Frame & Flow - Capstone Project Blog Post

Project Title: Frame & Flow

Tagline: Where visuals take shape and stories flow

By: Riddhi Malhotra - Creative Digital Artist

Project Concept:

Frame & Flow is a creative digital portfolio built to showcase my identity as a modern visual artist. Through thoughtful design and expressive visuals, I created a brand that reflects simplicity, emotion, and storytelling through design.

What I Created:

- A brand identity: Frame & Flow

- A clean, modern logo

- A digital promotional poster titled "Golden Story"

- A 3-page website made with Wix (Home, About, and Contact)

- A personalized blog-style summary explaining the project

Tone & Theme:

The project has a soft, creative, and emotional aesthetic. The color palette is neutral with gold tones to highlight warmth and elegance. The font Poppins was chosen for its modern yet balanced style.

Tools Used:

- Canva (Logo & Poster Design)

- Wix (Website Building)

- ChatGPT (Ideation, Writing & Structure)

Reflection:

Through Frame & Flow, I explored not only digital art but also the value of visual storytelling. I learned how design choicesfonts, color, layoutshape how a message is received. Most importantly, I built something that truly represents me.

Website Link:

https://riddhimalhotra.wixsite.com/my-site-2