

# PORT- FOLIO.

20

AKSHATA IYER

Visual Communication  
Unitedworld Institute of Design




20

# A

## BOUT ME

Visual Communication student from Unitedworld Institute of Design. Trying to make life better from a design point of view. I've been dancing since as far as I can remember. I would say I learned about observation and its importance through dance. Which in turn, I apply to design. Every important person in my life is a positive thinker, which is what I'm trying to become.

### SOFTWARE SKILLS

-  Indesign
-  Illustrator
-  Photoshop
-  Adobe XD
-  Premiere Pro
-  Figma

### INTERESTS

- Publication Design
- Photography
- UI/UX
- Branding

### CONTACT

Email: [akshata5.rajesh@gmail.com](mailto:akshata5.rajesh@gmail.com)  
Contact No: 704 6964 474  
Behance: Akshata Iyer  
Instagram: [iyer.akshata](https://www.instagram.com/iyer.akshata)

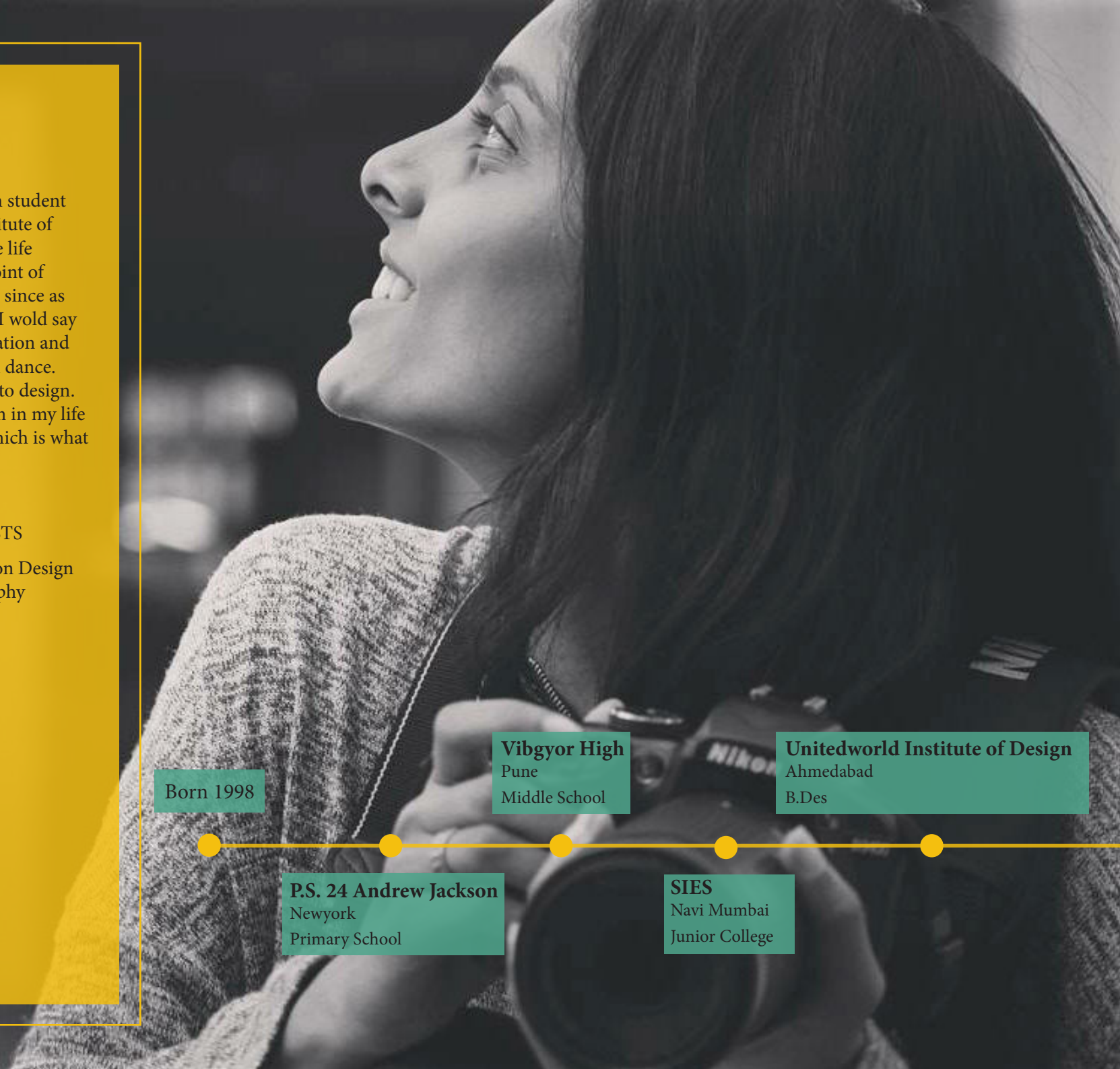
Born 1998

**P.S. 24 Andrew Jackson**  
Newyork  
Primary School

**Vibgyor High**  
Pune  
Middle School

**SIES**  
Navi Mumbai  
Junior College

**Unitedworld Institute of Design**  
Ahmedabad  
B.Des



BOOK DESIGN

REDESIGN & CAMPAIGN

UI/UX

SOCIAL COMMUNICATION

BOOK DESIGN

CORPORATE IDENTITY

LETTER DESIGN

ILLUSTRATIONS

PHOTOGRAPHY



# 1

## BOOK DESIGN

### Project brief

This 1978's book **"Give Happiness A Chance"** by Phil Bosmans, is redesigned, where each poem is represented by a collage illustration.



### Collages

Each collage depicts the poems in a metaphorical way through colors, shapes, prints and lines.

# Why Yellow?

#FBB61B

I used the color yellow for the cover page as it is the color of sunshine, hope and happiness. It stands for freshness, positivity, energy, optimism and joy. It gives a feeling of warmth and cheerfulness. A bright yellow grabs attention and when used in combination with black, it creates one of the easiest color combinations to read.

# Why Gotham Rounded Bold?

I used the font Gotham Rounded for the word 'happiness' as it is curved on the edges which gives a very safe and harmless feeling. It also has sufficient spacing between each letter which creates a sense of openness, which in turn may depict happiness. On the other hand 'Bold' was used to add emphasis on the word.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**







# 2

## REDESIGN & CAMPAIGN

### Project brief

A redesigned rulebook and promotional posters of the election based board game “**The Poll**” by Abeer Kapoor.



### About the cover

The circles on the cover represent number of seats in the parliament, and the colored circles depict number of seats won.



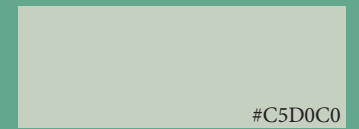
# Final Color Palette & Typeface

Typeface used:  
**Minion Pro** for  
Body Text

Regular  
**Bold**  
*Italic*  
***Bold Italic***

Typeface used:  
**Josefin Sans** for  
Headings

Regular  
**Bold**  
*Italic*  
***Bold Italic***



2. Where there are no direct linkages, questioning. If there is a direct linkage, and then if you can make an argument, voting amongst your peers.

Example:

In Bhagalpur, another issue is 'Crime records show year on year spike in communal violence'. Player 2's core policy is 'Community Policing' and 'Improve Rail Network'. One part of this efficient policy can be disputed by other players.

