



PORTFOLIO

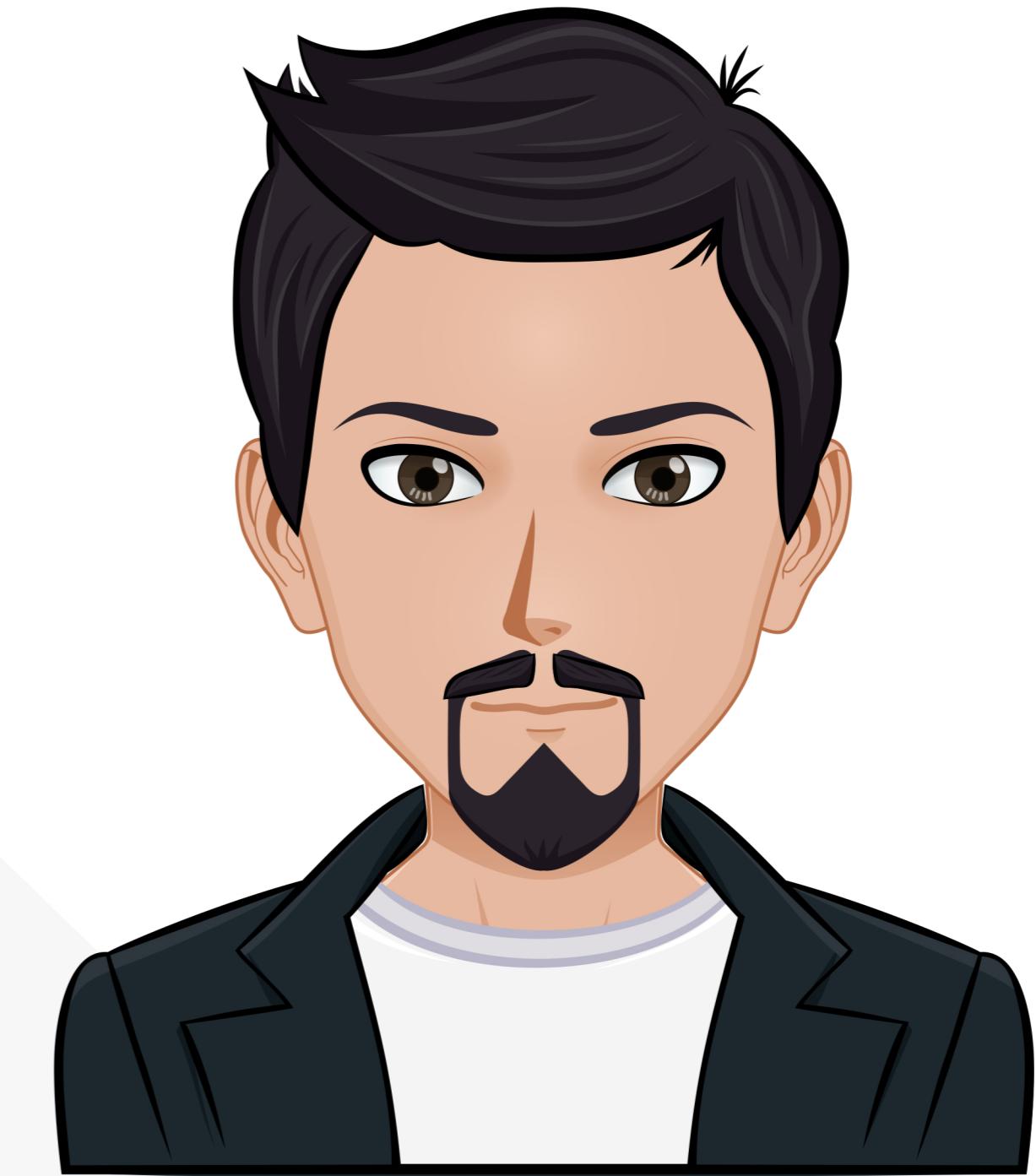
MANU PEETHAMBAR
HCC 710
HUMAN CENTERED COMPUTING



HUMAN -
CENTERED
COMPUTING
at UMBC

Hello, I am Manu...

MANU
DESIGN
CONSULTANT



With my interest and roots in art,
I feel I bring a unique perspective to
front end engineering and
user interface design.

I am obsessed with expanding my craft,
solving challenging problems and
staying on the bleeding edge of
Design and Technology.

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Logotype



Themes:

Skills	Qualities	Behavioral	Work Ethic
Artist	Passionate	Spontaneous	Communicative
Creative	Curious	Enthusiastic	Discipline
Minimalist	Patient	Interactive	Organized
Logical	Sport	Positive	Responsible
Technical	Balanced		Reliable

Type – Sans-serif and Modern using geometrical shapes for closure.

