





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



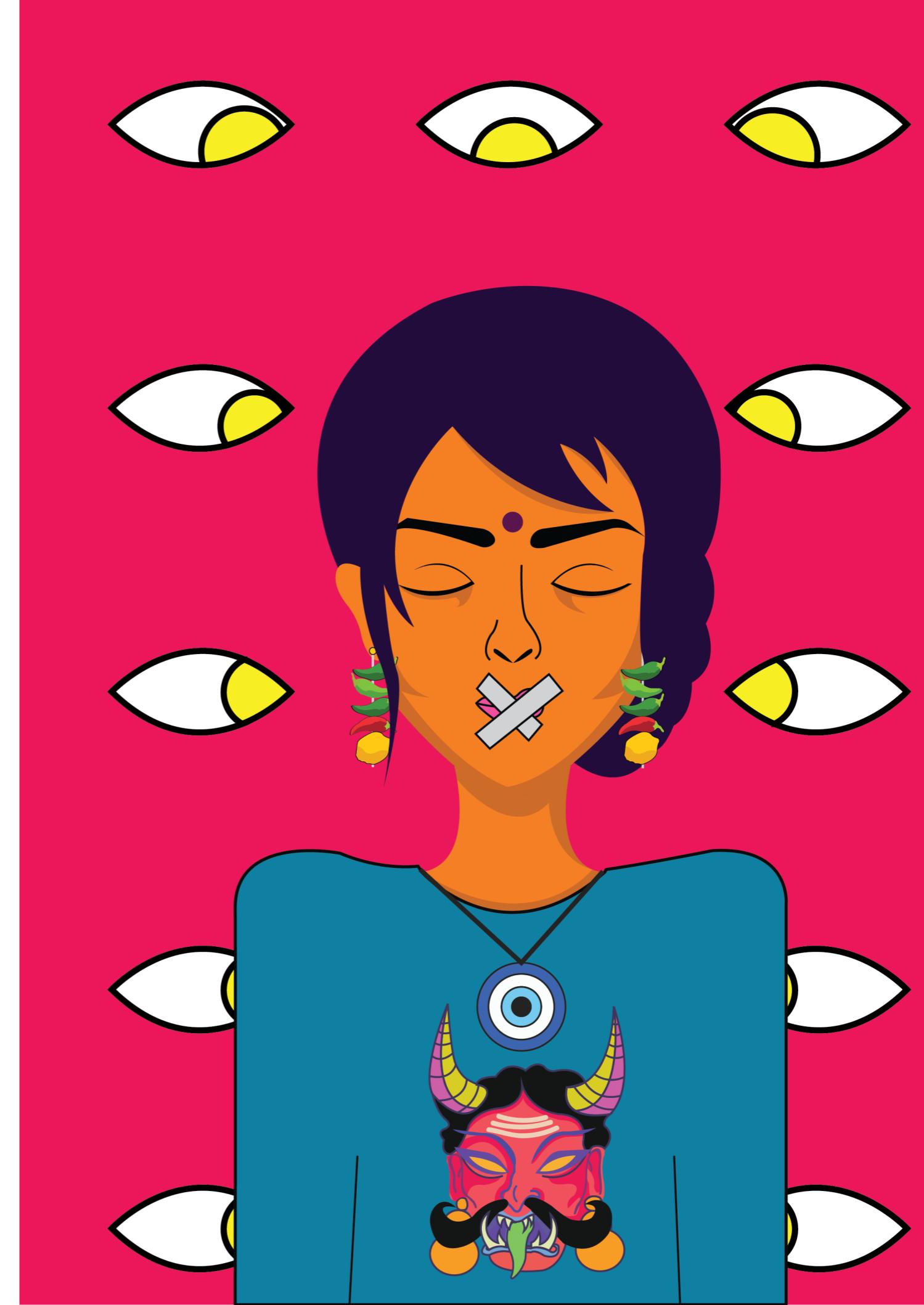
About Me

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