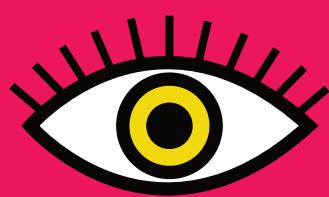






netra.
angadbhalla



Preface



Netra is a collection of artworks meant to tingle both-one's visual as well as intellectual senses. This book is what you get when you mix a lot of passing thoughts with a lot of coffee. While some artworks refer to other things or people, they're all meant to be ambiguous and open to interpretation.

The eye is an interesting object to dedicate a book to, with a billion other things related to it. Eyes are incredibly important culturally as well, with different cultures portraying them differently. From romance to serious medicine, they were interesting to think and read about; and I wish I had the skill to be able to work on each idea I had, maintaining the quality I'd envisioned them in. The research introduced me to new aspects of the eye I wouldn't have otherwise explored, as well as a few new art styles I've tried to mimic.

It was indeed a challenge to come up with a visually appealing book on a random object in a month. I'm not sure about how well I did, but I'd take up the challenge again.

Volume II soon, maybe?

Angad Bhalla

27.11.2019



About Me

I'm Angad, a design student. I currently live in Delhi but I call many places home. I'm interested in knowing how people's brains work. I'm almost always down for pizza, and I love sleeping. Eyes hold a special place for me in my heart, so I made a book on them.

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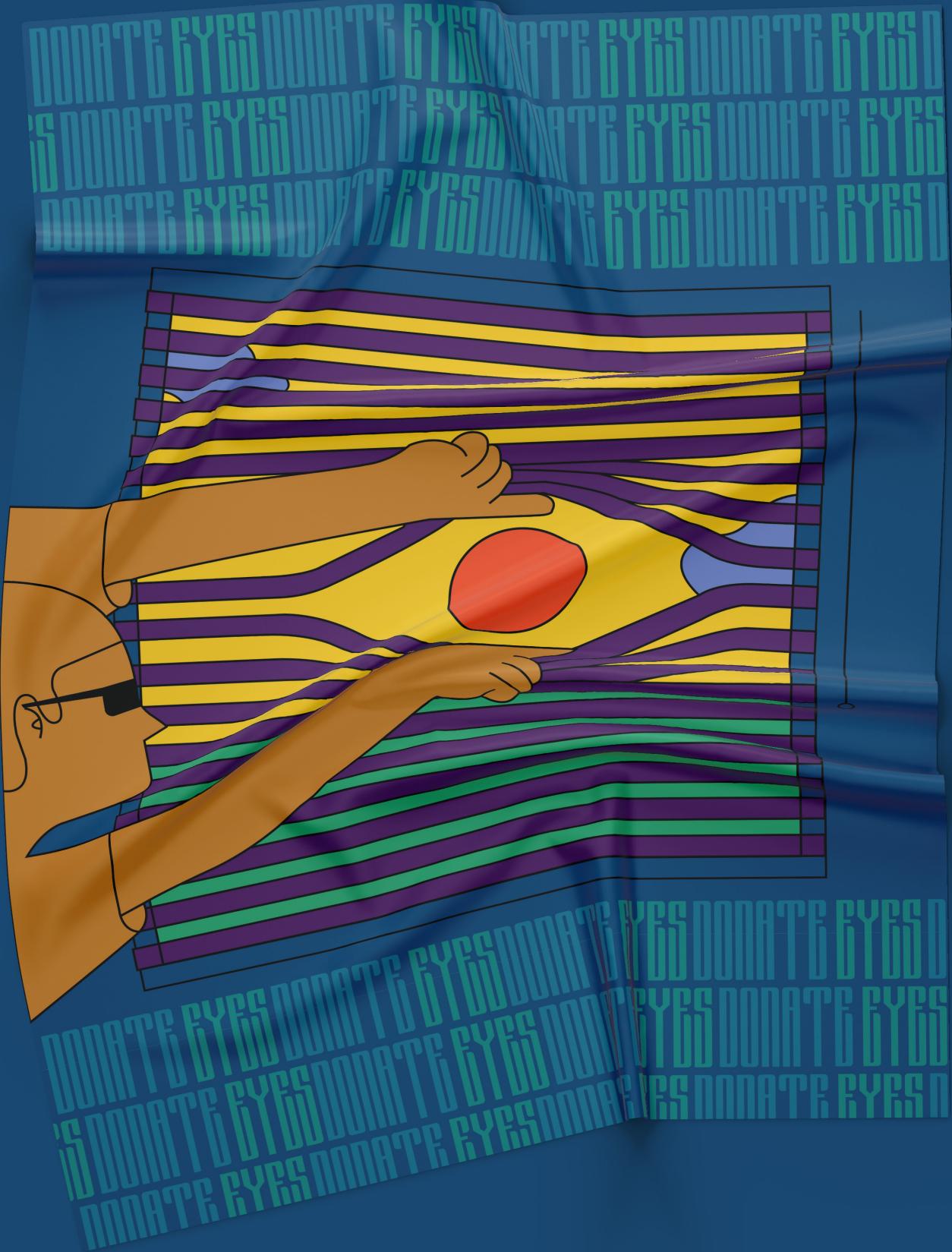


