



Portfolio

Andrea Saji

About me

Hello!

My name is Andrea and I am doing my second year in Graphic Design and Visual Communication. My design style is simple and lucid. As a beginner, I am very careful with what I do. I try to find practical solutions according to my abilities. My friends and family describe me as very cautious but highly ambitious and creative. When I am given a task, I tend to look at the target audience for whom the design is meant. I also love writing and I like to write my own captions in designs.

This portfolio showcases all the design styles that I have learnt during this year.



The background is a vibrant, abstract composition. It features several large, overlapping shapes: a teal leaf-like shape on the left, a large teal shape on the top right, and a black shape with a white outline on the top right. There are also several brushstroke-like elements in orange and black. The text 'Design projects' is centered in a black serif font.

Design projects



Table of Contents

○ Layout

- Redesigned book cover
- Multilingual Magazine for Vogue
- Redesigning song albums
- Psychedelic Poster

○ Branding

- The AutoRap Project

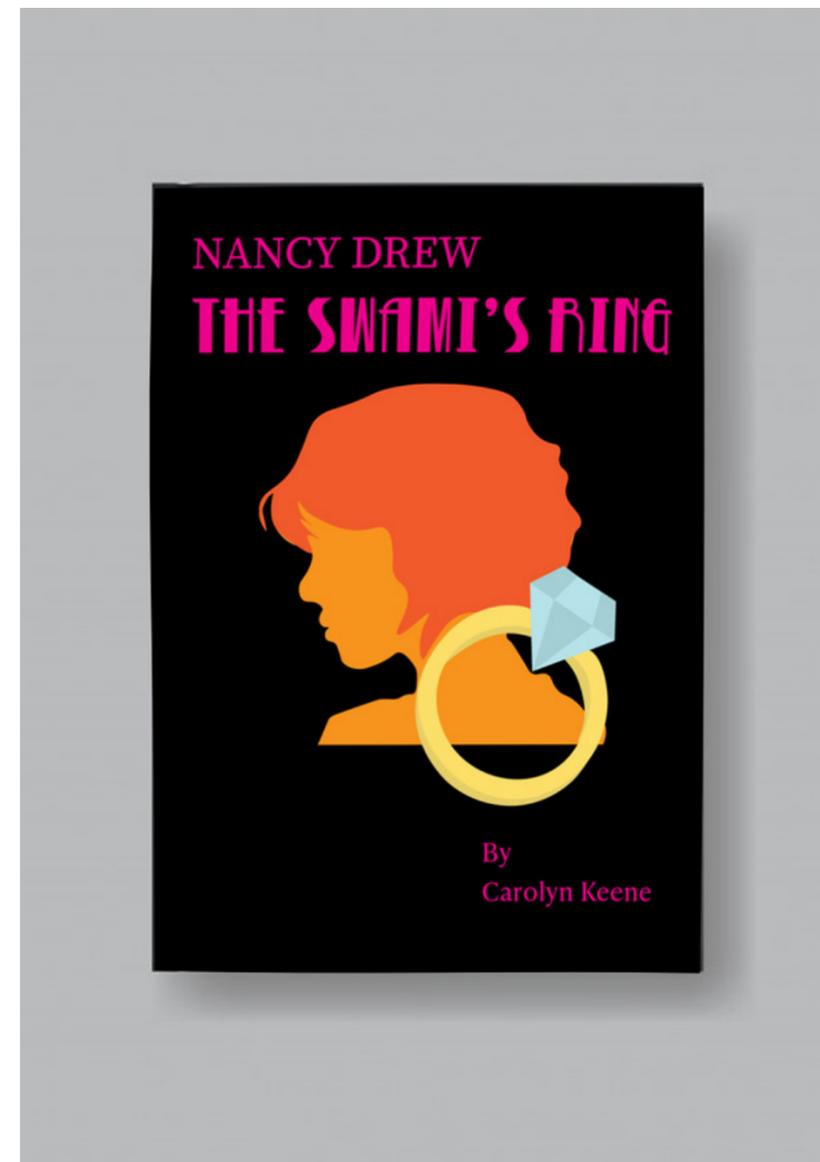
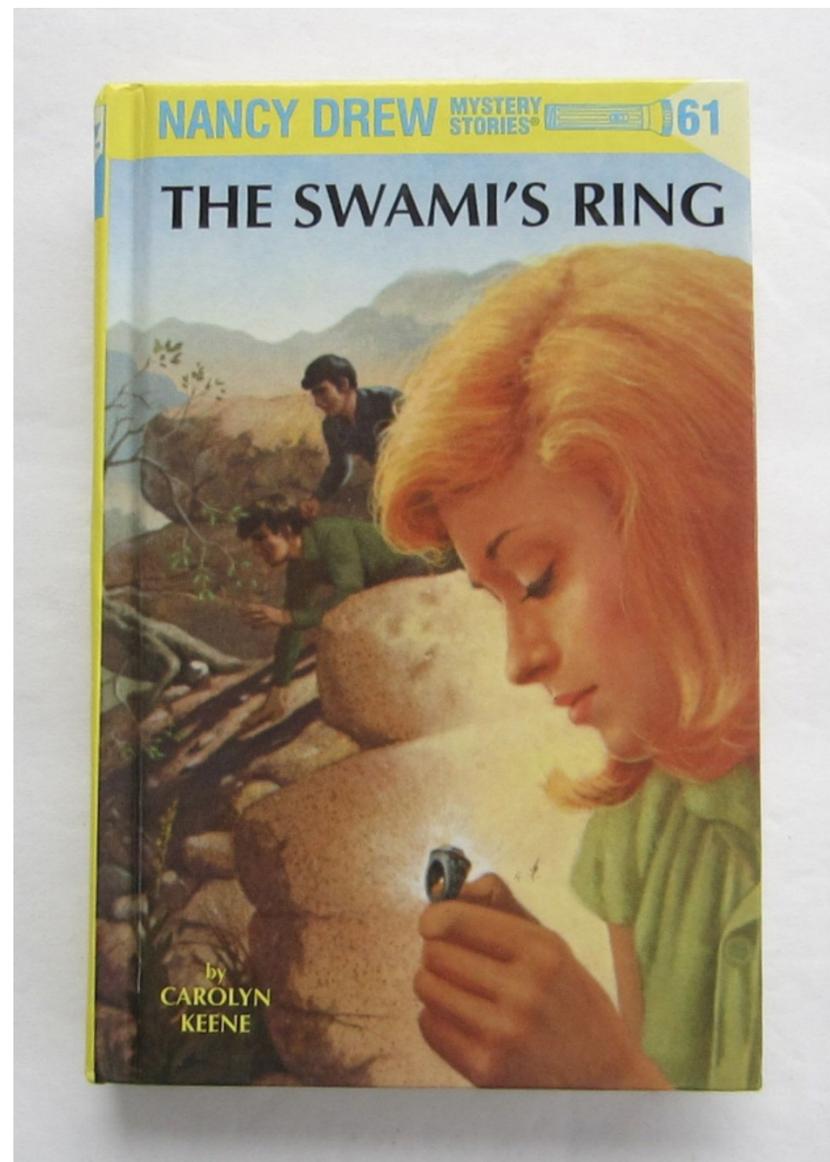
○ Photography

