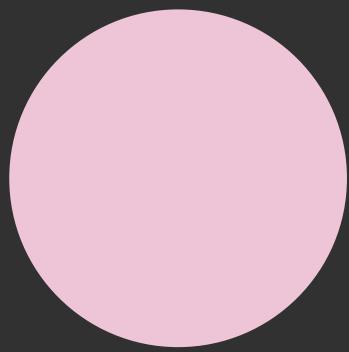


RTF



TECHNICAL SKILLS

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe Flash
Microsoft Office
Photography

I'M SRIKSHI - BELIEVER,
DREAMER, AND A
GO-GETTER!



WORK EXPERIENCE

Craft Cluster- Benaras brocade (documentation and branding)
Snapdeal - Strategic partnership/Graphic Design Intern
Shaurya (NGO) - Social project
Habbana- Graphic design

I WAS BORN IN NEW DELHI, AND MY DREAM OF STUDYING FASHION BROUGHT ME TO NIFT. I AM PASSIONATE ABOUT DESIGNING FOR A CHANGE, AND CAN NEVER HAVE LEARNT ENOUGH.

Branding

Publication Design

Illustration

Fashion and Product Styling

Visual Merchandising

Exhibition Design

Design Management

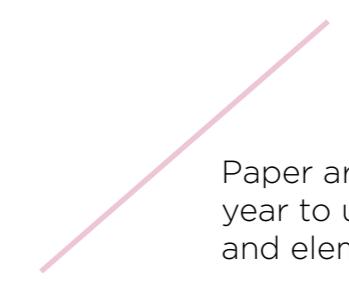
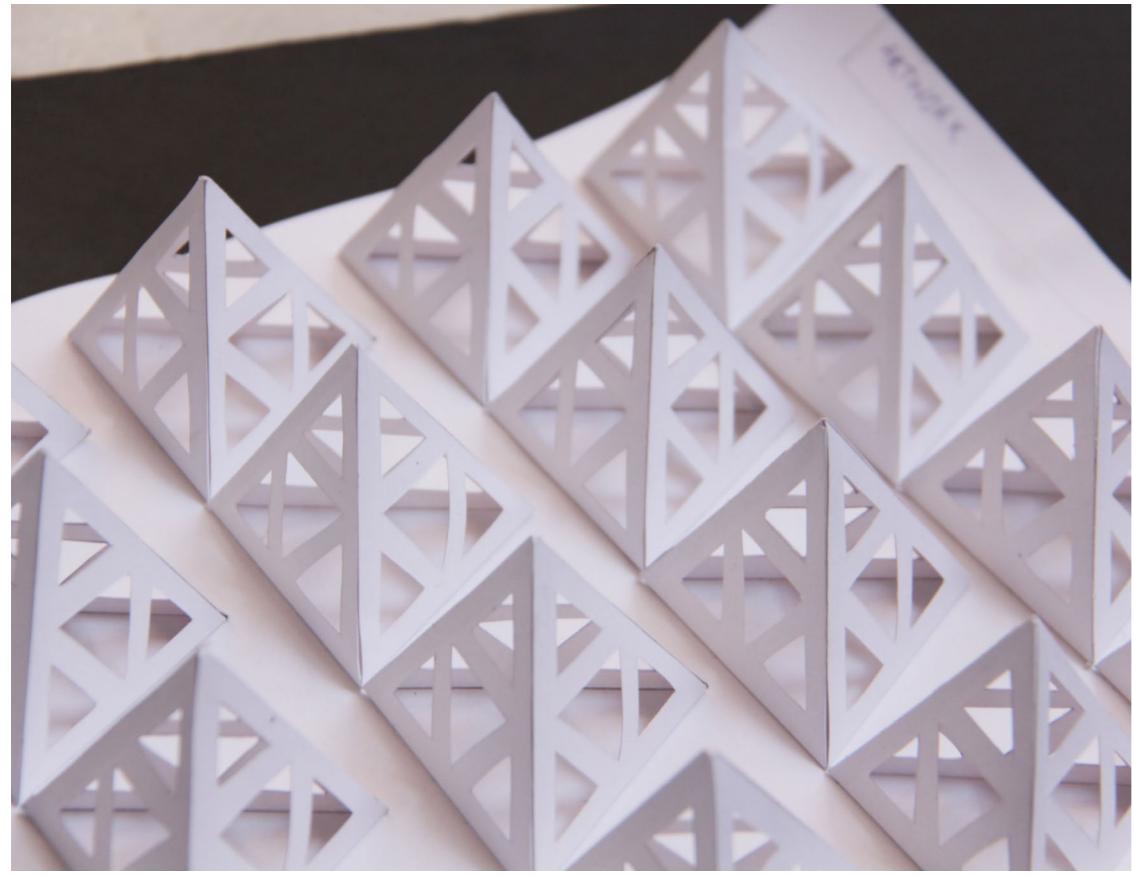
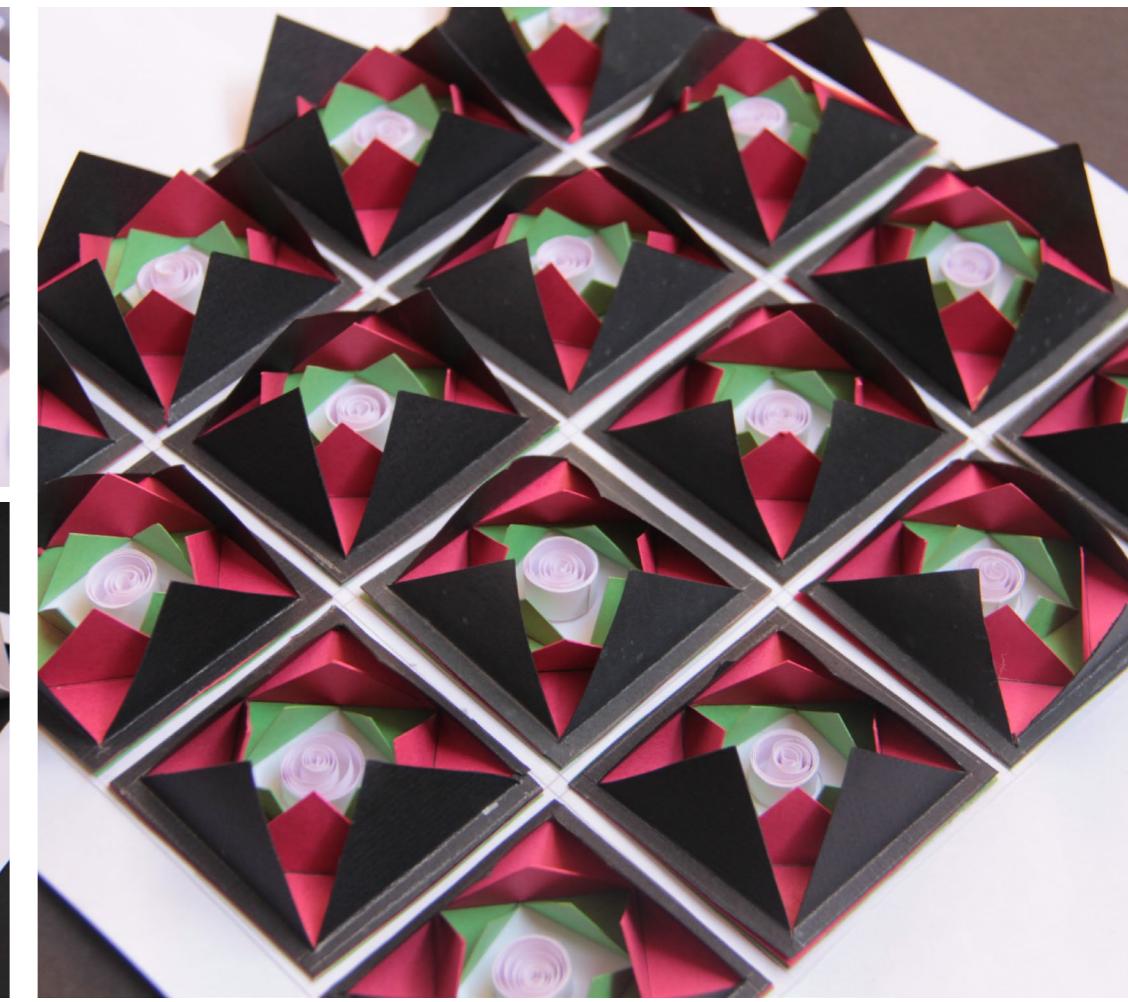
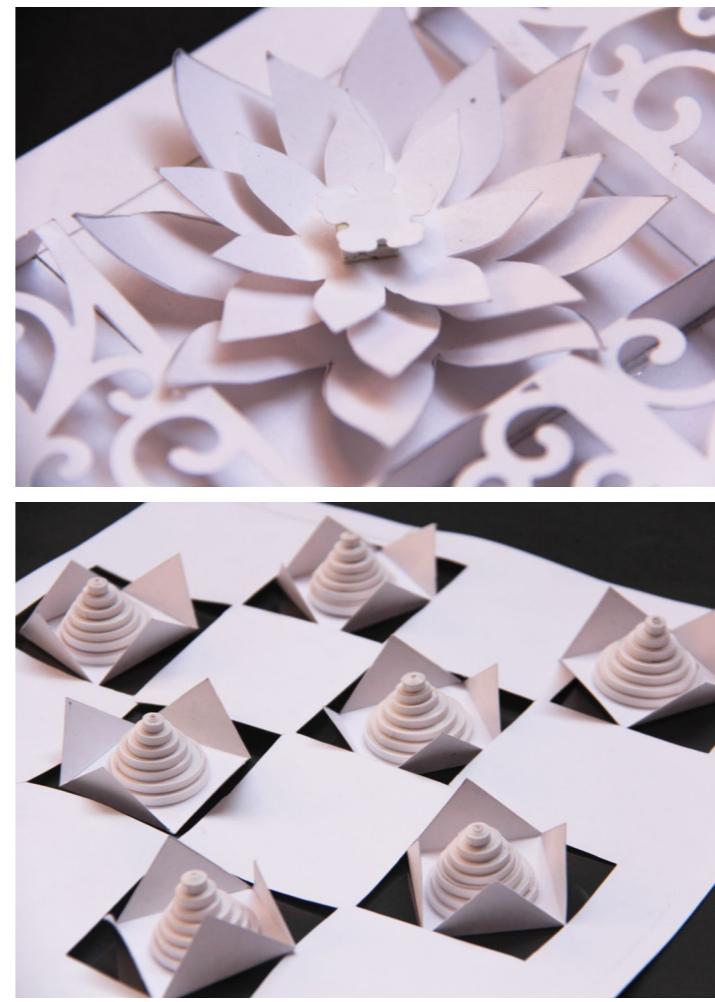
Advertising

