



# Sarika Lakshmi Shivaji

*Design Portfolio*



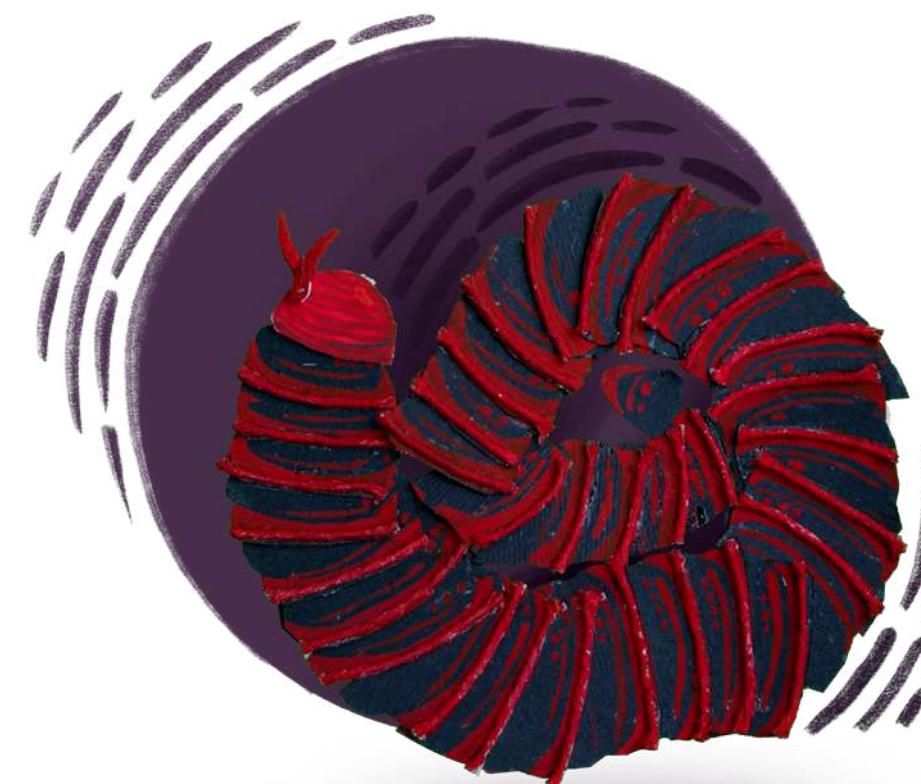
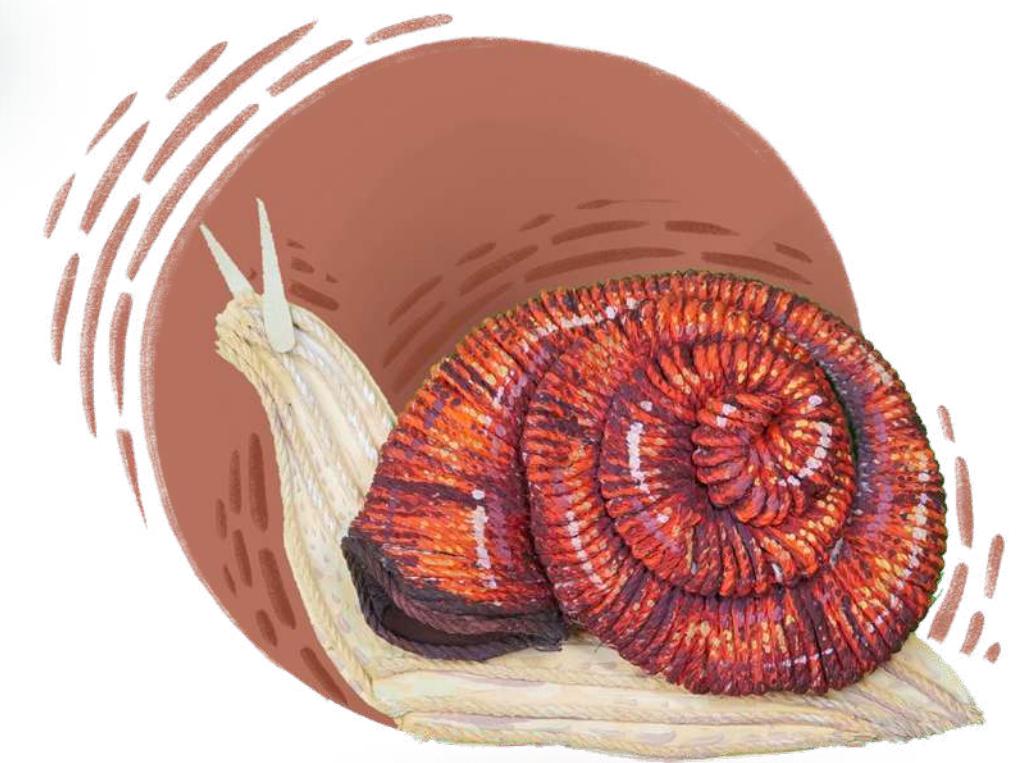
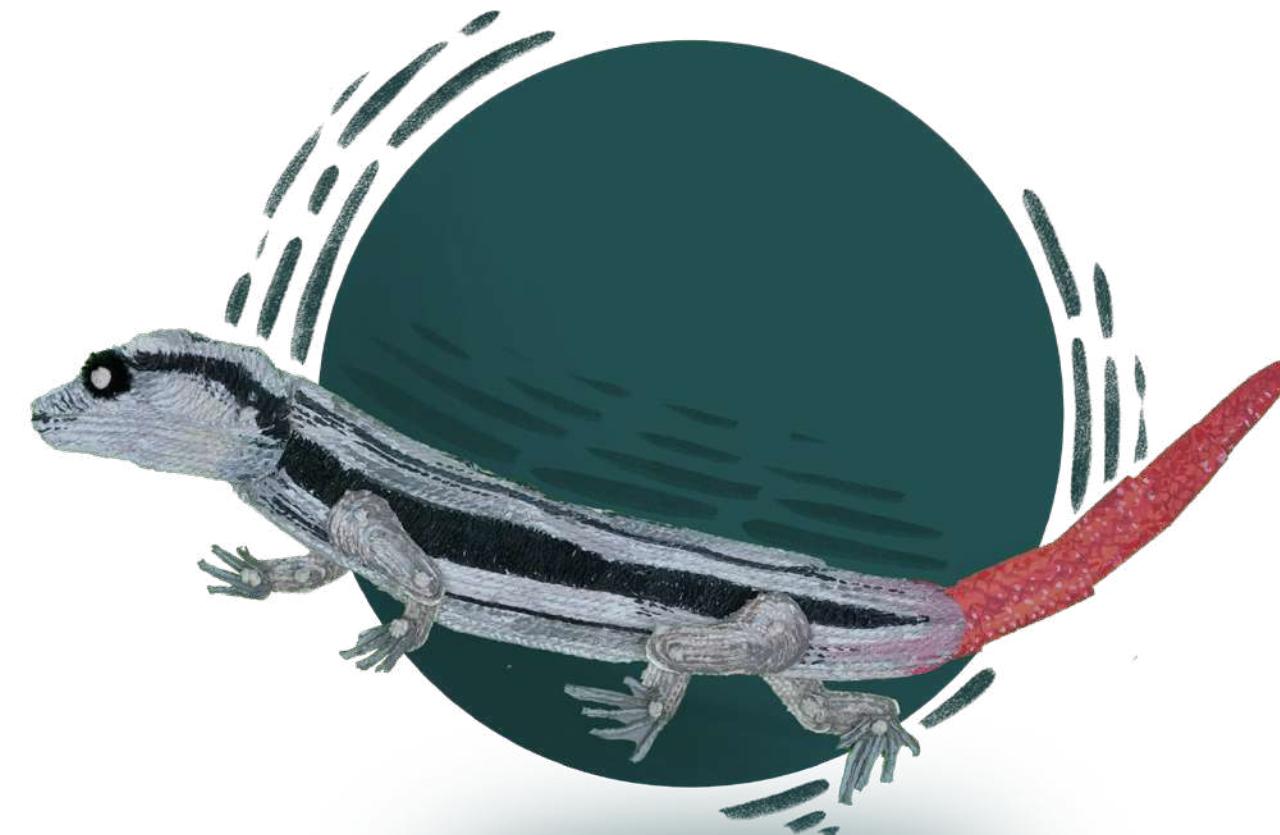
# Akkam Pakkam - Poo Mediaworks

Puppets and Illustrations for a cartoon featuring  
Indian urban wildlife

Links : Part 2 - <https://www.youtube.com/watch?v=KKm9K5XAYj8>  
Part 1 - <https://www.youtube.com/watch?v=2vxbXfcgbrA>

# Meet the Puppets !

A lot of interesting skin textures to mimic  
and the solution - Thread! - spun, knitted,  
wound to create our backyard friends.

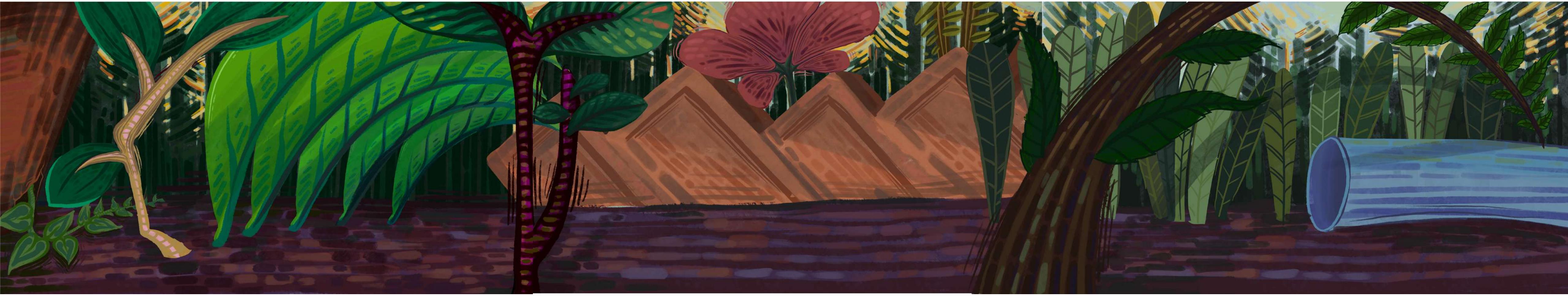




**Scene Illustrations** - I used a style inspired by Impressionism, where the whole frame is covered in colourful, visible brush strokes. This effect created an interesting background for the puppets when the camera zooms in too close capture these tiny creatures



**Composition** - The sun's rays spiral towards the viewer, while the branches recede towards it to add depth to the scene



**Perspective** - Creating this insect world also meant, drawing from a lower eye level where leaves swept overhead and every day towered up in size. I studied from photographs that I shot - Indeed an interesting exercise for someone who loves perspective drawing.



