



✦ Portfolio 2021

Yashvi Shah

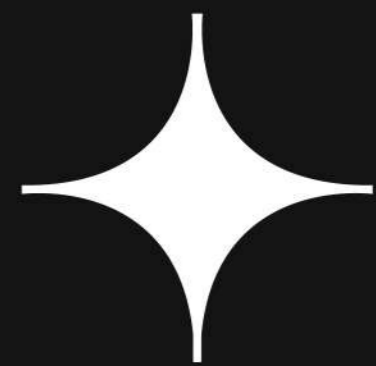
Hello!

I'm Yashvi.

I am a visual communication undergraduate student based in Mumbai having keen interest in design.

I believe that design is a powerful source in which even a simple change creates discoverable impacts.

I'm quite passionate and a disciplined person with an urge to learn more and meet new people!



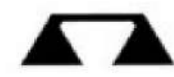
Profile



Mumbai



23rd September, 2001



+91 7045517961



yashvis05@gmail.com

Skills

Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Adobe InDesign



Adobe Lightroom



Education

IGCSE

Bright Start Fellowship
International School

**Higher Secondary
School (HSC)**

H.R College of Commerce
And Economics

University

École Intuit Lab

Languages

English



French



01

The Characters

COVER DESIGN FOR A TYPOGRAPHY MAGAZINE USING CUSTOM TYPE

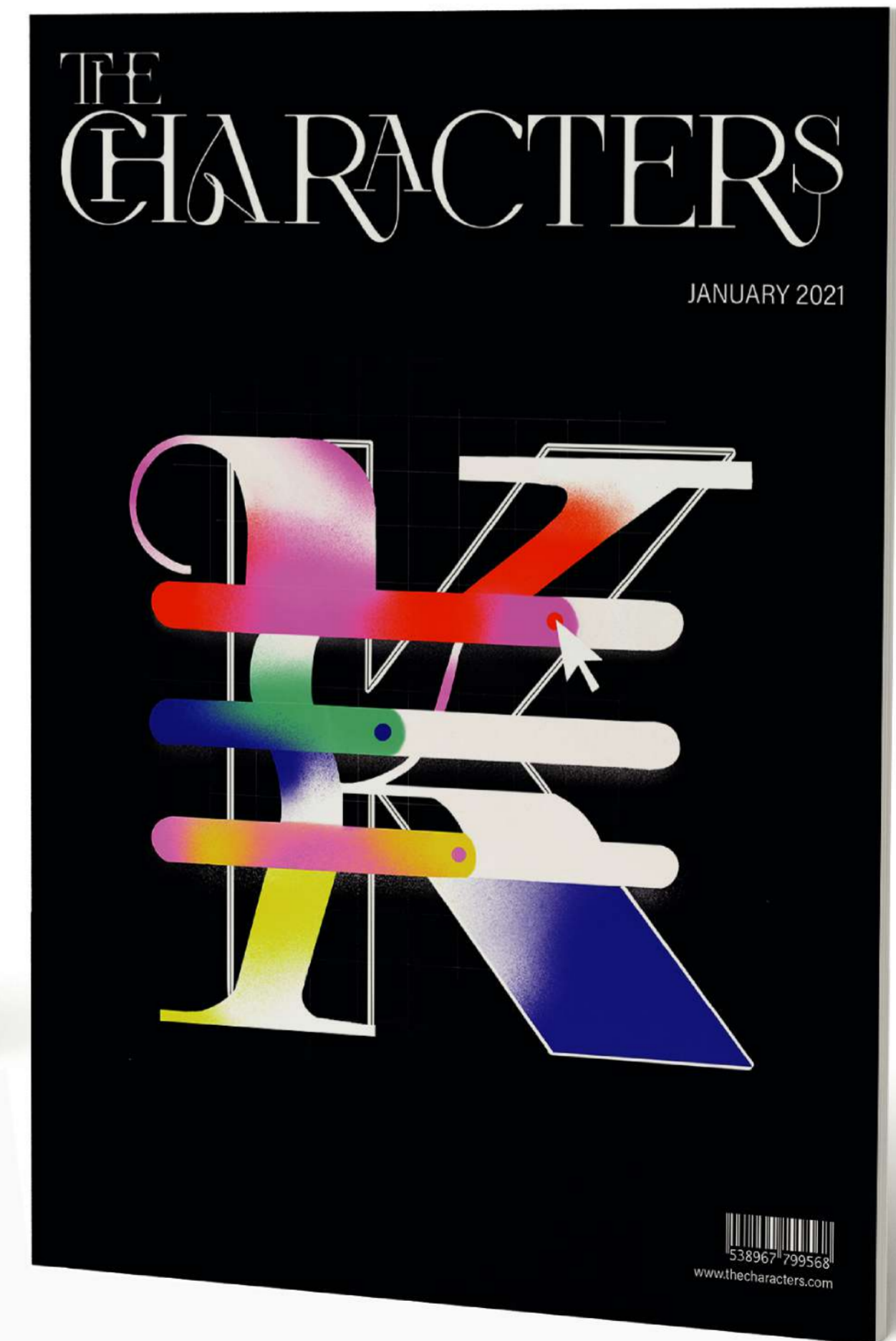
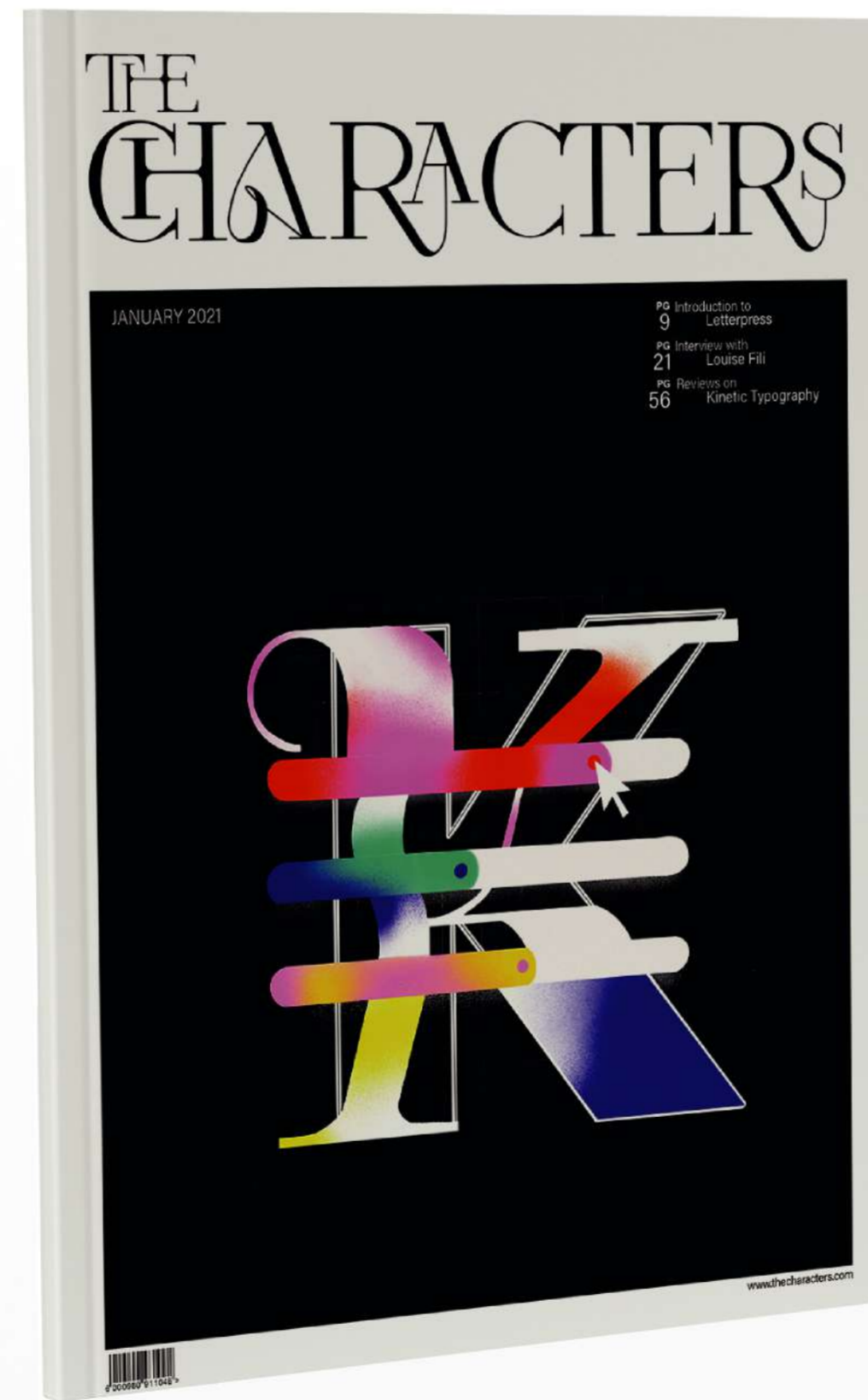
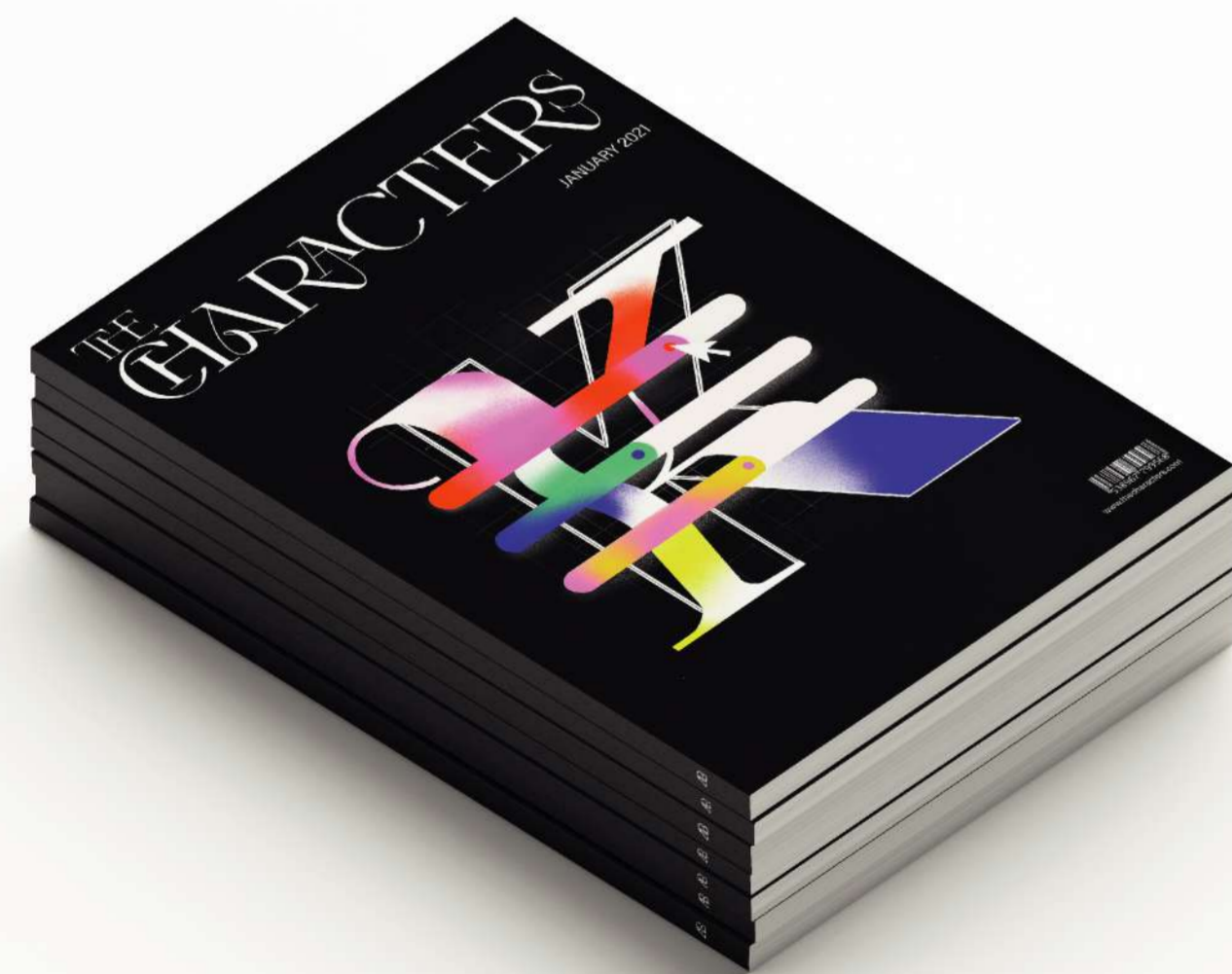
CUSTOM TYPE

