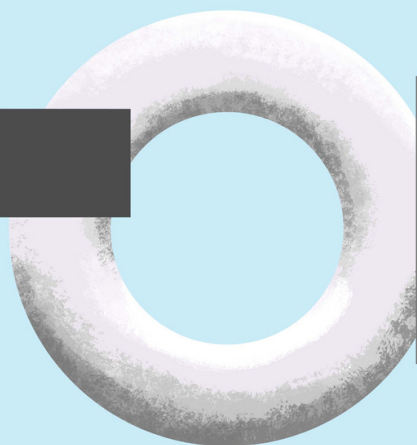


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SHREYAS VERNEKAR 2021



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ME

SHREYAS VERNEKAR

SHREYASVER.5@GMAIL.COM



“THREE PART SOUL OF A **DESIGNER**, AN ENGINEER AND AN **ARTIST**”

Passionate about learning new skills, latest design trends and exploring various techniques/mediums of art. I think creatively and has an eye to identify problems and find effective solutions to these problems.

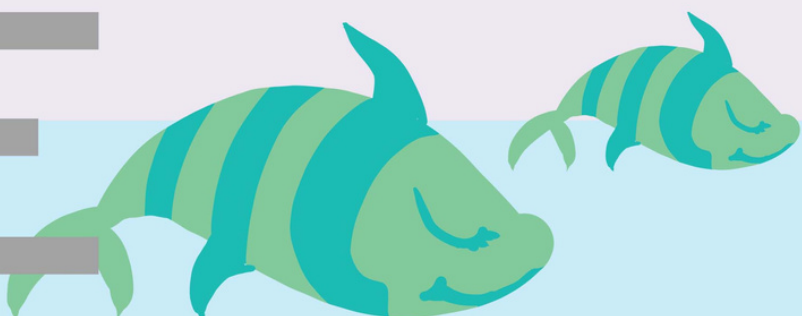
I am an art enthusiast and I have been creating art works for a very long time. My skills as an artist combined with problem solving ability has enabled me to create out of box solutions for a variety of problems. I am able to boast a three part soul of a designer, an engineer and an artist. Can definitely bring the best of all three worlds together for great and effective design solutions.

SKILLS:

- Proficient in Adobe Photoshop.
- Proficient in book cover design, character design, book illustrations, Logo design, poster design, caricature art and photo-editing.
- Proficient in watercolor, acrylic and gouache mediums.
- Skilled in wall murals, graffiti art, sketching, sculpting and soft medium carvings.

AWARDS:

- First place | **Graffiti contest** | RVCE
- First place | **Painting competition** | DSCE
- Second place | **Comic writing** | RVCE
- Third place | **Painting contest** | Unekha
- Eighth place | **Painting competition** | Industara International competition





STORY BRIEF

Protagonist wastes his precious time in boarding school by reading a lot of comic books and indulging in mischievous activities paying no attention to his studies. His situation deteriorated as he was publicly shamed by his teachers for being addicted to comics.



COMIC BOOK SINNER

CLIENT NOTES

- Target audience: Children (8-15 yo)
- To be sold as an ebook
- Trendy and eye catching
- Protagonist on the cover

COLOR PALETTE



BRAINSTORM POINTS

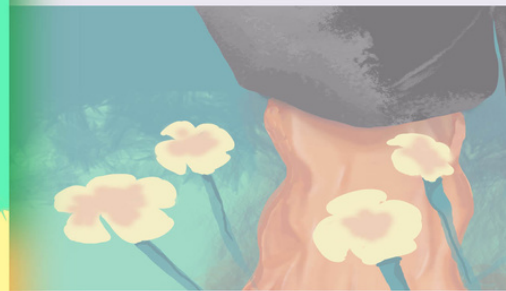
- Bright Pop color usage
- Mischievous and troubled look
- Using comic book snippet
- Usage of brash warm colors to showcase turbulent lifestyle





STORY BRIEF

Protagonist takes up lots of unwanted habits, he is caught by his father playing cards and betting money with his unscrupulous friends. The story is an heartfelt apology by the character to his father asking for forgiveness, it is upto his father to either punish him or forgive him.