○ Team Projects

- Travel Brochure
- Creating an app (Treatos)



Layout



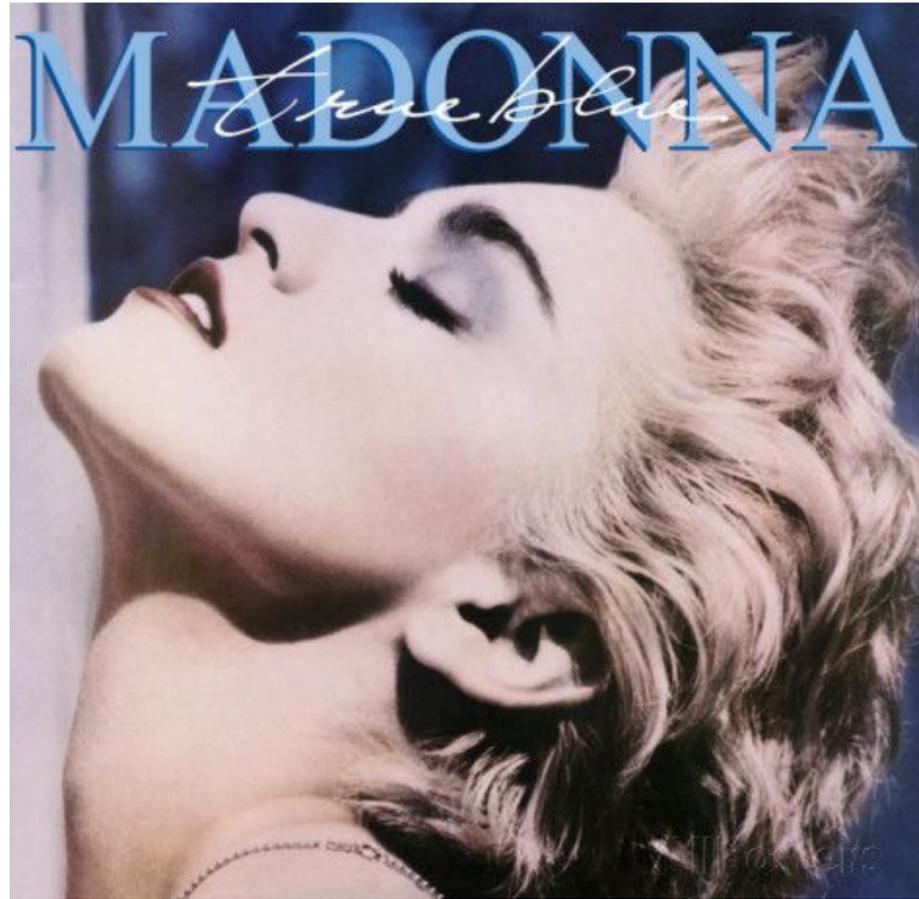
Redesigning book cover for "Nancy Drew- The Swami's Ring" by Carolyn Keene