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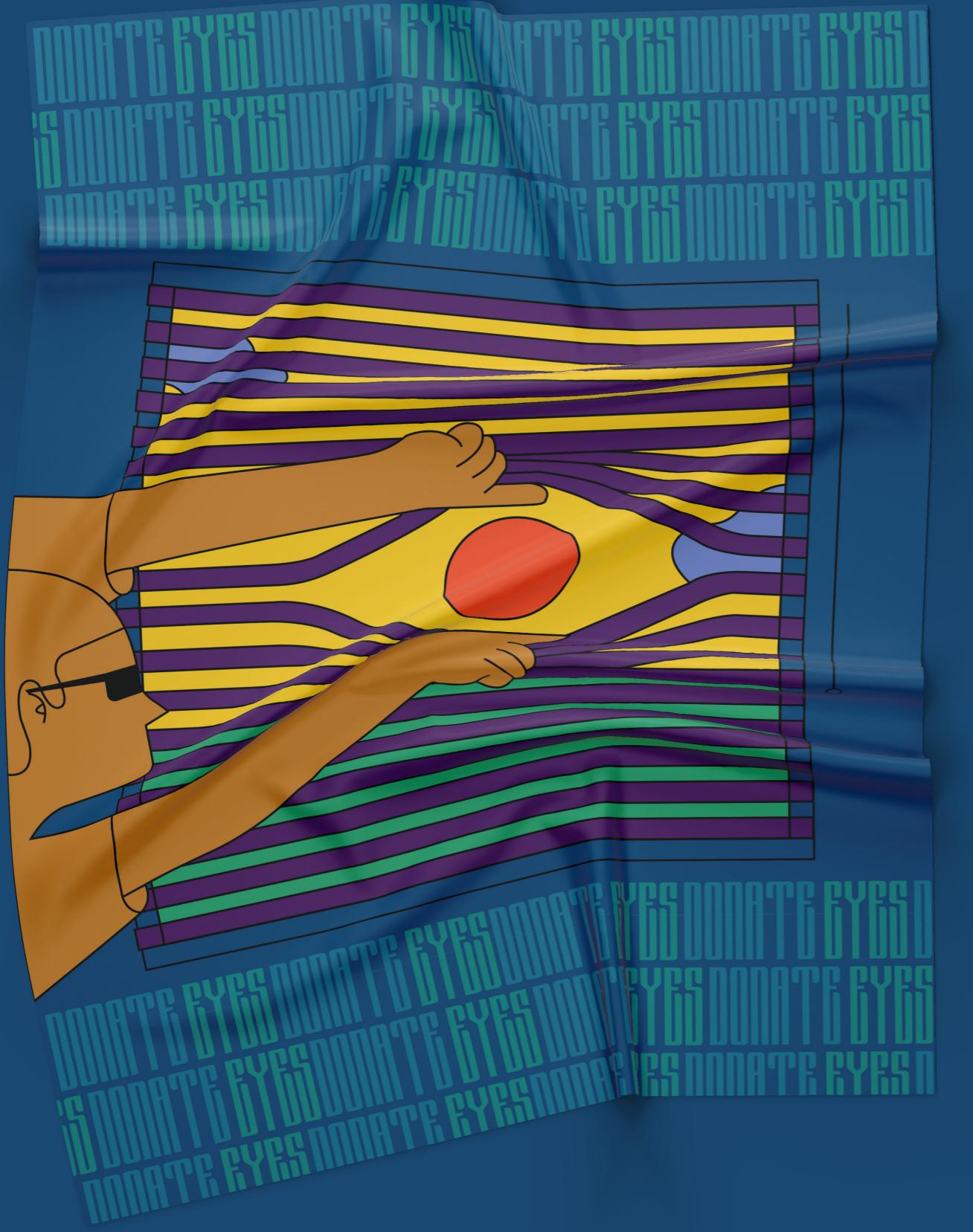


sharma aunty CCTVs.

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!