DUST OF FATHER'S FEET

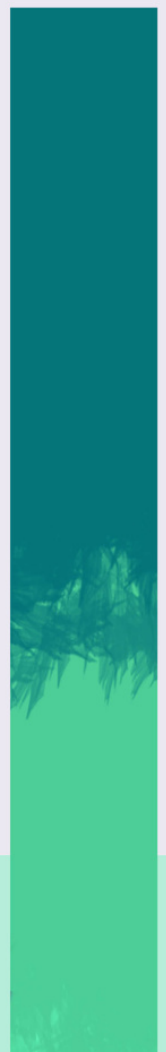
CLIENT NOTES

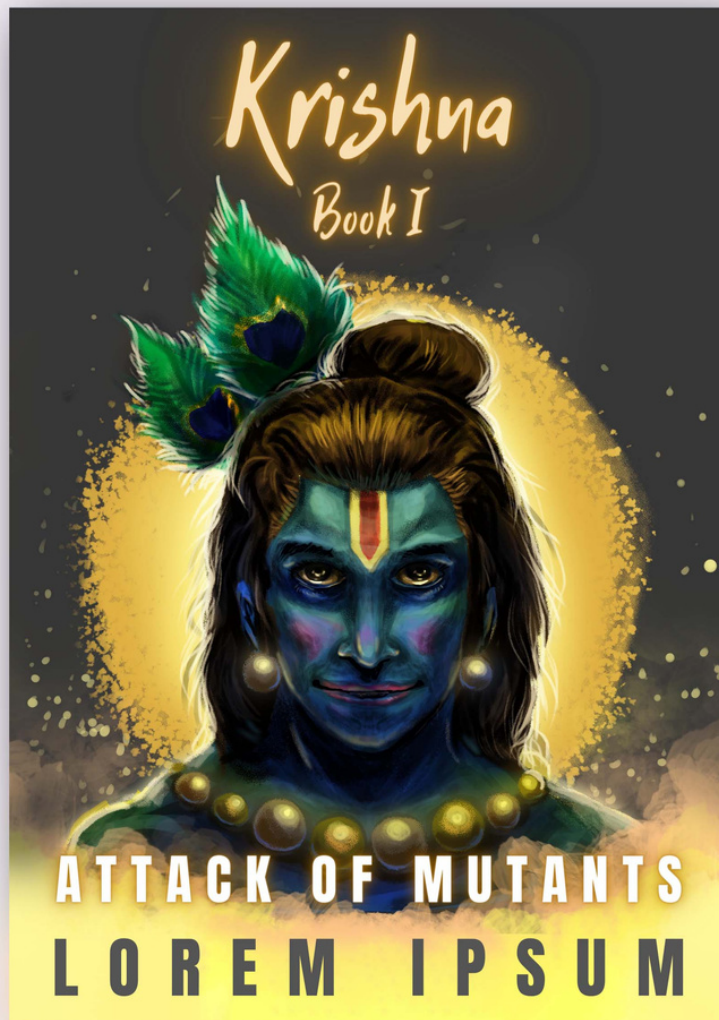
- Target audience: Children (11-17yo)
- Eye catching and intriguing
- Dilemma of the father to be shown

BRAINSTORM POINTS

- Father's feet to be in the design
- Show child and father parallel in the cards, Jack of hearts(child) is on the feet, king of hearts(Father) is in a position of power.
- Flower symbolically for forgiveness.
- Use of layered background to show the character development in the apology letter.

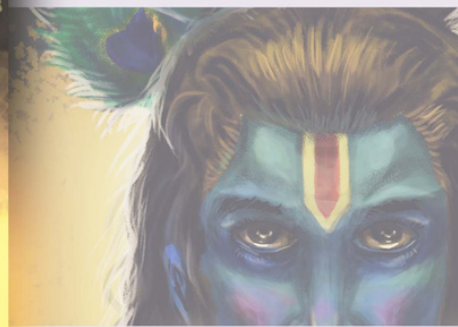
COLOR PALETTE





STORY BRIEF

Retelling of the lord Krishna's story in a Sci-Fi setup where he has to combat a lot of monsters in quick succession sent by his uncle who is an expert in the field of genetic mutation and wants to kill Krishna due to a prophecy from sky which outlined the King Kansa's eventual death.