I was asked to redesign my favourite book. Being a fan of Carolyn Keene I decided to choose one of the Nancy Drew series. I designed the book cover based on the main character in the book, Nancy who is described as having bobbed curly red hair. The story revolves around the search for the priceless ring of a Maharaja, hence the inclusion of the ring.

Multilingual Magazine for Vogue Fashion

I was given the task of converting an English magazine into any other language of my choice. I decided to choose the Vogue Fashion Magazine because of its subtle colours and clean look.





Original



Redesigned

Madonna's True Blue describes her life and expresses her free spirit. I liked the original style of the album but I felt her photo and the text appeared cluttered. I redesigned it in such a way that all the elements stand out in the album using true blue colour as the background.

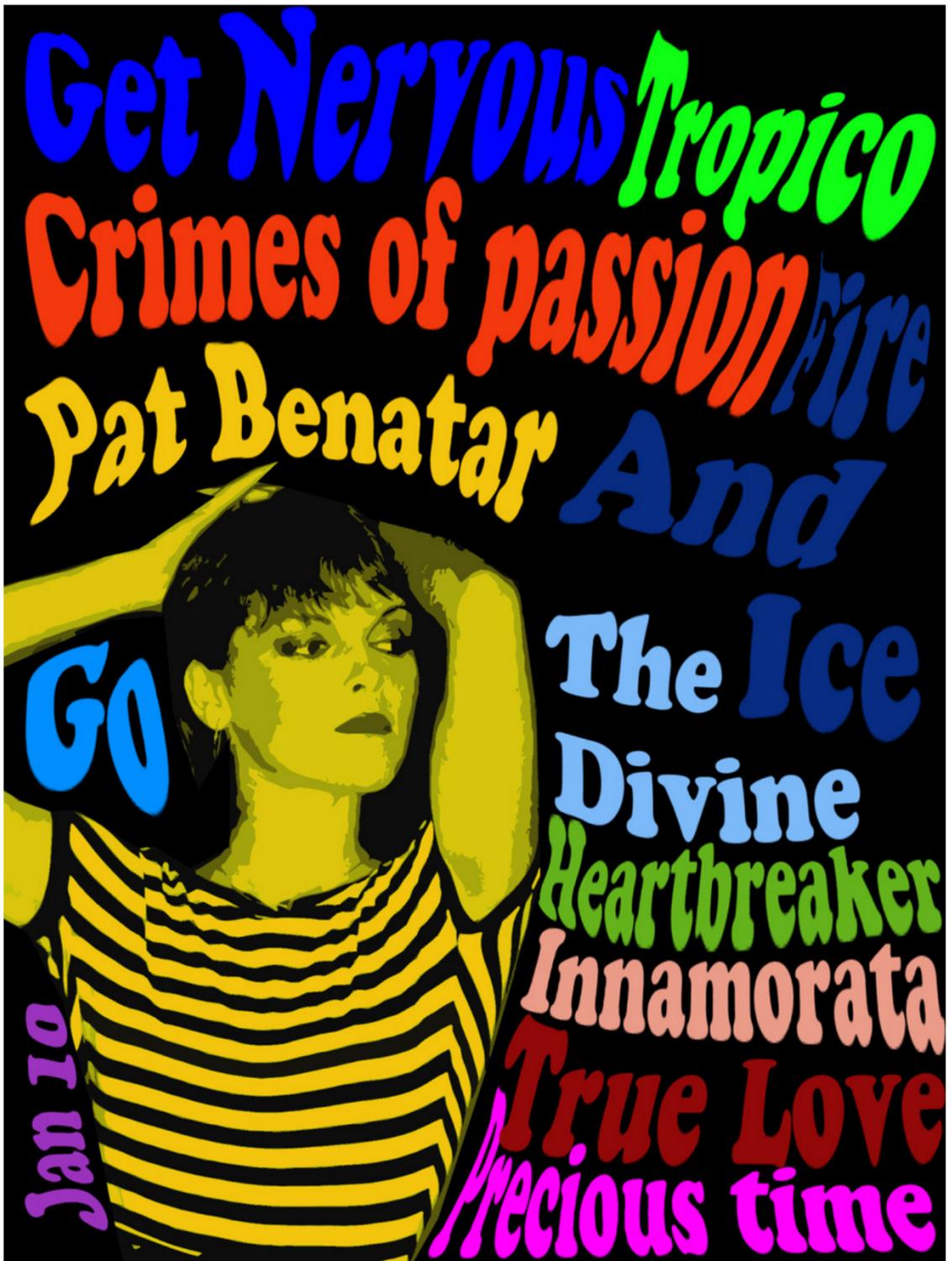


Original



Redesigned

I felt this album was flawed with too many font styles, so I limited it to two fonts. Since I also wanted to showcase the bandmates I included a silhouette of the band.



Psychedelic Poster

This psychedelic poster is a 1980s inspired design. I wanted to use it on a well known artist of the 1980s Pat Benatar. The text around her are all the albums that she had recorded during her career.



Branding

The Autorap Project





Contents



- Logo
- Web Design
- Mobile design
- Social Media Posts
- Poster

Logo

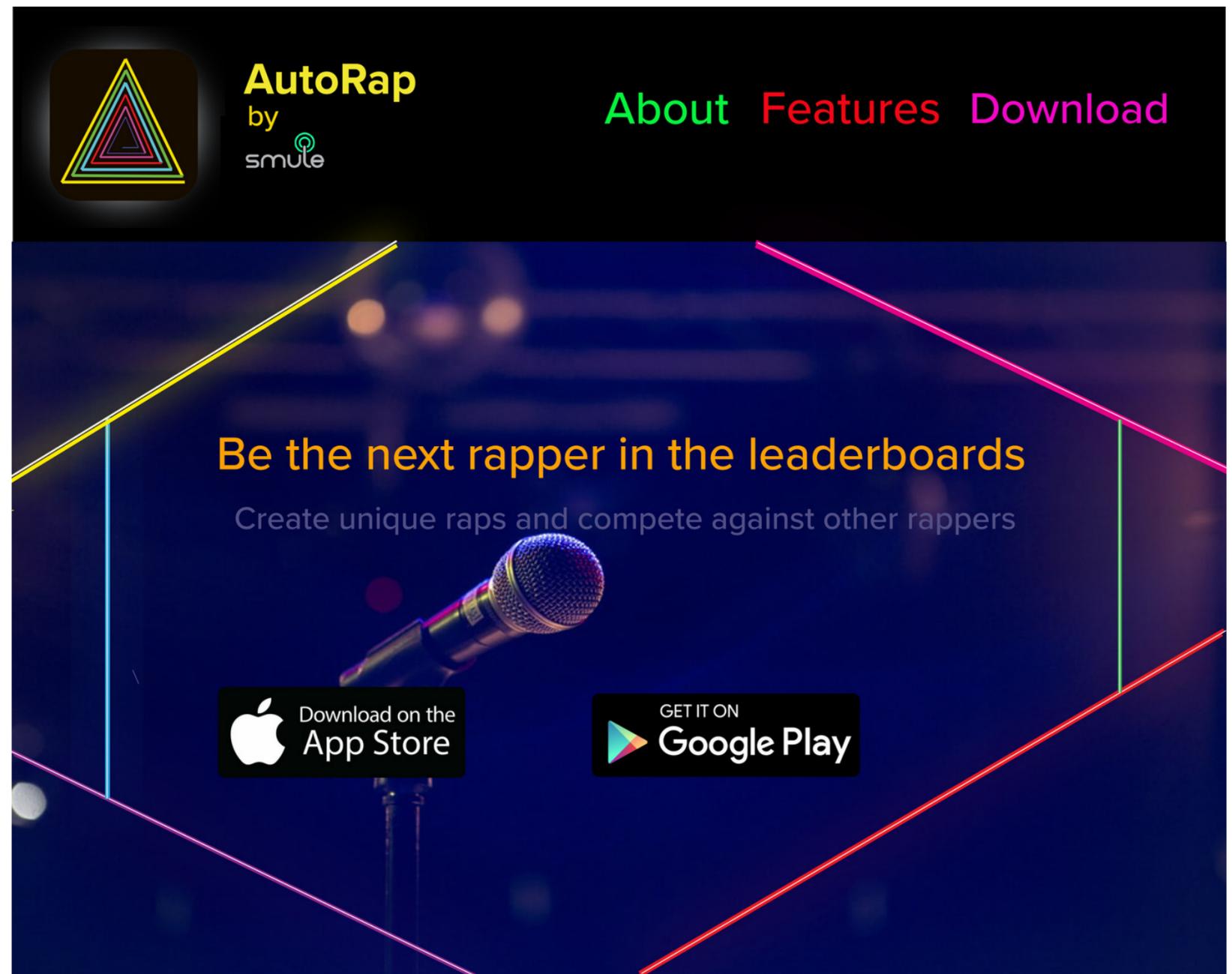
The rap genre to me indicates boldness rhythm and power and that is why I used the triangle shape. Triangle represents power, control and a lot of bold elements and I could co-relate it with Rap immediately. I chose to show the concentric lines in an effort to display rhythm



