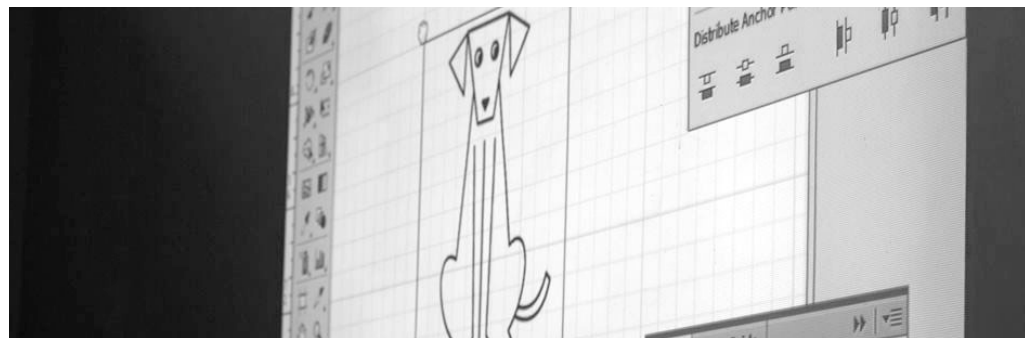
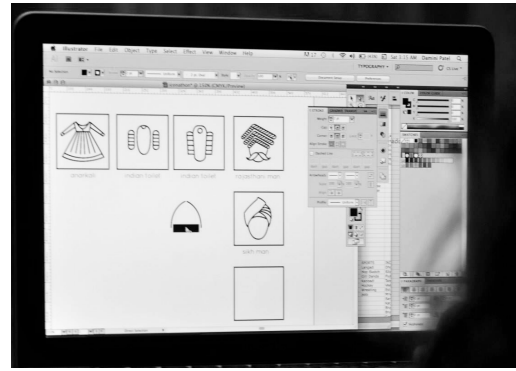


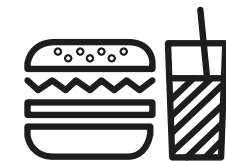
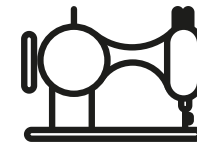
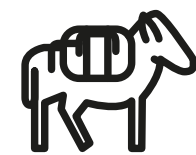
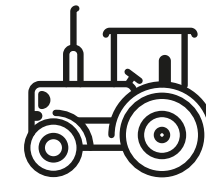
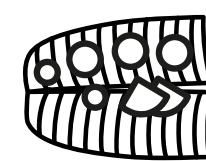
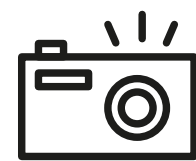


Beard Design


Branding & Design Studio for Start-ups
Effective marketing communication
Web & Mobile experiences



Event focuses on Young designers
Nonstop 24 hours of Icons
Indian Icons
Build a Iconography
Place, Food & Stay is provided











Current Website



ICONOMIC MELTDOWN

9 PM FRI, MAY 31
PORVORIM, GOA

<p>Create Beautiful icons for</p> <h1 style="font-size: 2em;">24</h1> <p>HOURS NON-STOP!</p>	 <p>Help Build the Indian Economy</p>	 <h2>ICONICI</h2> <p>REGISTER</p>
<h2>FACTORS OF ICONOMIC PRODUCTION</h2>		 <p>ENTERPRISE Iconomic Meltdown is organized by a team at Beard Design that loves icons</p>
 <p>LABOUR Iconomic meltdown is open to all who love icons and know how to make them. If you think icons are 'cartoonish', better stay away.</p>	 <p>FREE CAPITAL We're organising this for the love of icons. All meals and beverages are on us.</p>	 <p>LAND Beard Design Studio, Villa P, Porvorim, Goa. Comfortable desks and chairs will be provided. Bring your own laptops.</p>
	<h2>ICONOMIC POLICY</h2> <p>We've been using icons with western aesthetics and subjects. We want to change that! The first meltdown will create a set of icons with an Indian aesthetic around Indian subjects. The broad category will include food, people, culture, birds, animals etc.</p>	
	<h2>ICONOMIC TOOLS</h2> <p>All icons will be made using vectors in adobe Illustrator. Both the open files and PNGs will be available on www.iconomy.in for free download. Please bring along your laptop (with adobe Illustrator installed) and a tablet (if you use one).</p>	



ICONOMIC GOAL

500 high quality icons produced in 24 hours. These icons will be put on www.iconomy.in (still in progress), and will be available to download for free, forever to anyone who needs them.