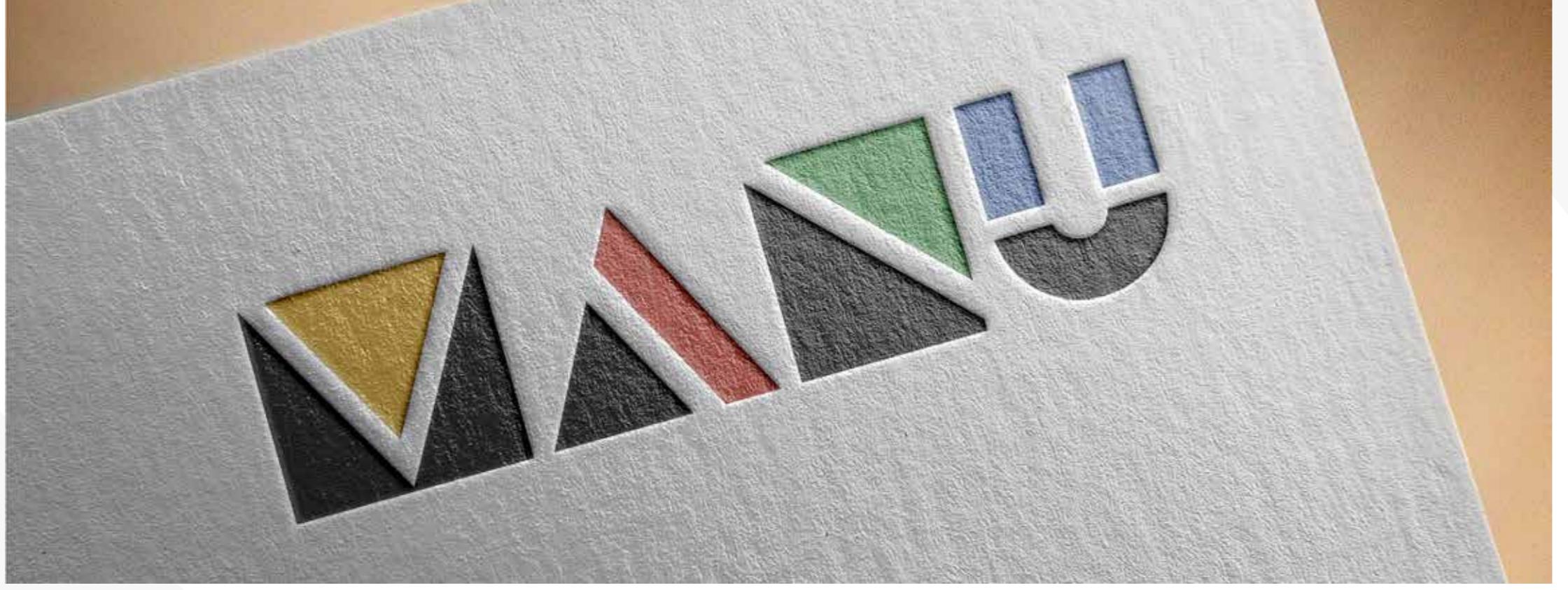
Colors used:

#F1BC41	#D95140	#58A55C	#5C81C1	#000000
Spontaneous Positive Interactive Enthusiastic	Passionate Optimistic Creativity Sport	Reliable Balanced Patient	Responsible Organized Communicative	Discipline Logical

Geometry:

M	A	N	U

Logotype



Logo design is one of the most challenging and creative aspect of identity design. It makes an individual entity or person stand out as a brand.

My logo signifies my brand and my identity as a designer and developer. The main highlight here is the use of geometrical shapes combined together to represent closure of the letters in my name.

My discipline at work and logical skills are represented by black in every letter and the colors used are Yellow, Red and Blue which are the primary colors along with a secondary color Green, to show unconventional nature of my designs.

I feel simple designs are often the best way to go and I want to show that in my logo design.

I feel good to have a short name "MANU" which gives me the liberty to have a minimalistic design and include all the letters in the logo.

