

portfolio



RICHA C. SINGH
visual communication
& design /2024



Heylo, I'm Richa!

I'm a 22 year old visual and communication designer, based in Delhi, India.

I'm deeply passionate about creating compelling narratives through design.

My forte lies in translating ideas into impactful visuals that resonate with diverse audiences. Over the years I have developed an aesthetic sense and an eye for detail. I also excel in bringing creativity to fruition across various mediums.

Collaborating seamlessly with cross-functional teams, I enjoy delivering innovative solutions that push boundaries.

As an enthusiastic learner, I'm driven by my need for creation and learning and am eagerly seeking to broaden my horizons by pursuing a Master's degree in the field.

0 1 . **Craft Collaborative**
Karigari- With Block Makers of Pethapur

0 2 . **Design for Society**
Impact Initiative- For workers at a petrol pump

0 3 . **Trends & Forecasting**
Zeitgeist- An understanding of trends

0 4 . **Identity Design**
what's in a name?- Advertising and Signage

0 5 . **Jewellery Design**
Safarnama- Indian Bridal Jewellery Design

0 6 . **Photography**
Shringaar- 3 Photoshoots

0 7 . **& more**

01 karigari

Handicraft Awareness & Collaboration Initiative

Team Project | 8 weeks + 3 weeks

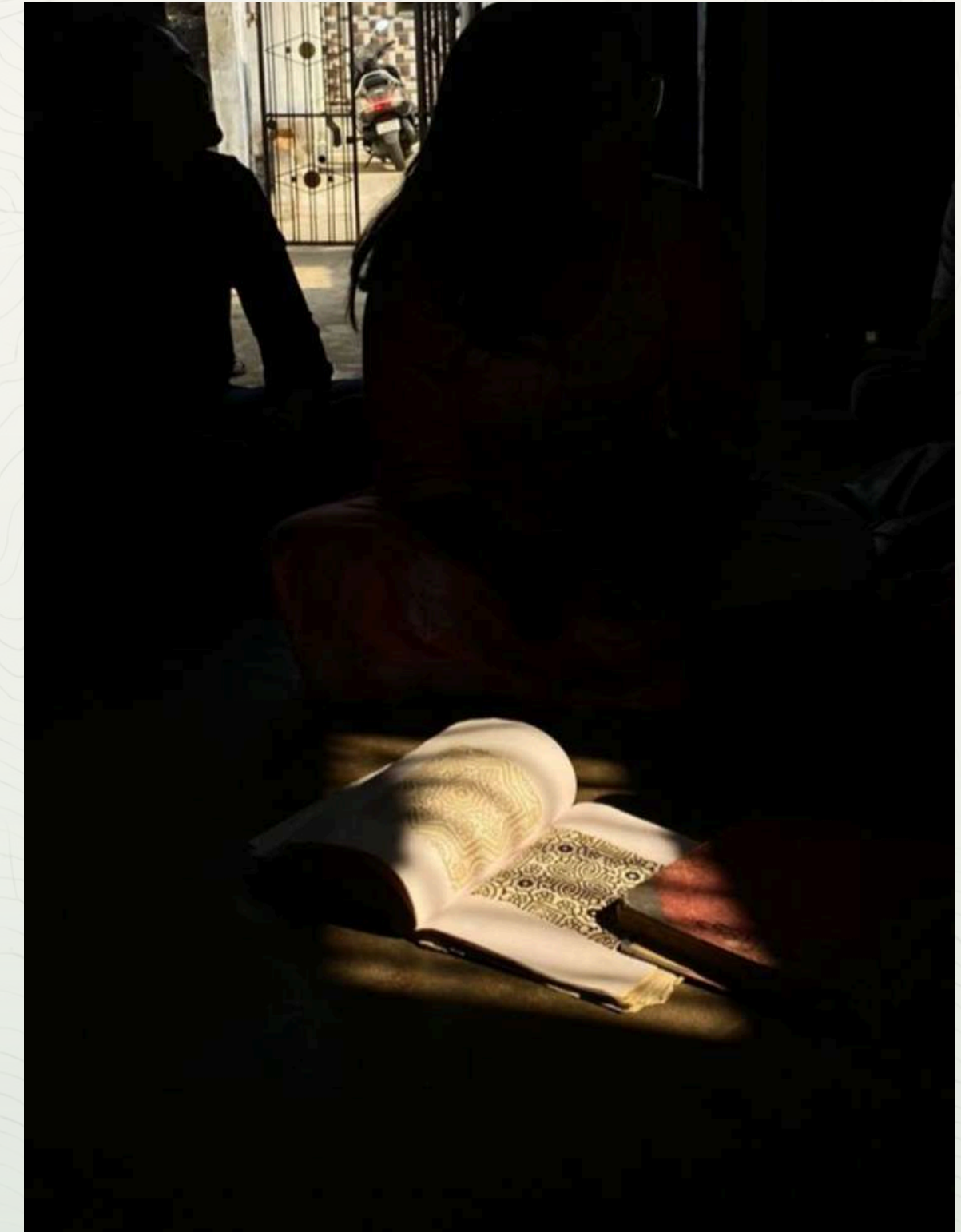
The significance of handicrafts in India is akin to a timeless love story, woven intricately into the fabric of the nation's rich cultural heritage and traditions. These crafts- passed down through generations, embody the essence of artistry, skill, and creativity, reflecting the soul of the artisans who pour their passion into each creation.

As part of the Fashion and Lifestyle Accessories Department, our class focused on crafts in Gujarat related to the same. The project aims to promote and preserve the traditional craft of block-making by providing information, raising awareness, and supporting the artisans through various initiatives and solutions.

This project was carried out in 2 phases-

The Research and Documentation Phase, and the Ideation and Execution Phase.

In addition to product design solutions, we also decided on other deliverables to help connect the artisans beyond their usual clientele.



01 karigari

Significance

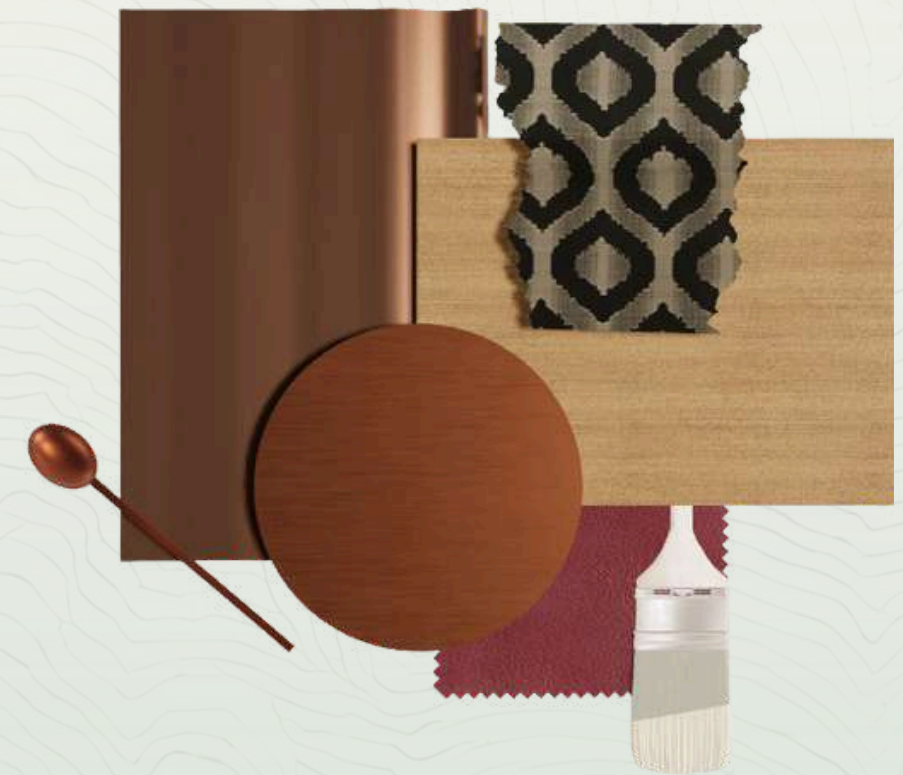
The art of Pethapur block making has endured for approximately 300 years. While once supported by over 500 artisans in the village, only a fraction, between 20 to 30 artisans, continue this legacy today. Nonetheless, the significance of this craft has only grown with time. Each step, from sourcing the finest teak wood to intricately carving the design, demands meticulous attention and consumes considerable time. The artisans of Pethapur demonstrate remarkable skill and dedication in crafting these blocks.

Objectives

- Promotion: Host and invite craft-making demonstrations for tourists and crafts enthusiasts.
- Provide Information: To raise awareness about the effort and beauty that go into the process of craft making.
- Innovative product development: To design a mini range of products innovatively involving the selected craft, and including a new technique; and creating products that can serve as newer, and more relevant products for the artisans as well.

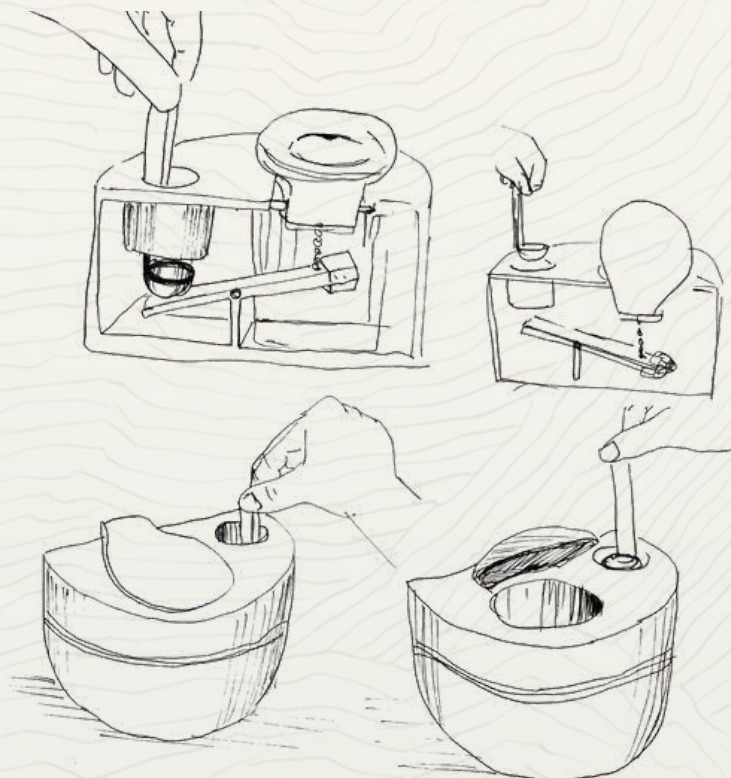


Material Board

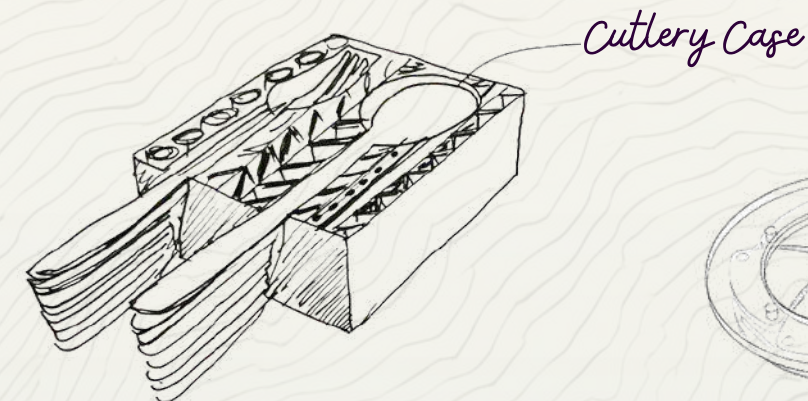


01 karigari

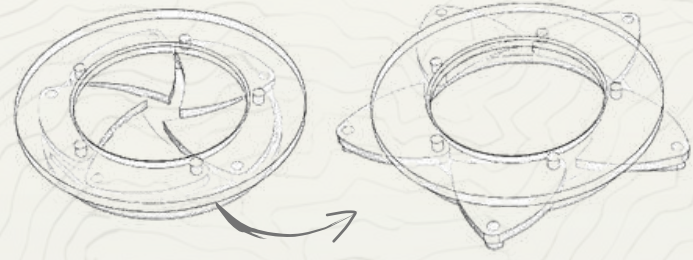
Product Development- Ideation Sketches



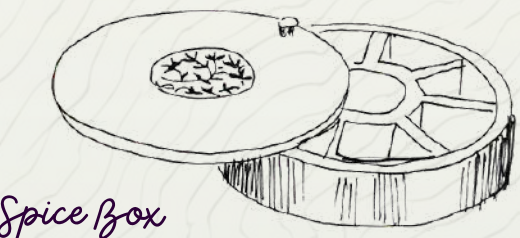
Condiment dispenser with spoon / Seesaw mechanism