ILLUSTRATION

TYPOGRAPHY

EDITORIAL

MAST HEAD



02

Guardia

A SECURED APP FOR ORGANIZING ALL YOUR IMPORTANT DOCUMENTS AND MEMORIES

BRANDING

BRAND IDENTITY

BRANDING ELEMENTS

BRAND NAMING



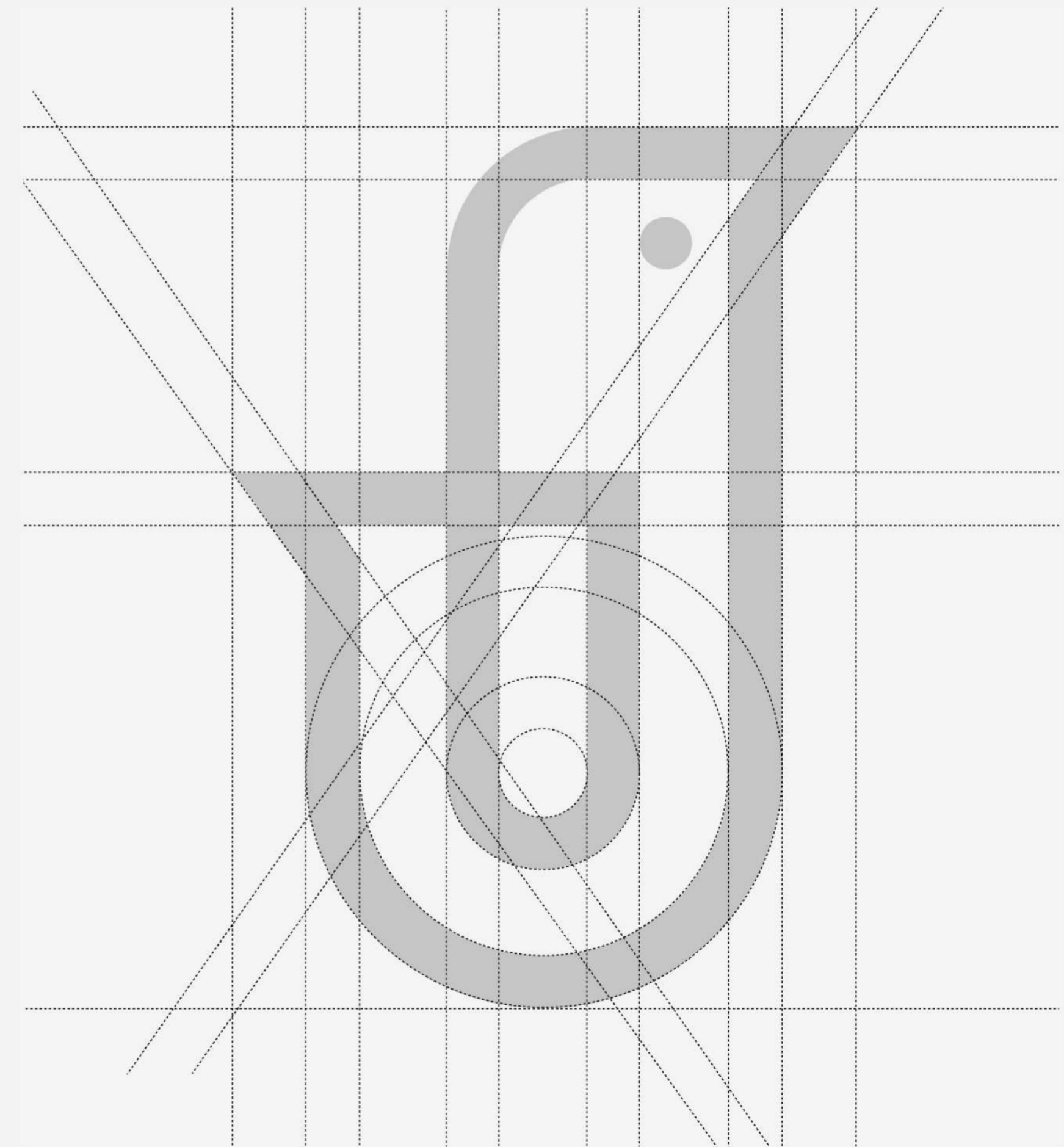
GUARDIA





LOGO CONCEPT

The Guardia logo is based on the idea of the Blue Jay Bird and a paper clip. Blue Jays are known for their intelligence and maintaining tight family bonds. They are one of the most protective Birds. Paper Clips, also known as binders are used to hold sheets of paper together in an organised way. In the same manner, Guardia is a platform where users can keep their legal documents arranged and locked for the future generations intelligently hence making it easier and more reliable to have all their data on one app platform. It has several other features that target the idea of paperless governance.



BRAND NAME & CONCEPT

Terminal structure modified by adding beak like serifs to bring the relevance of the Blue Jay. It also matches the constructive nature of the font

All Capital Letters bring out the feeling of security

GUARDIA

The bending shape of the Letter 'U' matches with the shape of the paper clip

Stem width matches the logo thickness

The Guardia word mark is a combination of two words - **GUARDIAN ANGEL + NOSTALGIA = GUARDIA**. A Guardian Angel is someone who is watching over you and protecting you. Nostalgia is the feeling created when looking back at a period in the past. This is where the relevance of the name comes from. The user's parents can leave messages, notes, memories, etc on the app for their children to read or see in the future. Additionally, the documents that they store for their children will act like a guiding light, making it easy for them to maintain and understand.

TYPEFACE

URW DIN BOLD 2014

A B C D E F G I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

- **Custom Modified Font**

A custom modified font is the best way to show uniqueness and difference from other typefaces. A focused typeface allows people to register and recognize the brand easily.

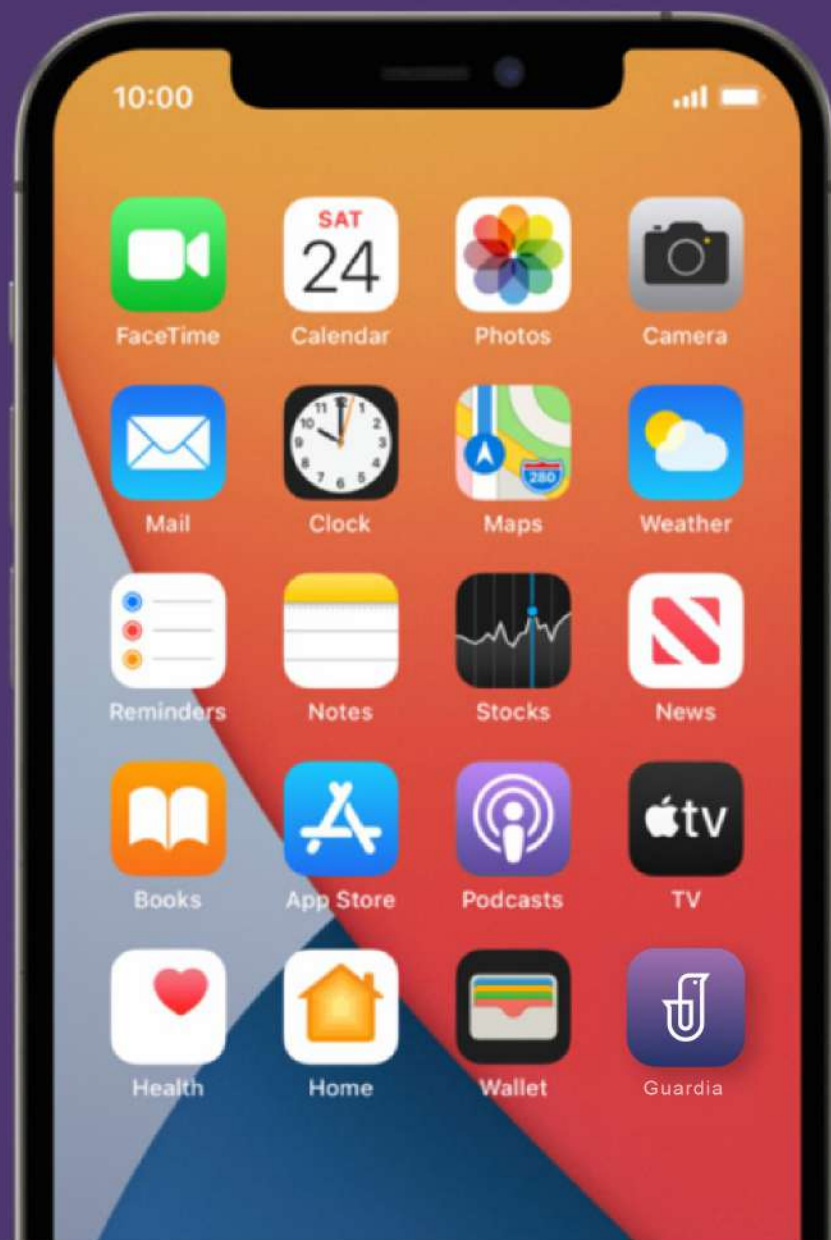
- **Simplicity**

It is very important for every logo to maintain its simplicity along with having deep meaning through its creativity and unique details.

