

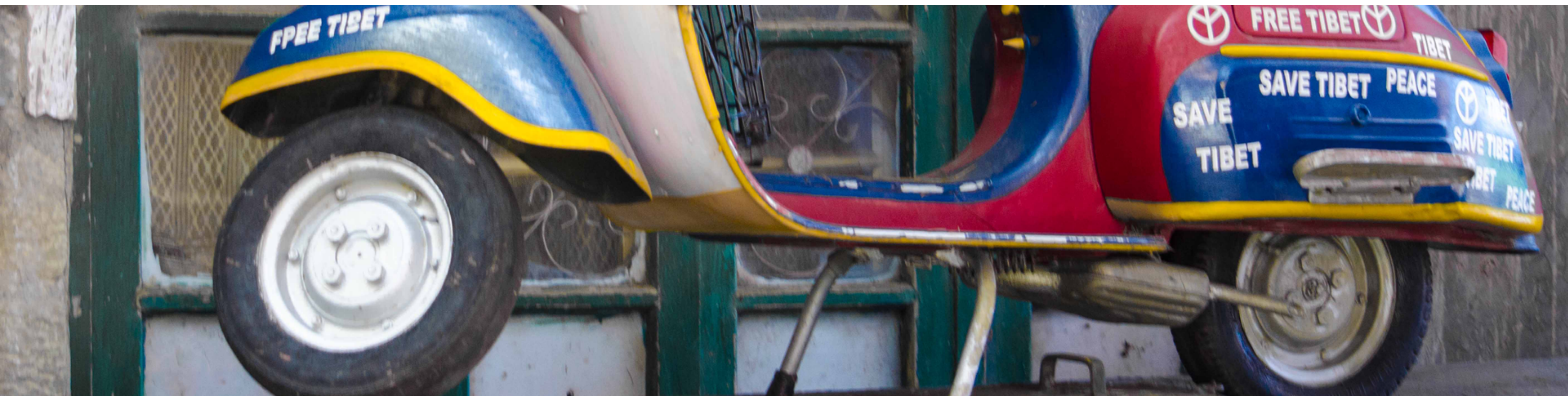
CREATE + IDEATE



Co-Create



ONE HOUR PITCH





The service intends to create a platform for people from the media and arts community, looking for opportunities to collaborate with other like minded creatives or group of individuals.

This concept works as an outlet for the creative frustrations. Profile suggestions based on likings, styles, preferences and project idea. Collaboration pitches and funding solutions. Premium features can offer project management and tracking, hiring solutions, and finally legalities and IPR agreements.

Competitions include:

Direct competitors like:

twine.fm (collaboration and portfolio sharing platform)

Indirect competition:

deviantart (art sharing platform)

behance (portfolio website)

freelancer.in (freelance workn'hire platform)

designcrowd.co.in (freelance platform) etc.



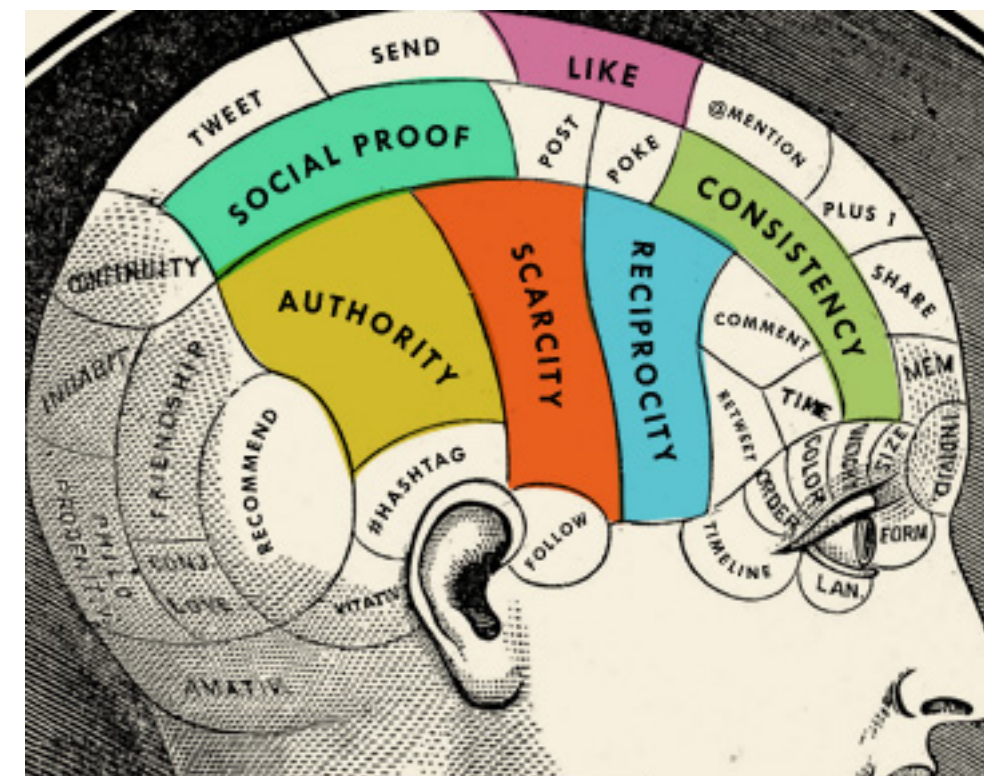
For categorizing potential consumers, I based my understanding on the current most reliable theory of human psychometric stereotypes, the Myers Briggs Type Indicator, based on the theory of psychological types by Carl Gustav Jung.

