

Communication Design Project I

graphics beyond[®]

Summer Internship @ Graphics Beyond Pvt. Ltd.

Prem Sonar | 176450007

Communication Design 2017–19
IDC School of Design, IIT Bombay

ACKNOWLEDGEMENT

First and foremost, I thank IDC and my Professors for providing me with the opportunity to carry out internship at my place of interest

.

I am really very grateful to Graphics Beyond Pvt. Ltd. to allow me to be a part of such excellent and talented group.

I would like to thank Mr. Baarish Date, director of Graphics Beyond Pvt. Ltd, to give me the chance to design and do package designing explorations for 'Manubhai Jewellers'.

I would also like to thank all my fellow colleagues and design team for all the support and wonderful experience.

CERTIFICATE



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www.graphics-beyond.com

TO WHOMSOEVER IT MAY CONCERN

Mr. Prem Sonar was a part of our studio team at **Graphics Beyond** as an intern from 30th April 2018 till 15th June 2018.

During his internship period, he worked on the following projects:

1. EQ Technologies
2. Ceebros (Visiting Cards)
3. Kapadia Birthday Card
4. Manubhai Jewellers (Gift Card & Packaging)
5. GB Stamp Design
6. Raheja Builders, Typo-unit

He has contributed positively to the group environment. He is diligent in his work and sincere.

We wish him all the best in his future endeavors.

A handwritten signature in black ink, appearing to read 'baarish', with a stylized flourish at the end.

Baarish Date
GRAPHICS BEYOND

June 2018
Mumbai

ABSTRACT

The main aim of this internship was to learn and explore details of way-finding and signages and its installations. Graphics Beyond, being specialised in Public Information System Design and Installations, it helped me to study in this particular area.

Then I got a chance to visit the workshop where all designs get produced

as per the required scale. There I got to study materials used for installations. I also worked on typography area, where I worked on personalised stamps, identity and then I worked on the packaging. The place was full of a lot of books, I got a chance to read most of them.

Overall, it was nice learning. I got introduced to many real-time problems which usually occurs in workshops as well as while installing them, which the designer should attend while designing.



ABOUT GRAPHICS BEYOND

Graphics Beyond is a multi-disciplinary design studio in Mumbai with a strong focus on–

1. Signage & Wayfinding Programs
2. Branded Environments
3. Strategy & Identity Programs

Mr. Baarish Date is the founder of Graphics Beyond Pvt. Ltd. He is the person who love minimal work with effective communication.

“Less is More!”

- Mr. Baarish Date
Founder- Head Strategy
Graphics Beyond

Some of notable clients of Graphics Beyond

 		 BUILDING A BETTER LIFE				
 THE WORLD TO COME	<p style="text-align: center;">Graphics Beyond works with some of the top names among Real Estate companies in India</p>		IT'S THOUGHTFUL. IT'S Rustomjee®			 CREATING INTERNATIONAL LANDMARKS
 The pride of Pune						

WORK

1. Branding

- I. Stamp Design
- II. Gift Card & Envelope Design
- III. Business Card Redesign
- IV. Typo-Unit Design