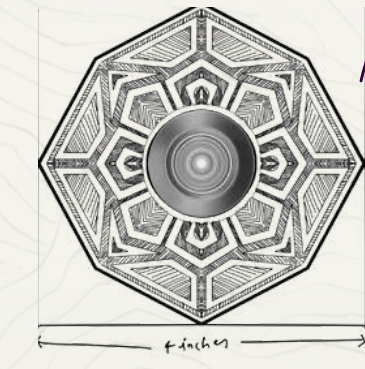
Cutlery Case



Lens inspired mechanism on box with carvings



Spice Box



Peephole border frame

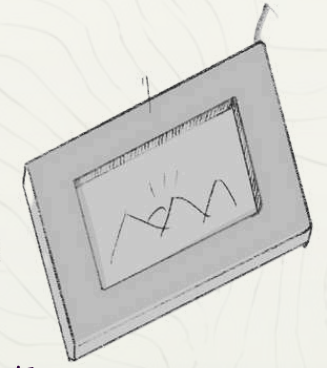
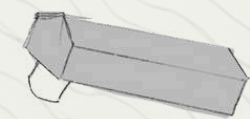
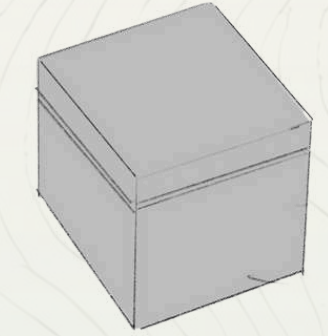
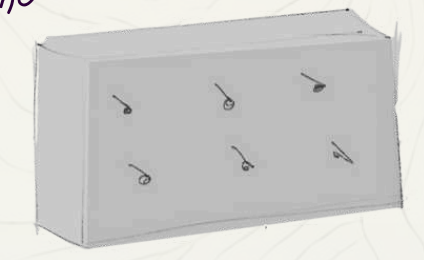


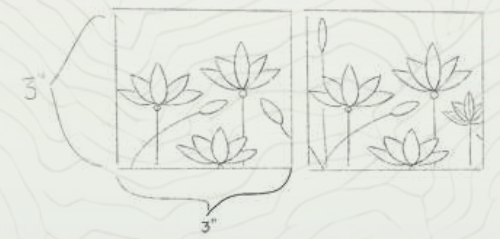
Photo Frame



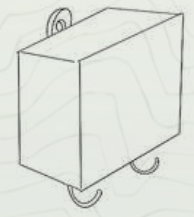
Doorknobs



Quirky Dashboard hangers



Wall hanger



Chunky jewellery from old leftover blocks



Switch board border frame

01 karigari

Product Description

Cutlery Stand

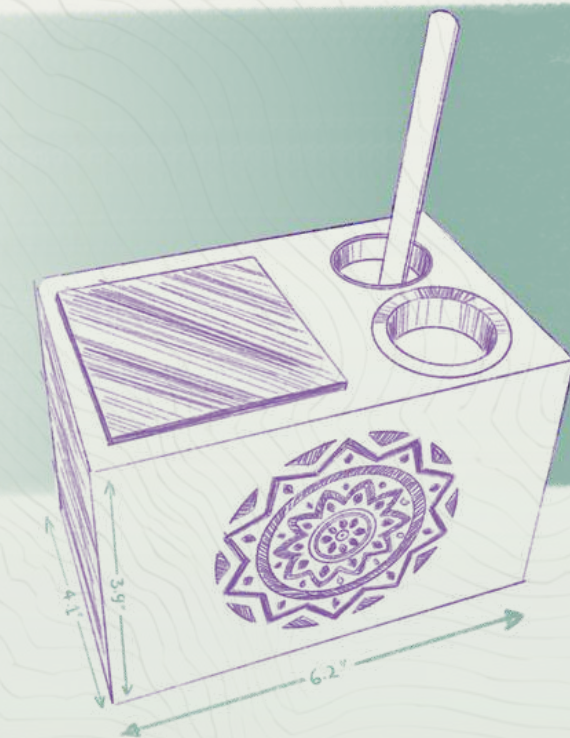
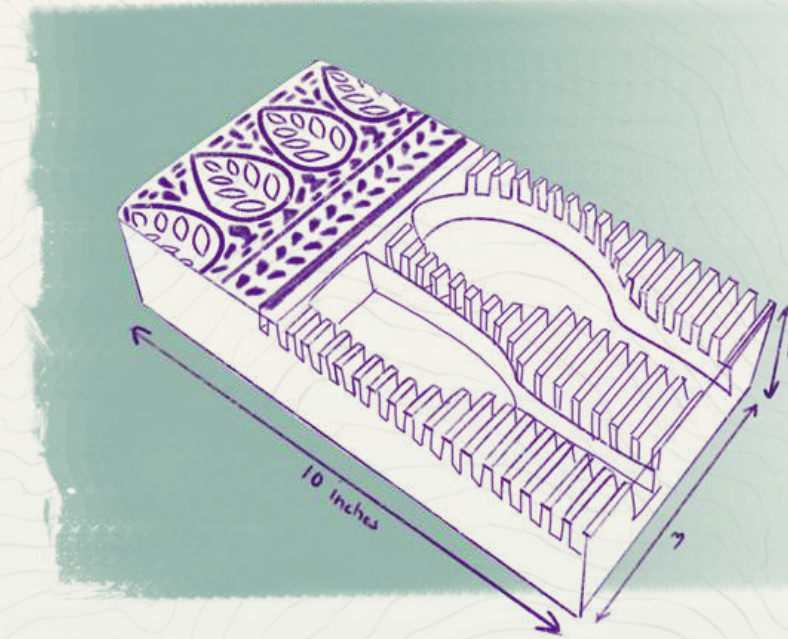
The product facilitates in organising disorganised cutlery. For holding a spoon and fork, the design features two deep-sided compartments. Searching through drawers to find a certain item exposes us to germs and puts other belongings at risk. If you are eating already and your hands are dirty and immediately requires cutlery you need to look for anything in a drawer, you run the risk of contaminating the entire drawer. You can avoid handling multiple objects each time you reach into your drawer by organising your cutlery into distinct categories.

It can make your dining table look aesthetically pleasing with beautiful carved wooden tray by Pethapur artisans to show off your exquisite cutlery and utensils.

Bill Unit

Just because the meal is over, it doesn't mean that you shouldn't still strive to make a good impression on your customers, and an attractive bill presenter can do just that. This tray set is designed uniquely to enhance restaurant mouth freshener and bill unit of a restaurant.

For traditional Gujarati restaurants to take forward their craft, it is a box that has a mouth fresher where the flap opens as you remove the spoon from the unit and closes as you put the spoon back at its place after taking the mouth fresher.

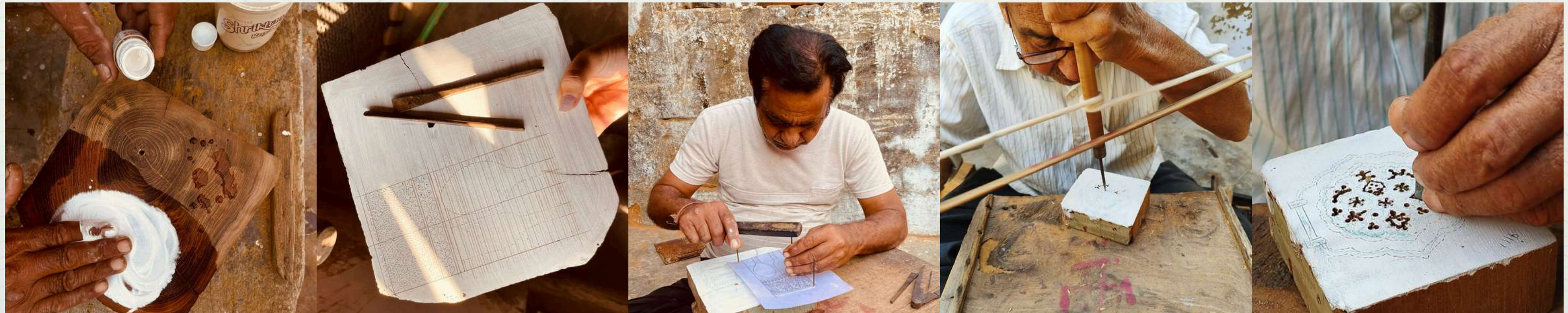


Finalised products

01 karigari



Final Products



The Making

This project was done using Procreate, Illustrator, and Photoshop

R.C.S/2024

02 impact initiative

A project focused on designing for society

Team Project | 4 weeks

Understanding the relation of design and society is an essential part of our learning and working as designers, and active members of an ever evolving society.

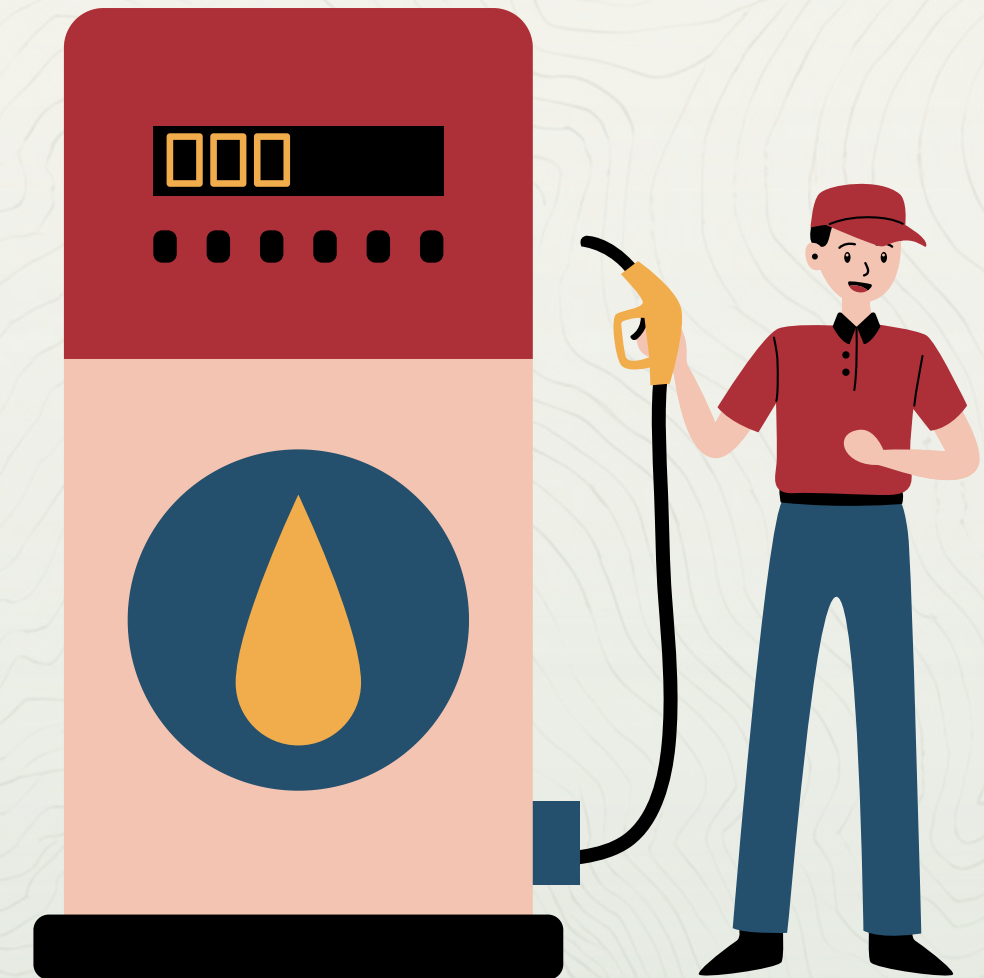
In the history of design, the need for it, and it's success are inevitably dependent on the users, or the society.

Design encompasses all kinds of social processes and is inseparably linked to the economics of manufacturing, and even politics.

As part of this project, we were to conduct an in-depth observational study of the selected area, find intervention areas and come up with solutions through design.

We selected a local petrol pump as the base for our study for the first project and a cycling stand for the second project.

This project was done using Procreate, Illustrator, and Photoshop



02 impact initiative

Observations, Primary Research and Analysis

Indian Oil Petrol Pump: The gas station, situated amidst vendors and residential areas, faces moderate rush during peak hours.