ICONOMIC PLANNING COMMISSION







SNOOZE
Mattress, & Couches available!



GET WINGS
Redbull, Coffee & Snacks on the house



+91 9890926072
911@BeardDesign.in

ICONOMIC AID

Made with  at Beard Design

SCOPE FOR IMPROVEMENT

Static

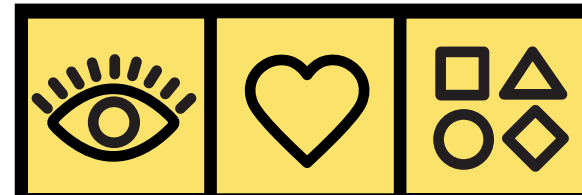
Use of new techniques

Visual language is basic

No mention of previous events

Icons used are not properly made

Content for the new Website



**ICONOMIC
MELTDOWN**

Upcoming Event

Previous Events
Mumbai 13 | Goa 13

When? Where? Fee? Time?

24 Hours event

Main focus is Indian Icons

Statistics of Previous events

What all will be provided

Things participants should get

How the event works?

Call for volunteers

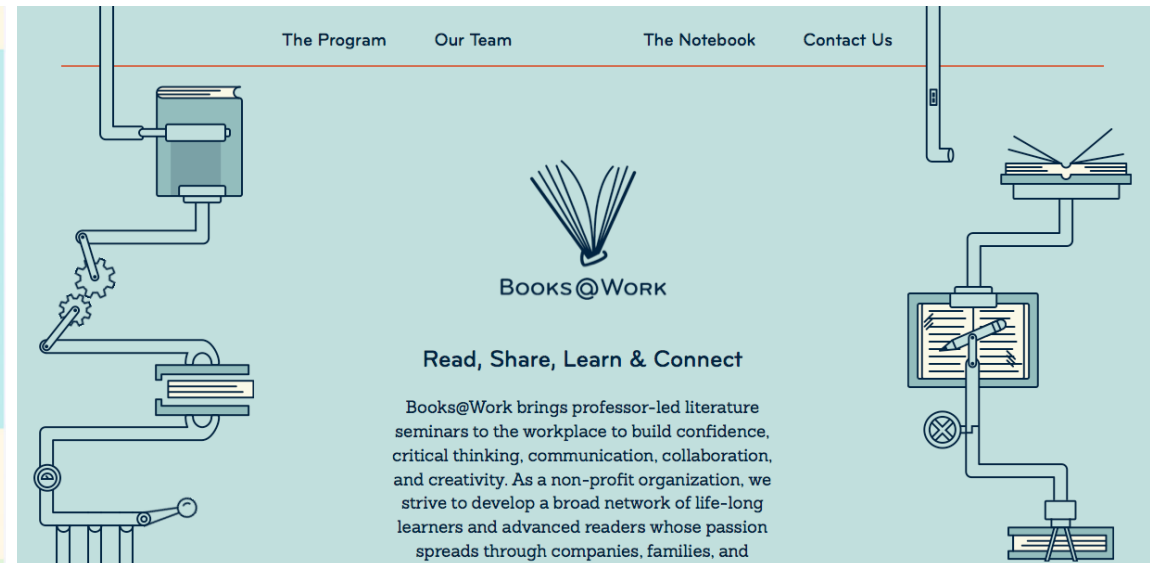
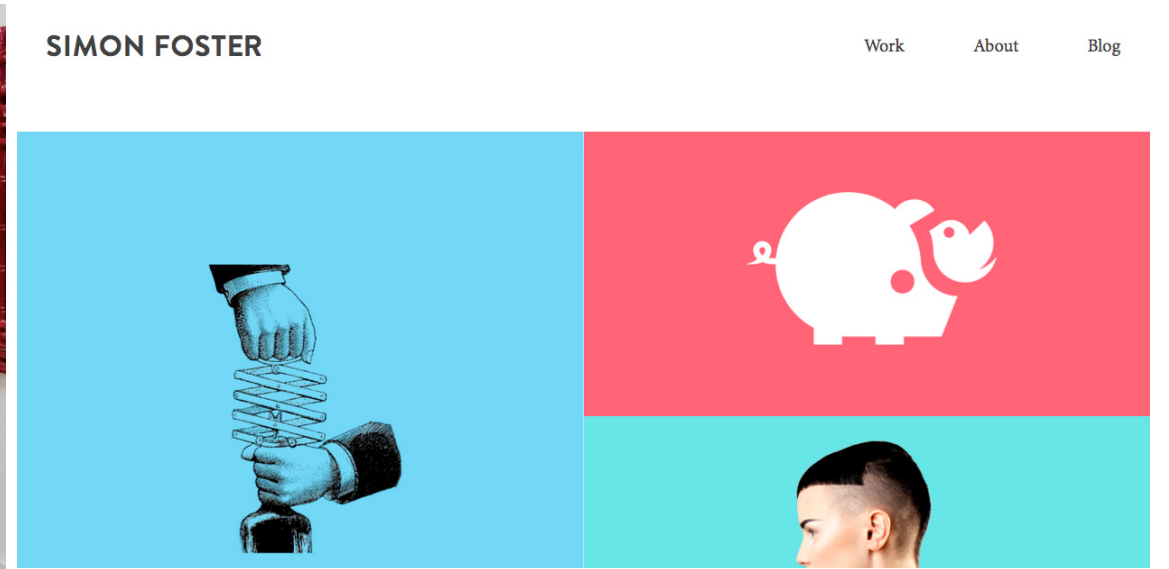
Contact | Email

