



SUMMER INTERNSHIP
HEMANT KUMAR VC 2005



About GMI

Grandmother India is a Mumbai based firm providing visual communication services to a variety of clientele spanning from music labels, fashion brands, hospitality agencies and IT giants to independent artists, photographers and film makers. Set up in 1999 by Kurnal Rawat and Tejas Mangeshkar, the firm believes in Local designs with Global aesthetics and is known for creating a unique visual milieu.

Areas where GMI specializes are:

Identity design

Print communication

Web design

Interactive media

Publicity

Design strategy

Publication design

Ambient mediums

Packaging design

Custom Fonts

Contact

Grandmother India

7, Hiren Industrial Estate,

Moghul Lane, Mahim,

Mumbai 400 016

www.grandmotherindia.com



A Month at GMI

During my time at Grandmother India I got involved with various design activities differing in nature, intention, medium and complexities. Taking up tasks and responsibilities offered a great deal of learning. Some of the areas I explored during my stint at grandmother are:

- Identity design
- Print communication
- Web design
- Publicity
- Design strategy
- Product design

Projects Undertaken

- Website design for Fashion Designer Ritu Kumar
- Website design for Dish Hospitalities
- Identity design for Nashta Chai
- Promotional design for Zenzi restaurant
- Folder design for HCC
- Web animation for Sound Species
- Design for British Council

Tasks Involved

- Designing
- Discussions and Client briefing
- Coordinating manufacturing
- Coordinating printing



Website for Ritu Kumar

Ritu Kumar is one of the country's leading designers in the field of Fashion, garments, fabric and accessories. Her designs are a blend of modernity and tradition. She uses a lot of traditional textile craft and Indian lineage with contemporary styles and colours. Through the years Ritu Kumar has been recognized world over and has launched three Fashion Brands. GMI handles branding and publicity for Ritu Kumar and does a lot of print design.

The task was given for web design of ritukumar.com which in its present form is chaotic and loosely structured.

Project Brief

Client: Ritika Pvt. Ltd.

Design of website to showcase and promote Ritu Kumar
Web design complementing Ritu Kumar's approach

Design which is simple in nature

To promote Ritu Kumar as an international brand

Facilitate online sale and purchase of merchandise

Working on the existing back-end structure

Tasks Involved

Structuring content

Designing look and feel

Layout of pages

Designing navigation

Coordinating with back-end

RITU KUMAR

- Company
- Members' Info/Purchase Online
- Boutique Info
- Glossary
- Contact Us
- Profile
- ▶ Tree of Life
- Corporate Info
- The Book
- Design for Miss India

The show

- Bandhej
- Khadi
- Handblock Printing
- Chikan
- Contemporary Wear
- Paisley and Chintz
- Devi Mandala
- Zardozi

A Decade



Tree of Life

A unique audio-visual presentation interspersed with eight ramping sequences, the Tree of Life fashion show has shown to audiences worldwide over the ten years of its creation. The show designed by Ritu Kumar. The audio visual is compiled by Vidyun Singh, with photography by Asha Kochar, and Text by Indi Rana. The Fashion tableau is produced by Media makers.

Kalpavriksha or 'Tree of Life' is a recurrent motif from the earliest records and metaphor for the mystery of creation.

RITU KUMAR

- Company
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- Design for Miss India

- About
- Personal Data
- R&D in Design
- Association
- Awards
- RITU - A History of Company



Profile

In the late 1960's India was going through profound changes; plastics had replaced mud, brass and silver; factory produced papers and woods took the place of sophisticated handicrafts and nylons displaced an ancient heritage of cotton and silk. It was not only a battle between tradition and modernity; it was also a confrontation of lifestyles and values.

During this time, a small group who had benefited from unique opportunities of study and travel began to see the depth of the craft and design heritage of their own country. They discovered that India was a reservoir of delicate skills.

In an attempt to merge their international experiences together with the skills of their people, they became aware that contemporary designers must revitalize their own roots and identity. This was essential to take Indian creativity out into the world in such a way that benefited both craftsmen and the modern consumer. This scattered group, including Ritu Kumar was to become the country's leading designers of the buildings, garments, fabric and accessories.