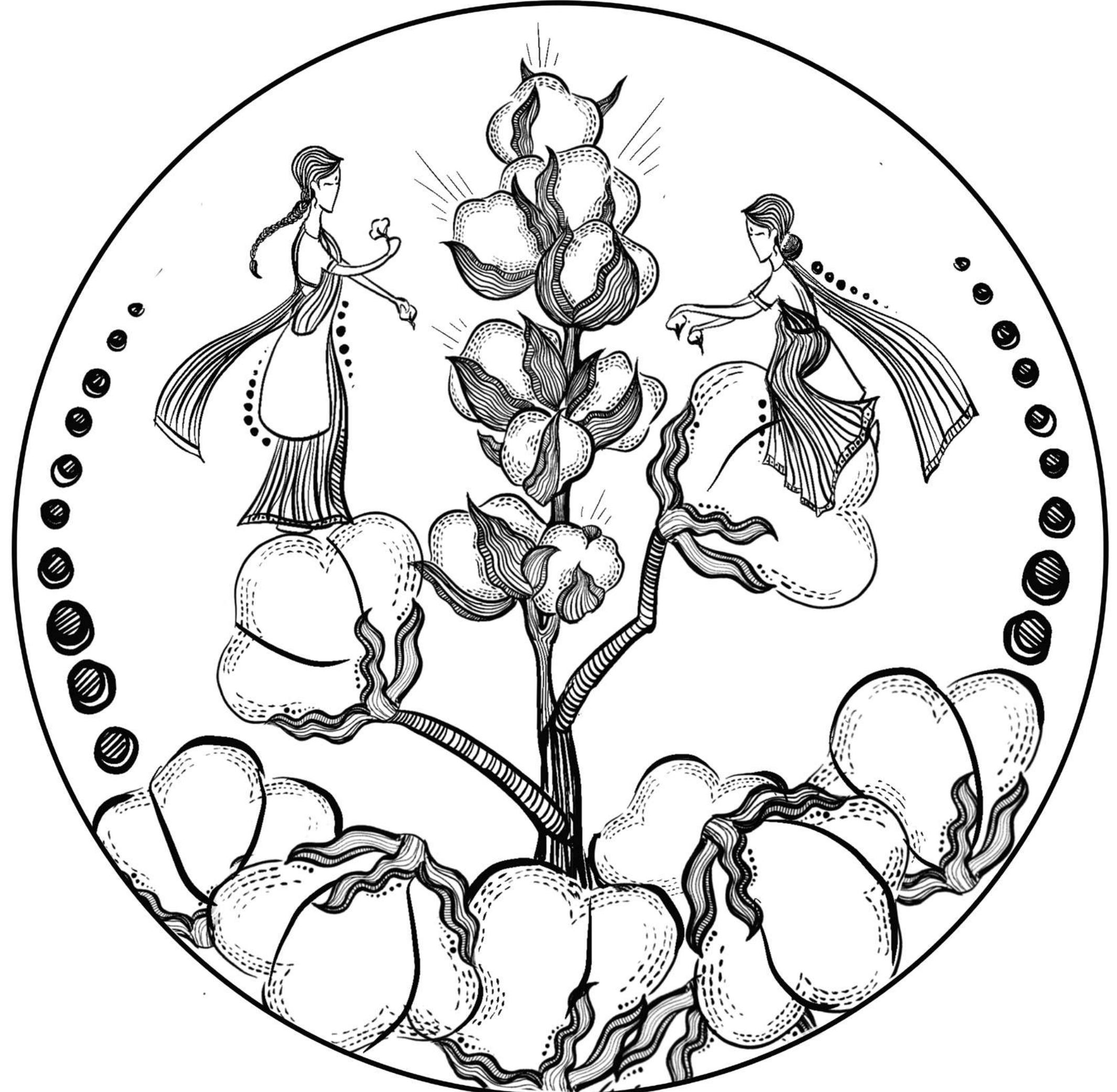


The sparrow's DIY clock tower nest which it constructs out of waste found in the backyard.

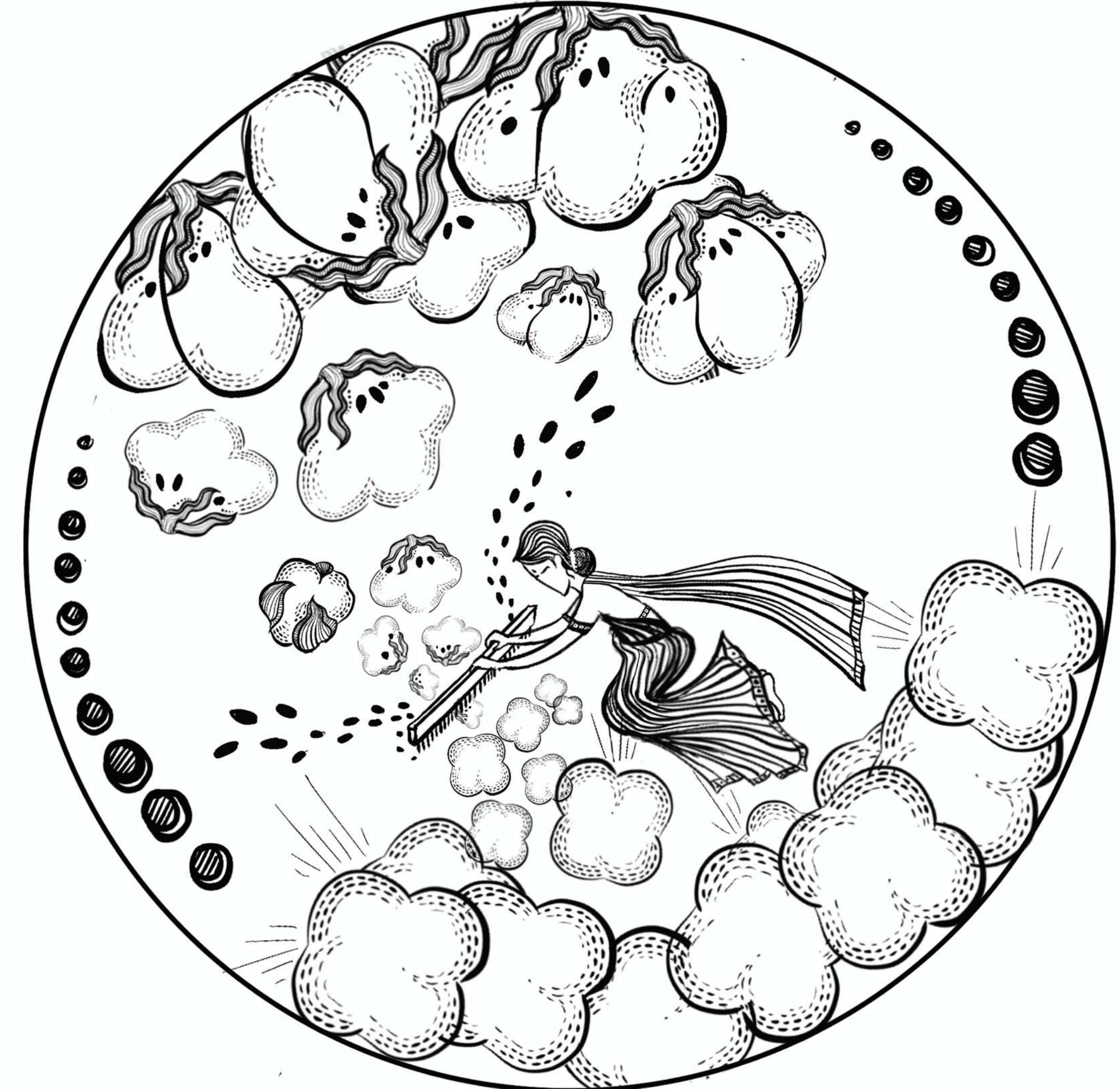




Final Scene - A juxtaposition between the natural and the manmade. The claustrophobic city with its towering concrete structures, its candescent window lights stare curiously at the last green bed left as they shimmer in the moonlight, the impressionistic strokes to amplify that. The buildings are stroked in a whirlwind fashion to intensify the city's strangling grasp on green life.



