



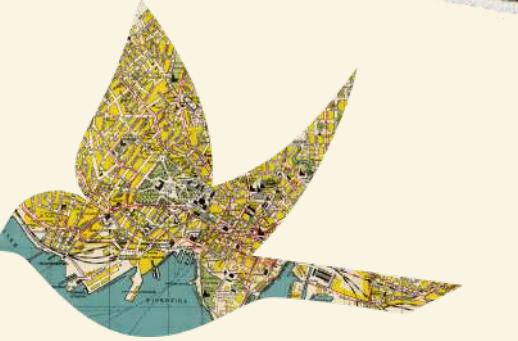
CIA 1- POSTERS

Rococo

Aaryaa Kamat

John 18:33-37

About Rococo



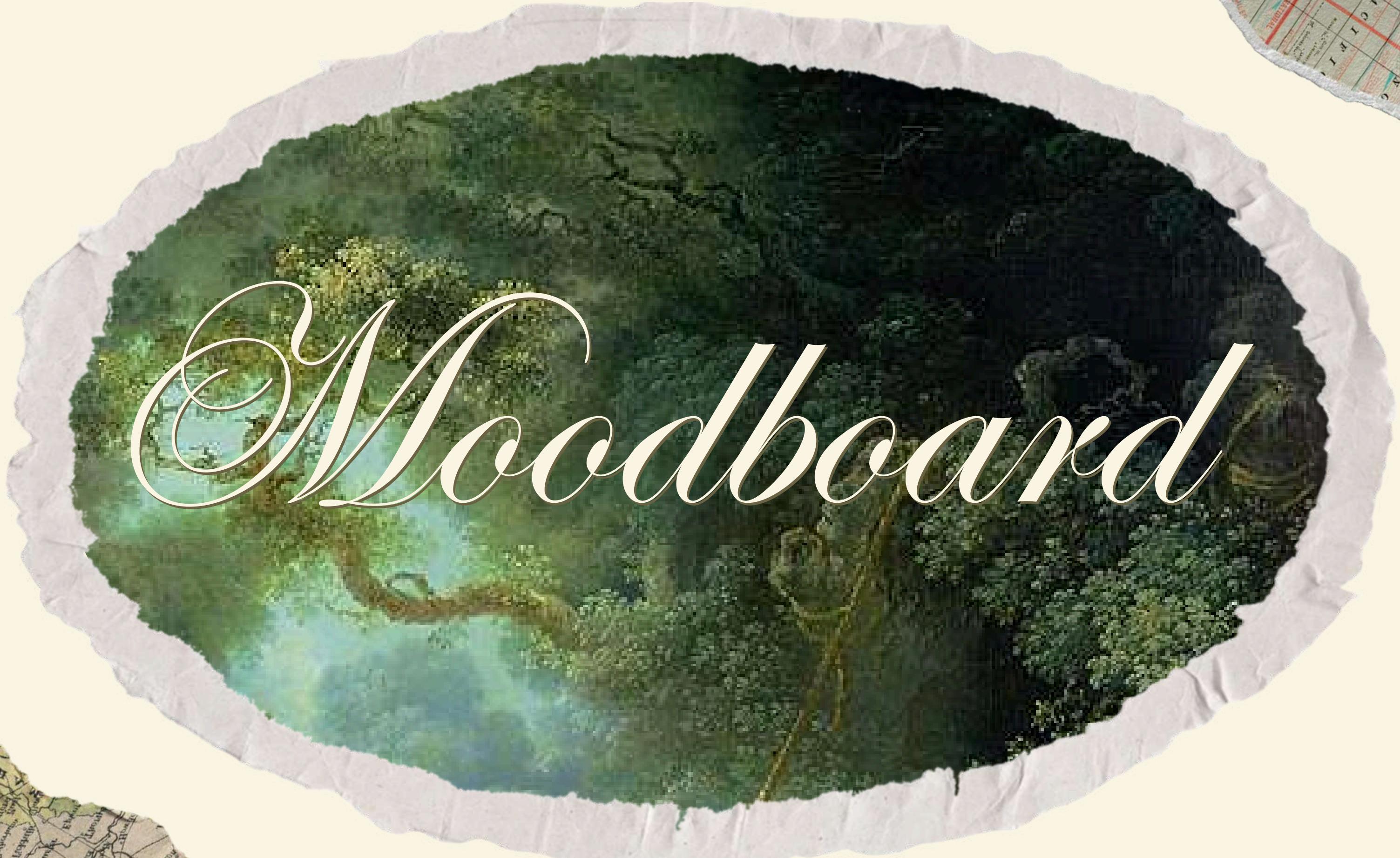
- **Rococo** originated in **early 18th century** France during the reign of Louis XV.
- It is known for being **ornate, playful, elegant, and light-hearted.**
- The style often uses **pastel colours** like **pale pink, sky blue, mint, and cream, with gold accents.**
- Common themes include **romance, leisure, nature, mythology, and pleasure.**
- Motifs often feature **shells, scrolls, flowers, cherubs, and ribbon**



John 18:33-37

Rococo in Design

- Rococo design features ***curved lines, asymmetry, and intricate details.***
- Typography is typically ***elegant, with flowing scripts and high-contrast serif fonts.***
- Compositions are ***soft and airy***, often framed with decorative borders.
- The mood is ***luxurious yet whimsical.***
- Rococo can be applied through ***pastel backgrounds, gold flourishes, floral garlands,*** and ornate frames.