KRISHNA BOOK I

CLIENT NOTES

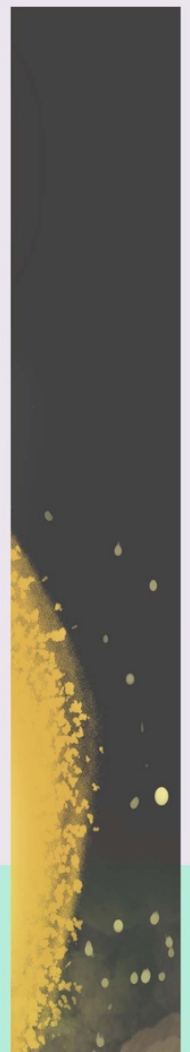
- Target audience:
- Teenagers(10-18yo)
- Heroic and intriguing
- Aesthetically powerful and intense

COLOR PALETTE



BRAINSTORM RESULTS

- Krishna to occupy central design
- Fiery sparks to indicate the intense confrontations
- Intense Krishna's stare
- Gray and pastel yellow to make the design aesthetically powerful





STORY BRIEF

A Story of how the protagonist is put on the spot by his parents and teachers wanting him to excel in a sport in which he is not interested in. The kid has to decide whether he chooses to be like a chicken and run away or be brave and get beaten with pride.



CHICKEN, I HAVE BEEN

CLIENT NOTES

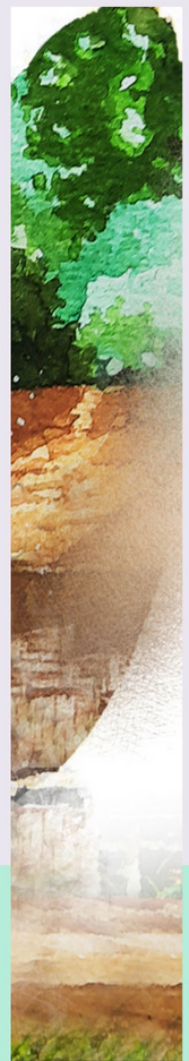
- Target audience: Teenager(8-15yo)
- Countryside backdrop
- Aesthetically pleasing and intriguing

COLOR PALETTE



BRAINSTORM RESULTS

- Running character in foreground
- Symbolically portray chicken
- Show lush background
- Use watercolor for rustic look





STORY BRIEF

Protagonist and his kid sister are told a horror story about a witch by their parents. The next day their friend tells them a story about a local witch near a bus stop. They plan and visit the bus stop in the night where they encounter a witch like figure. They act without thinking in the resulting scenario and immediately regret their actions as the situation worsens.



THE WITCH I NEVER KNEW

CLIENT NOTES

- Target audience: Children (8-14yo)
- Eye catching and intriguing
- Kids with village backdrop

BRAINSTORM POINTS

- Witch to occupy central design
- Children to be portrayed in the foreground in white silhouettes
- Use vibrant color scheme to show lush countryside bus stop
- Use watercolor to give rustic, raw and a natural background

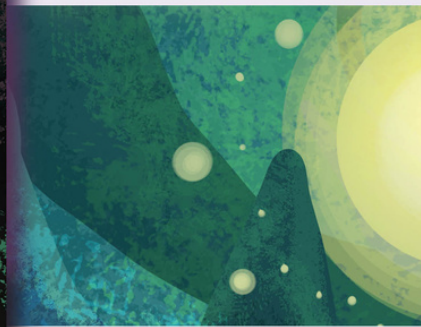
COLOR PALETTE





STORY BRIEF

A Protagonist mushroom character roams the night in the search of the monster who raids his small village in the morning, eats villagers and leaves. Will he complete his journey to being ridiculed to being a glorious village hero.