## RULE three

Each player has two minutes to state their stand in all constituencies. Players take one turn each to argue their positions in the constituencies.

IN A FOUR PLAYER GAME, YOU NEED TWO OTHER PLAYERS TO SUPPORT YOUR CLAIM. IN A THREE PLAYER GAME YOU NEED ONE OTHER PLAYER TO SUPPORT YOUR CLAIM.

IF YOU LOSE MAJORITY, YOU MUST TAKE BACK THE CUBES AND PUT THEM ON YOUR PLAYER MAT.

## STEP 3:

### MARK YOUR INFLUENCE

Once your manifesto has been made place your vote cubes on the issues according to how you think they will be solved. This is not a guarantee they will stay there!

A manifesto that can help solve the maximum number of problems across the constituencies, is the best.

You can only place as many cubes on the constituencies as the number of cubes right next to the problems.

So if a certain issue that a policy of yours addresses has two cubes, you can only place two cubes right next to it.

The purpose of this exercise is that you will see what the nature of competition is on all the constituencies up for play.

# STEP 4:

## ARGUE FOR YOUR MANIFESTO

After all players have placed their vote cubes on the constituencies, the person with the most number of cubes on the board starts arguing. Each player, turnwise, become their party's spokespersons who have to convince the other players, who now are regular people, as to why their manifestos work and help fix the constituencies problems.

### TIP two

It is up for players to gain the approval of their peers. So please treat the arguments and solutions on their own merit and not in contrast to a policy another player might have in their manifesto. Treat the issue and the promise in isolation, because you'd want others to do the same with you!

## How to argue?

1. Where ever there are direct linkages between keywords and issues make the argument, show the players your card and move on to the next. Where ever there are no direct linkages players cannot counter your card.

Example:

In Bhagalpur, one issue is: 'Crime records show year on year spike in communal violence'. Player 1, had selected, 'Community Policing' and 'Improve Rail Network'. When they realised that Crime is a crime based issue, they had placed their cubes on the board. Keeping them on the board is easy because the policy is a direct fix to the issue of communal violence.

## SEQUENCE OF DRAFTING THE MANIFESTO FOR ROUND 1:

In round 1, any one player deals out 8 policy cards to each player. The timer is turned and the players read through the policy cards. On the first turn, the players select 2 policy cards from what they have been dealt and pass on 6 to the player on the left.

The second exchange onwards the limit of two cards is lifted, the players must select the best and most appropriate policies according to them for their manifesto. The players can choose any cards from those passed to them, which includes trading in the two they chose from their original hand.

At the beginning of each exchange the timer is turned and the remaining cards are passed on to the player on the left again. This process continues for four minutes or four exchanges amongst the players.

When a policy is locked it means that it assumes the same permanent nature as the core policy; it cannot be changed, exchanged, traded or removed from play.

### EXAMPLE:

There are three constituencies up for play

#### ASANSOL

1. Drinking water supply hit due to toxic industrial activity
2. Slowdown in steel industries lead to unemployment
3. In the Aftermath of riots, tensions remain high and those affected await justice

#### SINGHBHUM

1. Unregulated Placement agencies con young job seekers
2. Usage of Improvised Explosive Devices poses a threat to security personnel

#### BHAGALPUR

1. Poor Condition of Rail Tracks leads to massive delays in train and security
2. Crime records show year-on-year spike in communal violence

Player for Bhagalpur, selects two cards say, 'Community Policing' and 'Improve Rail Services' out of the 8.

## TIP one

When selecting the most suitable policy cards, read the title and the keywords of each to see where they are best applicable or match. Remember the aim is to find the most direct link to the

problems!

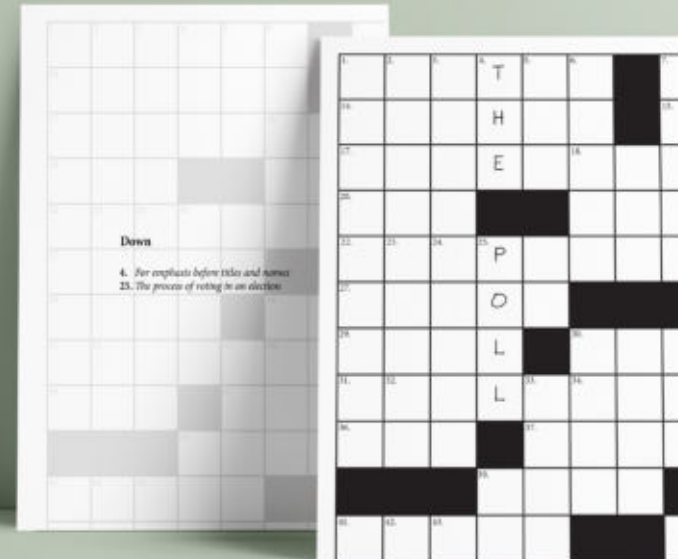
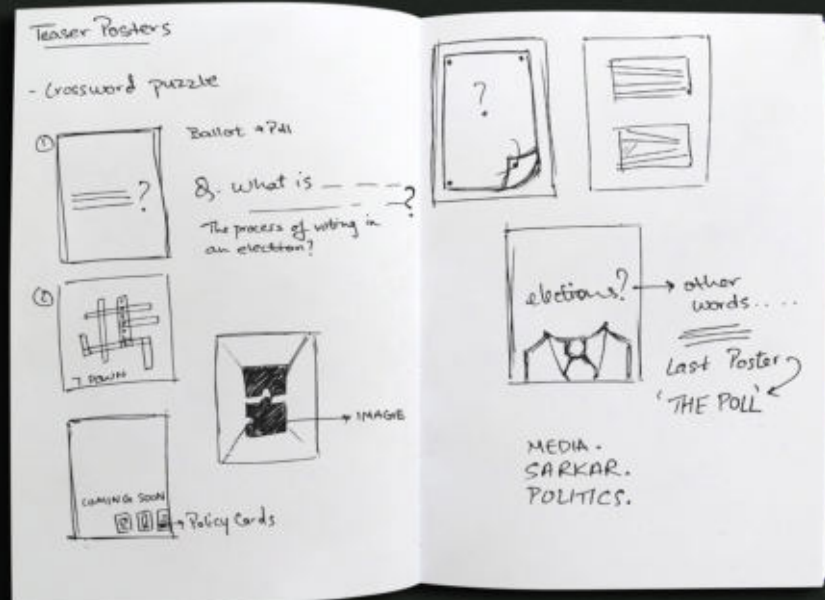
## RULE two

Players cannot have more than 4 policy cards on them at any given time during the drafting process.

## AIM?

The aim is to build a manifesto that can help solve the maximum number of problems across the constituencies, while remembering that only one policy can target one issue in one constituency, but can target similar issues in different constituencies.

What is the aim? What is the aim? What is the aim?



I chose to represent the game by a crossword puzzle firstly, because of their similar 'game' element. Also, their common source being newspapers. The point was to create curiosity and to get the people to join in by giving them hints that would make them guess as to what the name of the board game could be. After which revealing the answered puzzle with what the name actually is.



I put one word that was 'election' related in each of the teaser posters to create curiosity about the game and at the same time give a hint as to what the game might be about.