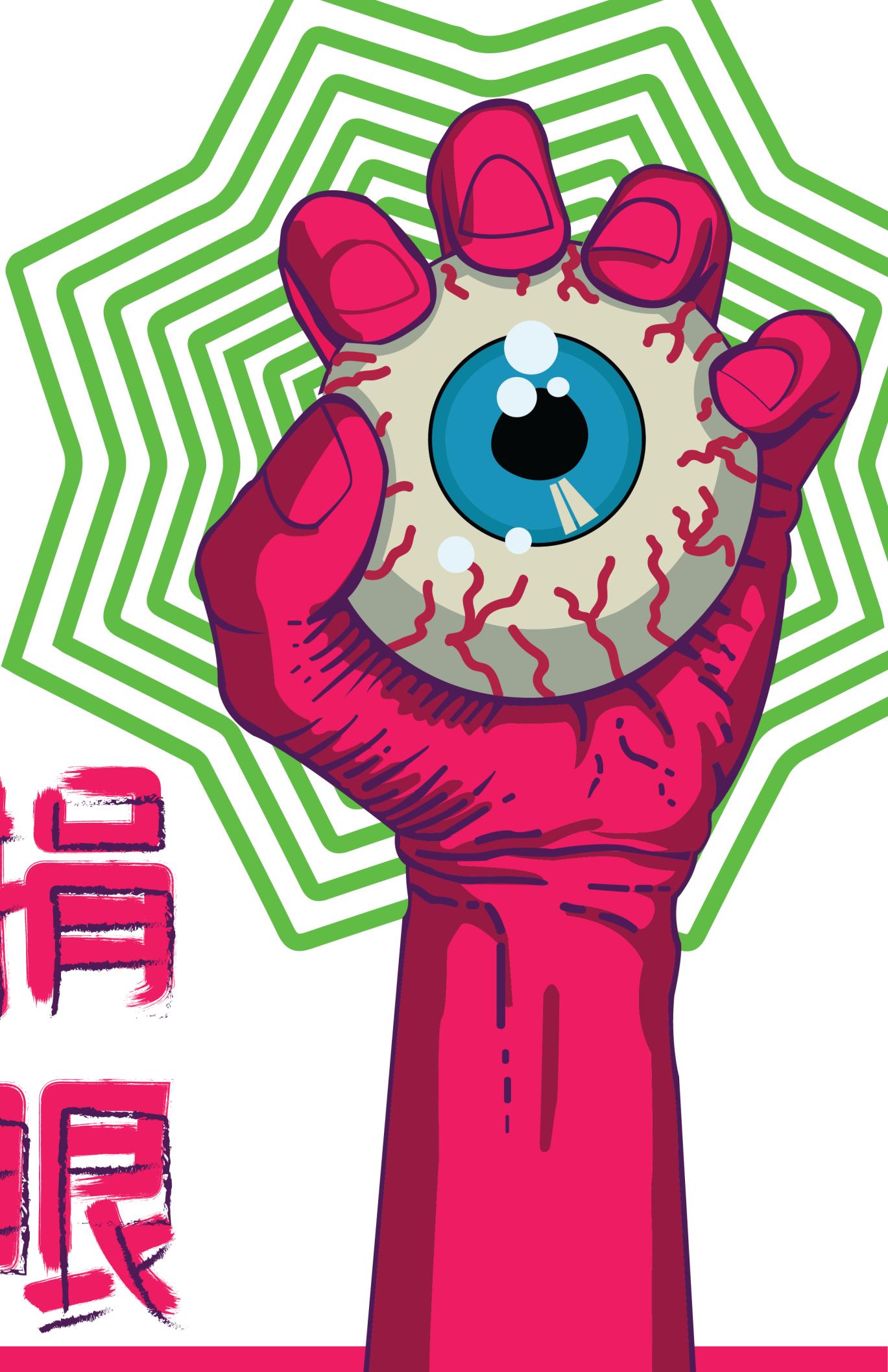


sharma aunty CCTVs.

SHARMA AUNTY

We've all had a Sharma aunty in our lives. She knows more about us than what's up in her own life. She knew when I pulled Vidhi's ponytail back in Pre-KG, and she knew exactly where I was when I