Marketing

THEORY AND KNOWLEDGE

MASTERING THE

BASICS



Paper art made in the foundation year to understand the principles and elements of design.

BRANDING

ROUGH SKETCHES

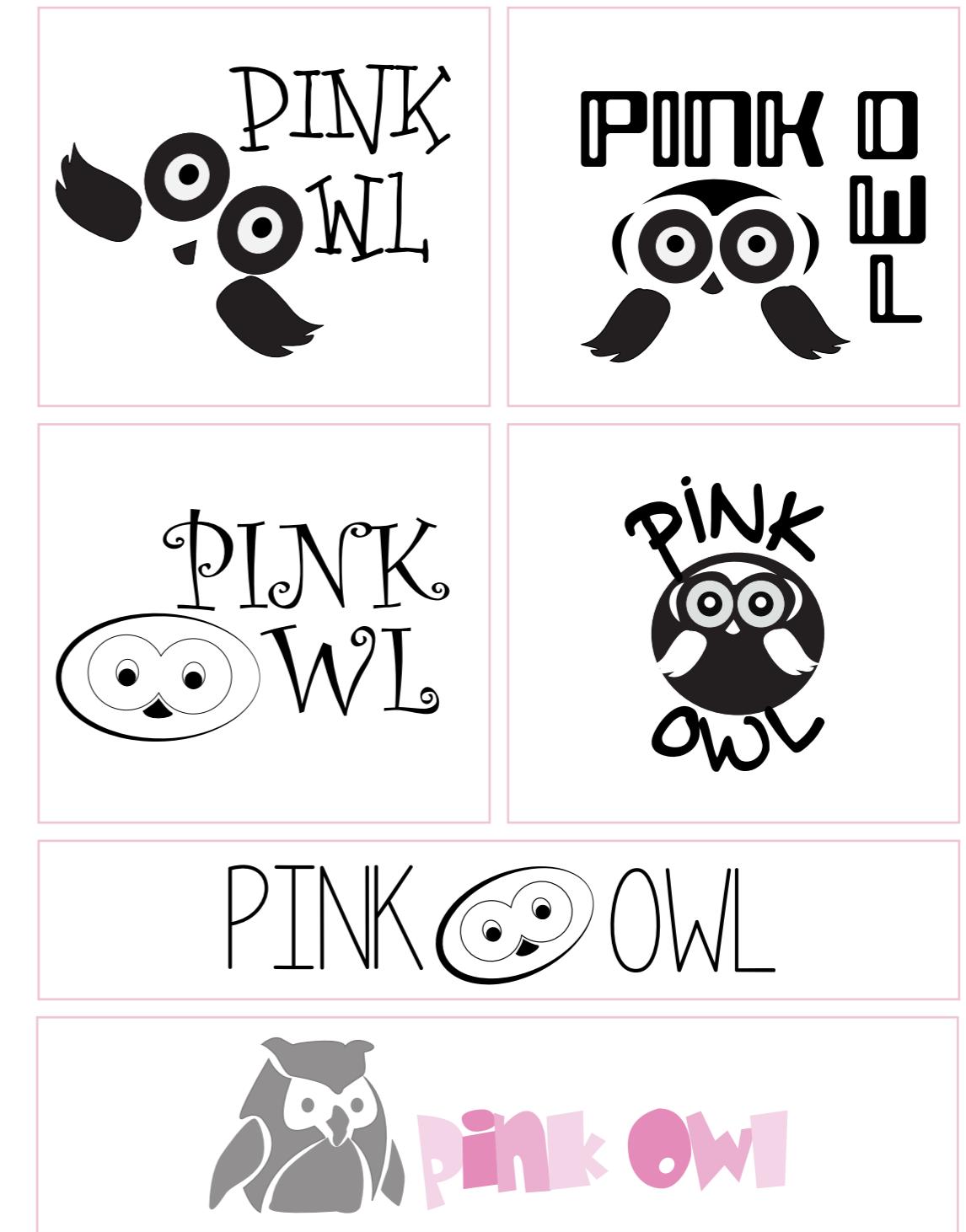


Pink Owl

BRANDING

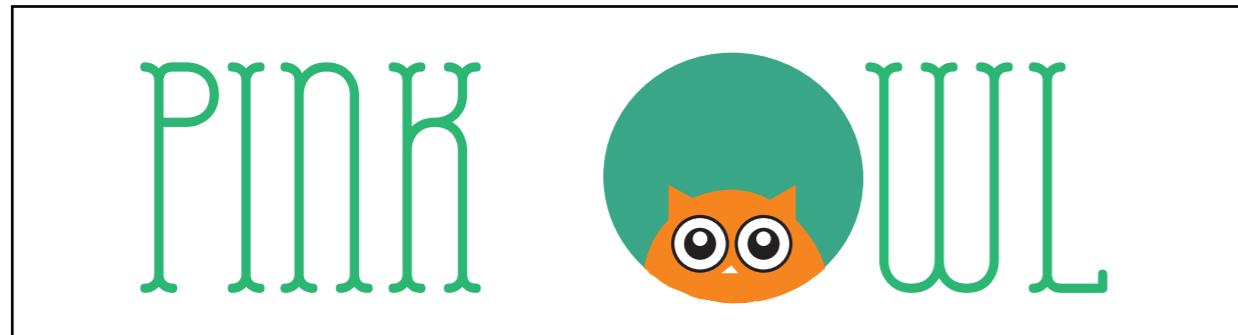
GRAPHIC DESIGN

Project 1

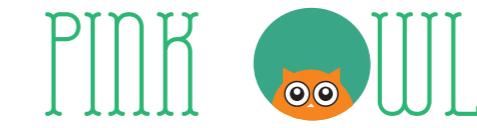
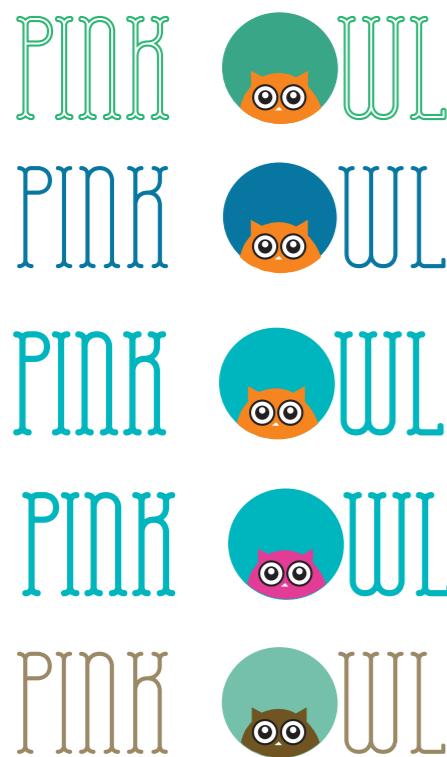


LOGO EXPLORATIONS

FINAL LOGO



COLOR OPTIONS



CREATIVES

Project 2

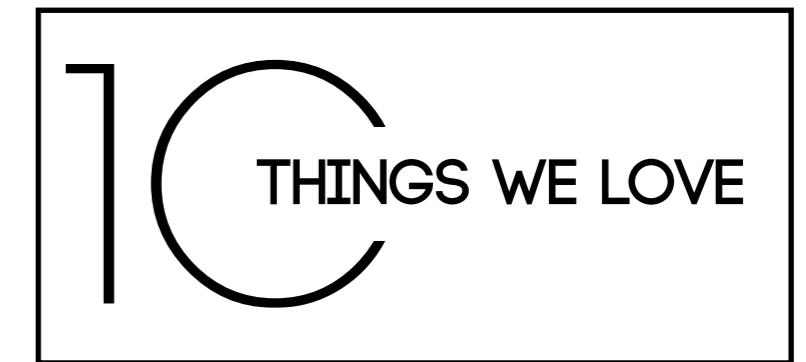
War for Peace

MAGAZINE LAYOUT PUBLICATION DESIGN

To create a mock up edition of Harper's Bazaar Bride. The issue needs to have 10 stories with a conceptual photoshoot.



