

Gargi Mallick Choudhury

Topic

Photo Documentary on “School
On Wheels”

Brief

This project consists of a photo documentary on an initiative ‘School on Wheels’ which is a part of the organization- “Door Step School” where children who cannot afford education at all are provided education for free inside the buses which moves remotely to different locations. The photo document consists of all the photos taken during the ongoing classes inside the buses and captures different activities and moods of the children to focus light on them to see how they respond to education in their lives.

Company

Times Of India, CST
Mumbai

Email : gargi.gmc19@gmail.com

Contact : +91 79802 91632

Portfolio link: [www.behance.net/
gargichoudhury04](http://www.behance.net/gargichoudhury04)



Gaurav Murmoo

Topic:

Website Re-design
and branding logo
exploration

Company:

Red Baton Design Studio,
Bangalore

Brief:

The project included redesigning the website for the company MoEngage, using a globally vis-à-vis user-centric approach.

Email : gmurmoo311@
gmail.com,

Contact: 7004326541

Portfolio Link- [https://
www.behance.net/
gmurmoo2690/projects](https://www.behance.net/gmurmoo2690/projects)



Topic

Retelling the story of Kannagi

Brief

This is a storytelling project which revolves around retelling the story of Kannagi the chief protagonist of the Tamil epic Silappadikaram in an illustrated book format. This illustrated story book is the transformation of a traditional Indian woman, modest, timid and meek, into a bold and courageous one who demanded justice for her dead husband even directly from the King and took the terrible revenge of burning down the city of Madurai as retribution for her husband's unjust execution.

The style of the illustration is influenced from the kerela mural paintings.

Company

Jitch Art Studio.

7439162575

gowri101suresh@gmail.

[https://www.behance.net/](https://www.behance.net/gowri101su83d5)

gowri101su83d5

Gowri Suresh





Kushagra Shinde

Company:

Kreo, Bangalore.

Topic:

Retail and Spatial
Experience Design

Brief:

To design a retail experience center for “Something’s Brewing” – retail brand of Kaapi Machines. The experiential space is for specialty coffee chain owners and coffee connoisseurs including baristas to come and experience current coffee trends, machines, accessories, and merchandise. The experience center will also be used for sales, business development meetings, and training. With a detail-oriented design approach for multiple design projects and versatile applications, multiple brand stories were successfully journeyed through multiple touchpoints to connect to the respective end user. The project included intuitively identifying user needs, create experiential designs, and immersive user experiences while providing realistic and practical solutions.

Email: Kushagrashinde25@
gmail.com

Contact: 7898888959

Portfolio link: [https://www.
behance.net/kushagrashf09c](https://www.behance.net/kushagrashf09c)



Mimansha Gupta

9874517040

mimanshaguptaa123@gmail.com

<https://www.behance.net/mimanshagu645d>

Topic

To create a digital platform for increasing traffic and giving voice to Street Art in Kolkata

Brief

This project aimed to make art accessible for people. The concept of the project was to create a user-friendly website which curates all the information about the street art of Kolkata. A website which provides the location, information about the artwork, artist and the FAQ's as a well curated platform for street art.

Company

Art Fervour, Kolkata

Topic

To develop a Visual Merchandising Manual for Heads Up for Tails

Brief

Visual Merchandising manual was designed for Heads Up for Tails (HUFT). The respective manual included all the required details for anyone in the retail field of HUFT to understand the Visual Merchandising specifications of any store, be Flagship, Prime or Factory outlet. Flagship and the Prime are usually different from each other in terms of fixture details, merchandise display specifications, styling of the mannequins, logo guidelines, and other details for Visual Merchandising in the stores.

Company

Heads Up for Tails, New Delhi



Mohit Singh

Contact: 8299464379

Email: mohit.singh@nift.ac.in

Portfolio link: [https://www.](https://www.behance.net/mohitsingh0364)

[behance.net/mohitsingh0364](https://www.behance.net/mohitsingh0364)



Topic

To design and enumerate upon the 5 senses of customer touch points in Visual merchandising

Brief

The aim of the project was to enhance the store's visual merchandising keeping in mind the 5 senses of the customers. The work included the guidelines and ideation to improve customer experience, beyond the sense of sight. Activities included standardizing the facade designs for new retail id stores and also to come up with VM calendars and Windows for this year and the next.

Company

Manyavar Mohey, Kolkata

8910791334

pankhuriyadav31@gmail.com

<https://www.behance.net/pankhuriya5a58>

Pankhuri





Topic

To create a tabletop drinking game in order to understand the tabletop gaming industry.

