

HI, I AM ANANYA DEVAL

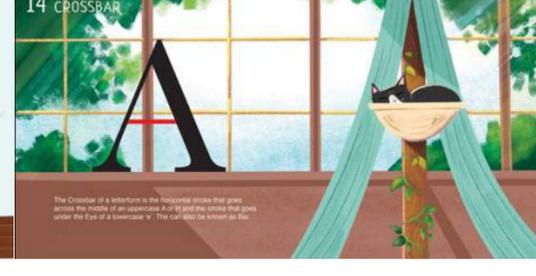
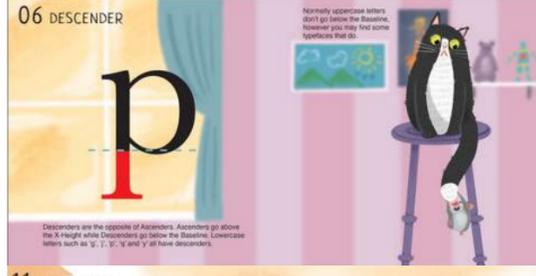
A second year Communication Design Student with a background in illustration and fashion design. Currently using experience , curiosity and strategy to make a positive impact. Open to new opportunities and collaboration!

I have had the opportunity to freelance and work with clients like Red Bull, Sheraton Hotel Colombo, The Maharashtra Forest Department, Mentos and Mochi Shoes.

ION DESIGN COMMUNICATION DES
PORTFOLIO PORTFOLIO PORTFOLIO

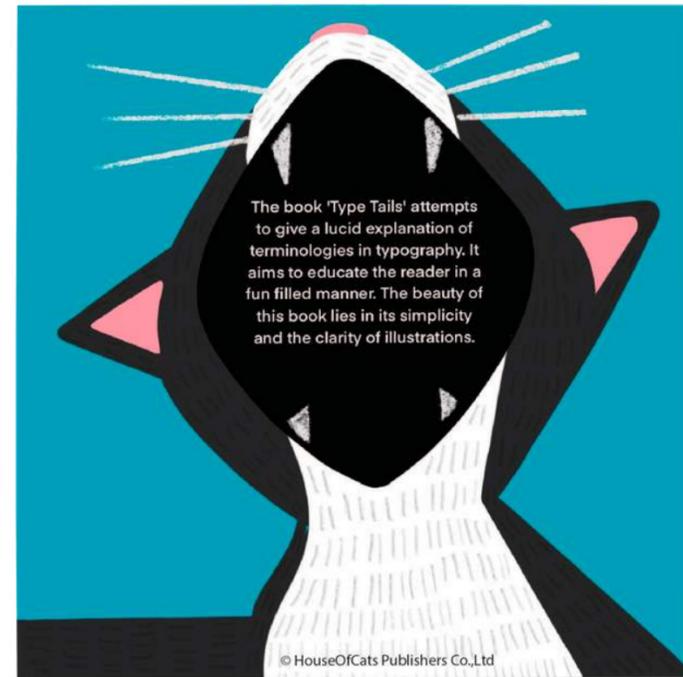
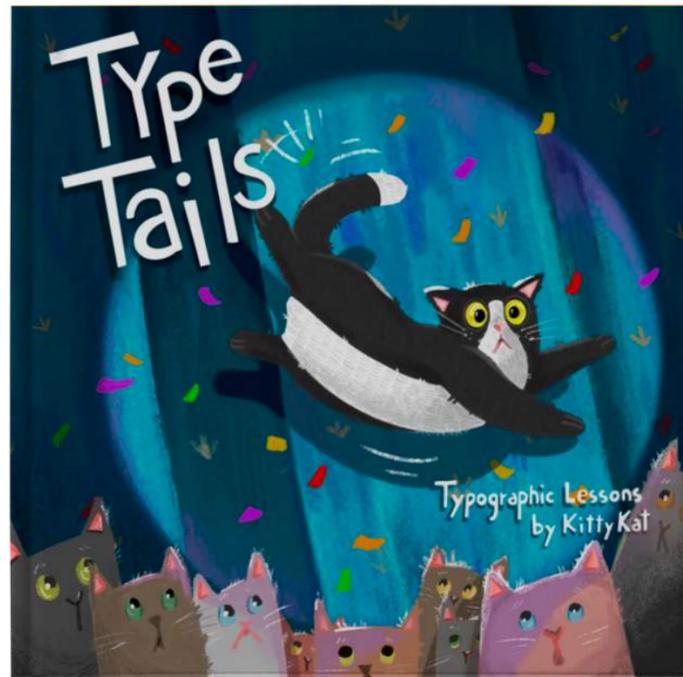


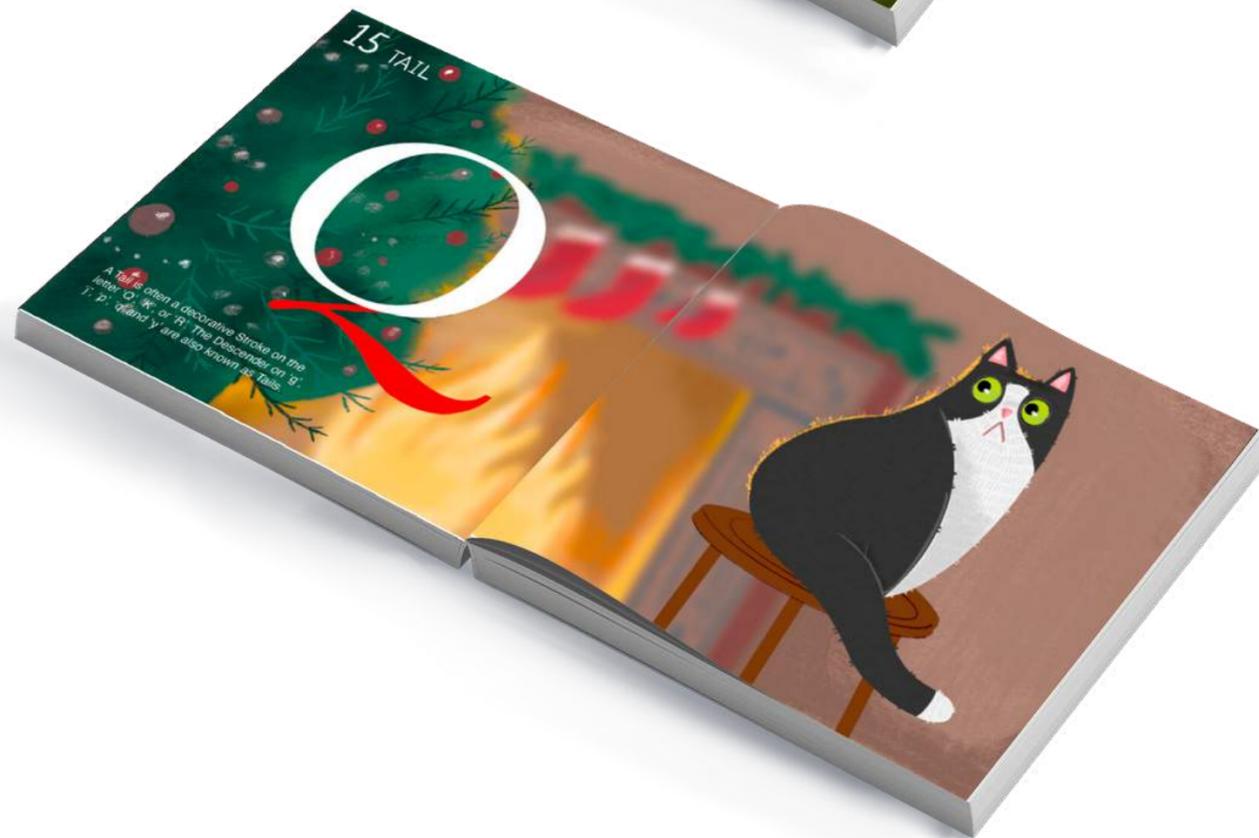
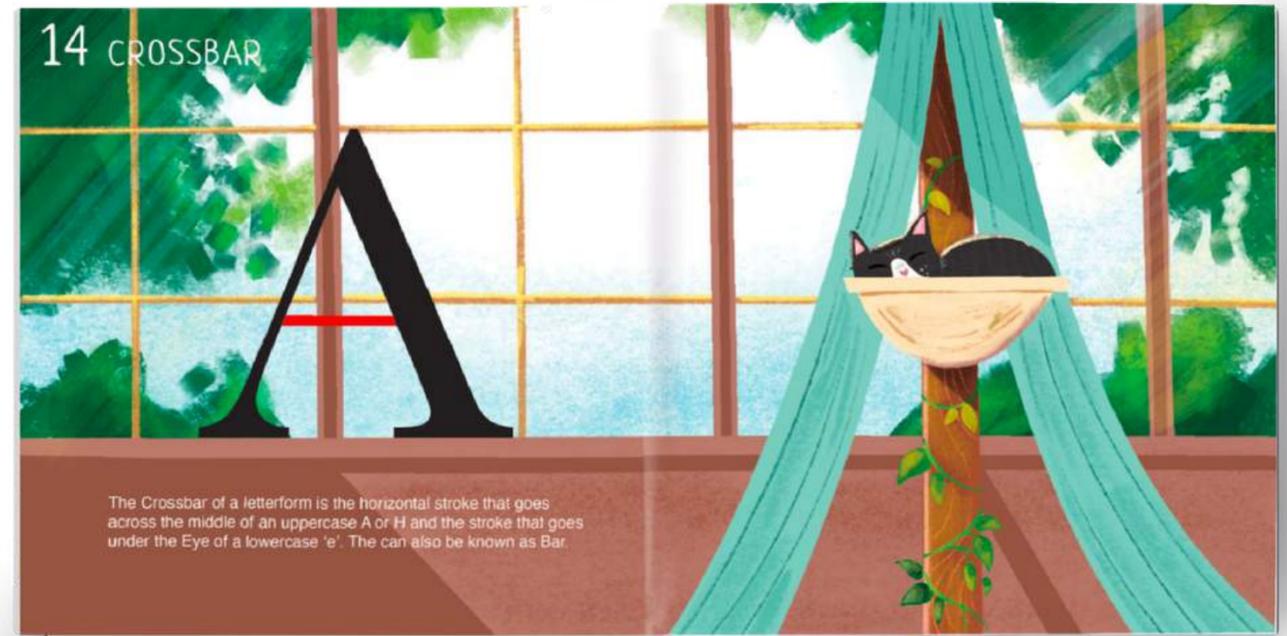
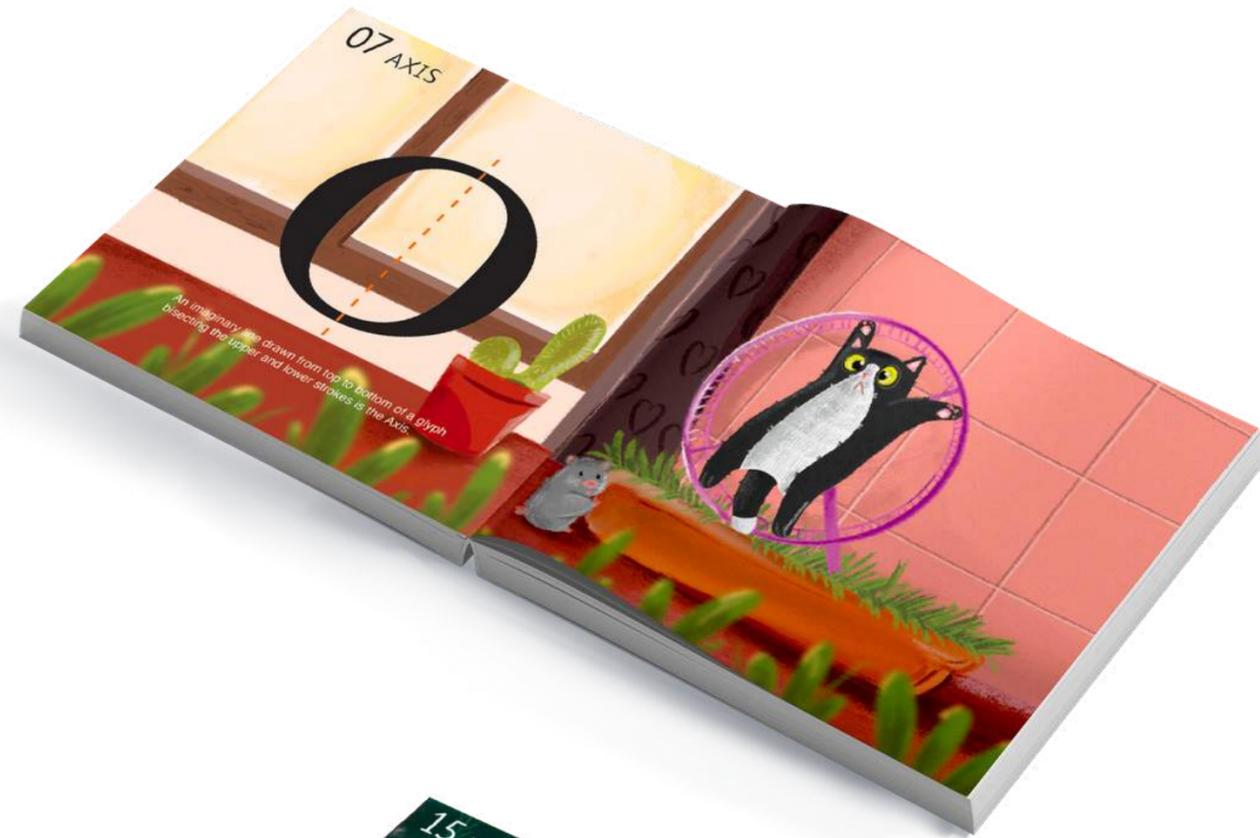
CONTENTS			
01 Kerning	05 Ascender	09 Ligature	13 Counter
02 X-height	06 Descender	10 Link	14 Crossbar
03 Cap height	07 Axis	11 Shoulder	15 Tail
04 Baseline	08 Bowl	12 Stem	16 Leading