COVER SHOOT



SWEET *Somethings*

Chaos, destruction and loss of life. The war years were bleak and bleary to say the least. Nonetheless, a silver lining to that cloud of gloom and despair is that they did bring in a modern age, renaissance. Whether it was women being liberated in terms of their clothing and work opportunities or the technological advances in society. And of course, there were endearing tales of romance and love set against the tragic backdrop of worldwide mayhem.

One such story is about Joan, a French lady who awaits the return of her husband, Albert who is fighting in the second world war, far away from home. The day she is told that the war has come to an end, she bakes a cake made with milk and delicious strawberries and waits for him. However, he does not return that day. On the second day she bakes a pistachio-flavoured cake, only to be disappointed again. She combines the two cakes using whipped cream. Her wait continues into the third day when she makes an orange cake, but there is still no sign of her husband. She goes to bed in dismay. The next morning, Albert arrives bearing a gift of chocolates for his lady-love. They hug and kiss each other, ending their separation for years. She combines all the cakes and melts the chocolates he brought and pours it over the cake. Relieved to be home again, Albert whispers in Joan's ears that the cake has ended the war for him. This delightful story is credited with the birth of the 'rainbow cake' which is famous in many bakeries all over the world.





dauntless HUES

BY SARAH MURREH

Christine Reimer is an established British Jamaican painter recognized for her strokes as much as her bold self portraits



May 2013 HARPER'S BAZAAR 39





UNAPOLOGETIC
Self portrait in grey;
Colours of Carine series;
shot 2.



I think a little bit
can elevate
painting to
beyond the
banal - it's the
off, the odd, the
slightly wrong
combination
that is most
appealing to
me.



UNFAZED
Self portrait in grey;
Colours of Carine series;
shot 3



LET THERE BE PEACE

Master perfumer Jeff Beck
creates Serenity with Estee Lauder

BY CHLOE FOX

PHOTOGRAPHS BY ALIXI LUBOMIRIS

STYLED BY MIRANDA ALMOND





Let there be peace. This summer Estee Lauder brings to you a fragrance so pure that it will tranquilize your soul. The brand collaborated with Jeff Beck to create this refreshing fragrance. "We created this scent to celebrate the war time. We at Estee Lauder believe that the ultimate goal for a war is for the peace to prevail. With our scent we tried to capture that very harmony after the war. We aim to take you back to that time," Said Beck. When talking about the scent itself Beck added, "Carnations instill within me a lot of peace. This is why the most significant essence of our perfume is carnations."

Carnations for long have been considered as the symbol of peace. For thousand of years, white car-

nations have been used to signify peace offerings to bring harmony and solitude. Contrary to what carnations signify, it is believed in the Christian culture, that the carnations bloomed for the first time when mother Mary wept for having Jesus hanged on the cross. This is considered as the birth of the flower. Kendall Jenner has been admired for years. White carnations are known for their innocence, honesty and devotion. In times of war, carnations are a reminder that there will be peace. Kendall Jenner is the face of the fragrance. Her smile is a sign for a better tomorrow. Kendall Jenner is the face of the fragrance. Her sublime beauty and sophis-

ticated persona goes perfectly with what the brand wanted for its scent. "Looking at Kendall has a soothing effect on you which is exactly what we wanted for scent. Her soothing looks are the perfect go-with with our scent," Said Jeff Beck.

"We went in for a raw and natural feel with Kendall. We wanted to bring out the purity and harmony of the scent in our edition," Said Steven Miesel, leading photographer.

When spoken to Kendall she said, "It was a completely new experience for me. I was very excited during the shoots. I love the fragrance. I

think it is so me. It is feminine, floral and calming." The perfume is for the women of today. They are strong. They are beautiful. They don't think they need makeup to look beautiful or need a man to be happy. They have moved forward but our self-connectedness still remains. Carnations are known as the peace flower in every society. They are known for their innocence, honesty and devotion. So our perfume is a tribute to all those women who are out there.

Go try out Serenity and get in touch with the women in you.





THE SHOW STEALER



THE TRIUMPHANT



THE CONFIDENT
ANTICIPATIVE



THE EQUILIZER





THE VOCAL

Recon peplum dress £5000, Stella
McCartney Collection.
Black heels, £3400, Christian Louboutin



THE ENTHRALLER

THE BLITHE

B

THE BEGUILLE BAIT

Black top and slit skirt, golden earrings, black heels with golden spikes. Price on request. Ensemble from Alexander McQueen's collection.

G

B



THE DEFIANT

Black crop top and white drop crotch pants, Price on request, Giorgio Armani.
Golden neckpiece, £6790, Marc Jacobs.
Black heels with golden spikes, Price on request, Alexander McQueen.



Umbrella, £500, Yves
Saint Laurent.
Sunglasses, £800,
Daisy from Marc
Jacobs.
Golden necklace,
£1880, Marc Jacobs.
Black midi, £4,450,
Dolce and Gabbana.
Suede heels, £585,
Giuseppe Zanetti
Design



WAR
FOR
PEACE

From being a
Victoria's Secret Angel
to portraying the ruthless head
of a top-secret federal agency,
Adriana Doumany's
transformation has
wowed many.

PHOTOGRAPHS BY ALEXI LUBOMIRSKI

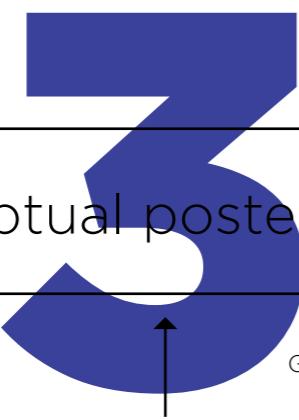
STYLED BY MIRANDA ALMOND





Jersey dress, £3,060, Azzedine
Alaïa Selfridges.
Tan belt, £520, Michael Kors.