COLOR PALETTE



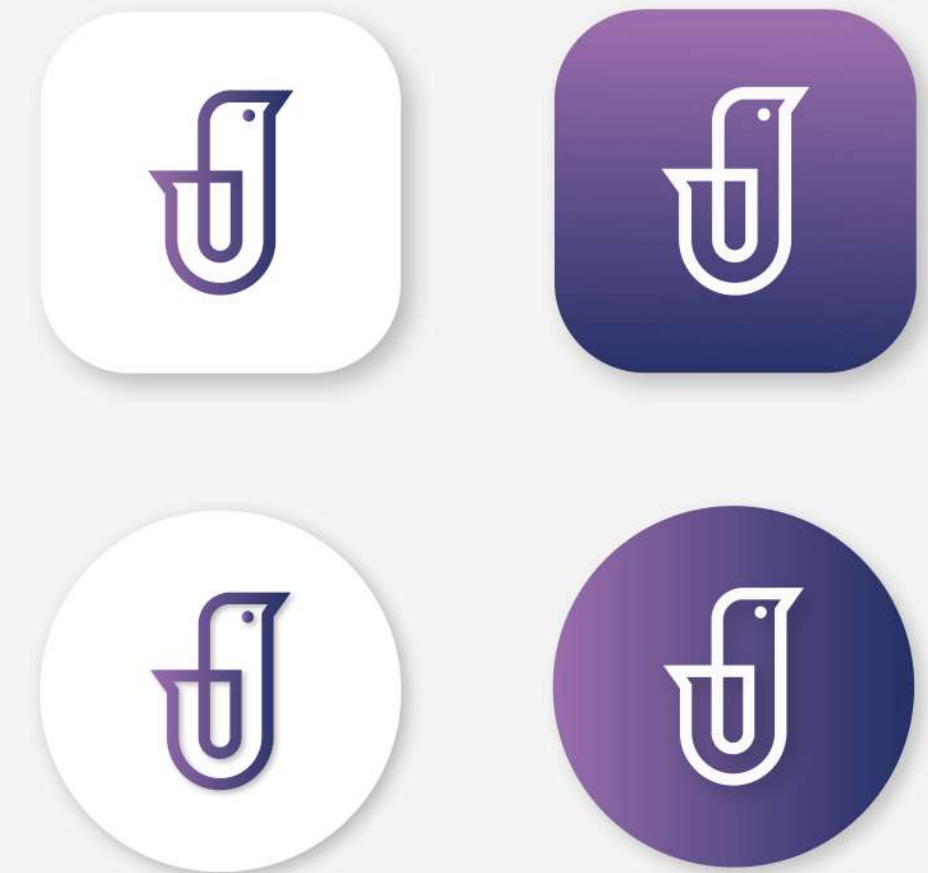
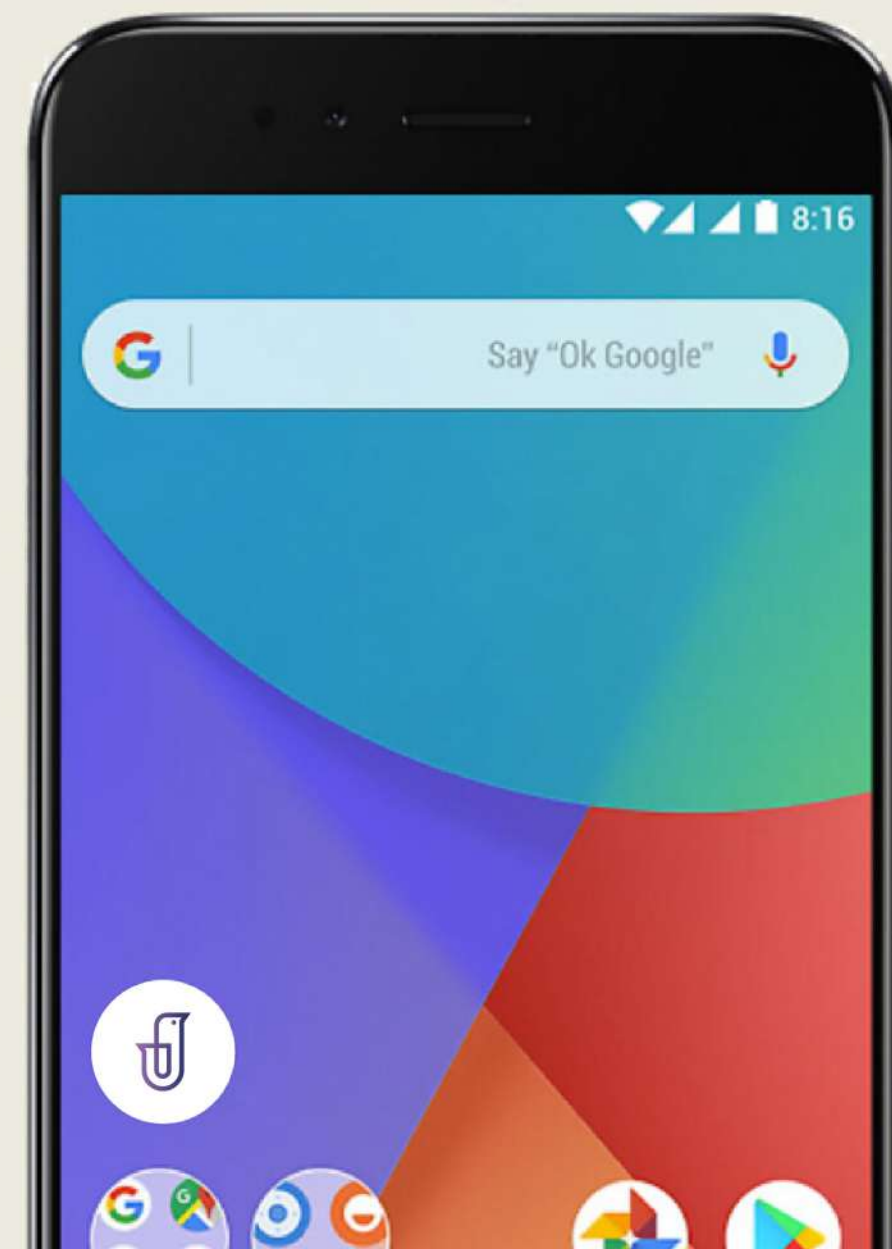
A purple colour palette has been used as it symbolizes loyalty and trust which has to be the foremost purpose and aim of this app. It also symbolizes independence bringing in the relevance of the younger generation not being dependent on their parents for managing their documents.



The icon has been designed according to iOS app icon guidelines with a few modifications to achieve optimal readability, yet maintain consistency with the iOS ecosystem.



The Android icon has been created based on Google's Material Design Guidelines. The circle as the main icon shape helps to achieve better shape contrast.

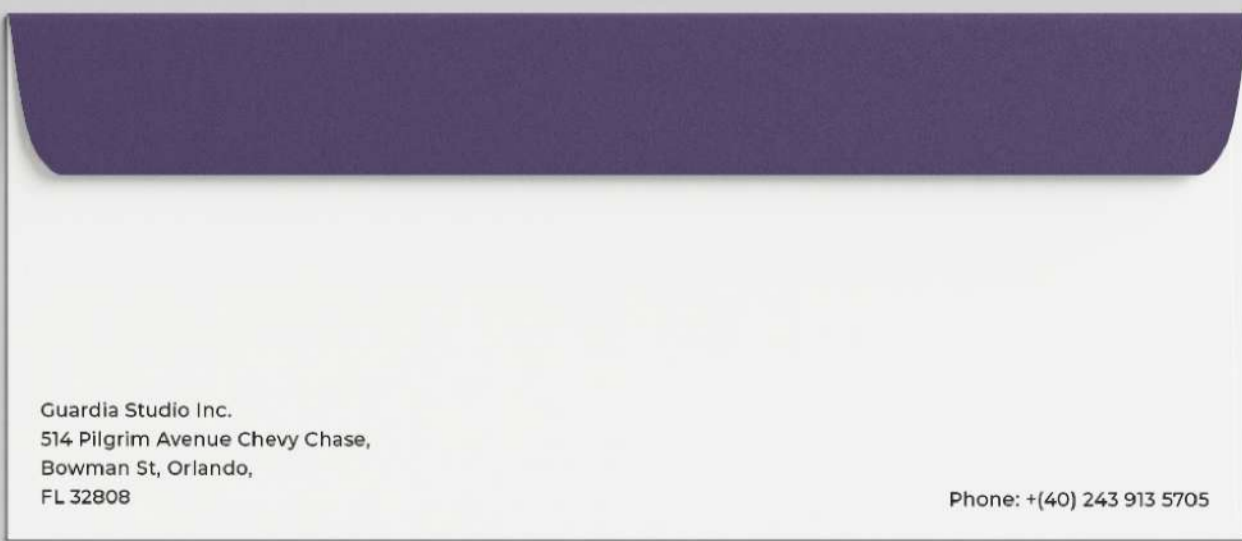
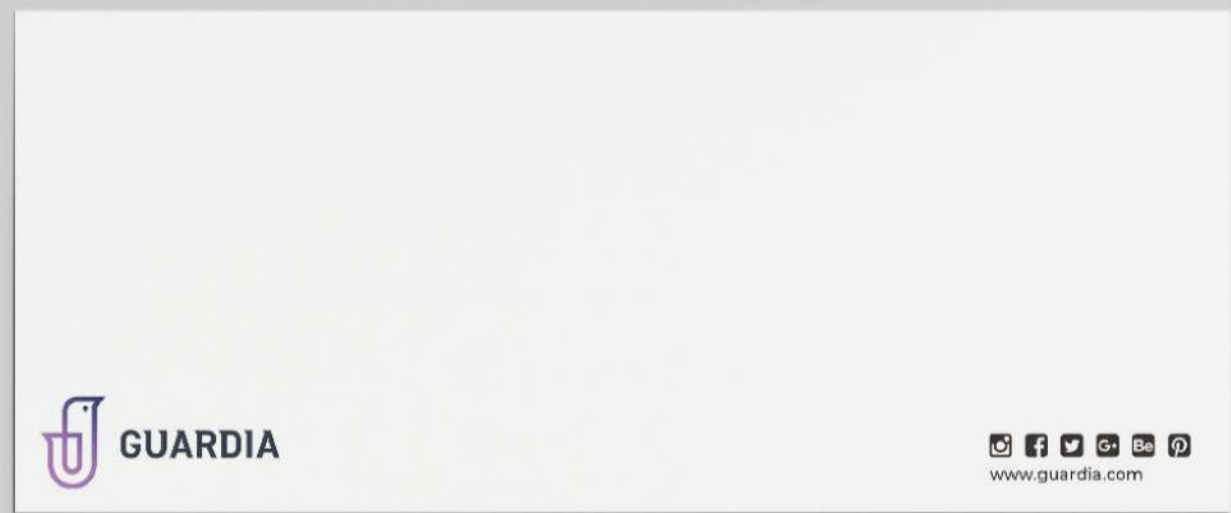