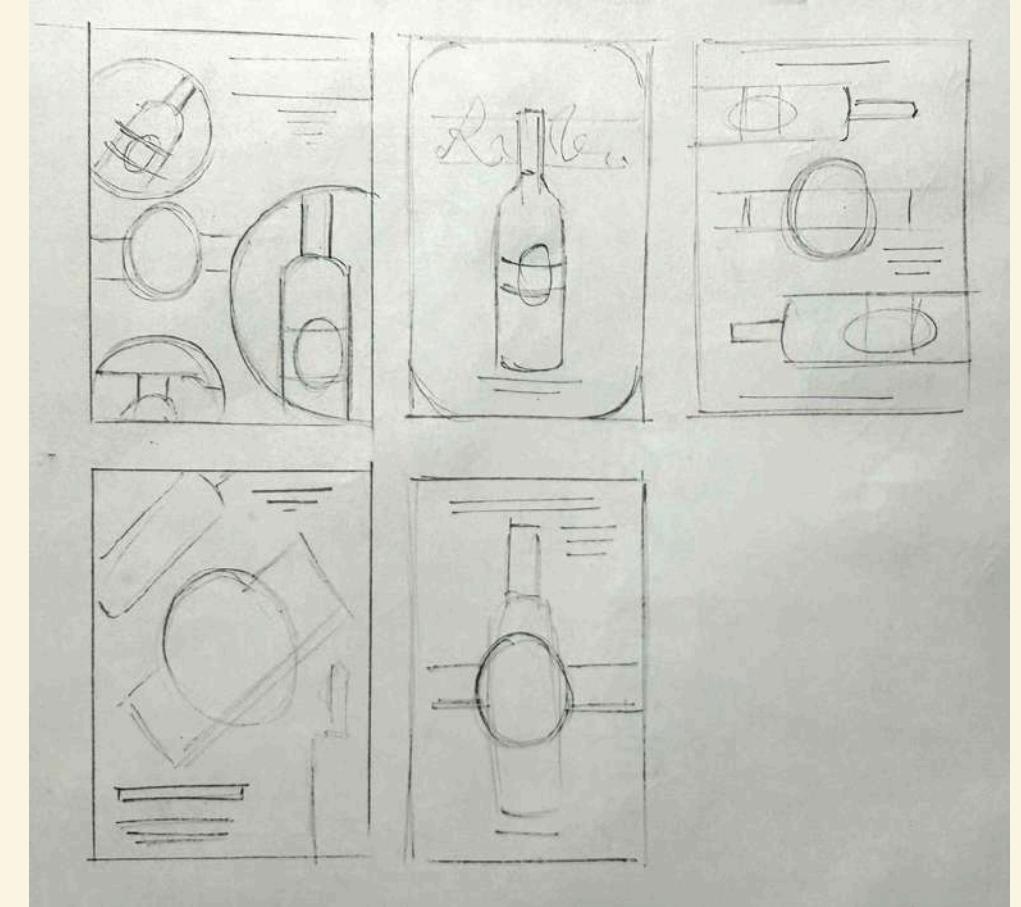
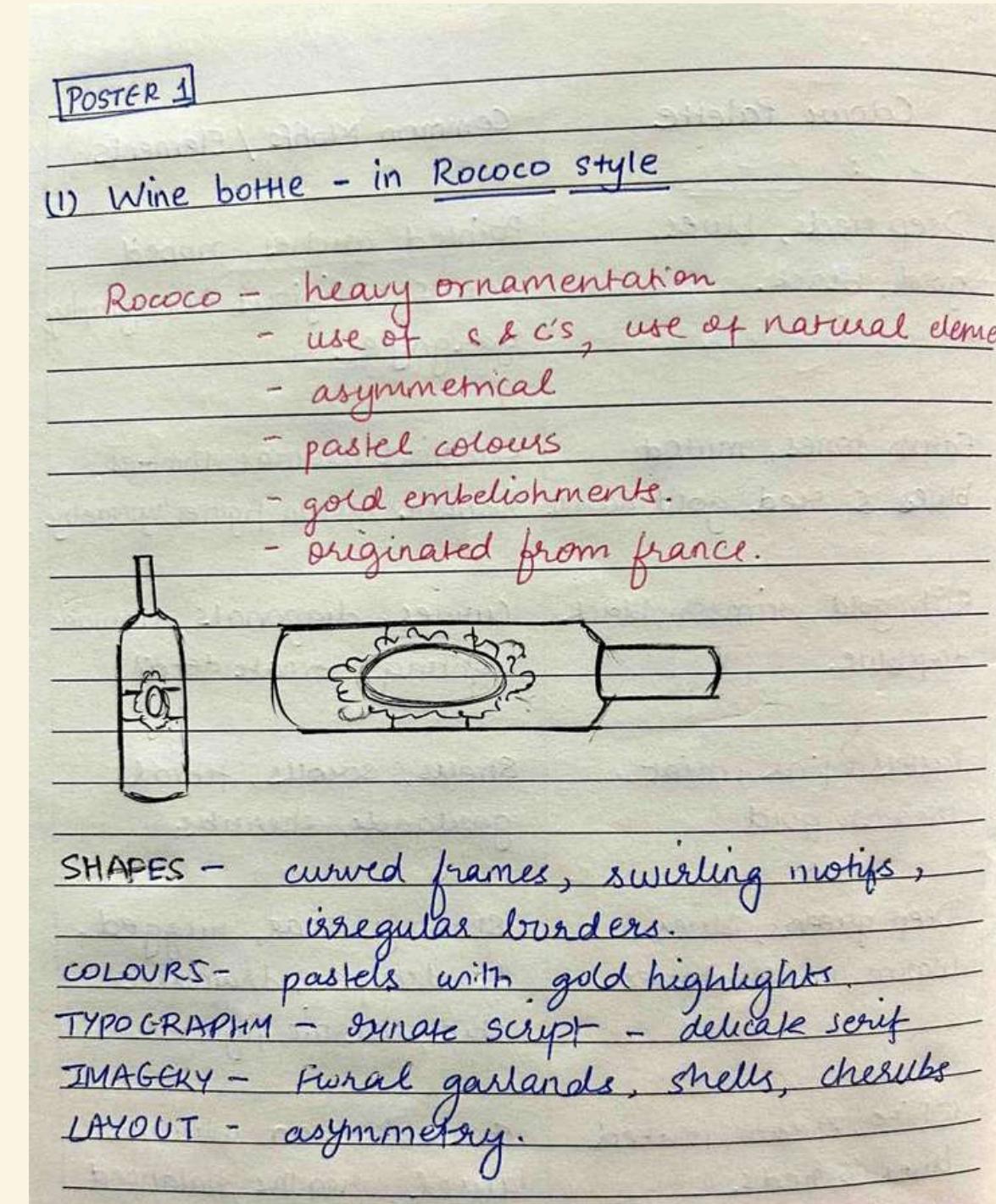
Woodboard