Type Tails

A book which explains Typographic terminology through cats

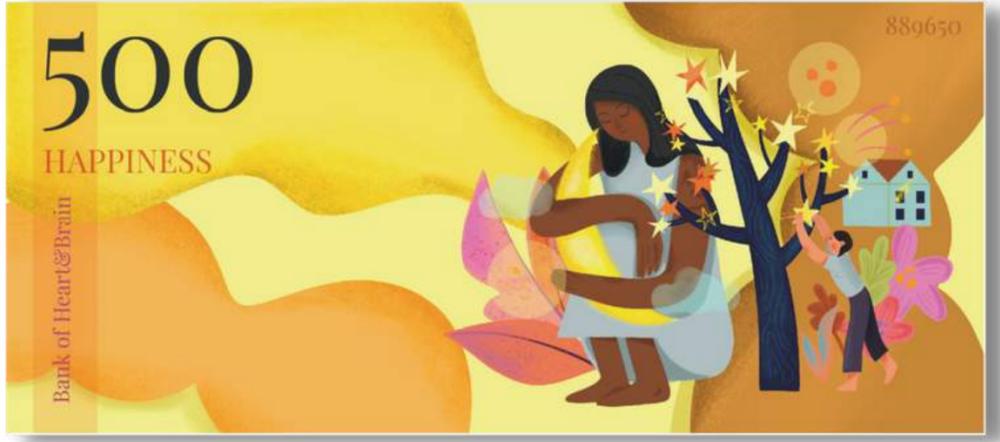
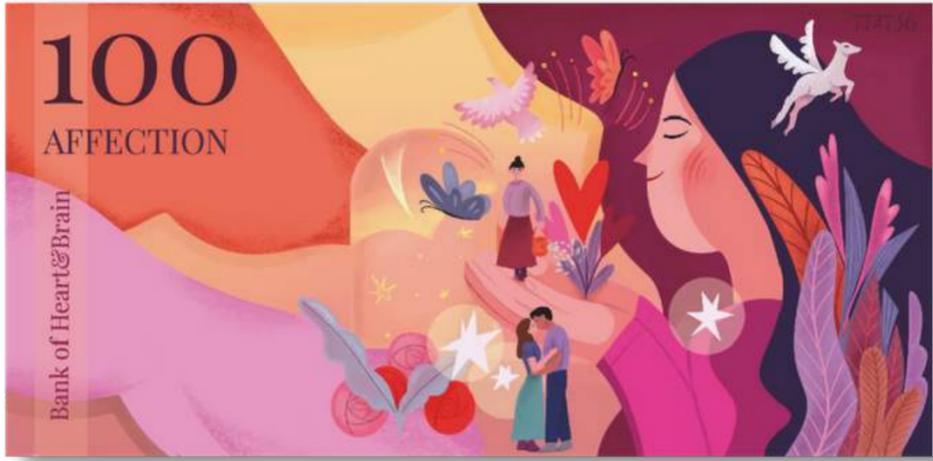






Currency Notes

My currency is called Emos. My idea was to give emotions a value. The purpose was to imagine what if you could buy certain emotions? How would that value of each emotion look visually?



KEEP UP WITH THE KING'S BIG PARTY



RED BULL GIVES YOU WIINGS.  

STOCKED UP FOR ALL YOUR RELATIVES?



RED BULL GIVES YOU WIINGS.  



RED BULL ENERGY DRINK
250ml 4-pack
at ₹450

Red Bull Campaign

Work I did for Red Bull for their Big Events campaign. These are rough sketches which I sent them.

The final outcomes were later re illustrated by Red Bull's official illustrators in Europe.



Illustrated ideas by me



Illustrated by Red Bull illustrators officially
in Europe

**NEED MORE SPLASH
FOR YOUR HOLI CLASH?**



RED BULL GIVES YOU WIINGS.  

**WHEN YOU WANT TO
CATCH ALL THE ACTION**



RED BULL GIVES YOU WIINGS.  

**DIWALI SHOPPING
WITHOUT STOPPING**



RED BULL GIVES YOU WIINGS.  

Letters Meet

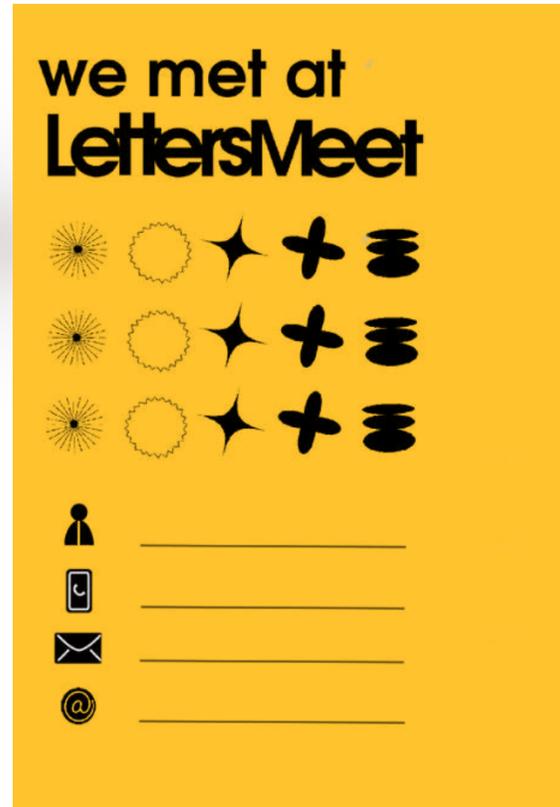


Letters
Meet

Identity design for LettersMeet , a hypothetical type conference held in Mumbai for creatives from around the world.

The aesthetic purpose of my project was to create a fun typographic branding for the user. A deeper purpose was to raise a question: is there more to what we see around us ? It was to make the viewer think. Design is all around us and we often take it for granted. It was to remind the world to take a deeper look into design around us and it's purpose and how it touches individual lives.

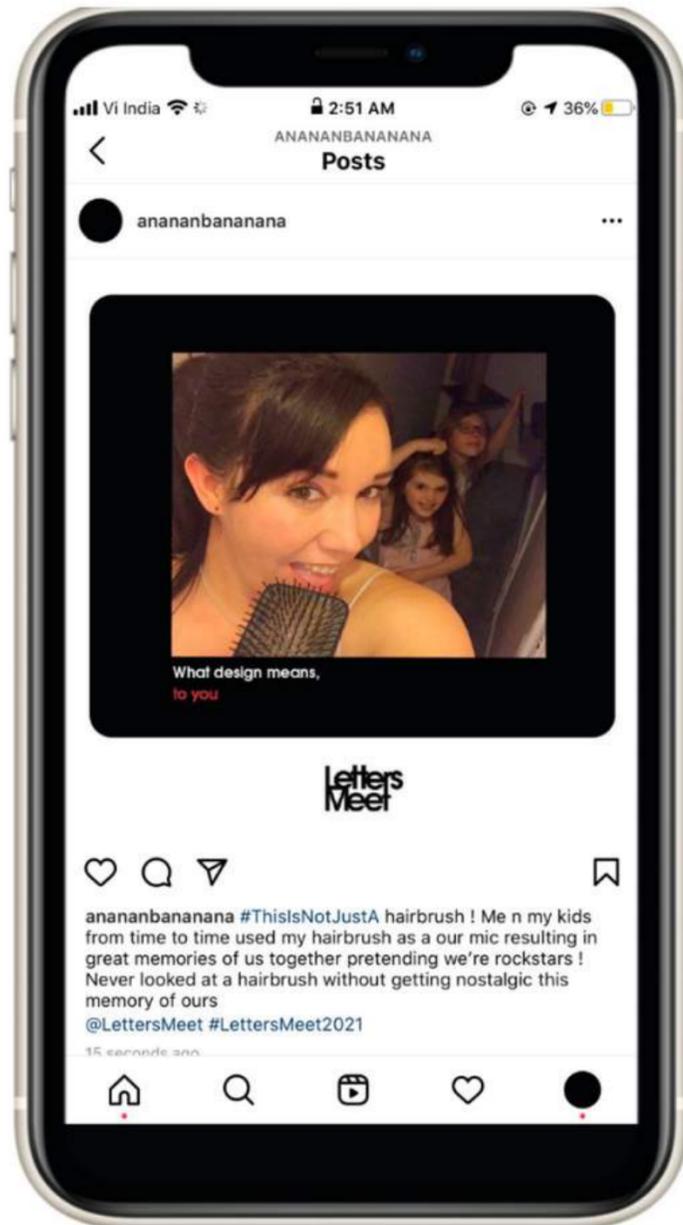
My logo concept was literal. For the branding I wanted to do the opposite of literal. I was inspired by The Treachery of Images by Rene Magritte. I took his idea of how everything we see has it's own interpretation and applied it to my products. I was also inspired by Alfred Korzybski's dictum "the world is not a thing" and "the map is not a territory". Perception intercedes between ourselves and the reality. What we see is not always literally what it is. The everyday design we see around us is not as shallow as we make it to be, its deeper than that, each has touched its user in a personal and interpretative way.





