

Graphic Design for

The Minimalist

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The Minimalist

Project 1 - Internship at The Minimalist

May - June 2016

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M. Des 2015 -2017

Visual Communication

IDC, IIT Bombay

The Minimalist



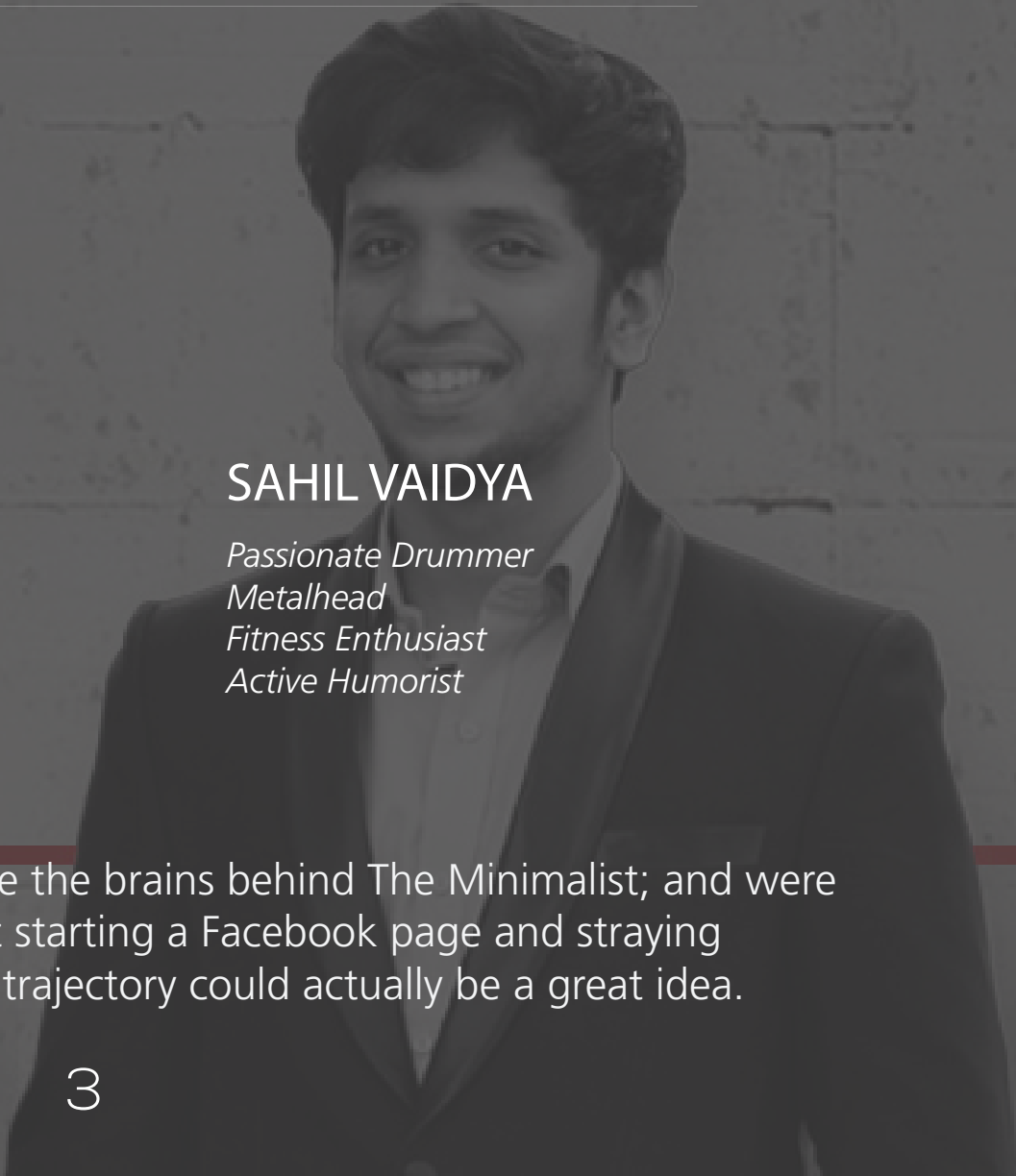
Believes in creating thought-provoking designs through minimalism

Founders

A portrait of Chirag Gander, a man with glasses and a mustache, wearing a dark suit and a patterned shirt. He is smiling and has his arms crossed.