2. Related to wayfinding

A visit to vendor's workshop

3. Pitch Idea

Interior Design Concepts

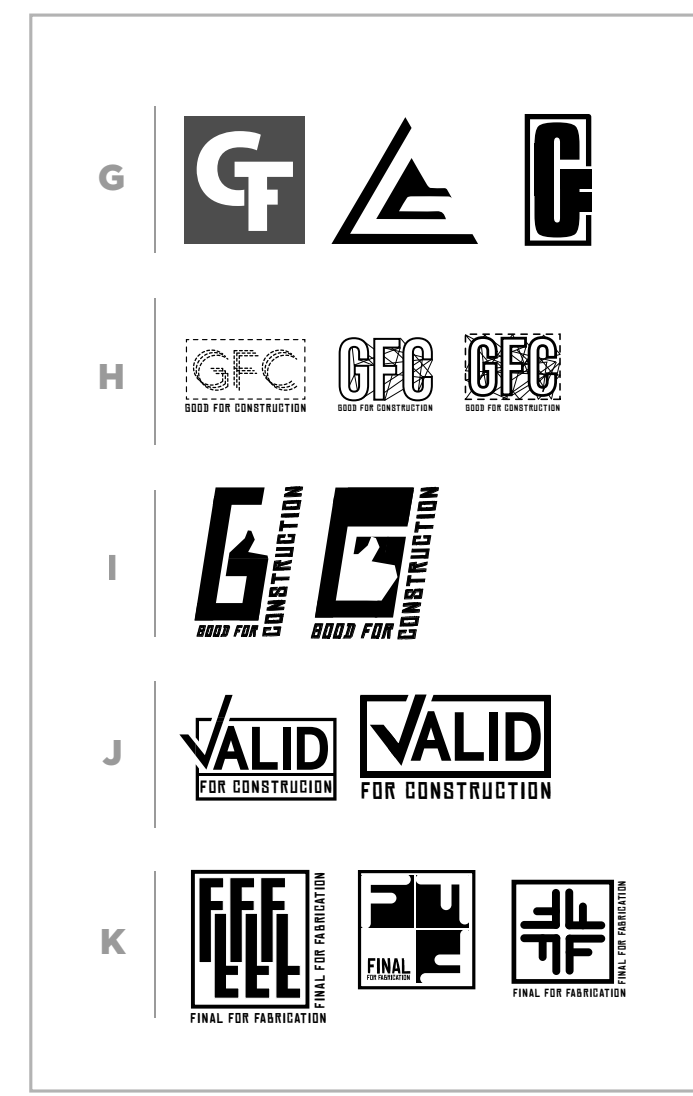
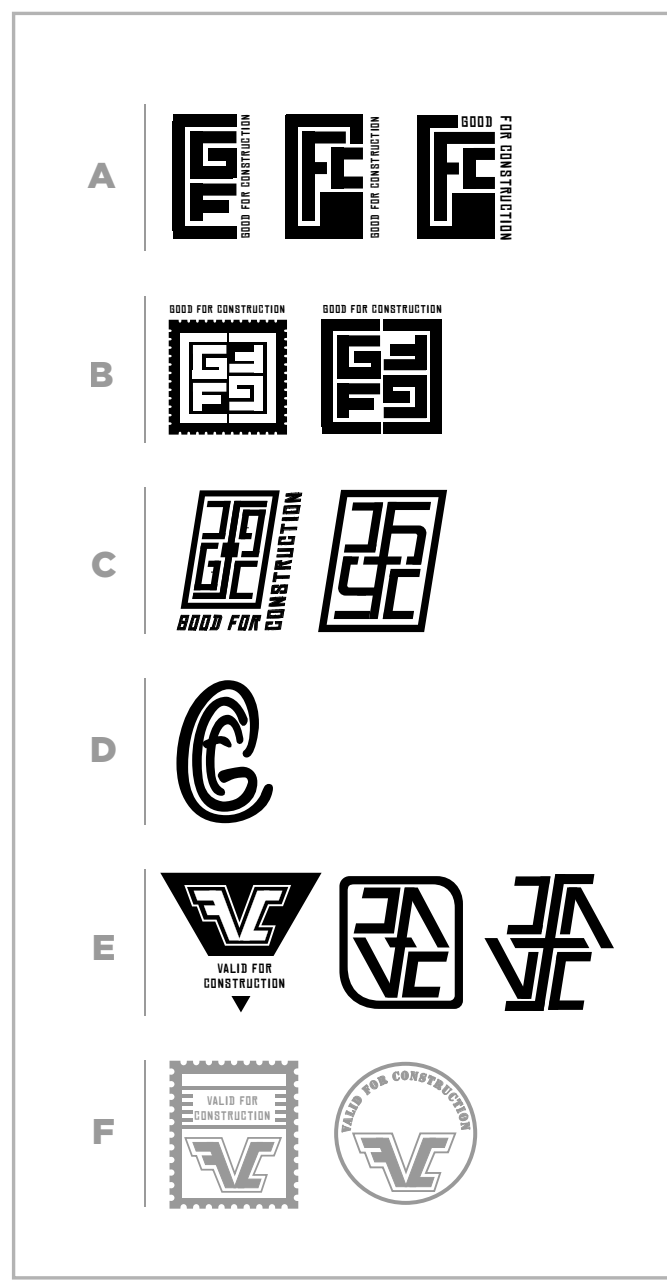
Stamp Design

To design stamps for Graphics Beyond while dealing with different executions such as fabrication, construction.

Final



Options



TASK 2

Gift Card & Envelope Design

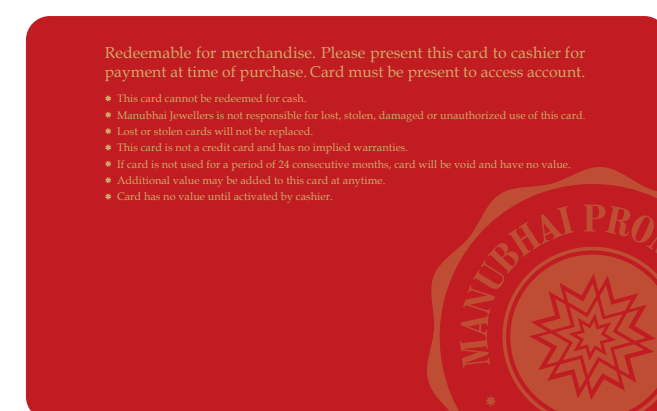
To design gift card of value INR 5000 & envelope for it. customers can gift it others.

Design should maintain current brand language.