NIGHT OF THE MUSHROOM KID

CLIENT NOTES

- Target audience: Children and teenagers
- Trendy and eye catching
- Spooky vibes

BRAINSTORM POINTS

- Quirky character design
- Night scene to be displayed
- Using glowing font
- Paint the design in Blocks

COLOR PALETTE



FISH BODY SSEY

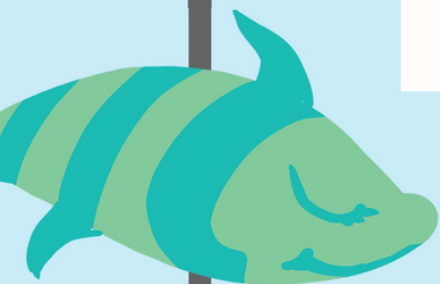
PROJECT DESCRIPTION

This project explores significant scenes in movies, from a **gold fish's** perspective floating in space. Purpose of using goldfishes with glowing halo is to invoke the feeling of calmness and peace and exaggerate the same feeling in the design. Focus is on the **therapeutic effect** that some movies have on the people suffering from anxiety and depression. Fishes symbolically are a projection of the viewer, experiencing the world in a limitless perspective of glowing pair of fishes.



THE GREATEST SHOWMAN

"I hover past Phineas Barnum as he arrives to take his wife Charity Barnum back after he lost her in his pursuit for glory and fame. Learning from a very tough life lesson he is getting his life together starting with the most important part, his wife. In the tough times, the Greatest Showman needs his glow back and I'm delighted to lend him some of mine"





FORREST GUMP

"It's hard to catch up with Forrest as he is mostly running, but at moments like this where he is present for Jenny, giving her support as she breaks down truly shows that he doesn't run away when his loved ones need him. Jenny is a complicated character, towards the end of her life she lets out her frustration on her childhood residence which houses the memory of her horrid past. Forrest is seen bulldozing the house even if he might not have realized why Jenny hated the house, he knew that it clearly upset Jenny. This is a moment of vulnerability and display of true love, and if I had tear ducts, I would have definitely cried"

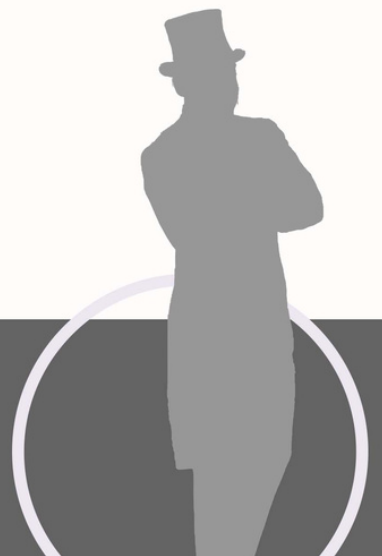


FISH SHOW ODYSSEY



THE GREATEST SHOWMAN

“Magnetic charisma and flair of the Greatest showman is on display here as he convinces Philip by some brilliant negotiation. PT Barnum here shows great skill and drive to ensure that he leaves no stone unturned in his endeavour of creating something great. Here we are able to see a trait of PT Barnum where he has a relentless attitude towards life, fighting to be at the top. Barnum kept moving in the face of negative criticism as a wise fish once said ‘Just keep swimming’. This moment is upbeat and it was fun rocking my fins to the beats”



JEWELRY STORE

CLIENT NOTES

- Store name: Kamakshi Jewellers
- Aesthetic: Traditional, metallic and Royal
- Personalized and unique Logo design
- Creating a modern and deeply rooted brand image

INITIAL DESIGNS



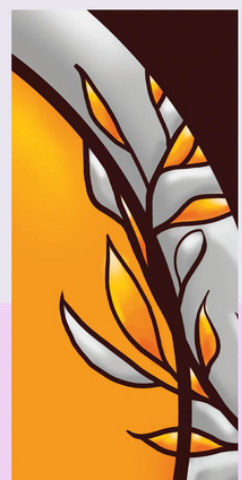
MODIFICATIONS

- Metallic design
- Personalized sketch of Kamakshi deity in the logo design
- Use jewelry products in the logo
- Use metallic rendering

FINAL DESIGN



VISITING CARD IMPLEMENTATION



PERSONAL PROJECT

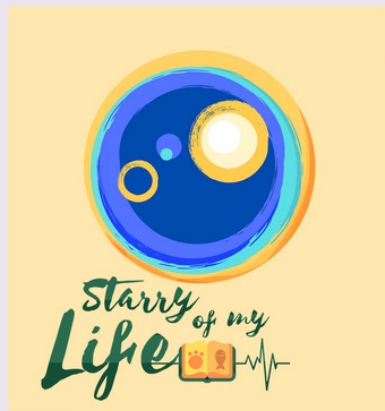
BRIEF

Brand: With primary focus on illustration services on posters, badges and phone covers. The illustrations are highly inspired by Vincent Van Gogh's art works, with a personalized written message or poetry by highly skilled writers.