Brochure with free stickers

#ThisIsNotJustA - Social Media Campaign



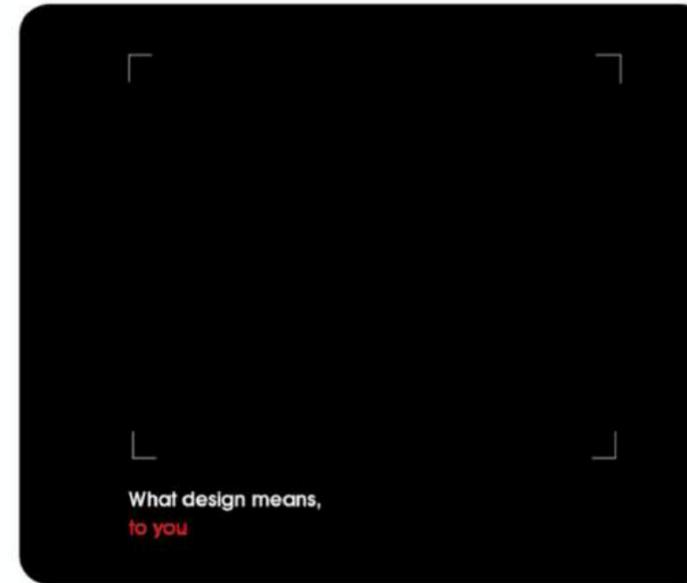
Letters Meet



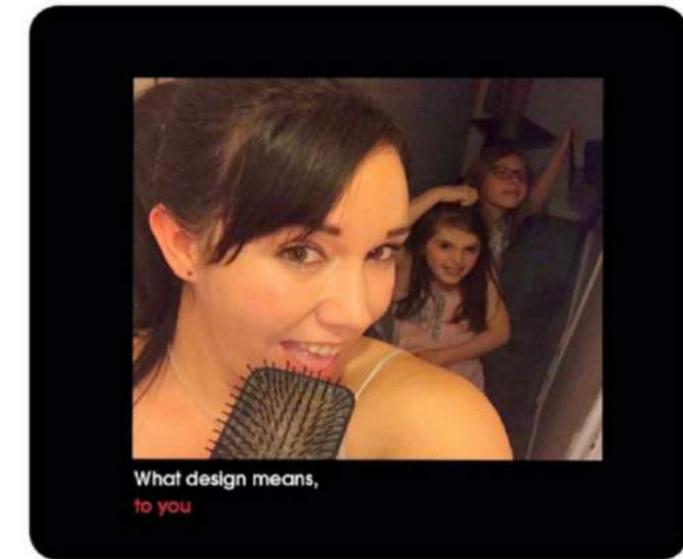
lettersmeet Design is everywhere around you, we consume it everyday. From your toothbrush to the car you drive, everything is design. We at LetterMeet believe that these everyday items of design also have more to them than what they seem, design is deeper than that and we have taken the initiative to remind the world of it !

Take a picture of an everyday item of design around you and caption what it means to you! Use the hashtag #ThisIsNotJustA

Fit the image in the template, add your name and profession and tag @LettersMeet



Letters Meet



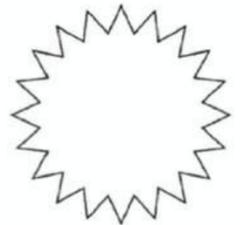
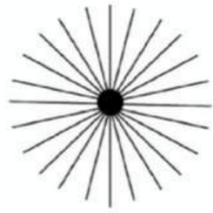
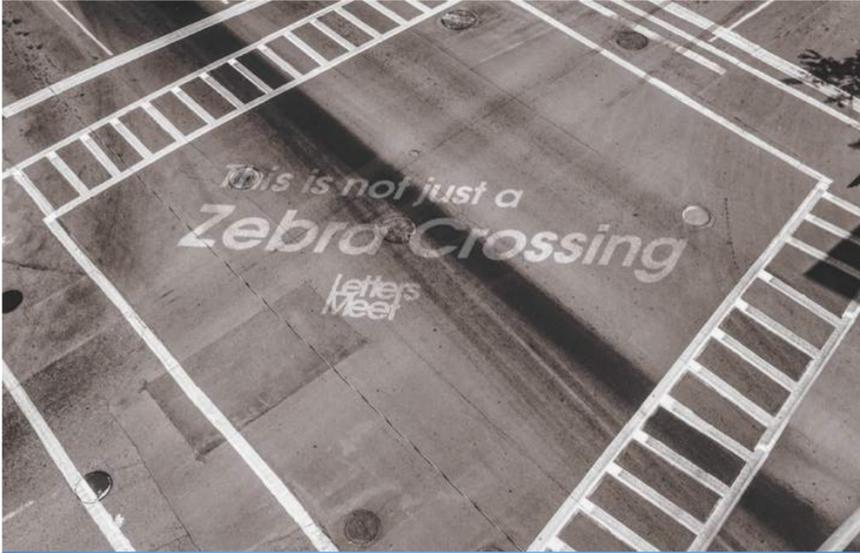
Letters Meet



anananbananana #ThisIsNotJustA hairbrush ! Me n my kids from time to time used my hairbrush as a our mic resulting in great memories of us together pretending we're rockstars ! Never looked at a hairbrush without getting nostalgic this memory of ours

@LettersMeet #LettersMeet2021

Street Campaign

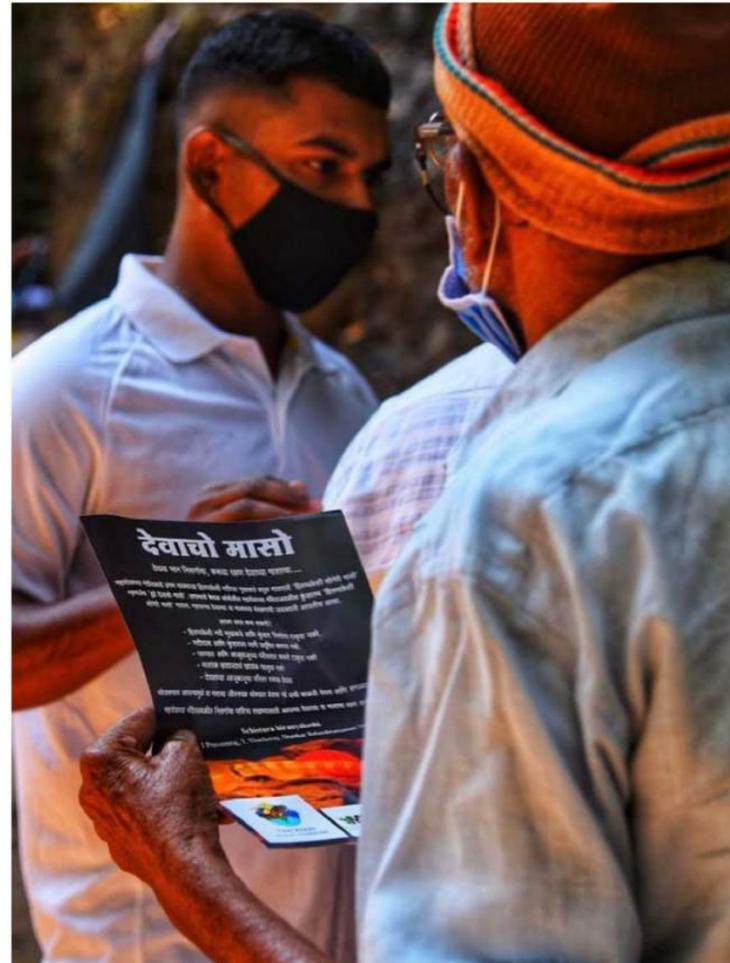


Stick N Poke tattoo



Biodiversity Heritage Site Logo

A new freshwater species, *Schistura Hiranyakeshi*, was discovered in Amboli, Maharashtra. The name of this fish is based on its sub species *Schistura* and the River *Hiranyakeshi* that flows nearby. Thus, they named it *Schistura hiranyakeshi*. In order to conserve (protect) this species, the Maharashtra government has declared this region as a biodiversity heritage site. The 2.11- hectare area is the 5th biodiversity heritage site in Maharashtra.





Ideation

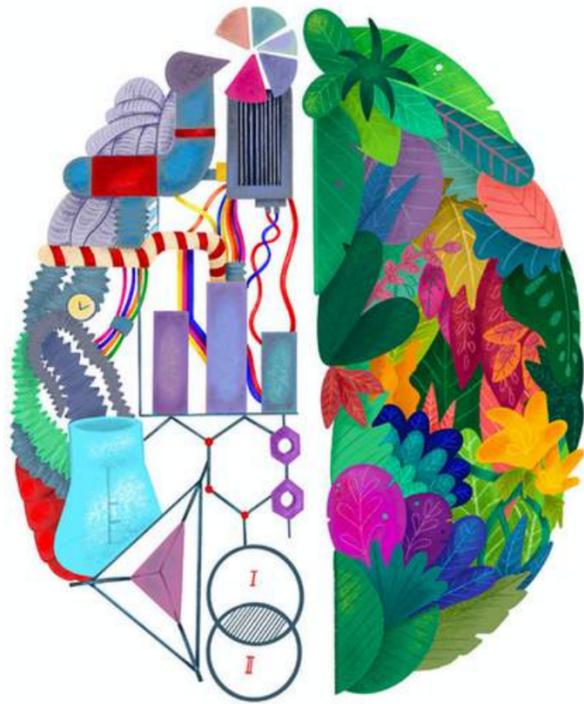
Final



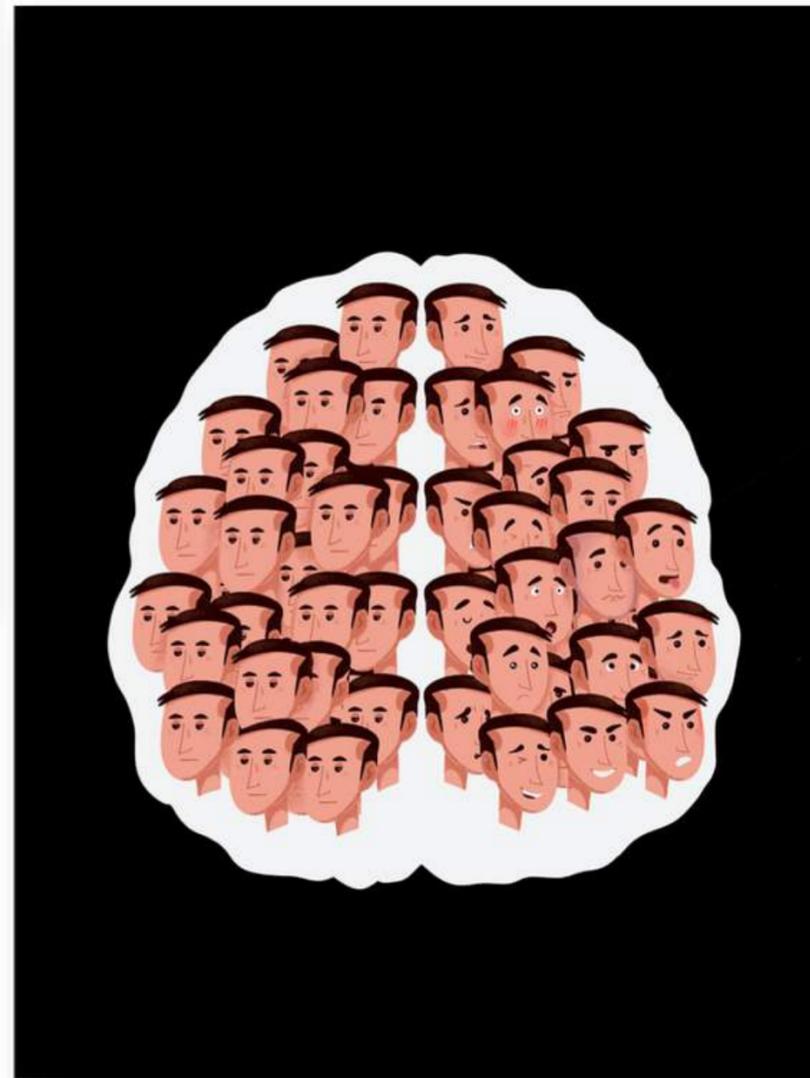
Schistura hiranyakeshi Biodiversity
Heritage Site