CHIRAG GANDER

*Cricket enthusiast,
Typographer
Smitten by ambigrams
and has a passion for teaching*

A portrait of Sahil Vaidya, a man with dark hair, wearing a dark suit and a light-colored shirt. He is smiling.

SAHIL VAIDYA

*Passionate Drummer
Metalhead
Fitness Enthusiast
Active Humorist*

These two IIT graduates are the brains behind The Minimalist; and were crazy enough to think that starting a Facebook page and straying from the regular IIT career trajectory could actually be a great idea.

The Company



08-08-2014

The facebook page was conceived



13-09-2014

Bagged the Kyoorius Design Award



18-05-2015

The Minimalist Solutions Pvt Ltd was established



10-01-2016

Over 10 million social media reach



01-04-2016

Speakers at TEDx



18-05-2016

35+ employees. 100+ clients.

TASKS

TASK 1 Ideation and execution of the CLIENT PITCH DECK
for The Minimlaist

TASK 2 Ideation and execution of the INVESTOR'S PITCH DECK
for The Wedding Brigade

TASK 3 Ideation of the FT-Cash Brochure

TASK 4 Catalogue page for Abbot

TASK 1

Ideation and execution of the Client Pitch Deck for The Minimlaist

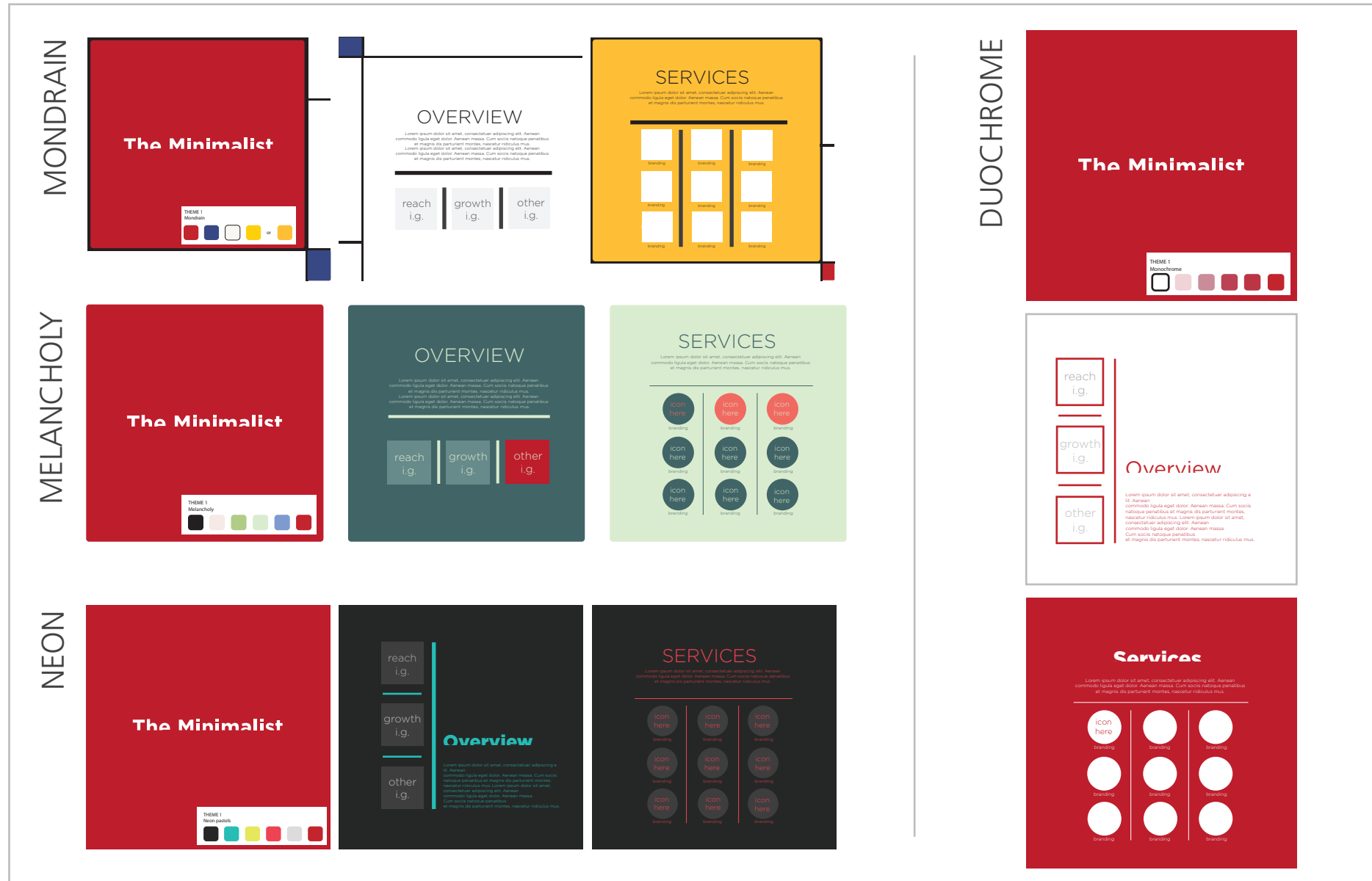
What is a Client Pitch Deck?