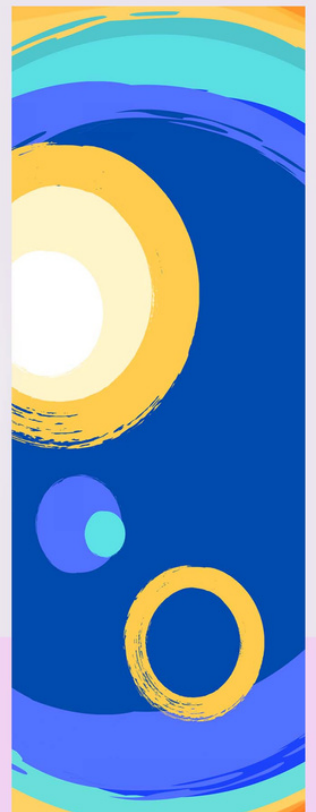
LOGO DESIGN NOTES

- Target audience: Art and pop culture enthusiasts
- Personalized with literary work and witty humour
- Unique elements of the illustrator and the writer in the design
- Use pastel palette
- Vincent Van Gogh design elements

LOGO DESIGN



PRODUCT
BRANDING



COLOR ME RED, PLEASE



BRIEF

A child is told by his parents that Hanuman would come to those in need. That night he keeps a banana aside for him and prays. He immediately sees Hanuman materializing out of thin air. Hanuman converses with the kid and tells him a sweet story from his own experience.

SOLUTION

Adopted a kid friendly, simplified and dynamic artstyle to retell a story from Ramayana in a fun filled and educative manner



WORLD STANDARDS DAY



BRIEF

Theme for 2020 World Standards day was "Protecting the planet with standards".

SOLUTION

Researched into various standards regarding protection of the planet and the same shown as source of power for the gentle giant, protecting and safeguarding prospering planet earth from detrimental elements.

APPLICATION DESIGN



PROBLEM STATEMENT

Most of the time, our refrigerator is cluttered with food items taking precious refrigerator space and with exceeded expiry date. We are not habituated to check expiry date before consumption, this leads to us unknowingly consume expired food which might lead to health related problems. To save space and keep track of food item freshness, we can delegate this responsibility to a phone application.

PROPOSED SOLUTION

Application provides a system by which we can track food items, by minimum two touch scan and add, providing a quick process of adding the items. The added items are tracked for their freshness into three different levels fresh, almost fresh and expired. The dashboard reflects the color as per the three levels, if there is atleast one item in 'expired' dashboard reflects red, if there are more than 5 items in 'almost fresh' dashboard reflects amber, if there are maximum items in 'fresh' dashboard reflects green. The added items can be edited, deleted and their profile updated. If the dashboard is in red for a long period of time the user is notified by a mail and smartphone notification. If the user has smart refrigerator with screen, the dashboard will be extended to reflect on the screen.

