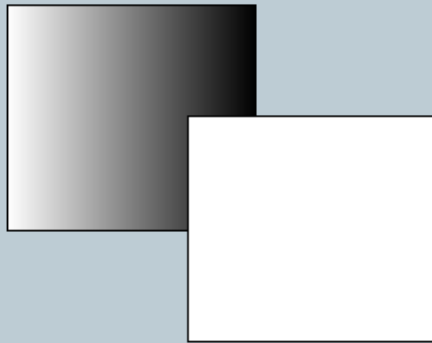
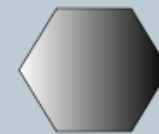
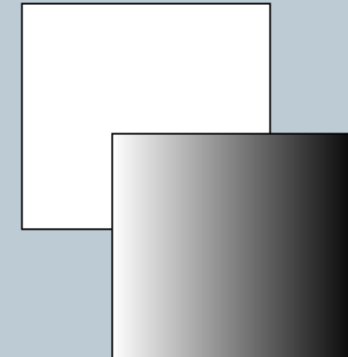


Digital Design



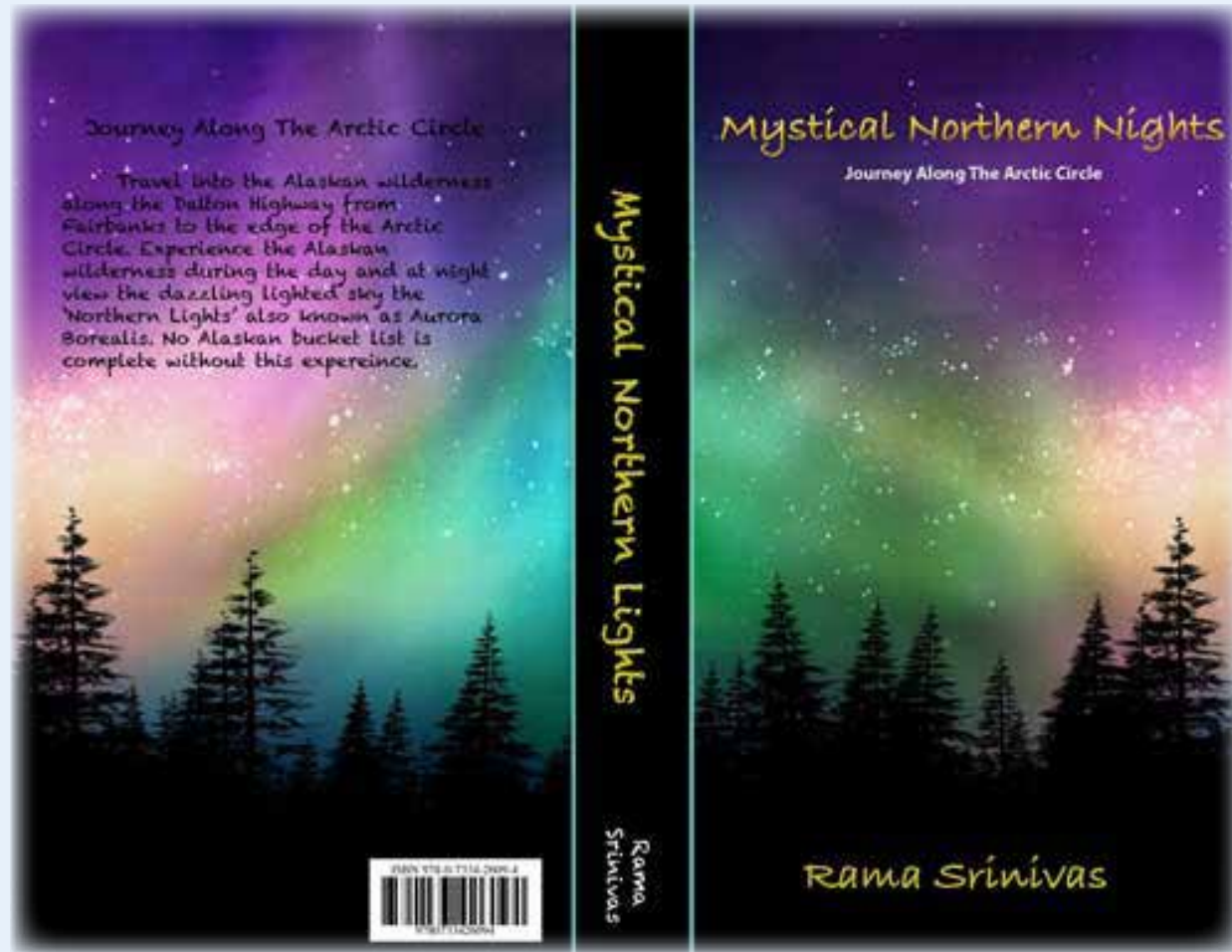
- ▶ Photoshop
- ▶ InDesign
- ▶ Illustrator



Rama Srinivas

Portfolio Artwork

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Book Cover Design

Concept And Ideas: This is a book cover designed with dimensions of 8.5 inches height and 11 inches width. It has a 1 inch spine and can hold up to 60 pages. The book is to promote tourism in Alaska and so it is designed to fit easily in a backpack as most of the audience for this book will be backpackers. This specification also satisfies Barnes and Noble and other ebook company's cover page specs. An ISBN bar code is generated and inserted in bottom of the book cover. It is designed using Adobe CC Photoshop.