bunked coaching the first time. She's probably reading this right now, Hi, Aunty!





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眼



THE
W

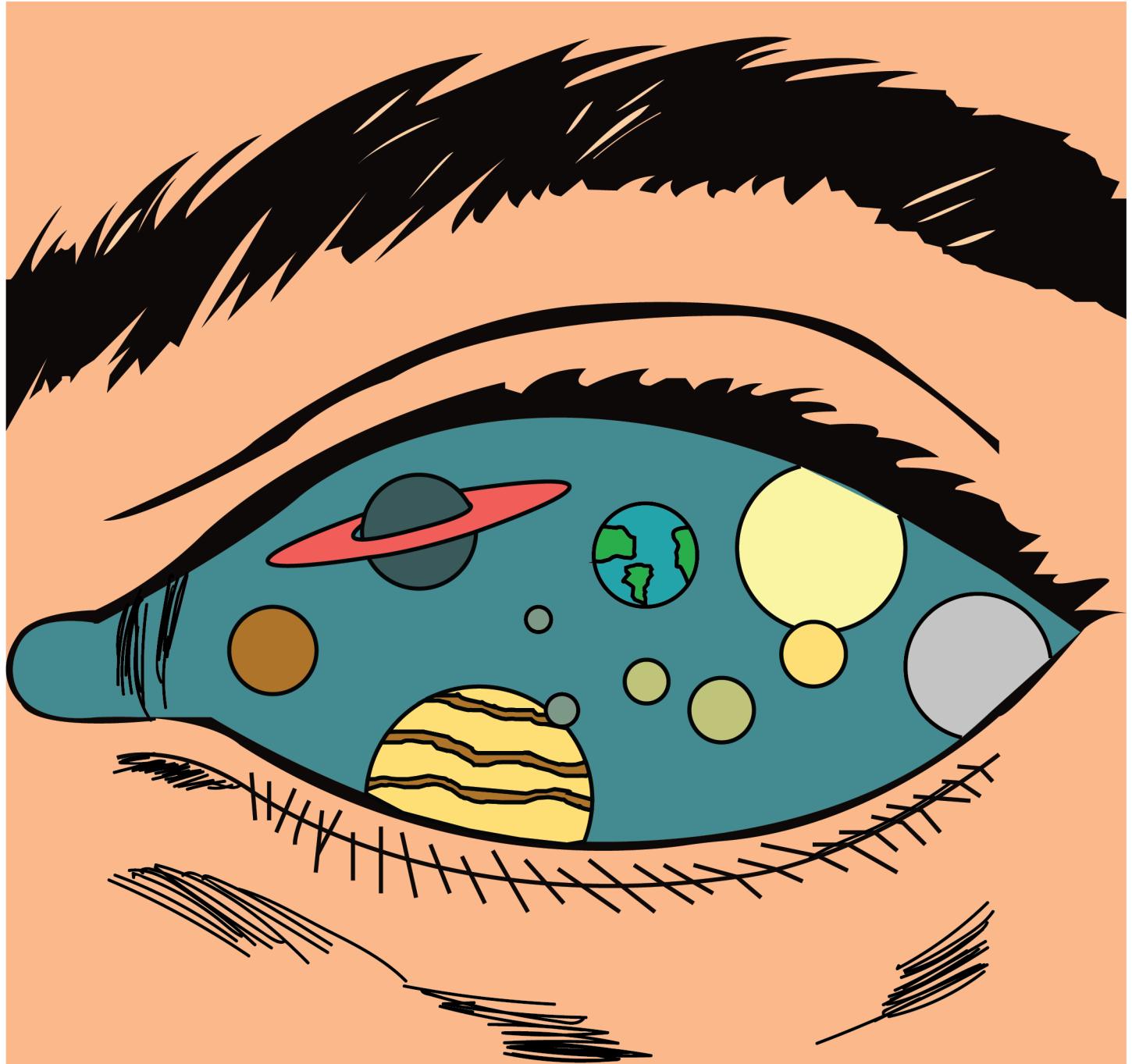
“There are always eyes following you. Everything you do, everywhere you go.”