Option 1A | Card

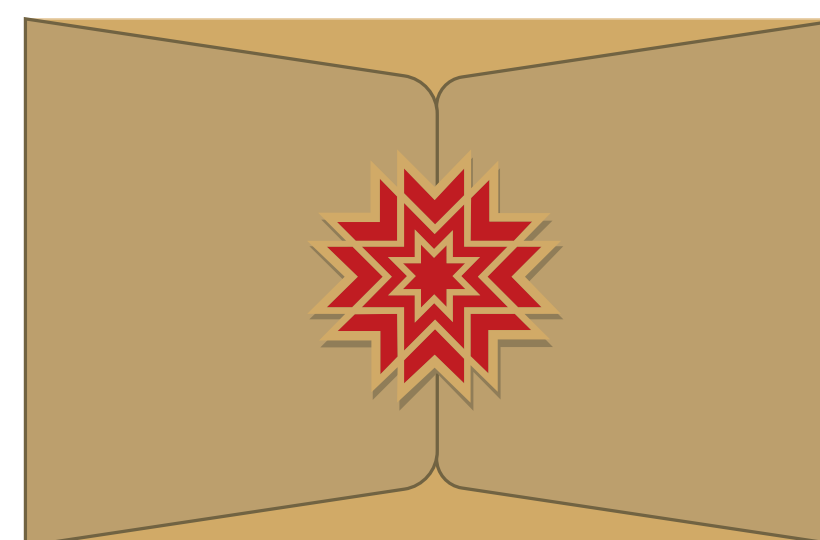


Front



Back

Option 1B | Envelope



Option 2A | Card



Option 2B | Envelope



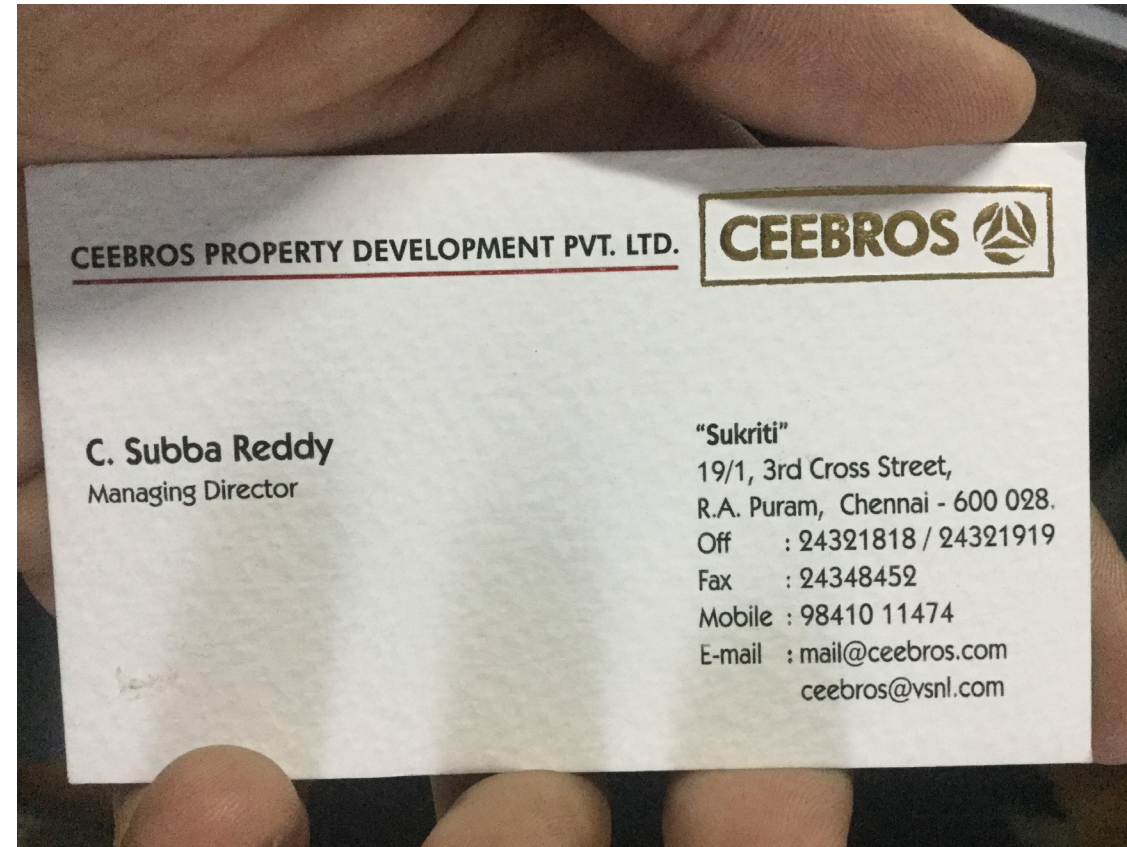
TASK 2

Gift Card & Envelope Design

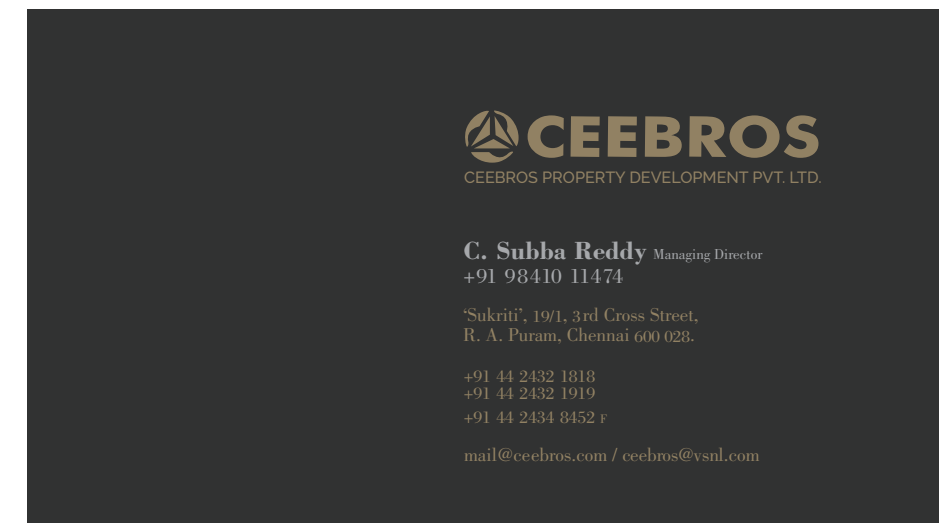
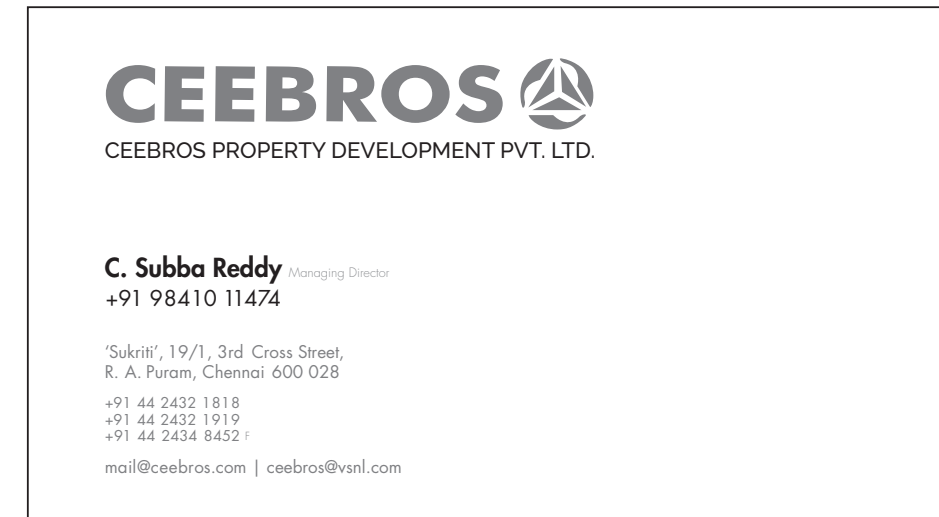
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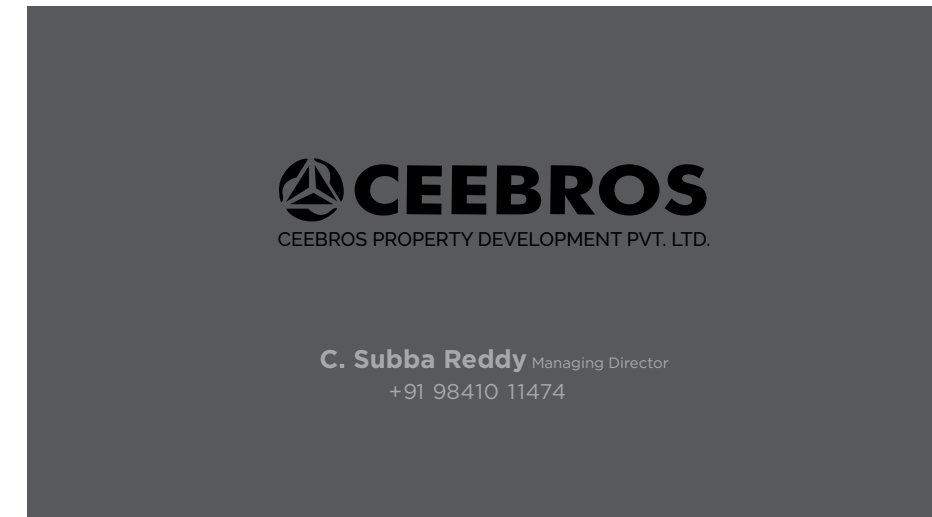
Previous Card