Software: Adobe Photoshop version 2019,

Tools : Brushes, Quick selection tools, Type text, Eye dropper.

Techniques: Image Transformation. Layer Masking, Hue and Saturation, Beveling and Embossing for creating special effects on the text for the book title.

Target Audience: Kids and adults of all ages.



Playing Cards

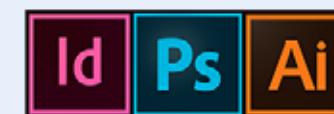
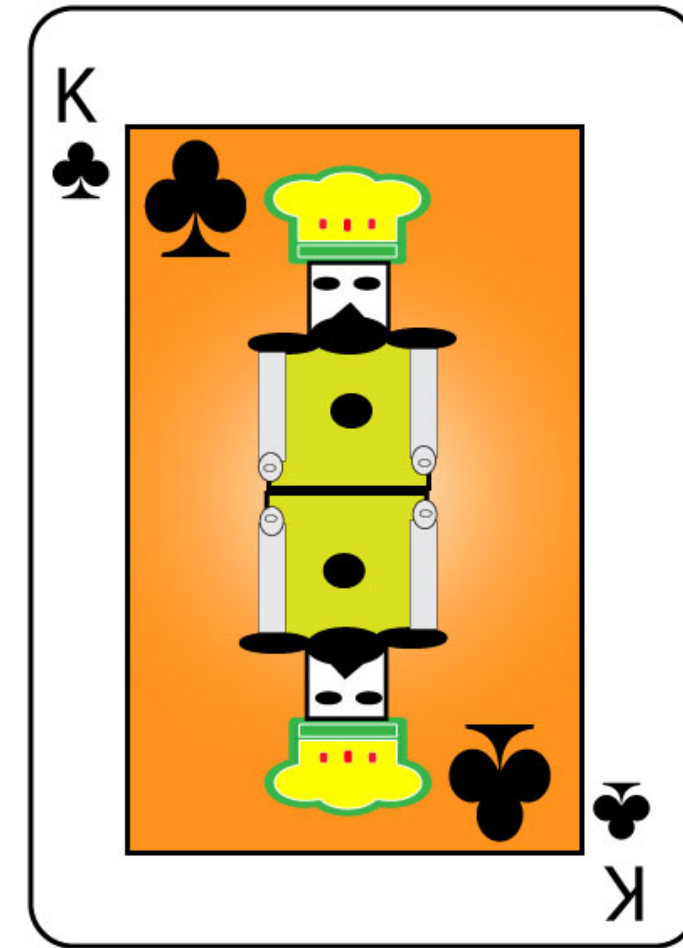
Concept and Design: This project is a design of a playing card, the King of clower. The picture of the king is drawn using simple shapes like rect-angles, ellipse and circles. The lower half of the card is the same as the upper half of the card rotated at 180 degrees. A rough draft of the card is drawn on paper and then then the electronic version is geneared using Adobe Illustrator.

Idea: The king represents a chef so called chief cook. There is a picture of a fork and knife in the center right and left corner of the card. The cook/king has a chef's cap similar to a King's crown. The main colors used are red, green and black and yellow. Target Audience: Kids and adults of all ages.

Software Tools : Adobe Illustrator

Techniques: Geometric Shapes, Type tool, Ding, transformation, outline tracing/expansion and layering techniques.

Target Audience: An gaming company wiiling to start an new theme of cards. This could land as a new card game in casinos and other places. The vibrant colors and themes used in this card makes it very attartive.