BRANDING

BRAND IDENTITY

BRANDING ELEMENTS

BRAND NAMING



BRANDING

BRAND IDENTITY

BRANDING ELEMENTS

BRAND NAMING



BRANDING ELEMENTS

BRAND NAMING

BRANDING

BRAND IDENTITY

03

PhotoType

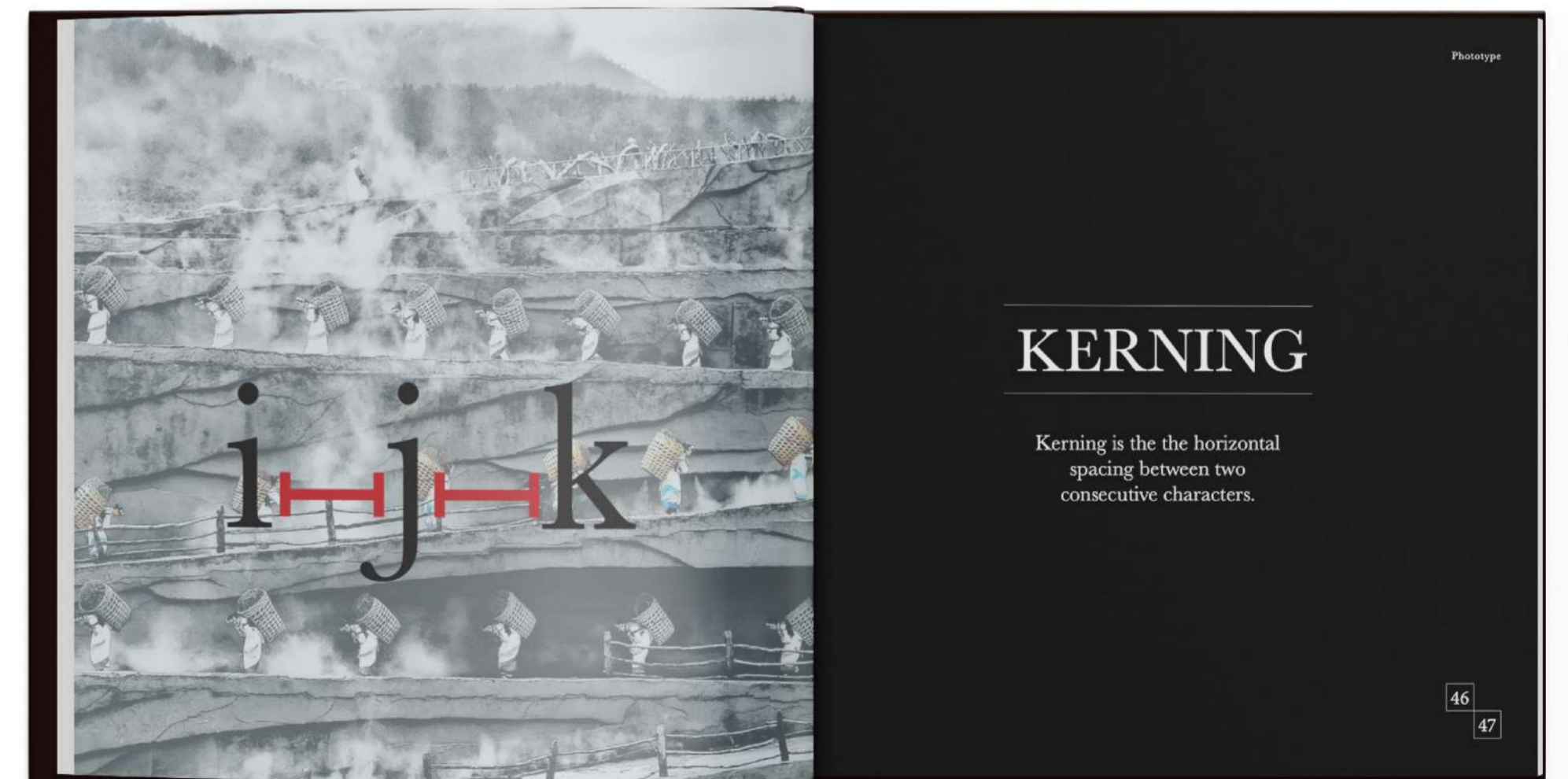
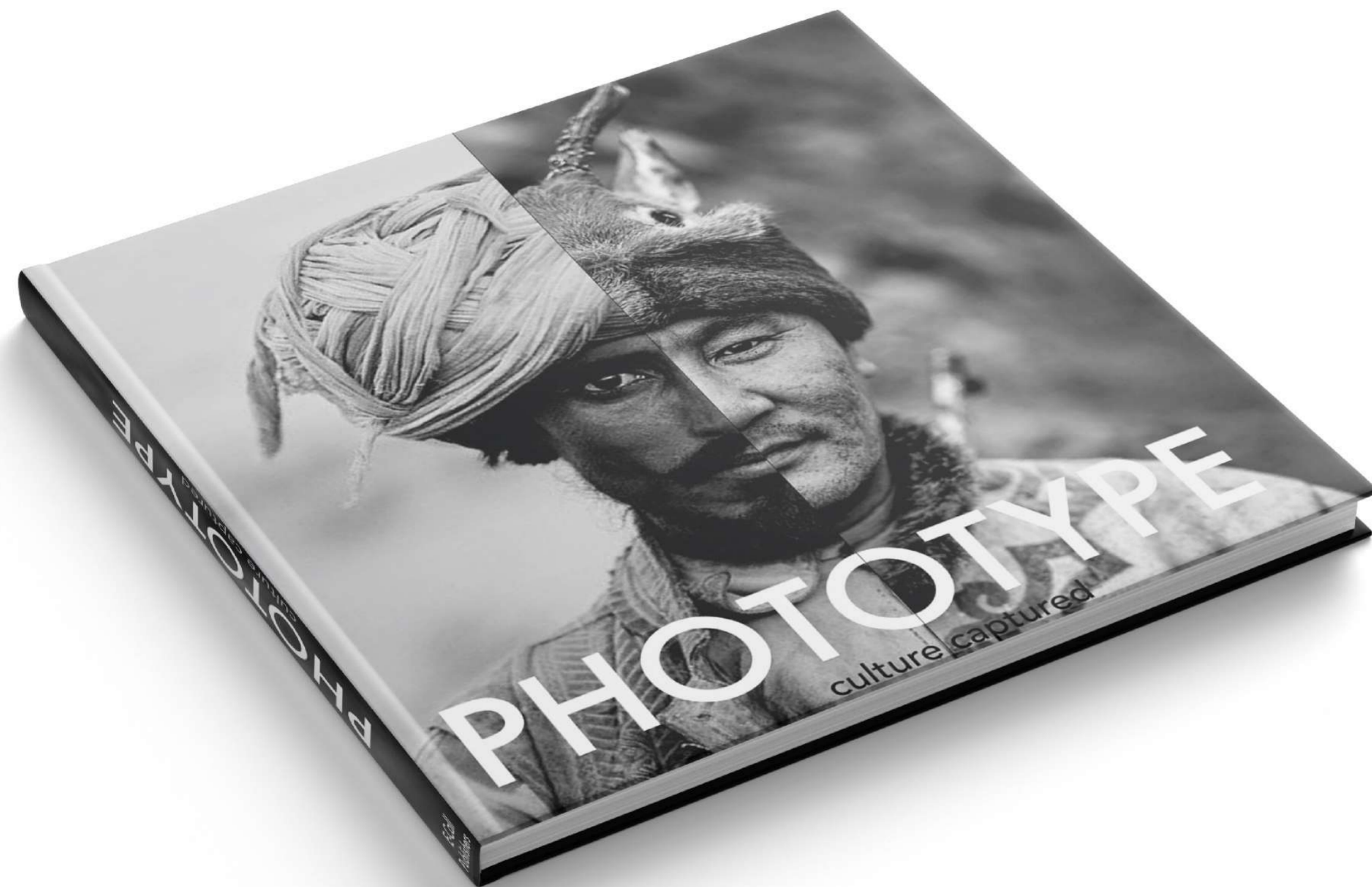
LEARNING TYPOGRAPHY TERMINOLOGIES THROUGH VARIOUS CULTURES OF THE WORLD