Brief

The aim of the project was to bridge the gap between the tabletop gaming industry and the socializing industry. In today's time, people have forgotten the joy in socializing and gaming has primarily taken the form of video games. Even if people are in the same room, they fall back to their phones instead of enjoying a drink in each other's company. Therefore, with this project the intention was to bring back the fun times with board/ card games and get the party started with conversations and drinks.

Company

Purplemango Design Agency, Bangalore.

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Paramita
Barua

8961385655

paramitabarua05@gmail.
com

[https://www.behance.net/
paramitaba9474](https://www.behance.net/paramitaba9474)

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Topic

UI/UX Project-School Discovery App

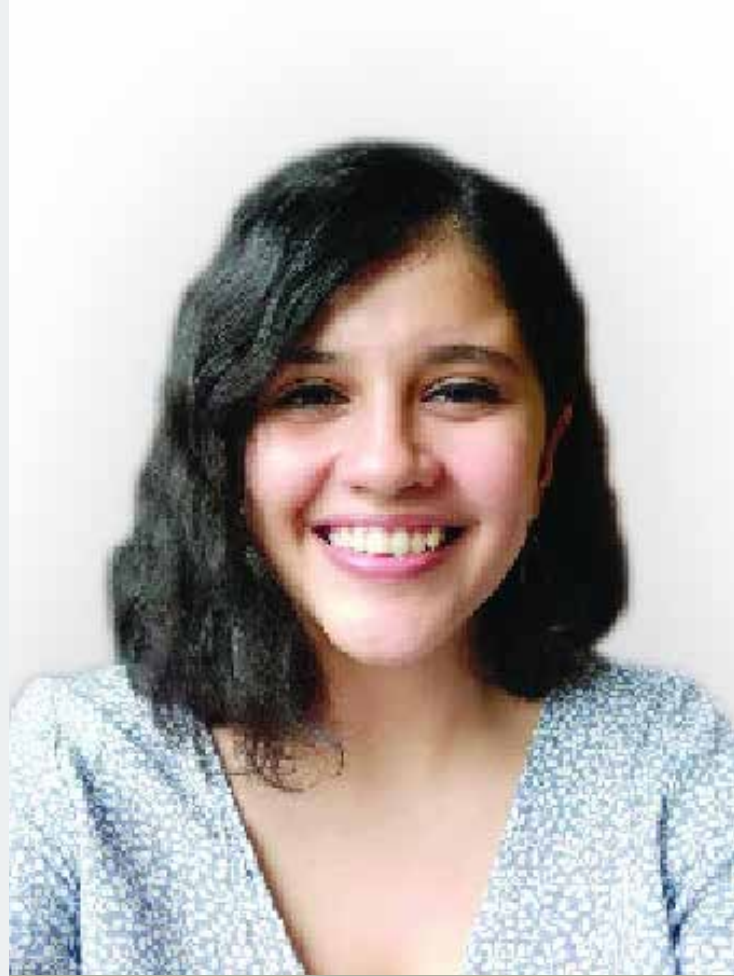
Brief

‘Edunite’ was an attempt at working on a real-time user problem, by using the five stages of design thinking. The project included a hypothetical prototype aimed to solve the persistent problem of discovering schools and also focused on a tool to help parents take the first step towards final selection.

Covering 3 major steps i.e. UX Research, UX Design, and UI Design, the project was executed with the help of the design team over a period of 10 weeks that covered 40+ wireframes with research insights from 50+ users.

Company

Grappus Technologies Pvt Ltd



Preeti
Sahasrabuddhe

Email: spreeti.2373@gmail.com

Contact: 9051848660

Portfolio Link: <https://www.behance.net/probuddhe>



Topic

Visual merchandising for the brand to strategically promote the positives of the brand.

Brief

The job was to design the store in store (SIS) floor layout and guidelines which included but wasn't limited to fixture details, merchandise display specifications, styling of mannequins, logo guidelines etc. It also included store visits to understand the existing settings and as the brand didn't have a SIS guideline earlier, it was built from scratch.

Company

MANYAVAR- Vedant Fashions Pvt. Ltd.,
Kolkata

Contact- +91 7909099055

Email- pritam.priyadarshi@icloud.com

Portfolio Link - https://www.behance.net/gallery/100350011/Portfolio_Visual-Merchandising

Pritam Priyadarshi





Radhika Kedia

Topic

Conceptual Graphic Design
Project

Company

Now Form Design Studio,
Gurugram

Brief

Specimen is a self initiated project that aims to understand the feeling of moving out and living independently. The project is an ongoing attempt to visually articulate a few stories that collectively explore the themes of personal growth, human emotions, self awareness and mental health. It is a conceptual research based project that binds together personal experiences of various individuals and their journey through simple daily objects. The process of the project was to empathize with the sample size and learn about their experiences and let the responses direct the visual language.