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My Branding



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Design Language



Values of ISRC: Collaboration | Sharing | Interactive | Responsible | Organized

	Faculty	Students	Partners
Grid & Orientation	2-column grid Landscape (Half flyer)	Hierarchical and modular Portrait (Half flyer)	Hierarchical Portrait (Half flyer)
Typography	Gill Sans Times New Roman	Gill Sans Chalkboard Marker Felt	Gill Sans Century Schoolbook
Color Palette	<div style="display: inline-block; width: 30px; height: 30px; background-color: #203384;"></div> #203384 <div style="display: inline-block; width: 30px; height: 30px; background-color: #1F6FB5;"></div> #1F6FB5 <div style="display: inline-block; width: 30px; height: 30px; background-color: #6D6E71;"></div> #6D6E71	<div style="display: inline-block; width: 30px; height: 30px; background-color: #2164AF;"></div> #2164AF <div style="display: inline-block; width: 30px; height: 30px; background-color: #006439;"></div> #006439 <div style="display: inline-block; width: 30px; height: 30px; background-color: #F15A29;"></div> #F15A29 <div style="display: inline-block; width: 30px; height: 30px; background-color: #6D6E71;"></div> #6D6E71	<div style="display: inline-block; width: 30px; height: 30px; background-color: #245BA5;"></div> #245BA5 <div style="display: inline-block; width: 30px; height: 30px; background-color: #005D36;"></div> #005D36 <div style="display: inline-block; width: 30px; height: 30px; background-color: #EA501D;"></div> #EA501D <div style="display: inline-block; width: 30px; height: 30px; background-color: #6D6E71;"></div> #6D6E71

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Stakeholders

Faculty:

The faculty is working on HCI related projects in their discipline. They require students to help with their research. Faculty need financing/funding for these research projects, papers, publications and posters. They have the passion and enthusiasm to educate students on their field of expertise and aptitude. Faculty represent a wide span of age range and are often having an educational background in another university apart from where they are currently working.

Students:

This stakeholder group are here to learn and excel in their field of study and interest. They will need resources / equipment to work on their projects and assessments. They would want to possess the experience of working with a faculty member on their area of research. They are typically in the age group of 17 to 35, not including outliers. Most of the undergraduate students are residents of Maryland.

Partners:

This stakeholder group is strictly professional, work on a business model and time bound with deadlines to meet. They outsource projects and capabilities to an external entity to have the best end to end delivery of their services and products.

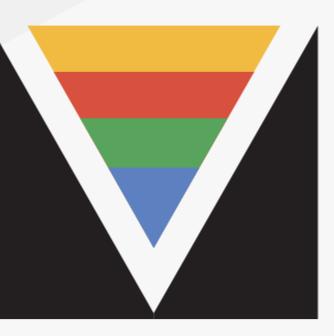
There is a need to have more outsourced research projects at ISRC. I had created a research website for Dr. Ravi Kuber, push.umbc.edu where I learnt there is an association with USNA - US Naval Academy and the projects going on. There is a blend of other huge partner association across the department. There needs to be a business model for profit and non-profit organizations, and how much they can benefit out of ISRC.

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Mission Statement

Faculty

ISRC **MISSION**
BRINGING
TOGETHER
FACULTY
FROM
ACROSS
UMBC
WITH
EXPERTISE
IN
INTERACTIVE
COMPUTING
SYSTEMS
TO
SHARE
EXPERIENCES
AND
RESOURCES
IN
SOLVING
COMPUTING
PROBLEMS
FROM
A
USER-CENTERED
PERSPECTIVE



Mission Statement

Students

BRINGING TOGETHER
FACULTY
ISRC **MISSION**
TO SHARE
EXPERIENCES AND PASSION
IN SOLVING
COMPUTING PROBLEMS
FROM A
USER-CENTERED
PERSPECTIVE
FROM ACROSS
UMBC TO DEVELOP EXPERTISE IN
INTERACTIVE
COMPUTING
SYSTEMS

Mission Statement

Partners



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Mission Statement

Faculty:

The design I have created speaks more on how each main aspect of the mission statement is highlighted and is important to this stakeholder group and their collaboration.

Students:

This stakeholder group is eager to learn and have a lot of fresh ideas to exercise on. I have designed the mission statement in a pattern which symbolizes a person sprinting. This shows the agility of youth in academia.

Partners:

My design indicates a person in the form of "ISRC mission" representation as an embodiment of a collaborative organization. The mission statement representation indicates collaboration of diverse partnership model.

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Half Page Flier

Faculty



Interactive Systems
Research Center

MISSION
Bringing together faculty from across UMBC with expertise in interactive computing systems to share experiences and resources in solving computing problems from a user-centered perspective.

ISRC Managed Facilities and Affiliated Labs are available for use by any ISRC member

ISRC Managed Facilities

User Studies Laboratory: Two fully instrumented research/observation suites supporting a variety of data collection needs.

Collaboratory: A shared space available for meetings and teleconferencing.

Room equipment: Projector and screen, Apple computer with Skype, LCD TV, Smart Board.

Affiliated Labs

Prototyping and Design Lab (PAD Lab): Tools available include 3D printers, 3D scanners, soldering stations, microcontrollers. Founded by Dr. Hurst.