APP MOCKUP



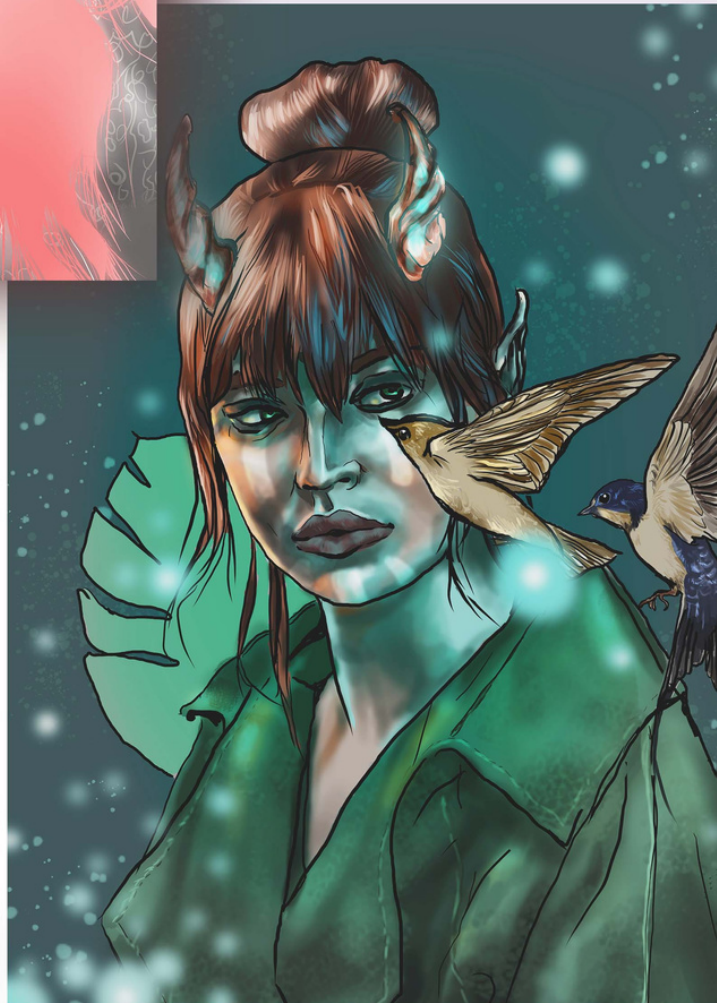
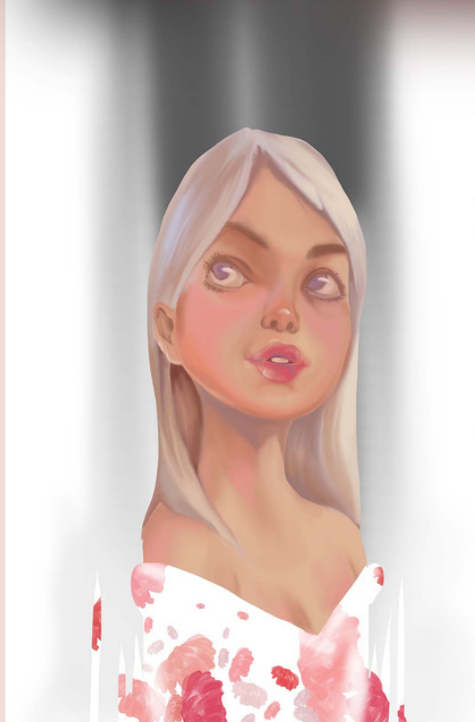
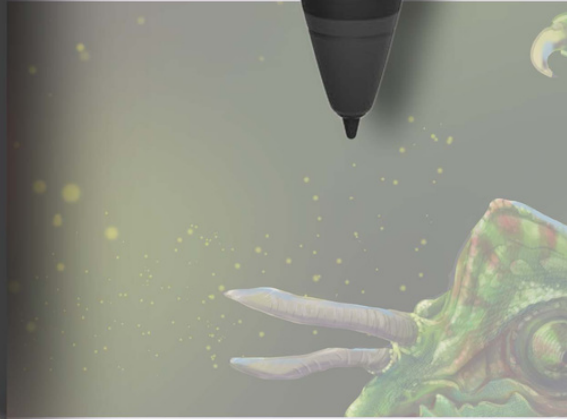
DASHBOARD COLOR REFLECTS STATE

Three different states of the Dashboard (Red, Amber, Green)



DIGITAL ART

DIGITAL PORTRAITS



INK ILLUSTRATIONS



"Indrajeet Meghnada, the grand master of illusion warfare, wreaks havoc on the Sugri-va army, his nagpash was too potent even for Aryavarta princes. Garuda then descends from Vaikuntha to the aid of his master"

"The council of High birds and Shaman wings bestow upon the young cyborg their ancient magic of the prehistoric ra ptors. she's born anew, a rebirth to fulfil her dreams"