Brief presentation, used to provide client with a quick and clear overview of a company's services and offers.

MUST HAVES:

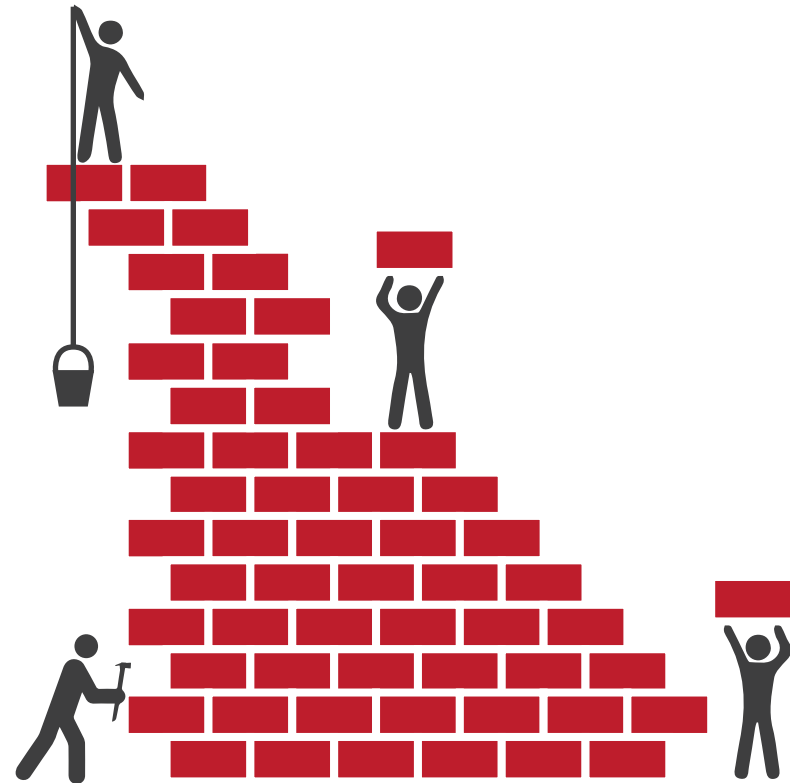
- Brevity
- Clarity
- Information
- Visuals > Text
- Small file size (avoid bitmap visuals)
- Simple Language
- Brand Appeal

THEME and LAYOUT



VISUALS and ICONS

L<SS
IS
M>RE





hardware



SaaS



jewellery



industries



news



gaming



lifestyle



e-payment



automobile



finance



banking



hospitality



real estate



analytics



music



education



adventure



publishing



shipping & logistics



travel



energy



non-profit



venture capital



events



healthcare



apparel



food



e-commerce



consulting



software

TEXT and LANGUAGE

LANGUAGE	Simple and Quirky, to send a young fresh tone that represents The Minimalist.
TEXT	Titles: are cut as a follow up of the logo, yet readable. Title font: Nexa light. Body font: Frutiger 45 and 55.
ASPECT RATIO	1:1

FINAL DECK

- Separate full-pdf
- Printed for viewing



WHAT I LEARNT

Testing it with more than 5 subjects, gave me an insight of what is lacking and what is unnecessary. Too many opinions though, might lead to confusion

Clarity of what the client wants, set guidelines, theme, color.

Giving the client a selection of directions, will clear a path to proceed and will reduce number of iterations.

TASK 2

Ideation and execution of the Investor Pitch Deck for The Wedding Brigade

What is an Investor Pitch Deck?

Brief presentation, used to provide potential investors with a quick and clear overview of a company's business plan.