Eclipse Cluster: Tools available include microcontrollers, soldering stations, other sensor development facilities. Founded by Dr's Banerjee, Robucci, and Patel.

Events
Semester events include speakers from across UMBC and externally invited speakers, and an informal weekly coffee/tea hour.

People
A diverse and experienced team of industry professionals, faculty and student researchers, and alumni. The ISRC promotes the culture of innovative and interdisciplinary research that contributes to a variety of research domains.

Academics
MS and PhD programs are available in Human Centered Computing and Information Systems.

Research
ISRC faculty's research is supported by external federal and industry funders, including the National Science Foundation, National Institute of Standards and Technology, Office of Naval Research, Google, and Toyota.

410-455-1000 isrc-group@umbc.edu isrc.umbc.edu

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Half Page Flier

Students



Interactive Systems
Research Center

MISSION
Bringing together students from across UMBC with interest and experience in Interactive computing systems to collaborate, involve and learn to solve computing problems from a user-centered perspective.

Events
Exciting semester events include speakers on and off UMBC campus. Try out the informal Fika meeting over a cup of coffee!

People
ISRC bunch is exceptionally assorted and experienced. Students get to work with industry professionals, academic researchers and alumni, who promote innovative and interdisciplinary research, and give high-end contributions to their research areas.

Academics
MS and PhD programs in Human Centered Computing and Information Systems.

ISRC MANAGED FACILITIES AND AFFILIATED LABS ARE AVAILABLE FOR USE BY ANY ISRC MEMBER

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Half Page Flier

Partners

Bleed area: 5.66" x 8.66"

Interactive Systems
Research Center

MISSION

Uniting partners and associates from across industry with expertise in Interactive computing systems to associate, learn and reason how to tackle computing issues from a user-centered perspective.

EVENTS

Engaging occasions held each fiscal year in interactive system research which incorporates industry prominent speakers.

People

ISRC group is exceptionally diverse and experienced. Associates get the chance to work with industry experts, scholastic researchers, and graduated UMBC alumni, who advance innovative and interdisciplinary research and provide top of the line commitments to their research domains.

Research

ISRC research is bolstered by external funding sources, federal and industry. These incorporate National Science Foundation, National Institute of Standards and Technology, Office of Naval Research, Google and Toyota.

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ISRC Managed Facilities

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Half Page Flier

Half page flyer is compact and easy to read through all stakeholder groups. This application on half page layout has a blend of UX writing, Grids and orientation, Typography and Colors.

UX writing:

It is the practice of creating UI copy that guides clients inside an application and encourages them to communicate with it. The essential goal of UX writing is to settle correspondence among users and a digital application. Crafting UI content ought to be an essential piece of the design process. Very frequently developers consider UI text as something related to documentation phase and usually refer to those documents. UI content has to be composed earlier.

Content needs to be worked on early in light of the fact that content issues frequently uncover design and structure issues. Proficient UX writers should cooperate with programmers and designers on creating UI content. As a piece of this movement, they frequently request that item group clarify plan choices. If a team has problems clarifying a design, usually it is the design and not the text that needs improvement.

For the half flier, I have changed the mission statement and other sections similar to the full UX writing piece employed for a full pager. The mid-section which explains the facilities at ISRC remains constant across all stakeholder groups.

Grids:

Used 2-column grid for faculty, a hierarchical/modular grid for students and a hierarchical grid for partners with orientation being landscape, portrait and portrait respectively. The color choices made was with a significance of collaboration, sharing, reliable, responsible and organized; values of ISRC.

Typography:

Changes reflected to show variance in different sections of the flyer.

The typefaces used for Faculty were Gill Sans and Times New Roman, to show a slightly academic and serious tone.

The typefaces used for Students were Gill Sans, Chalkboard and Marker Felt, to show some ease out nature and casual tone.

I feel partners would have to go with minimal changes in typeface. Gill Sans and Century Schoolbook typeface is used to have a more elegant and professional tone.



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Business Card



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Business Card

The message I was trying to showcase here was to have a professional tone towards the designation and work ethic of being a Design Consultant. Also, I wanted to have a digital and vibrant look on the cards. Worked with the grayscale filter applied to my photo, having a white background. I tried encapsulation of essential data on the card on a QR code. I did not want to show more details upfront on the card and hence decided to create a one, when you scan this code, you will receive all my details of my skillset and past experience linked to LinkedIn profile.

Typography used on the cards were mainly Gill Sans and Azonix with a regular font weight to represent the sharpness of the design and brand.

Image editing: Greyscale.

Color: Mainly used the logo branding hues on sharp geometrical shapes.

Grid: A 2 column grid at the front and a centered modular grid at the back.

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