BOOK DESIGN

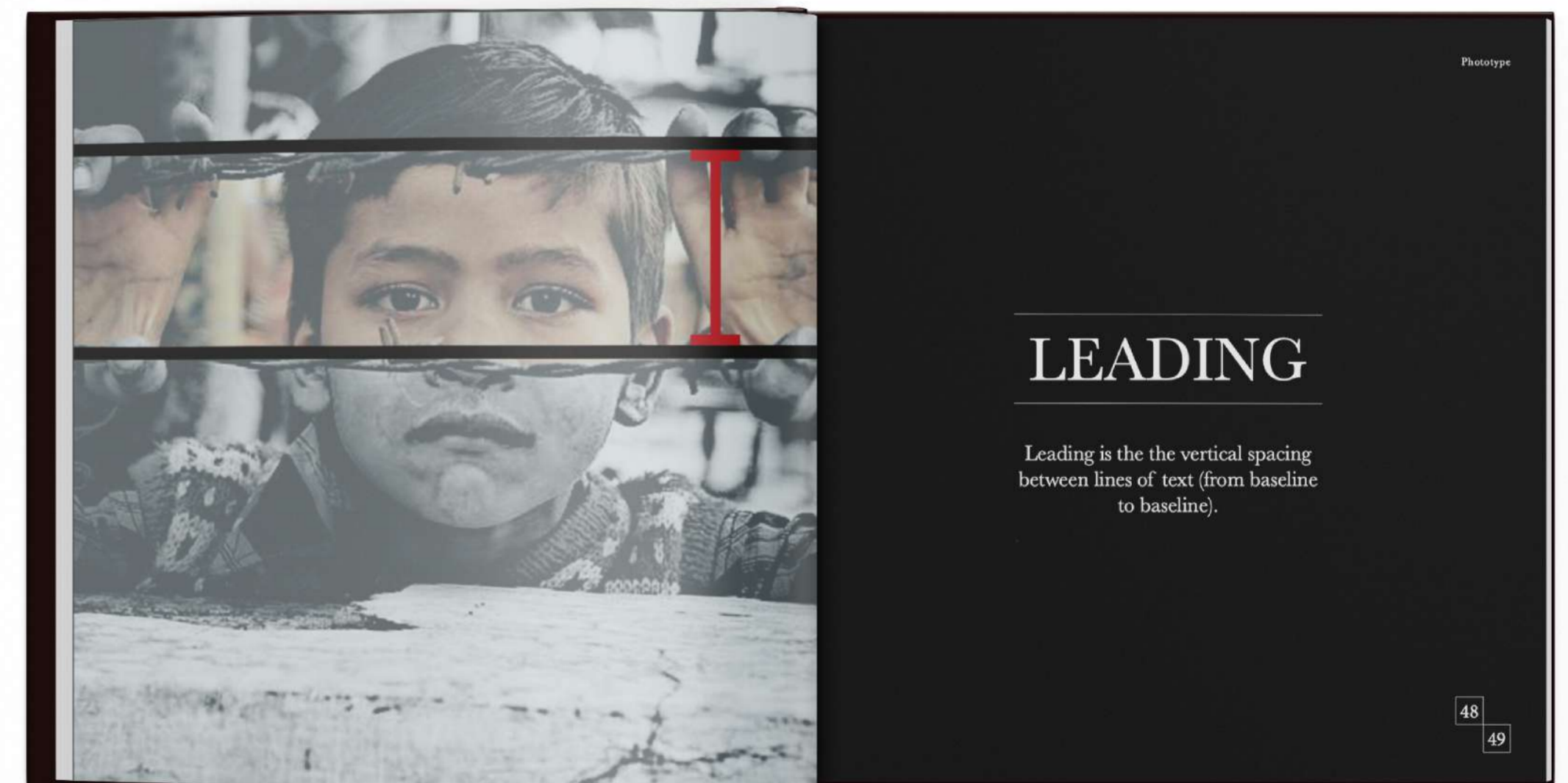
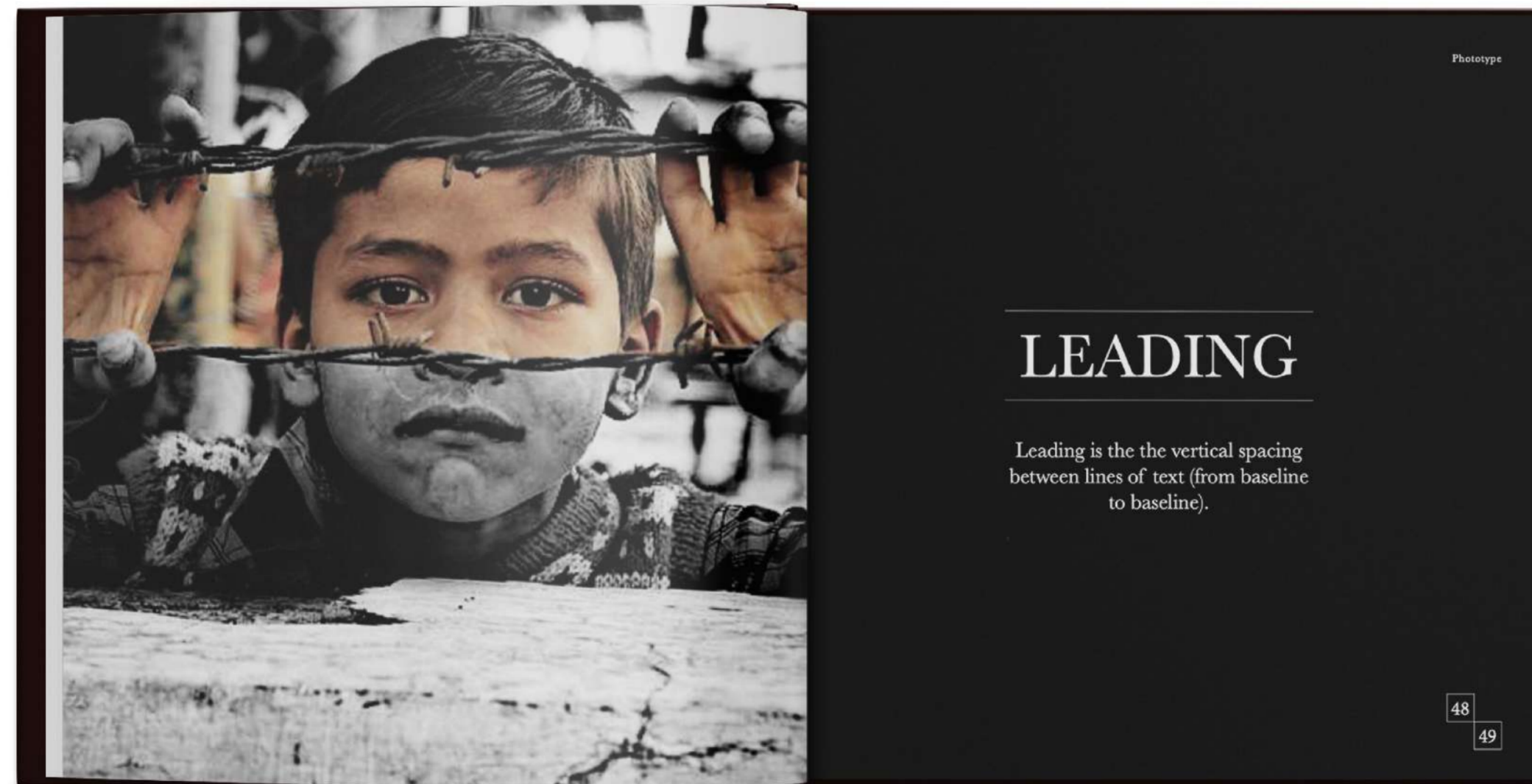
EDITORIAL

TYPOGRAPHY

LAYOUTING



Each spread in the book Phototype, is divided by a translucent sheet which overlaps on the image on the left hand side page to explain and highlight the terminology and allow the readers to understand it in depth.



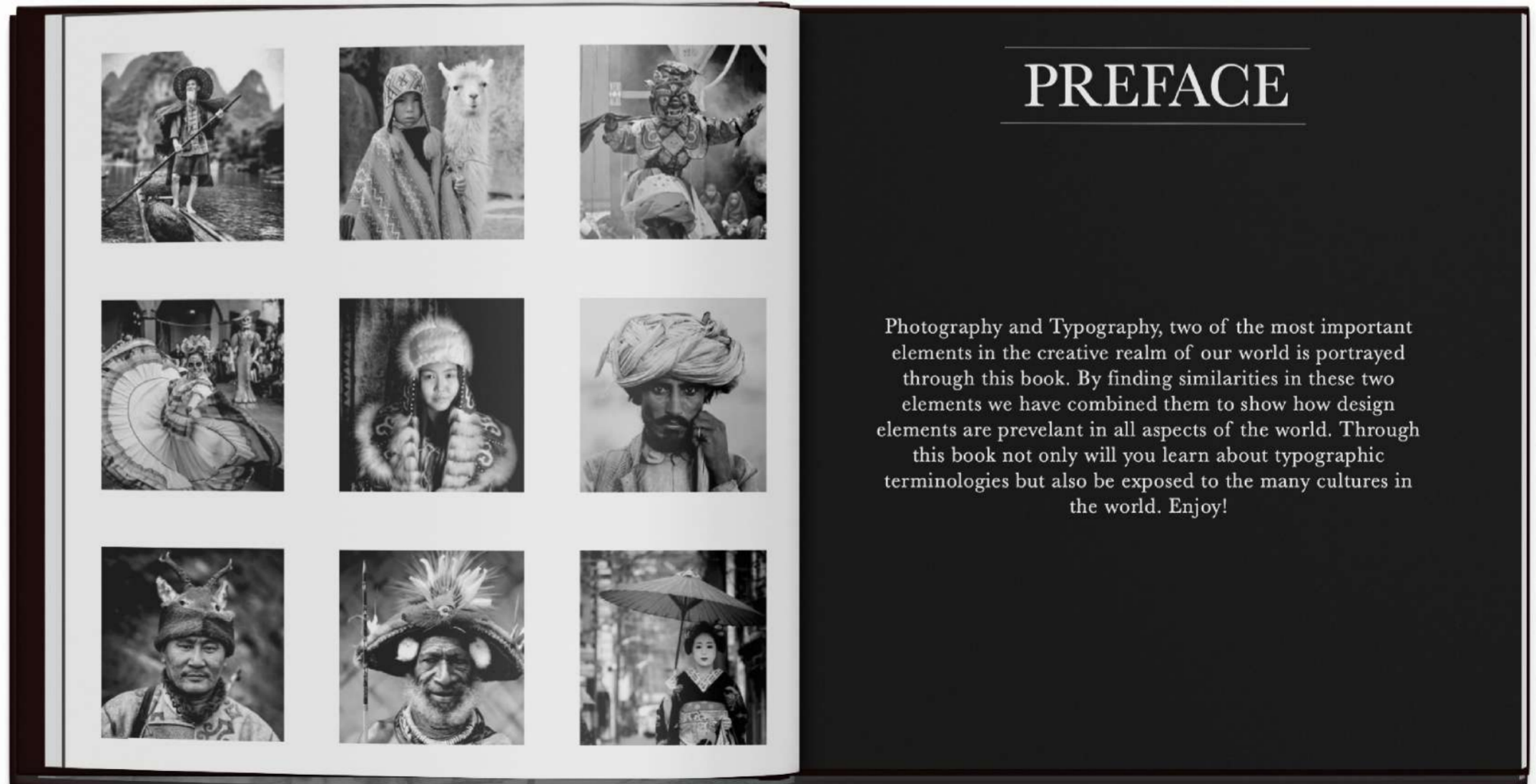
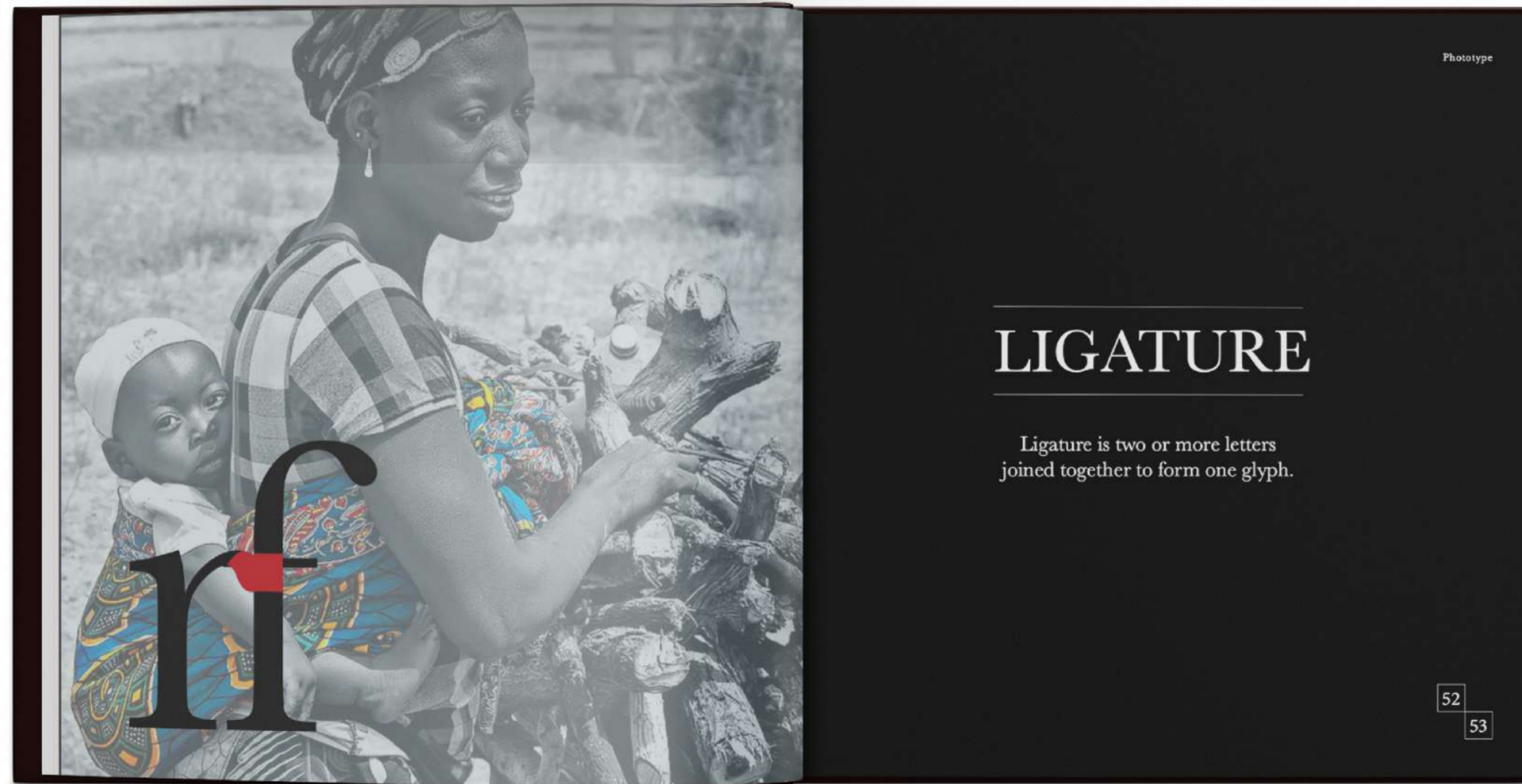