# 3

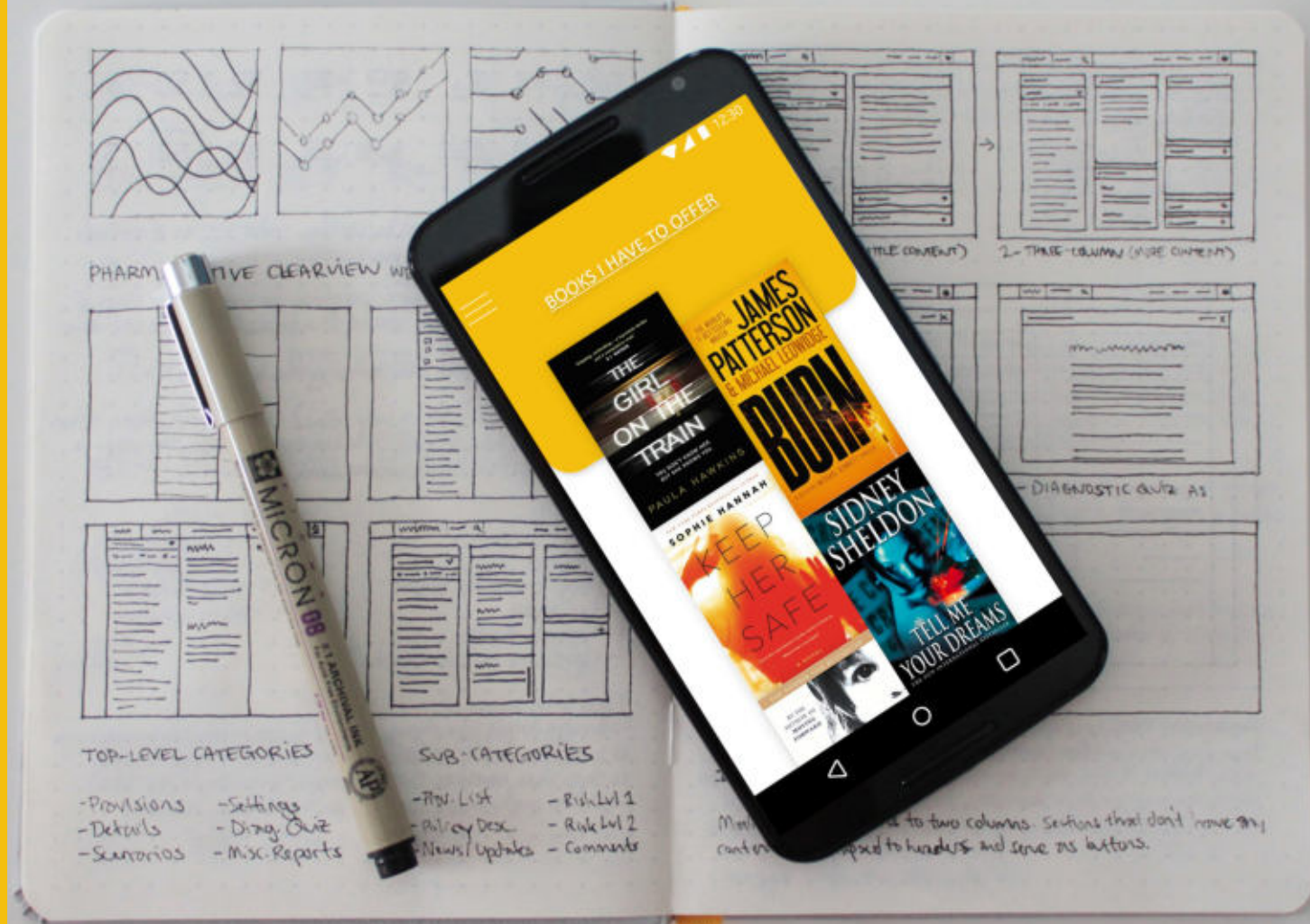
UI/UX

## Project brief

An android app designed on the concept of **book exchange**, named Thrift Books.

## Book exchange

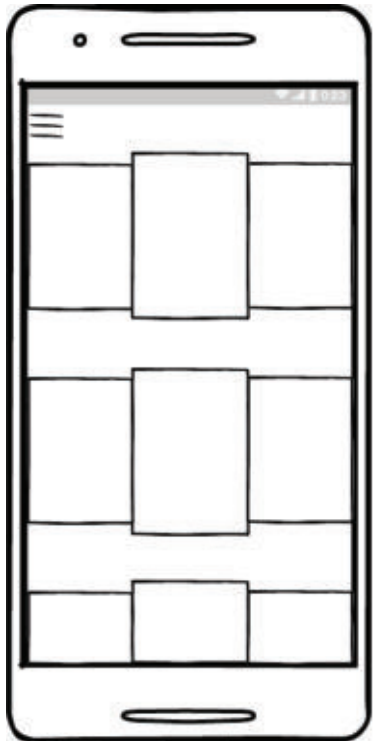
With this app, reading is now at a lower cost. Exchange is now quicker with users following other users living within the same area. At the same time, storage space is reduced (with other advantages of the app) since the books are read and passed on.



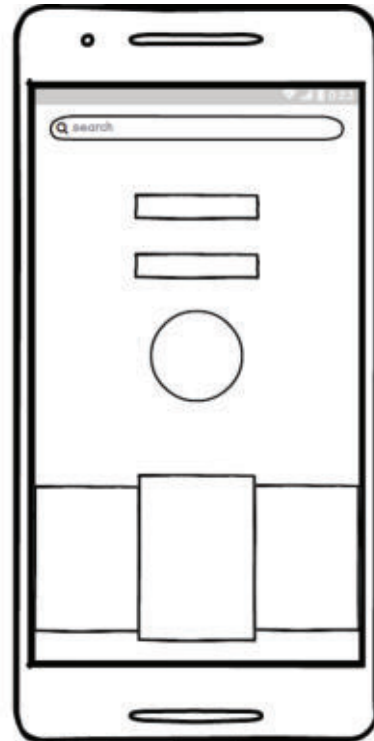




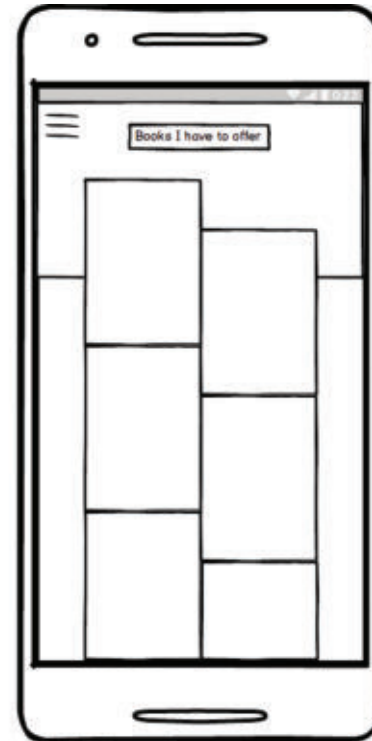
# Wireframes



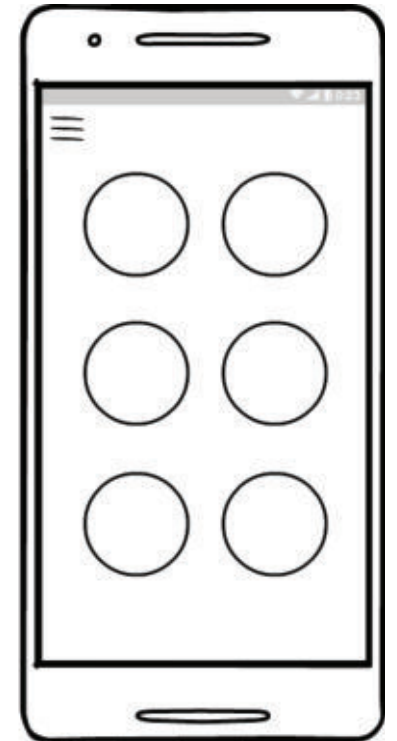
Home



Profile



To offer/  
interested in



More

Open mic, log

Quiz

Quizzes

Rate updates

Pen theme

Search other users...