Moodboard



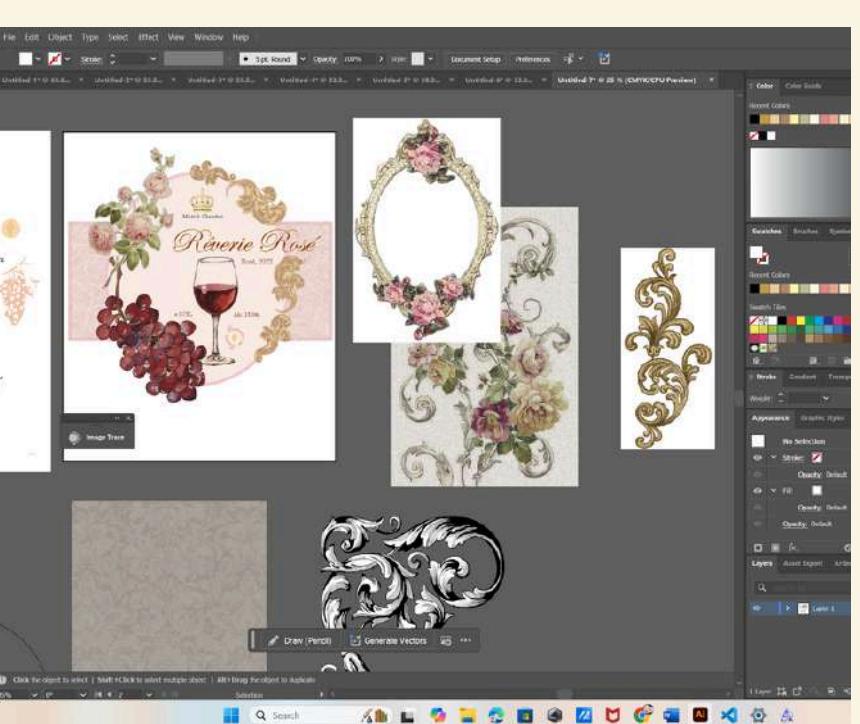
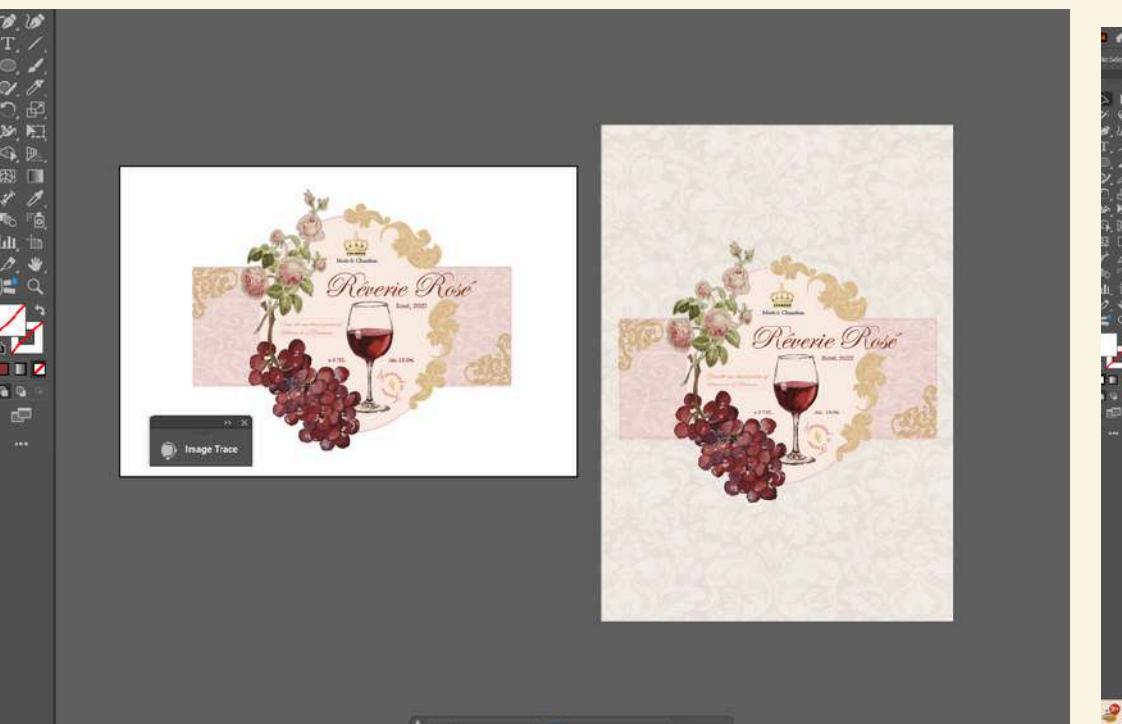
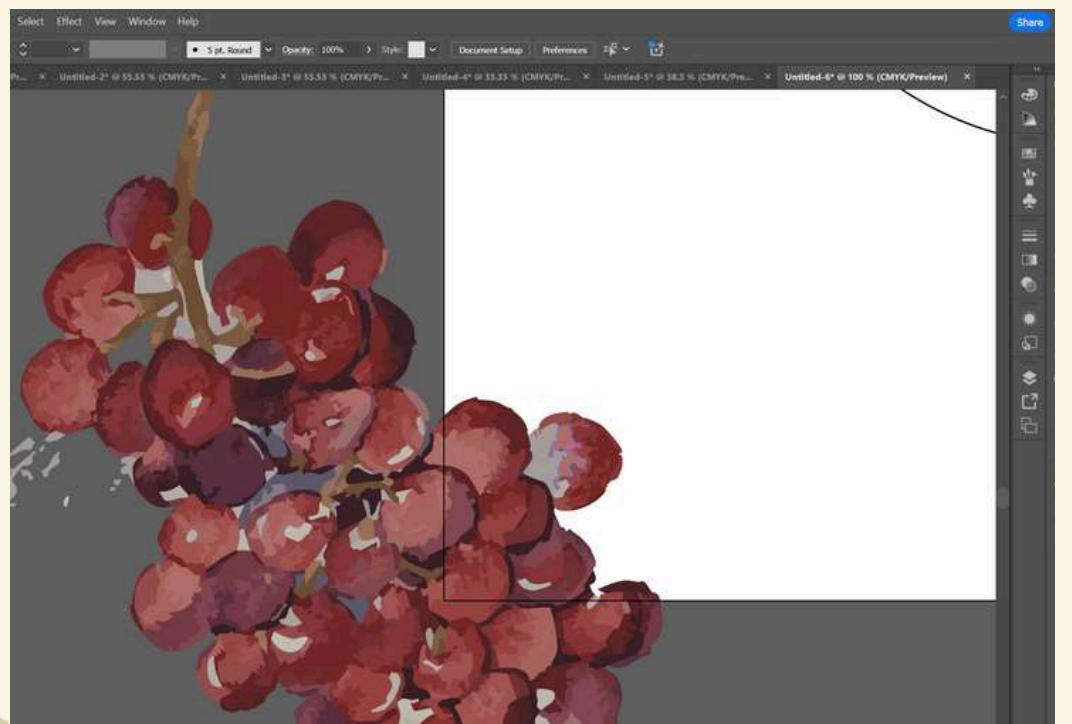