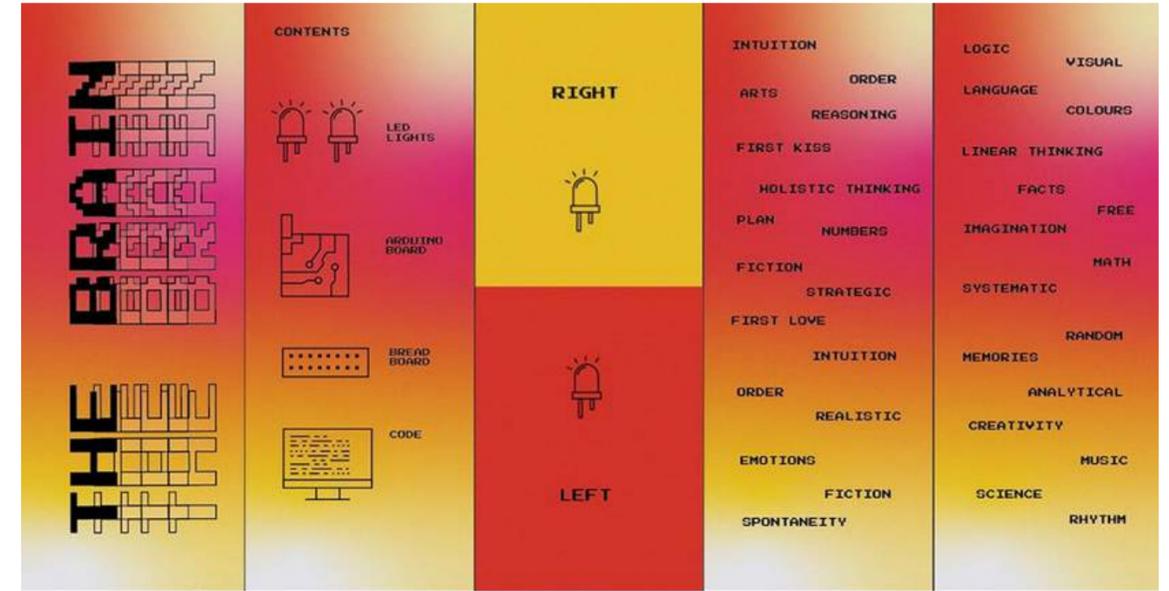
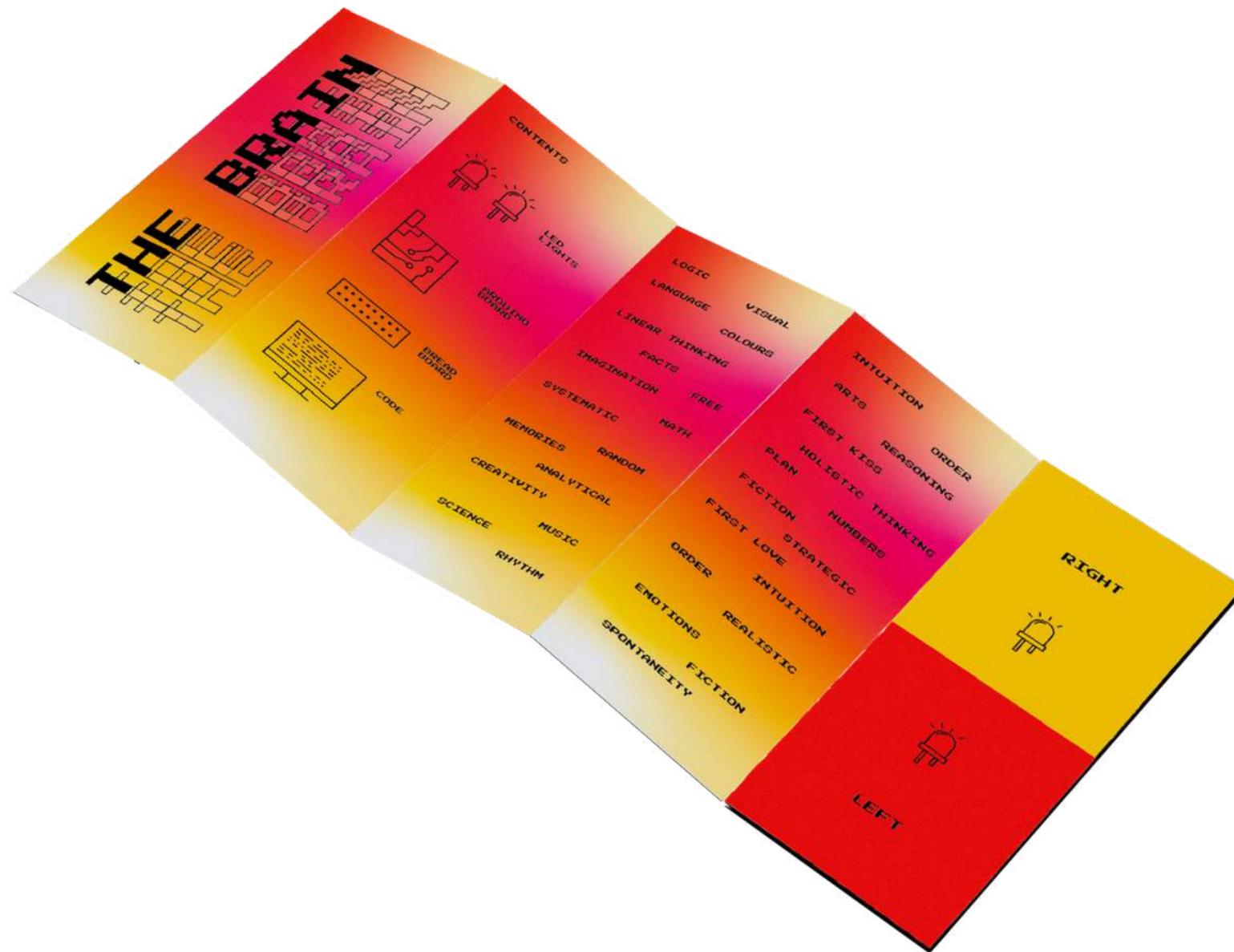
Left Brain Vs Right Brain

The purpose of this project is to differentiate between the left and right brain.



Initial Ideas



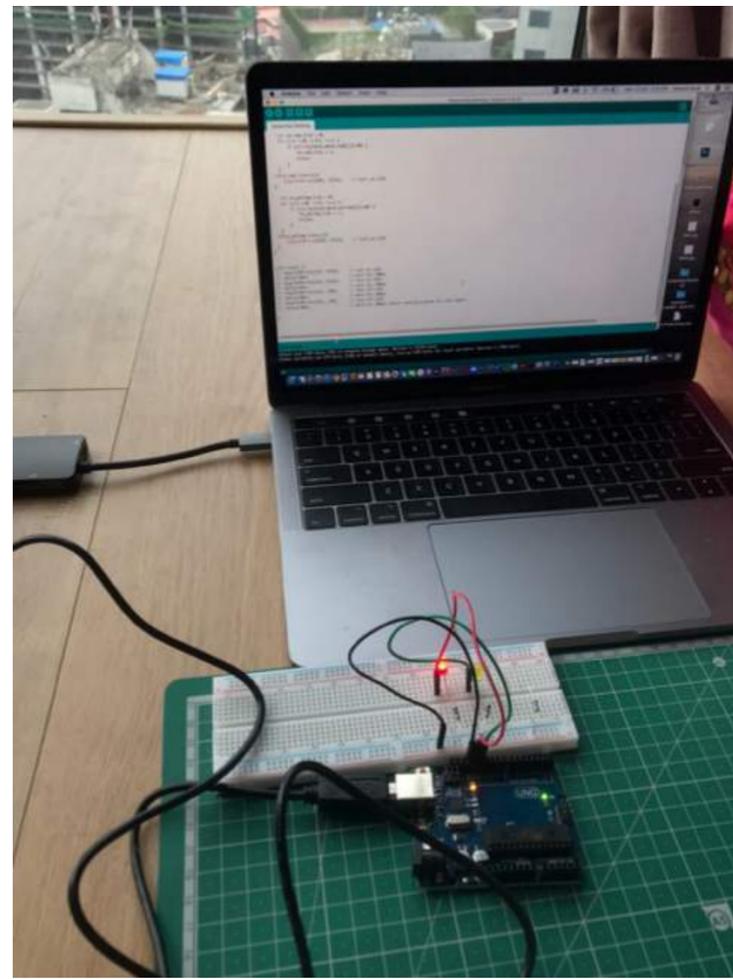
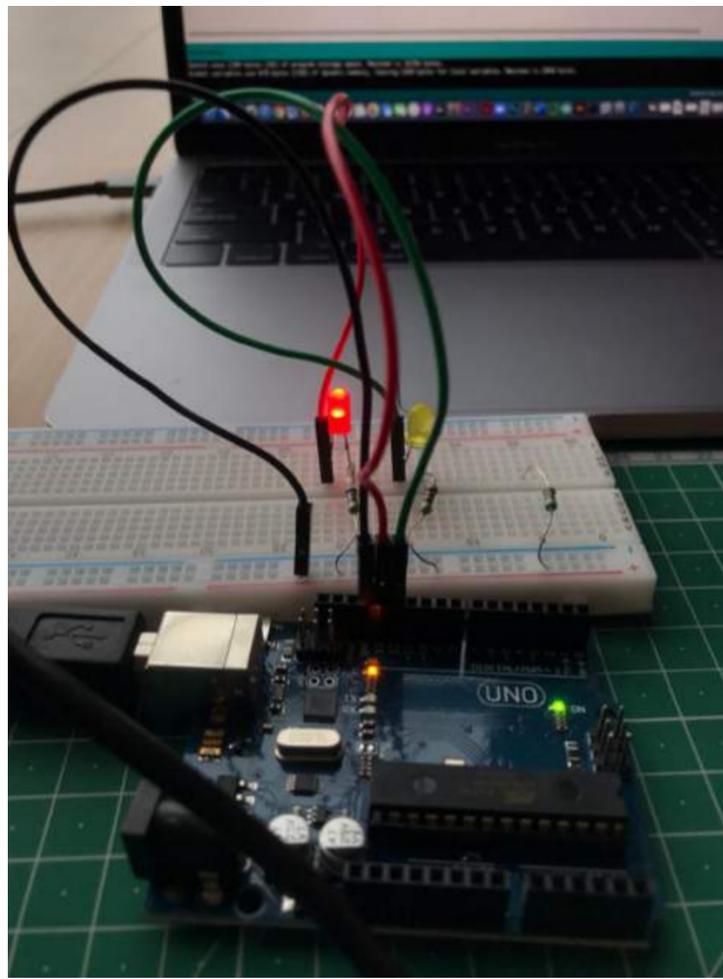


```

/* A simple program to sequentially turn on
and turn off 2 LEDs */
int LED1 = 13;
int LED2 = 12;
void setup() {
  pinMode(LED1, OUTPUT);
  pinMode(LED2, OUTPUT);
  //print("Hello World");
  char test_word[50] = "math";
  char redList[20] = {"logic", "math",
                    "facts", "linear thinking", "analytical", "num-
                    ber", "order", "plan", "strategic", "realistic",
                    "language", "systematic"},
        yellowList[20] = {"creativity",
                        "visual", "emotions", "holistic", "music", "
                        ing", "intuition", "colours", "arts", "p O n",
                        "aneity", "imagination", "fiction", "memories", "
                        first love", "first kiss", "random", "free"};
  int in_red_list = 0;
  for (int i=0; i<14; i++) {
    if (strcmp(test_word, redList[i])==0) {
      in_red_list = i;
      break;
    }
  }
  if(in_red_list==1) { // turn on
    digitalWrite(LED1, HIGH);
  }
  int in_yellow_list = 0;
  for (int i=0; i<17; i++) {
    if (strcmp(test_word, yellowList[i])==0) {
      in_yellow_list = i;
      break;
    }
  }
  if(in_yellow_list==1) { // turn on
    digitalWrite(LED2, HIGH);
  }
  void loop() {
    digitalWrite(LED1, HIGH);
    // wait for
    delay(200);
    digitalWrite(LED2, HIGH);
    // wait for
    delay(200);
    digitalWrite(LED1, LOW);
    // wait for
    delay(300);
    digitalWrite(LED2, LOW);
    // wait for
    delay(300);
    // before running program all over again
    // A simple program to s
    if (in_red_list==1) {
      digitalWrite(LED1, HIGH);
      LED1
    }
    int in_yellow_list = 0;
    for (int i=0; i<17; i++) {

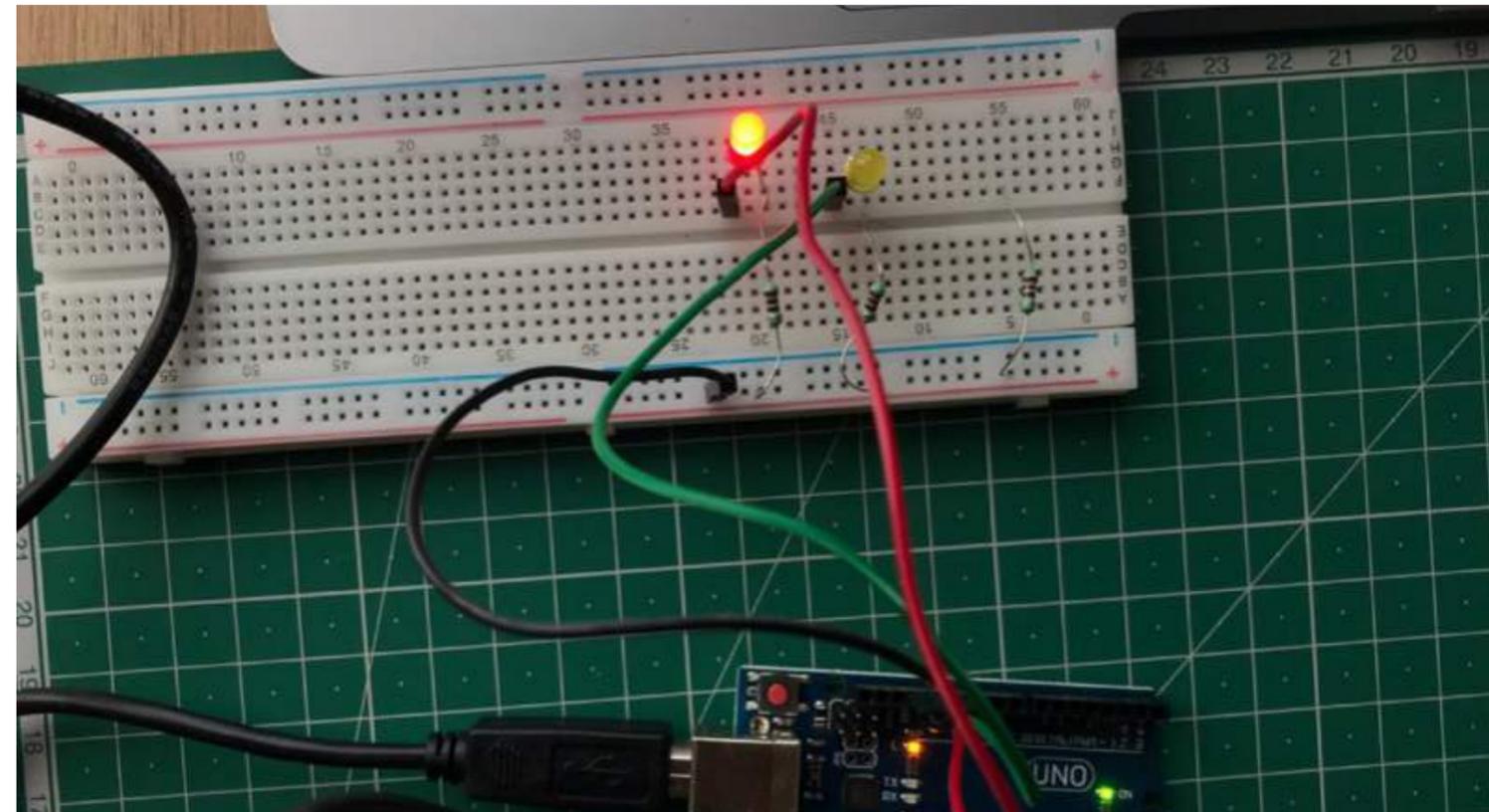
```