PHoto

Restoration & Colorization

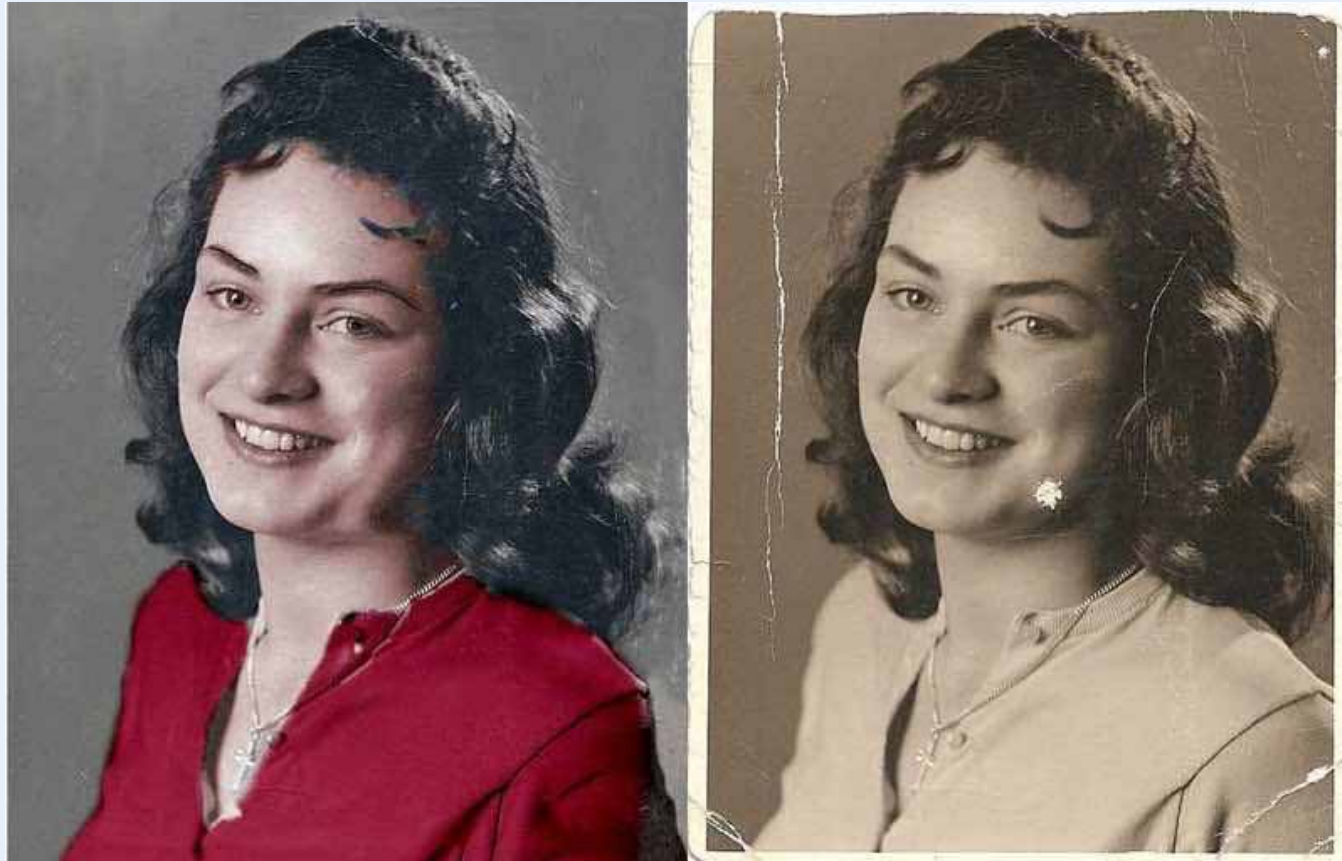


Photo Restoration

About This Project: This is a photo restoration and colorization project. An old damaged photo was chosen and converted into a new colorized picture. This is a very interesting technique in Photoshop for saving and restoring damaged images. As the age old saying says. "Old is Gold". So thanks to the new technology we can now restore our old images and convert them into color. How wonderful it would be to see our great grandmother or father in color. I was motivated to take this project because I had tons of old and damaged pictures in my album and wanted to restore and give a new life to these pictures.

Software Tools Used: Adobe CC Photoshop

Techniques Used:

- 1) Clone Stamp
- 2) Spot Healing Brush
- 3) Soft And Hard Brush
- 4) Hue and Saturation Layer with clip masking
- 5) Auto Contrast.

Special Effects: Linear Blur colorization for the dress.

Target Audience:

Photo Restoration Companies,
Friends And Family.



Corporate Identity Package

CONCEPT AND DESIGN: This project is a corporate identity package. It consists of a letterhead, envelope, business card and an invoice.

Letterhead: contains the corporate logo, company name address and the corporate identity slogan. The logo is placed on the left side of the page, the address to the right and slogan in the center. All these components are boxed in a rectangle and a soothing blue color is applied to the entire page as background.

Envelope: logo and address to the left and same background is applied to the cover

Business card: contains logo, name, job title, phone and company's url.

Invoice: Designed similar to the letterhead but an additional table with billing details are provided.

Logo Design: The name of the company is 'VeeraCorp', so the logo was designed using the letter 'V' starting letter of the company's name. A solid circle is chosen as the shape. The top portion of the circle is cut and the letter 'V' is placed inside the center of the open circle. The solid circle is blue and that symbolizes honesty. The letter V is red in color and that denotes strength. The 2 most important qualities needed for any successful and honest company.