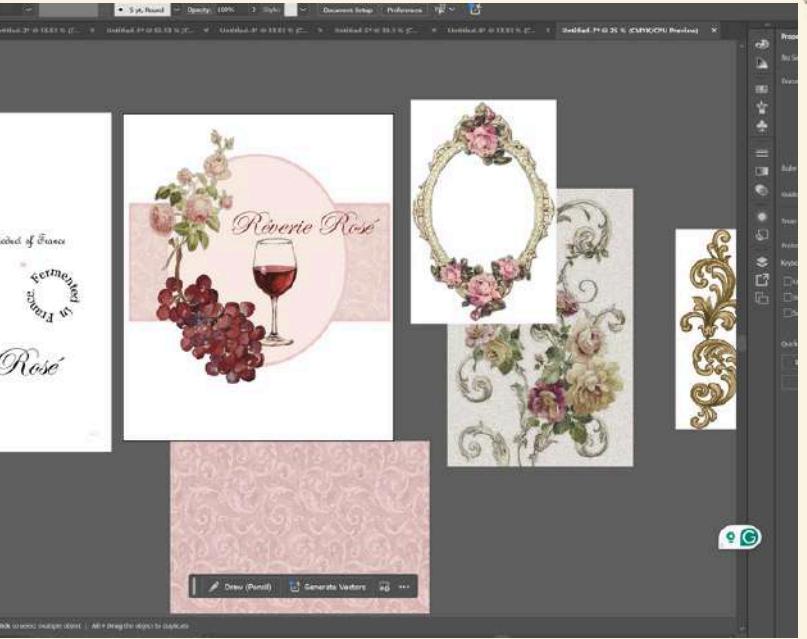
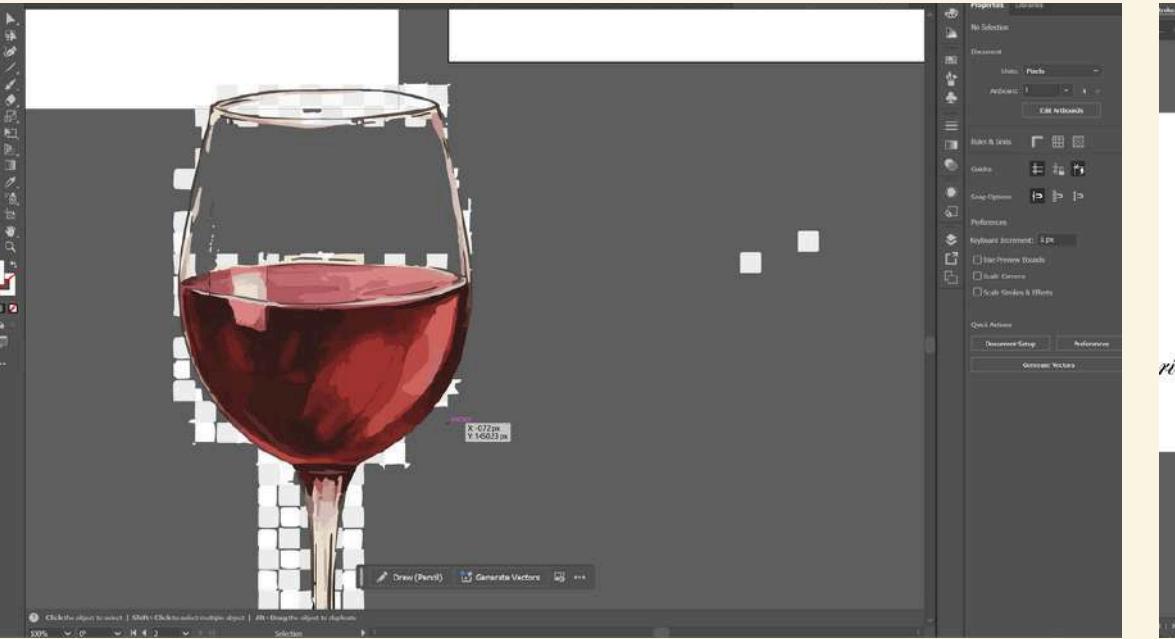
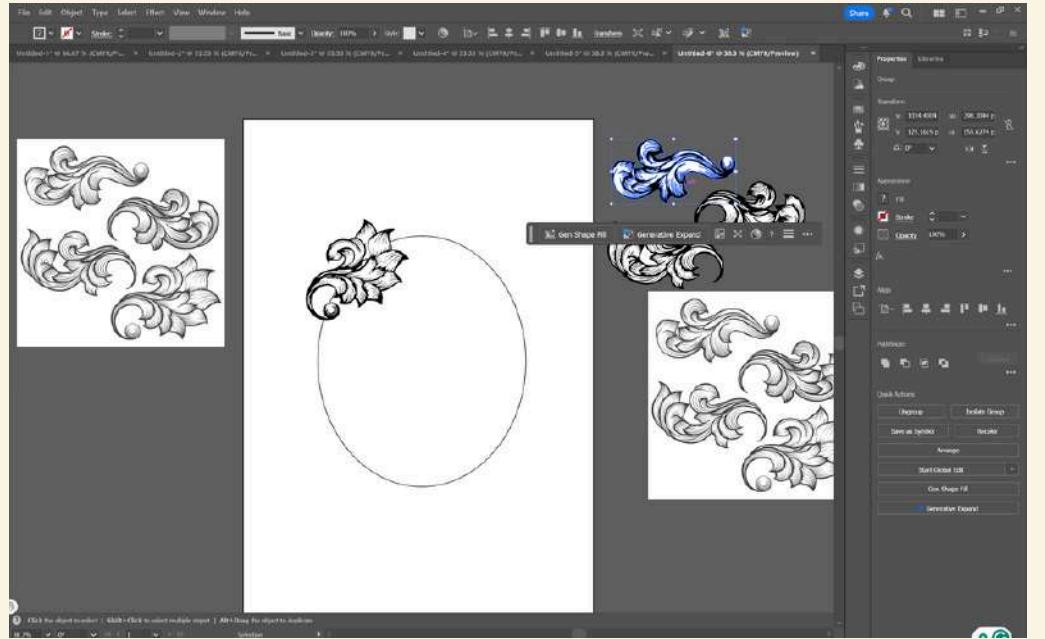