TO OFFER

INTERESTED IN

Akshata Iyer  
NIBM Road kondhwa Pune

THE HOBBIT  
J.R.R. TOLKIEN

THE HISTORY OF MELUHA  
AMISH

Jane Eyre  
PERSEUS LIBRARY

RECOMMENDED

STEPHEN KING  
END OF WATCH

THE GREAT GATSBY  
F. Scott Fitzgerald

STEPHEN KING  
SHAWING

J.R.R. TOLKIEN  
AMISH

Jane Eyre  
PERSEUS LIBRARY

SKY IS FALLING  
STEPHEN SHELDON

+

BOOKS I HAVE TO OFFER

THE GIRL ON THE TRAIN  
PAULA HARRING

JAMES PATTERSON  
MICHAEL LEWIDGE  
BURN

SOPHIE HANNAN  
KEEP HER SAFE

SIDNEY SHELDON  
TELL ME YOUR DREAMS

Blind book exchange

Lets take "Don't judge a book by its cover" seriously.

Step 1. Choose a reader to play this cover" seriously.  
Step 2. Cover your book so the reader is unable to see the cover, hence does not know the title.  
Step 3. Exchange books  
Step 4. Read away to glory



# 4

## SOCIAL COMMUNICATION

### Project brief

A brochure, booklet and poster designed for social communication on the topic of **Marital Rape**.

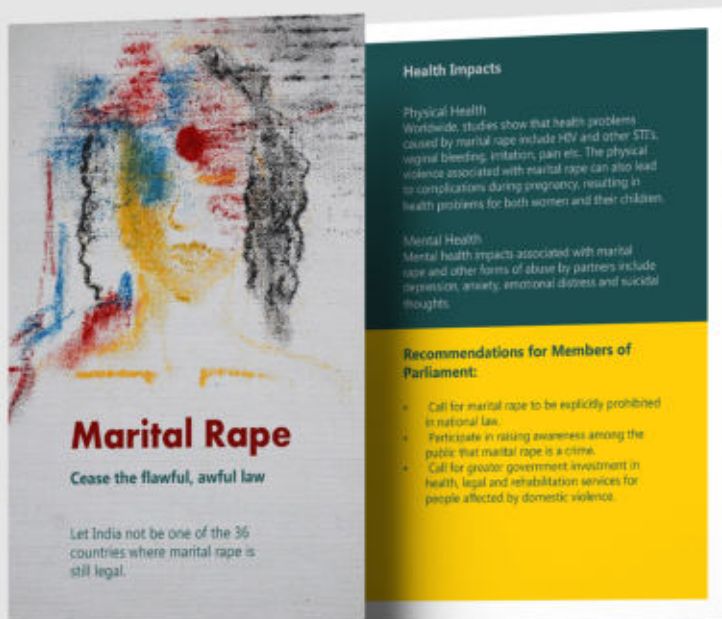




I chose marital rape as my topic for social communication because unlike some other social issues, marital rape is not an offence in the eyes of law in India. Even though it being a very common issue, most of the cases are not reported and people are very ignorant. Government has given guidelines that sexual intercourse between spouses cannot be accounted as rape.

Target Audience- Victims

The brochures will be handed out with sanitary napkins and also be available at Salons and Hospitals.





Let India not be one of the 36 countries where marital rape is still legal.

For further queries visit: [www.ceasurthelaw.org](http://www.ceasurthelaw.org)

# MARITAL RAPE.

CEASE THE FLAW



**batter** batter

**bat-tered, bat-ter-ing, bat-ters**

verb

- To hit heavily and repeatedly with violent blows.
- To subject to repeated beatings or physical abuse.

noun

- The definition of batter means the liquid mixture of ingredients used in baking.

Let's stick to the latter and know batter only as a cooking term.

Marital rape has been impeached in approximately 105 countries and is documented as a desecration of human rights.

In the light of UN reporting, it stands true that women in India are 40% more likely to be raped by their husband than by a stranger.

Let India not be one of the 36 countries where marital rape is still legal.

## THE LEGAL RAPIST

**What is Marital Rape?**

Marital rape (also known as spousal rape and rape in marriage) is non-consensual sex in which the perpetrator is the victim's spouse. It is a form of partner rape, domestic violence and sexual abuse.

**Possible Reasons**

- Desire to assert superiority of men over women.
- Petty domestic issues.
- Attempt of women to demand her rights in marital relationship.
- Gender inequality.

**Types**

- Battering rape- When physical and sexual violence occur together.
- Force only rape- Physical violence is not present.
- Obsessive/ Sadistic rape- Involves torture or perverse sexual acts.

**Health Impacts**

**Physical Health**  
Worldwide studies show that health problems caused by marital rape include HIV and other STDs, vaginal bleeding, infections, pain etc. The physical violence associated with marital rape can also lead to complications during pregnancy, resulting in health problems for both women and their children.

**Mental Health**  
Mental health impacts associated with marital rape and other forms of abuse by partners include depression, anxiety, emotional distress and suicidal thoughts.

### WHY DOES OUR PENAL CODE STILL TREAT 'SHE'S MY WIFE' AS DEFENCE?

Over 99,000 Indian women suffered cruelty from their husbands in 2011.

2/3rds of married women in India, aged between 15 to 49 have been beaten, raped or forced to provide sex.

Every 6 hours; a young married women is burnt or beaten to death, or driven to suicide from emotional abuse by her husband.