Project 3

Conceptual poster design

POSTER DESIGN GRAPHIC DESIGN

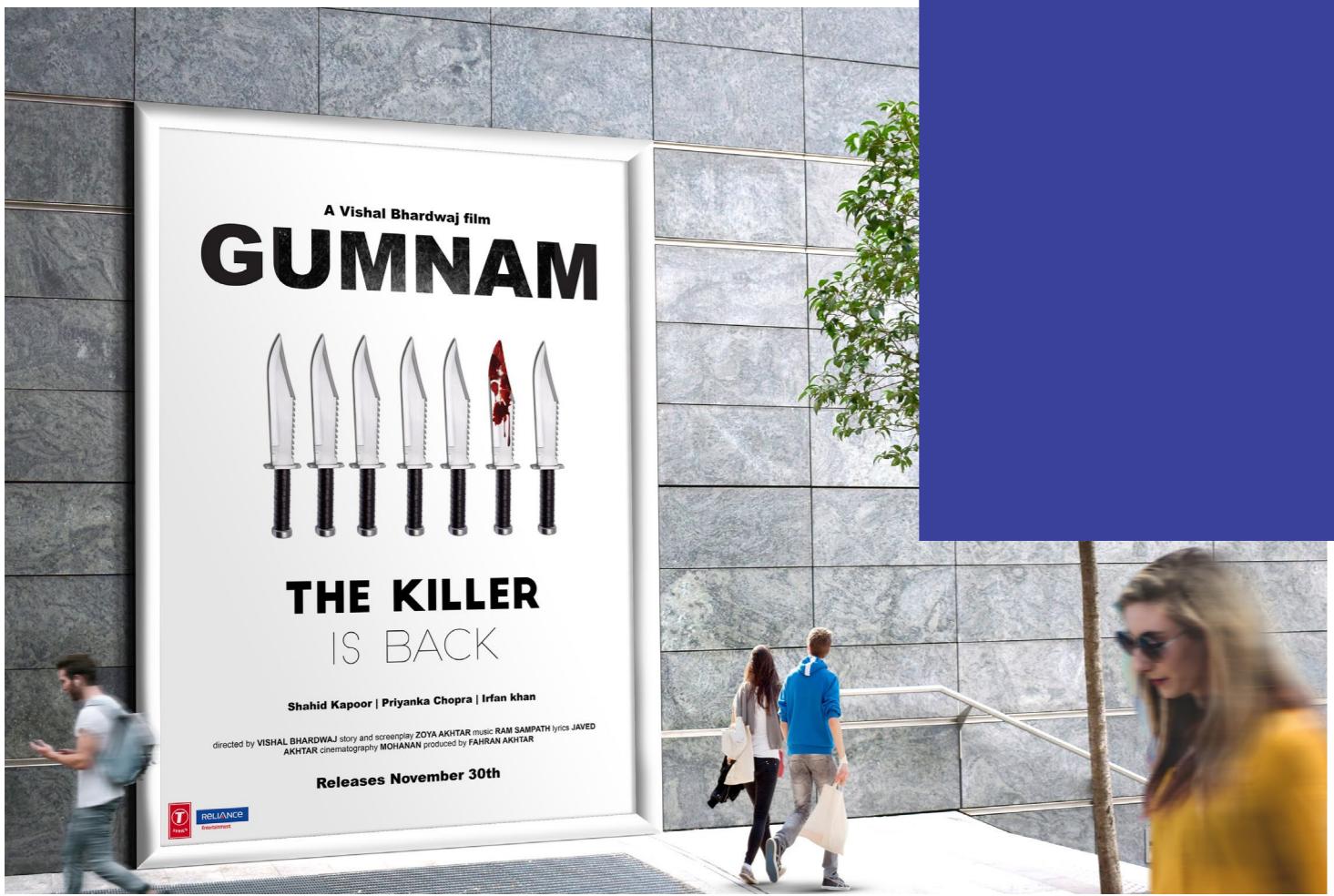


To depict a powerful emotion using one or two people at the most as objects. There can be no props, no color or background to achieve this depiction. The visual then achieved has to be used to create a poster.



To create a poster for the “tagged green” campaign. The poster had to have an environmental friendly message to be communicated to the masses. Hence the design had to be simple to understand. The message chosen was to use bicycles as means of transportation.