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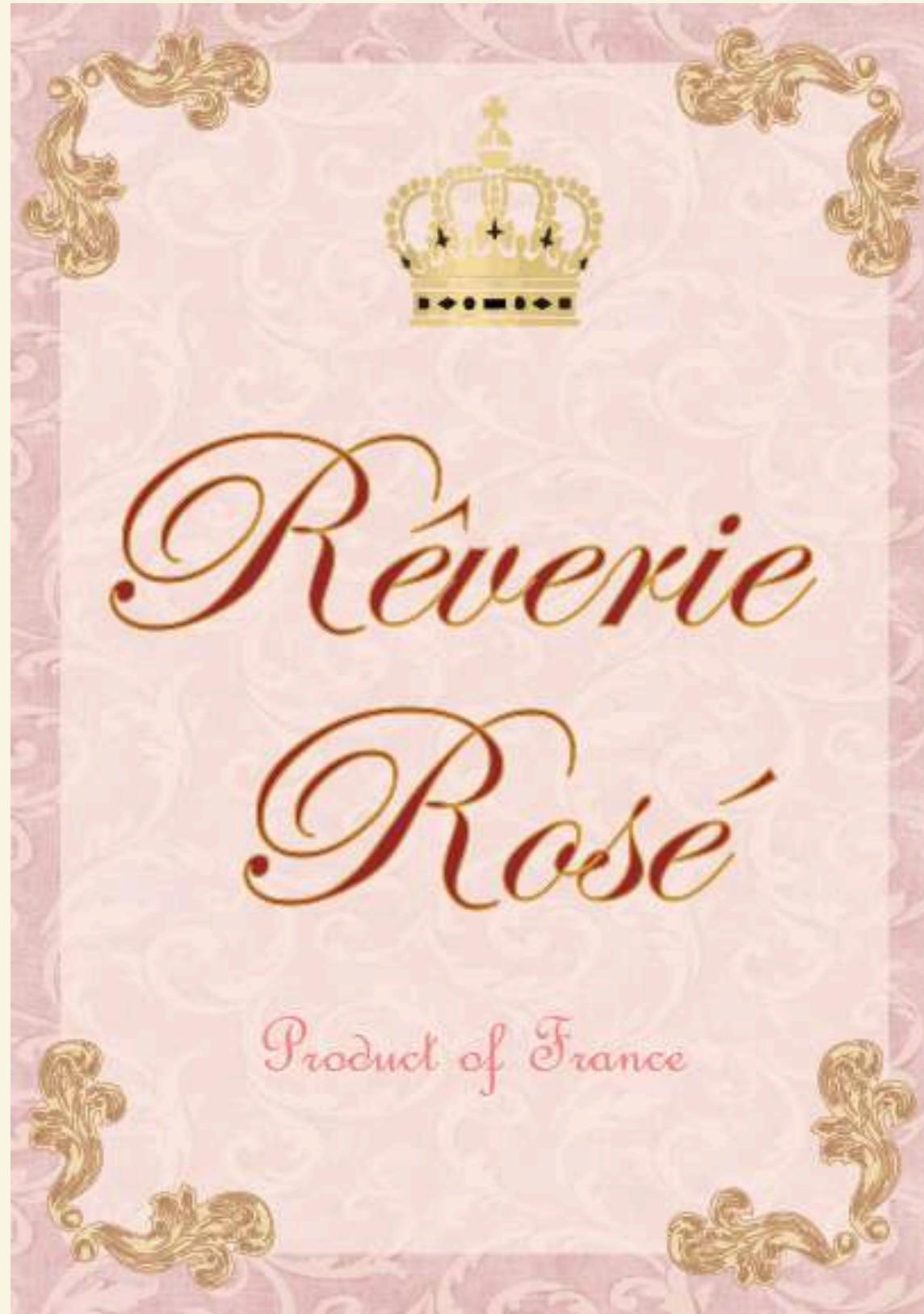
Ideations and Notes