BOOK DESIGN

EDITORIAL

TYPOGRAPHY

LAYOUTING



04

Letters Meet Mumbai

TYPOGRAPHY CONFERENCE WITH THE THEME OF ROMANCE WITH TYPE

BRANDING

TYPE ROMANCE

TYPOGRAPHY

BRANDING ELEMENTS

PACKAGING

The Letters Meet Mumbai Conference 2021 is based on the concept of mixture of Romance with Type. The conference uses catch phrases, pick up lines and other relateable couple dialogues in a typographic language. It aims at an audience involved in the design industry by using words and phrases specific to their understanding. The overall purpose of the conference is to make the audience fall head over heels in love with typography. It is designed in a way where it grabs the attention of the viewers allowing them to relate, experience and celebrate typography.



A Bold Sans-Serif font is used for the emphasis and readability from a distance and mainly to bring out the modernity.

LOGO RATIO- 1:2

A B C D E F G I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

TYPEFACE
URW DIN BLACK

COLOR PALETTE



A balanced and vibrant color palette has been used to evoke the feeling of romance with type.



Love letters designed based on typographic terms and font names.

BRANDING

TYPE ROMANCE

TYPOGRAPHY

BRANDING ELEMENTS

PACKAGING

Coffee bag packaging designed according to typography terms- Lite, Thin, Bold

BRANDING

TYPE ROMANCE

TYPOGRAPHY

BRANDING ELEMENTS

PACKAGING



THE ONLY
"DATE"
I GET IS
Ps
UP-DATE!

+994 12 123 45 67
www.lettersmeet2021.com
19th - 21st August 2021
10 a.m - 7 p.m
Trident, Netaji Subhash Chandra Bose Rd,
Nariman Point, Mumbai, Maharashtra 400021