Options



Final



3

TASK

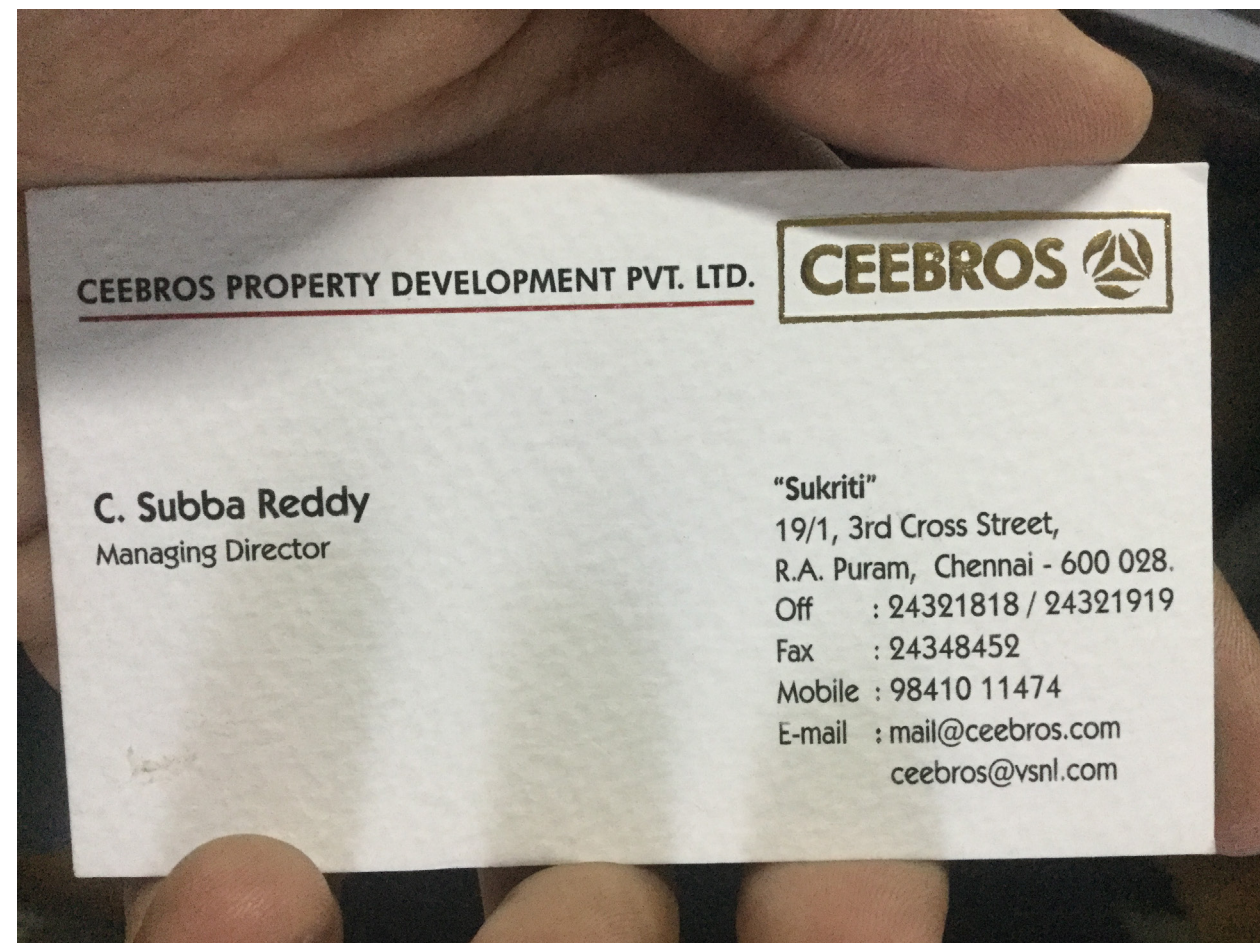
Business Card Re-design

To re-design current business card of the managing director of CEEBROS. To me, it was bad designed card with no order and relation between elements.