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Process Work





Réverie Rose
Label Design - Cap and Body





Réverie Rose

Label Design - Cap and Body

The name of the wine is center aligned, grapes are removed and replaced with roses to avoid chaos.

After changes





Mockups



New Mockups



Final Poster

Concept Note - Réverie Rosé

A Rococo-inspired wine label with pastel hues, gold flourishes, and floral motifs, reflecting elegance, romance, and indulgence.

Grapes and roses highlight its sun-kissed origin from the gardens of Château de L'Ornement, *blending luxury with natural beauty.*







Renaissance

Aaryaa Kamat

John 18:33-37

About Renaissance



- The **Renaissance** began in **14th century** Italy and spread **across Europe** by the 16th century.
- It is known for being **balanced, rational, elegant, and centered on humanism.**
- Architecture featured **domes, arches, columns, pilasters, and vaults.**
- Design emphasized **symmetry, geometry, perspective, and proportion.**
- Common motifs included **classical ornamentation, mythological figures, nature, and harmony.**



John 18:33-37

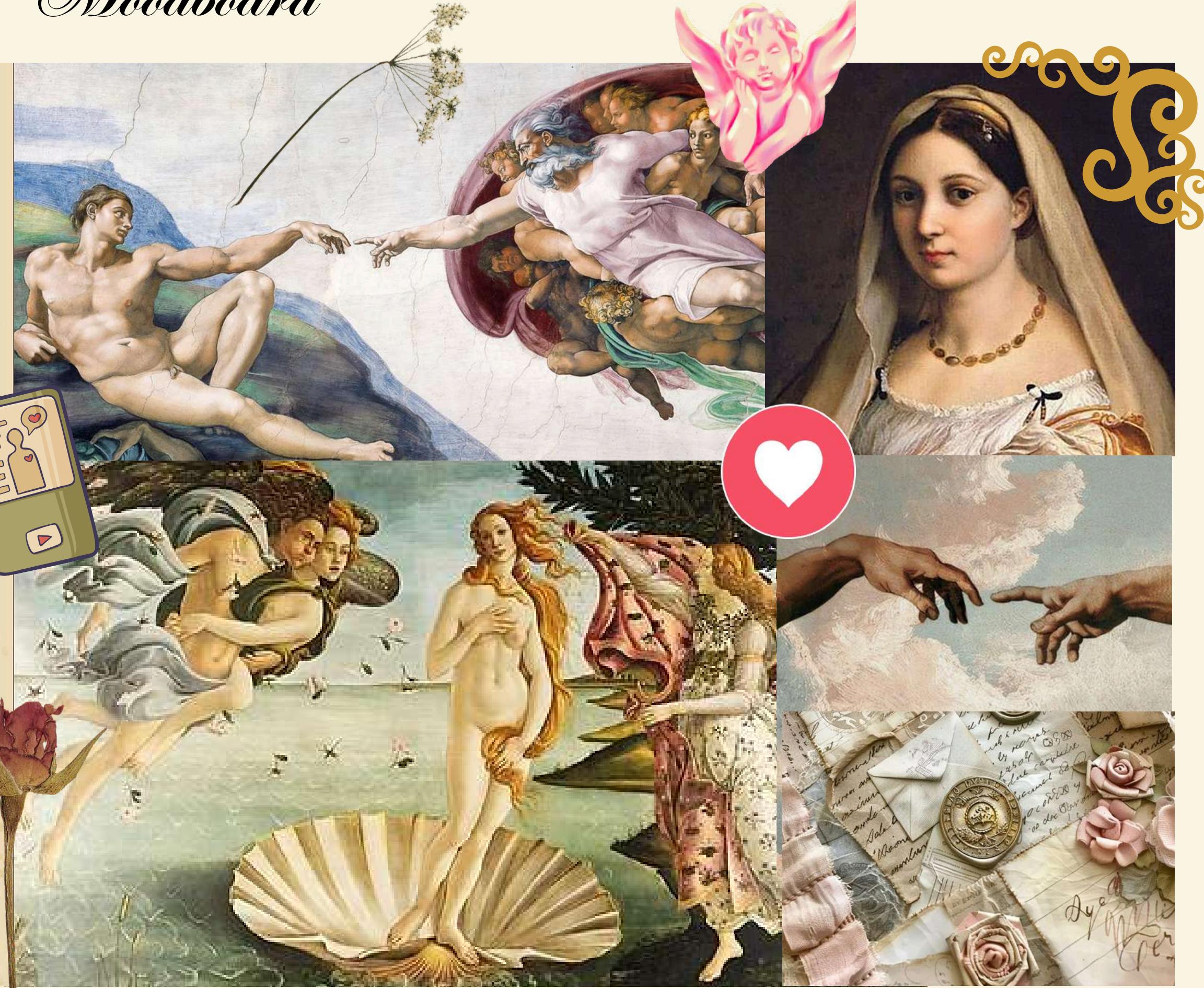
Renaissance in Design

- Renaissance design features symmetry, *proportion, perspective, and classical details.*
- Typography is typically *structured, balanced*, and inspired by Roman lettering.
- Compositions are *orderly and harmonious, often framed with geometric balance.*
- The mood is *rational, elegant, and human-centered.*
- Renaissance design is applied through *arches, domes, columns, frescoes, and classical motifs.*