Sponsors

About Beard Design

References collected

- Interactive Exploring
- Content First
- Illustrative
- Parallax Scrolling
- Bold Typography
- High quality pictures
- Big content boxes



First draft

Homepage

Event whereabouts

Statistics

Love for icons

Indian iconomy

Goodies

Organisers

Previous Events Mumbai 2013 Goa 2013

EVENT ABOUT CONTACT

ICONOMIC MELTDOWN

26th JULY 2014 Create Beautiful Icons

REGISTER BOMBAY EDITION of our 24hour Iconathon

WHEN? 26th to 27th July, 2014 11 am to 11pm

WHERE? Ecole Intuit Lab, Rose Cottage Complex, 61 Dr SS Rao Rd, near Gandhi Hospital, Parel, Mumbai - 400 012

FEE? ₹ 500 There's limited seating, so we decided to charge a nominal confirmation fee.

View map

24 hours 60 participants 200 icons to be made 500 registration fee

This event is open to all

People who love icons and love making them.

Help build the INDIAN ICONOMY

We've been using icons with western aesthetics and subjects for long. We want to change that. Iconomic Meltdown creates a set of icons with an Indian aesthetic around Indian subjects. The broad category includes food, people, culture, mythology, animals, professions, festivals etc.

CARRY THESE TOOLS

You will get really cool tshirts, RedBull, Snacks and & Bean bag to snooze.

Iconomic Meltdown is organized by BEARD DESIGN TEAM

We are a specialised Branding & Design studio for startups.

Iterations

Previous Events **Mumbai 2013** Goa 2013

EVENT ABOUT CONTACT

26th JULY 2014 Create Beautiful Icons

REGISTER **BOMBAY EDITION** of our 24hour Iconathon

Previous Events **Mumbai 2013** Goa 2013

A 24 hour Iconathon!
Create beautiful icons for the love of design.
BOMBAY EDITION
26th JULY 2014

REGISTER

Previous Events Mumbai 2013 Goa 2013

A 24 hour Iconathon
Create beautiful icons nonstop!!
Bombay Edition
26th July 2014

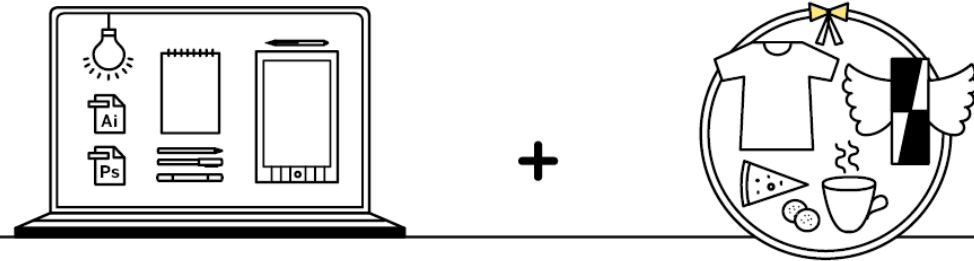
REGISTER

Previous Events Mumbai 2013 Goa 2013

Goa edition
31st MAY 2013

24 HOURS	20 DESIGNERS	200 ICONS MADE
48 REDBULLS CONSUMED	23 PIZZAS EATEN	40 MACARONS RELISHED

Iterations



+



Enthusiasm From You

Please bring other material and your laptop (adobe Illustrator & photoshop installed) and a tablet (if you use one).