I designed a brochure for the user, to explain the process of my project. I have connected two LED lights to a code that I have written. When you write any word in the code, one of the LED lights will light up. Red indicates left and Yellow is right.



```
/* A simple program to sequentially turn on and turn off 2 LEDs */  
  
int LED1 = 13;  
int LED2 = 12;  
  
void setup() {  
  pinMode(LED1, OUTPUT);  
  pinMode(LED2, OUTPUT);  
  //printf("Hello World");  
  char test_word[50] = "";  
  
  char red[] = {"logic", "math", "facts", "linear thinking", "analytical", "numbers", "reasoning", "science", "order", "plan", "strategic", "realistic", "language", "systematic"};  
  char yellow[] = {"creativity", "visual", "emotions", "holistic thinking", "intuition", "colours", "arts", "music", "rhythm", "spontaneity", "imagination", "fiction", "memories", "first love", "first kiss", "i"};  
  
  int in_red_list = 0;  
  for (int i=0; i<14; i++) {  
    if (strcmp(test_word, red[i])==0) {  
      in_red_list = 1;  
      break;  
    }  
  }  
  if(in_red_list==1){  
    digitalWrite(LED1, HIGH); // turn on LED1  
  }  
  
  int in_yellow_list = 0;  
  for (int i=0; i<17; i++) {  
    if (strcmp(test_word, yellow[i])==0) {  
      in_yellow_list = 1;  
      break;  
    }  
  }  
  if(in_yellow_list==1){  
    digitalWrite(LED2, HIGH); // turn on LED1  
  }  
}
```

```
void loop() {  
  // digitalWrite(LED1, HIGH); // turn on LED1  
  // delay(200); // wait for 200ms  
  // digitalWrite(LED2, HIGH); // turn on LED2  
  // delay(200); // wait for 200ms  
  // digitalWrite(LED1, LOW); // turn off LED1  
  // delay(300); // wait for 300ms  
  // digitalWrite(LED2, LOW); // turn off LED2  
  // delay(300); // wait for 300ms before running program all over again  
}
```



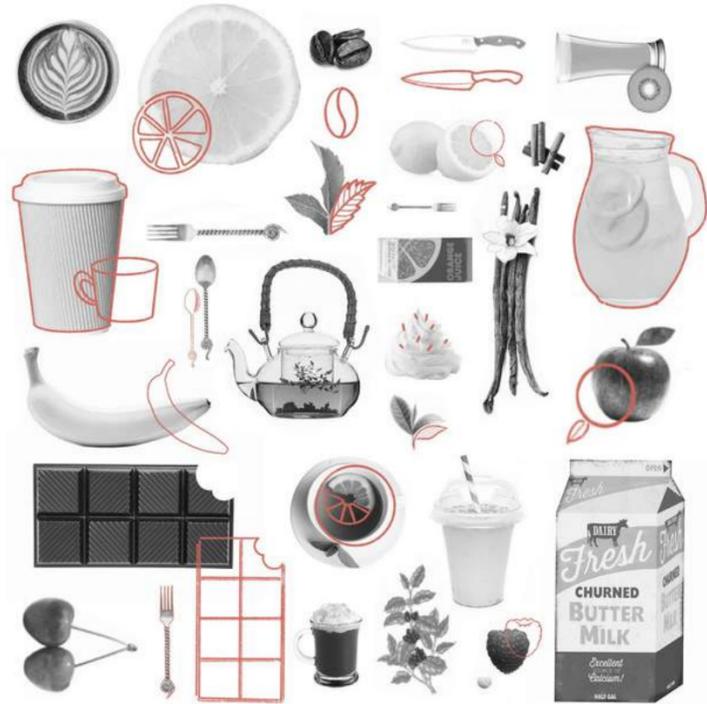
I used an arduino board to connect the code to the lights.



Sheraton Hotel Colombo Packaging

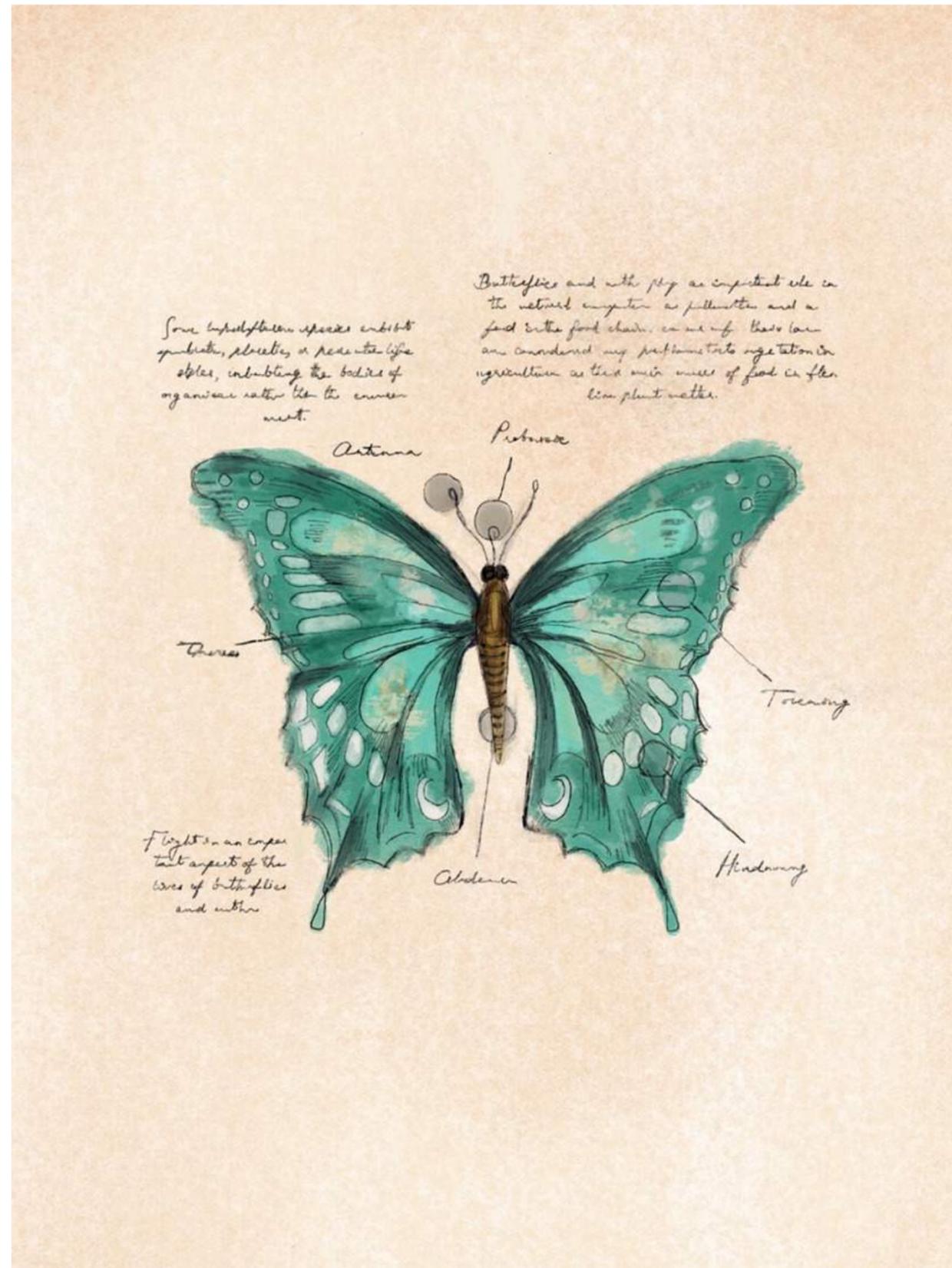
Packaging design pattern I created for Ceylon Bakery, Sheraton Hotel Colombo. The client wanted a rustic look, along with something modern.