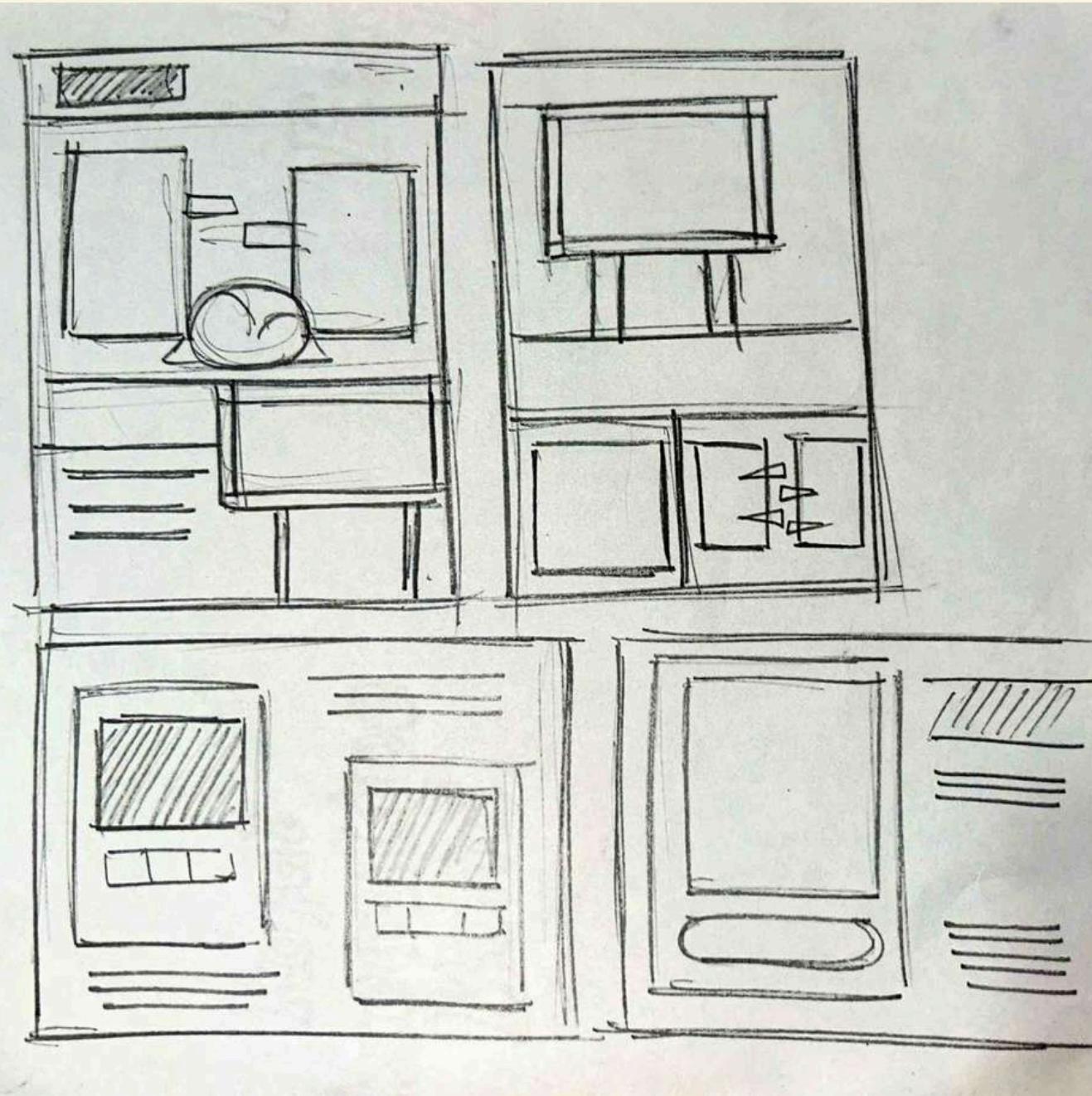
Woodboard



Moodboard



Ideations and Notes



POSTER 2.

(2) Dating app billboard ad - in Renaissance style.

- Renaissance -
 - human figures
 - balanced composition
 - domes, classical columns.
 - central composition, framed scenes.
 - fresco style clouds, acanthus leaves, fresco style clouds, mythological scenes, fruit & floral garlands.
 - chiaroscuro

SHAPES - geometric grids - rectangles, circles

COLOURS - use earth tones and rich primaries

TYPOGRAPHY - classical serif fonts

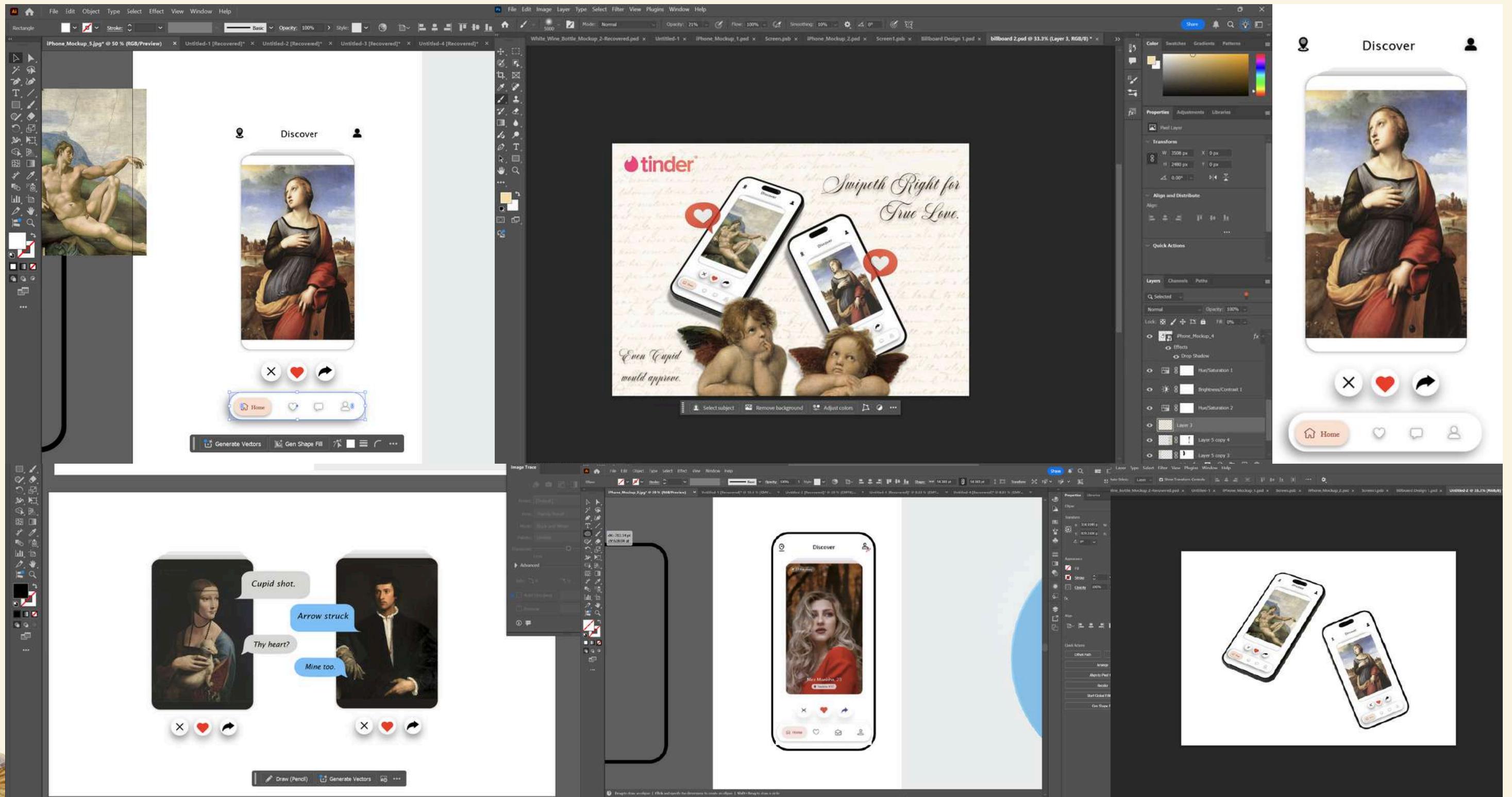
IMAGERY - realistic human figures, architectural framing, perspective lines.