Following are the target audience for this concept:

Painters, sculptors, craftsmen, writers, poets, designers, producers, cinematographers, filmmakers, photographers, poets, singers, dancers, audio engineers etc. (Anyone involved or appreciating creative endeavors is involved)

Personality types are:

- LOGICIAN INTP
- ARCHITECT INTJ
- DEBATER ENTP
- COMMANDER ENTJ
- MEDIATOR INFP
- PROTAGONIST ENFJ
- CAMPAIGNER ENFP
- CONSUL ESFJ
- VIRTUOSO ISTP
- ADVENTURER ISFP
- ENREPRENEUR ESTP
- ENTERTAINER ESFP



Name Options
Coup | Flock | Co-Op Coll8
| Seed | Loop



Team Player
Off-beat
Compatible
Creative
Dynamic
Inquisitive
Happy
Dreamy
Ambitious
Amicable

Logo Options

COUP COUP

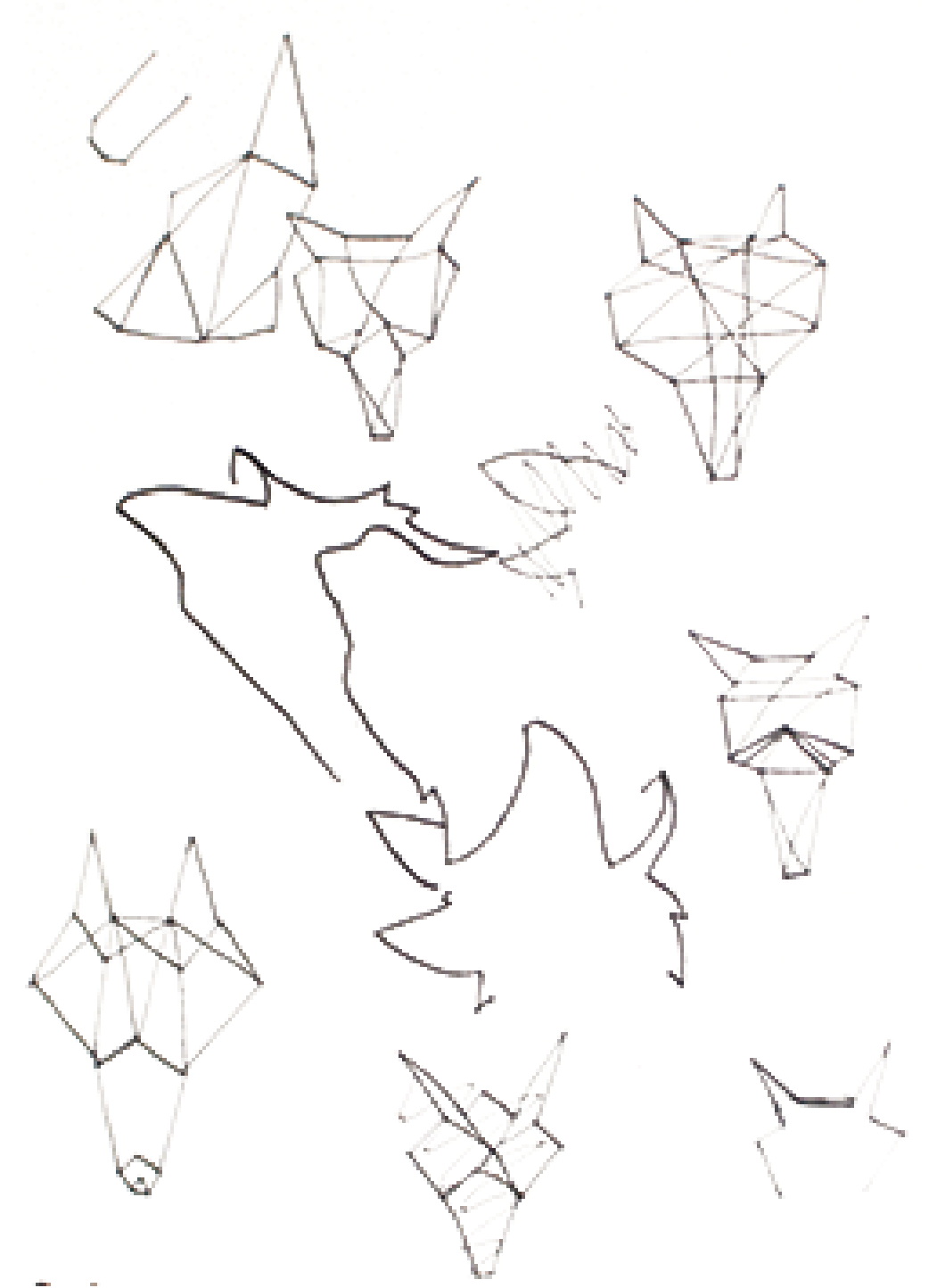
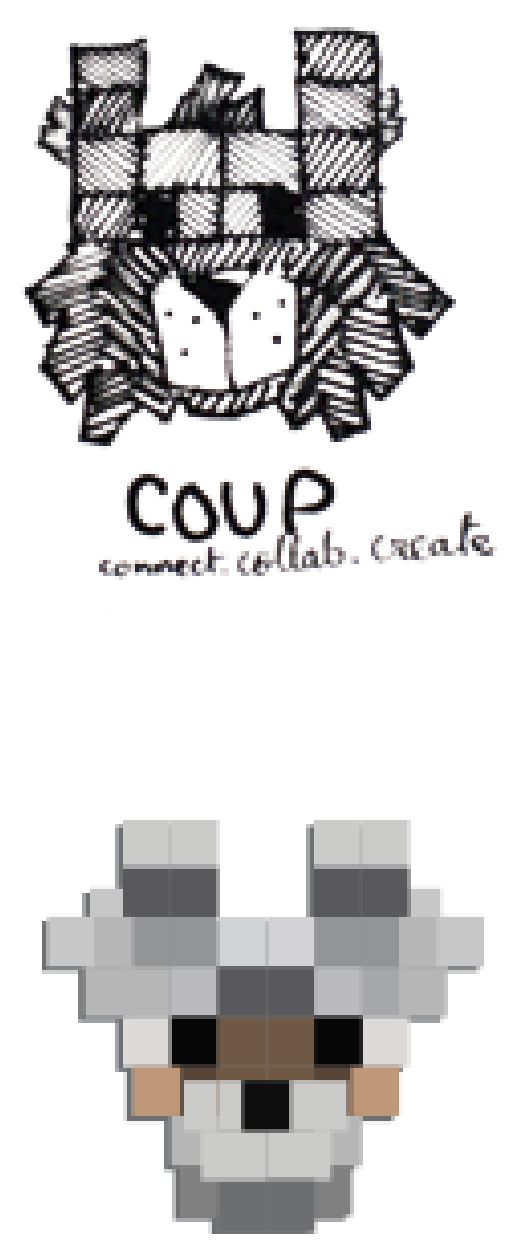
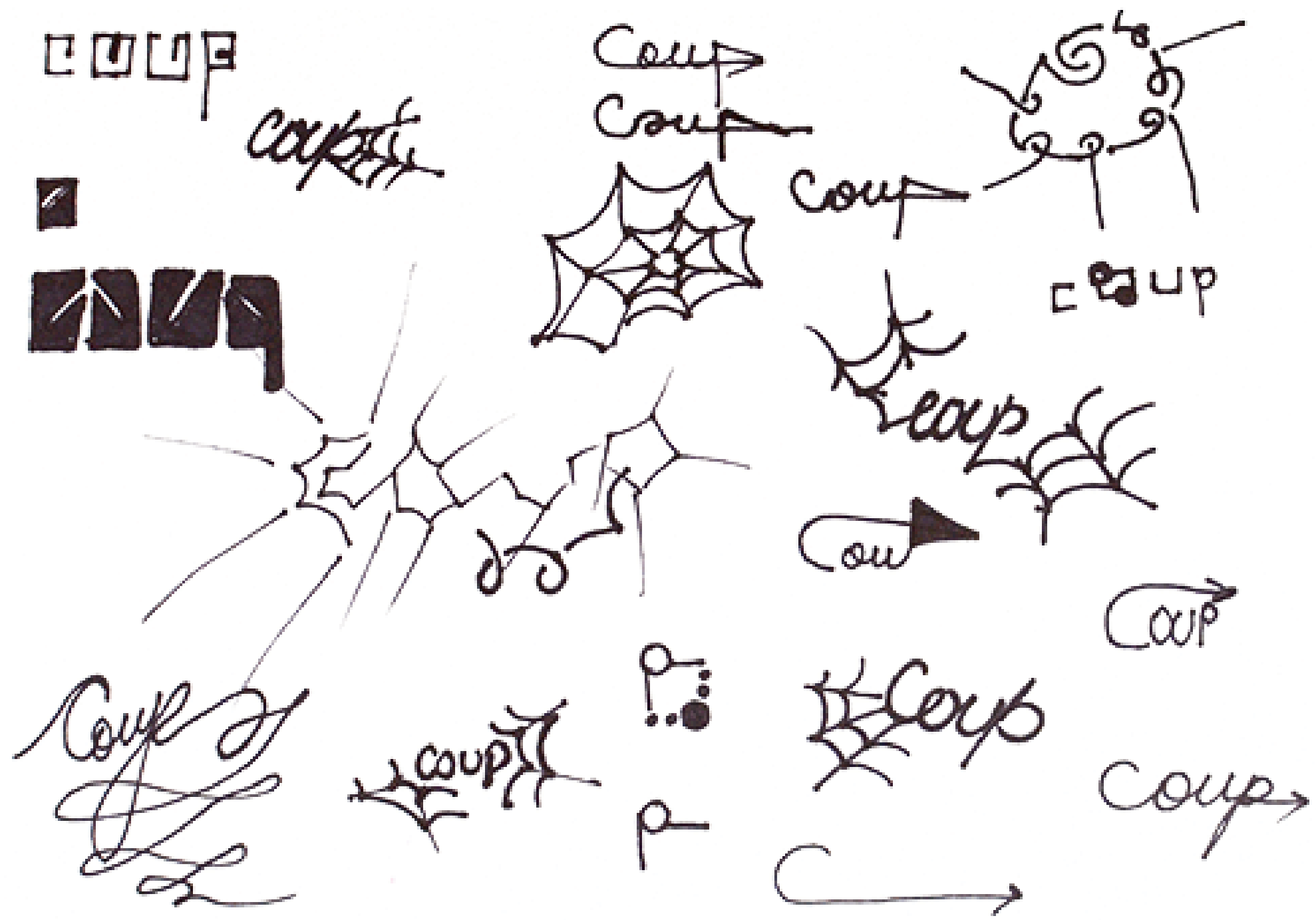