Wildlife Foundation Illustrations

Illustrations I did for a client's wildlife foundation website





CNEMASPIS
MAGNIFICA



CNEMASPIS
RISHIVALLEYENSIS



HEMIDACTYLUS
RISHIVALLEYENSIS



CNEMASPIS
YELAGIRIENSIS



CNEMASPIS
STELLAPULVIS



CHANNA
ARISTONEI



CNEMASPI
BANGARA



SCHISTURA
HIRANYAKESHI

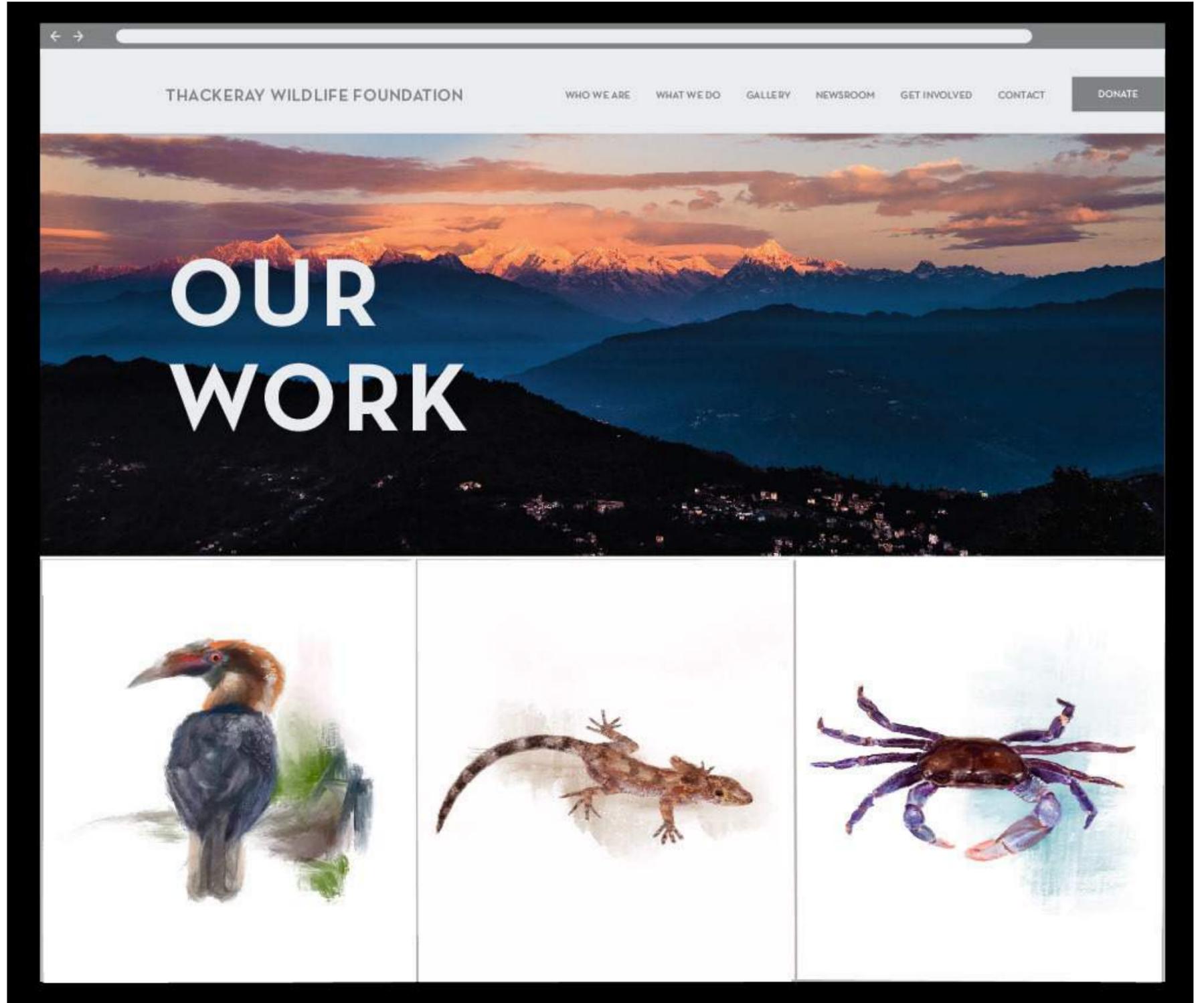


HEMIDACTYLUS
SIRUMALAIENSIS



CNEMASPIS
GRANITICOLA







What If You Could Wear?

I photographed different backgrounds through a t-shirt cutout and created a Typology. The purpose was to raise a question, what if you could wear ...?



Fashion Magazine layouts designed by me using my photographs as apparel



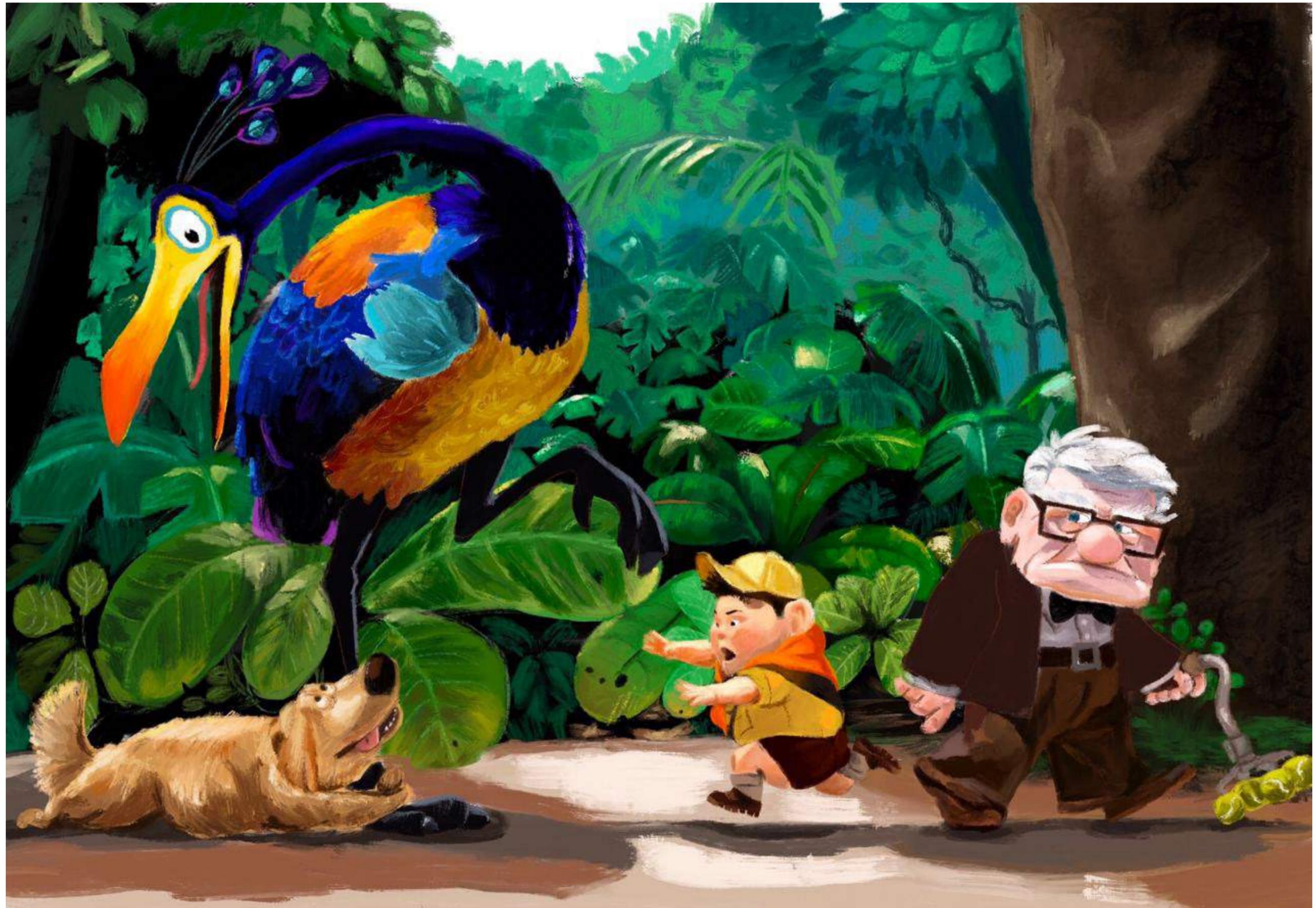


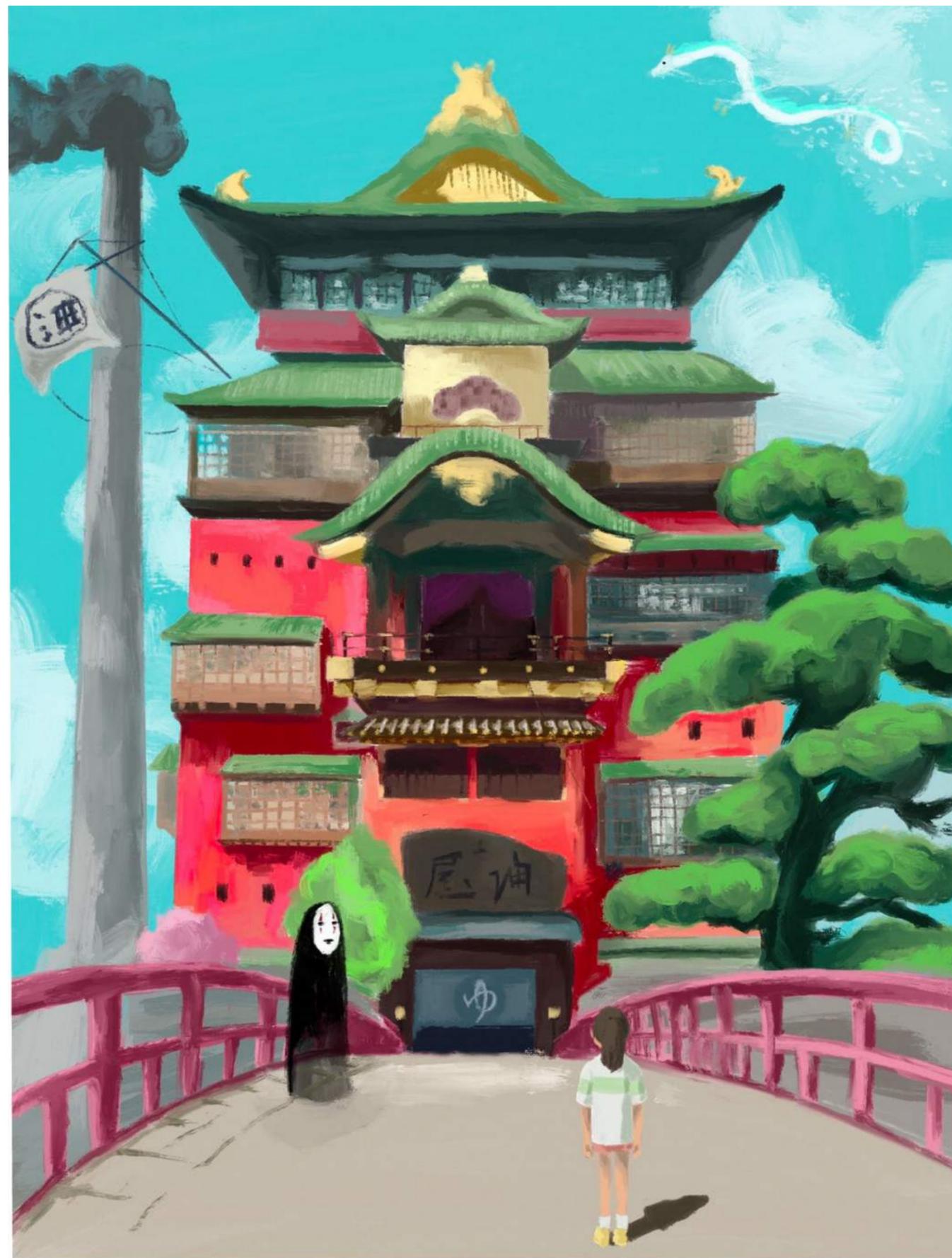


Film Friday

Digital painting recreations of movie stills.











to feel



and to not feel

Life in Colour Palettes

In my sketchbook, I created a colour palette of life, associating each colour with a memory or emotion. It is my visual diary.