Ritu began with hand block printers and two tables in a small village near Calcutta, and in the last 28 years, Ritu's team of dedicated workers have progressed to produce some of the country's most exquisite garments and accessories in cotton, silk and leather. These ranges embrace both traditional textile crafts and the lineage of Indian design. Over the centuries, traditional skills that had been lost have been revitalized and this has enabled the craftsmen

Look and Feel

Long term branding

Introducing new colours scheme and identity

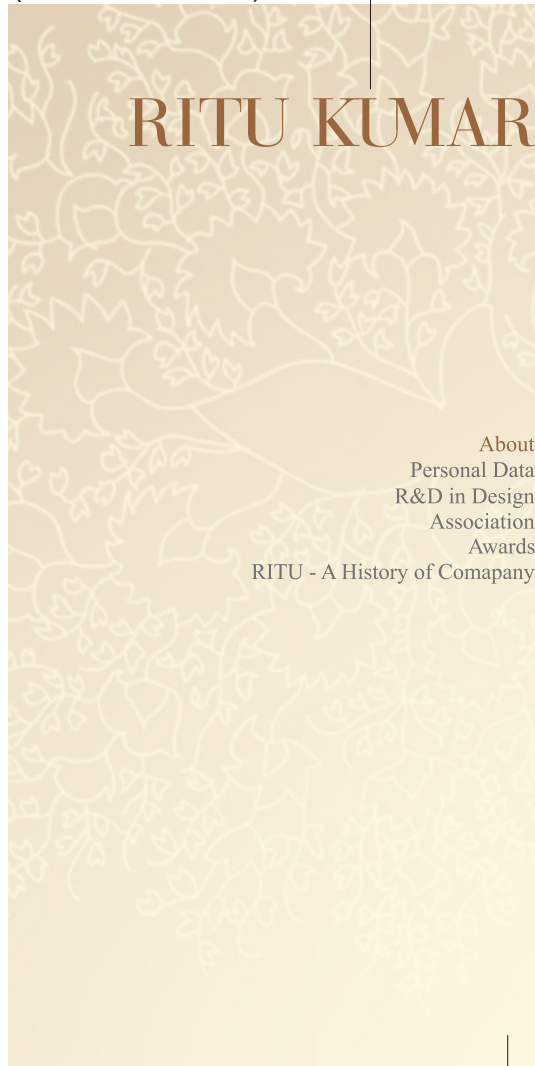
Bringing out the essence of the work

Homogeneity in layouts and navigation

Simplicity

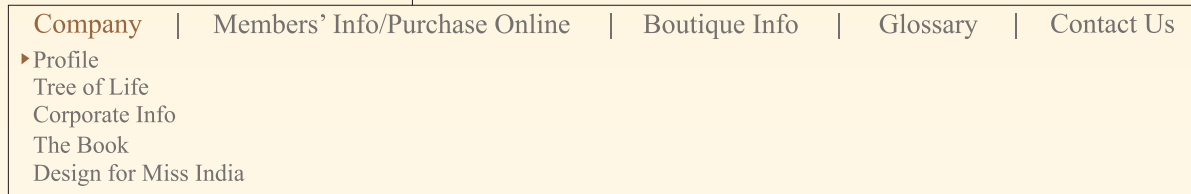
Layout / Interface

Brand identity
(constant feature)



Panels containing patterns
(characteristic of each section)

Navigation area
(containing main and secondary menu)



Profile



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Content area
(containing text and images)

Navigation

Secondary Level
(drop down menu)

Primary Level
(fixed menu throughout)

RITU KUMAR

[Company](#) | [Members' Info/Purchase Online](#) | [Boutique Info](#) | [Glossary](#) | [Contact Us](#)

[Profile](#)
▶ [Tree of Life](#)
[Corporate Info](#)
[The Book](#)
[Design for Miss India](#)

The show

Bandhej
Khadi
Handblock Printing
Chikan
Contemporary Wear
Paisley and Chintz
Devi Mandala
Zardozi

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Third level navigation
(sub menu)

Topic Title



RITU KUMAR Online Shopping
Ritu Kumar | Label | Ri | Collection | Contact Us

L A B E L
RITU KUMAR

Members' Sign In

Login Name

Password
 [Forgot password?](#)