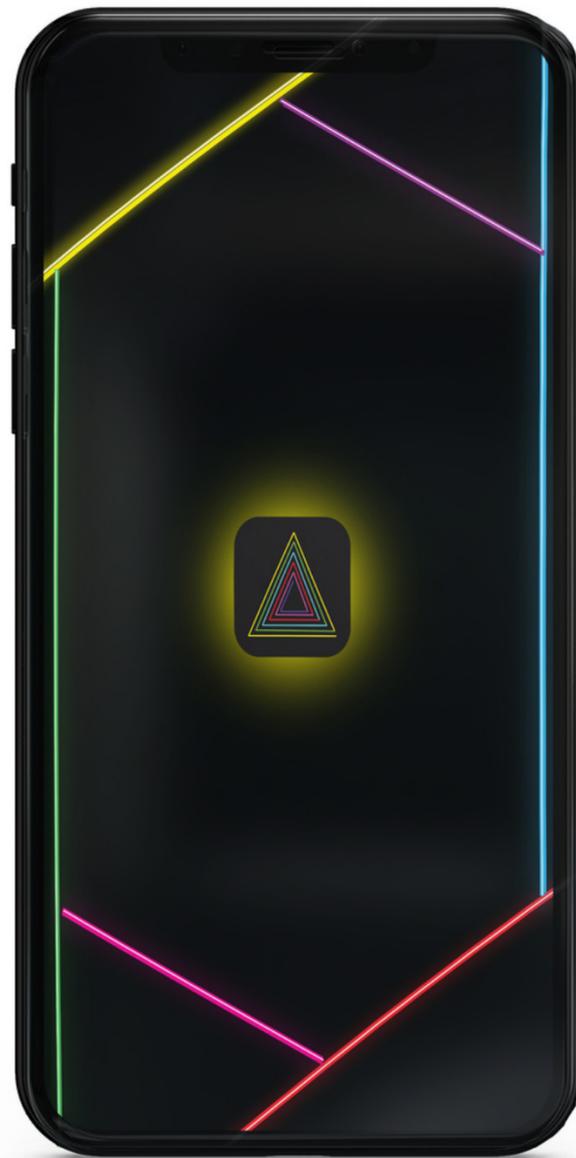
AutoRap

Web design

The approach I'm giving to the whole project is psychedelic. I wanted to match with the logo colours as well.