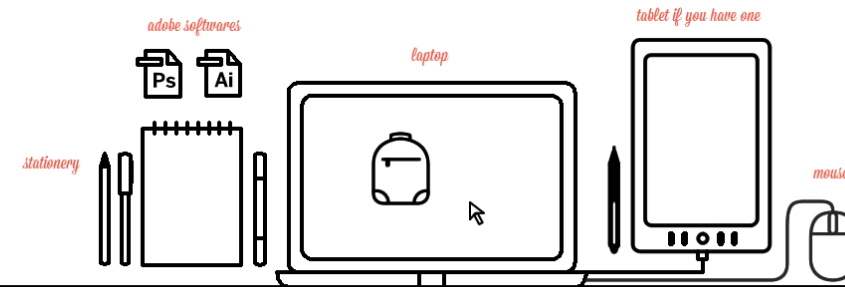


With Love from Us

Snack & Beverages are on us.
Meals by contribution.

The Economy Checklist

Things you need to carry along with tons of ideas



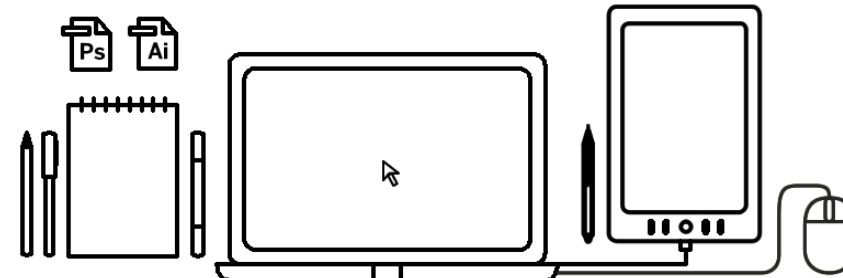
Pack your Bags

And ofcourse with tons of ideas



The Economy Checklist

Things you need to carry along with tons of ideas.



Final Concept



24 HOURS

Iconomic MeltDown is a series of 24-hour marathon events for Designers to get together and create beautiful icons. The icons created at these events will be made available for free on an online platform for anyone to use in their projects.

CHECKLIST

Please be equipped with your tool set. So that you can get set go.

INDIAN ICONS

Create icons with Indian aesthetics in 24 hours nonstop.

CONTACT

+91 9890926072 | 911@bearddesign.in

1000

Nominal Fee & tons of goodies.

THANKYOU

For supporting us with your love. If you are interested in aiding us get in touch.