MUST HAVES:

- Brevity
- Clarity
- Information
- Visuals > Text
- Small file size (avoid bitmap visuals)
- Simple Language
- Brand Appeal

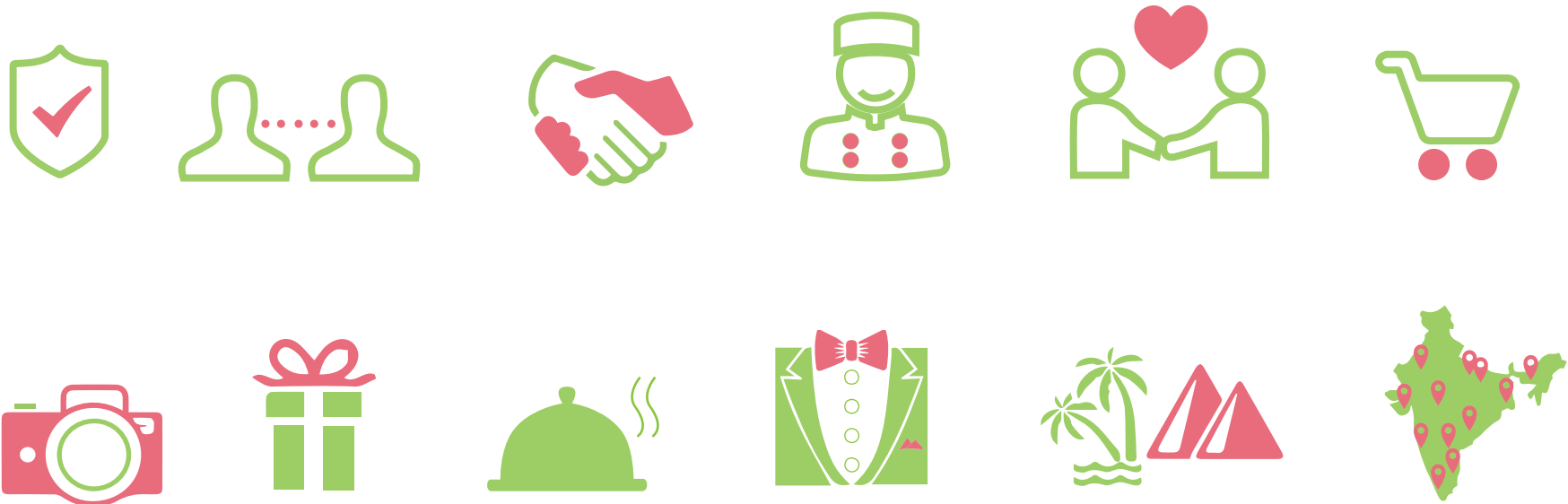


The wedding Brigade is a company that curates the wedding content, products, vendors and venues to make planning a wedding simpler.

THEME and LAYOUT

The pitch deck as requested by the client should reflect a joyous celebration as well as the soft tones of the brand.

VISUALS and ICONS



ILLUSTRATING THE FRONT PAGE

Front page key notes:

Joyous Celebration, Festivity, Subtle, Wedding, Indian.

A Wedding Baraat (Parade of the groom)

Baraat is a groom's wedding procession in North India, West India and Pakistan. In North Indian communities, it is customary for the bridegroom to travel to the wedding venue (often the bride's house) on a mare, accompanied by his family members.

The baraat can become a large procession, with its own band, dancers, and budget. The groom and his horse are covered in finery and do not usually take part in the dancing and singing; that is left to the "baraatis" or people accompanying the procession. The groom usually carries a sword. The term baraati is also more generically used to describe any invitee from the groom's side. Traditionally, baraatis are attended to as guests of the bride's family.