THE Woods

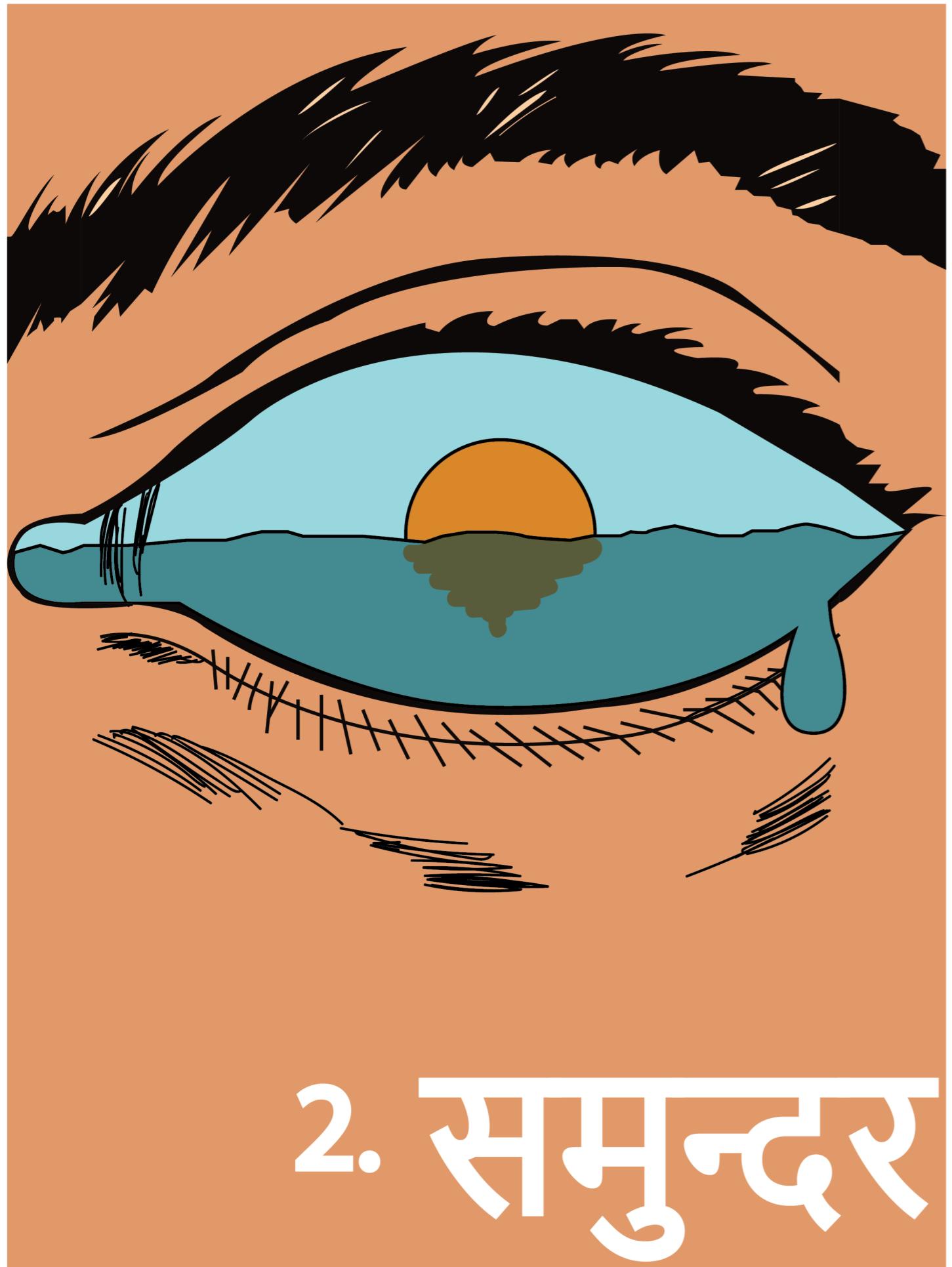
"There are always eyes following you. Everything you do, everywhere you go. Eyes stalk you on the streets, eyes lurk in the woods. There's no escaping."

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

इस रोग का कोई इलाज नहीं।



1. दुनिया



2. समुन्दर



3. रब

akhiyon se goli maare.