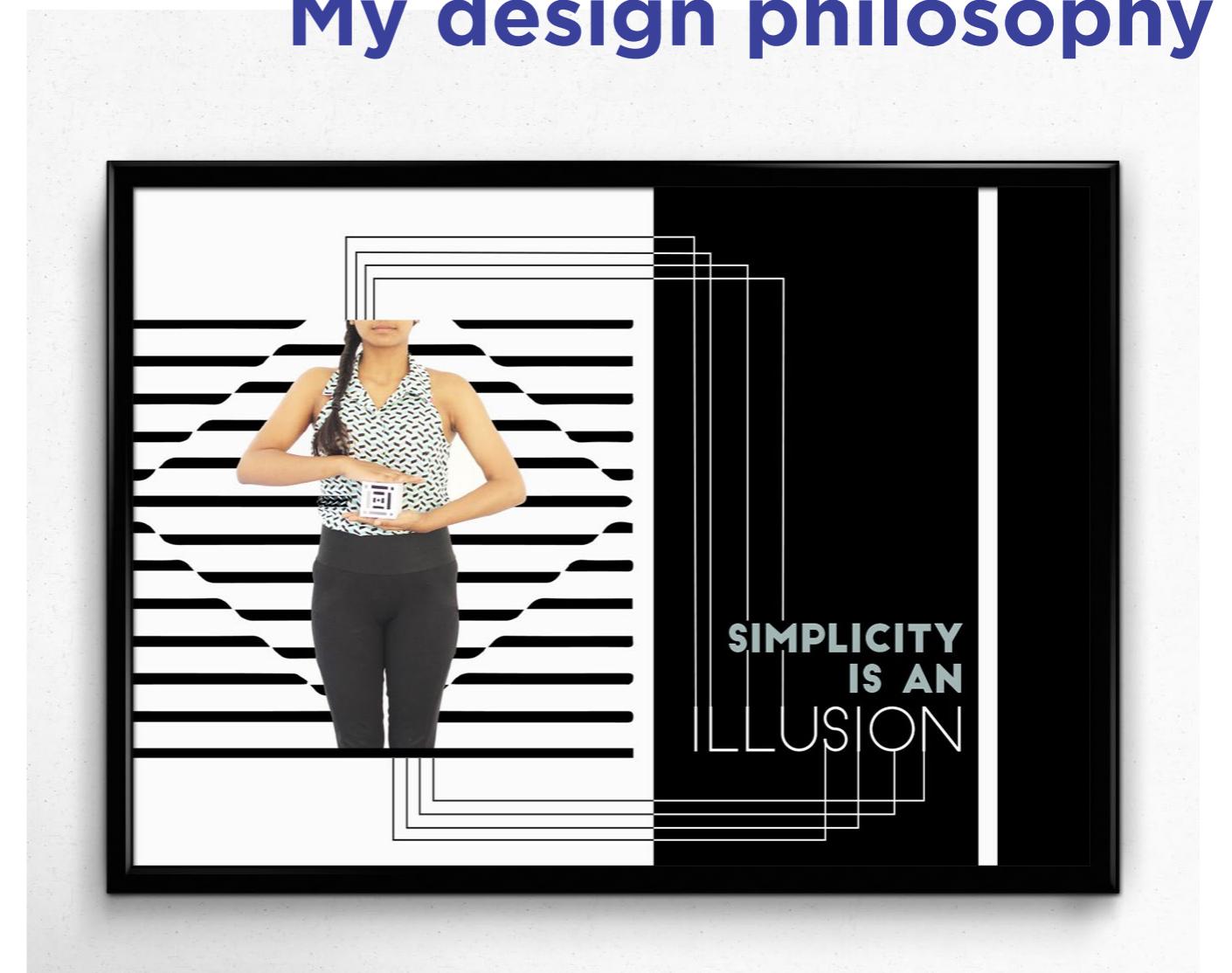




The brief is get clicked with a white cube of your making and then design a poster around it. The poster along with the cube must represent your design philosophy.

Pick an old Hindi or English movie and create a poster for the remake of the movie in the current scenario. The brief was to understand the flavor and characterization of the movie. The poster should have the essence of the movie. Appropriate star cast was also to be chosen.

The killer is back



Maruti Campaign

SOCIAL MEDIA CAMPAIGN

ADVERTISING



DESIGNED TO STAY AHEAD.ALWAYS

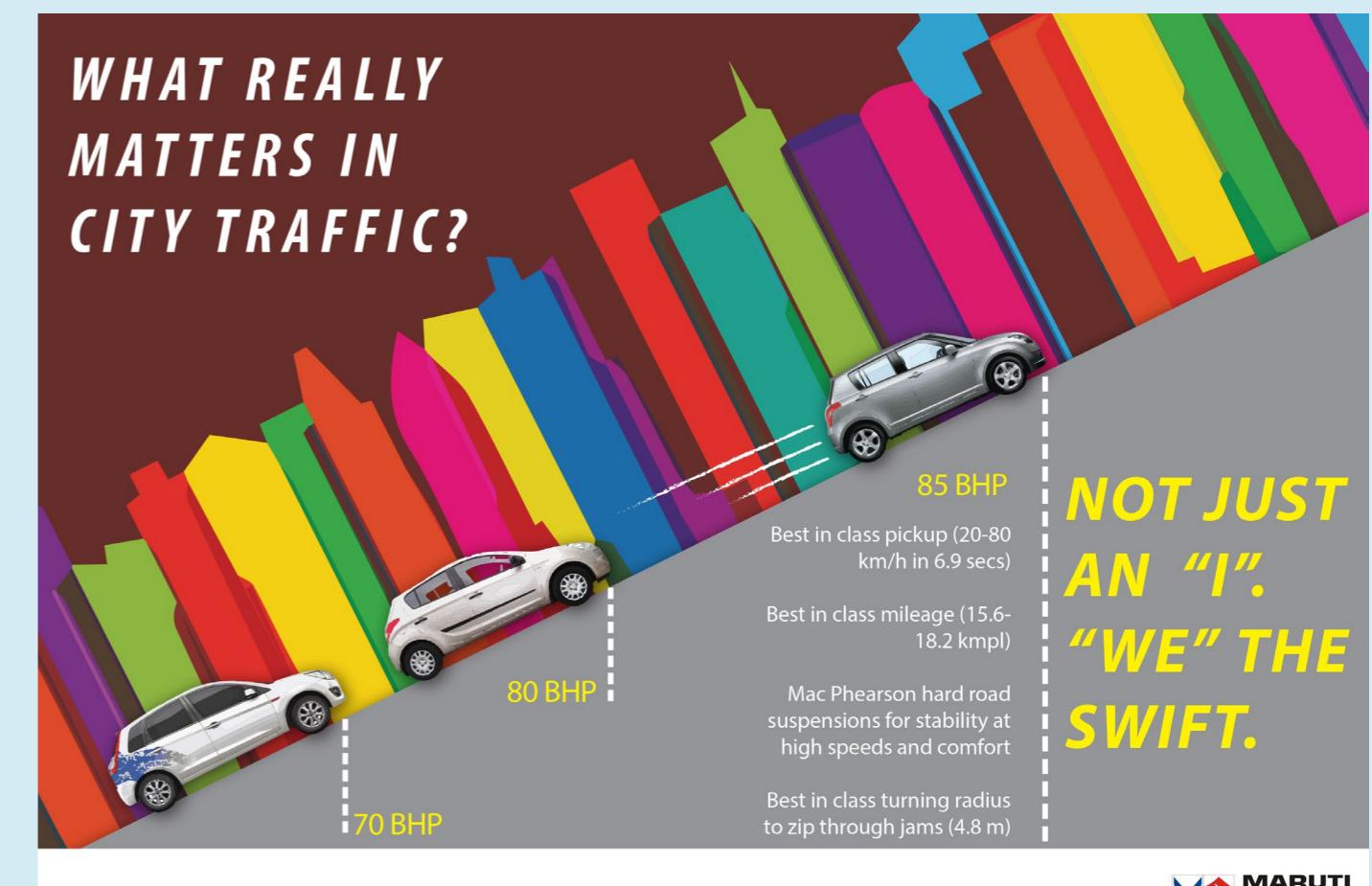
MARUTI
SUZUKI

KEY HIGHLIGHT: PRICING



SUZUKI

KEY HIGHLIGHT: SPEED



SWIFT
YOU'RE THE FUEL!

MARUTI
SUZUKI
Count on us

KEY HIGHLIGHT: CAR FEATURES

I am a woman

CONCEPTUAL SHOOT

CALENDER

Throwing light on attributes that make her all that she is, it highlights her worth in the world of today. She is capable to be anything and everything. Standing at power with the man, she now blurs lines between sexualities.