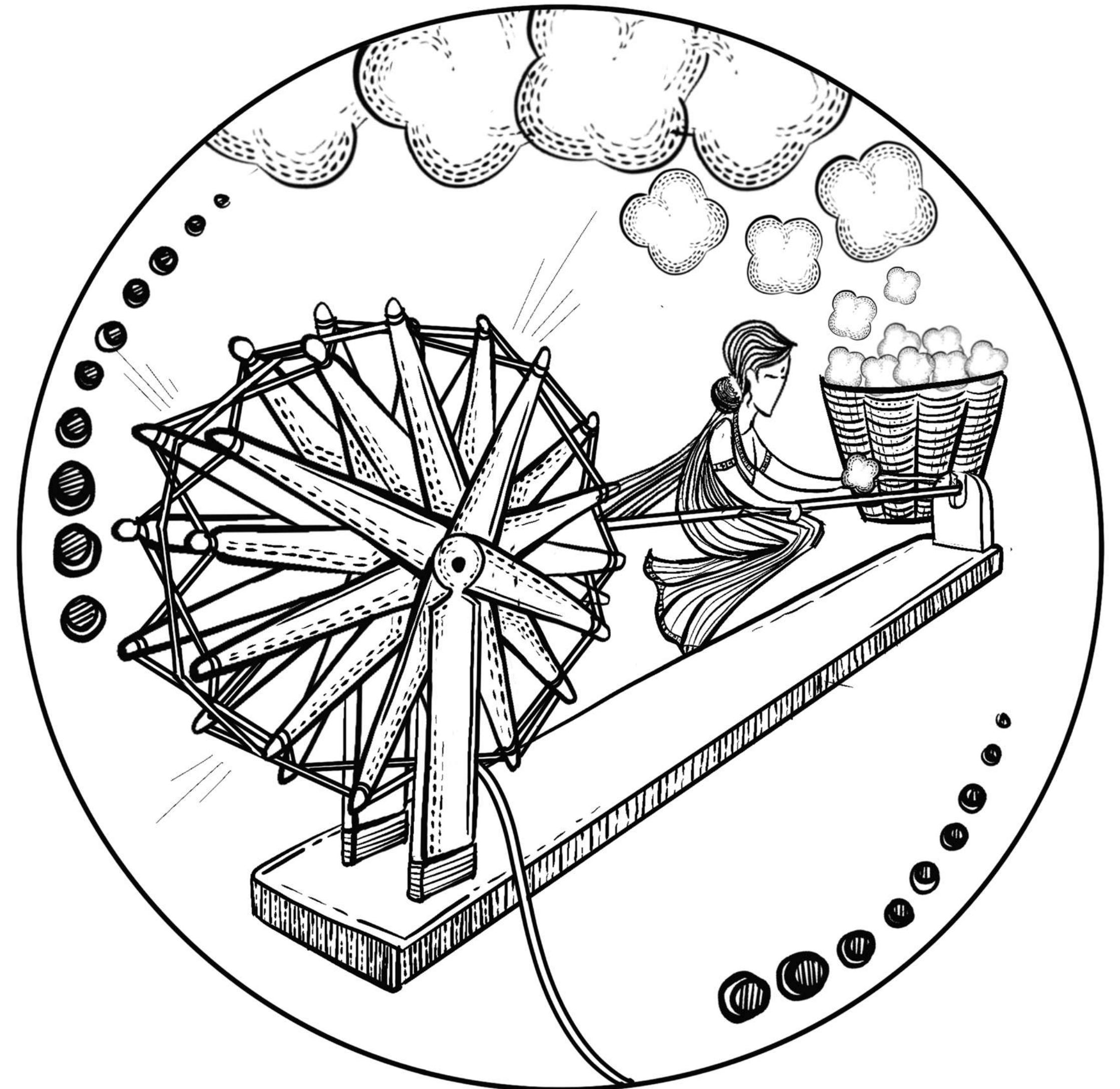
Harvesting



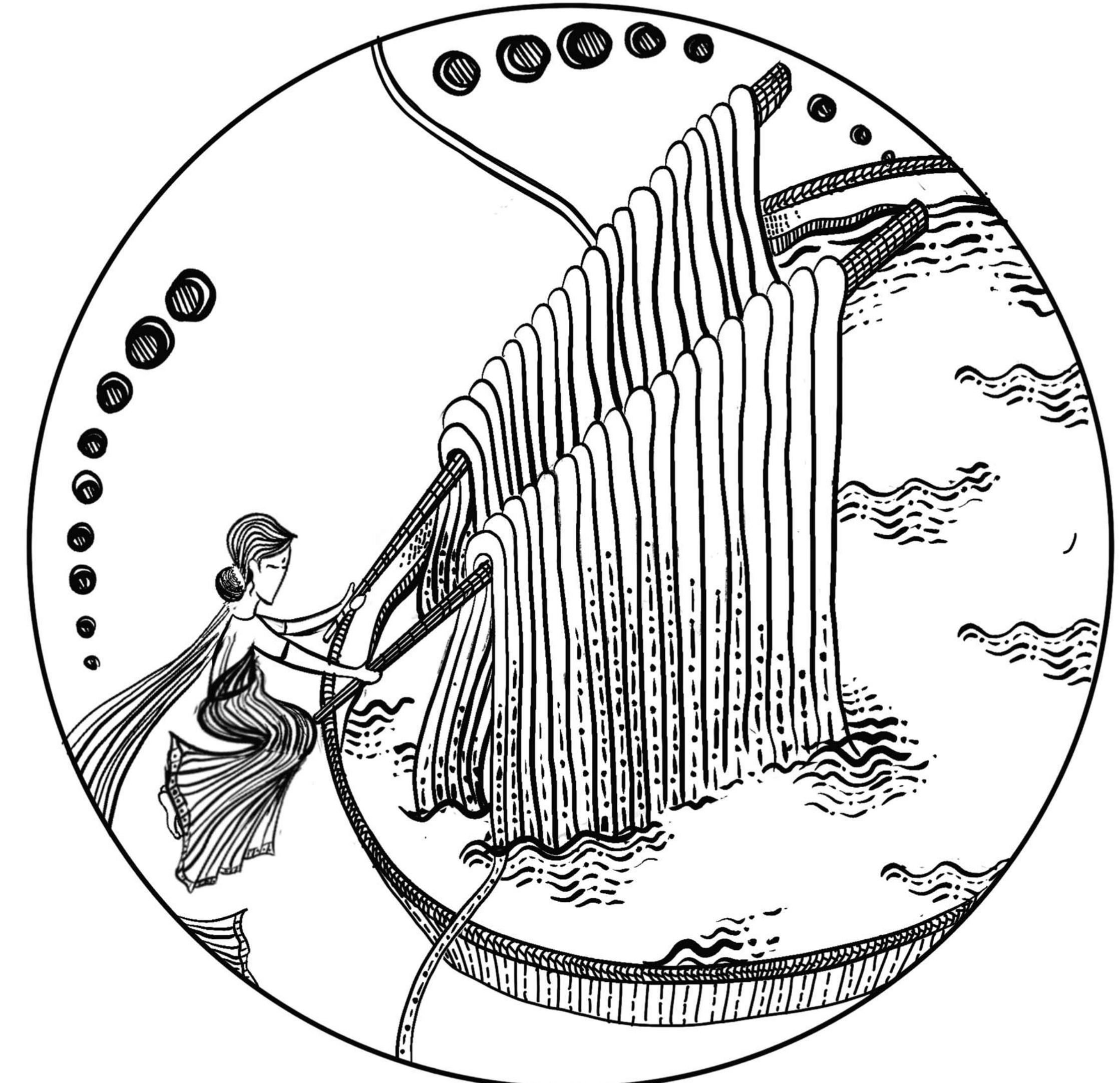
Ginning

## Cotton to Cloth - Stanford Textiles

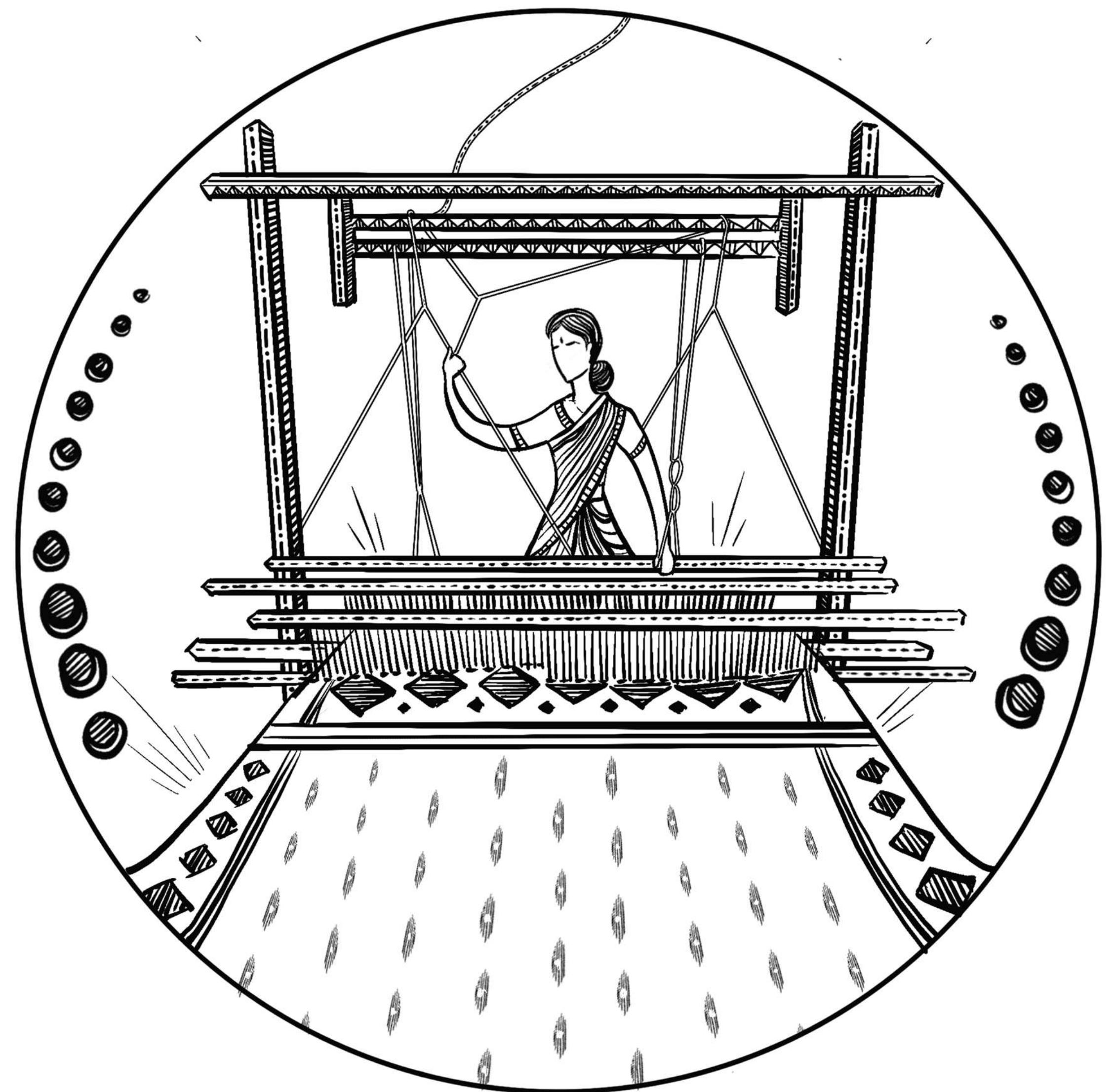
Indian in style, these surreal compositions scale down the humans to highlight each stage of the product preparation.