Break up
text



hugs from
Clarrri



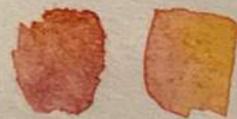
dying banana



hickey



wine stained
lips



mommy's
spaghetti



overpriced
jeans



lipstick
that never
comes off



genoa
cake



summer



cheap icing



favourite
gems



watermelon



strange
bruises



book that
I can't stop
reading



my hands
after a day of
sketching



magic
(how i imagine it)



first love
of
eyes

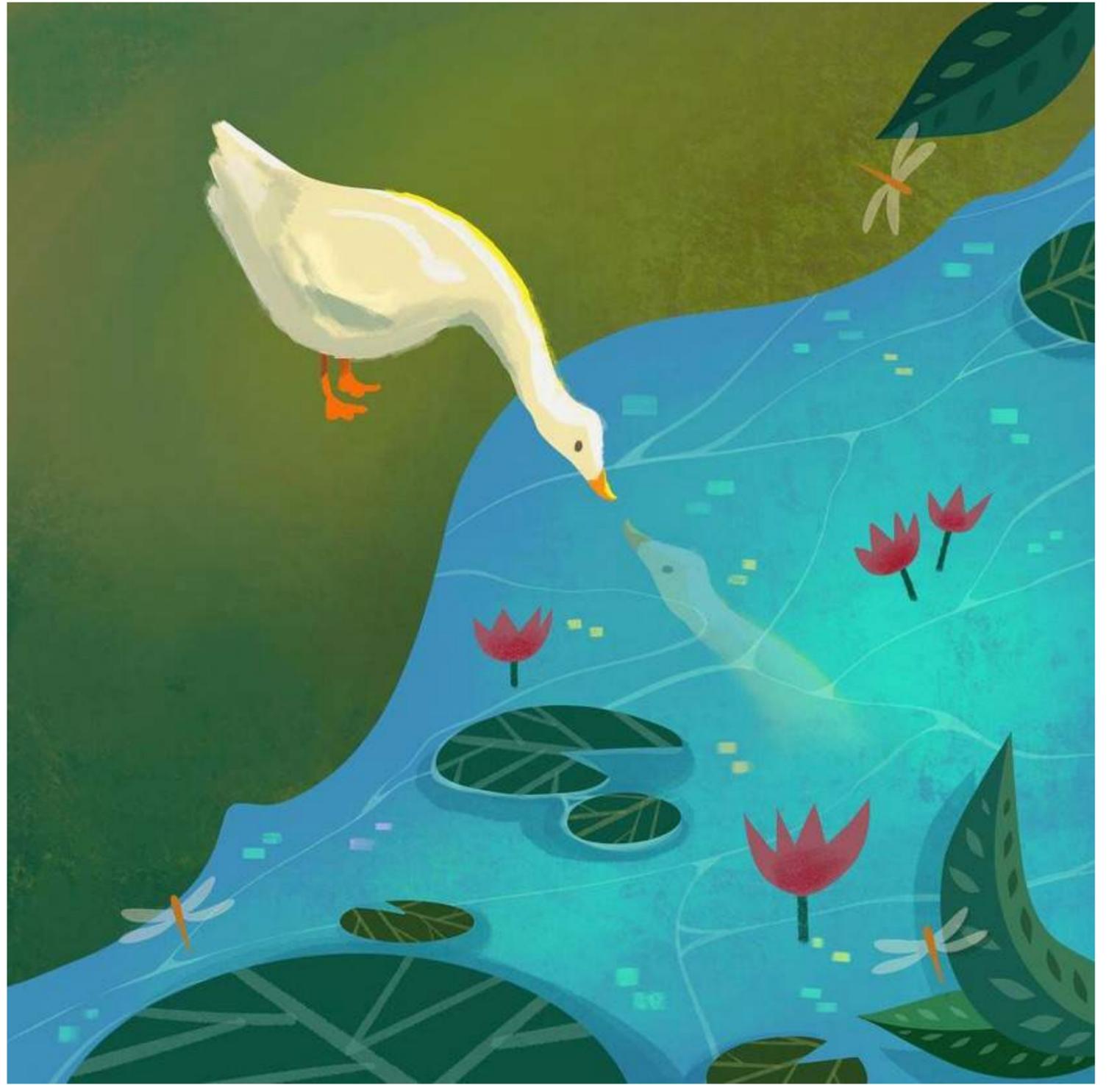