**I am wise. I am strong. I am invincible.
I am a woman.**



CALENDAR MOCKUP

Armin Hoffmann

BROCHURE DESIGN
PUBLICATION DESIGN



Taking inspiration from one of the most renowned graphic designers of his time, Armin Hoffmann, the brief was to design a brochure documenting his life and work.





ABOUT

Hoffmann was born in Winterthur, Switzerland, in 1920. After studying at the School of Arts and Crafts in Zurich, he worked as a lithographer in Basel and Bern, and opened a studio in Basel. In 1947, he began teaching at the Basle School of Arts and Crafts after meeting Emil Ruder on a train and learning that the school was looking for a teacher. Hoffmann would remain there for 40 years. In 1968, he initiated the advanced class for graphic design, and in 1973 he became head of the graphic design department. He taught at the Art Institute at Philadelphia College of Art in 1955, and shortly after began teaching at Yale University, where he played a key role until his retirement in 1991. In 1965, he published Graphic Design Manual, a distillation of the essential principles of his rational approach to teaching design.



ABOUT

Hoffmann was born in Winterthur, Switzerland, in 1920. After studying at the School of Arts and Crafts in Zurich, he worked as a lithographer in Basel and Bern, and opened a studio in Basel. In 1947, he began teaching at the Basle School of Arts and Crafts after meeting Emil Ruder on a train and learning that the school was looking for a teacher. Hoffmann would remain there for 40 years. In 1968, he initiated the advanced class for graphic design, and in 1973 he became head of the graphic design department. He taught at the Art Institute at Philadelphia College of Art in 1955, and shortly after began teaching at Yale University, where he played a key role until his retirement in 1991. In 1965, he published Graphic Design Manual, a distillation of the essential principles of his rational approach to teaching design.



"When reduced to black and white, the processes of contrast and confrontation become clearer, more understandable, and easier to learn—as much for the designer as for the audience".

Ruder, and the other in Zurich under the leadership of Joseph Müller-Brockmann. Hoffmann was one of the first to teach at the Zurich School of Design before WWII, where the principles of the Bauhaus and Jan Tschichold's New Typography were taught. Hoffmann was one of the leading figures in what is known as the Swiss Style of graphic design. His contribution to graphic design in the second half of the 20th century was to demonstrate the importance of a graphic language based on consistent, rational principles.

Swiss style

The visual characteristics of the International Typographic Style include:
—Asymmetrical organizing the material can be learned; it should be part of every designer's and typographer's repertoire.
—The new graphic design style emerged in Switzerland in the 1950s that became the predominant graphic style in the world by the 1970s. Because of its strong influence on graphic design, it is often called the International Typographic Style.
—The new style came to be known as the International Typographic Style.
—The style was defined by the use of asymmetrical grids and the overall orderly and unified structure; sans serif typefaces especially; sans serif typefaces especially; sans serif typefaces especially;
—The style was defined by the use of asymmetrical grids and the overall orderly and unified structure; sans serif typefaces especially;
—The style was defined by the use of asymmetrical grids and the overall orderly and unified structure; sans serif typefaces especially;
—The style was defined by the use of asymmetrical grids and the overall orderly and unified structure; sans serif typefaces especially;

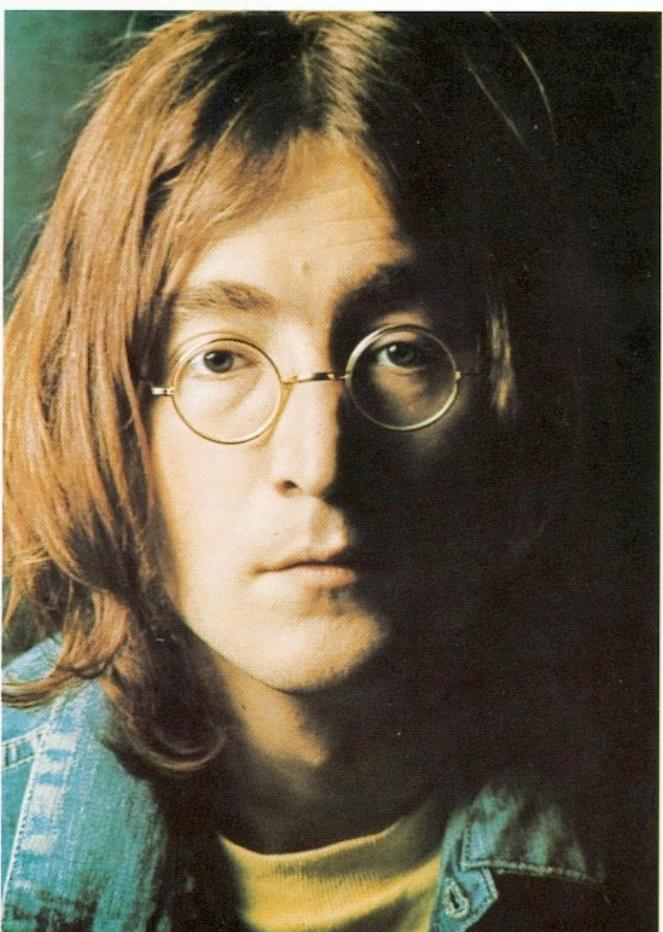
Armin Hoffmann

7

Project 7

Magazine cover

Magazine layout PUBLICATION DESIGN



Shot to be recreated

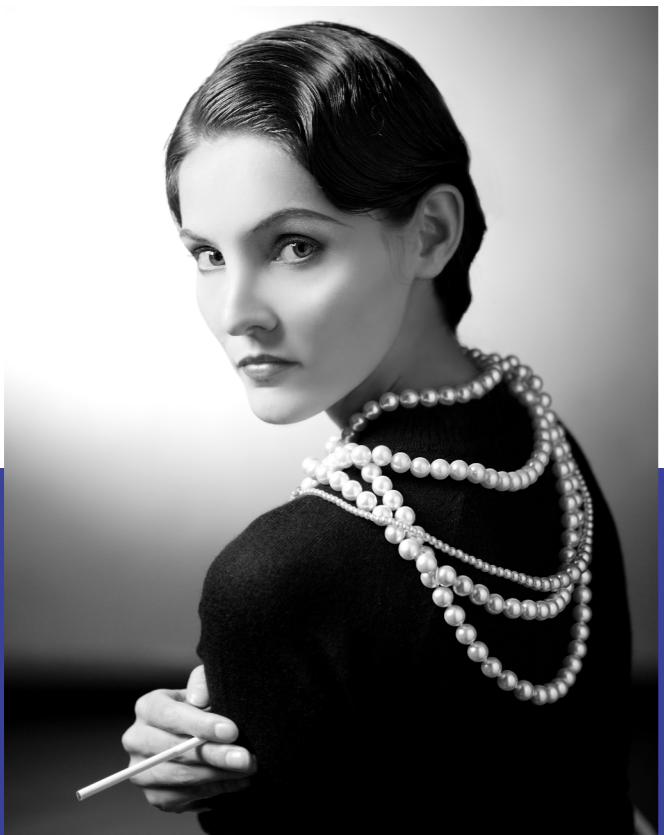


Mock shot



Final Cover

The brief was to recreate iconic shots of legendary style icons for a magazine cover.