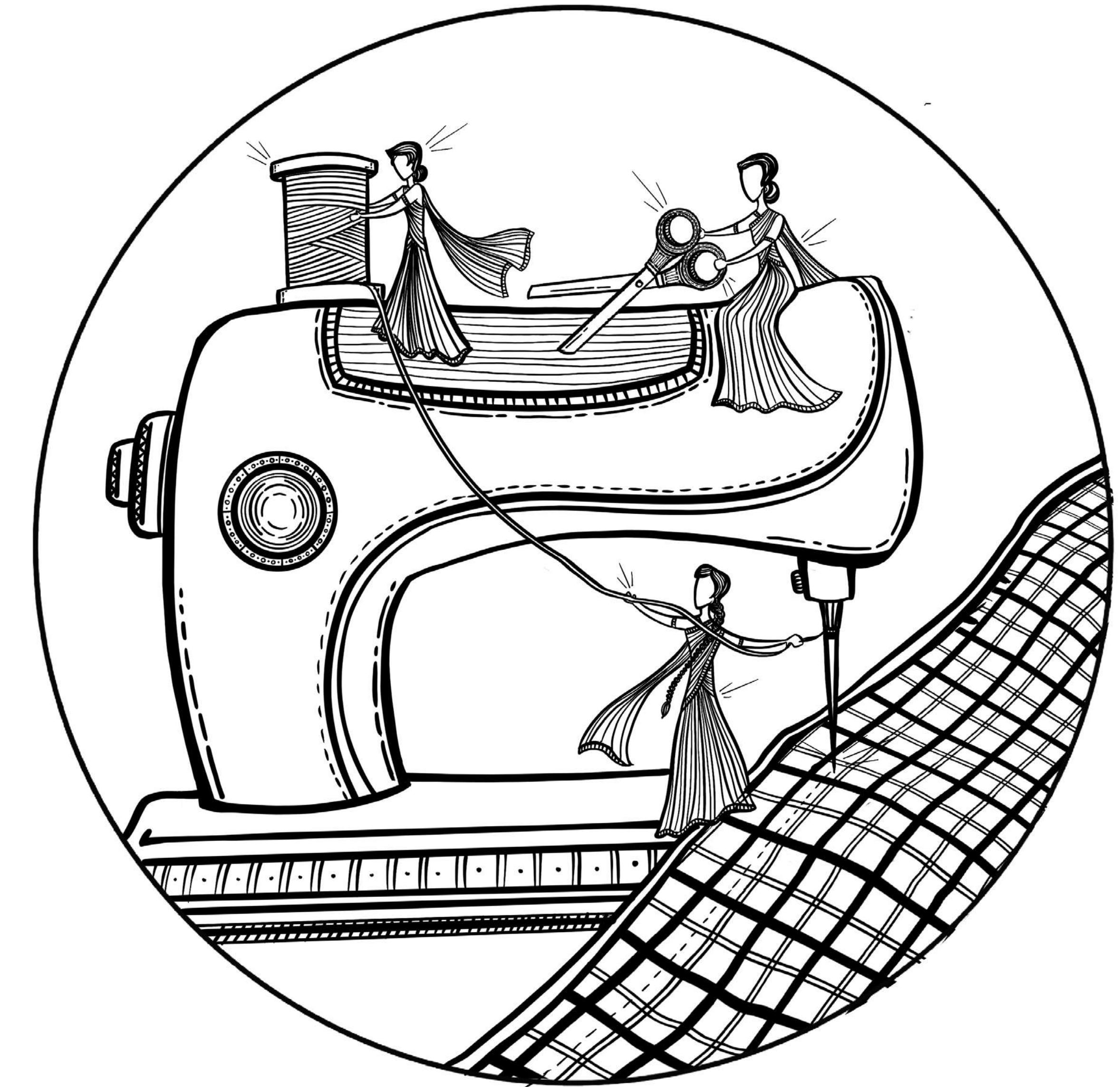
Spinning



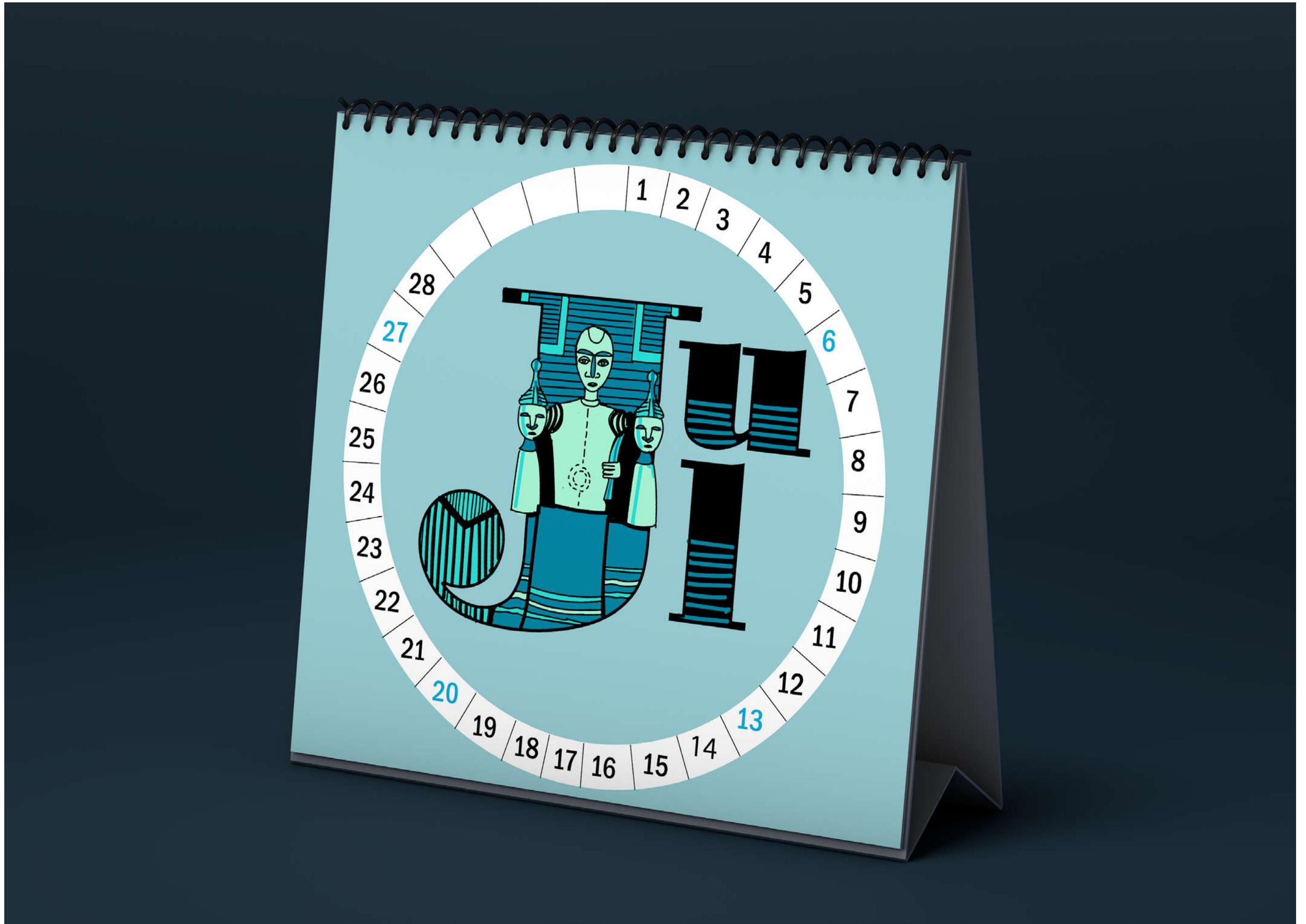
Dyeing



Weaving

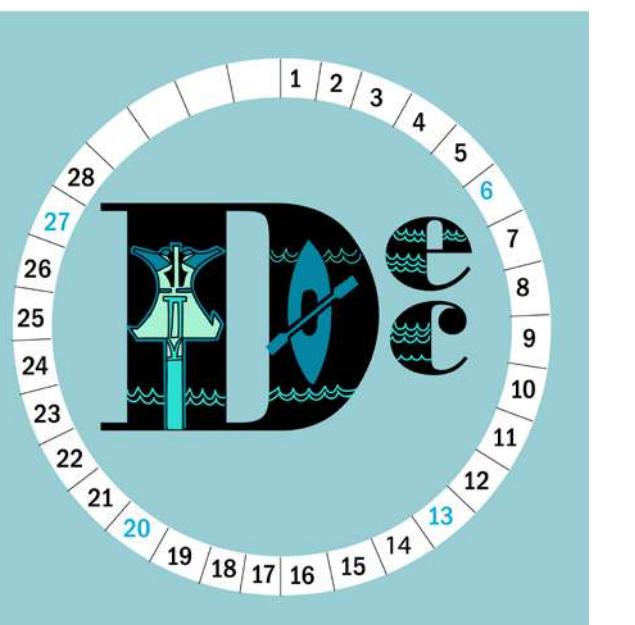
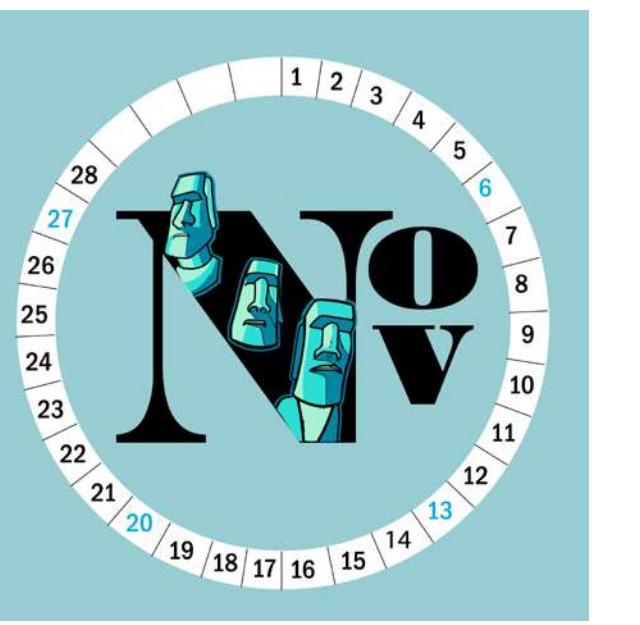
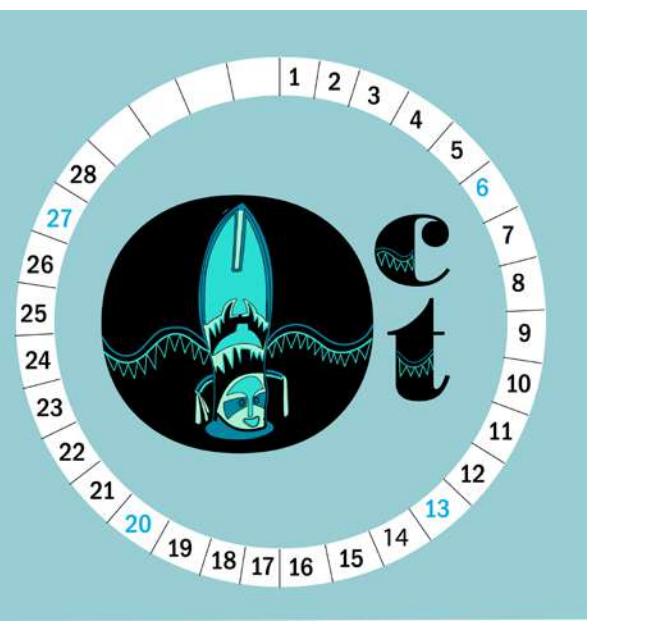
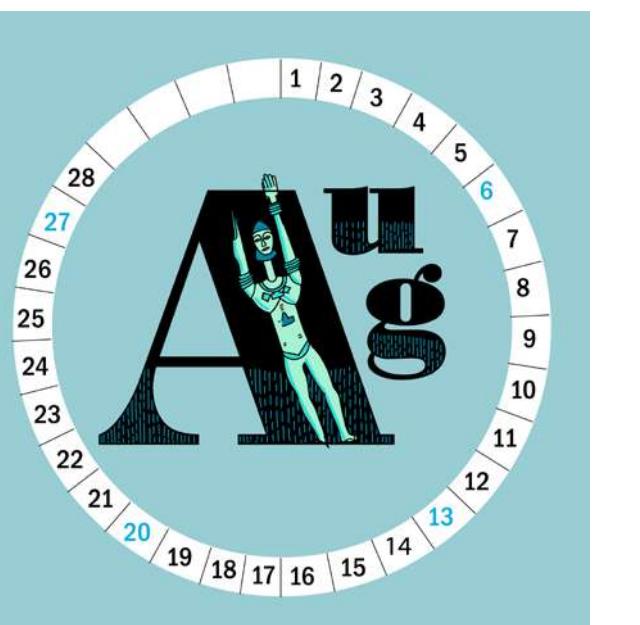
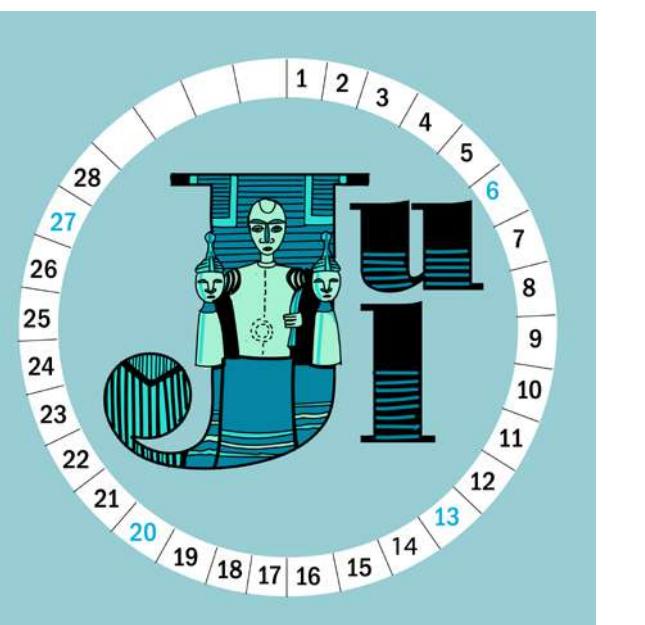
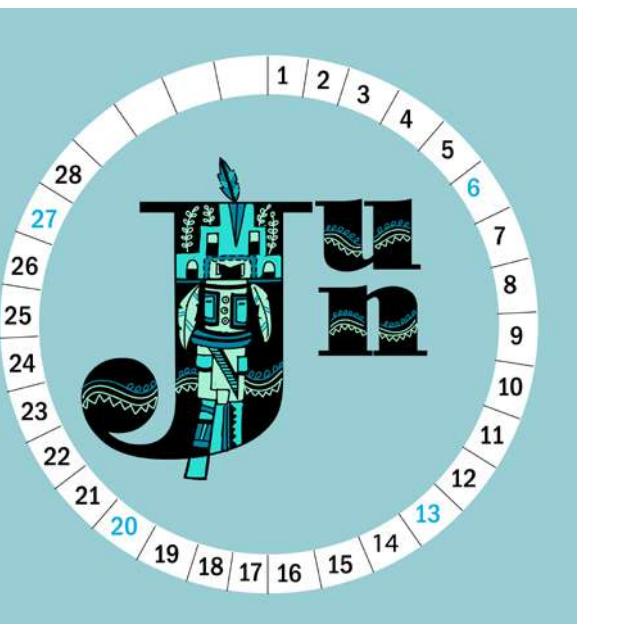
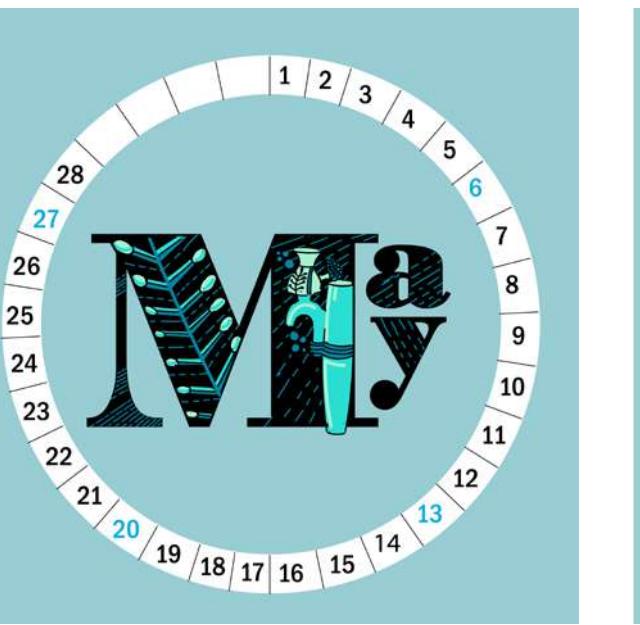
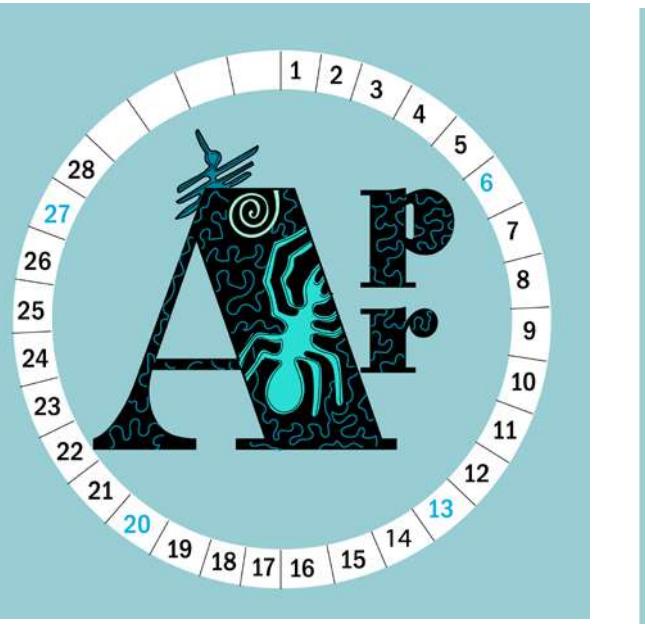
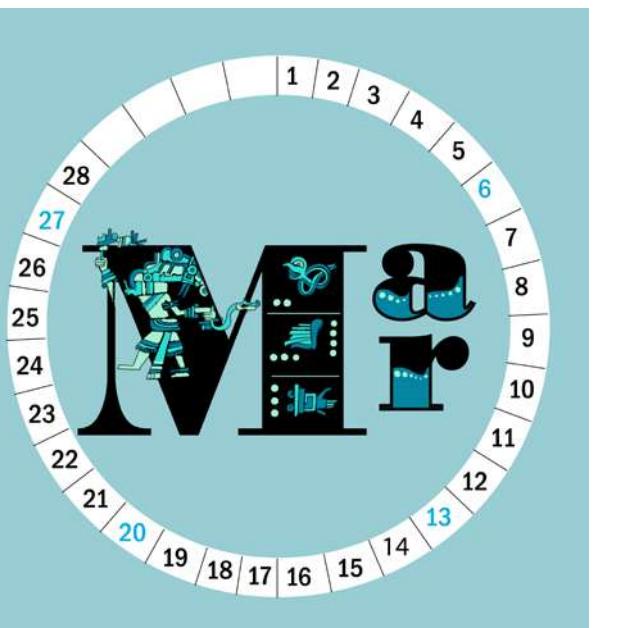
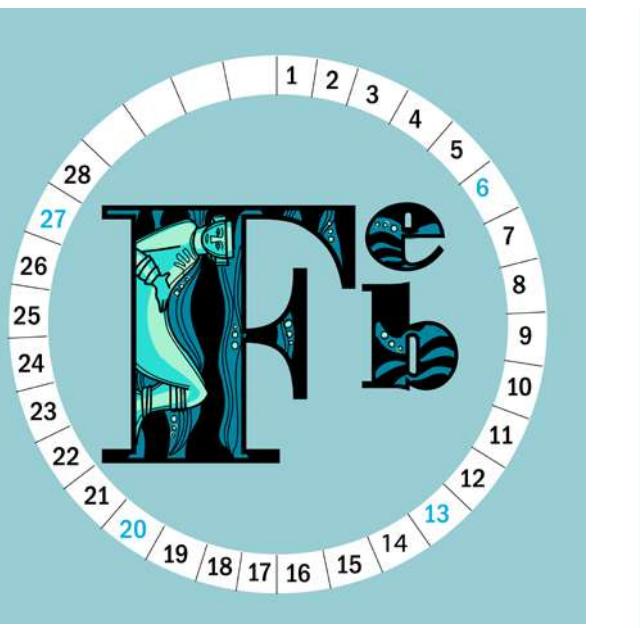
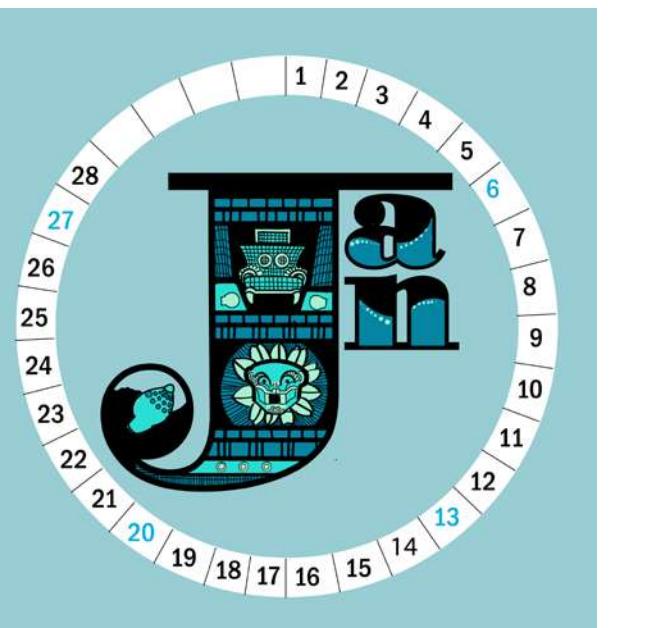