COUP *COUP*



COUP **COUP**





Final Logo Options



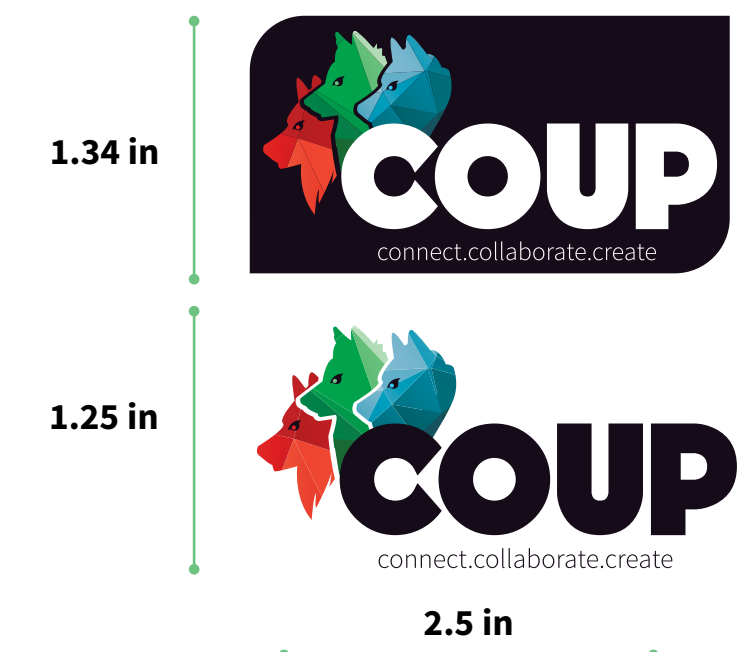
Final Logo Options





Clearspace Definition

The logo has precise clearspace equations to be followed on each side. The form clearspace demarcates the boundary out of which all graphical elements should stay; the text clearspace is the boundary out of which all the text should exist.





Icons to represent the brand across platforms

(Not to be used in lieu of the logo, can only be used in brand related materials)
no other iconograph is valid.



Dear Mr. Jonas,

Because Mr. Mehra is out of the office for the next two weeks I am acknowledging receipt of your letter dated May 20, 2016. It will be brought to his attention immediately upon his return.

If I may be of any assistance during Mr. Jones' absence, please do not hesitate to call.

Regards,
Damini

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17, Sakinaka, Lower Parel, Mumbai-400025
www.coup.com

 Gaurav Bhusan
Lead Human E-Reserch
GreBhusan@coup.com


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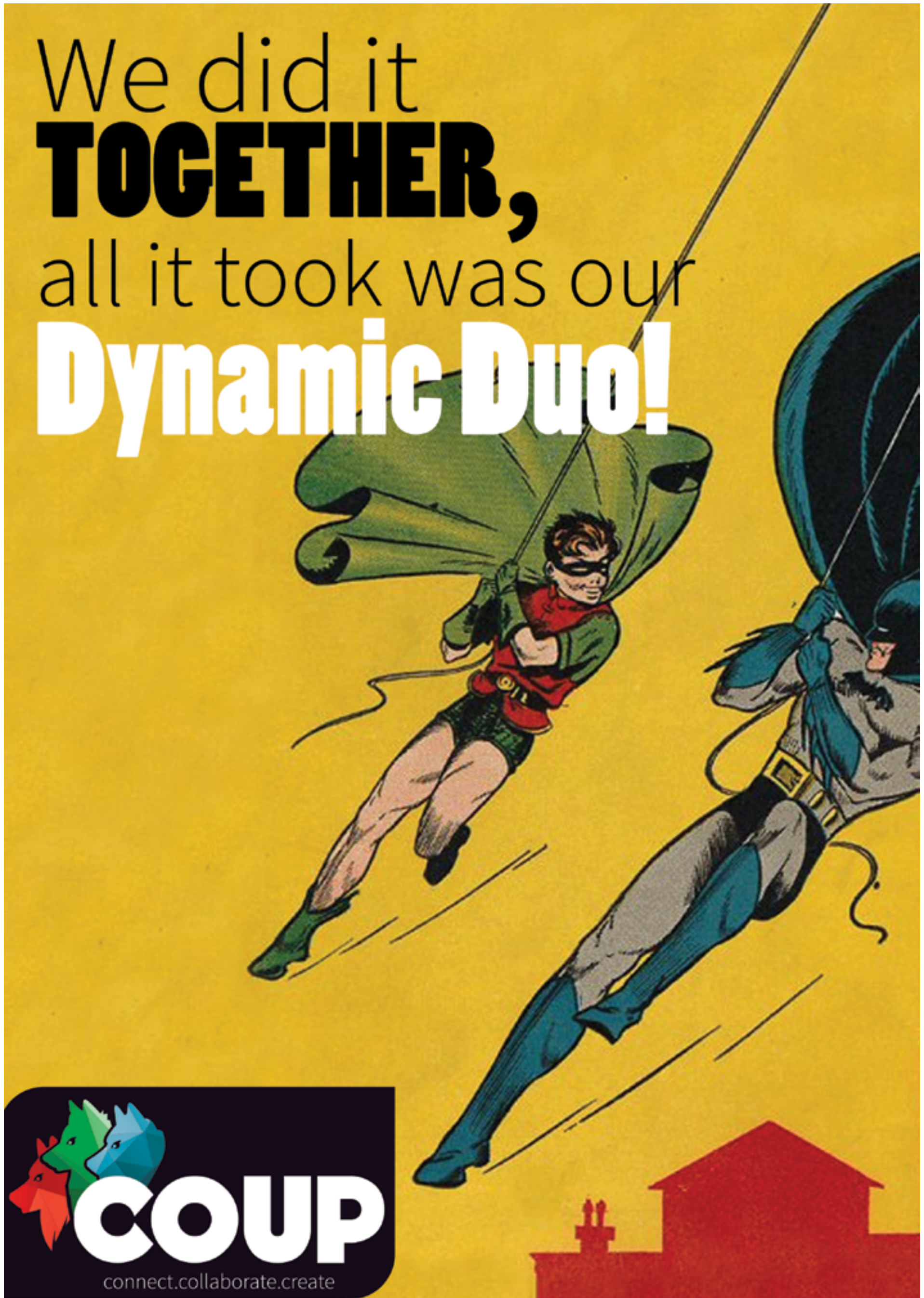