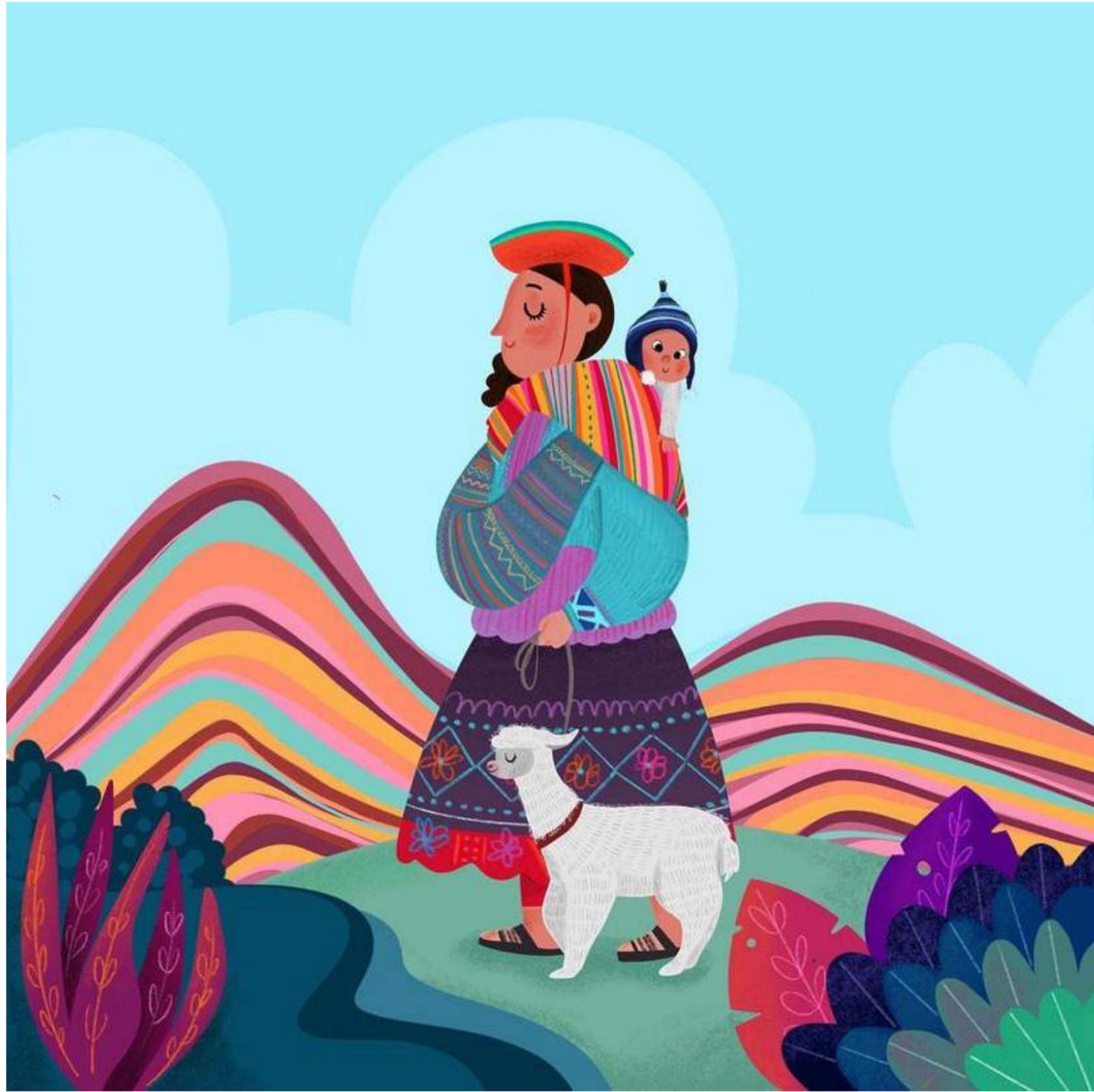
date night
lipstick



Illustrations

I enjoy illustrating in my free time. These are made using Procreate

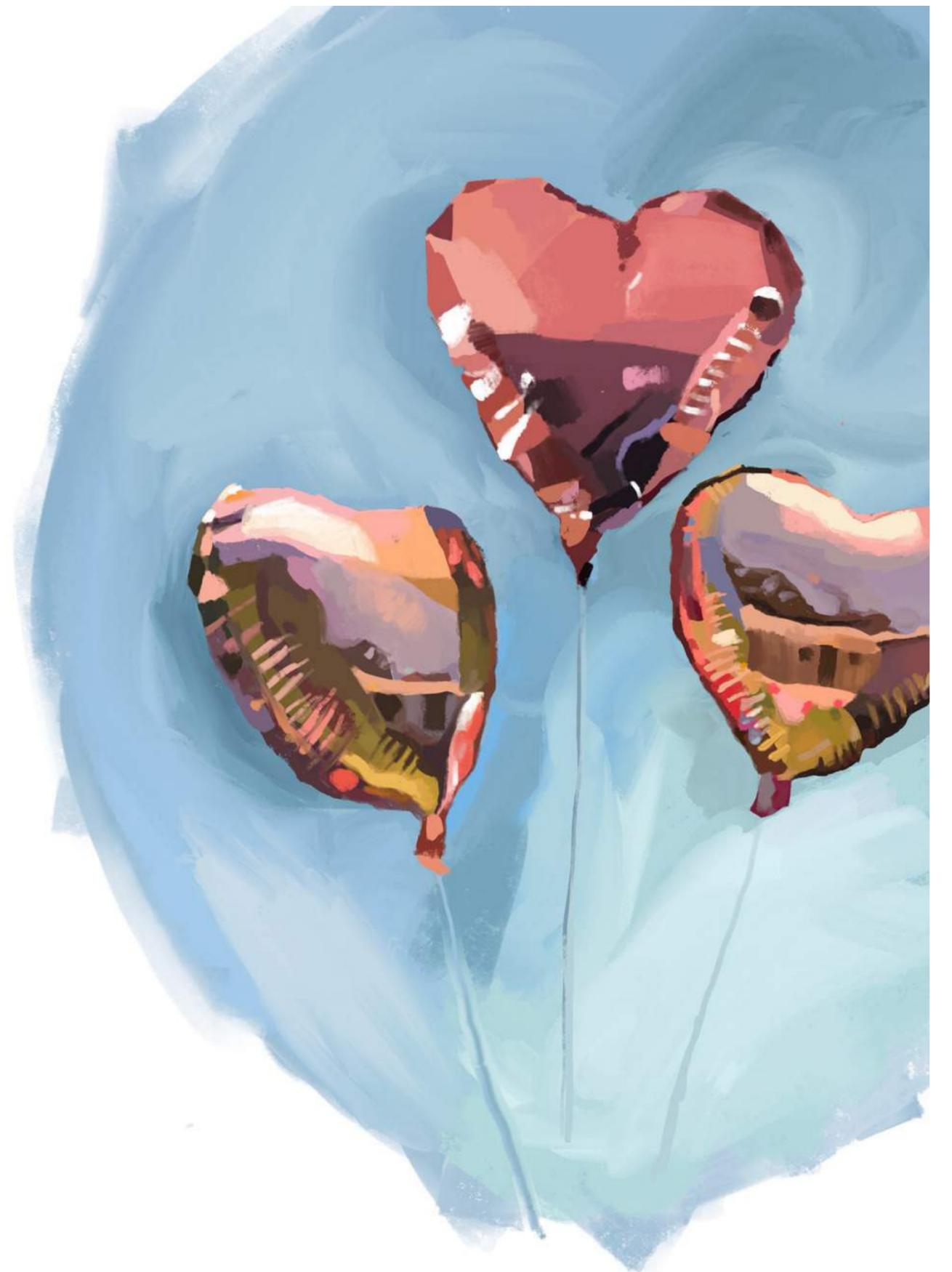


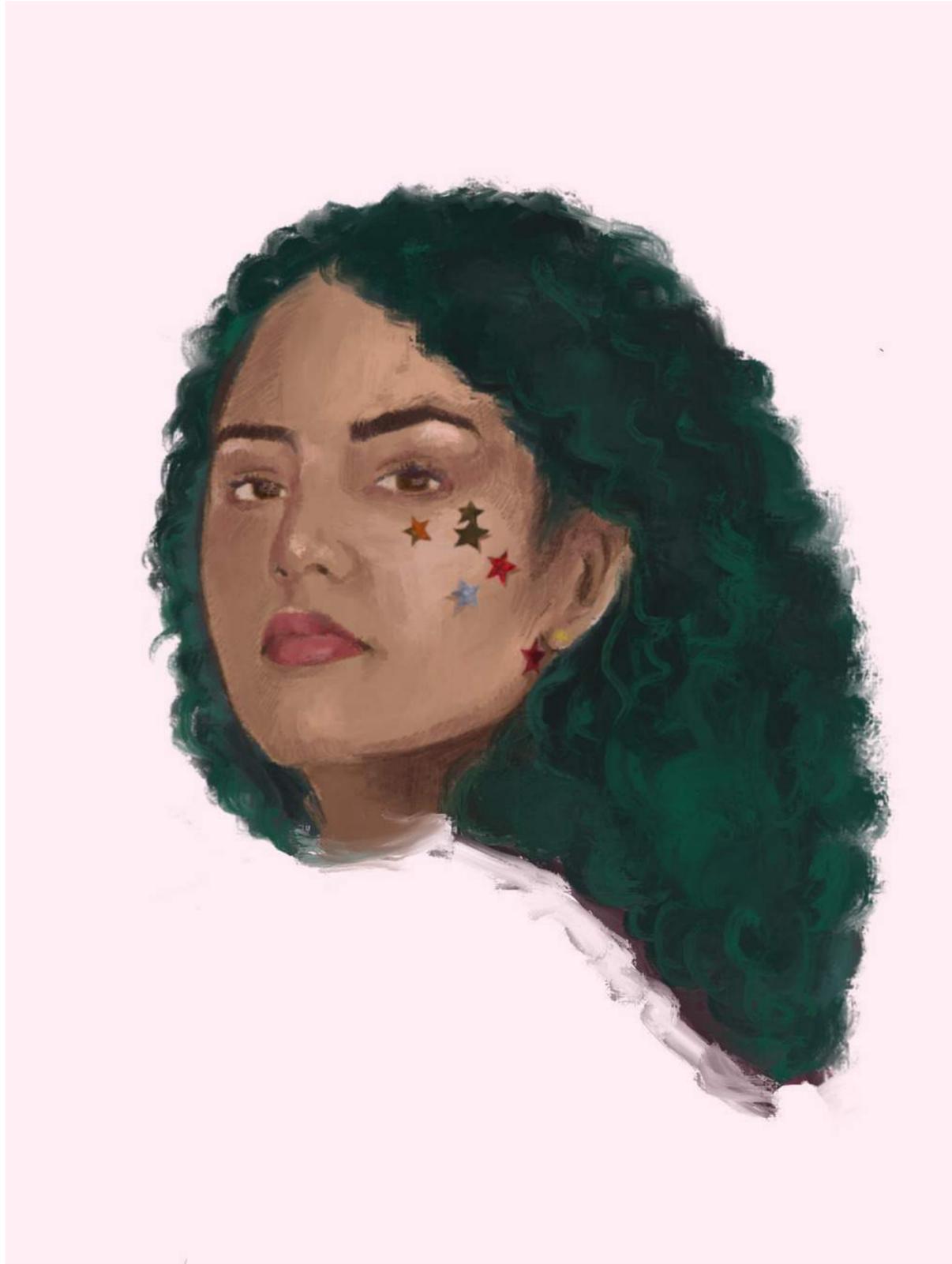


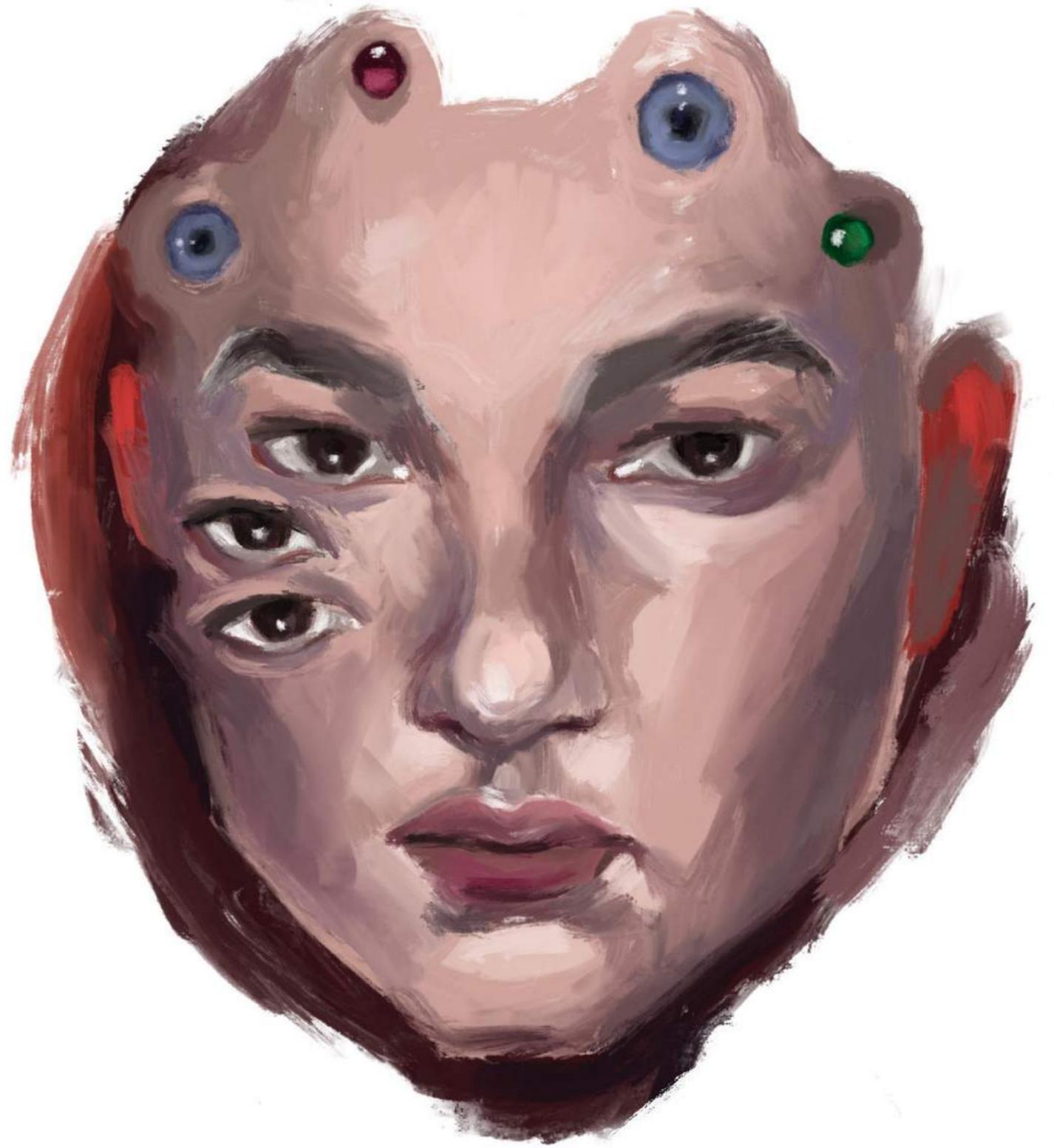
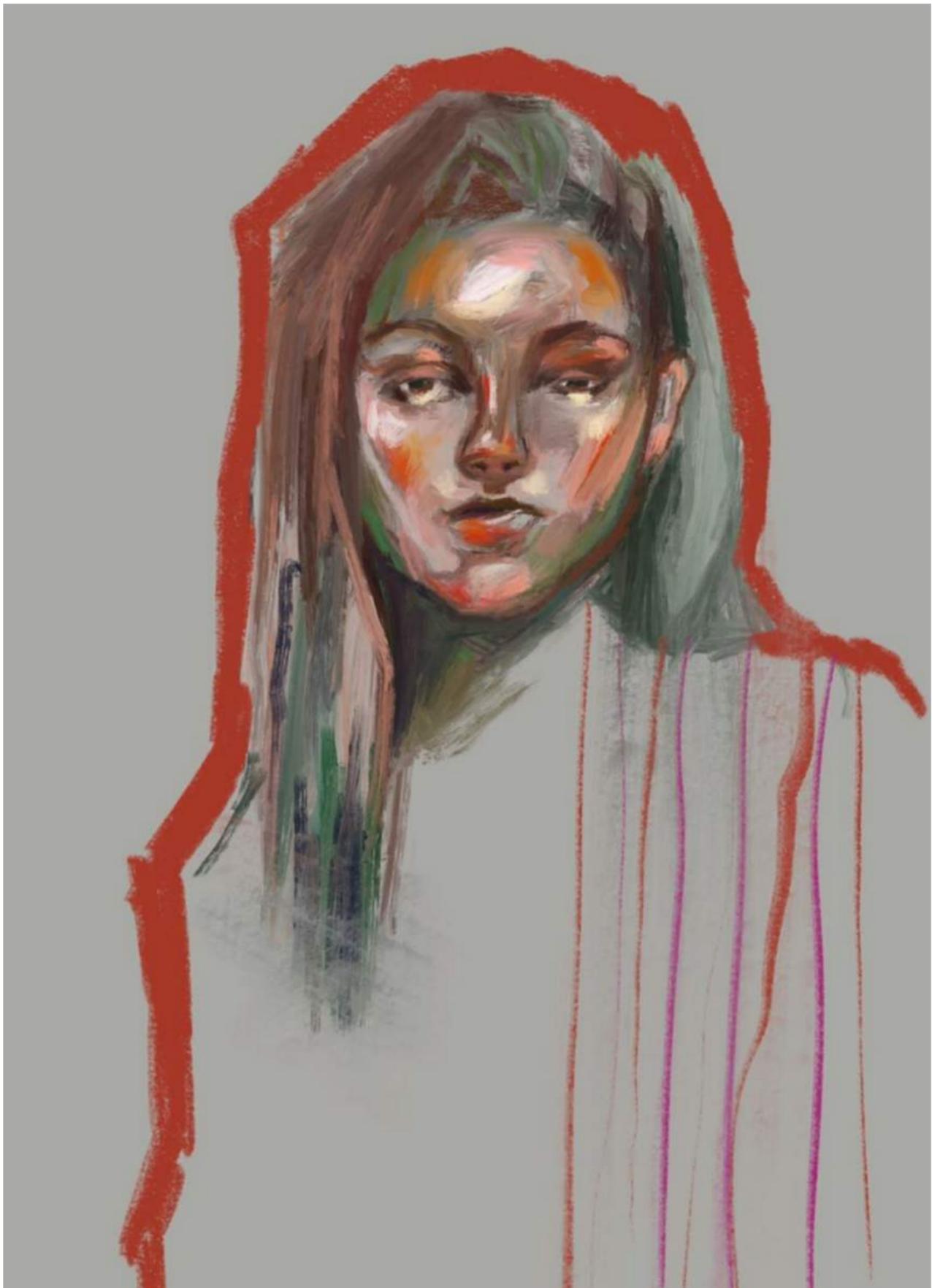


Digital Paintings

I enjoy making digital paintings using the acrylic brushes on Procreate. Some of these artworks are commissioned.







THANKYOU.