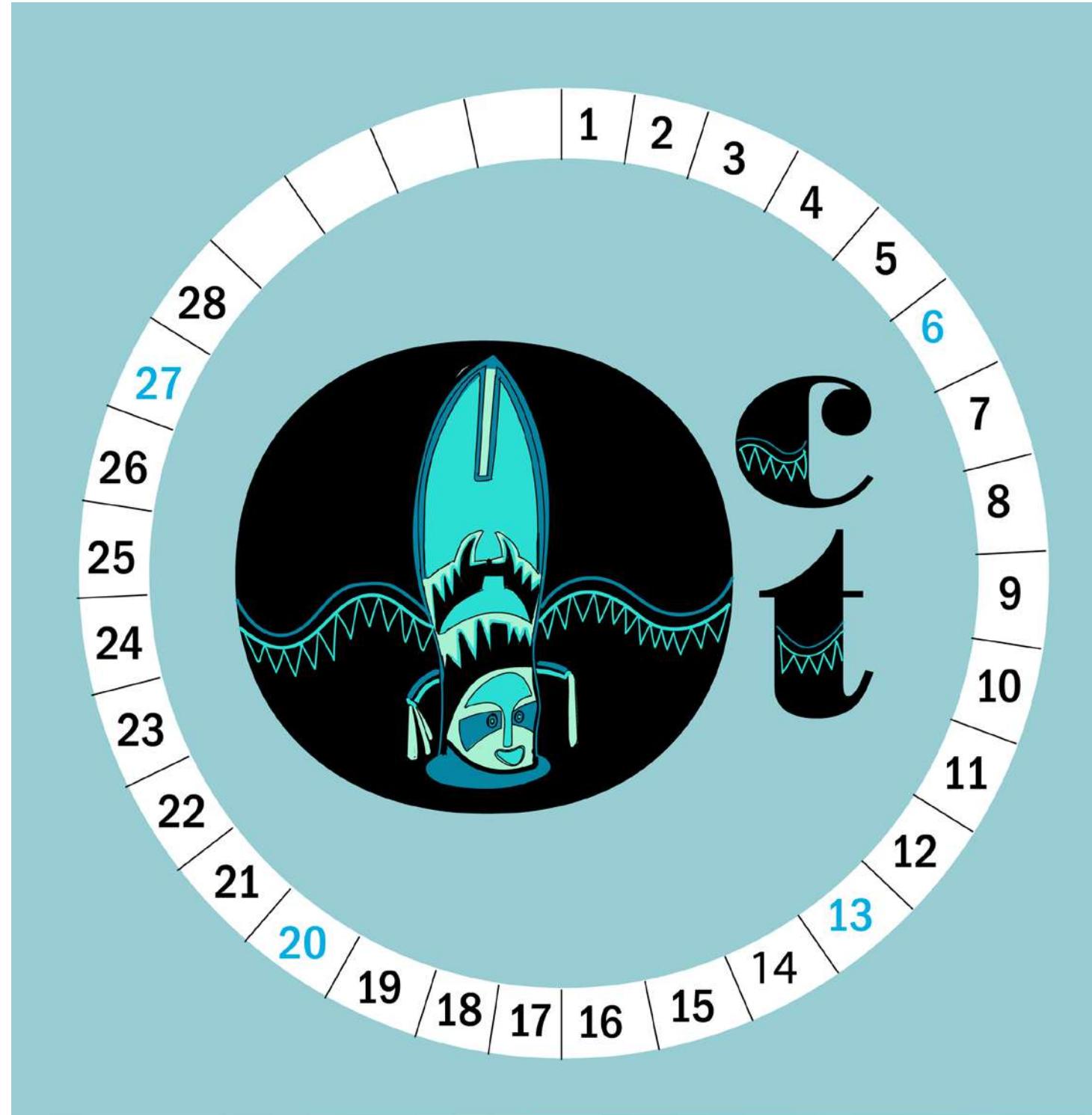
Stitching



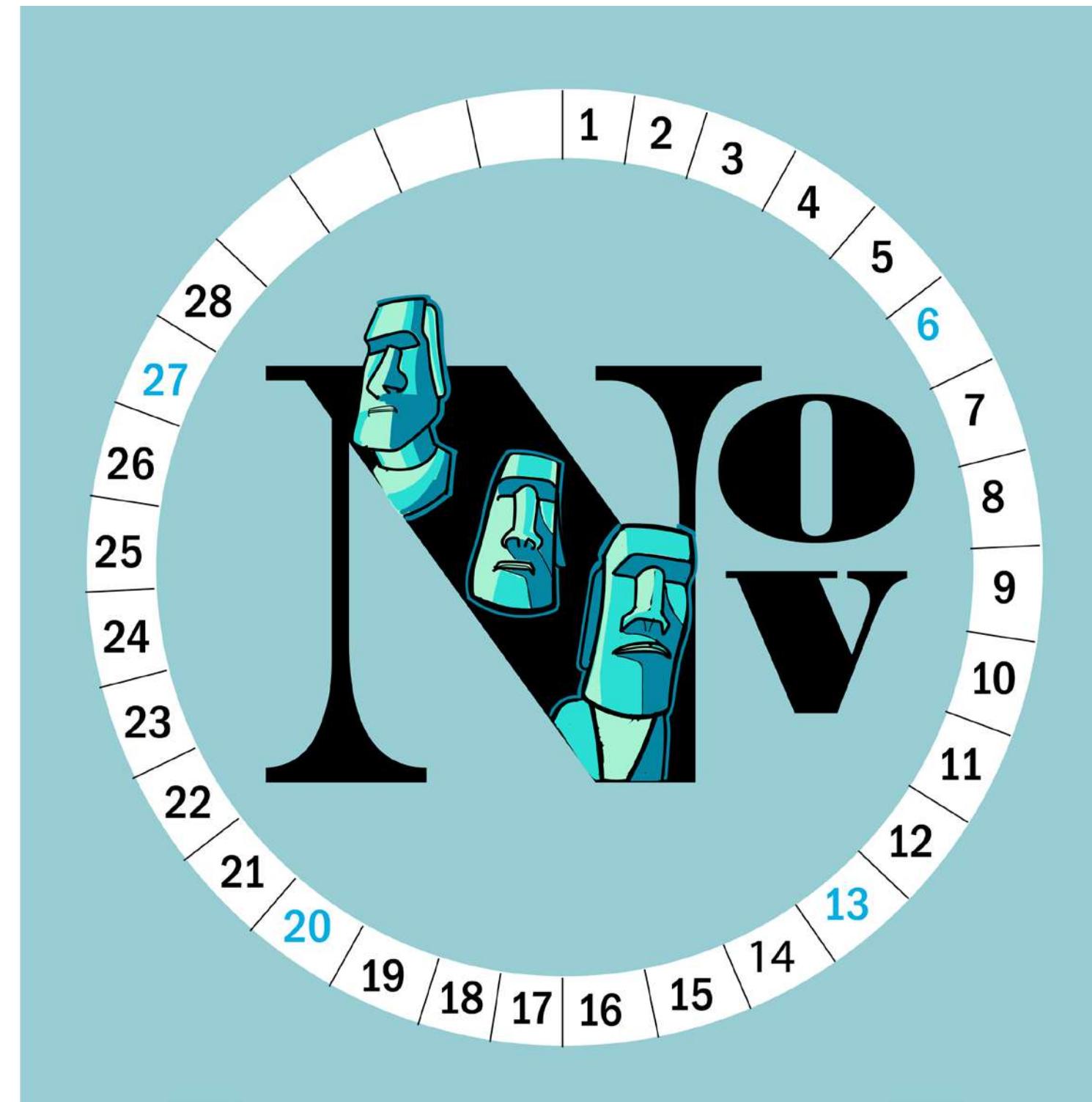
# Calendar Design

Each month is dedicated to a water themed artifact picked from Indigenous Cultures around the world.