INK ILLUSTRATIONS

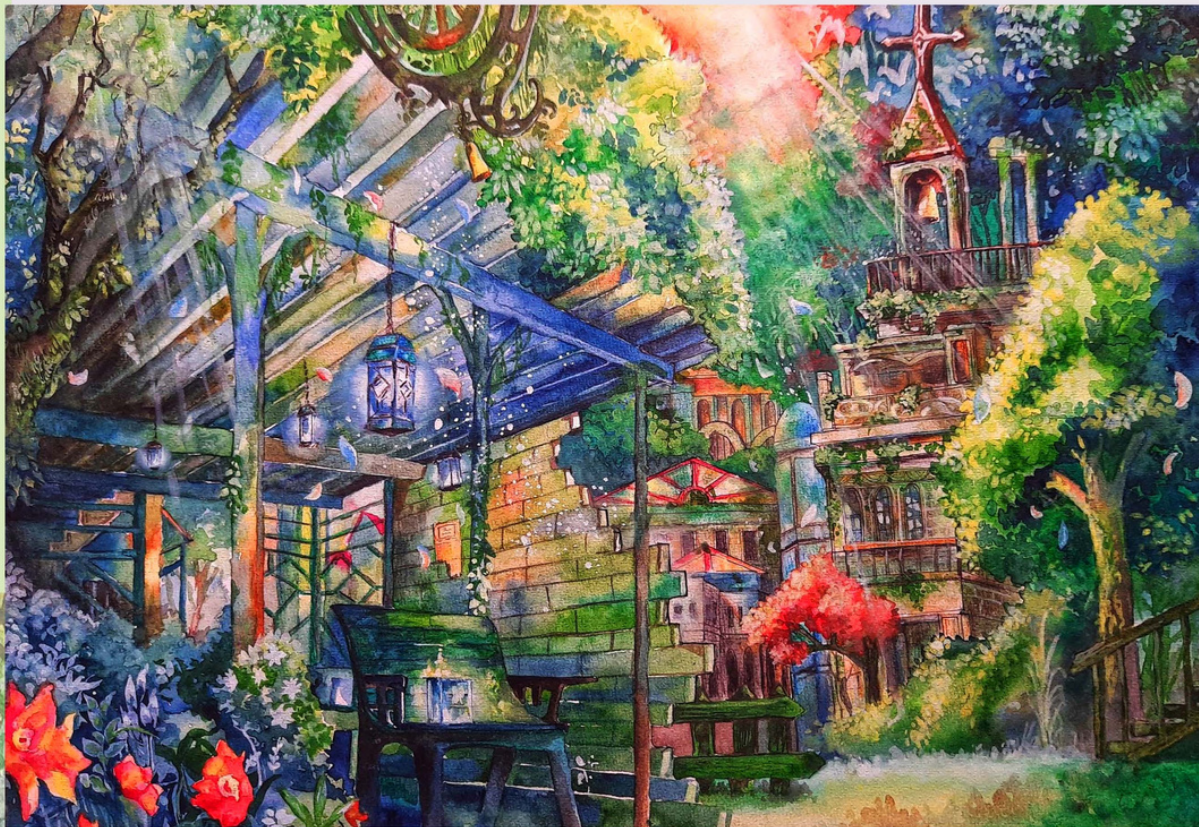
**"The great god Pan is dead"**

The great god Pan fights alongside Zeus in the Titan wars, he stares at his most potent weapon before unleashing it, which could drive his foes the great Titans at the edge of insanity. There is anxiety and confusion in the opposite camp, how fortunate are the gods to have him by their side, the only god that died, the great god Pan



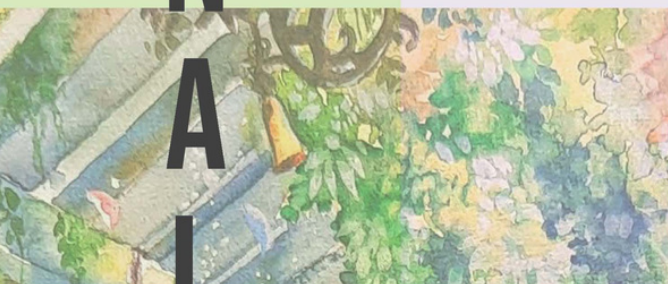
T R A D I T I O N A L

PAINTINGS



TRADITIONA

PAINTINGS



T R A D I T I O N A L

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THANK

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