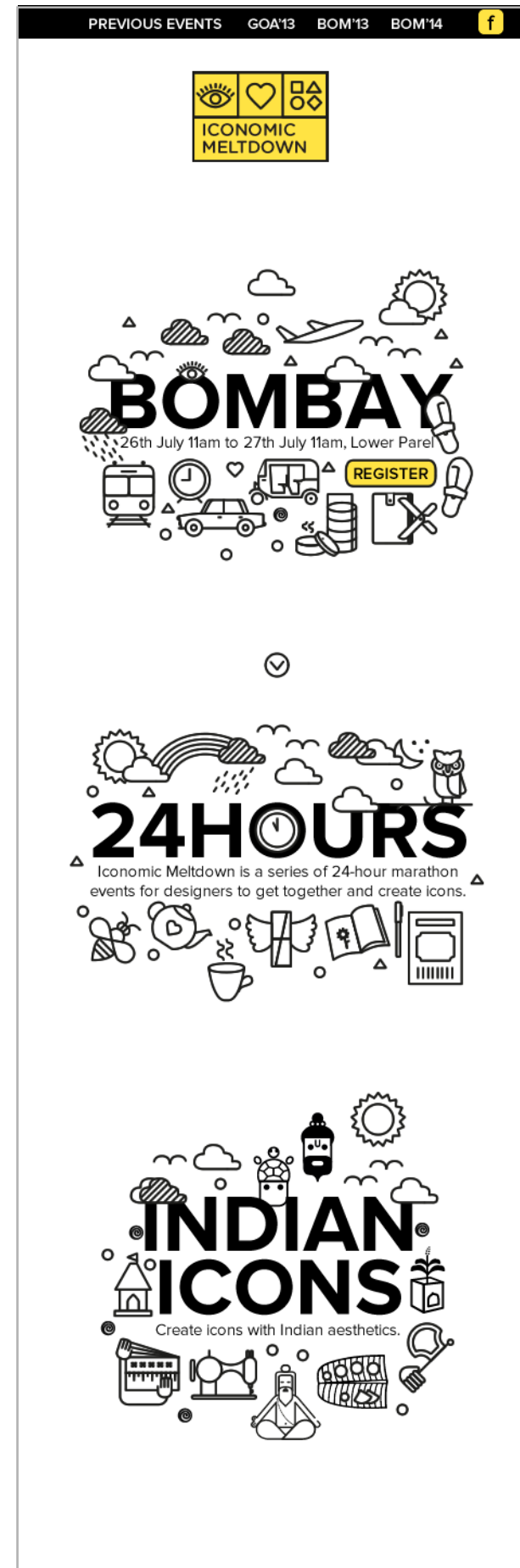
Responsive Design

Website Mock up

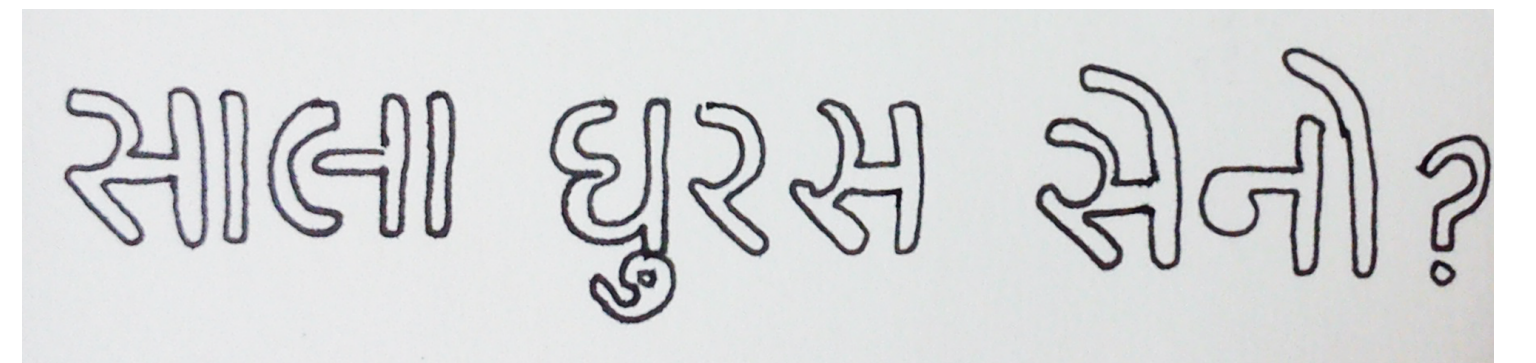
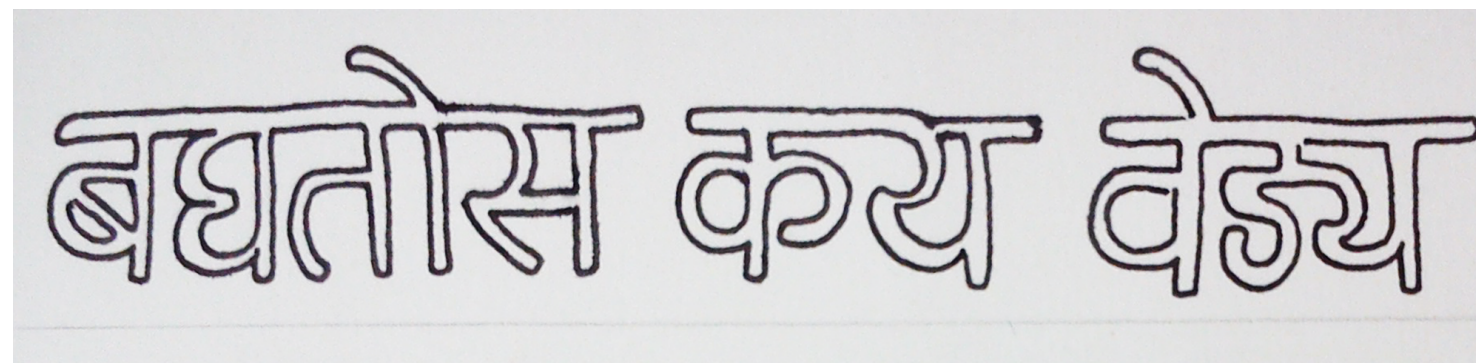
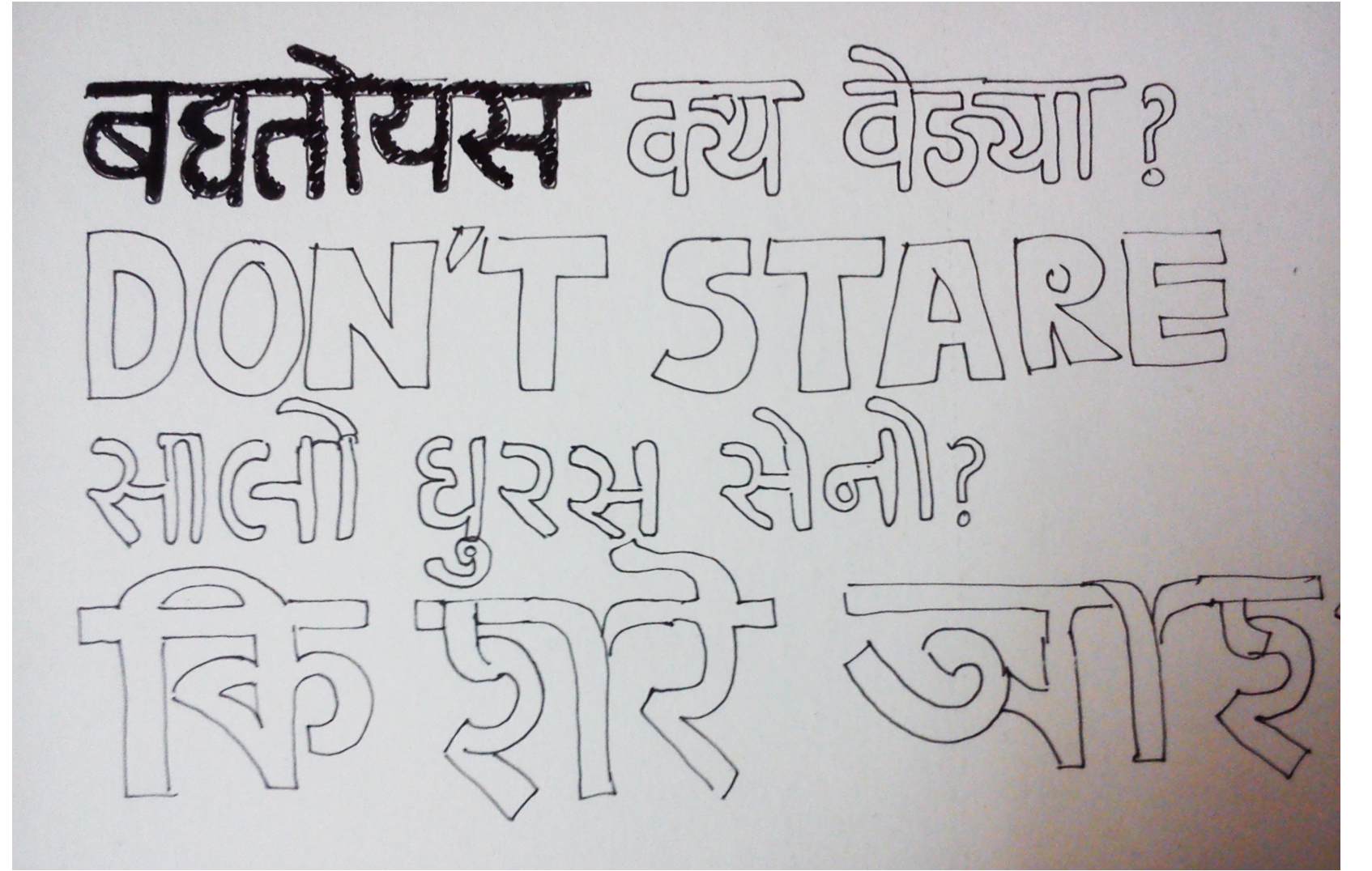