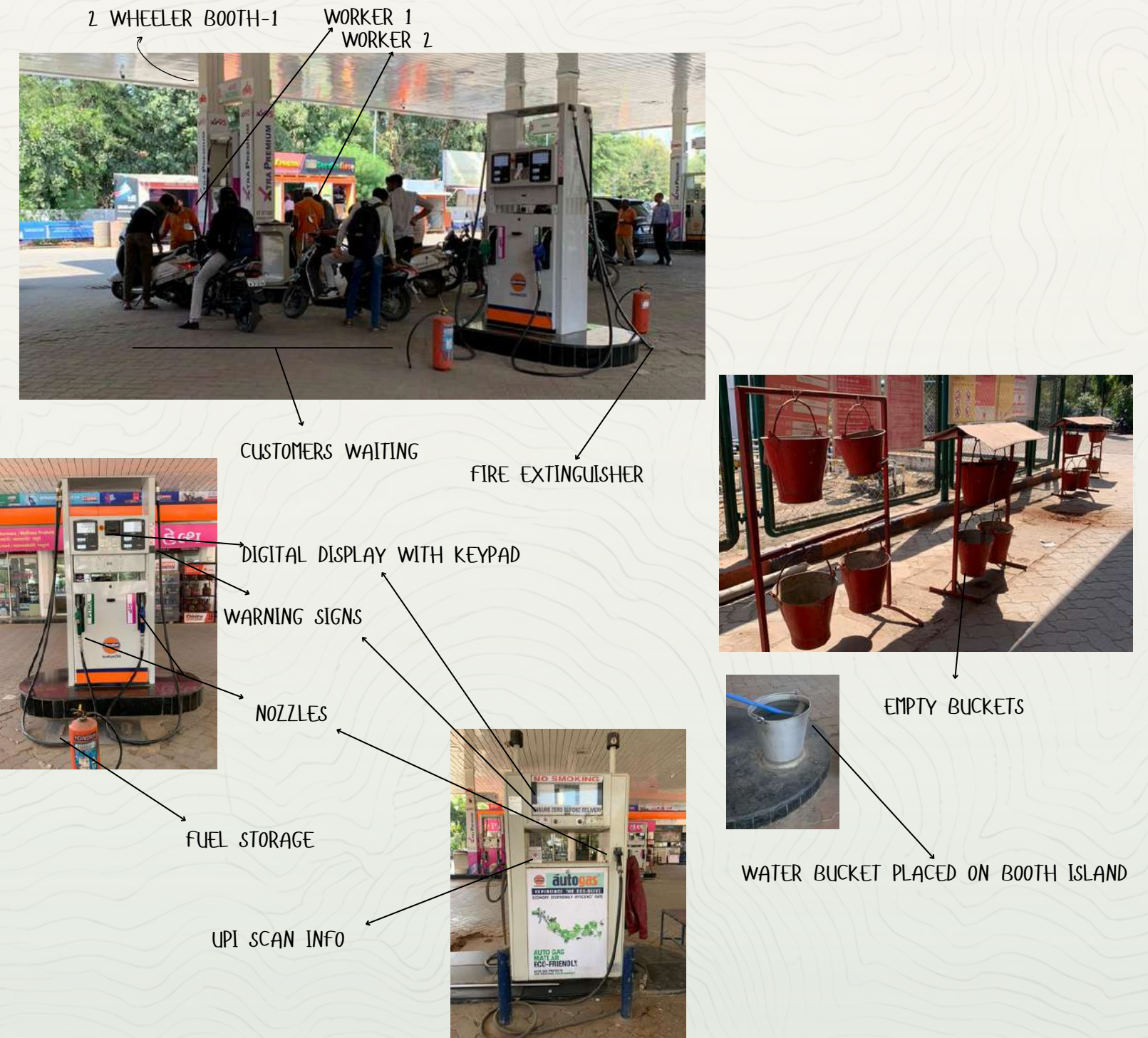
While not unclean, the area lacks complete hygiene. The station offers various amenities including tire pressure check, PUC and Fastag services, a medical store, and an ice cream parlor alongside basic facilities like fire safety provisions, drinking water, and washrooms.

Staffed by 12 workers, the station operates 6 pumps with 5 for petrol/diesel and one for autogas. Each booth has 2 workers serving 4 two-wheelers and 2 four-wheelers simultaneously.

Despite moderate rush, autogas usage was minimal.

Diesel pumps are placed strategically to prevent congestion. The station serves both fuel customers and the general public with its facilities.

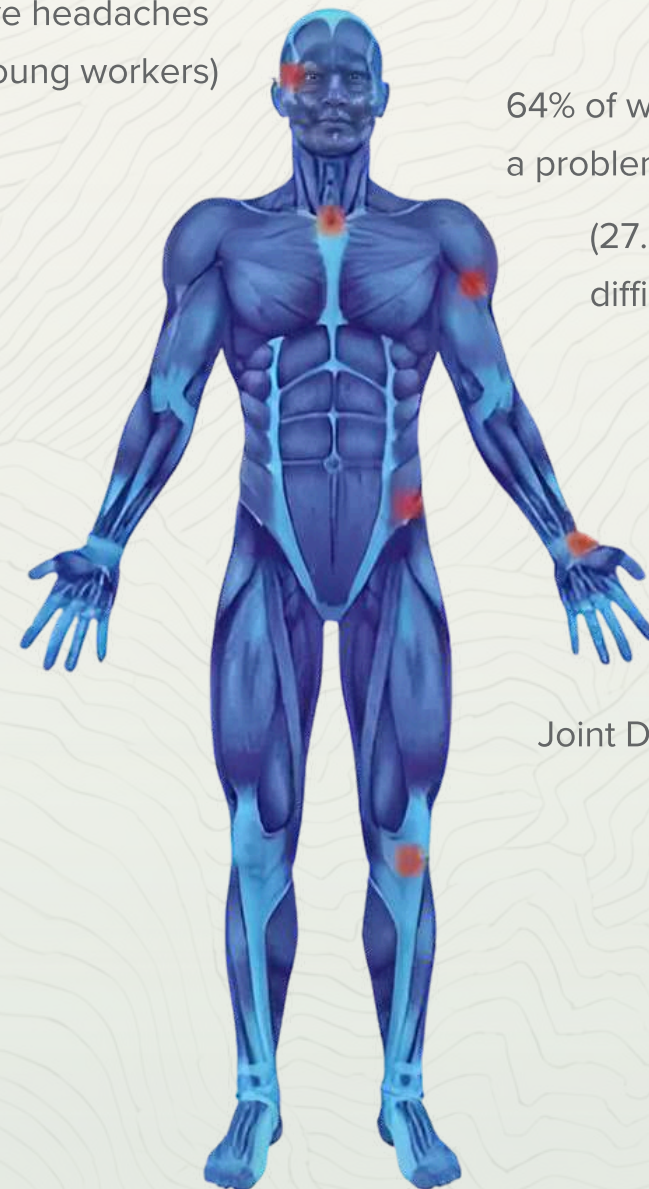
After observations, and contextual enquiries of the workers- We created persona maps and three models post observation to understand the workers in a better way. These can be viewed in more detail on my website.



02 impact initiative

Identifying Intervention Areas- Post Analysis

Some of them have headaches because of the smell (young workers)



64% of workers have a problem in breathing

(27.3% are facing heavy difficulty in breathing)

Joint Dislocation and Pain

Physical Issues faced by the Gas Station workers

After conducting inquiries, questioning the workers, and shadowing the petrol pump, the following breakdowns regarding the workers and the work environment were identified:

Breakdowns

Following the Contextual Inquiry and Questionnaire, several observations or breakdowns were noted:

- Workers spend excessive time on payment and card swiping.
- At times, they lack extra change, leading to extended waiting times.
- One worker should assist with air filling, which slows down the fueling process.
- Extended time is taken when friends or family visit for refueling.
- When the card-swiping machine is unavailable at the petrol booth, it causes delays.
- Issues with shift management.
- Incorrect parking of vehicles.
- Delays in the fueling process.
- Workers receive low income.
- Insufficient Personal Protective Equipment (PPE).
- Workers experience health problems.

02 impact initiative

Solutions-

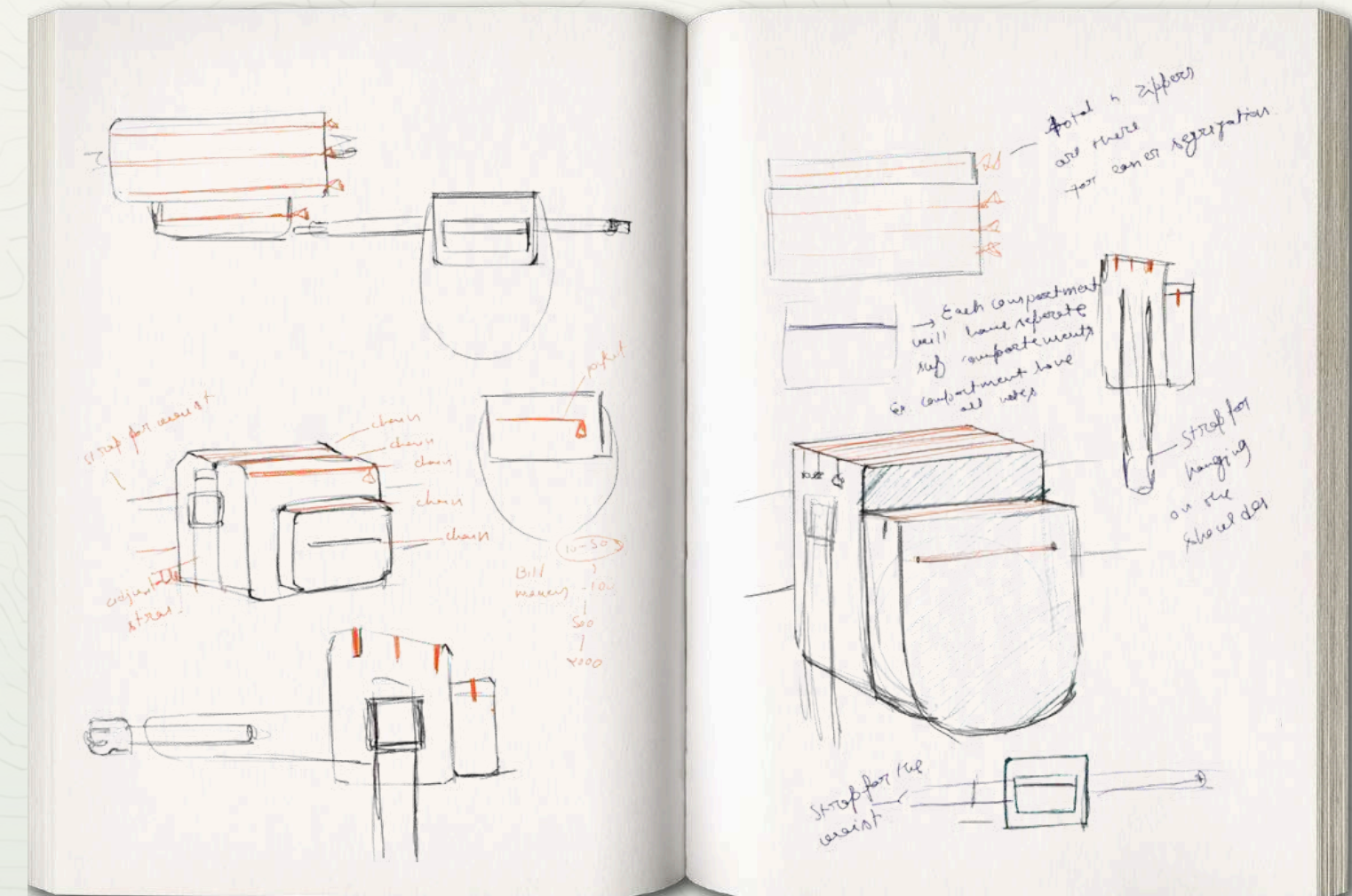
Through Graphic Design:

- Raising awareness and providing knowledge to the workers through informative means like- pamphlets, brochures, and regular newsletters.
- Indian Oil has many existing solutions and means for the same to help the workers. Helping workers get more exposure to these can improve their conditions, and prevent issues before they occur.
- Fire Safety information

Through Product Design:

