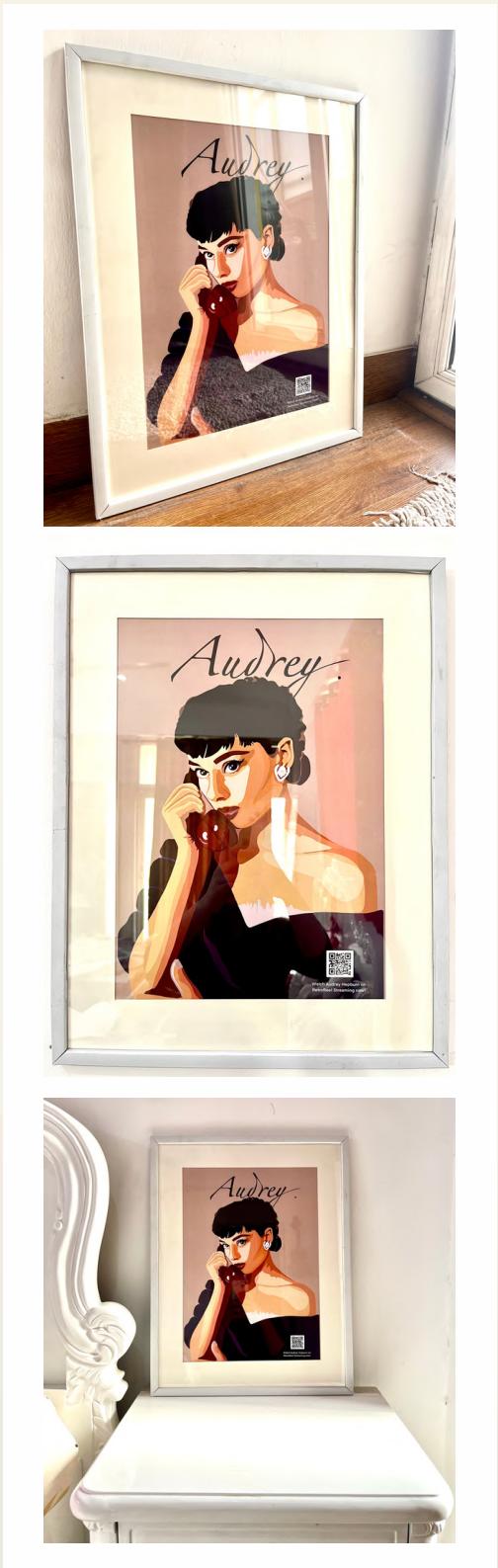


PRODUCT
PHOTOGRAPHY

Wall Art



PRODUCT
PHOTOGRAPHY



TAKEAWAY FROM THE PROJECT

Through the design project, in the context of designing merchandise, I gained a crucial understanding of the delicate balance between user needs and aesthetics. I discovered that while creating visually appealing designs that can attract the target audience is essential, it is equally important to ensure that these designs align with the specific preferences of the user.

I recognized the significance of aesthetics and product appeal in designing merchandise. In a competitive market, capturing the attention of the target audience is crucial, and visually attractive designs play a vital role in achieving this goal. I learned to leverage color schemes and visual elements strategically to create designs that stood out from the competition and effectively communicated the brand's message.

The key takeaway from this design project was the need to strike a balance between user needs and aesthetics/product appeal. By considering both factors throughout the design process, I was able to create designs that not only met the users' requirements but also captured attention in the market. This balance ensured that the merchandise effectively fulfilled its purpose and had the potential to attract potential buyers.

Overall, this project emphasized the importance of understanding the user, designing with their needs in mind, and incorporating visually appealing elements to create merchandise that successfully connects with the audience while standing out in a competitive marketplace.

CONCLUSION

The main purpose of my graduation project, which spanned a period of 14-16 weeks, was to apply the knowledge and skills I acquired throughout my four years of academic study. The journey of RetroReel, my project, proved to be the perfect opportunity for me to fulfill this purpose while also gaining valuable insights from the industry.

In today's world, where the significance of user experience and visual design for brands, regardless of their size, is continually growing, the role of a user experience and interface designer is crucial. It entails understanding the needs and requirements of end users and crafting an experience that aligns with the brand's personality and identity.