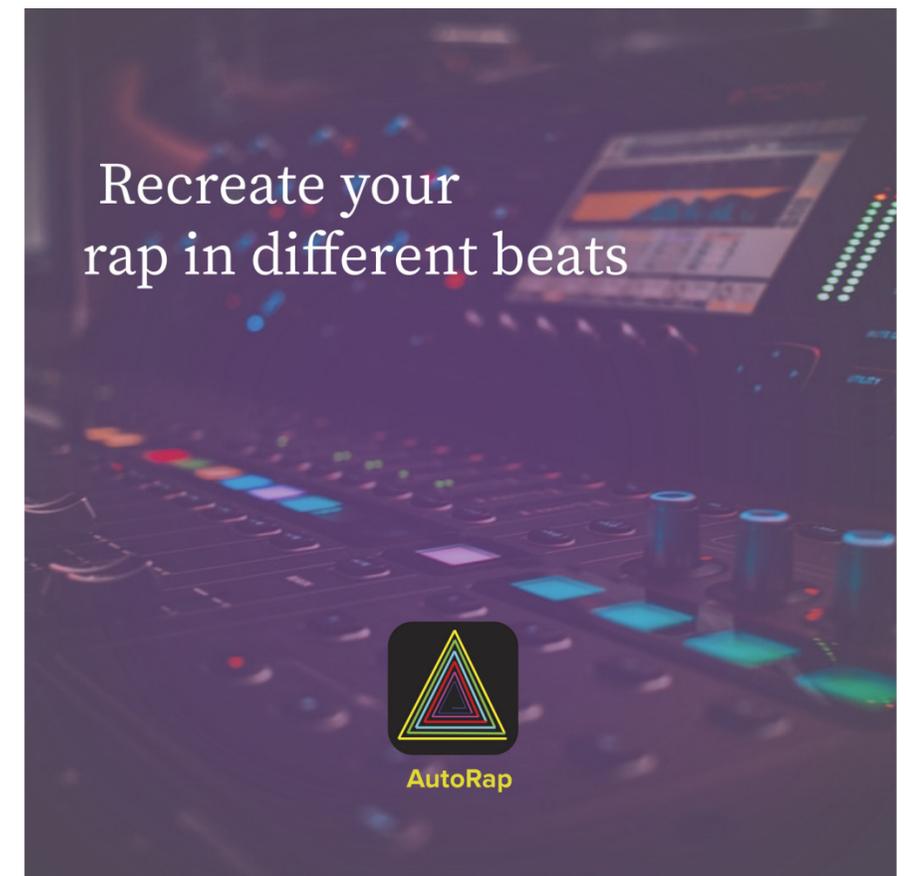
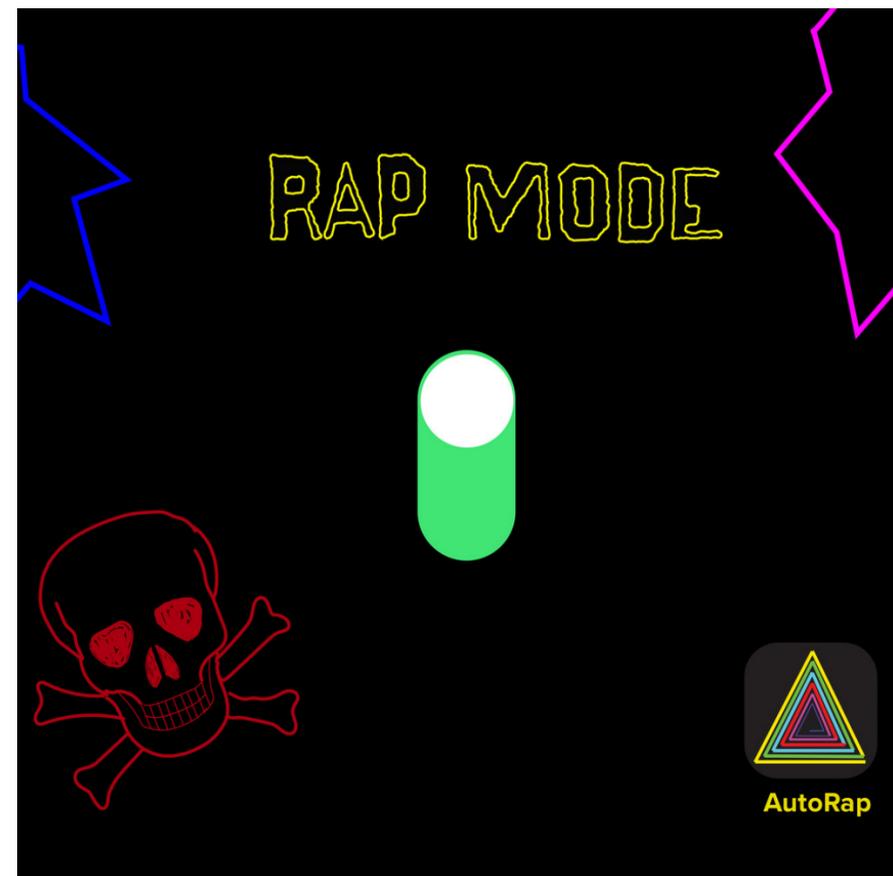
Mobile design



This is the mobile design and splash screen for the Autorap app.

For the splash screen, the loading circle is the logo itself which keeps popping up as the lines glow.

Social Media posts



Here I have experimented with different fonts.