Email: radhikakedia13@gmail.com

Contact: 7800896576

Portfolio Link: <https://www.behance.net/radhikakede0d2>



Rakesh Kumar

Topic:

UX Project- Fleet
Management System

Brief:

This project is aimed to create a user-centric design for both mobile and desktop users. The project focusses on empowering the fleet owners in travels from one place, where they can manage all their trips and have better coordination within their team and drivers etc. This Project is part of one of the largest transportation companies in India which deals with a commercial vehicle. The project explores interactive design and UX design.

Company:

Fractal Ink Design Studio,
Mumbai

Email: rakesh.kumar3@nift.ac.in

Contact: 8210201648

Portfolio link: <https://www.behance.net/rakeshkuma1366>



Topic

UI/UX Project for Trees Information System

Brief

This application is based on seeking design solutions for people to identify trees, know about their medicinal properties, and other values of individual breeds. Such a portal of experience sharing between people and trees will eventually help in generating a repository of rich data with experience & behavioral attributes in addition to all the essential knowledge about a tree. People can search the information about a tree or they can scan the QR code placed beside the tree at the campus. The UI/UX for the proposed application was created as a part of this project.

Company

Indian Institute of Technology, Kanpur

Email: riya.rastogi78@gmail.com

Contact: 8583913213

Portfolio Link: <https://www.behance.net/riyarastogi>

Riya Rastogi





Sagar Mohan Lachmandas

Company:

Verve Magazine, Mumbai

Topic:

Concept App, an UI/
UX Project

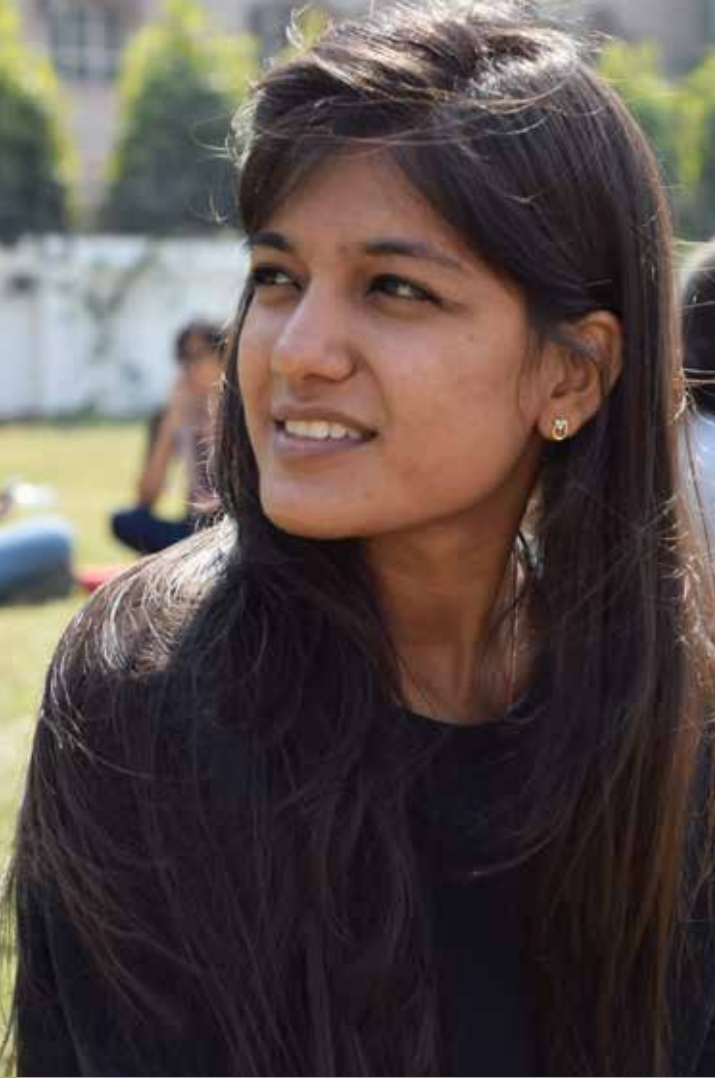
Brief:

The VERVE magazine app was an attempt to create a platform where new readers as well as existing subscribers of the magazine can avail benefits, which the existing app does not provide, along with the benefit of reading and listening, anytime, anywhere. The project included understanding the working of the current app and build a more user-friendly app along with integrating a new feature- Podcast, to further engage with the audiences of VERVE.