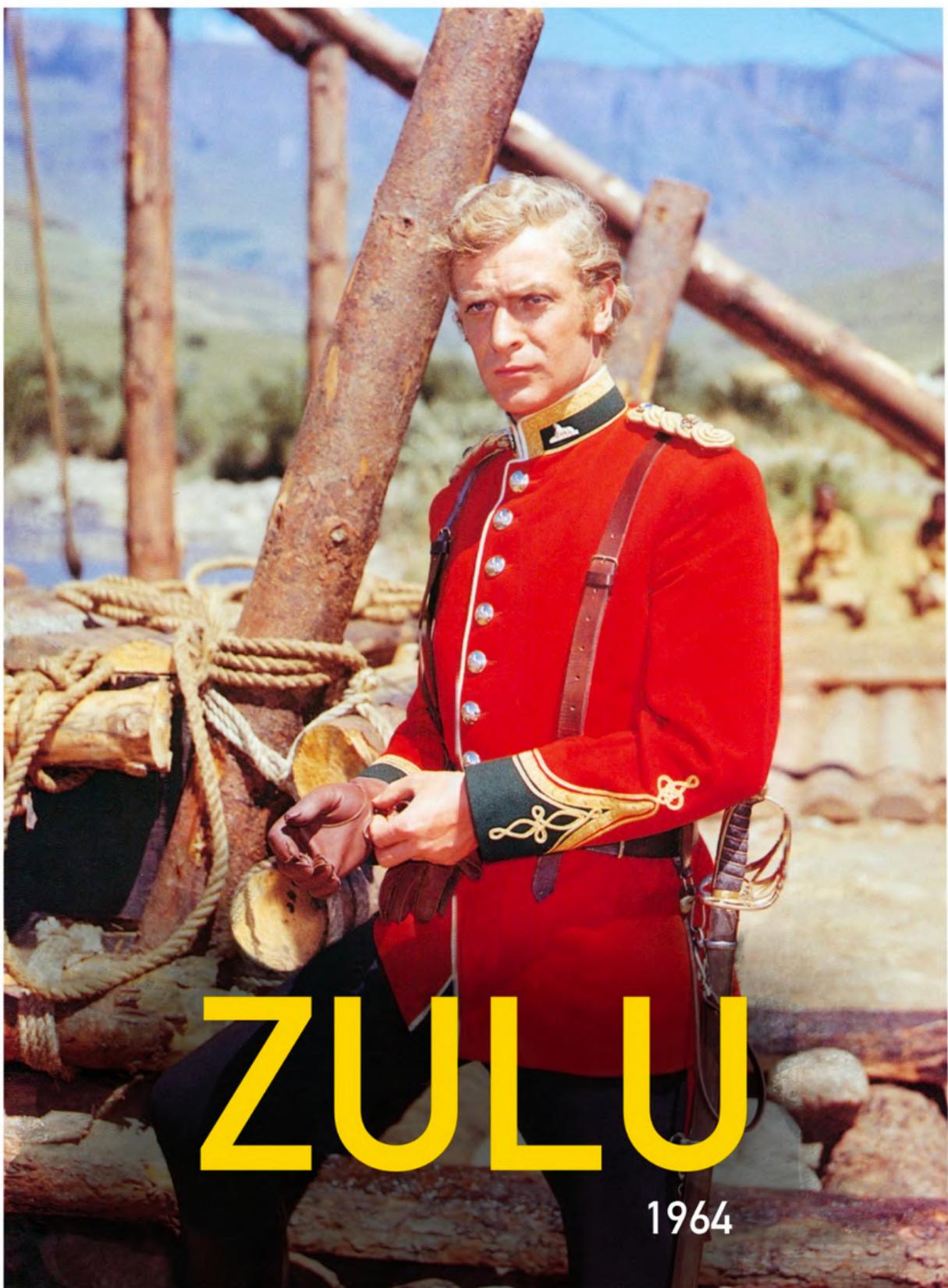
Throughout my graduation project, I successfully applied the theoretical knowledge gained during my academic studies and combined it with insights and lessons from the industry. This synergy resulted in a design project that adhered to industry standards and norms. To achieve this, I relied on research, observations, analysis, and empathy, which served as the driving forces behind my project. Additionally, I explored various visual elements to effectively translate the gathered information into a seamless user experience design.