**Recommendations for Members of Parliament:**

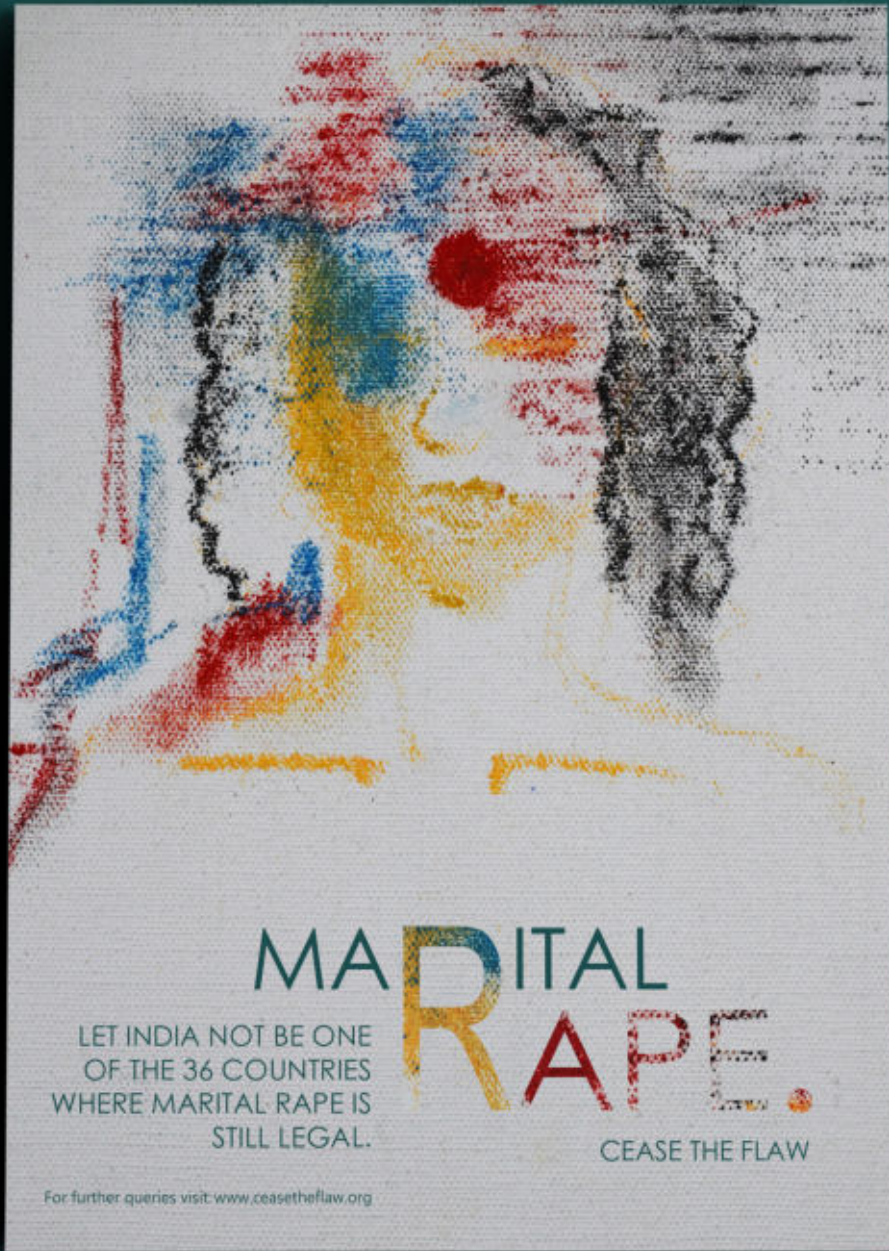
- Call for marital rape to be explicitly prohibited in national law.
- Participate in taking awareness among the public that marital rape is a crime.
- Call for greater government investment in health, legal and rehabilitation services for people affected by domestic violence.

**Physical Violence**

**Sexual Violence**

AGE	Physical Violence (%)	Sexual Violence (%)
15-19	21%	5%
20-24	31%	9%
25-29	38%	10%
30-39	39%	10%
40-49	38%	9%

THE LEGAL RAPIST

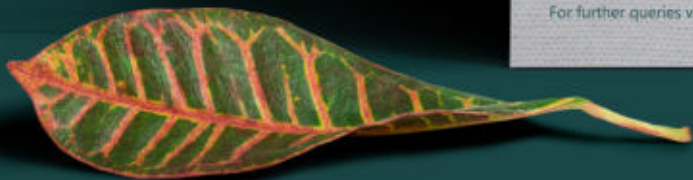


# MARITAL RAPE.

LET INDIA NOT BE ONE  
OF THE 36 COUNTRIES  
WHERE MARITAL RAPE IS  
STILL LEGAL.

CEASE THE FLAW

For further queries visit [www.ceasetheflaw.org](http://www.ceasetheflaw.org)





# 5

## BOOK DESIGN



### Project brief

A coffee table book designed on the **lifestyle of villagers** (depictions through photography).

### What is Lucid

Lucid means something that is easy to understand. What is easier to understand than reality? The life of these certain individuals is as real as it gets.

### About the cover

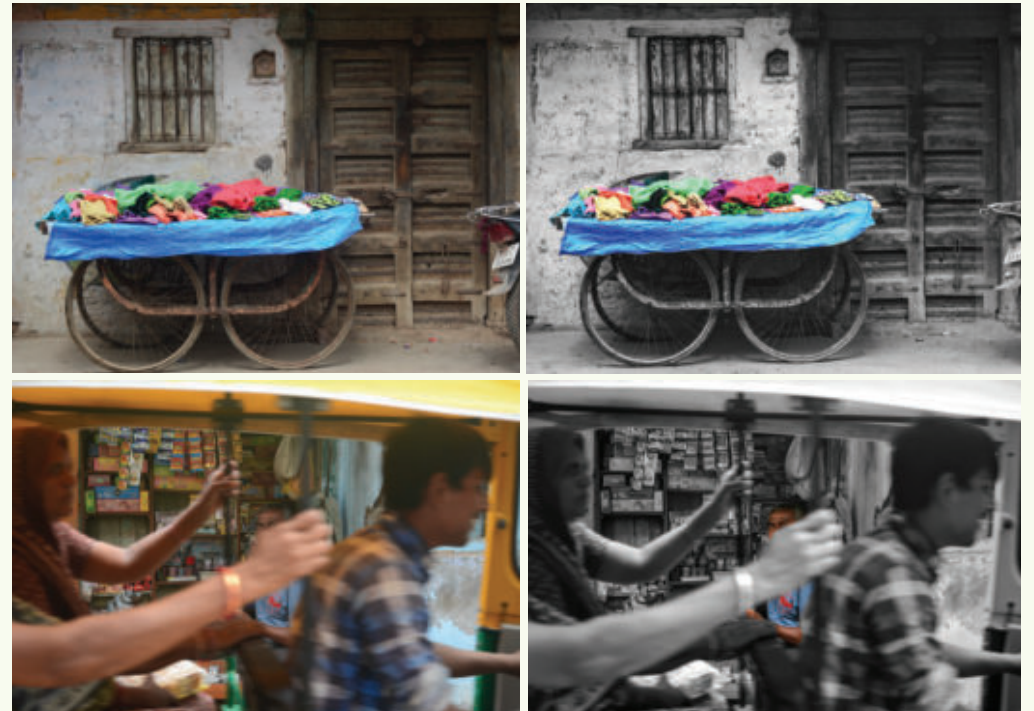
The image I chose as my cover picture, in my perception depicts togetherness.

## Process

The first four days in the village involved only photography. Things I specifically looked out for while clicking pictures were elements that depicted their lifestyle.



Followed by editing the selected.





Layout variations were made taking under consideration the readability, proportion of area the text covers and image covers and alignment of text.



This door is as good as the door to Nanna for me. Inside this is where I was born. My parents are poor and we struggle a lot for money but I love my life. It's for sure not always pretty but I'm definitely thankful for it. Even though I don't always get what I want, there's so much I love that others cannot even imagine of. I'm so happy to have been born.



I go to school every day because I want to be a pilot when I grow up. They haven't taught me any flying though.



There's not much that excites me about life. Probably the only two times when I was the happiest was when my two babies were born. Sure enough though things happened even then, to turn the perfect moment. I used to save up my money every time I got to know I was pregnant. When my first child was born that's when I realized how expensive it was to take care of an infant. When I went to dig into my savings I was shocked after seeing the money was missing. It didn't take me more than a second to know who'd done this. It was my husband. However, it didn't come off as too shocking to me as he was not even at the hospital when the baby was being born. Like he says he had better things to do, like being intoxicated. Sure enough the situation presented itself again and I didn't take too long for him to snatch the money away from me again. Now I'm pregnant with my third child. There's not much that I can do for them other than try.