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PROMOTION





A photograph of Sherlock Holmes (played by Benedict Cumberbatch) and John Watson (played by Martin Freeman) from the TV series 'Sherlock'. They are standing side-by-side against a dark grey background, both wearing dark coats.


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We did it
TOGETHER,
all it took was
Elementary!

A cartoon illustration featuring two characters. On the left is a character with a large, spiky red afro and a white beard, wearing a white shirt. On the right is a muscular, golden-skinned character with a black armband, looking towards the first character. The background is a bright blue sky.

We did it
TOGETHER,
all it took was
Intelligence!


connect.collaborate.create

The COUP logo is positioned at the top left of the panel, featuring three stylized birds in red, green, and blue. Below the logo is the tagline "connect.collaborate.create". A black and white photograph of two men, one with a beard and glasses, is the central focus of the panel.

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We did it
TOGETHER,
all it took was
FAITH!





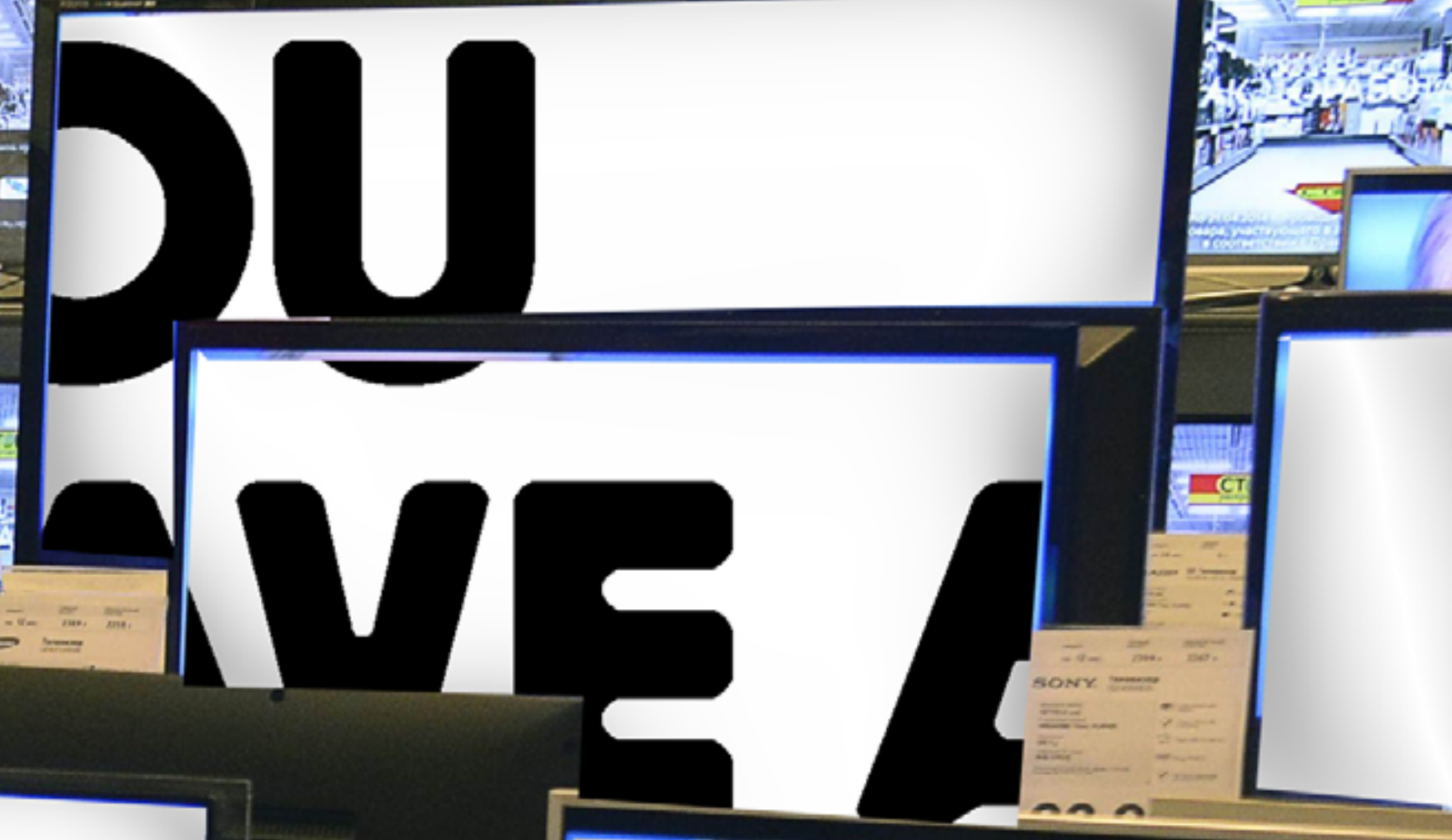
COUP
www.coup.com.ph

We did it together
All it took, was a vision