Overall, I consider my graduation project to be a resounding success. It allowed me to acquire practical knowledge while offering a user-centered design solution with a problem-solving approach. This experience not only enriched my understanding of the field but also honed my skills as a user experience and interface designer, preparing me for future challenges and opportunities in the industry.

MISCELLANEOUS WORK

Designed and re-mastered vintage movie's graphic posters for the ReroReel's UI display.



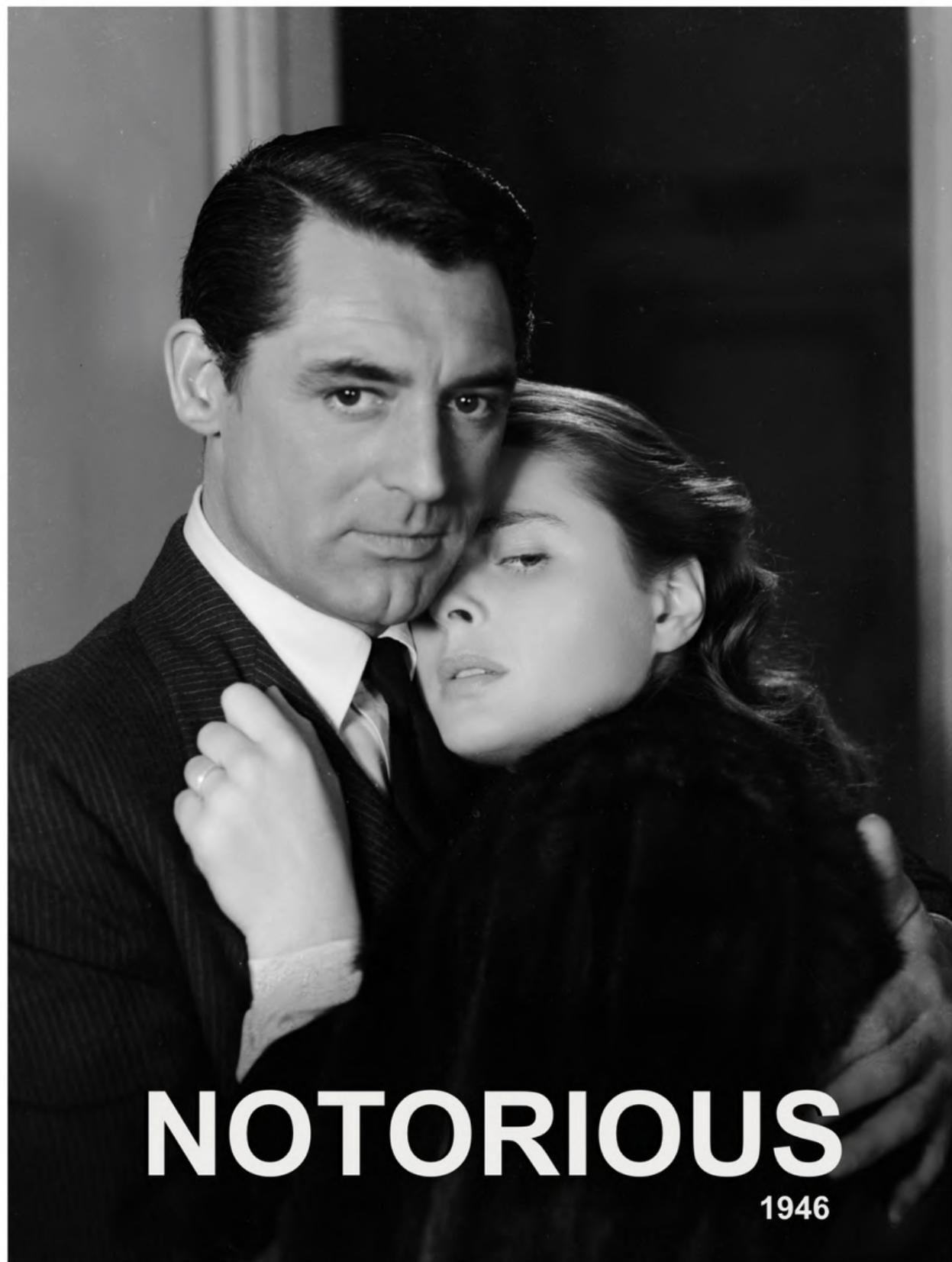


PEOPLE WILL TALK

CARRY GRANT
JEANNE CRAIN

1951







AND 300+ POSTERS