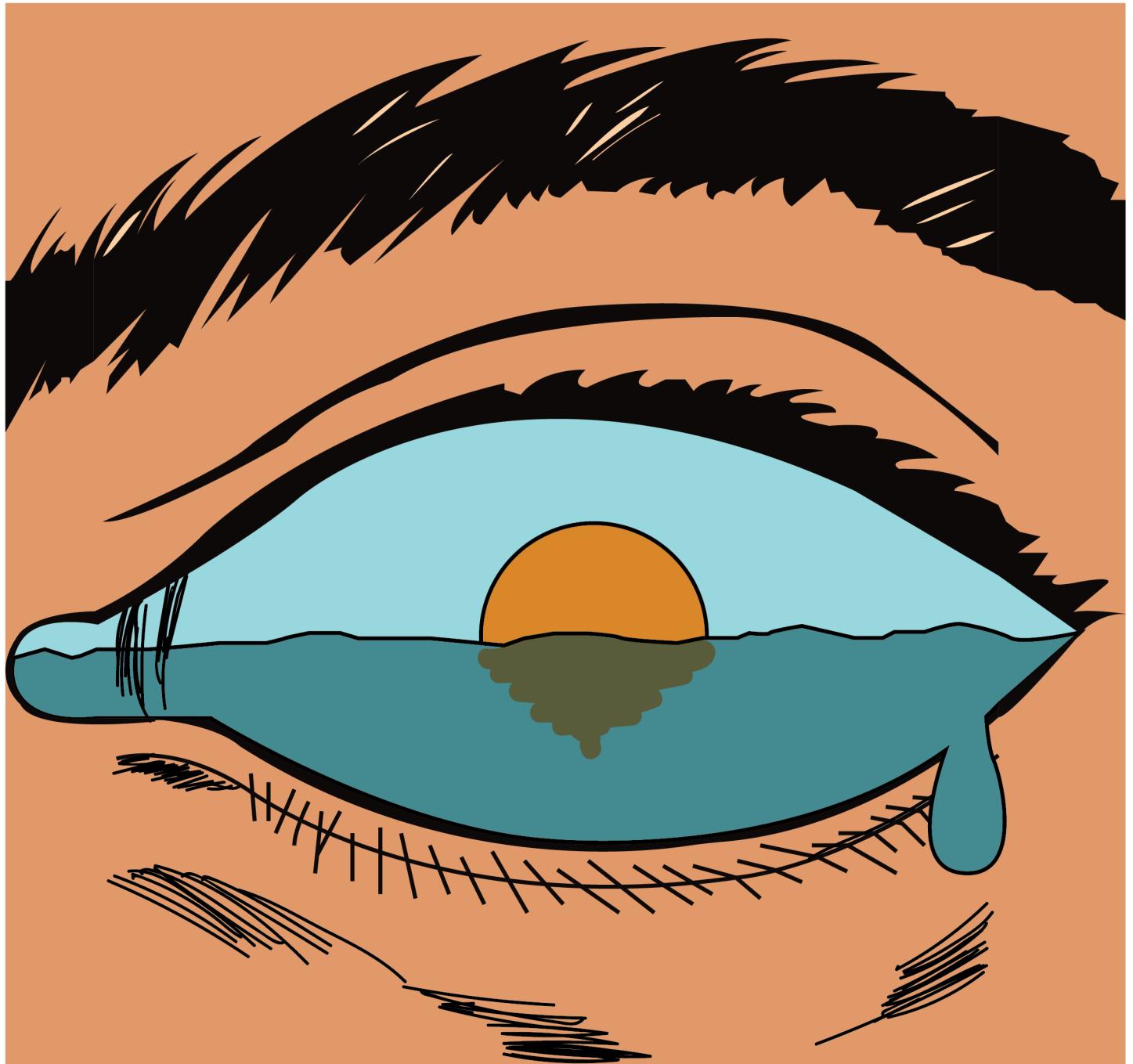
o. Eyes stalk you on the streets, eyes lurk in the woods. There's no escaping.”