Not A Member?
[Sign Up](#)

Shopping Bag

[View Selected Items](#)

[Help?](#)

Online Shopping

Opens into a new window

Side panel is flash, embedded in html

Dynamic panel

Theme and look changes according to the brands

Homogeneity in layouts and navigation is maintained

Members sign-in and info contained within



RITU KUMAR Online Shopping
Ritu Kumar | Label | Ri | Collection | Contact Us



Members' Sign In

Login Name

Password
 [Forgot password?](#)

Not A Member?
[Sign Up](#)

Shopping Bag

[View Selected Items](#)

[Help?](#)



Website for Dish Hospitality

Rainmaker concepts India private limited is one of the few hospitality agencies who have come up with a good career graph in relatively short span of time. Since 2001 they have come up with few major ventures out of which Dish hospitalities is the most successful one.

There are restaurants, fast food outlets, shopping stores and other projects under the title. The task was of designing a website for Dish which showcases all the aspects related with the them.

Project Brief

Client: Rainmaker Concepts India Pvt. Ltd.

The look and feel should be of corporate organization

Minimal and elegant

Scope for future expansion

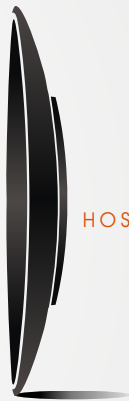
Tasks Involved

Content structuring

Designing layout and navigation

Back-end coordination

DISH



HOSPITALITY

Company

vision

strategy

structure

flow chart

home

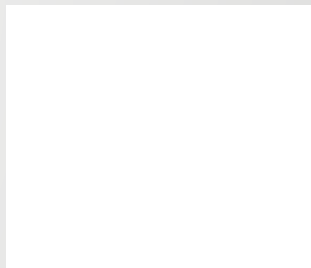
profile

team

future

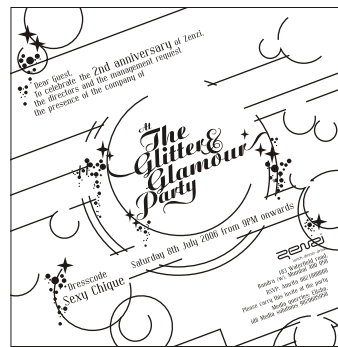
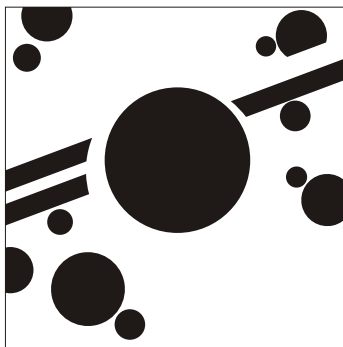
flagship projects

contact us



RainMaker Concepts, is a team of three experienced and successful industry professionals - Raman Macker + Vicky Singh + Gaurav Batra - who have co-promoted and successfully managed a number of hospitality ventures, collectively and otherwise, such as Out-Of-The-Blue, Blue-By-You, Rain, RockBottom, and Quilla.

> RainMaker Concepts India Private Limited (RMIL) In a relatively short career span originating in 2001, RMIL has earned a tremendous reputation among its peers and veterans alike across the Hospitality landscape in India, as innovative, dynamic industry drivers. This credibility



Designs for Zenzi Restaurant

Zenzi is a bar and restaurant in Bandra, known for its unconventional style and informal environment. It is place offering exclusive menu and drinks with lot of art exhibitions, music shows and live performances. GMI acts as consultants to them in lot of design work ranging from backdrops, posters and promotional to stationary, invites and publications.

Few of the designs I was involved in are:

- Magazine advertisements
- Membership/community card
- 2nd Anniversary Invite
- Calendar design

Tasks Involved

- Designing
- Client handling
- Coordinating manufacturing
- Monitoring print work

The HCC brand is our most important asset

In life, we feel secure with people of good character because we know they are dependable, trustworthy, and deliver on their promises.

The same is true in business. The respect and trust the HCC brand today commands, is the sum of all the company's efforts and achievements over the last 80 years.