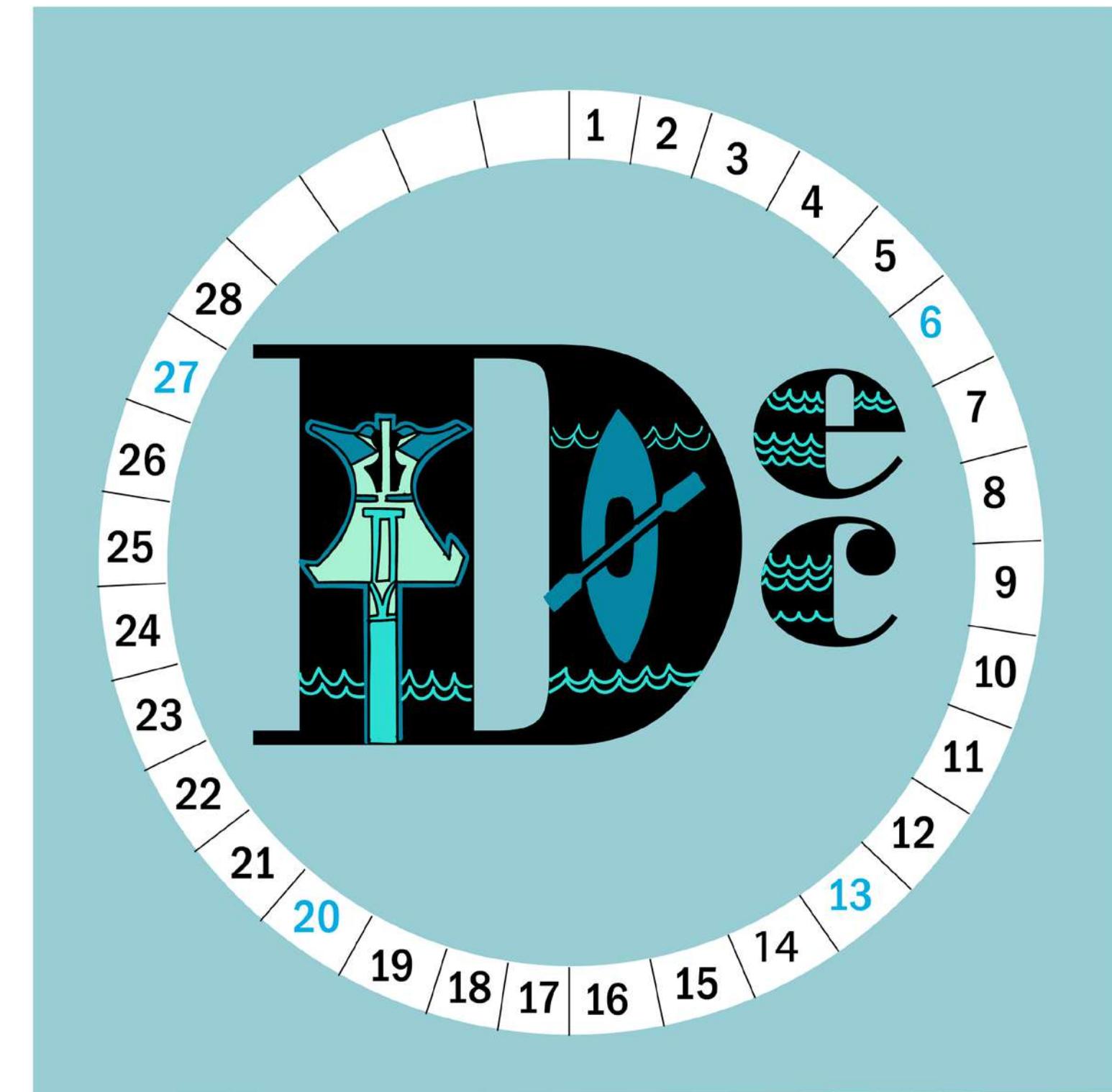




The illustrated artifacts are composed within lettermarks of each month to create a bold design, with auxiliary design elements from the respective cultures.



The traditional grid design is eschewed for a circular band holding the dates. This is with reference to the round Mayan Calendars and the beliefs of these cultures that time is cyclical.



The monochromatic color palette is an obvious reference to the theme - Water.



## Lit(t)erate - A Campaign on Waste Management

The campaign addresses topics like littering, waste segregation and the 5 R's of waste management. I created posters and one interactive installation employing recycled materials to strengthen the message.

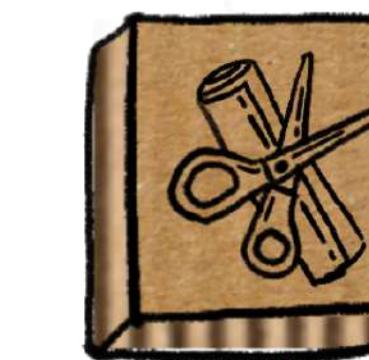


## Concept

The design philosophy is also centred on the same thoughts attached to waste management.

“The design will incorporate recycled materials and reuse elements to promote responsible waste management. The design will also be economical in terms of formal elements, employing usage of calligrams, expressive typography, minimalism and visual puns to illustrate crucial points in a simplified, interesting manner.”

Being economical in terms of design reflects the minimalism trend towards reducing waste.

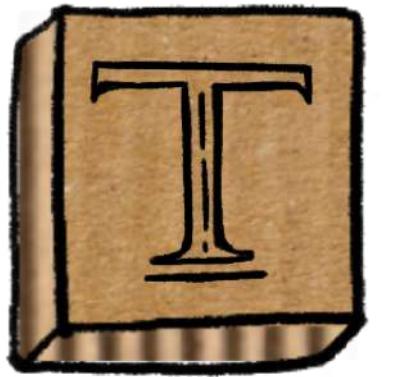


## Material

The abundant presence of packaging waste sparked me to use the brown **corrugated cardboards** as base for my posters.

The physical properties of the material provided a sturdy support to stick/ embed other waste materials. Also, **symbolically, the material stands for waste and furthers the objective of the campaign.**

The fluted inner layer of the cardboard could be exposed after peeling of the top layering in interesting shapes, that help creating elements without having them printed on the poster. The brown shade of the cardboard synergized the posters with the content illustrated predominantly in black, creating an interesting visual appeal.