LAYOUT - symmetrical and centered.



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Process Work



Ideations



tinder

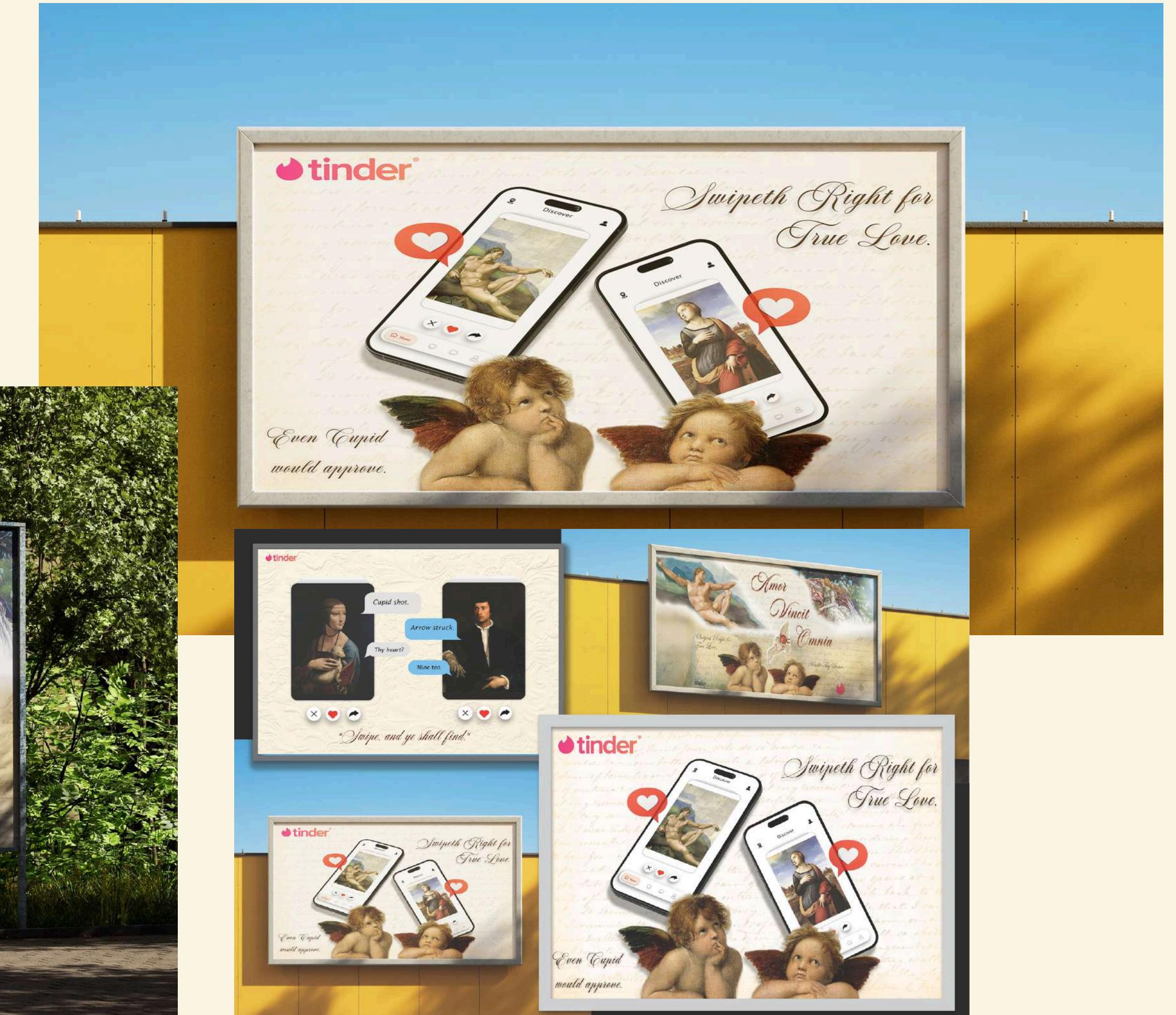


The Renaissance of Love

Billboard Ad Design for Tinder



Mockups



Final Poster

Concept Note - Renaissance of love

A Renaissance-inspired billboard reimagined through a modern lens, combining classical portraiture with the playful swipe culture of Tinder. Famous Renaissance artworks are framed within smartphone screens, symbolizing the meeting of timeless beauty and today's search for connection.

Cherubs and calligraphic typography echo the grandeur of the era, while heart icons and app interfaces add a witty, contemporary twist. This fusion highlights how love, desire, and human connection remain universal across centuries.



Reflection

For this project, I designed a Rococo-inspired wine label and a Renaissance-inspired dating app billboard. Rococo's playful elegance, pastel tones, and ornate motifs worked well for a wine brand, while Renaissance principles of balance, harmony, and ideal beauty suited the theme of romance.

I learned how to translate historical motifs into modern design, and I especially enjoyed experimenting with colour, typography, and mockups. This assignment helped me better understand the movements while also improving my design process through research, iteration, and creative application.

Thank you