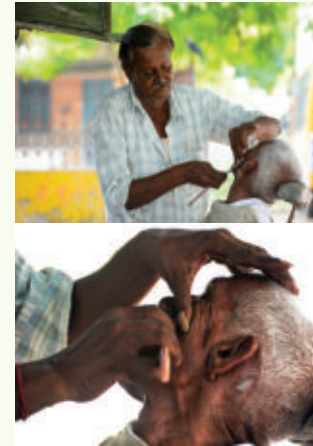
For the first 25 years of my life never had I ever sat in a public transport. During the first 15 years of my life never did I get a chance to travel in a rickshaw or a bus. My parents were very poor and could barely keep themselves or me alive. I would see kids living around me taking rickshaws instead of walking and sometimes I even saw kids inside cars every once in a while when rich people would take the village route. I would always

consider them lucky and think to myself that I did not want to continue living this way. When I was 18 I ran away from home as I started looking after it, where ever I could. I was so broke, I was ready to do anything. I worked as a cleaner for a couple years and eventually started a small shop of my own. Had my first rickshaw ride when I had enough money to spend on something other than food and clothing. Quite exciting.



I used to be afraid to get out of my house. Thinking bad things were always around the corner. I wouldn't visit the super market. I wouldn't go to pick up the kids from school. I wouldn't go shopping with them or even for a stroll. It didn't bother me as much as it bothered them. On my daughter's birthday she told me she wanted a present. I said I would get her whatever it was. That's when she told me she wanted me to

drop her to school. I thought about it a lot and said to myself that I always thought I didn't have a solid reason to leave the house, which of course was just an excuse, but now that I do this is my chance. On her birthday I walked her to school. It wasn't easy at all but I knew it was worth it. Now, I take them for walks every single day.



I always thought what I did for a living was pretty. What changed that thought was when a teenager came to visit our village and let me trim his beard. I feel like a professional ever since.



It's like he's always angry with me for all the times I've called him huge and scary looking. But it is what it is right.





# 6

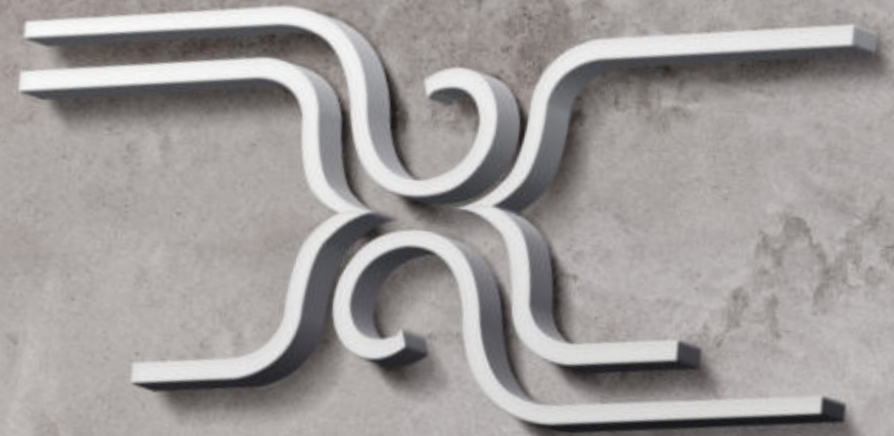
## CORPORATE IDENTITY

### Project brief

A symbol and logo designed for an Indian based service of a **water resort**.

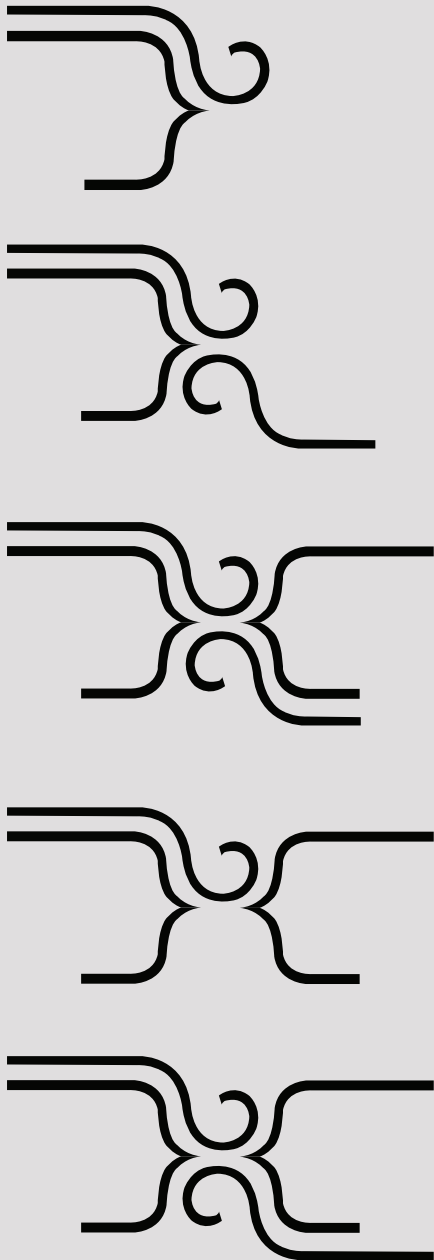
### About Leher

Leher water resort is a resort located in Kashmir for tourists and anyone else looking for a relaxed vacation. We offer stay at our finest houseboats and have multiple branches in places such as Dal Lake, Gangabal Lake, Gadsar Lake and Satsar Lake.



**LEHER**  
WATER RESORT

## Development process



## The symbol

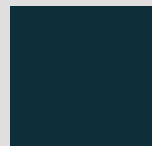
Even today, houseboats maintain the touch of tradition that has always been. The symbol was made taking two elements i.e. 'wave' depicting water and the traditional element usually found carved on doors.

LEHER  
WATER RESORT

Typeface used:  
Century Gothic  
Regular



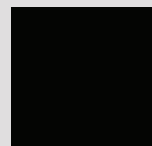
R: 47  
G: 130  
B: 116  
#2f8274



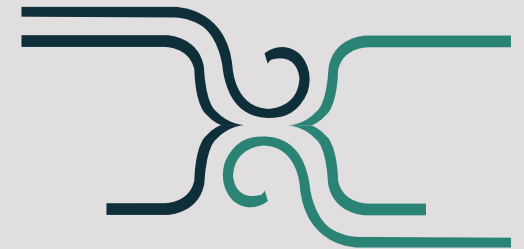
R: 18  
G: 47  
B: 57  
#122f39



R: 255  
G: 255  
B: 255  
#ffffff



R: 0  
G: 0  
B: 0  
#000000



LEHER  
WATER RESORT



Leher water resort is located in Kashmir for tourists and anyone else looking for a relaxed vacation. We offer stay at our finest houseboats and have multiple branches in places such as Dal Lake, Gangabal Lake, Gadsar Lake and Satsar Lake.

Visit us at [www.leherresort.com](http://www.leherresort.com)  
Contact no. 7044765349



LEHER  
WATER RESORT

...mo resibus,  
autatemqnas solupta musdae pa quodi-  
tat vitaeetoeae namet, ut rerio blabore  
ratem sae delessequi apid que vendi qu-  
...fuga. Peleniscia picipiendae  
...stem. Nam, unnecte  
...huras.