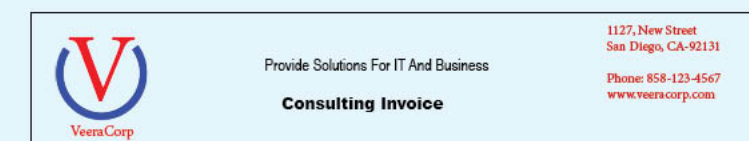
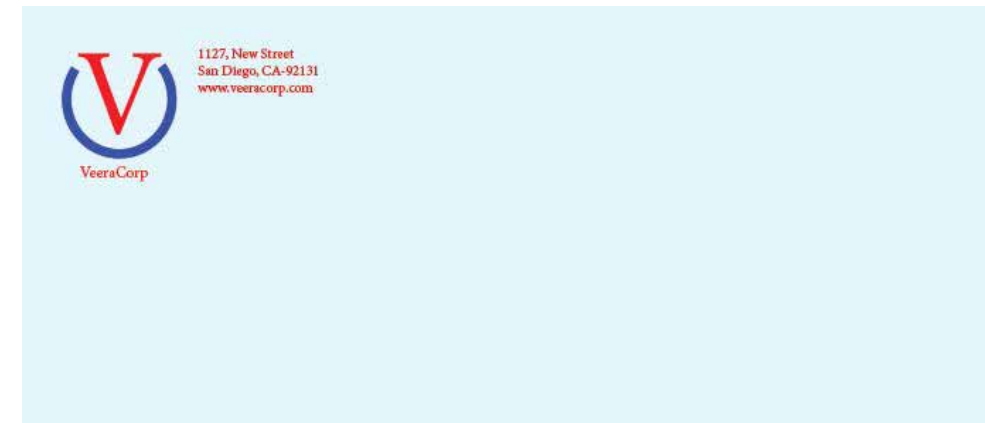
TARGET AUDIENCE: All Clients that use the VeeraCorp services.

TOOLS AND TECHNIQUES.

Indesign: Create pages of different layout sizes (non facing).

Tools used: textboxes, rectangle, swatches, color gradients, images, tables and styles applied to tables.

Illustrator for logo creation: Used shapes, fonts, knife using cookie cutter technique to cut to the circle symmetrically. Photoshop to process png images (on a transparent background).



Billed To	Date Of Issue	Invoice Number	Amount Due
RS Tech. 1234, Main Street San Diego, CA-92134	08/18/2020	0000006	\$5500.00

Description	Rate	Qty	Line Total
Project	\$5000.00	1	\$5000.00
Expenses	\$500	1	\$500.00

SubTotal	\$5500.00
Tax	\$0.0
Amount Due	\$5500.00



Billboard Advertisement

Concept And Design: This billboard is an advertisement for a University called 'Amazing University'. The university provides education in the field of IT, Business and Nursing. The slogan of the university 'Make Your Dream Come True' is displayed on the top of the board. Two words Dream and True are highlighted by pointers in the shape of triangles, which implies you can fulfil your dreams starting from this place. The 3 fields of study 'IT', 'Business and Nursing are placed in bold yellow colored triangular shape at the right corner of the board. The simple logo A and Z in boxed rectangles are placed on the left side of the board. The name of the university is in bold fancy font. There is a line placed below the name as a highlighter. The url of the university is at the bottom. The main colors used are yellow and blue. A light gray/blue color was chosen as the background color to highlight the blue and yellow text.

Target Audience: The audience could be parents, school going kids or adults who want to go back to school. As it is a billboard placed on the highway most of the people will be travelling on high speed vehicles. So it is designed to be catchy with a few words and more illustration.

Software Used: Adobe illustrator

Techniques: Layers, slicing, erasing and blended colors for filling the shapes and Text tool. Shape tools were used to create rectangles, triangles and custom shapes were created using knife and eraser tools and Text tool was used for displaying text.

Self Promotional Flyer

CONCEPT AND DESIGN:

This is a single page self promotional flyer/resume.

The idea is to provide information highlighting skills, education, work experience and contact info. The page is divided into 4 sections, 1 header, 2 body and 1 footer section.

The header contains name, contact info and job title.

The first body section displays work history in a timeline format for easy readability.

The second body section shows skills

The footer section contains education and certification.

The flyer contains appropriate images and logos.

TARGET AUDIENCE:

Prospective employers and friends

SOFTWARE USED:

Adobe CC Indesign

TOOLS AND TECHNIQUES:

Page with margins, image placements, text boxes, custom color swatches, layering and editing photos in photoshop for creating small png image logos.

This resume is unique in the sense time lines for work history are depicted graphically. Skills are highlighted using images. A picture is worth a thousand words. Having long resumes with extensive content make the resume boring and does not catch the eye of the employers.