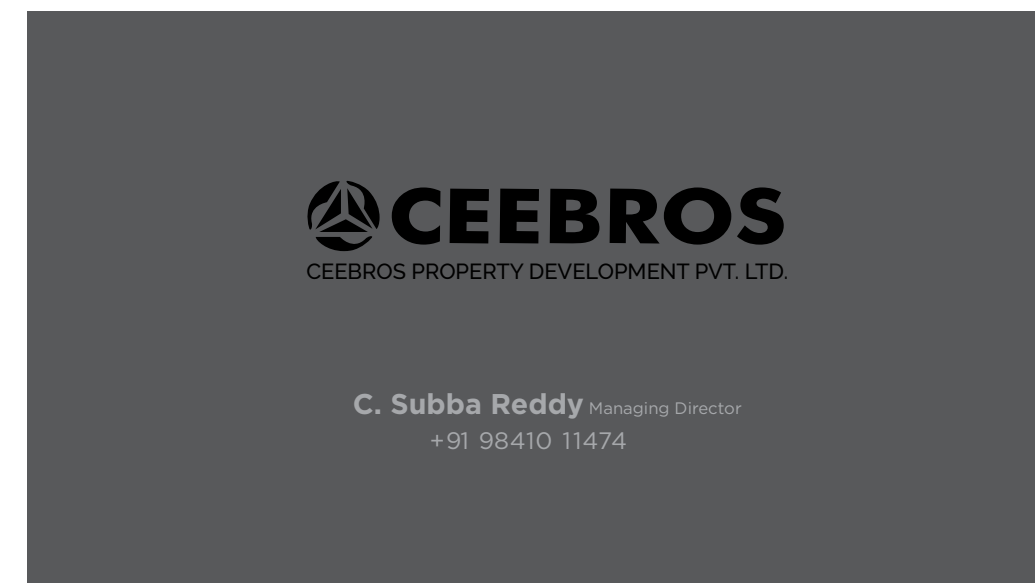
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Giving first priority to information and not to luxurious look!

Previous Card



Final



3

TASK

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RAHEJA
SOLARIS
RESIDENCES

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SOLARIS
RESIDENCES

RAHEJA
TESLA
INDUSTRIAL

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RAHEJA
TESLA
INDUSTRIAL

4

TASK

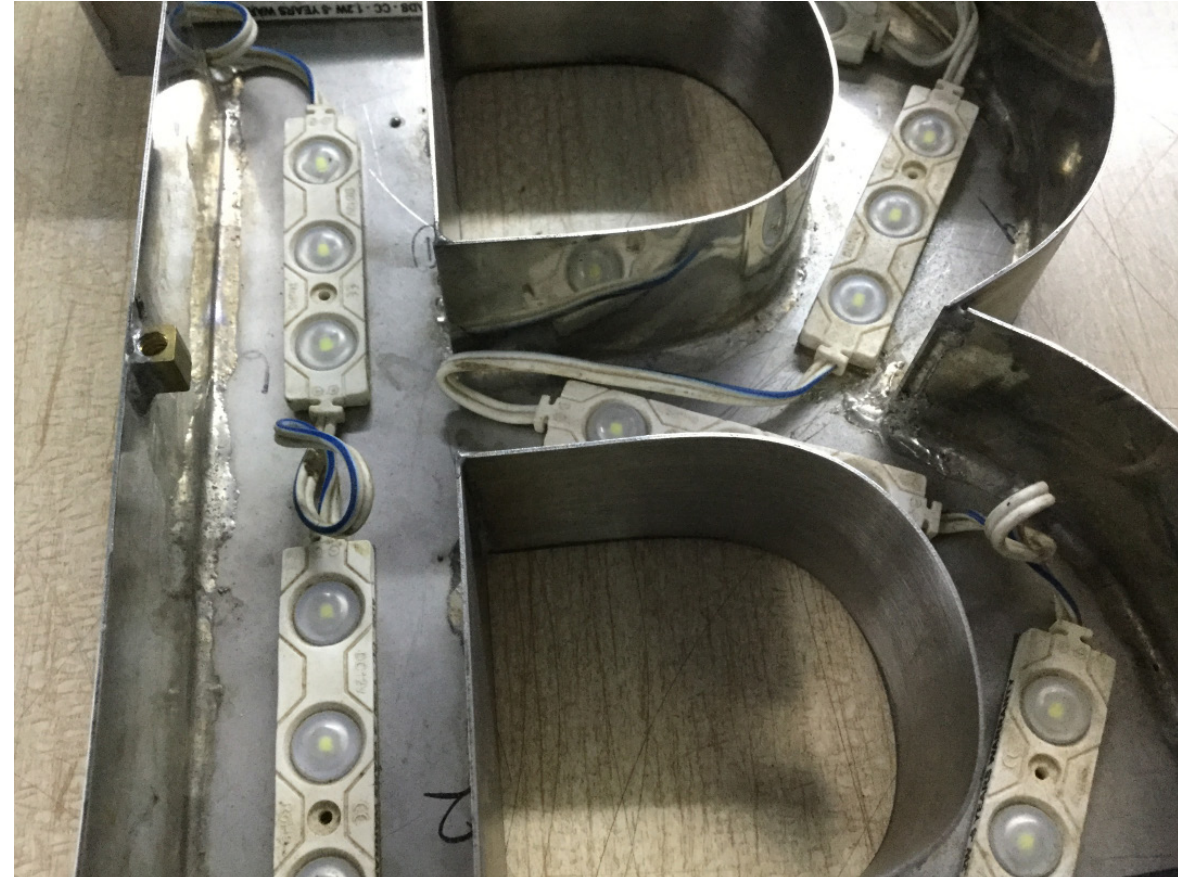
Typo Unit design

The Raheja Group is a household name in the leading subcontinent of India.