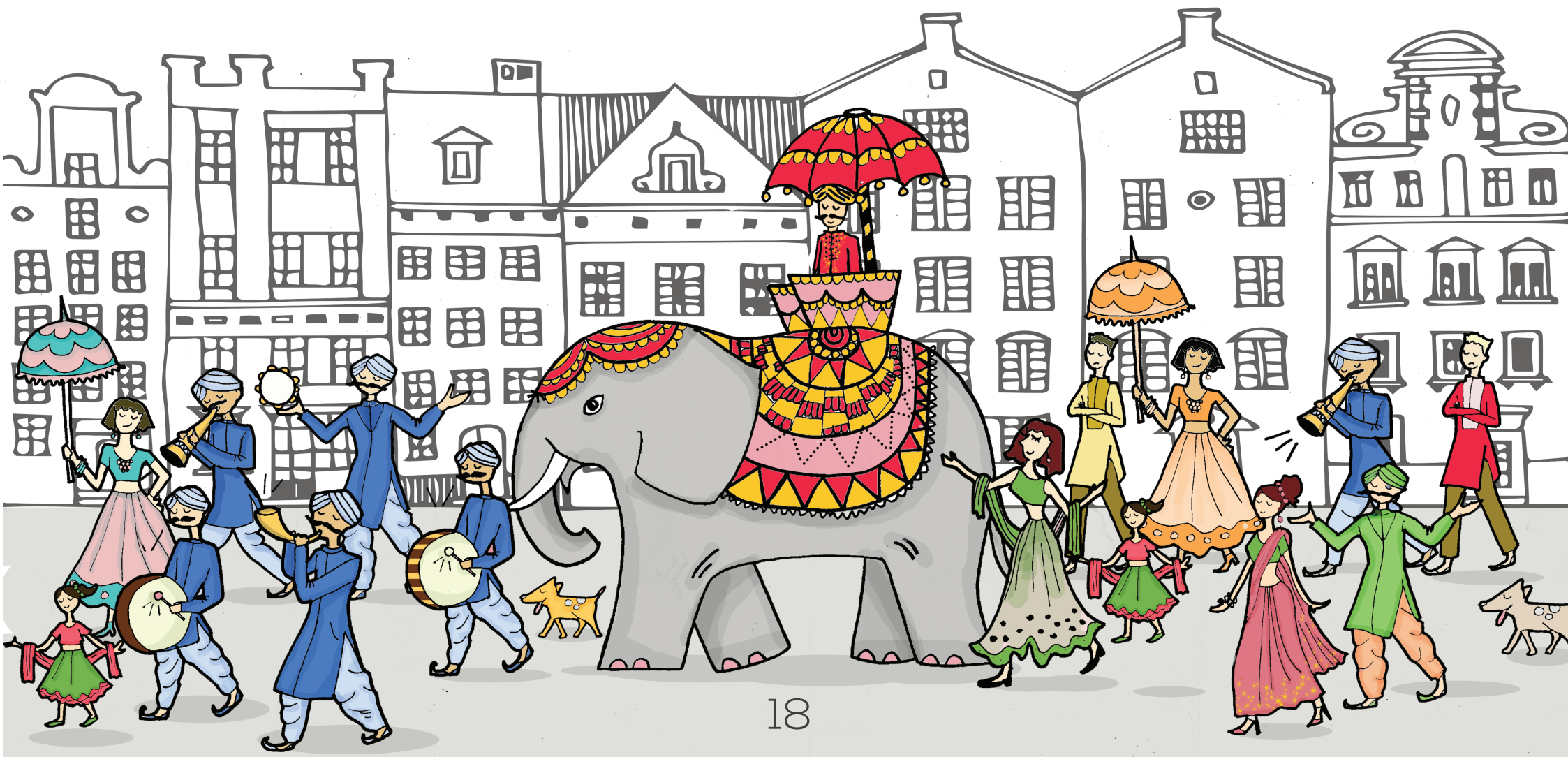
ILLUSTRATING THE FRONT PAGE



Scanned images of the hand sketches



The Wedding Brigade



FINAL DECK

The information on the pitch deck is highly confidential, containing investment details, competition and future plans.

WHAT I LEARNT

An experience to remember and learn from.

I learnt patience, since the client requested for iterations more than 20 times.

Client satisfaction is a priority and firm decision making and communication is a must.

Do not work more than what was agreed.

TASK 3

Ideation of the Ft-Cash brochure



ftcash is a fast growing financial technology venture which aims to empower micro-merchants, small businesses and retail chains with the power of mobile payments. The vision is to enable offline transactions quickly by aggregating all payment gateways including credit cards, debit cards and mobile wallets under one channel.

CHALLENGES

The concept is rather new
Potential users lack trust
Potential users lack awareness.

STORY LINE

FOLD 1

Manish runs the neighbourhood bakery
He faces problems on a daily basis

FOLD 2

- The customers usually doesn't have change
- They run out of cash and end up paying credit at the end of the month
- POS Hardware would make it easier but it's expensive

FOLD 3

Then appears a FT-CASH genie that gives him a solution to all his problems.