...a  
...ria  
...nis  
...im a

Ero  
it om-  
odione  
venda  
ut mol-  
nis eati  
m sum  
sandit,

tasi do-  
bos modic  
ceseca  
entur?

dunius  
essintium  
magnihit ius,  
et laborum  
voluptaqui  
gae necrores-  
en rat quide  
a, consequi  
susa doluptate  
nis expedi quia  
nis mi, ul-  
quiae sit apienia  
quimus con esceca  
reum volenda nd-  
obptatur sequi dis  
onse am, id quodios  
po rumqui volup-  
a refererepera voloria  
quide cust acceped  
pertant.

atem facimus  
ut provide lenihil  
ament od qui te  
pore volenditi berias  
dolupta narepta quaessed  
eressi deribustis ex  
asantur, quam sundit  
umi, conse nam rescunt  
atur aut rebendi of-  
it magnis earum ute ea  
ella cepudae et pliae que  
landiates illab ipis dollest  
libeate nia ipsa doluptiae  
sequi aut re a veribername  
ssatatur?

et ea cum que velles  
Tem qui aut fugitem quia  
quatur mi, sus eroratu-





Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

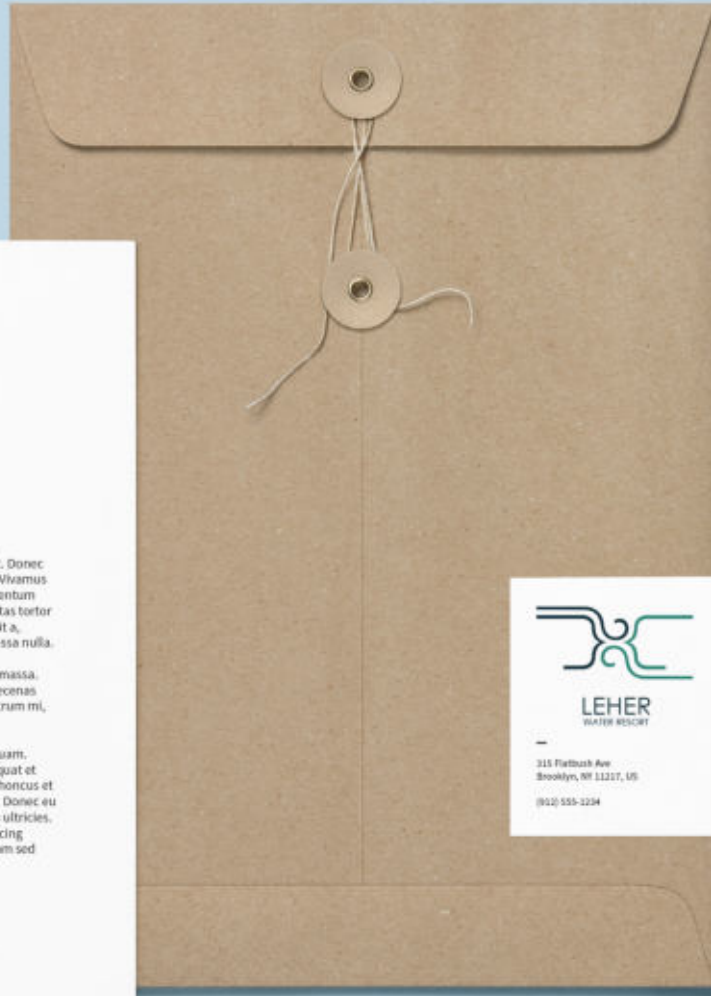
Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla, Maeconas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Sed id augue vitae uma euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a ccumsan quis quis nibh.