Our brand has come to stand for enviable admirable qualities: growth of vision, painstaking attention to detail, a passion for what we do, a focus on being to be world-class in our technology and business practices.

Our new brand image reflects all these. It is vitally important that we apply it consistently, correctly and single-mindedly.

Protecting and fostering our brand is the single most important investment we as a company can make.

"Our new identity clearly differentiates us and communicates our vision of business expansion. It positions us as a world class Indian engineering and construction company able to compete in international markets."
— Mr. Subodh Chandra, Chairman and Managing Director

To build HCC into a powerful brand we must communicate consistently in a way which is uniquely understood to be from us. We call this our look and feel.

Big Ideas in Action

In a market of accelerating growth in project size, scope and complexity and rising customer demands for even delivery on budget and completion dates, HCC is a world-class Indian construction group, taking Big Ideas into Action.

Ideas with entrepreneurial drive which meet challenges, drive project excellence and continuously contribute to the progress of our company, our industry and the quality of life in India. Ideas which create value for all.

But while we may think and build big, we're obsessed with details in Quality, Safety and the Environment, wherever we go, in whatever we do.

Our world-class people work with passionate commitment to the success of our customers, partnering to consistently deliver superior quality, innovative solutions and solid returns on investment.

What's our next big idea?

Turning grand visions into reality is what HCC does best. Our ability to think creatively and find innovative solutions is what sets us apart and makes us so dynamic. Once ideas are conceived, we engage our entire workforce and the resources of our staff to think beyond the immediate task. Don't be afraid to think big — we look forward to putting your next big idea into action.

Folder Design for HCC

Hindustan Construction Company is a world renowned engineering firms based in India. HCC has recently went through a make over with their identity and branding corresponding to their boost in business worldwide. HCC wanted to communicate to its shareholders, clients and employees of their new visual identity in form of a folder.

Tasks Involved

- Client handling
- Design work
- Coordinating printing and manufacturing

Think Big

HCC has always thought big, a mind-set that explains how we have grown from being a major player in India to a global giant.

Though we often work with distances measured in microns, our company from its earliest days, has been distinguished by a business of vision and the courage and confidence to accept the very biggest challenges.

At the great Central India Corridor said, "Roads are not just roads, and space is not just a road."

Obsessed with detail

The bigger the project the more important it is to get the small things right. God said the devil is in the details. At HCC, we focus relentlessly on the minutiae — every item, every figure, every figure down to the last decimal point.

This obsession attempts to detail is central to our success. It ensures we meet deadlines, budgets and construction standards. It is what you would expect of a company that never compromises about quality, safety and the environment.

passionate Commitment

Talk to HCC, passionate at any level, and you will sense the passion and grit that drive the entire company. For us, this is a rejection more than a job.

The structures we build and infrastructure projects we construct, only make the world a better place. Passionate about our work, we take pride in our achievements. We are a tight-knit community infused by the belief that by working as a team, we can achieve anything.

WORLD CLASS

Though born in India, we see ourselves as an international company. To this end, HCC has wholeheartedly embraced global best practices and standards, and benchmarked itself against the leading European and US companies.

We aim to be not just the best in India, but one of the very best in the world. Our reputation for world class work is spreading far beyond India and winning us contracts in many countries including Sri Lanka, Myanmar, Qatar and Thailand.



Identity Designs for Nashta Chai

A new start up by the Dish Hospitality, Nashta Chai is a chain of food and snack bars all over India serving Indian snacks. The aim of the venture is to serve the Indian middle class competing with international fast food outlets. GMI was asked to come up with the design strategy, name, branding, identity of the same.

Project Brief

Client: Rainmaker Concepts India Pvt. Ltd.

To come up with the name and design strategy for the outlet Identity will be used on from stationary to Kiosks and banners

The identity should have Indian touch

Should appeal to primarily middle class





Afterword

Working at Grandmother India was a meaningful experience. The freedom and responsibilities given as a part of the work were a great deal of learning. I got exposed to various areas of design and got acquainted with the practicalities faced in the industry. Getting involved in the printing and manufacturing process as well as dealing with clients has definitely contributed towards my understanding of Graphic Design.