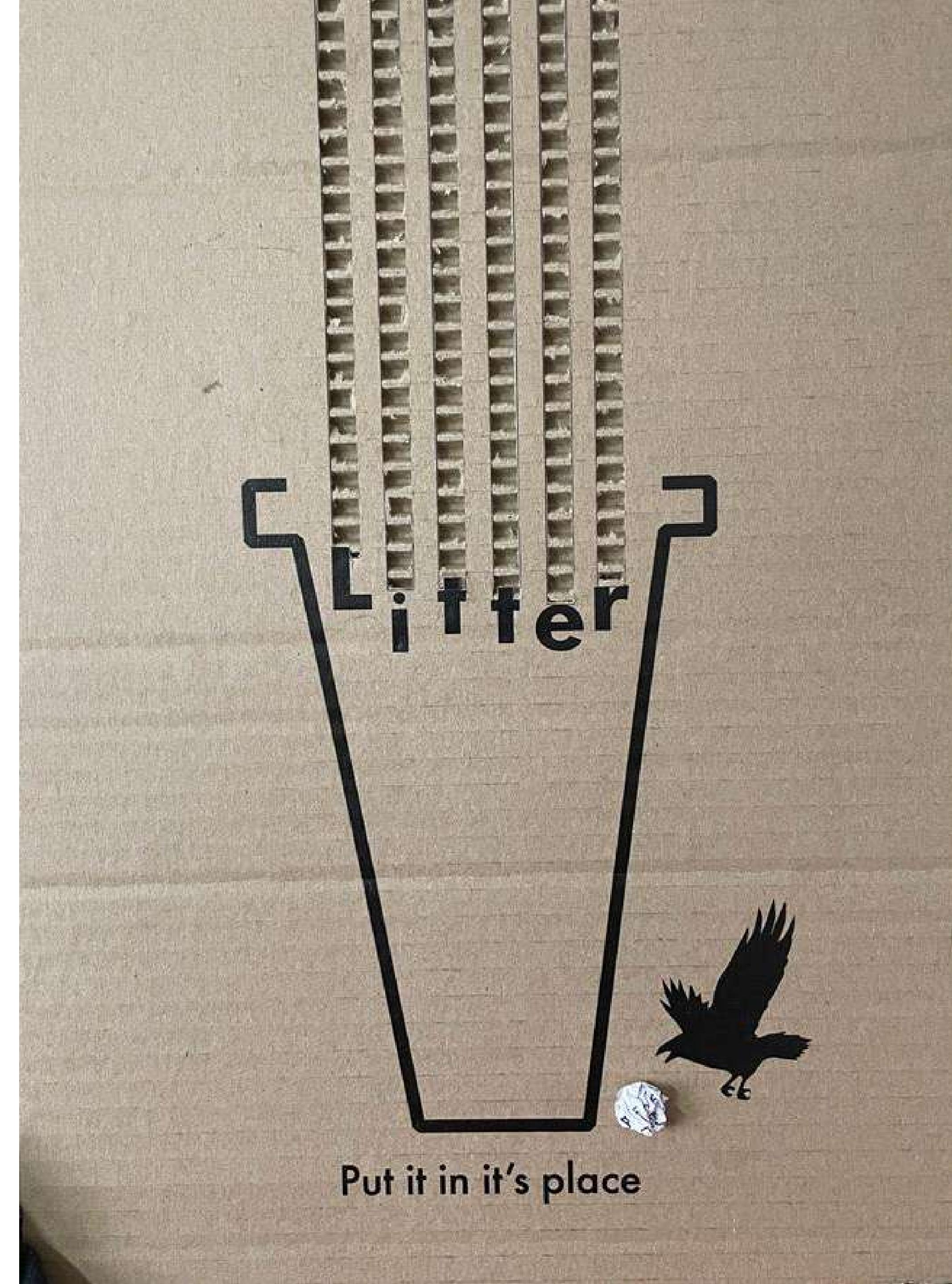


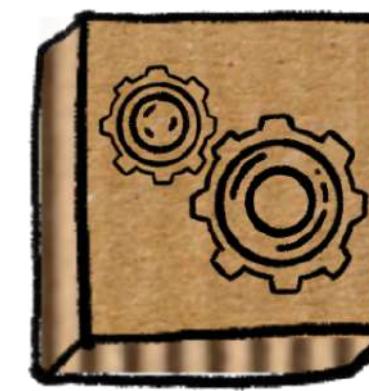
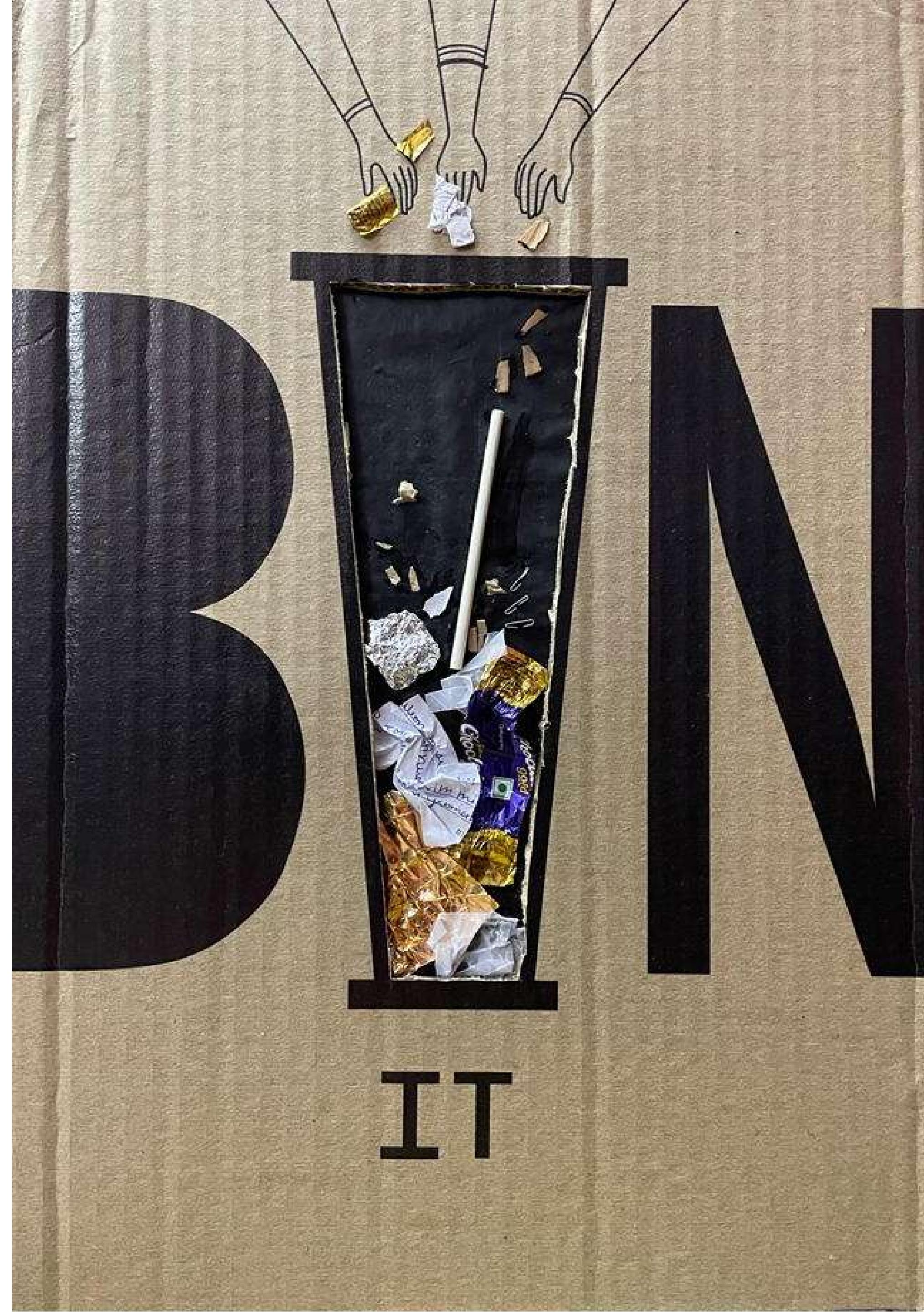
# Typography

Since, type was going to be the hero of many of my compositions, I required a bold, legible, aesthetically pleasing typeface and **Futura with its low contrast, even width strokes and geometric anatomy became my final choice.** Franklin Gothic and Raleway were other fonts I had considered.

**Futura shares the Bauhaus sensibility of simplicity and effectiveness which matches my design philosophy for this campaign.** Futura also provided a huge font family from light to bold fonts that allowed flexibility in my design.

SF-Laundromatic and United Kingdom are two other fonts I used, but minimally for their hard-edged quality.





## Process

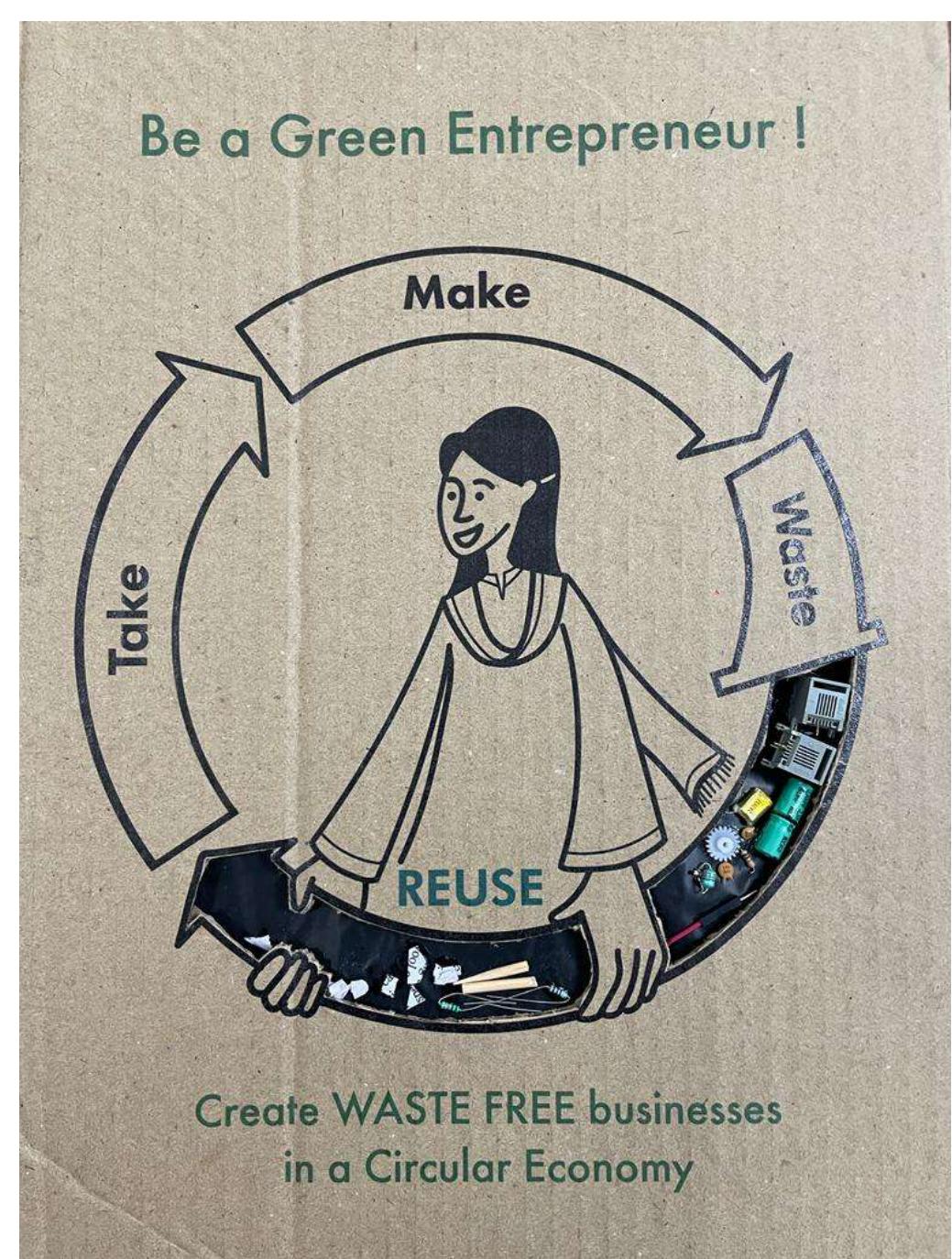
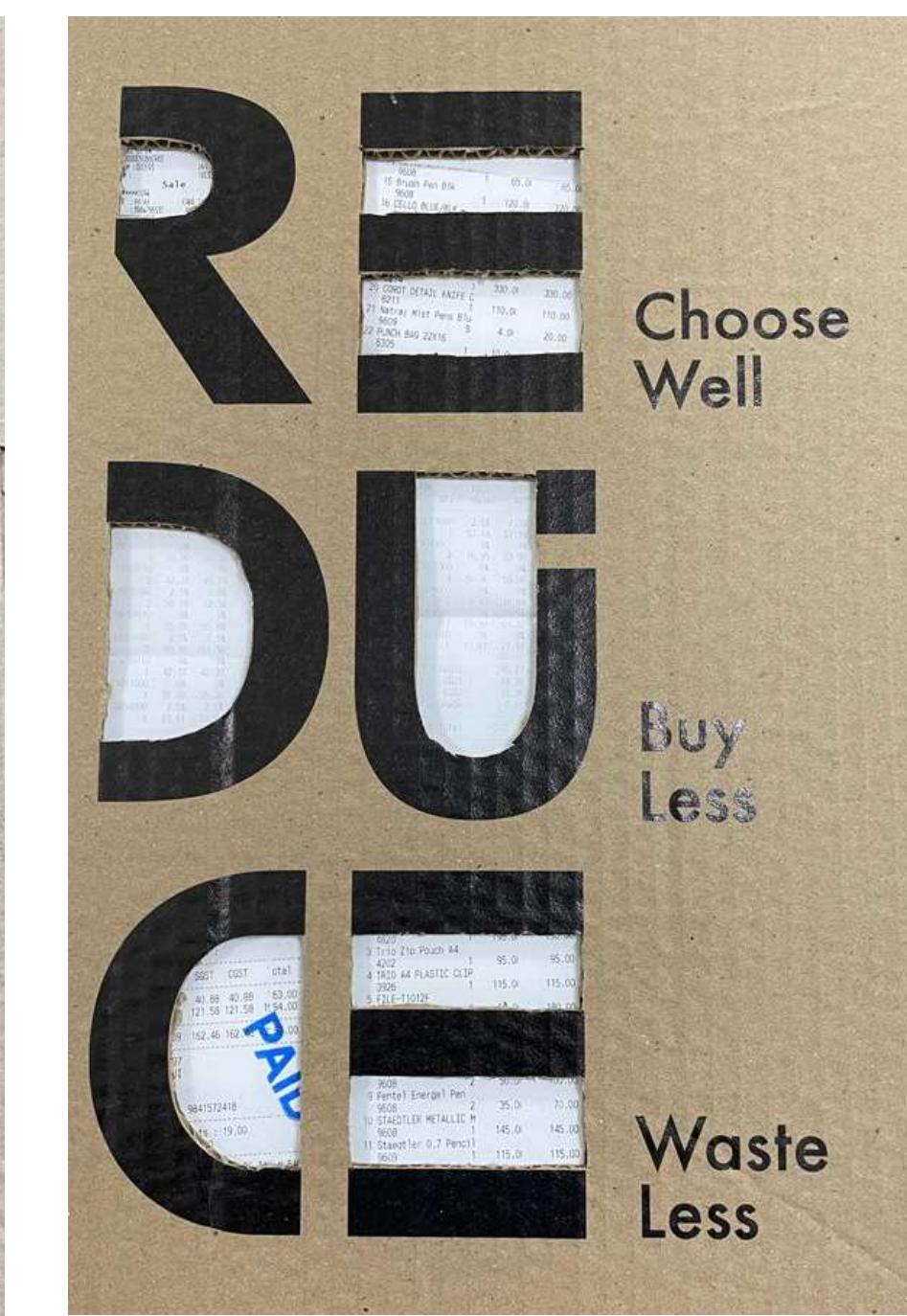
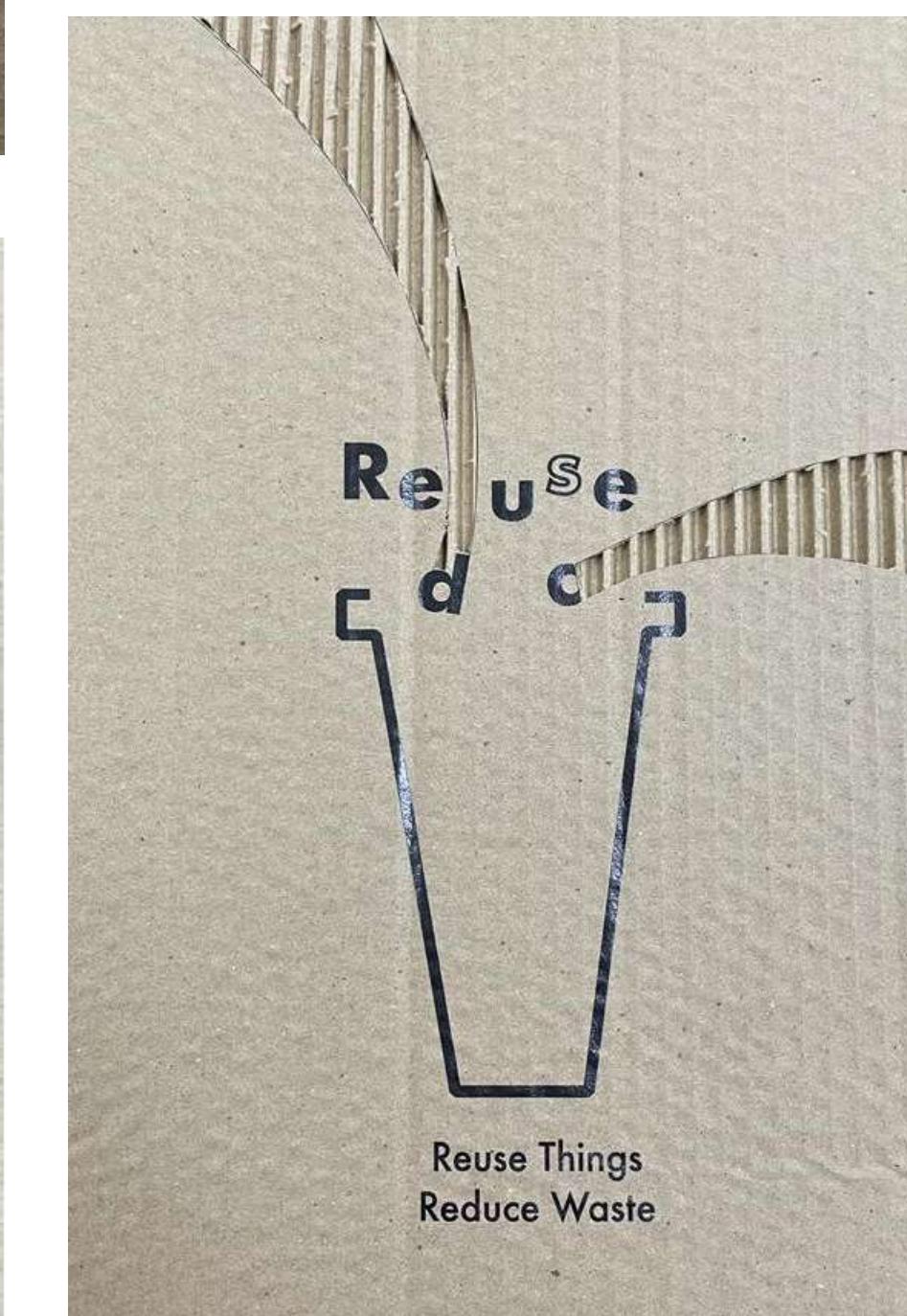
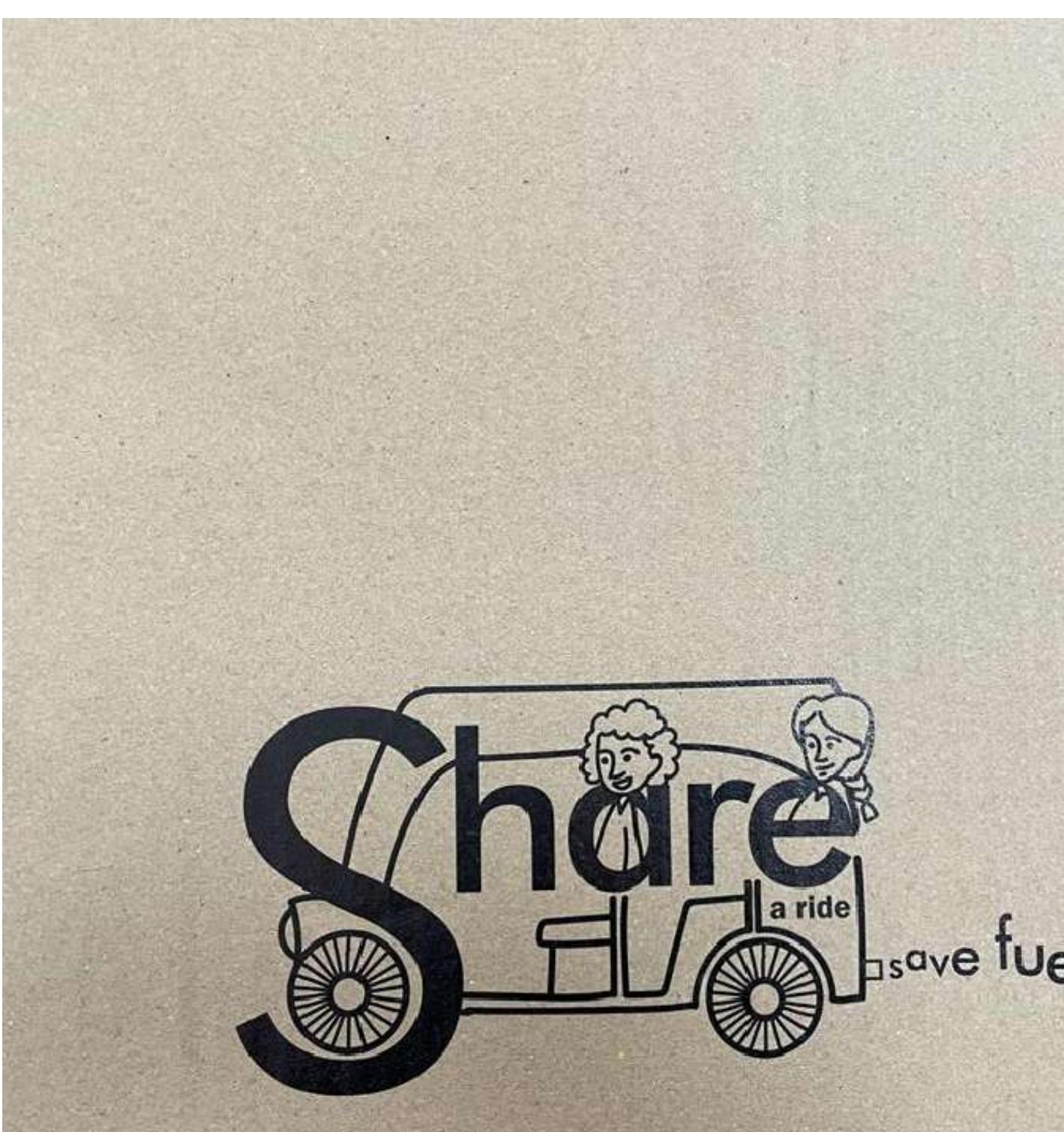
My design process for each poster started with picking a **hero element**, which is usually an object that iconizes the content being portrayed and trying to combine it with typography. For example, in posters on littering, the bin becomes the hero element aiding in perpetuating the right imagery and practice to the audience.