New Media



Haier



29 990P



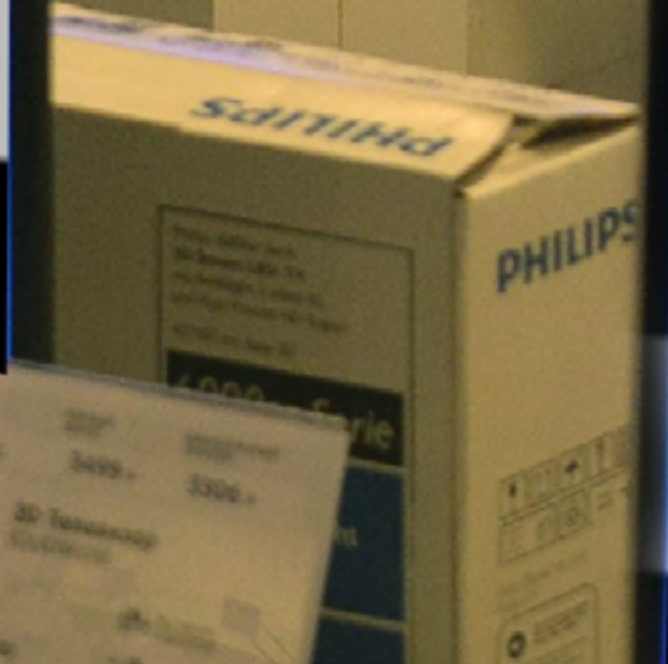
PHILIPS 3D Technology
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SONY 3D Technology



THESE
COLOURS
DON'T
RUN AWAY!

4. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus feugiat convallis suscipit.

 **COUP**
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**YOUR NEXT BIG PROJECT
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signup @ www.coup.com

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**YOUR TALENT
DESERVES A
MATCH!**

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Commissioned By





SHENANIGANS
Life Skills



JOHAR!

This process involved a study and absorption of the culture of the state of Jharkhand and expressing the same with the creation of an installation using cultural visual cues. Jharkhand is a state in eastern India carved out of the southern part of Bihar on 15 November 2000. The state shares its border with the states of Bihar to the north, Uttar Pradesh to the north-west, Chhattisgarh to the west, Odisha to the south, and West Bengal to the east. It has an area of 79,710 km² . The city of Ranchi is its capital while the industrial city of Jamshedpur is the most populous city of the state.