The background of the image is a solid orange color. Overlaid on this are numerous surveillance cameras, each mounted on a black pole and angled towards the center. The cameras are arranged in a grid-like pattern, creating a sense of being monitored from every angle.

HACKERS
IS WATCHING YOU

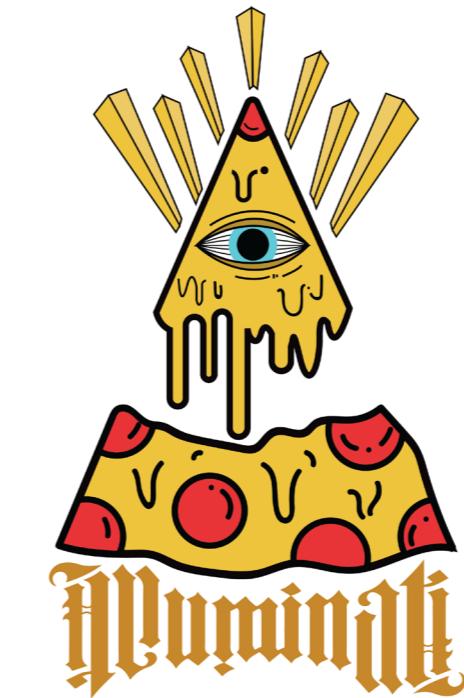
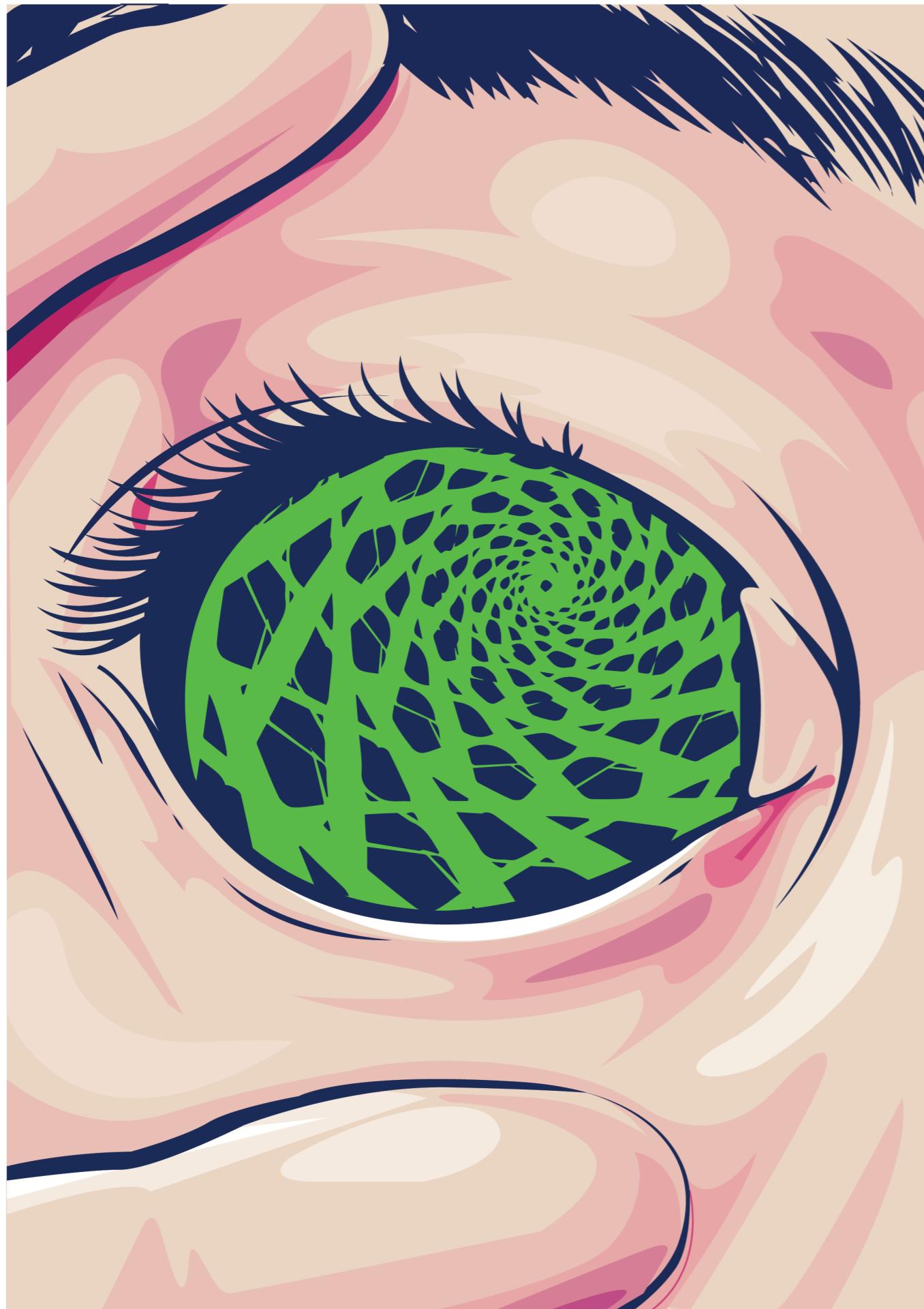