यदि आपको उनकी
आँखों में निम्नलिखित
दिखाई देते हैं, तो
आप ❤️ रोगी हैं।

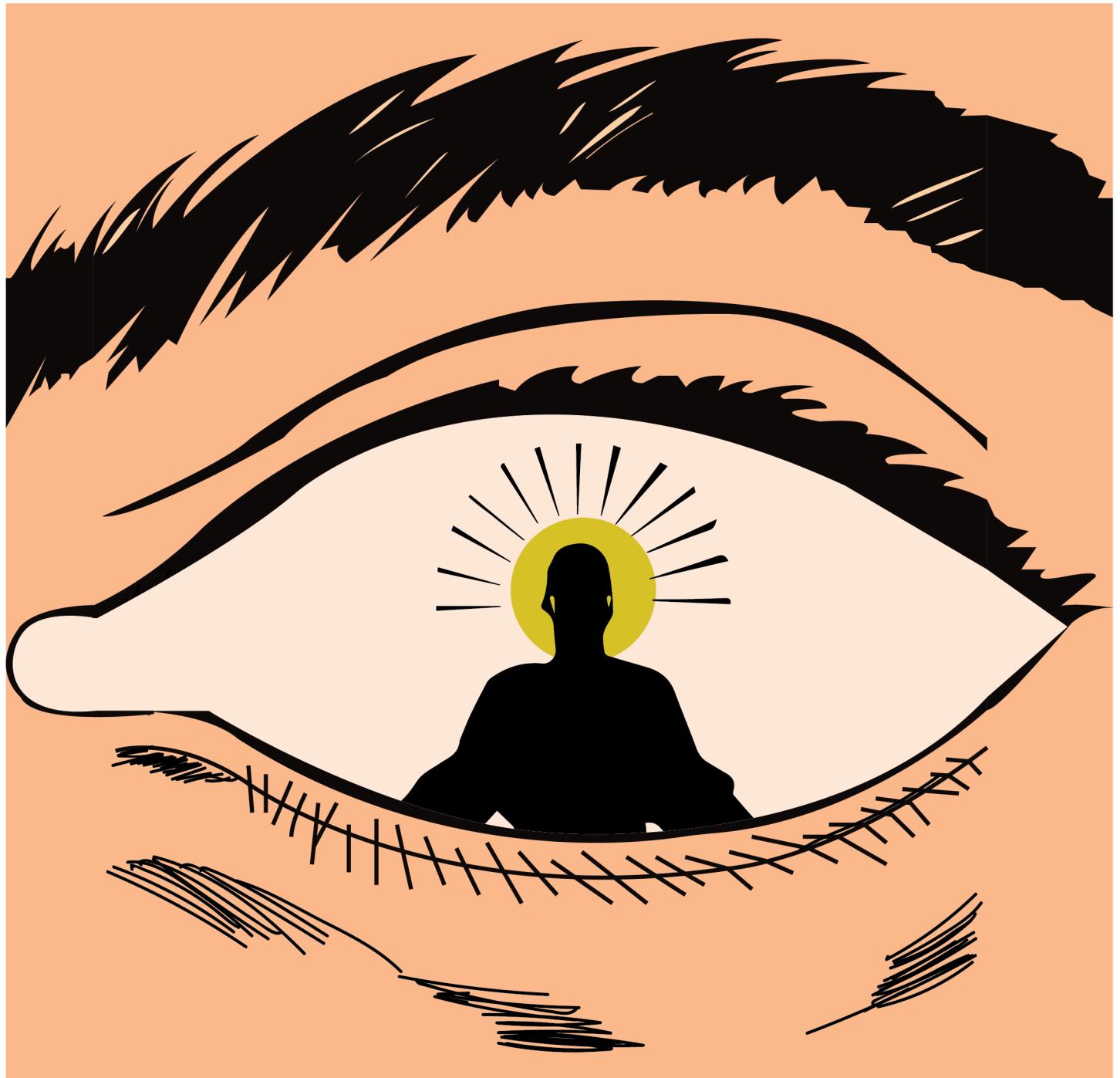
इस रोग का कोई इलाज नहीं।



1. दुनिया



2. समुद्र



3. रुप

The image features a central yellow sun with a blue core, set against a yellow background with grey cloud-like shapes. From behind the sun, several black diagonal lines radiate outwards, resembling light rays. The entire scene is overlaid with the lyrics of the poem 'Goli Mare' in a repeating grid pattern.

akhiyon se
goli maare.

niyon Se Goli Mare Ladaki Kamal Kay Jee Kee Ankhiyon Se Goli Mare Ladaki Kamal Kee Ankhiyon
Goli Mare Kee Akhion Se Goli Mare Ladaka Kamal Ray Kee Ankhiyon Se Goli Mare Ladaka Kamal
Ha Pal Mai Masha Kitnae Rang Badalti Hai Hai ... Kuch Bal Kha Ke, Kuch Lehra Ke Hirni Jaise Chalti
Ke Jaado Se Iske Lambe Lambe Kale Kale Nagin Se Baal Ray Kee Akhiyon Se Goli Mare Ladaki
Haal Ray Kee Akhiyon Se Goli Mare Ankhiyon Se Goli Mare Ladaka Kamal Ray Kee Akhiyon Se Goli
Pai Marti Thee Shaam Savere Dilbar Jani Pyar Tujhee Se Karti Thee H A A A Chori Chori Chup
ach Kehti Hun Ye Mera Dil Or Kisi Ko Chahe Na Dekho Dekho Phas Gayi Main To Bulbul Phaika Jo
Deewane Ka Kar De Bura Haal Ray Kee Akhiyon Sai Goli Mare Ladaki Kamal Ray Kee Ankhiyon