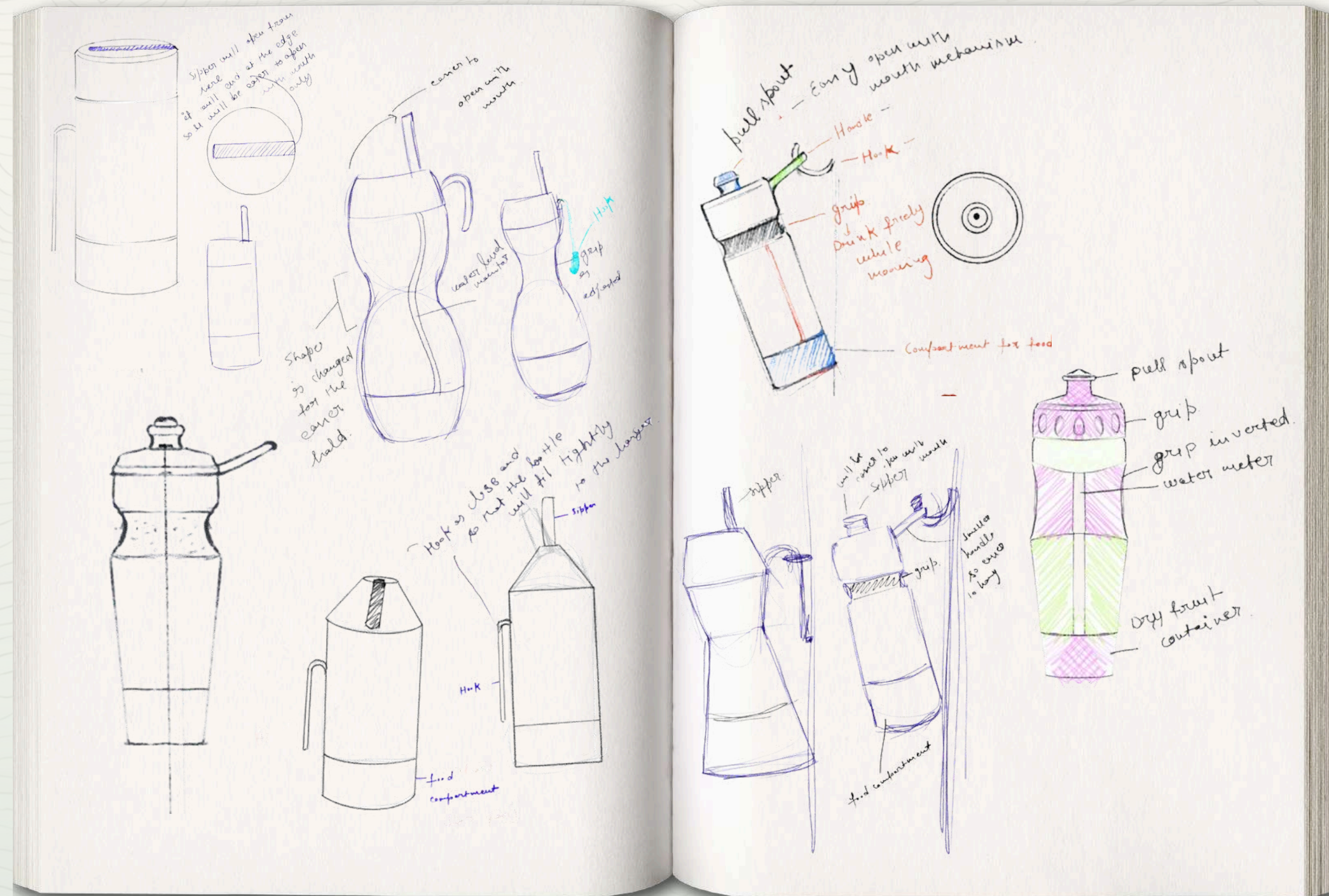
- An inclusive Money Bag- With various compartments, that is lightweight and multi purpose.
- This can help with ease in payment, and can be worn in whatever ways are comfortable with the worker.
- An all round wearable gear, with PPE inclusions, ear plugs for the workers.

Product Explorations

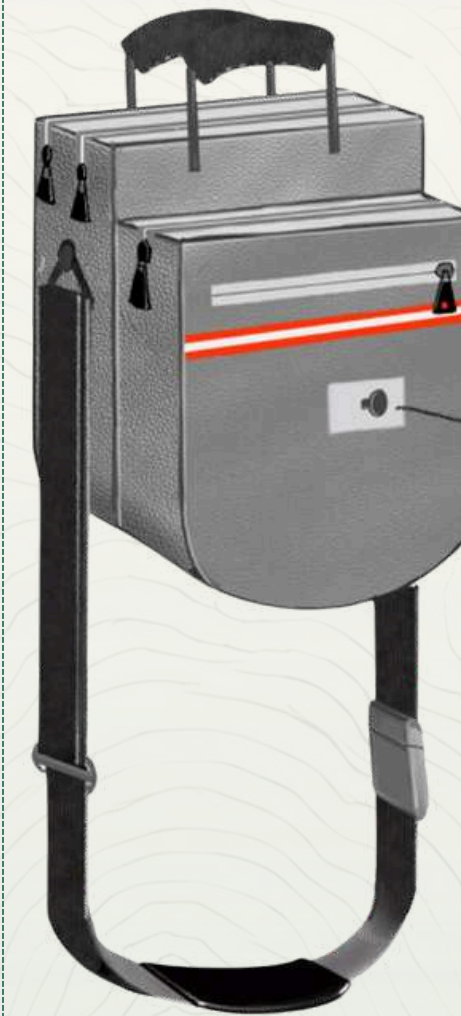


Inclusive Money Bag

02 impact initiative



Snack Box Ideations



- Money bag with multiple compartments
- Radium line
 - Specific for cash and coins
 - Hanger
 - Lock for adjusting the strap
 - Padding for shoulder

Bottle with Snack Box

- Pull Spout
- Grip on the nape
- Airtight Snack box at the base



02 impact initiative

You take care of the country's fuel needs,
we take care of your health

Be On the Lookout for

- Headaches
- Fatigue
- Skin Infections
- Cough and throat related issues

IndianOil For You

Pehle Indian, fir Oil

आप देश का ध्यान रखें,
हम आपका

ध्यान दे

- सिर दर्द
- थकान
- त्वचा में संक्रमण
- खांसी और गले से संबंधित समस्याएं
- बदन दर्द

इंडियन ऑयल आपके लिए

पहले इंडियन, फिर ऑयल

A brochure that brings the attention of the workers to the Indian Oil Telemedicine App, and informs them about its usage

Details-
A4 3Fold Brochure
Languages- English and Hindi

How to-

STEP 1: Create an account and login to the app IndianOil Telemedicine through your id and password.

STEP 2: Create an appointment according to your time. You can also upload your reports through the files option for the doctors to take a look.

STEP 3: The link will be provided to you before the appointment. There is no need to download any other application for the same.

Download Now!

Telemedicine App

A doctor from anywhere in the world can consult and diagnose a patient who is in need as quickly as feasible through an app called telemedicine without having to travel and spend time.

Patients can discuss symptoms, medical conditions, and their general state of health using telemedicine via real-time video chat, patient portals, etc.

कैसे

चरण 1: एक खाता बनाएं और अपनी आईडी और पासवर्ड के माध्यम से इंडियनऑयल टेलीमेडिसिन ऐप में लॉग इन करें।

चरण 2: अपने समय के अनुसार अपॉइंटमेंट बनाएं। आप डॉक्टरों के देखने के लिए फाइल विकल्प के माध्यम से अपनी रिपोर्ट भी अपलोड कर सकते हैं।

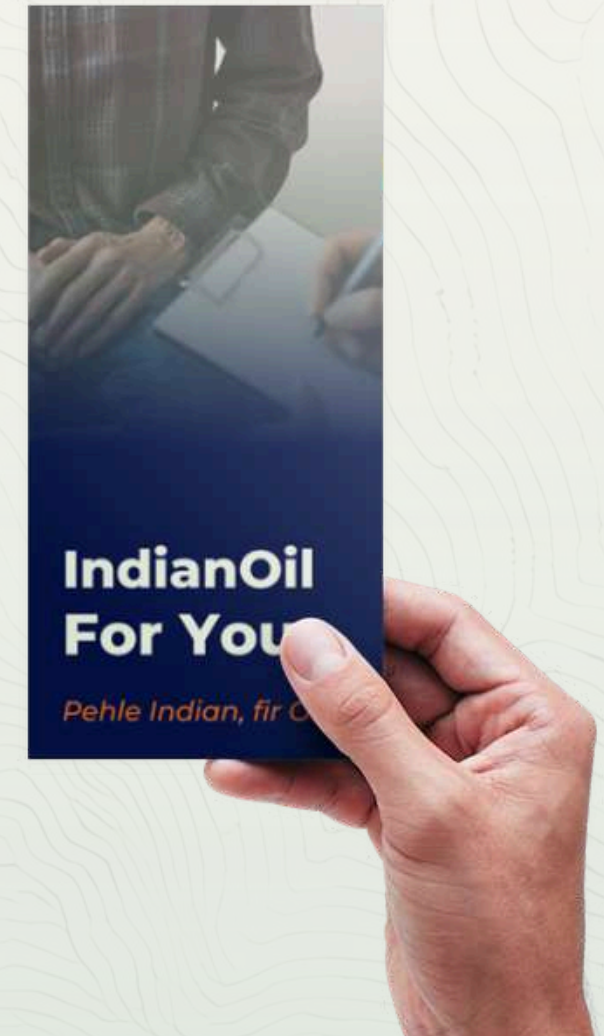
चरण 3: नियुक्ति से पहले आपको लिंक प्रदान किया जाएगा। इसके लिए किसी अन्य एप्लिकेशन को डाउनलोड करने की आवश्यकता नहीं है।

हमारा ऐप

दुनिया में कहीं से भी एक डॉक्टर पाया करने और समय बिताने के बिना टेलीमेडिसिन नामक ऐप के माध्यम से जितनी जल्दी हो सके एक डॉगी से परामर्श और निदान कर सकता है।

तेजी रीपत-टाइम सीडियो चैट, सेमी पोर्टल आदि के माध्यम से टेलीमेडिसिन का उपयोग करने तकर्णों, चिकित्सा स्थितियों और स्वास्थ्य की सामान्य स्थिति पर सर्फा कर सकते हैं।

Download Now!



02 impact initiative

FIRE SAFETY TIPS

CHECK IF YOU HAVE HEATED PHONES

Mainly during summers or at any other time if you have gadgets that are heated up or might have chances of blowing up it should not be brought into a petrol pump.



NO SMOKING OR LIGHTING FIRE

Do not light fire, cigarettes, or lighter in the petrol pump.



CAR SHOULD BE TURNED OFF

While filling petrol, vehicles should be turned off due to safety reasons.



CHILDREN SHOULD BE TAKEN CARE OF

In case of baby or children on board it's advisable to step out of the vehicle while filling petrol.



INCASE OF FIRE, DO THE FOLLOWING

In case of fire on the ground, throw sand filled in the bucket to extinguish the fire.



In case of severe fire, follow the steps given above with the fire extinguisher and call a fire brigade.



आग से सुरक्षा के उपाय

इलेक्ट्रॉनिक गैजेट्स की जांच करें |

मुख्यतः गर्मियों के दौरान यदि आपके पास कोई इलेक्ट्रॉनिक गैजेट है तो उसके तापमान की जानकारी समय अनुसार लेते रहें |



धूम्रपान और आग जलाना निषेध है |

इस क्षेत्र में धूम्रपान सिगरेट और आग जलाना निषेध है |



अपने वाहन को बंद रखें |

पेट्रोल भरवाते समय अपने वाहन के इंजन को बंद रखना अनिवार्य है |



बच्चों का ध्यान रखें |

सुरक्षा के तौर पर अपने बच्चों को पेट्रोल भरवाते समय वाहन से बाहर रखें |



आग लगने पर इन नियमों का पालन करें |

आग लगने की परिस्थिति में आग बुझाने के लिए बाल्टी में रखी हुई बालू का इस्तेमाल करें |



एक्सटिंग्विशर | पिन खींचें | नली खींचें | आंख पर निशाना लगाएं | हैंडल को दबाएं | आग के आसपास छिड़काव करें | आग लगने पर फायर एक्सटिंग्विशर का इस्तेमाल ऊपर दिए गए नियमों के अनुसार करें और फायर ब्रिगेड को सूचित करें |



A poster about fire safety and prevention at the petrol pump. Aimed at both users and workers in case of a mishap.

Details- A3 Size Portrait Poster
Languages- English and Hindi



03 the zeitgeist

Understanding & Direction- Trends & Forecasting

Personal Project | 4 weeks

Trend forecasting is the art of identifying and predicting the cultural, social, and economic shifts that shape our collective consciousness. It plays a crucial role in helping businesses and individuals anticipate emerging trends, understand consumer behavior, and stay ahead in an ever-evolving marketplace.

As part of this module, we had to identify a zeitgeist, indicate 10 drivers for the same along with a mood board, and observe and understand the micro trends in Accessories for the Zeitgeist.

I also carried out a shoot to reflect the zeitgeist to create Understanding and a Macro- Direction for the zeitgeist in the future.

To understand how the zeitgeist became relevant and prominent, I studied major events and the ideals developed within the community in the past year. I combined that understanding with trends in accessories. This project was carried out in 2021.



Bio-garmentry by Roya Aghighi

03 the zeitgeist

CONSCIOUSNESS AND ECO-SHAME

In 2021, amidst cautious optimism for economic recovery and societal healing, a profound shift in consumer consciousness emerged, fueled by reflections on the challenges of 2020.

- The past year prompted individuals to reevaluate their lives from political and consumerist perspectives, leading to heightened awareness and a demand for meaningful action.
- While larger brands and multinational corporations have showcased eco-conscious sentiments, the extent of their actual commitment remains questionable.
- This shift towards consciousness stems from major events shaping societal habits and mindsets.
- As sustainable alternatives become more accessible and affordable, eco-consumption transitions from a status symbol to a response to rising eco-shame.

In 2016 Adidas partner with Parley for the Oceans to produce a limited-edition line of sneakers made from recycled ocean plastic; only 50 pairs are made-also served as eco status for the consumers.



03 the zeitgeist

CONSCIOUSNESS AND ECO-SHAME



<https://www.pexels.com/photo/the-ordinary-product-line-3685530/>



Brands now face pressure to align with the values of conscious consumers, as failure to do so risks being 'cancelled'.

The behavior and consciousness of brands have become crucial considerations for consumers seeking satisfaction from ethical and moral choices.

When eco-alternatives are as available, affordable and effective as the original option, there's no reason not to choose them.

Eco-consumption becomes less about the status of opting in, and more about the shame of opting out.

The need for inclusivity has also brought up the need for **collaboration** between brands and corps- and there is requirement for the change from **me** to **we**.