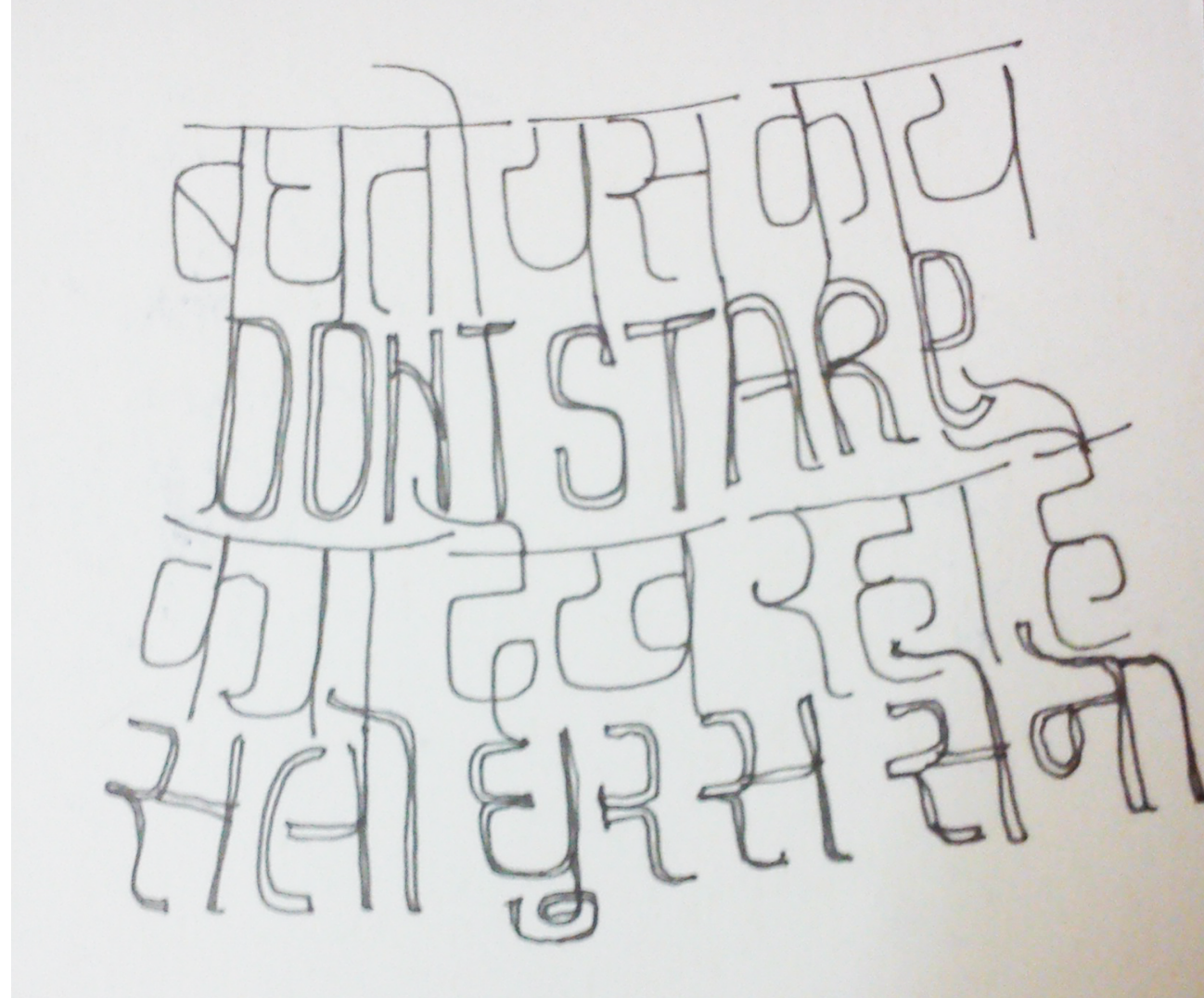
Mobile Screens

Tablet

Computer screen



Multilingual Poster Design



Poster Options

क्या देख रहा है बे?
साला धुरस सेनो?
कि झरे आइ?

DONT STARE

किदे पलयता रे पिश्या?
ఎం చేస్తున్నావ్?
बघतोस काय गाढवा?

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DONT STARE
बघतोस काय गाढवा?
ఎం చేస్తున్నావ్?
कि शरि आइ?

समाप्त