In an effort to **reuse forms**, I have used the aLY phabet is thrift to denote clothes, 'f' and 't' stand for thrifting as 'f' is reused and inverted to highlight its second hand nature.



The imagery here shows how one fountain pen can prevent the wastage of several single use plastic pens.

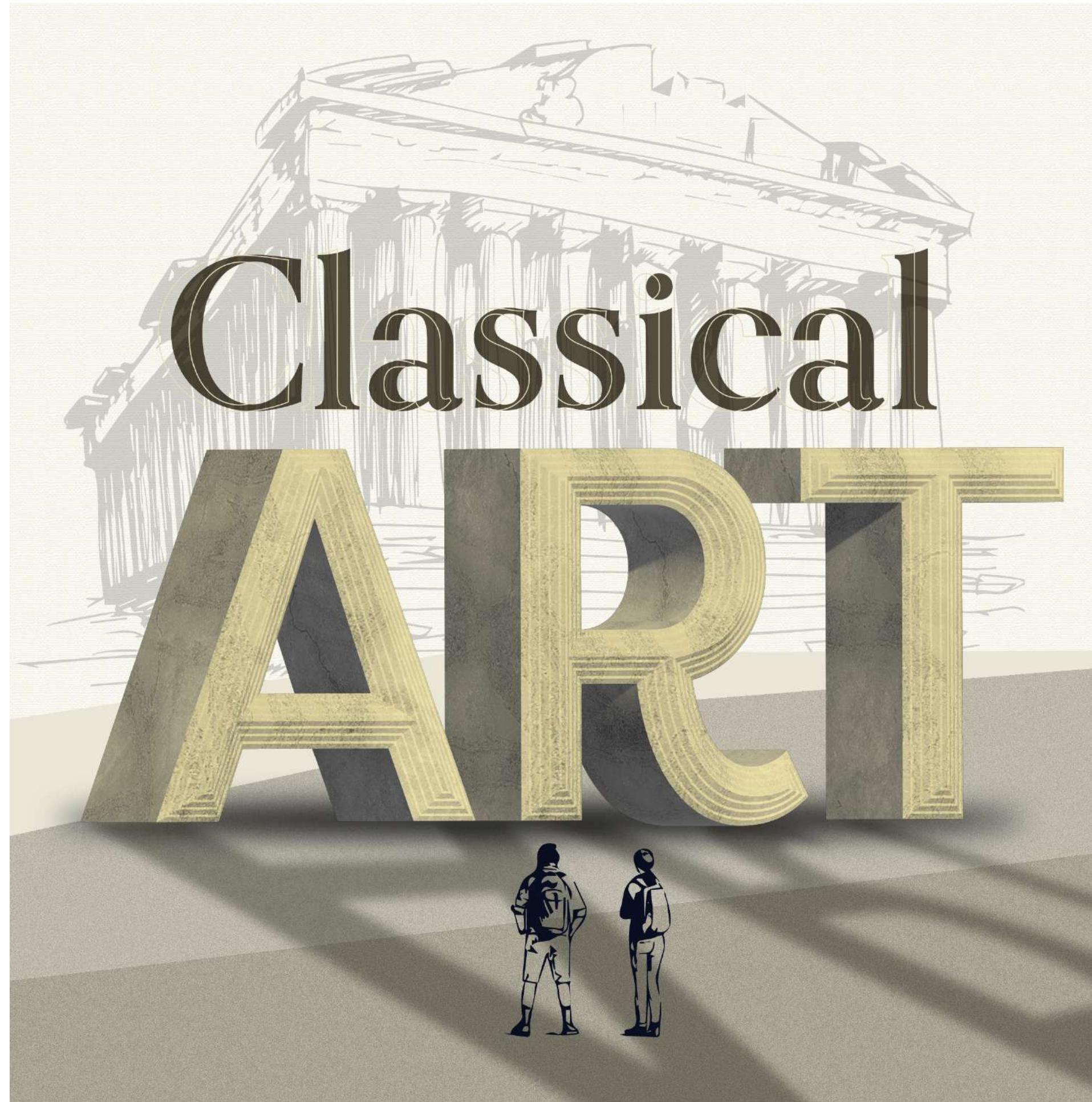


The use of waste materials for my design helped me fulfill both while creating a unique design vocabulary.

I wanted my posters to stand out from existing posters on the Environment, to engage more audience. I wanted to be as sincere in spreading my message and deviate from posters that break the very points they address.



Posters displayed in the College Campus



## Poster Design - Passion Projects



TYPOGRAPHIC COMPOSITIONS : I like to experiment with huge typography, imbuing them with a surreal quality, to bring simple text to life.

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# Poster Design - Hindustan University