With rise in consciousness of the active consumers of culture and retail- It is essential that major brands and companies keep up with them, or else they face a high chance of being 'cancelled'.

While people pressurise themselves to be moral and ethical, they tend to find things and experiences that provide them with a sense of satisfaction for the same. So **how brands behave, and how conscious they are is more important than ever for consumers.**

03 the zeitgeist

CONSCIOUSNESS AND ECO-SHAME

Speaking the language of culture has become a necessity for brands, as their consumers become more conscious and mindful.

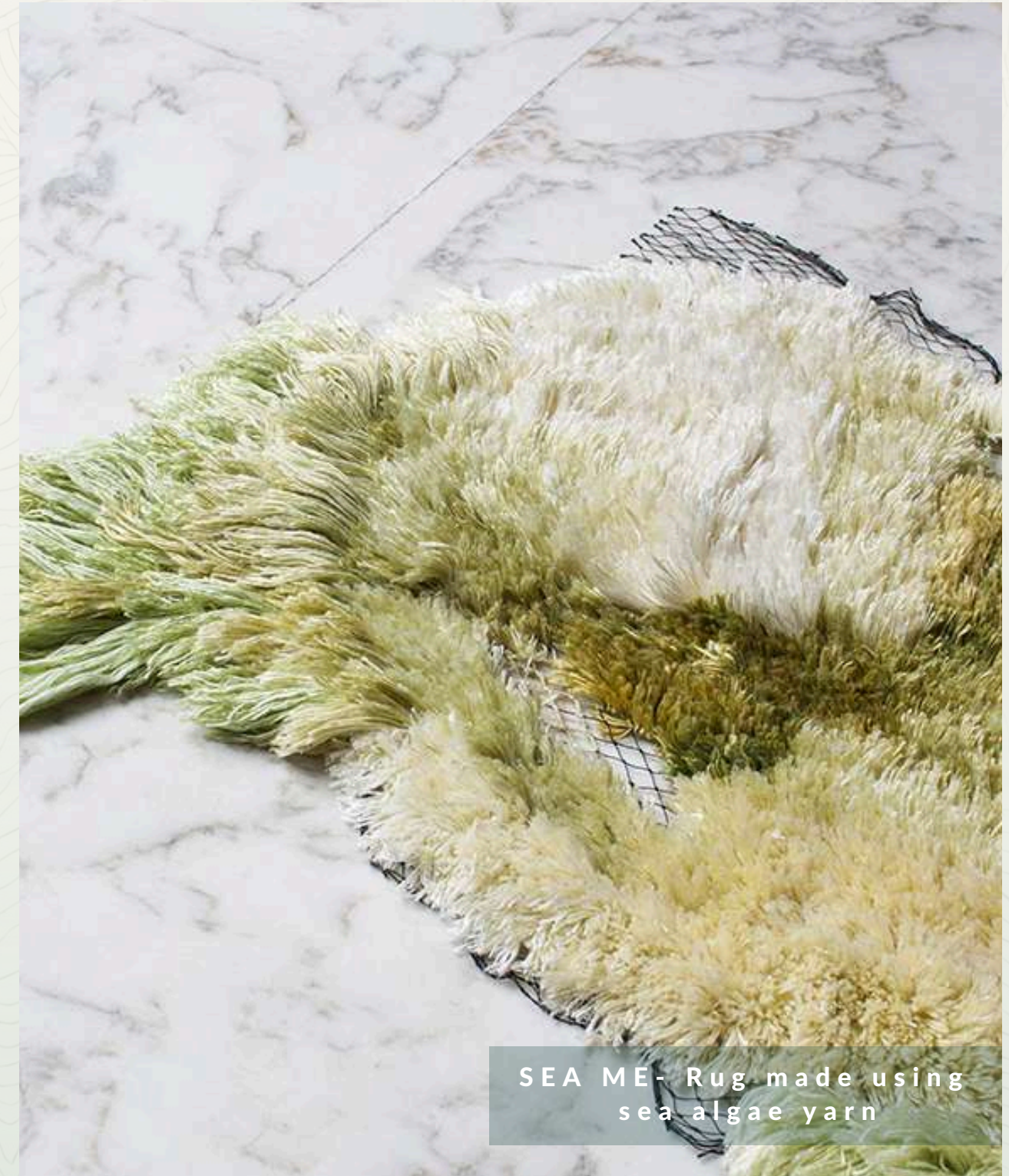
This has also led to a rise in need for conscious selling and buying of products- sustainable alternatives to retail shopping like thrifting- be it apparel, accessories or even decor; are on the rise.

Thanks to social media, creators are finding new ways to monetize their audiences and with there being several new ways to easily start a business, many young people have started profiting off of their hobbies and their audience is usually people who share a conscious mindset and promote their local homegrown small businesses and brands.

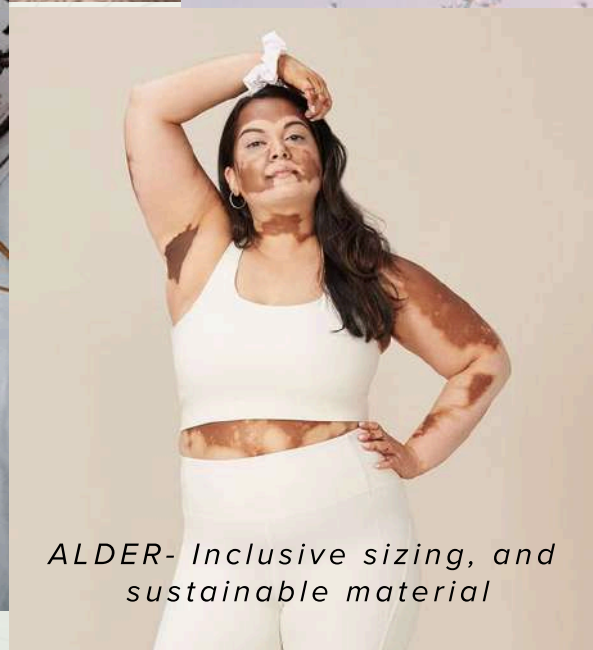
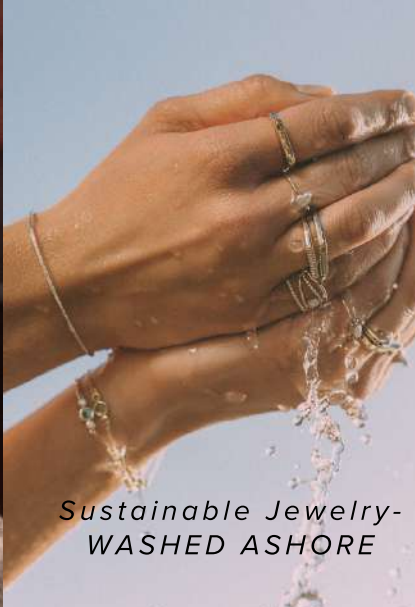
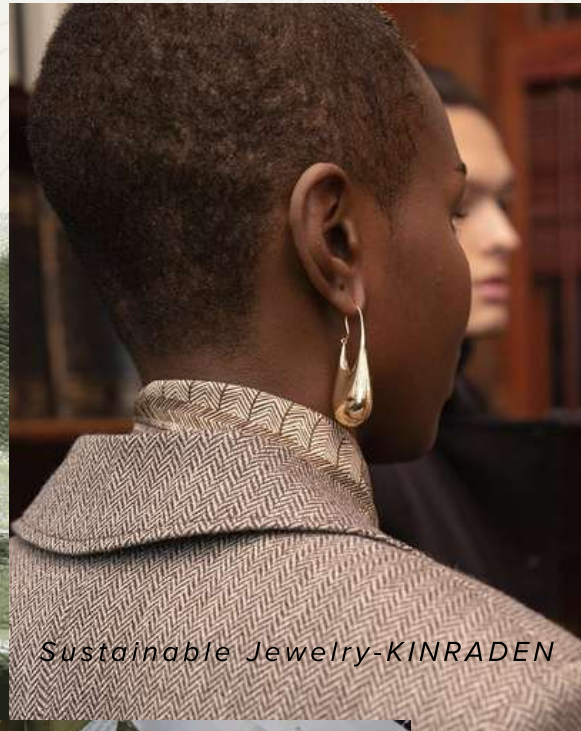
People have also started treasuring Indian traditional handicrafts more- and have realised the power of local. Traditional handicraft artisans work on a smaller scale than most brands, and provide more personal items at a substantially lower price.

In short, consumers will become more receptive to brands that demonstrate prosocial and conscious behaviour. And so, all future brand activity will need to benefit society, and not only the individual.

The full article can be found on my projects page on my website.



03 the zeitgeist



CONSCIOUSNESS AND ECO SHAME- A board depicting the zeitgeist

03 the zeitgeist



POWER OF LOCAL

Featured:

- Intricate hand crafted metal sling bags with repurposed stone cuts
- Handcrafted ceramic bowls from Delhi haat
- Heirloom Jhumkas and Bangles



THRIFT, DON'T SHOP

Featured:

- Vegan leather handbag and belt: Thrifted.
- Hand tie-dyed scarf: Handmade.
- Black and Pearl Earrings: Handmade
- Blue lipstick and mascara: Vegan and cruelty-free makeup.

EcoEcho: Photo Series



ECO-CONSCIOUS

Featured:

- Baggit wallet: Made with vegan leather.
- Sunglasses: Crafted with plant-based acetate and recycled glass.
- Makeup and skincare: Cruelty-free options.

04 what's in a name?

Branding & Identity Design Projects

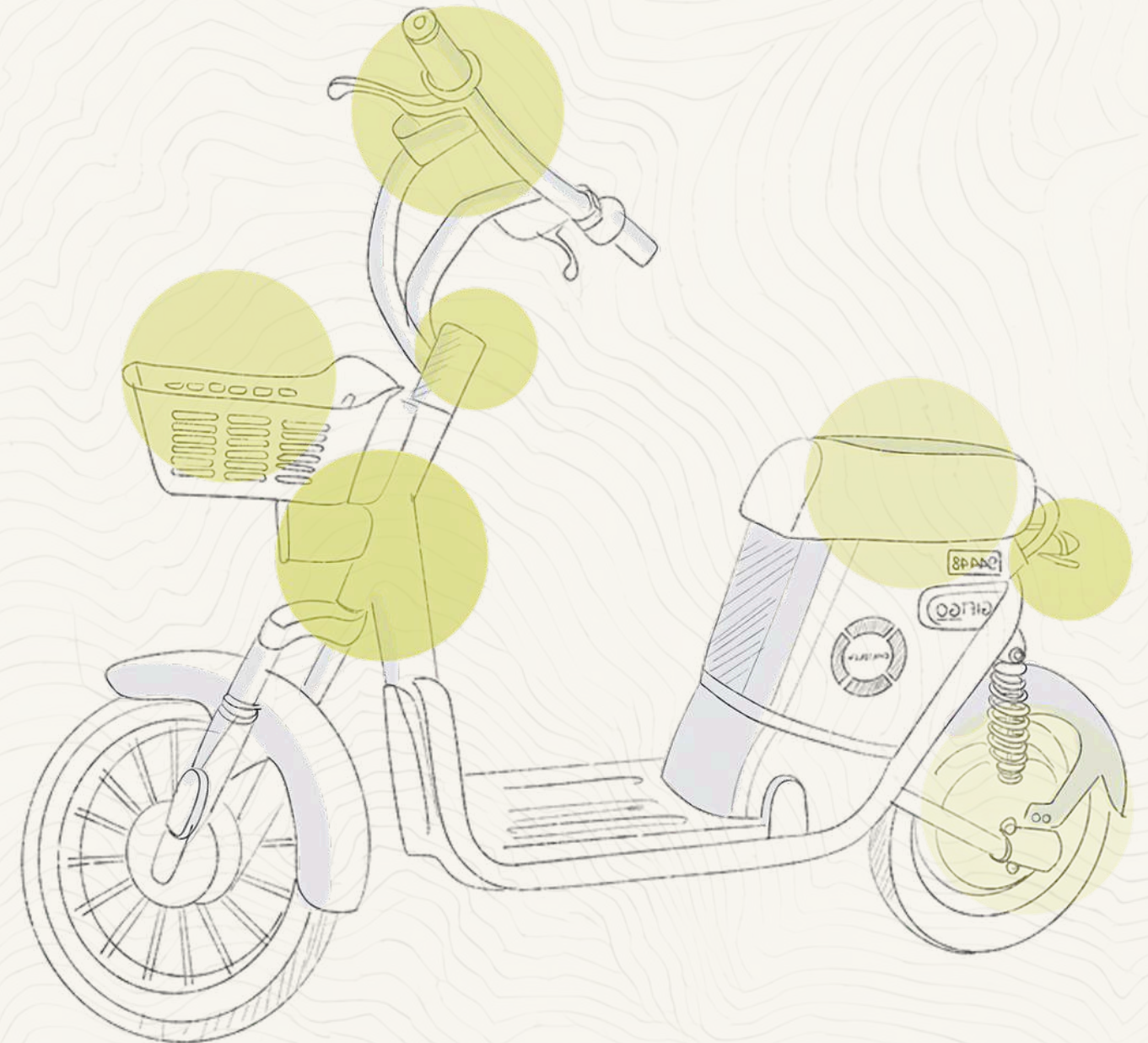
Personal Project | 2 weeks

I designed advertising and billboards for GiftGo, the Chartered Bicycle system based in GIFT City, Gujarat. The project involved developing billboards and signage to enhance the app's usability.