Poster

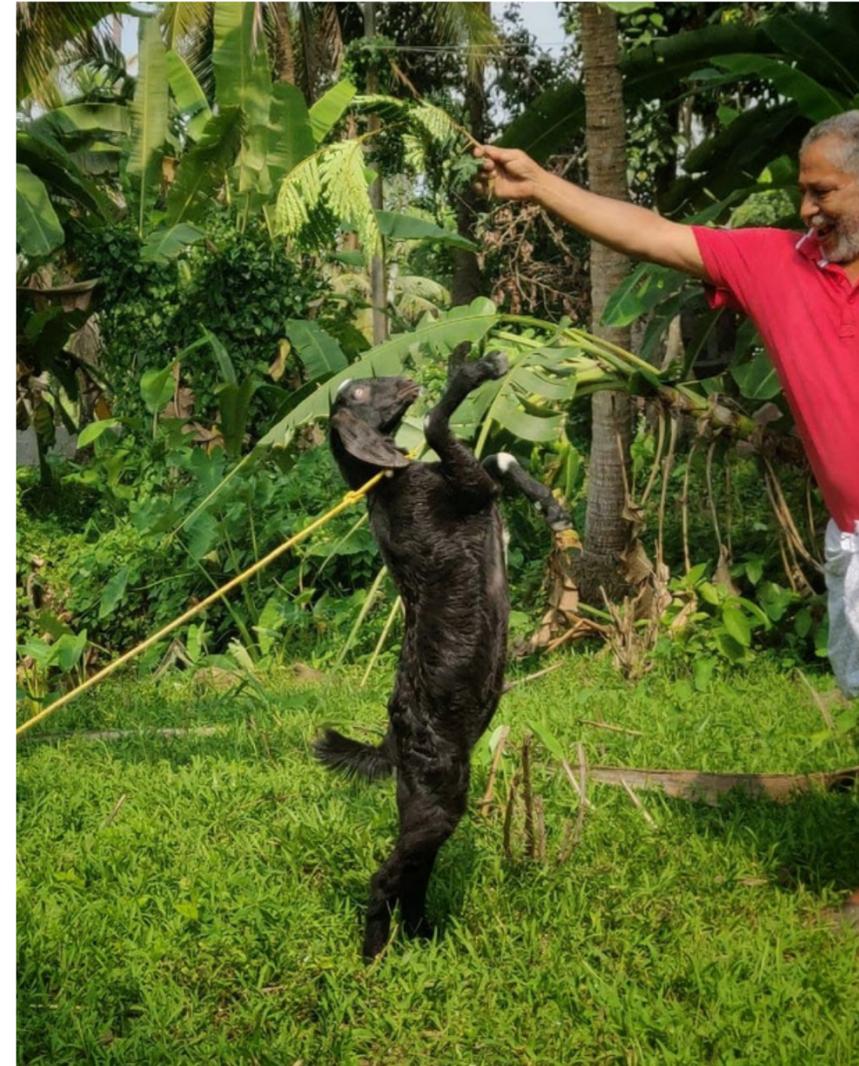
During the Covid times, stay safe at home and kill boredom by rapping away.



Photography



Moments captured through the lens



I have been DEHUSKED !!

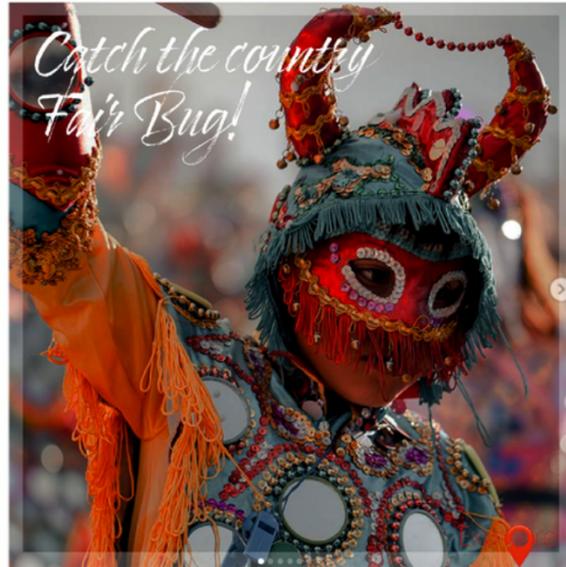




Team Projects

Social Media Itinerary

This was a team project in which we had to research on a South American country and my team chose Argentina. We had to make instagram posts and a Facebook header showcasing the country.



Instagram Posts



Facebook header

Creating an app (Treatos)

We were asked to make a sweets app mainly focusing on kaju katli for pets. We named our app as Treatos and the logo is a Kaju katli shaped with a paw engraved on it. It is an illustrative layout and our products are all the different flavours of kaju katli.



Layout

HELLO !

Log into your Account

[Create a new account](#) [Forgot password?](#)

Log In

Have an account? [Log in](#)

I Accept all the Terms and Conditions

Create new

Or
Register using social media

DISCOVER

Choose Your Pet

**Dog**

**Cats**

**Birds**

Reptiles

PRODUCTS



Vegan- Made with premium quality cashews, flavoured with cardamom powder, a classic sweet for vegans!

ADD



Chicken kaju katti- Let your pet bite into our delightful chicken kaju katti prepared with juicy chicken loaded with cashews.