Shot to be recreated



Mock shot



Final Cover



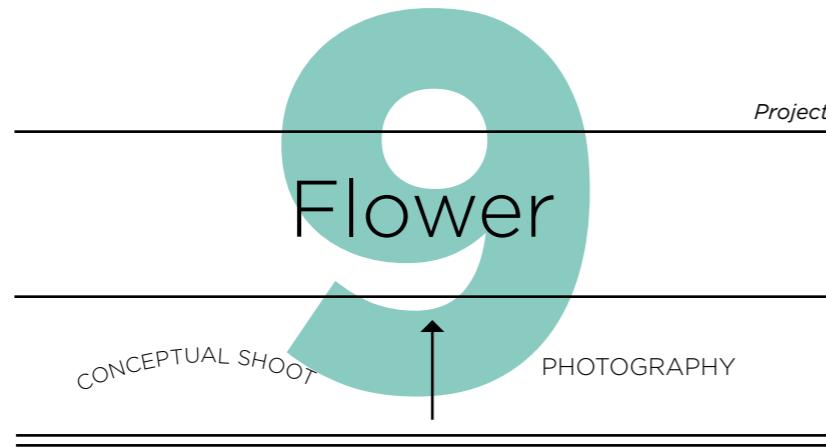
Black

CONCEPTUAL SHOOT

PHOTOGRAPHY



The color black is usually used to create intense and dark scenes. For this shoot we tried to bring out the playful side of the color black.

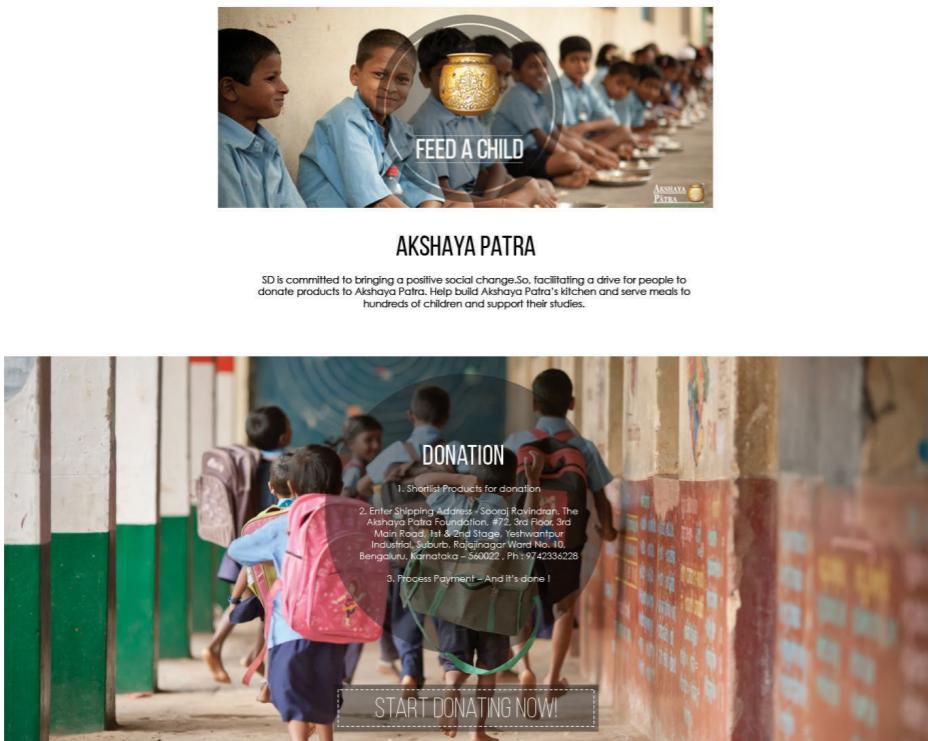
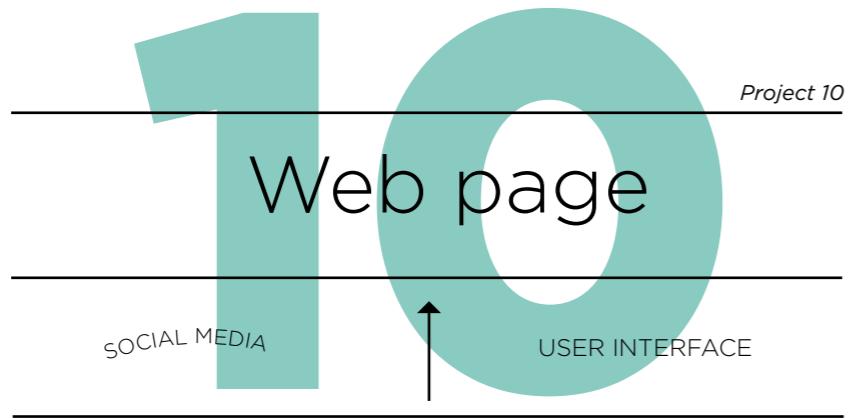


To step away from the conventional style of catalogue shoots that the florists use. Building a fresh perspective to showcasing flowers through an increase in top of the mind recall.









A collage of screenshots from different e-commerce websites, likely representing LookShop's partners or similar platforms. The top row features LookShop's homepage with a banner for 'MISS CLAIRE' makeup products, a 'BUY 4 FOR THE PRICE OF 3' offer, and a 'UPTO 25% OFF ON PALETTES'. Below this are sections for Victoria's Secret, Bath & Body Works, and a general clearance section for various brands like ADDICT, ASOS, and GRENSON.

Thank You!