Their brand identity lacked consistency compared to other cities where gobikes operate, as well as within various locations in Ahmedabad.

Through strategic placement and clear messaging, the new billboards and signage aimed to promote GiftGo's services effectively while maintaining a cohesive brand image across all touchpoints.

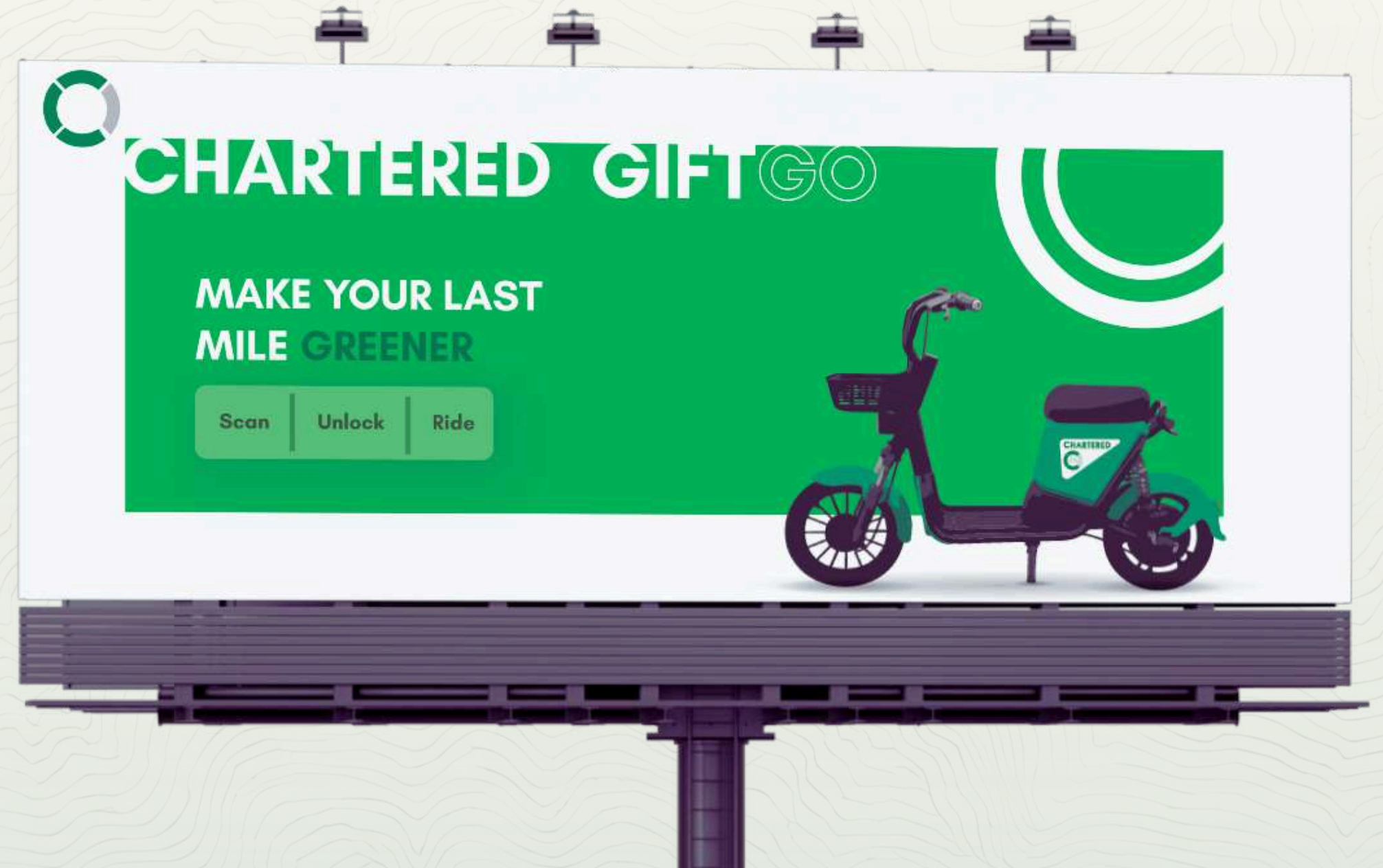
This project was done using Procreate, Illustrator, and Photoshop.



04 what's in a name ?



Rotating Signage in 3 languages



Billboard Banner

04 what's in a name ?

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નોંધણી અનલોક રાઇડ પરત

વધુ જાણવા માટે તમારા કેમેરાને પેન કરો

તમારું આગલું બનાવો માઇલ ગ્રીનર

તમારા માટે ટૂંકાઈ, પર્યાવરણને અનુકૂળ અને કાર્યક્ષમ ગતિશીલતા ઉકેલ તમારા શહેરની અંદર ટૂંકી ઝંઝટ-મુક્ત રાઇડ્સ, જેનાથી પ્રદૂષણ ઘટે છે અને આવતીકાલે વધુ સારું બને છે.

•ઇકો-ફ્રેન્ડલી •ઓછું રોકાણ •ટૂંકી સવારી માટે શ્રેષ્ઠ
•ઓછી જાળવણી •ઉપયોગમાં સરળ •કોઈ લાઇસન્સ જરૂરી નથી

આજે જ તમારા નજીકના સ્ટેશનની મુલાકાત લો

એપ્લિકેશન માટે સ્કેન કરો

Advertising Flyer in English and Gujarati

05 safarnama

A Bridal Jewellery Design Collection

Personal Project | 6 weeks

Safarnama is a travelogue, a collection of the travel stories. This collection pays an ode to India's first heritage city- Ahmedabad.

It narrates various tales of this walled city- an epitome of harmony and a pompous celebration of its arts, cultures and religions. The perfect amalgamation of exquisite architecture, vibrant colours, busy streets, quirky graffiti and dexterous details- is represented harmoniously.

It is a narrative seen through the eyes of a keen observer, showcasing how the city's travelled through ages and yet co-existed. Taking inspiration from these unique traits, "Safarnama" is a story of "Amdavad" and "Amdavadis".

Each place was visited and explored in "The Heritage Walk". The Indo-Saracenic styles were understood and photographs were clicked to etch them forever in history. Did some live sketching too. Later on, using these pictures and sketches, inspiration motifs were derived and the design process started.

Safarnama
— INDIA —
23.0176°N / 72.5748°E



05 safarnama

The Process

Week 1: Form Generation- through research and observation, derive motifs and forms. The goal is to extract meaningful motifs and forms while ensuring the essence and true meaning of the inspiration remain intact. This process lays the foundation for the subsequent stages of design development.

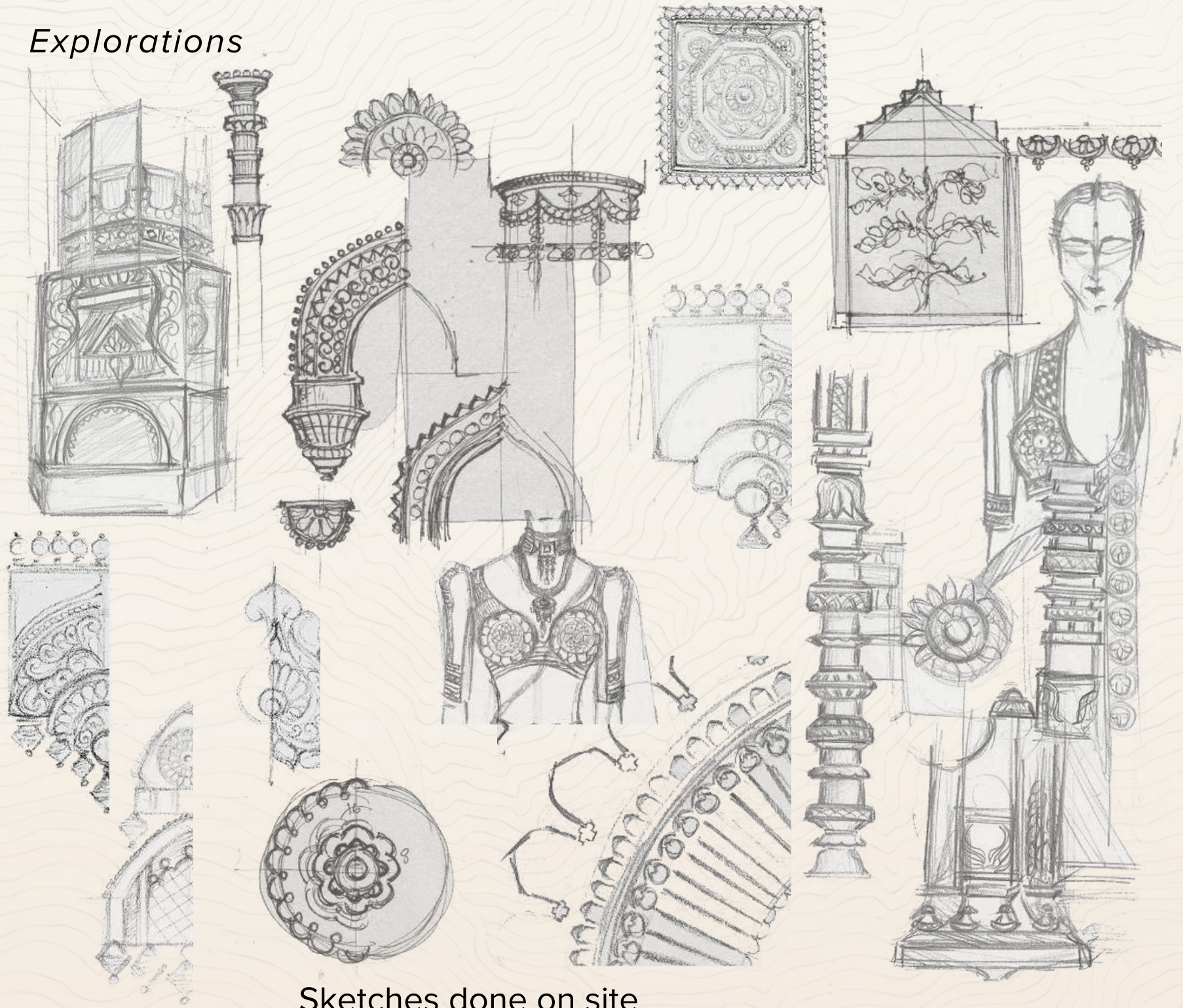
Week 2 & 3: Layouts/Silhouettes- manipulating and converting the forms into creating layouts that match with the RBZ's design language. At this stage, we consider factors such as balance, hierarchy, rhythm, and flow to ensure coherence and visual impact in the final design.

Week 4, 5 & 6: Detailings and Rendering- further modifying and improving shortlisted Silhouettes/Layouts with proper detailing and final rendering. This includes adding intricate details, textures, colors, and other visual elements to bring depth and richness to the design.