Ka Kar De Bura Haal Ray Kee Ankhiyon Se Goli Mare Kee Ankhiyon Se Goli Mare Ladaki Kamal Kay
Ka Apnay Deewane Ka  Kee Akhion Sai Goli Mare Kee Akhion Se Goli Mare
Bal Kha Ke.



Ray . .. Thee Shaam
Tujh Pai .. Kehti Hun Ye Mera
Goli Mare E .. Apne Deewane Ka Kar De
Kamal Ray Kee Ankhiyon Se Goli Mare Apne Deewane Ka Kar De Bura Haal Ray
Goli Mare Ladaki Kamal Kee Ankhiyon Se Goli Mare O Oo Apnay Deewane Ka Apnay Deewane Ka
Ankhiyon Se Goli Mare Ladaka Kamal Ray Kee Ankhiyon Se Goli Mare Kuch Bal Kha Ke, Kuch Lehra
a Ke, Kuch Lehra Ke Hirni Jaise Chalti Hai Pal Mai Tola Pal Mai Masha Kitnae Rang Badalti Hai Jis



ALL
IS WATCH

WATCHING YOU





gulaabi
aankhein

PUSPHA...
HATE TEA





AMAR PREM

There's so much said about tears, how they cleanse our souls and are what make us human. Yet when a loved one sheds a few, it makes us feel more helpless than ever; affecting us more than our own tears do,





THE EYE OF PROVIDENCE

The Eye of Providence is a part of Christian iconography, depicting the all seeing eye of God. This symbol is often associated with historically controversial organizations like the illuminati and the freemasons. This is a light-hearted twist on the symbol.