FOLD 4

Tells him the processes, benefits and advantages

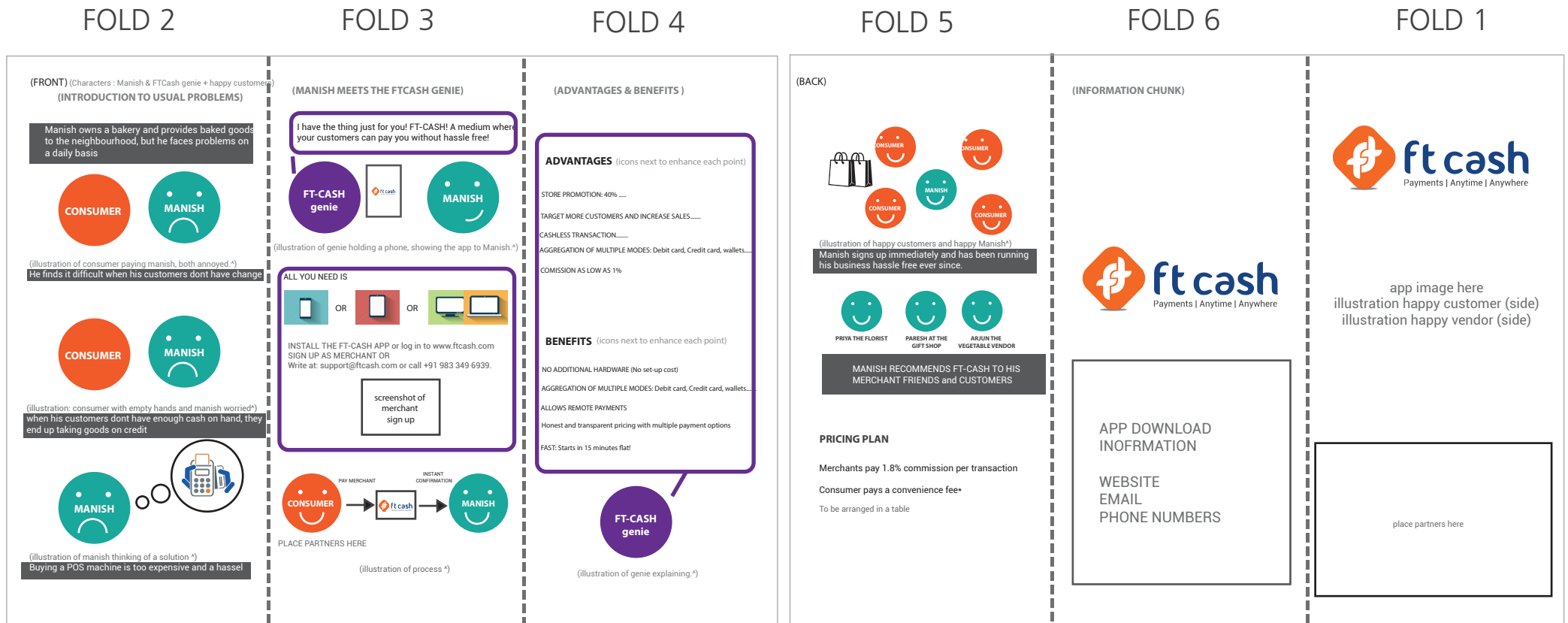
FOLD 5

He signs up immediately and runs his business hassle-free and recommends it to all his merchant friends and customers

FOLD 6

Information and contact details

ROUGH LAYOUT



TASK 4

Abbot Catalogue Spread



Acuver*

Prochlorperazine Maleate Orally Disintegrating Tablets 5 mg
Flash relief of Nausea & Vomiting



Right vestibular suppressant in Migraine and Vertigo

"To control symptoms of nausea and vomiting"

Superior efficacy in central as well as peripheral vertigo¹

Combination of suppressants may cause more harm^{2,3}

- *Impairs Decision Reaction Time*
- *Affects Working Memory*
- *Delays Functional Recovery*

Vestibular suppressants
have limited role

- *Only for 1 to 3 days⁵*



Reference: 1. Singh AK, Chaturvedi VN. Prochlorperazine versus cinnarizine in cases of vertigo. Indian J Otolaryngol Head Neck Surg. 1998 Oct;50(4):392-7.
2. MC Joiner, AV Koge. Vertigo: Clinical management and rehabilitation. Basic Clinical Radiobiology, Fifth Edition CRC Press, 2014. 3. Weerts A et al. Evaluation of the effects of anti-motion sickness drugs on subjective sleepiness and cognitive performance of healthy males. J Psychopharmacol. 2013 Dec 17;28(7):655-664. 4. A. Mukherjee et al. Vertigo and Dizziness - A clinical Approach. JAPI. Vol. 51 Nov 2003. 5. Data on file
16P33-119F 5/23/2016

Thank You