PUSPHA... I
HATE TEARS



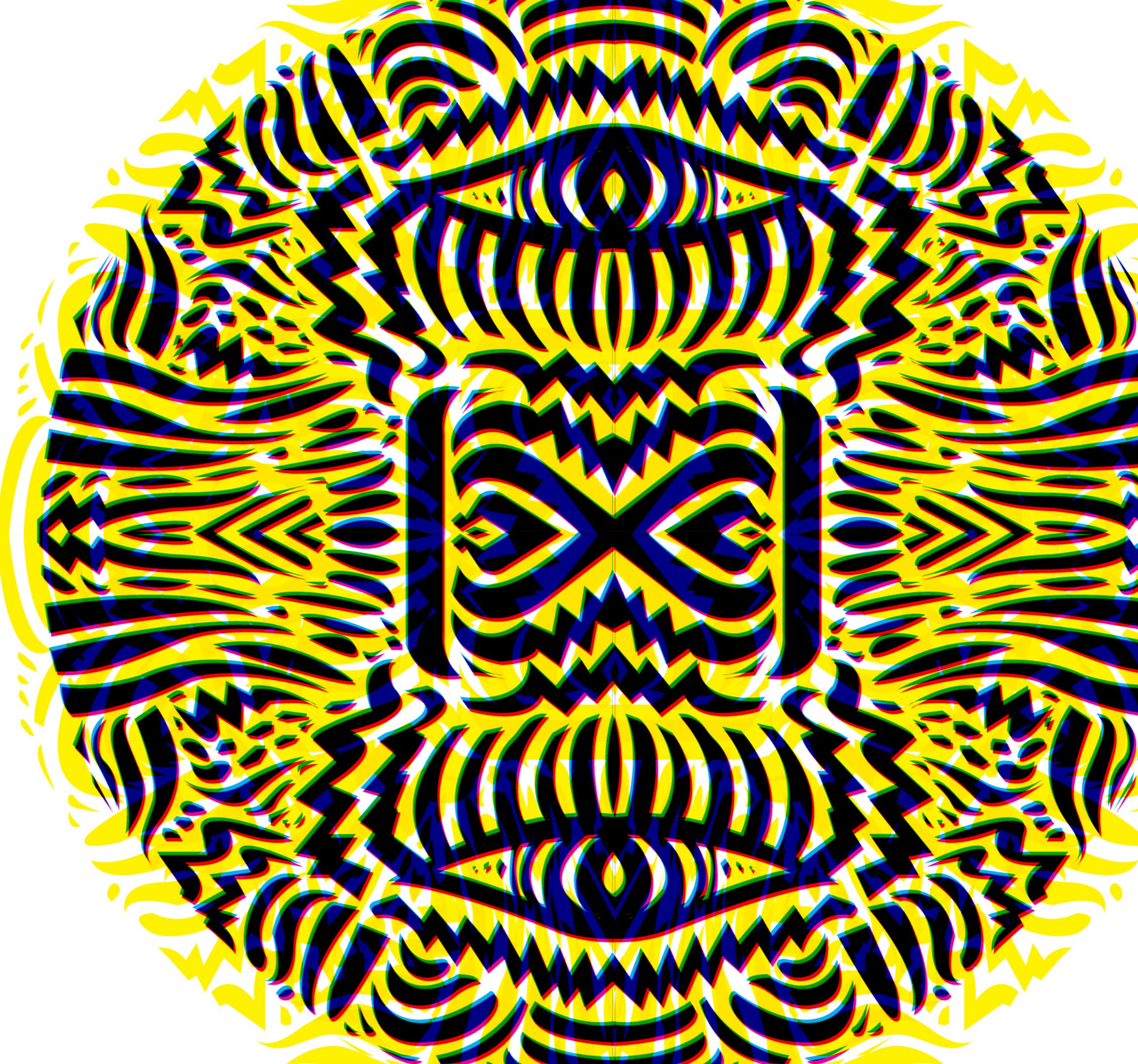
AMAR PREM

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.