Email: lsagar1407@gmail.com

Contact: +91 9674905693

Portfolio Link: <https://www.behance.net/lsagar1407>



Saloni Jhunjhunwala

Email: salonij2w@gmail.com

Contact: 7978882078

Portfolio link: <https://www.behance.net/salonij2wde15/projects>

Topic

UI/UX Project at Zenqore- Accounting Software

Brief

This project aimed to create a cloud-based accounting software to streamline the accounting process with which business owners don't have to spend hours trying to balance their books and to make sure that the finances are in order. Software which does all the heavy work, helping small businesses improve their cash flows and maintain highly accurate financial records even if owners don't have accounting skills and expertise.

Company

Red Baton, Bangalore

Topic

TVM Manual-Exeryoga

Brief

Every six years, Adidas designs a brand new VM Manual to keep the customers updated and engaged in the retail journey and accordingly renovates the stores. This hypothetical project aims at designing the VM Manual with a brand new inspired concept, which mainly revolves around 'working out in nature', green exercising, and yoga; and the name of the manual is Exeryoga. Considering the long-term benefits of outdoor exercising unlike gyming, the idea is to promote working out in nature. Another part of the project discusses sustainability in retail and alternatives to the toxic materials which are used in VM executions today.

Company

Adidas India Marketing Pvt. Ltd. at the Regional Office Kolkata



Shagun Gupta

Contact: 9654404194

Email: shagungupta3011@gmail.com

Portfolio link: <https://www.behance.net/shagungupt7463>



Topic

VM/Graphic Design project for The Flea Story- Event Conceptualization

Shivalika Julka

Brief

The project was based on an event idea to create a Flea market in Kolkata alongside a Festival experience. The 3D model was created which showed all the corners of the event and also the placement of the graphics for the event. Graphics and collaterals for promotion and basic requirements were also created.

Company

Showhouse Events Pvt. Ltd. Kolkata, India

Contact: 8240069147

Email: email2shivalika@gmail.com

Portfolio Link: <https://www.behance.net/shivaalikaj2407>





Topic

Mixed Media Art-Toxic Masculinity

Brief

Over the past several years, toxic masculinity has become a catchall explanation for male violence and sexism. The project aims to show how our society perpetuates toxic masculinity and show what can be done to help foster a healthier generation of young men. Detoxification of masculinity is an essential pathway to gender equality, a less violent and more empathetic culture for all.

In this project, mixed media art is being created dedicated to the concept and a hypothetical branding is done, based on a real-life application.

Company

Jitch Art Studio, Kolkata

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Shraddha
Lath

Contact: 9331100001

Email: shraddhalath10@
gmail.com

Portfolio Link- [https://
www.behance.net/_
shraddhalath_](https://www.behance.net/_shraddhalath_)

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Topic

Social Media and Content Strategy

Brief

The project was a comprehensive study aimed to establish what constituted a successful strategy for brand communication on a digital marketing map with the major focus on Content Strategy. The study evaluates the performance of the strategy and content based on the criteria and agenda set by the brands for the communication. The idea behind the study is to figure out a rudimentary algorithm as to how brands can develop an optimal strategy suiting their needs and goals for a successful digital presence. Developing a 'analysis metric' and evaluating brand strategies on its scale to generate insights is at the helm of the entire project. The study uncovers the true usage of the 6 crucial laterals used in analysis for a successful implementation of social media marketing strategies for various brands.

Company

Social Panga, Bangalore



Shruti Ranjan

Email: shruti.ranjan01@gmail.com

Contact : 7783087292

Portfolio link: [https://www.behance.net/](https://www.behance.net/shrutiranjn01)

[shrutiranjn01](https://www.behance.net/shrutiranjn01)



Topic

UI/UX Project for Timon The Timekeeper

Brief

Timon the Timekeeper is a digital end to end product that tends to find a solution towards the problem of excessive usage of phones and focuses on having a balanced on-screen and off-screen life. It is a proof of a concept in the form of a mobile app which aims to solve the problem of excessive usage of phones in a very friendly manner, annoying onelike a friend and reminding one to pause and divert their attention to things that actually matter.