Sincerely,

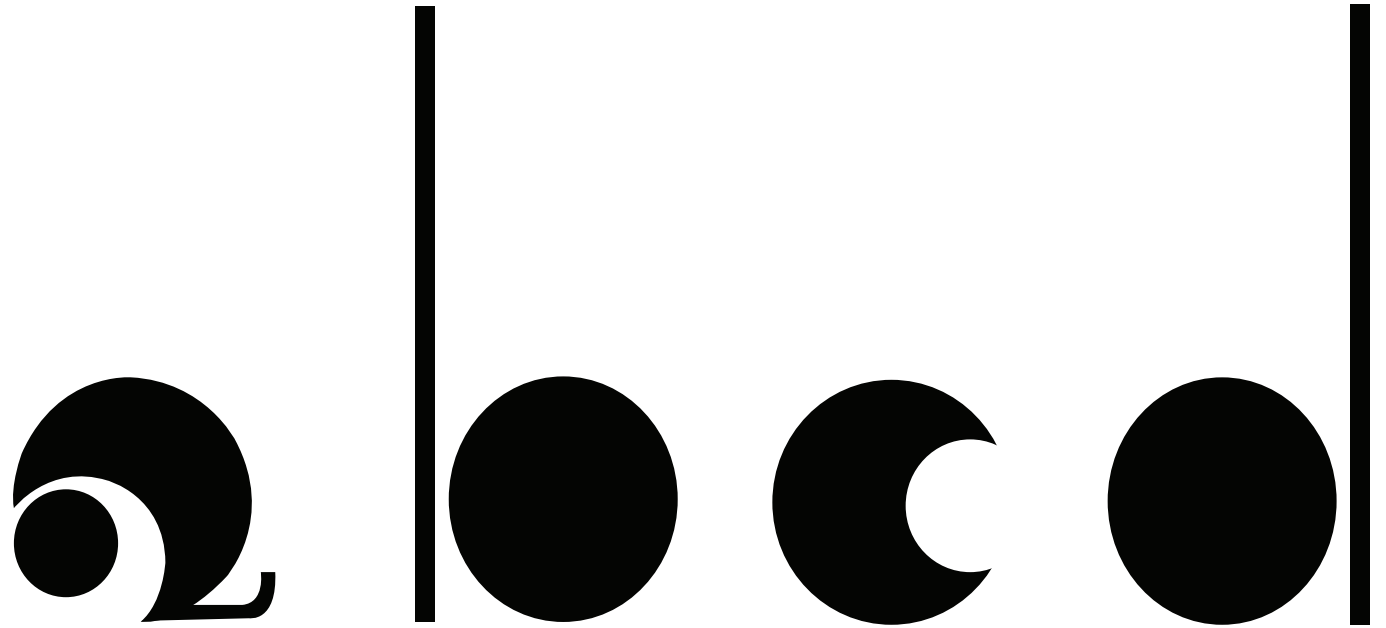
**Allen Carter**  
co-founder

T: (912) 555-1234  
M: +1-202-555-0184  
E: allen@brandminute.com



# 7

## LETTER DESIGN

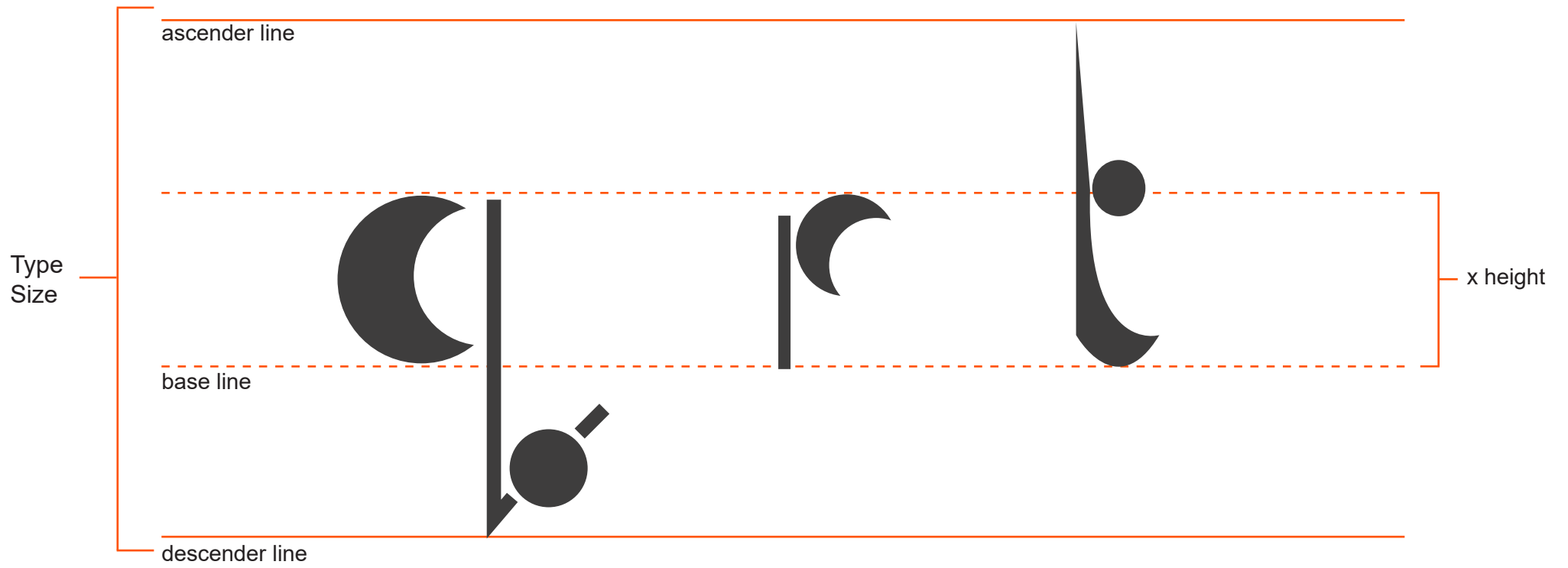


### Project brief

All the letters of the alphabets, designed using inspiration taken from a **semicolon**.

### Semicolon

My alphabets are inspired by a semicolon. i.e. ; representing 'someone who could've chosen to end their sentence but chose not to' for the love of typography. All the letters are designed in lower case.



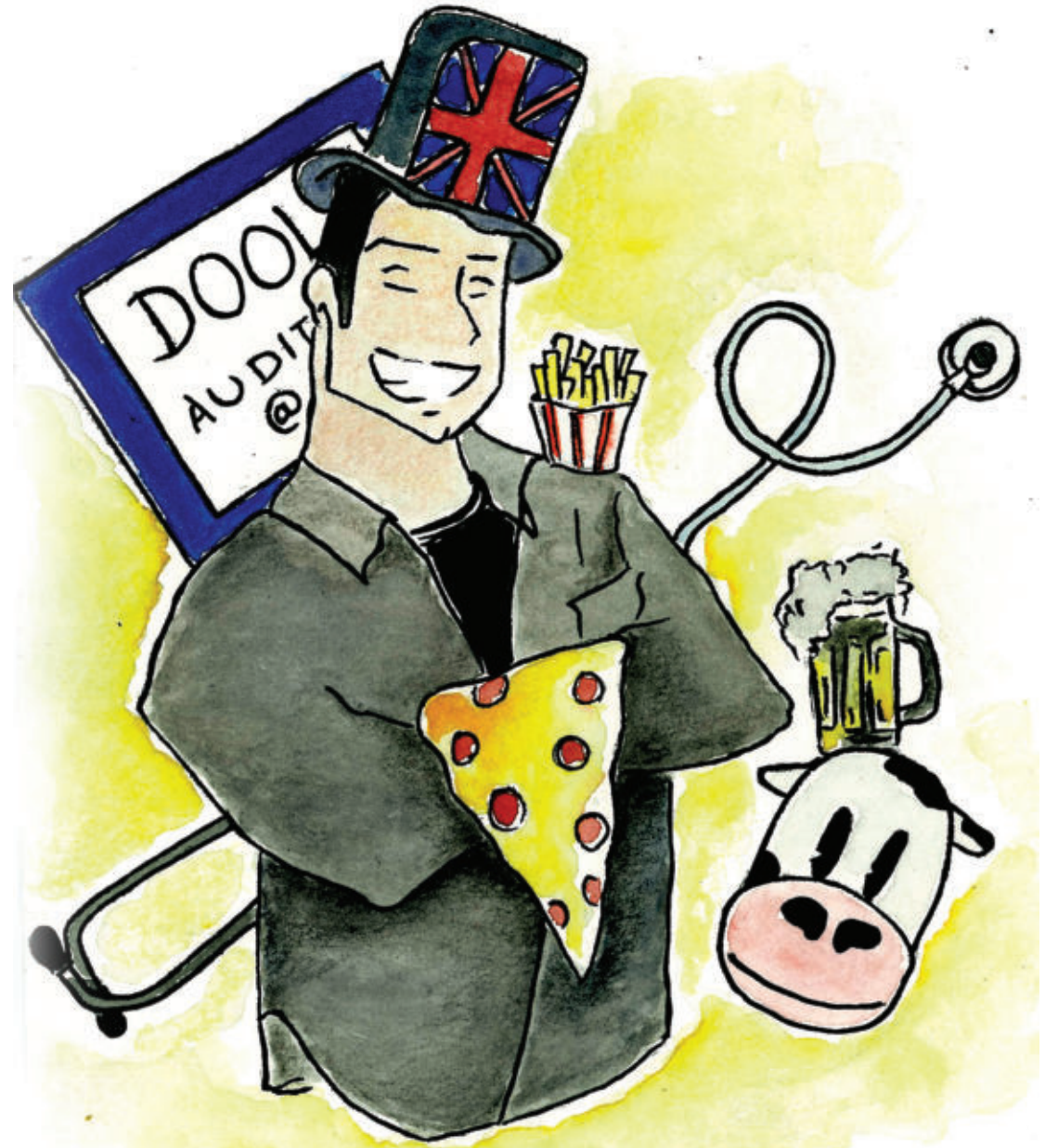


# 8

## ILLUSTRATIONS

### Brief

A self-initiated project whereby I made illustrations based on the characters of the TV show friends.







**JANUARY**

5	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**FEBRUARY**

5	M	T	W	T	F	S
1	2	3				
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

DOOR

**MARCH**

5	M	T	W	T	F	S
1	2	3				
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**APRIL**

5	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**MAY**

5	M	T	W	T	F	S
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**JUNE**

5	M	T	W	T	F	S
1	2					
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



# 9

## PHOTOGRAPHY

### Brief

A self-initiated project whereby I chose to click pictures of everything that I found aesthetically appealing and peculiar.









THANK YOU

Email: [akshata5.rajesh@gmail.com](mailto:akshata5.rajesh@gmail.com)  
Contact No: 704 6964 474  
Behance: Akshata Iyer  
Instagram: [iyer.akshata](https://www.instagram.com/iyer.akshata)