To design typo-unit for two sub-projects of Raheja Universal.
I. Raheja Solaris (Residential)
II. Raheja Tesla (Industrial)

These two projects of Raheja Universal group are the upcoming projects, located near Airoli, Navi, Mumbai with futuristic visions.

Letter with back-light system



Laser cut numbers for hotel doors.



Number with acrylic sheets and metals

TASK 5

Workshop Visit

Workshop visit was planned by Mr. Baarish Date.

Workshop is located in Oshivara, Mumbai. This workshop deals with only physical objects of wayfinding & signage.

Got exposure to different procedures of implementing design objects & some facts, that need to be consider while designing on computer as here you are dealing with Non-designers but craftsmen.

Top: for Activity Center of residence
Bottom: Signage frame making



Top: Laser cut letter 'T' (with acrylic base)
Bottom: Casting processed letter 'A'



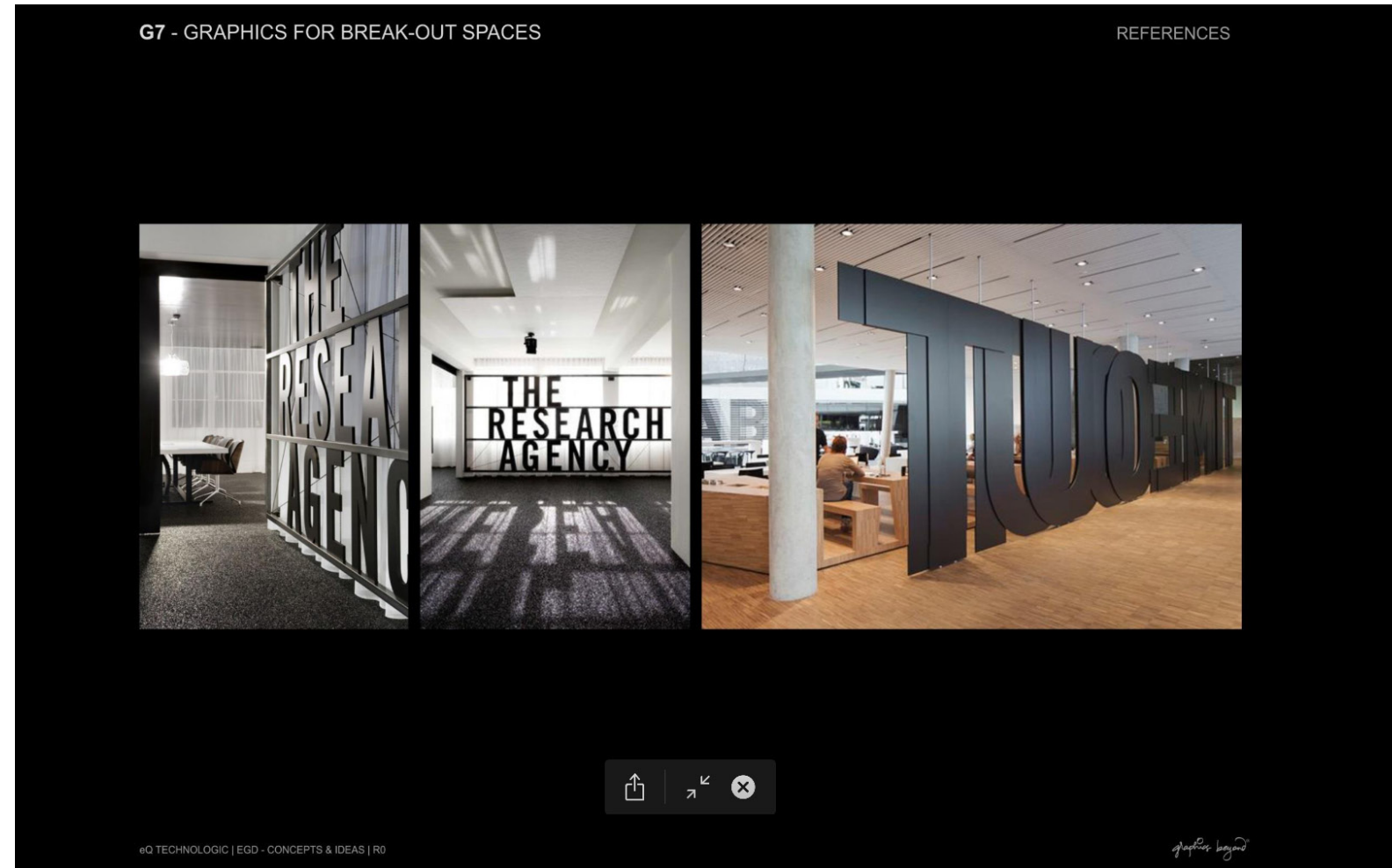
TASK 5

Workshop Visit

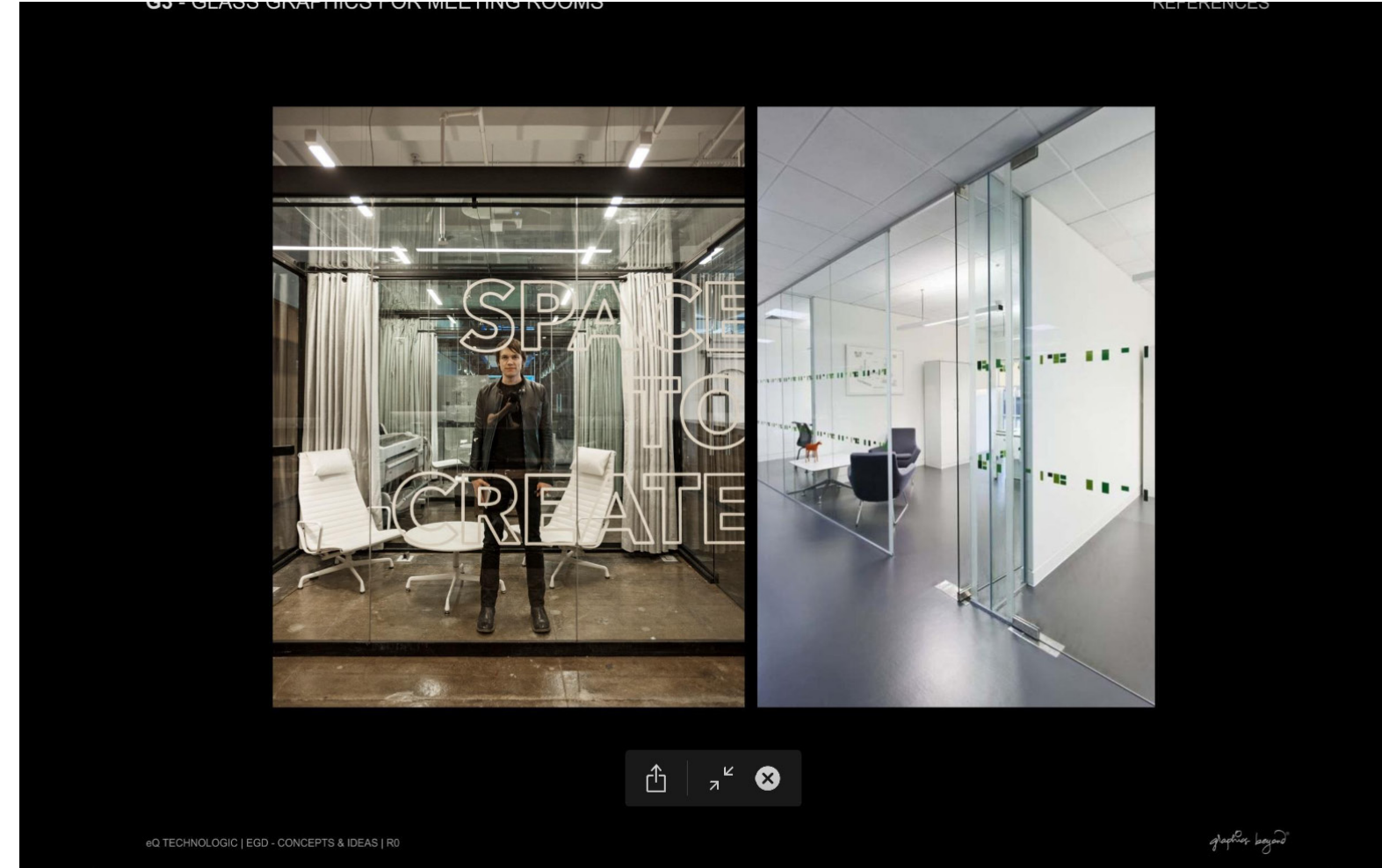
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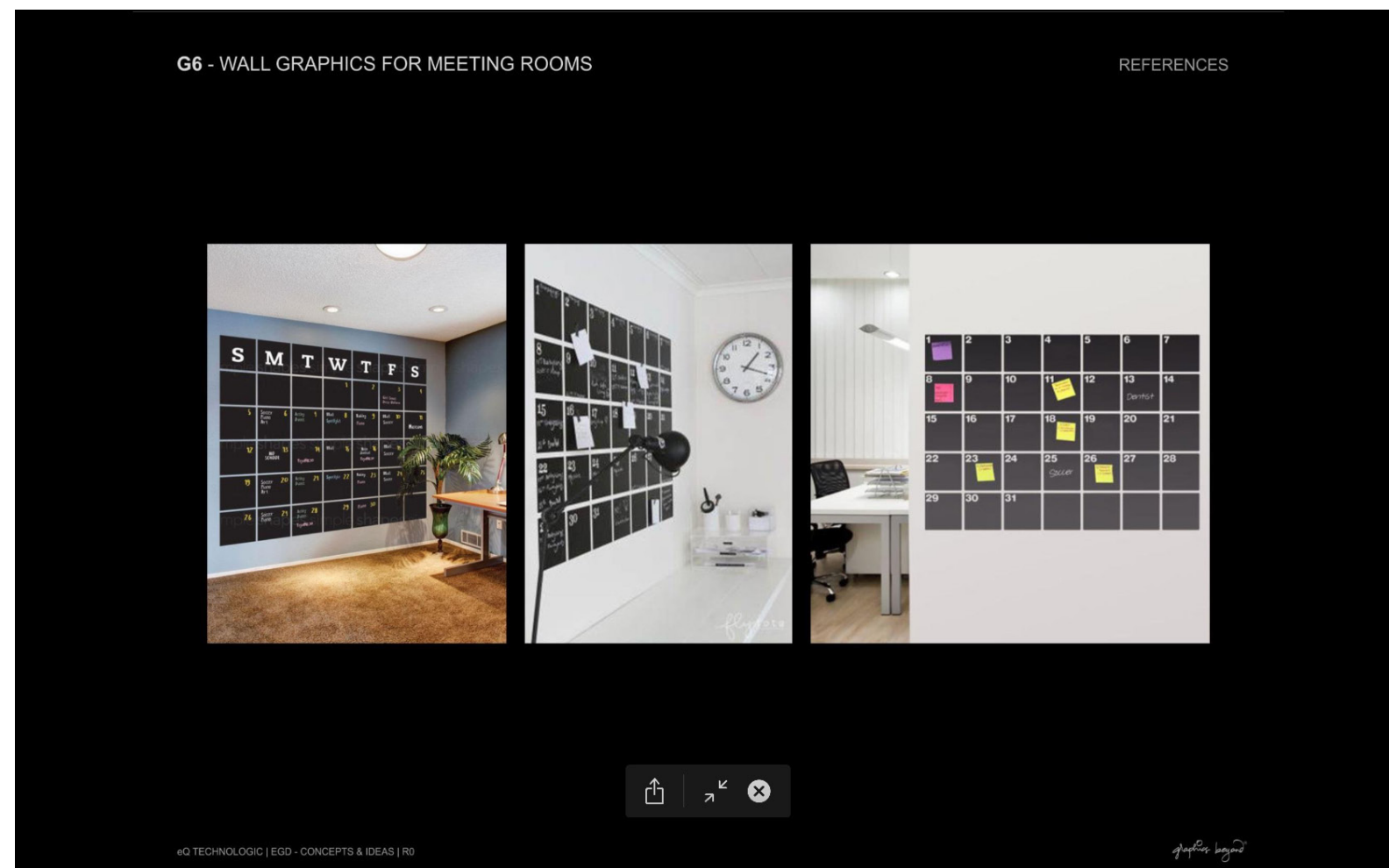
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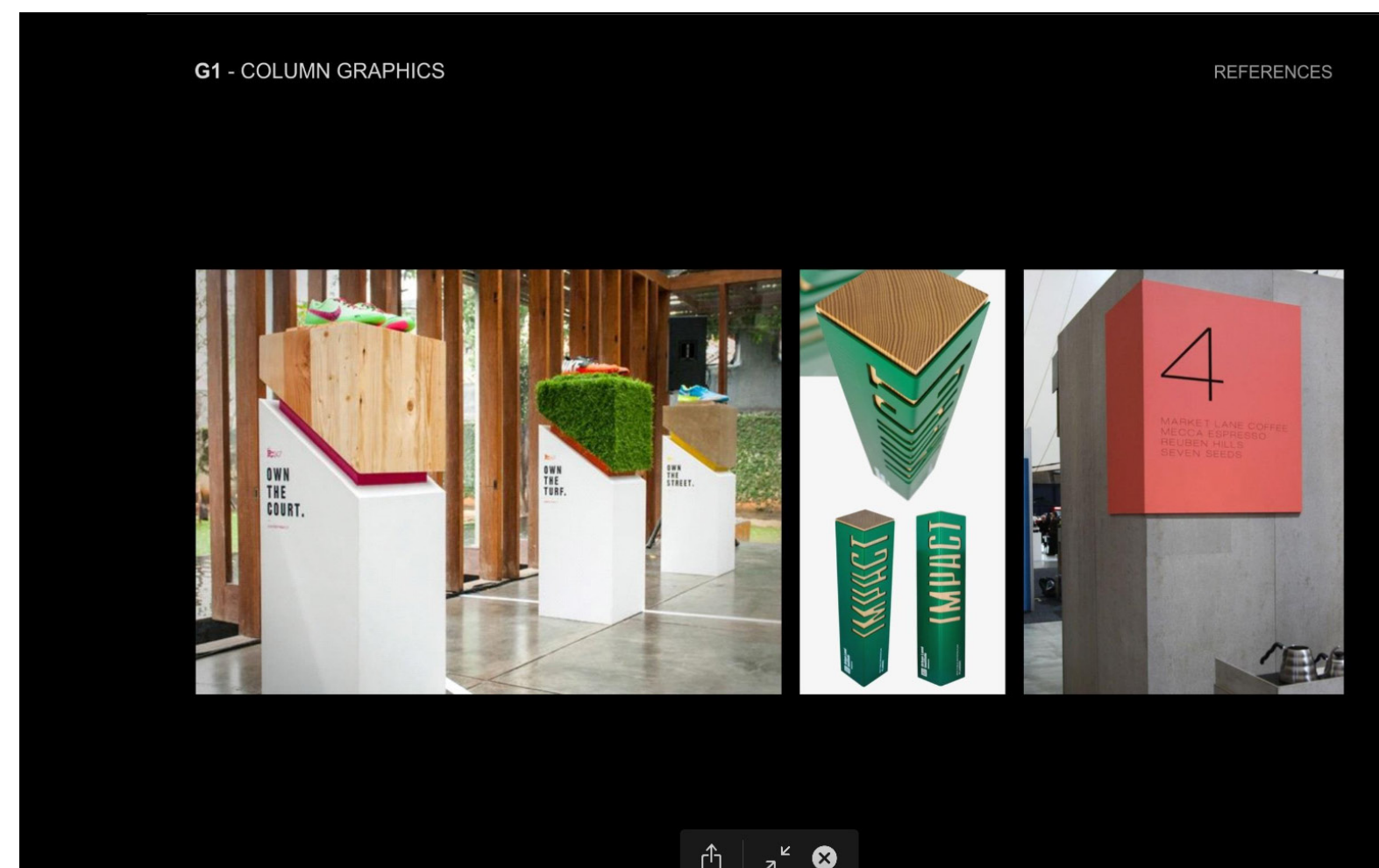
Screen-shot 01// Partition of workspace and cafeteria



Screen-shot 02// Glass partition of meeting rooms



Screen-shot 03// Meeting room



Screen-shot 04// Column design

6

TASK

PPT Presentation

While searching references, I had to kept in mind the space we need to design and purpose of the space.

I had to study company background and company language to understand their visions and to create brand language so that it would help us while finding references.



Reading

Along with daily work, I also managed to read these 7 books from the library of Graphics Beyond.



1. Visual Language For Designers by Connie Malamed
2. Fantastic Folders & Exceptional envelopes by Patrica Belyea & Jenny Sullivan
3. Bauhaus by Magdalena Droste
4. Design of the 20th Century, edited by Charlotte & Peter Fiell
5. Design of the 21st Century, edited by Charlotte & Peter Fiell
6. Ogilvy on Advertising by David Ogilvy
7. Signs and symbols by Marks Hemsphire & Keith Stephenson