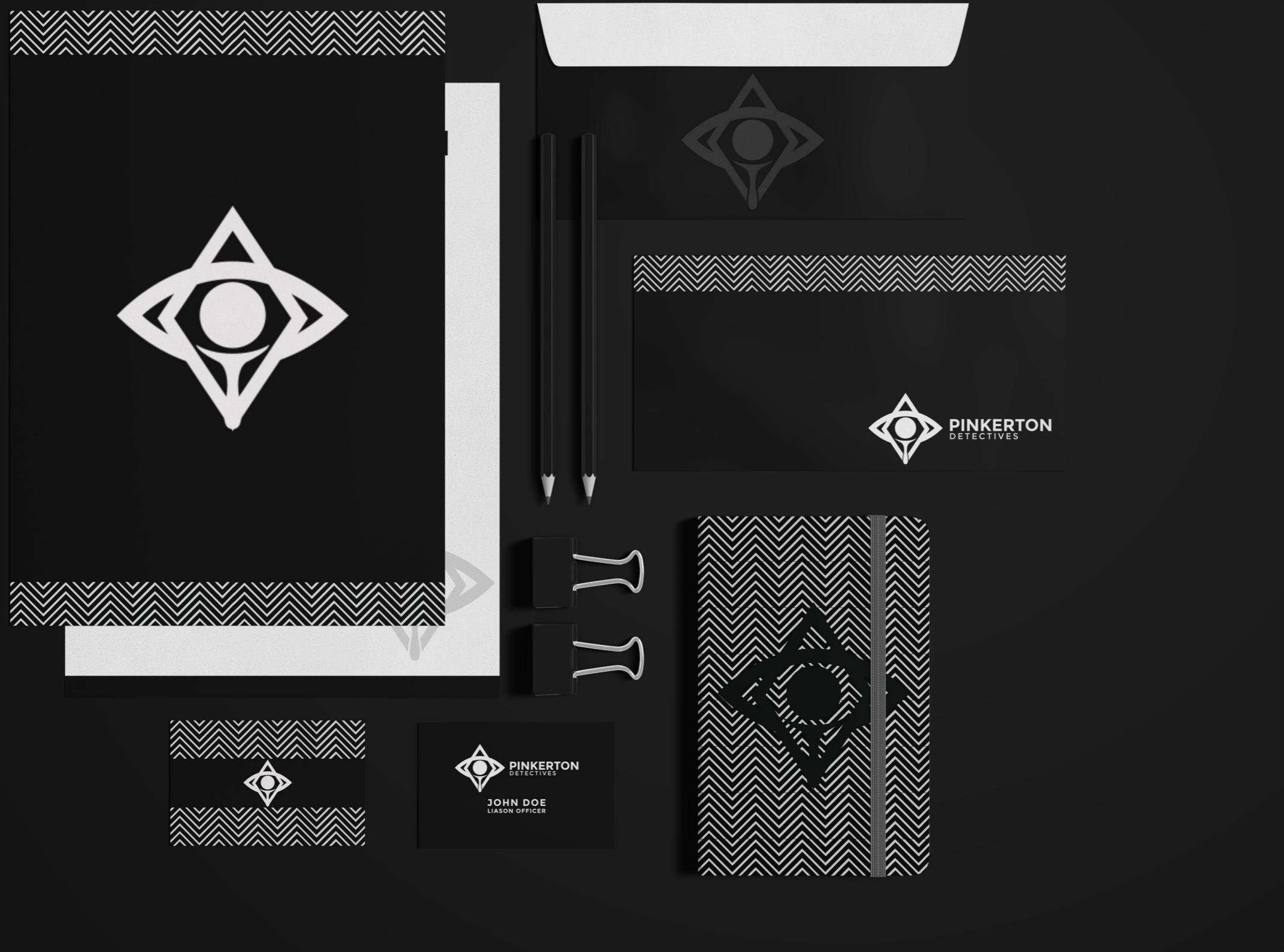


bloodshot.



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

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.

An illustration of a woman with dark hair and bright yellow lips, applying mascara to her eyelashes with a black mascara wand. She is framed by a large yellow circle. To the right of the circle, there are two L'Oréal mascara tubes standing upright. The tube on the left is labeled "FAUX CILS SOFT STYLING" and the tube on the right is labeled "FAUX CILS SUPER STYLING".

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,

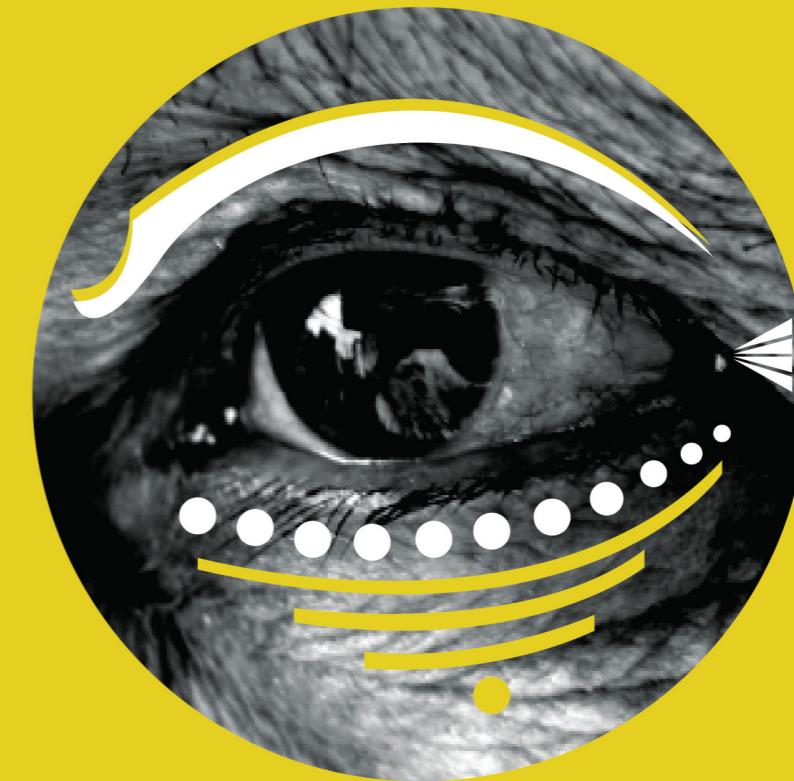
LONDON



കുല്ലാം
കണ്ണിൽ ഉണ്ട്
it is all
in the eyes.

C O L O R S

The image features a repeating grid of the word "COLORS" in white outline letters. The letters are arranged in a staggered pattern where each row's letters are offset from the row above it. The background consists of a vibrant, multi-layered rainbow gradient. Each letter is partially obscured by the overlapping layers of the rainbow, creating a sense of depth and color. The colors transition through red, orange, yellow, green, blue, and purple across the different rows.



ANGAD BHALLA

INTERACTION DESIGN STUDENT

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

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

CONTACT

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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