letters
meet 2021
Mumbai

I WISH I COULD COPY & PASTE YOU
21
ai
letters
meet 2021
Mumbai

BABY, EVERYTHING IS SO EASY WITH YOU
YOU NEED 2B MINE FOREVER

YOU'RE
PIXEL
PERFECT

YOU NEED 2B MINE FOREVER
BABY, EVERYTHING IS SO EASY WITH YOU

YOU'RE
PIXEL
PERFECT

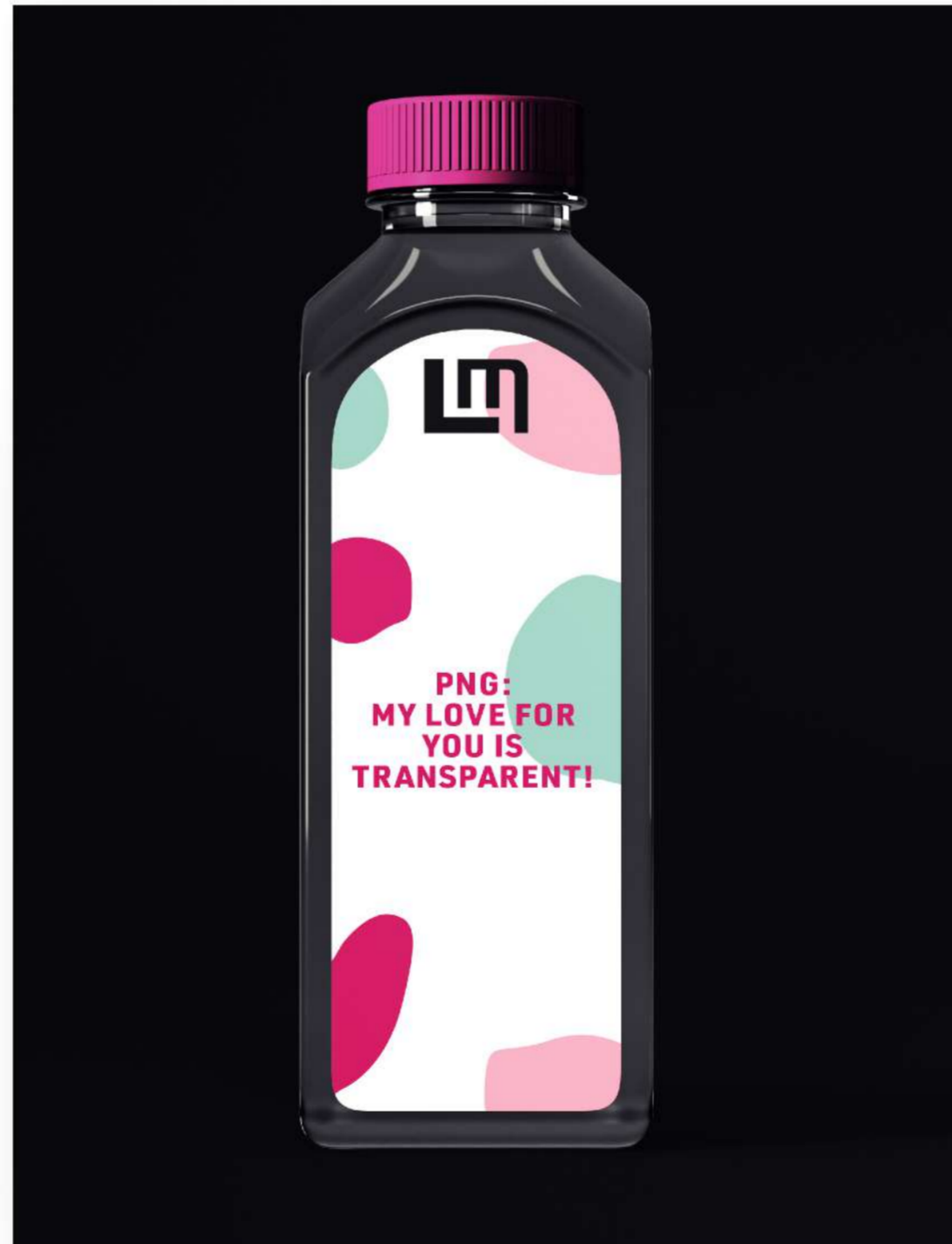
BRANDING

TYPE ROMANCE

TYPOGRAPHY

BRANDING ELEMENTS

PACKAGING



- BRANDING
- TYPE ROMANCE
- TYPOGRAPHY
- BRANDING ELEMENTS
- PACKAGING

05 Numero

CARD DESIGN FOR YOUNG MINDS

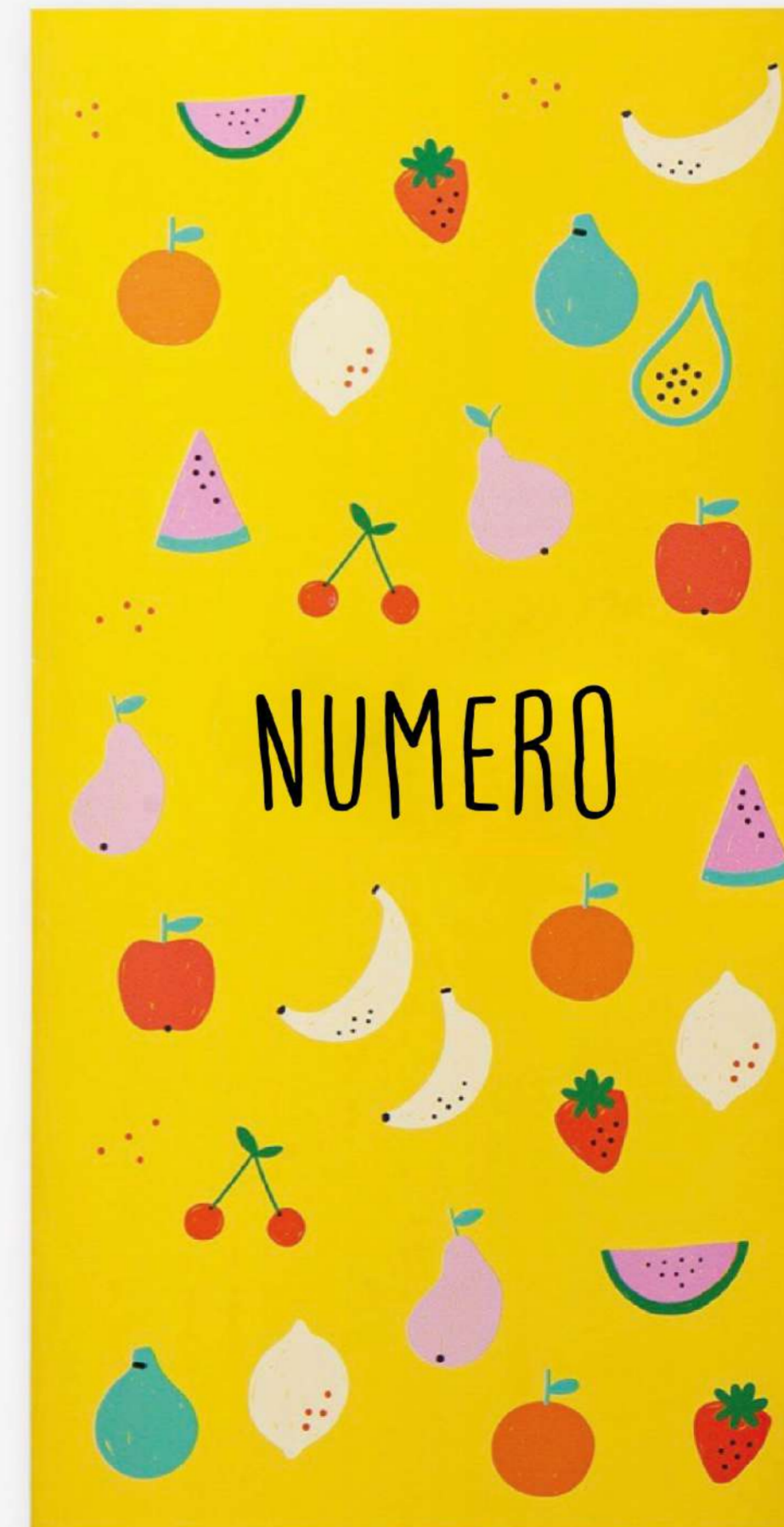
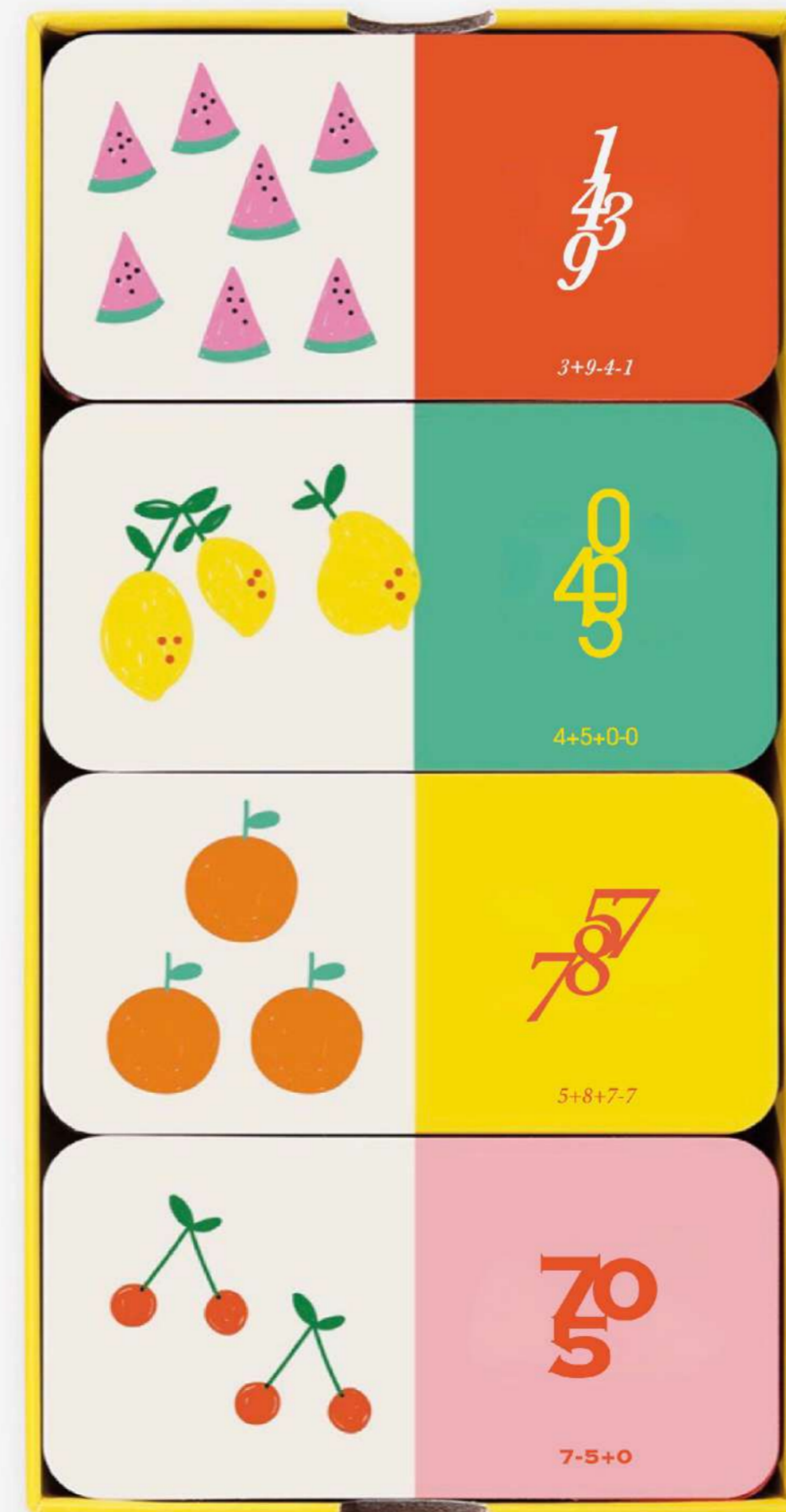
TYPEFACE

ILLUSTRATION

TYPOGRAPHY

BRANDING

PACKAGING



These Numero cards are inspired by the game Domino for the core idea and number plates for the typographic and fun looking approach for children to count till 20 without any difficulty. There are 36 pieces to play per image association, using simple addition, subtraction and mathematical operations. These cards help train the mind to identify the numbers first, develop numeracy skills, stimulate mental calculus, mathematical reasoning and consolidates simple mental operations.

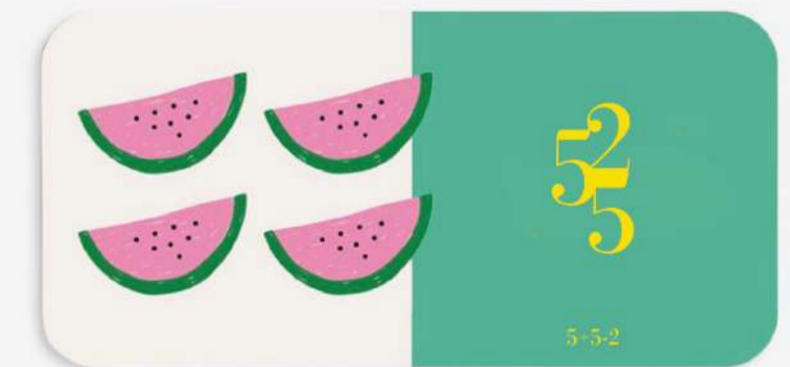
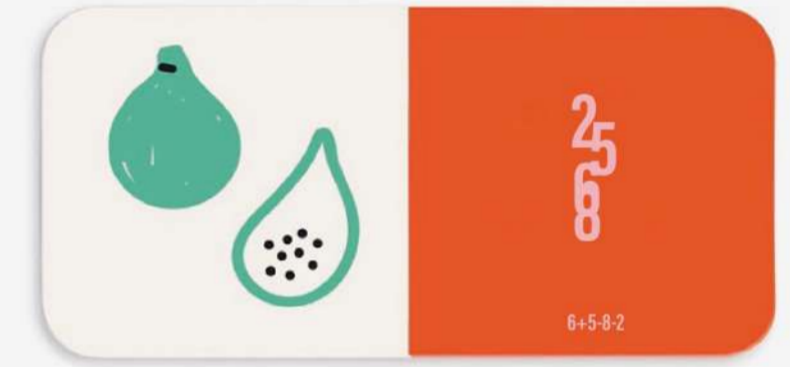
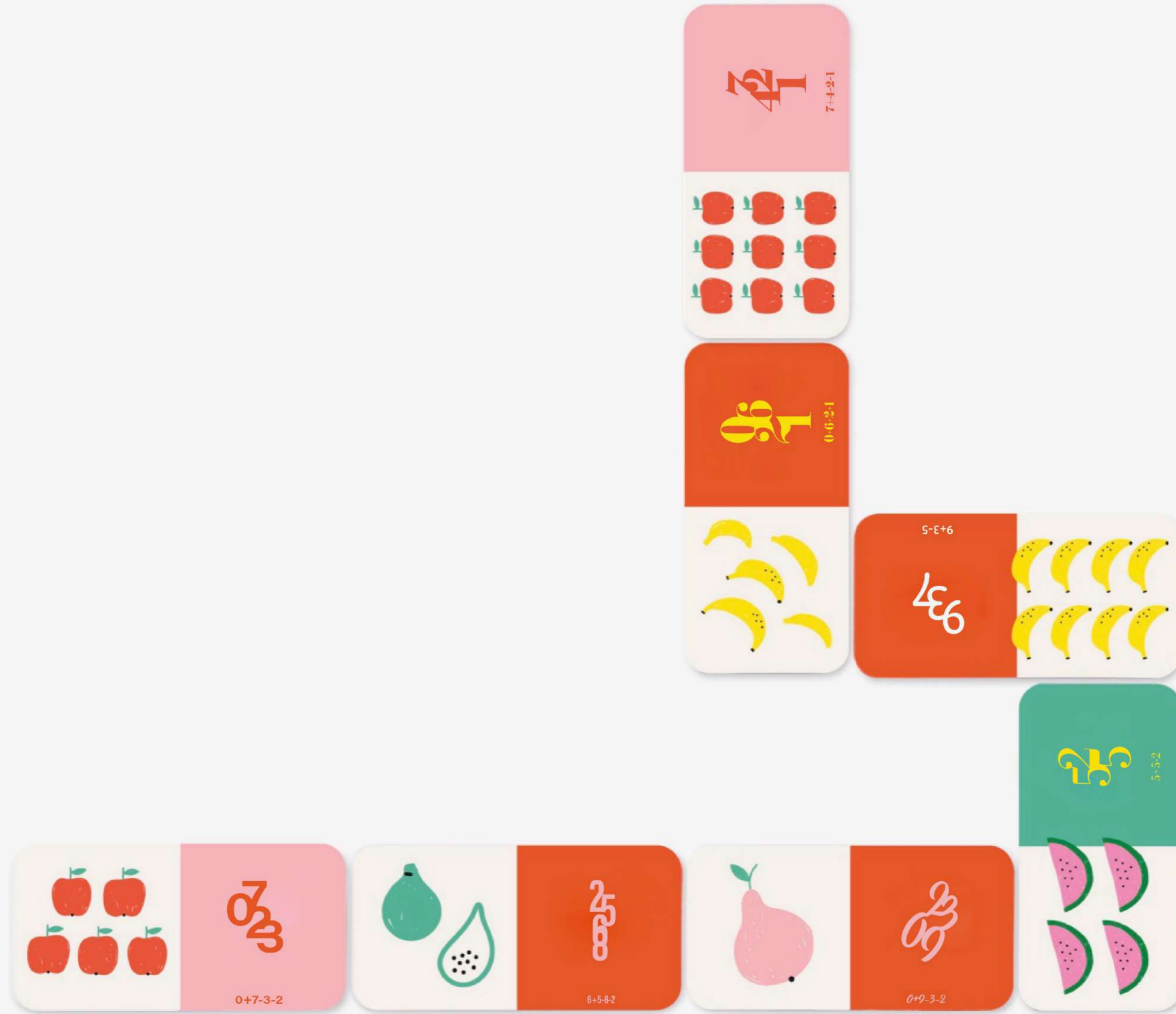
TYPEFACE

ILLUSTRATION

TYPOGRAPHY

BRANDING

PACKAGING





Brown Sugar Pavlova

With Caramelized Peaches

Makes	Prep Time	Total Time
4 Servings	80 Mins	90 Mins

Directions

Make the Pavlova:

- Preheat the oven to 250°F. Line a large baking sheet with greaseproof paper and draw two 8-inch circles, spaced slightly apart. You might need to use two baking sheets depending on the size of your baking sheets/oven.
- Put the sugar in a food processor or blender and blitz to create a finer grain. You do not want to turn it into powder, just blitz until the granules are smaller.
- Using a stand mixer with the whisk attachment, beat the egg whites on medium-low speed until frothy, and then add the cream of tartar. Increase the mixer speed to medium-high and beat to soft peaks. Gradually add the sugar a couple of tablespoons at a time.
- Continue beating on medium speed until the meringue is glossy and stiff peaks form. Feel a bit of the meringue between your fingers – it should not feel grainy. If it does, continue to beat for a bit longer.
- Divide the meringue evenly between the two circles, using a spatula to form a circular shape. Any leftover meringue can be piped to form meringue kisses. Bake the meringue for 10 minutes then reduce the temperature to 90°C (200 °F) and continue to bake for 1 hour and 20 minutes.
- Leave the meringue in the oven until completely cool. Store the cooled Pavlova layers in an airtight container for up to three days.