Company

Divami Design Labs, Hyderabad

Email: saransiddhant@gmail.com

Contact: 8240474305

Portfolio link: https://www.behance.net/Siddhant_saran

Siddhant Saran



Sona Goyal

Topic

Re-Branding - Fresh to Home

Company

Happy McGarry Bowen,
DENTSU Aegis Network,
Bangalore

Brief

This project aimed at re - branding of a grocery brand Fresh to Home, based in Bangalore. The main aim of re-branding was to change the perception of the brand that sells just fresh fish to a grocery brand which sells not only fresh fish but also chemical free, non-biotic and fresh chicken, mutton, fruits, vegetables and other eatables as well.

Contact: 7985145397

Email: sona.goyal@nift.ac.in

Portfolio link: <https://www.behance.net/sonagoyal130397>



Srishti Kumar

Topic:

Editorial Styling and
Creative Direction

Company:

ELLE India, Mumbai –
Fashion and Lifestyle
Publication.

Email: srishtikumar97@
gmail.com

Contact: 9718169999

Portfolio link: [https://www.
behance.net/srishtikumar](https://www.behance.net/srishtikumar)

Brief:

The objective of this project was to curate an amalgamation of trend analysis and the essence of how substantially everyone is impacted by pop-culture. Evaluating the symbiotic relationship between fashion and pop-culture, inspiration was drawn from a widely watched web series, Euphoria, which primarily talks about sex, drugs, friendships, love, identity and trauma and their effect on our lives.

The project activities revolved considerably around studying, researching and analyzing trends of the current fashion season - both on the streets and runways - and eventually applying these in the magazine, ELLE.



Topic

VM Project - Communication redesign.

Brief

The project was to create a more communicative and interactive ambience for the customers who visit the store. The main focus was to recreate the communications displayed at the store, so that they can be more interactive and communicative and also to redisplay the merchandise according to the theme and color scheme to help in enhancing the ambience of the store and attract more customers as the SDM of the store is a very important part of display.

Company

Pantaloons(ABFRL), Delhi (Karol Bagh)

Contact: 8335096427

Email: dassulagna3@gmail.com

Portfolio link: <https://www.behance.net/sulagnad234783>

Sulagna Das





Vagmi Pathak

Company:

Bhavishyavani Future Co.
(Mumbai)

Topic:

Visual Identity and
Packaging Design
for the brand Deepa
Gurnani.

Brief:

The project aimed to create an identity for Deepa Gurnani, a luxury jewelry brand. Even though the brand existed, they wanted to create impact with their visual identity and brand packaging, which is what the requirements of the job, was. The main focus was to create an experience while unboxing the jewels. The brand's message "The untamed spirit" is what was achieved while creating its identity. Activities included Brand guidelines, collaterals, packaging design, exploring print media and so on.

Email: vagmi.vp@gmail.com

Contact: +91 8910790456

Portfolio Link: <http://be.net/vagmipathak>



Vedika Fomra

Contact : 9051011800

Email : fomravedika23@gmail.com

Portfolio Link: <https://www.behance.net/fomravedika>

Topic

UI/UX Project-Mental wellbeing.

Brief

The aim of the project is to have an understanding about mental wellbeing in India and create a safe and friendly space for people to connect with professionals and licensed therapists/counselors through an user-friendly app.

Company

Digital Puzzle, Kolkata



Topic

A visual project on substance dependency

Brief

For the project the concepts of substance dependency and drug addiction among people was studied and visualized. The project aims to relate to the audiences and open up a dialogue about the less accepted but existing issues of dependency among people varying from the youth to the elderly in every society. The project also tries to make people realize their own dependencies and the attention required for the well being of an individual.

Company

Blue Vector, Gurugram.

Email: vishal97singh@gmail.com

Contact: 8527840321

Portfolio Link: <https://www.behance.net/vishal97si61d8>

Vishal Singh







CREDITS

Brochure:

Akshat Srivastava, FC5
Ria Agnihotri, FC5
Sayantani Majumder, FC5

Website and Virtual Gallery:

Akanksha Pragya, FC5
Akash Sarkar, FC5
Aman Verma, FC5

3D Installation:

Himanshu Tiwari FC3
Isha Jaiswal FC3

Narration:

Sayantani Majumder FC5

Under the supervision of:

Dr. Sreenanda Palit
Assoc. Prof & I/C Project Cell
Himanshu Dhanda
CC- FC & Asst. Prof
Nagma Sahi Ansari
Asst. Prof



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Design is not just
what it looks like
and feels like.

Design is how it
works.

- Steve Jobs

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