ADD



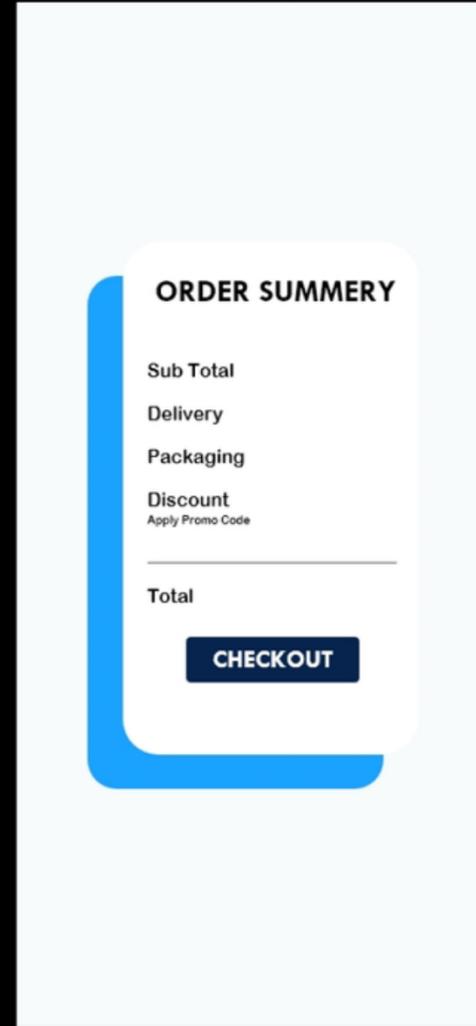
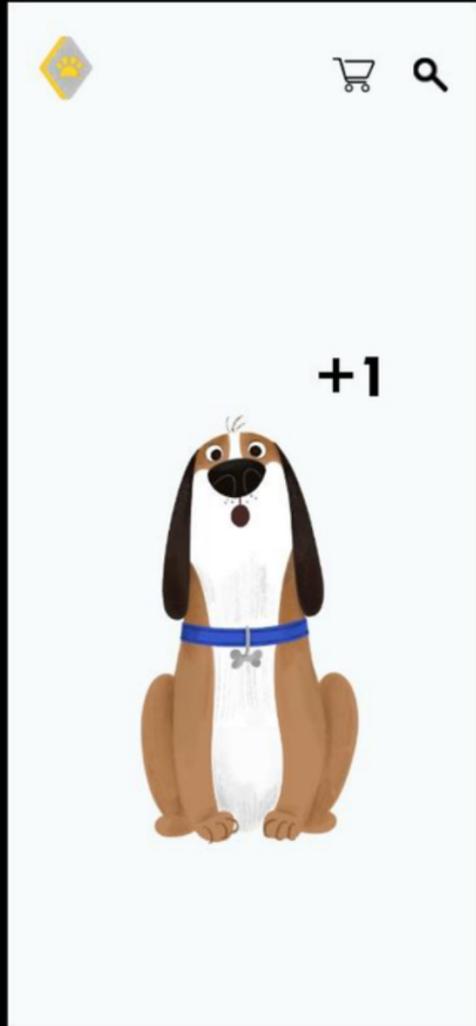
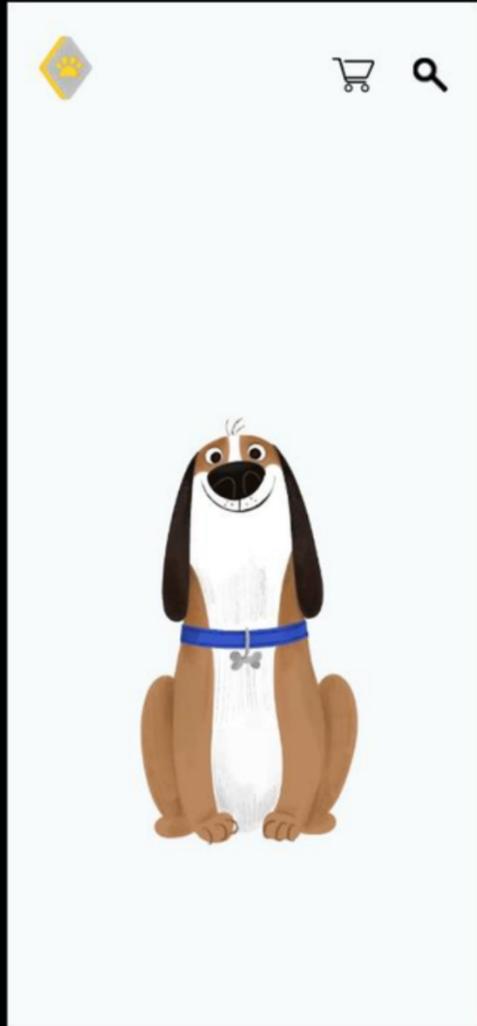
Original kaju katti- Savour the taste of our original kaju katti made with cashews, sugar and farm fresh milk.

ADD



Chocolate kaju katti- Specially for your chocolate loving pets, this snack is made with cashews, fresh milk and loaded with best quality cocoa powder with a dash of cardamom.

ADD



Conclusion

During this year I have learnt how to use the adobe softwares in my designs. I have particularly enjoyed doing the Autorap project and also the Treatos app. They helped me to develop my skills and understand rebranding. Photography is another subject that I thoroughly enjoyed. Also the team projects helped me to be flexible and deal with different personalities. I look forward to your feedback.



Thank You!