Ingredients

6 egg whites
 1/8 tsp cream of tartar
 1 1/2 cups Demerara sugar
 2 tsp cornstarch
 2 tsp lemon juice
 1 tsp vanilla paste
 2 cups heavy cream
 125g icing sugar
 1 tsp vanilla paste
 4 large peaches sliced
 2 tbsp butter
 3 tbsp honey
 1/4 cup bourbon

Make the Whipped Cream:

Place the cream, icing sugar and vanilla paste in the bowl of your stand mixer fitted with the whisk attachment. Whisk at medium-high speed until it holds soft peaks, keep an eye on it so that it does not over whip. Keep in the fridge until ready to use.

Make the

Caramelized Peaches:

Heat the butter in a skillet | Add honey and vanilla paste once butter starts to foam | Add peach slices and simmer until they start caramelizing, turning them over gently to coat in the sauce | Add a generous splash of bourbon before taking off the heat | Transfer to a plate to cool before assembling.

Assemble the Pavlova:

Place the bottom Pavlova layer on a serving plate or cake stand | Add half of the whipped cream and a layer of peaches plus some of their caramel syrup | Top with the second Pavlova layer and add the remaining whipped cream, piling more peaches on top. Drizzle with any remaining syrup and serve immediately.



Baked Apples

In Caramel Sauce

Makes	Prep Time	Total Time
4 Servings	30 Mins	2.5 Hours

Nuts and cranberries fill these simple baked apples that cook in your slow-cooker. Top them with Sea Salt Caramel Sauce and, if you like, a scoop of vanilla ice cream.

Directions

For Apples:

Peel a strip from the top of each apple. Place apples, top sides up, in a 3 1/2- or 4-quart slow cooker. (If necessary, trim apples so they will sit on the bottom of the cooker.) In a small bowl, combine cranberries, walnuts and brown sugar. Spoon mixture into centres of apples, patting in with a knife or narrow metal spatula. Combine apple cider, lemon zest and lemon juice and pour around apples in cooker. Add stick cinnamon to liquid. Top each apple with a piece of butter. Cover and cook on low-heat setting for 5 hours or on high-heat setting for 2 1/2 hours.

For Sauce:

In a heavy small saucepan, bring the 1/2 cup brown sugar, whipping cream, butter and corn syrup to boiling over medium-high heat, whisking occasionally; reduce heat to medium. Boil gently, uncovered, for 2 minutes more. Remove from heat. Stir in vanilla and sea salt. Cool to room temperature before serving, or chill for up to 24 hours and rewarm in the microwave on 50 percent power (medium) for 1 1/2 to 2 minutes before serving, stirring twice.

To Serve:

Transfer warm apples to dessert dishes. Spoon some of the cooking liquid from cooker over apples. Serve with Sea Salt-Caramel Sauce and ice cream.

Variation:

For a quicker sauce, just stir together 1/2 cup caramel-flavoured ice cream topping and 1/2 teaspoon coarse sea salt in a small saucepan and warm through before serving.

Ingredients

- 4 baking apples, such as Pink Lady, Honeycrisp or Braeburn, about 2 1/2 to 2 3/4 inches in diameter
- 1/2 cup dried cranberries, chopped
- 1/4 cup finely chopped walnuts
- 1/4 cup packed brown sugar
- 1 cup apple cider or apple juice
- 1 teaspoon lemon zest
- 2 tablespoons lemon juice
- 3 inches stick cinnamon
- 1 tablespoon butter
- 1/2 cup packed brown sugar
- 1/4 cup whipping cream
- 1/4 cup butter
- 1 tablespoon light-colour corn syrup
- 1/2 teaspoon vanilla
- 1/2 teaspoon coarse sea salt
- Vanilla or cinnamon ice cream

07

Iconography

A DAY IN MY LIFE

ICON DESIGN

ILLUSTRATION



-Hit snooze and sleep for 10 mins - Exercise
- Shower - Pooja - Dress up - Breakfast -
Drive to college - Check news - Brainstorm
for assignment - Lunch - Digital work -
Drive back home - Go for a run - Dinner -
Play poker/cards with family - Finish
pending work - Make to do list with fruits -
Clean up room - Talk to friend - Sleep

08

Type Design

"WAVE" A CUSTOM TYPEFACE DESIGN

TYPEFACE

CUSTOM TYPE

TYPOGRAPHY

POSTER DESIGN

ADVERTISEMENT

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz

! % ? @ () ,



Poster Design to Promote the New Type Face "WAVE"

TYPEFACE

CUSTOM TYPE

TYPOGRAPHY

POSTER DESIGN

ADVERTISEMENT

09

Space Beat

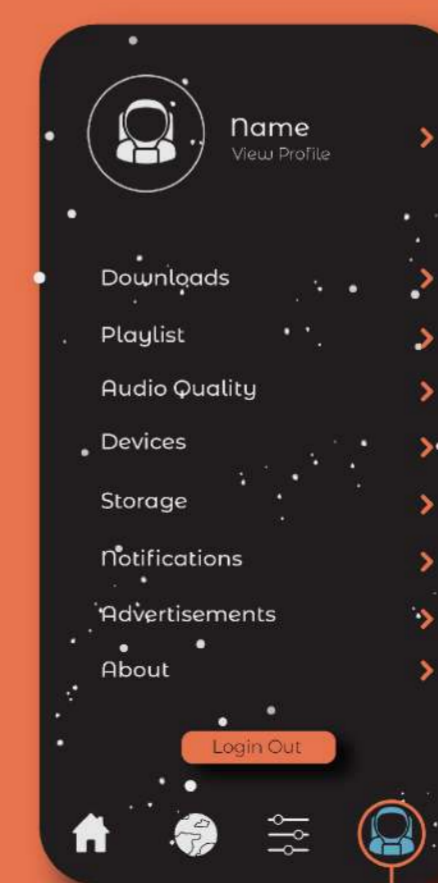
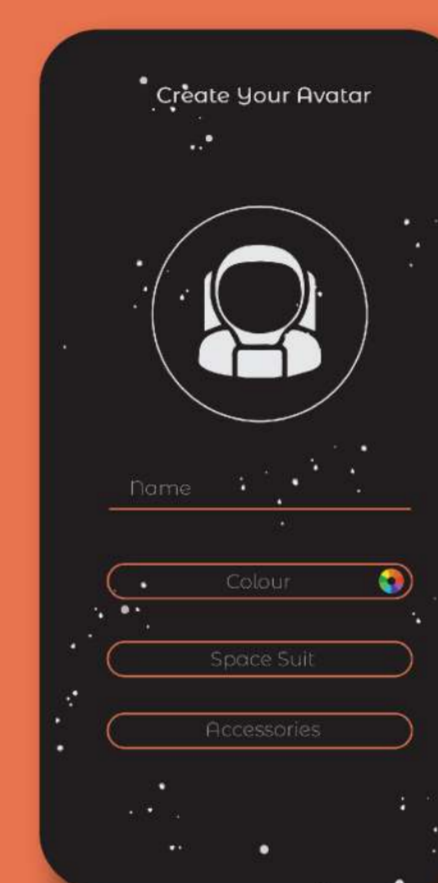
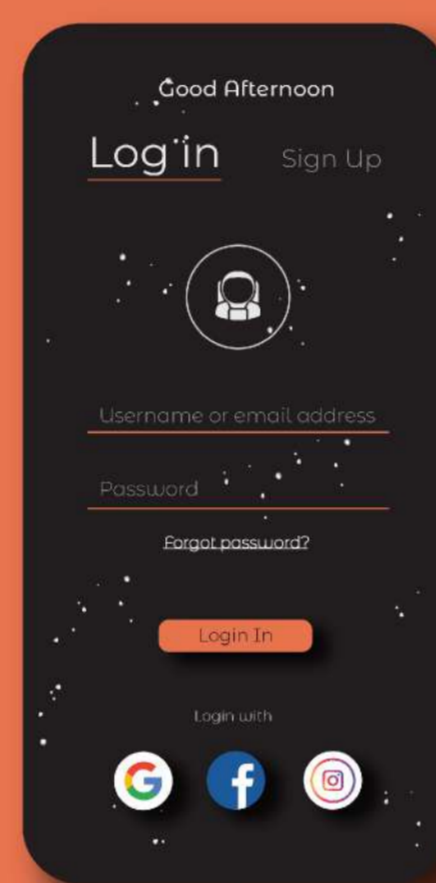
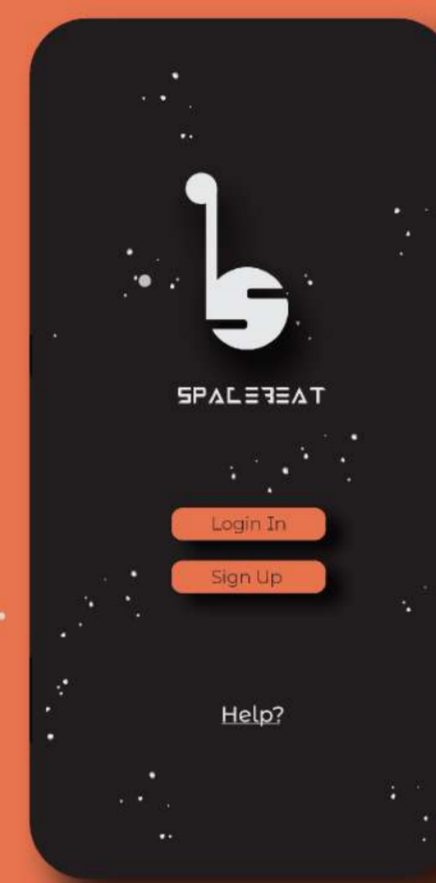
MUSIC APP DESIGNED FOR ALIENS FROM DIFFERENT PLANETS

APP DESIGN

INTERFACE

FEATURES

UI/UX



SpaceBeat is a music app that is conceptualised and ideated for aliens from other planets. A user friendly interface has been designed keeping all the aspects into consideration.

10

Illustration

ILLUSTRATION BASED DESIGN USED FOR MULTIFARIOUS PURPOSES

ILLUSTRATION

CHARACTER

DIARY

PILLOW



ILLUSTRATION

CHARACTER

BADGE

JUTE BAG

PHONE CASE



11

Post Card

POSTCARD BASED ON THE PINK CITY : JAIPUR

ILLUSTRATION

POST CARD



12

Human Trafficking

POSTER DESIGN FOR THE UNLAWFUL ACT HUMAN TRAFFICKING

POSTER

PHOTO MANIPULATION



Designed for an International Competition where the objective was to build awareness for human trafficking.

Hope You Enjoyed This Creative Journey
Thank You!



yashvis05@gmail.com



+91 7045517961