05 safarnama

Explorations



Sketches done on site



Form Explorations

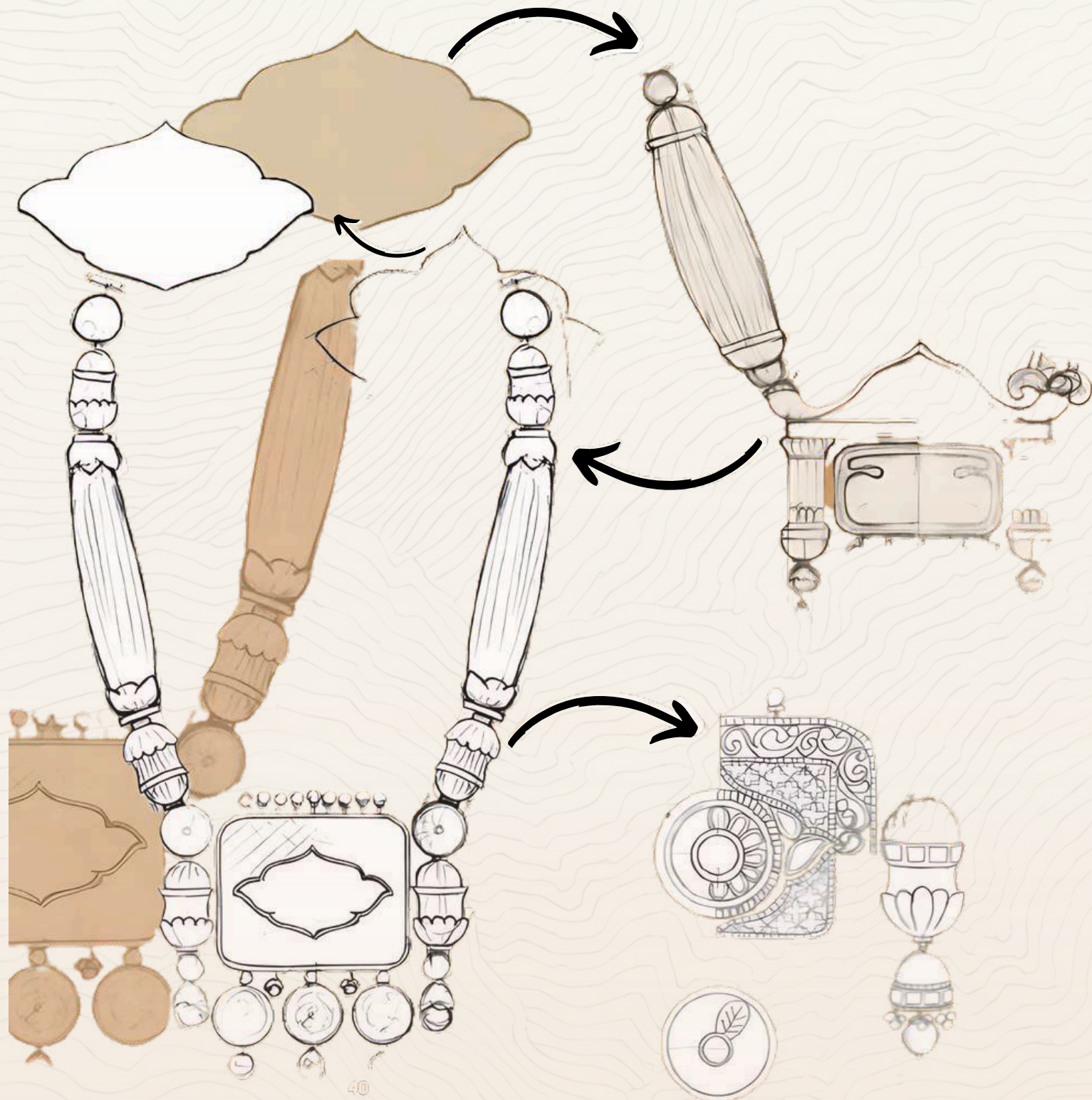
05 safarnama



Silhouette Explorations

R.C.S/2024

05 safarnama



All these sketches and illustrations are done by hand, and using gouache for the colors

05 safarnama



All these sketches and illustrations are done by hand, and using gouache for the colors

05 safarnama



All these sketches and illustrations are done by hand, and using gouache for the colors

05 safarnama



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06 shringaar

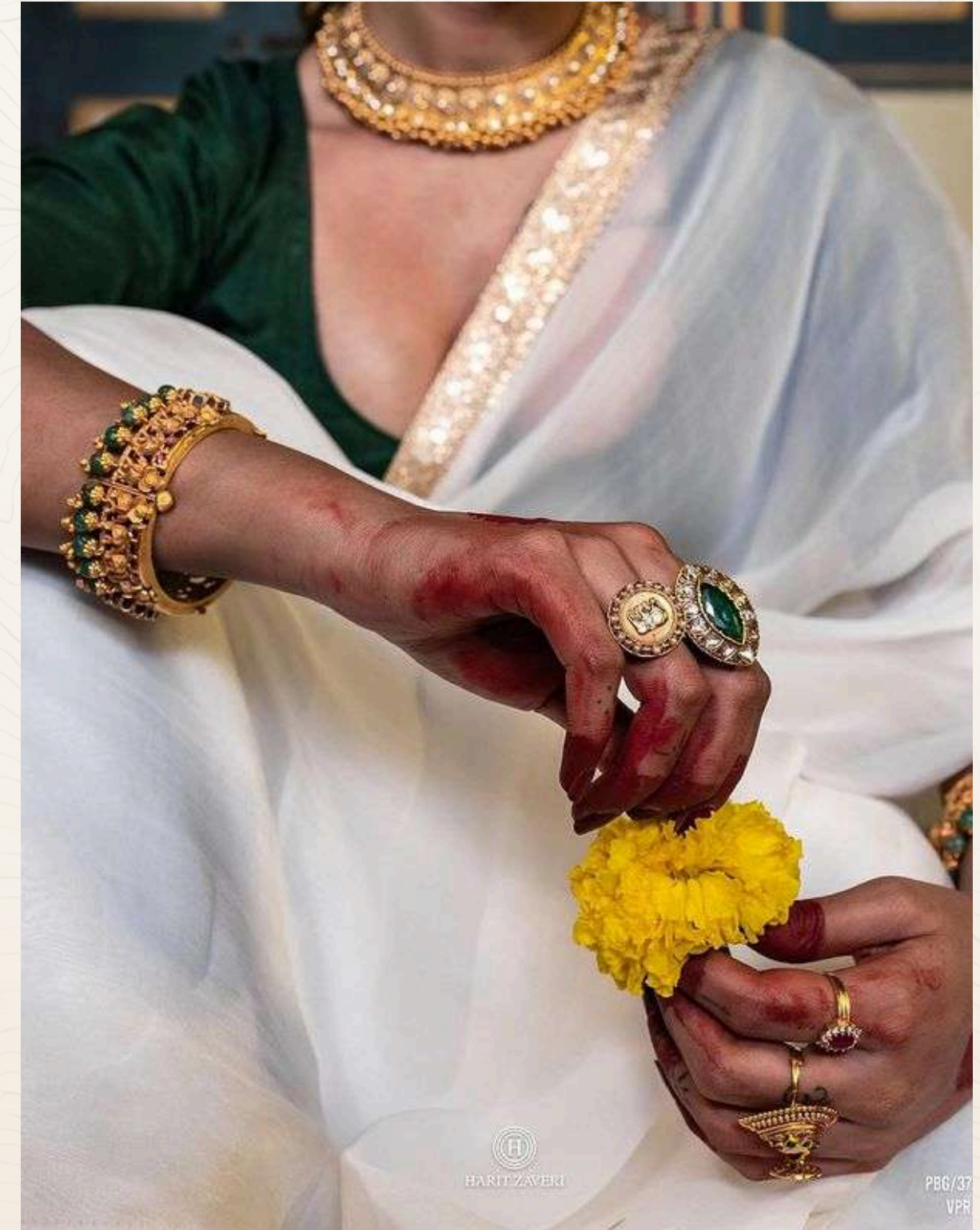
A series of photoshoot campaigns

Here are snapshots from three campaigns: Vasant, Baithak, and the Editorial Campaign.

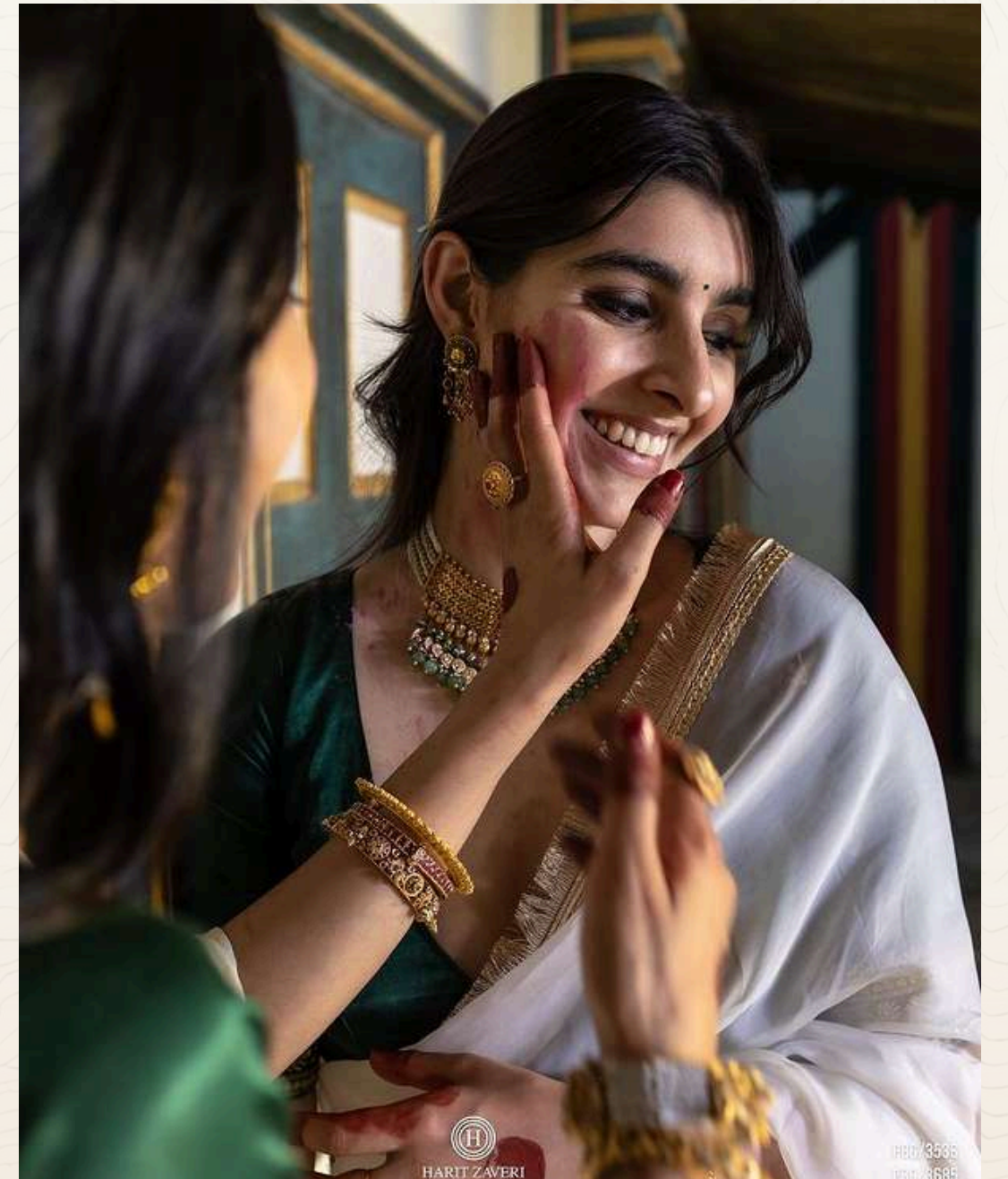
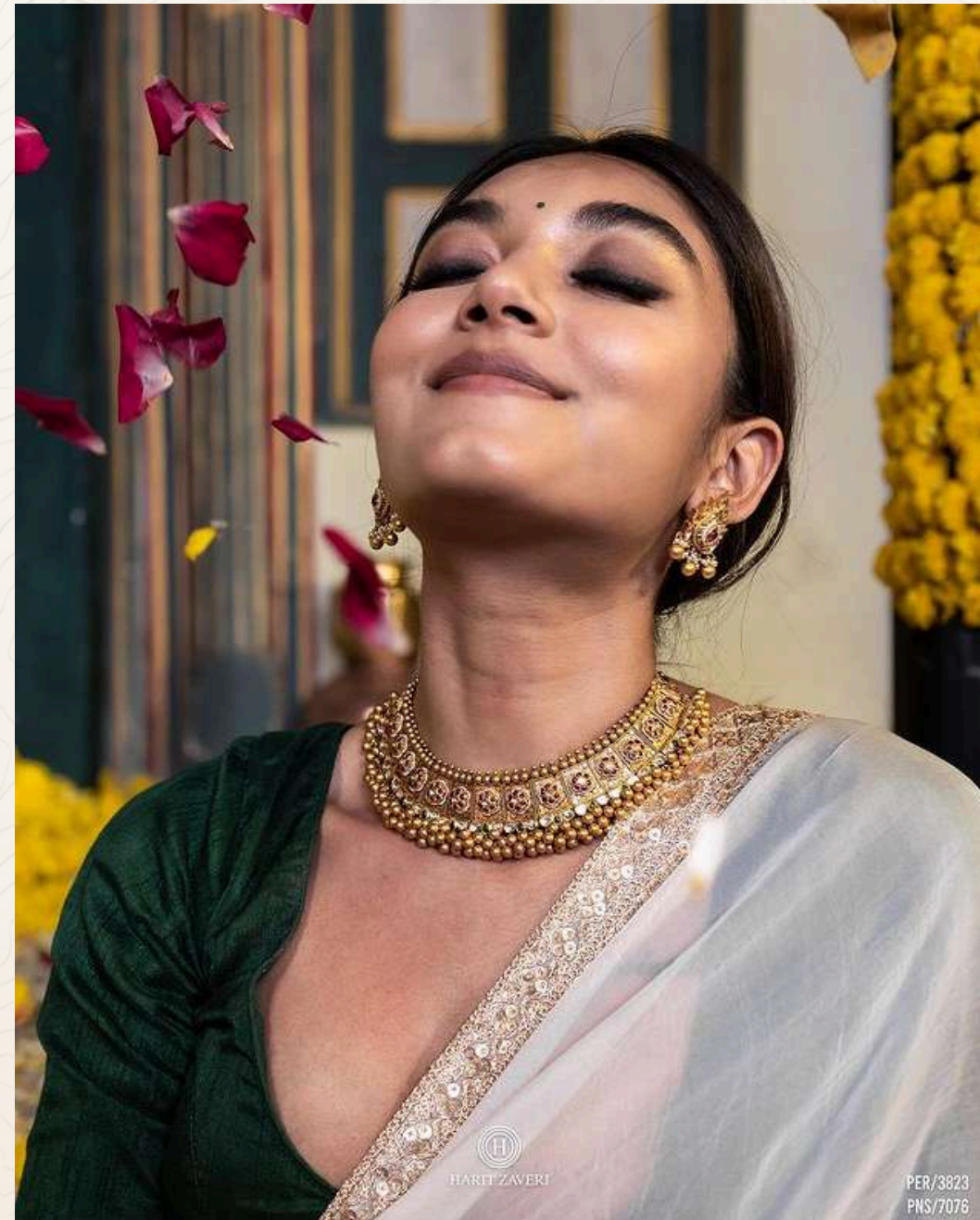
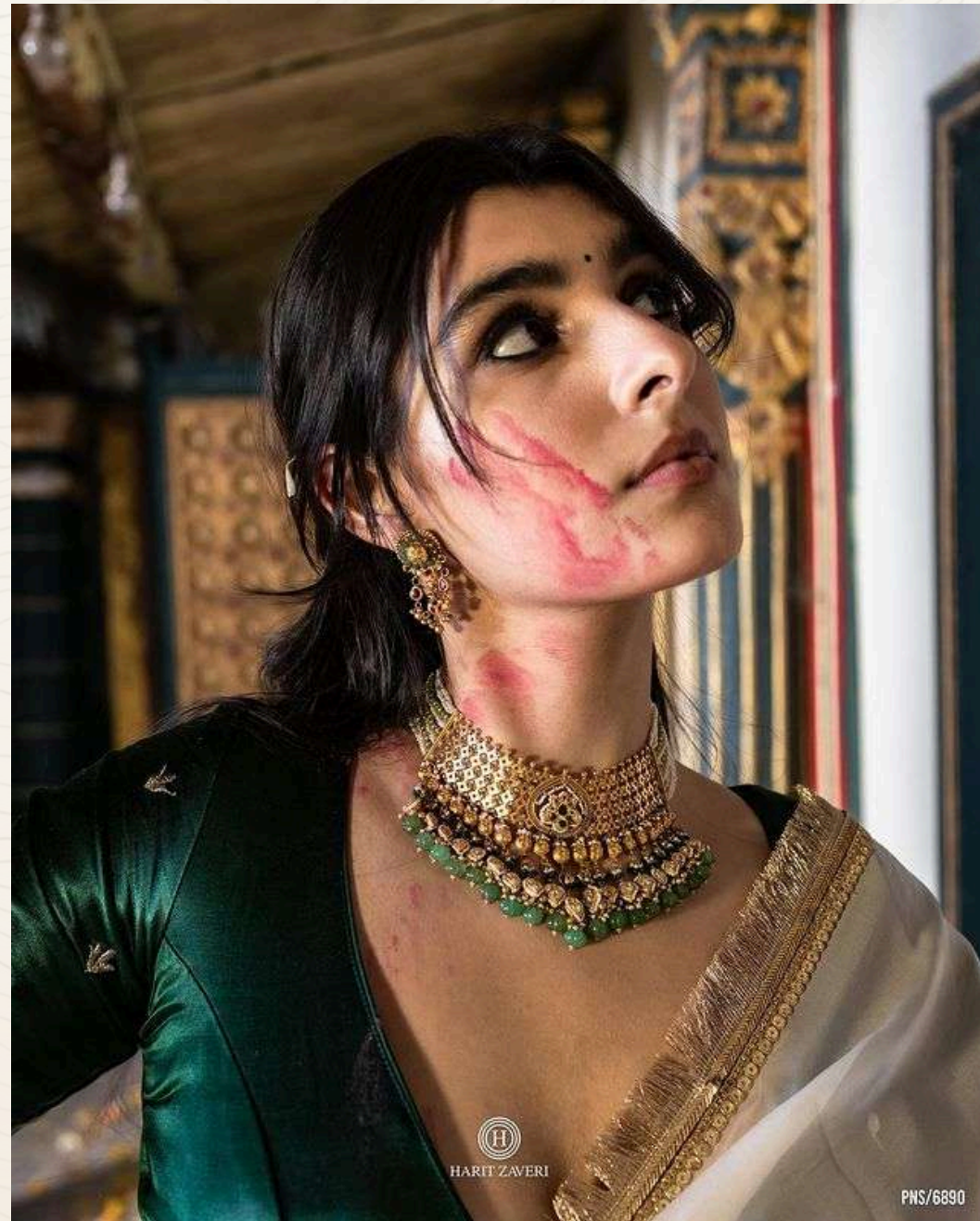
I was involved in storyboarding, creating looks, set design, and collaborating on the shoot day for these projects.