TRIBAL

Jagged lines and narrow eyes.
CMYK split and rotated arbitrarily.





DARUMA DOLLS

Considered a talisman of good luck and perseverance in Japan. The dolls are sold without the eyes filled in; the recipient fills in one eye on setting a goal and the other when the task is completed.

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A stylized illustration of a Black woman with dark skin, short dark hair, and a bun. She has a red bindi on her forehead, a small white cross tattoo above her left eye, and a small black star tattoo below her right eye. She is wearing a large gold hoop earring and a blue band around her neck. She is smoking a white joint from a long, thin pipe. She is wearing a yellow short-sleeved shirt over a blue and orange striped turtleneck. A blue strap across her chest features a yellow smiley face patch and a white patch with the text "4:20".

bloodshot.





LADY JUSTICE

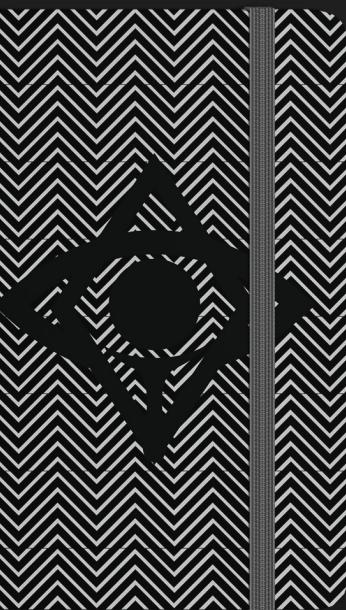
Lady Justice is the international symbol of law and justice, blindfolded to display a sense of impartiality. Here, she's seen holding up a peace symbol. In a world where crime and offence in all kinds are rampant, the icon herself is having to beg for peace. The graffiti with the tipped scales is open to interpretation.



PINKERTON
DETECTIVES

JOHN DOE
LIASON OFFICER

PINKERTON DETECTIVES



PINKERTON DETECTIVES

Pinkerton is the world's most famous detective agency, having foiling Lincoln's assassination as their claim to fame.



EYE TONE

Eye Tone is one of the most popular general purpose eye drops. Here's a modern, colourful rebranding.





I'm worth it.



L'ORÉAL
PARIS

EVERYONE IS BEAUTIFUL

L'Oreal's tagline, "I'm worth it" is all about inclusiveness and how all females are equally gorgeous. Here's a beautiful three eyed character for L'Oreal,



എല്ലാ
കണ്ണിൽ ഉണ്ട്

it is all
in the eyes.

LONDON



MAA KI AANKH

MAA
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AANKH

AANKH
AANKH
AANKH
AANKH



Ending Note

Netra, in its randomness, defines my own thought process really well. Having the choice to have streamlined and organized it, I'm glad it is as raw as it came out to be, as it gives a slight peek into my own head, how different ideas; both serious and ones that are meant to be taken lightly, pop up all at once. The different connotations attached to the eye were fun to think of and work with, and I want to thank Bollywood lyricists for giving me the most amount of content for the book.

I hope you enjoyed flipping through it as much as I enjoyed making it

ANGAD BHALLA

INTERACTION DESIGN STUDENT

EDUCATION

Bachelor of Design
Delhi Technological University
2018-2022
9.4 CGPA

EXPERIENCE

Head, Design
Engifest 2020
Responsible for the creation of a recognizable identity and the transition of the fest from a college fest to a known brand.

Co-Head, Design
Engifest 2019
Responsible for the creation of corporate deliverables and social media advertising assets. Led a team of 11 designers.

Freelance
Numerous freelance graphic design projects for entities like the Indian Air Force and the Indian Navy, as well as private-sector companies

Designer
DTU Times

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ABOUT ME

An avid quizer, debator, writer, have been involved in most co-curricular activities including regional level sports. Love listening to music of all genres. Interested in psychology and its applications in UX design. A quick learner.

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Figma
Fusion 360

OTHER SKILLS

Rapid prototyping
UX research
Ethnographic research
Cognitive research
Wireframing
Brand development
Content writing