Vasant- This campaign embodies the vibrant spirit of Holi, a festival celebrated with exuberance across India to welcome the arrival of spring. The photoshoots feature bursts of colors, playful interactions, and joyous moments that characterize the festive atmosphere of Holi.

Baithak, set against the backdrop of a sangeet ceremony, offers a glimpse into the musical and cultural traditions of Indian weddings. Women, adorned in elegant traditional attire and intricate jewelry, gather to celebrate through music and dance. The imagery exudes elegance, tradition, and the joy of coming together in celebration.



06 shringaar

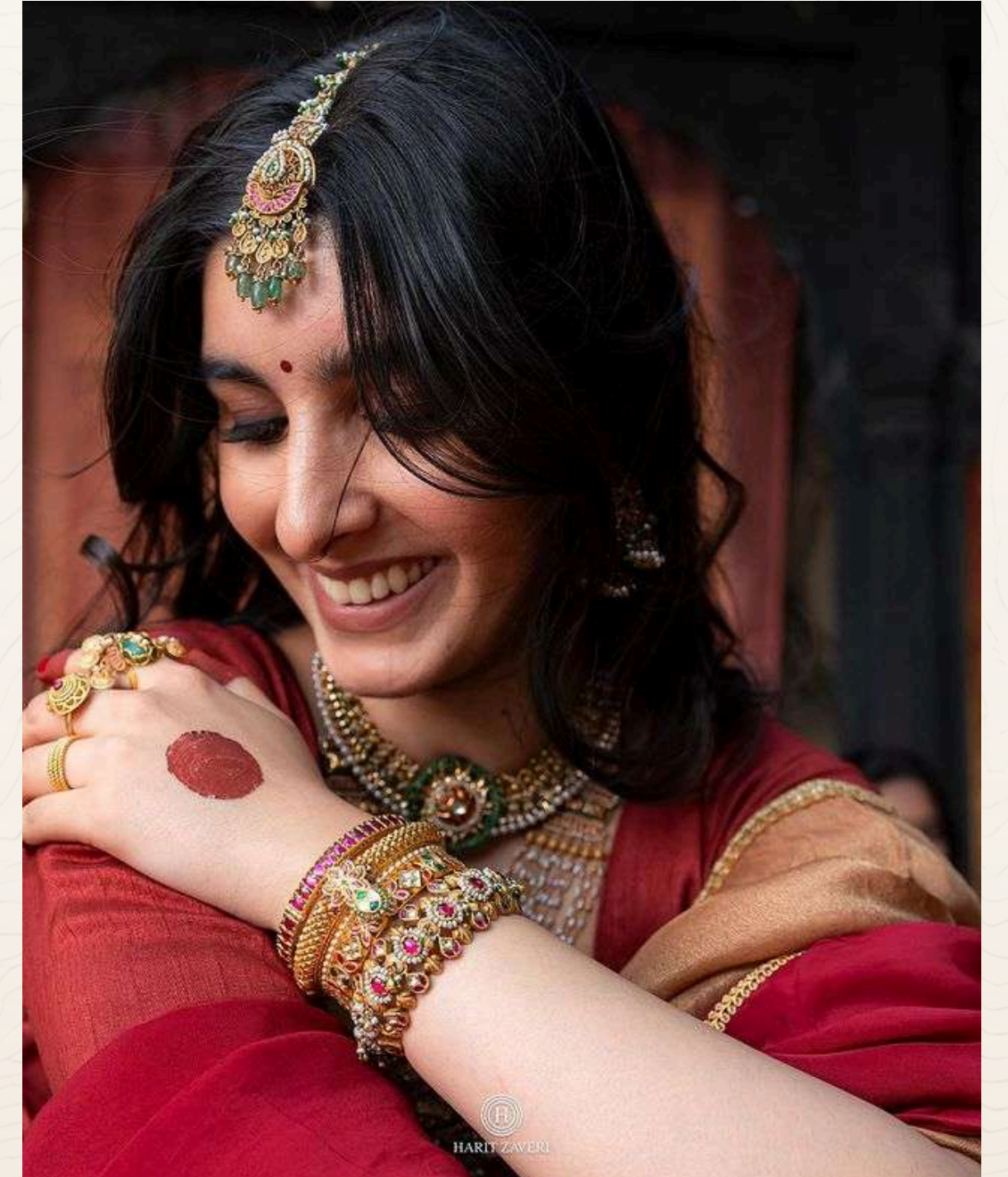


वसंत

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06 shringaar

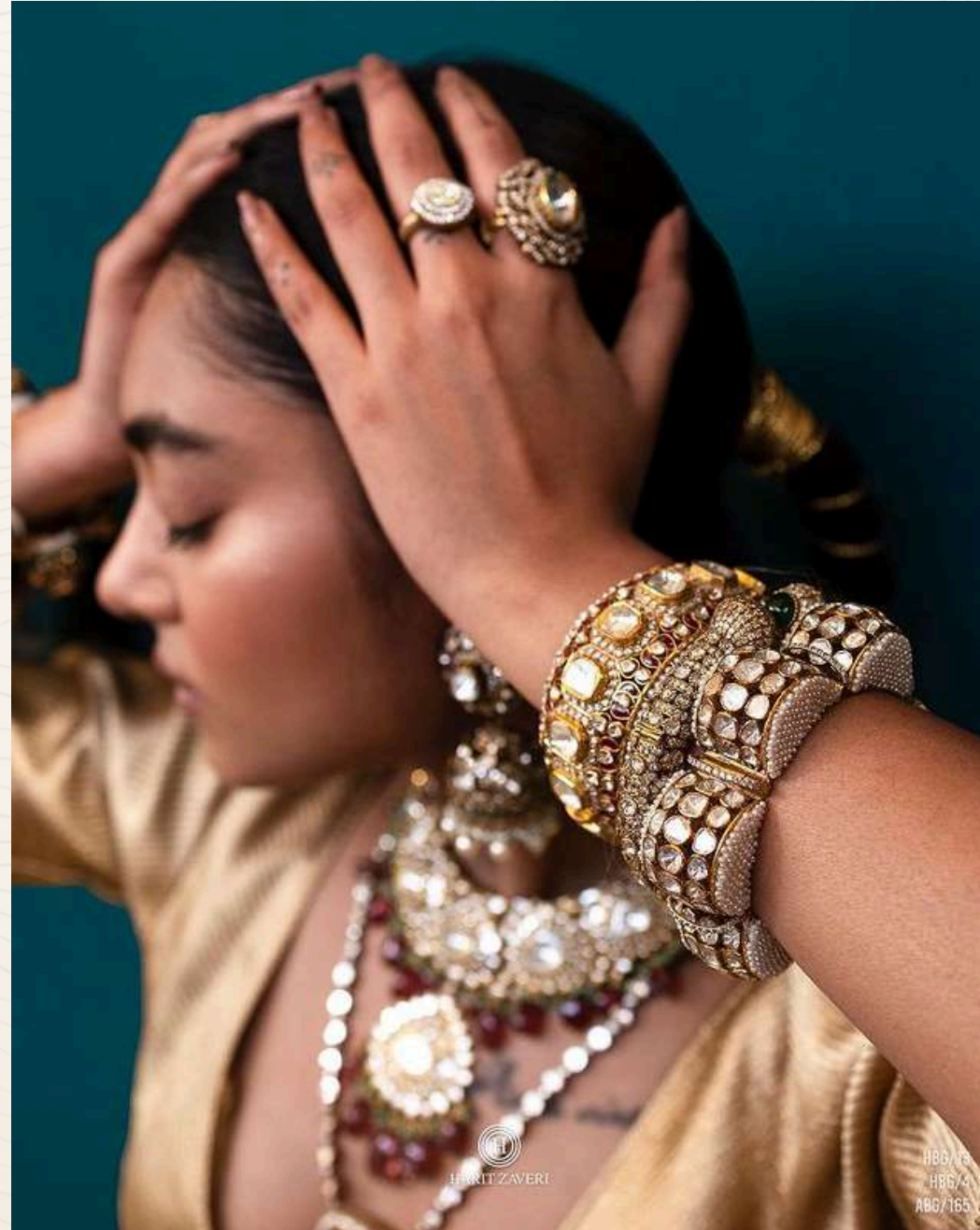


बैठक

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06 shringaar



07 & more



*Series of prints I created for
my Textile Design Module using
Procreate and Photoshop*

07 & more



*3D Modelling and Flatlay
on AutoCAD*

contact

× phone: +91 9810153969
email: richa.chandraa@gmail.com

fin