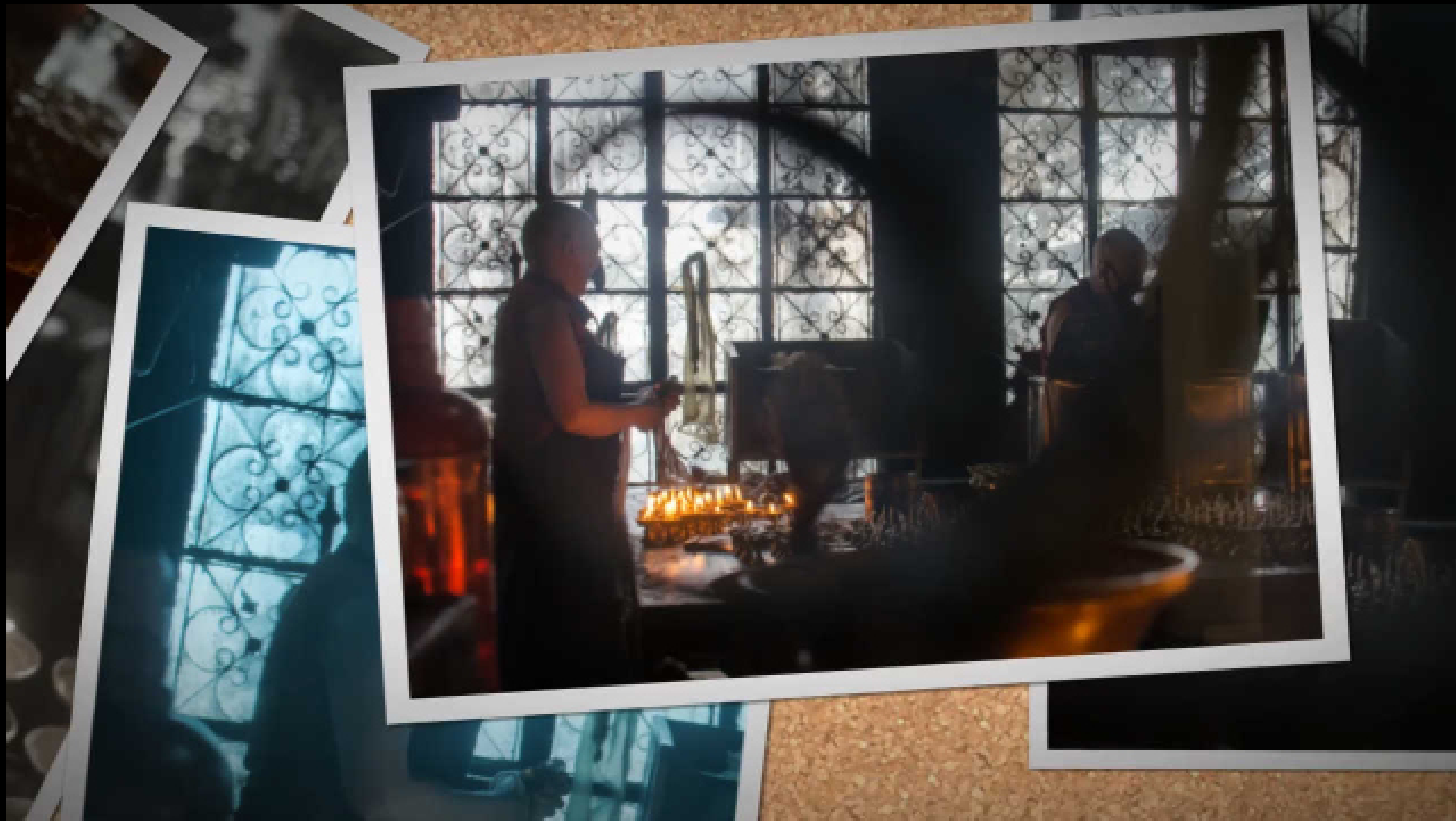
Stories so old, you might even learn something new. This installation is a dedication to the tribes and cultural diversity of Jharkhand. However, this composition also laments the woes of modern industrialization; hence, the effort to disguise industrial waste and presenting it as natural substances. The tribes of Jharkhand consist of 32 tribes inhabiting the state. This installation concept is an effort to represent the spirit of this diverse tribal culture.



Tashi!

This part of our module mediated us the good fortune to head over to the hills, we visited Himachal Pradesh, more specifically, in and around Dharamshala. This experience helped us absorb a lot about the Tibetan culture as well as give us an opportunity to unwind from the normal occurrences of our course.

The following is a compilation of some moments from our trip down the serene lanes of McLeodganj.





Yatta!

For this endeavour, I chose to explore the unique culture of Japan, specifically the arts and crafts of the society. Beyond that, I developed a brand concept around developing an art and design portal for the same.

傑夢系

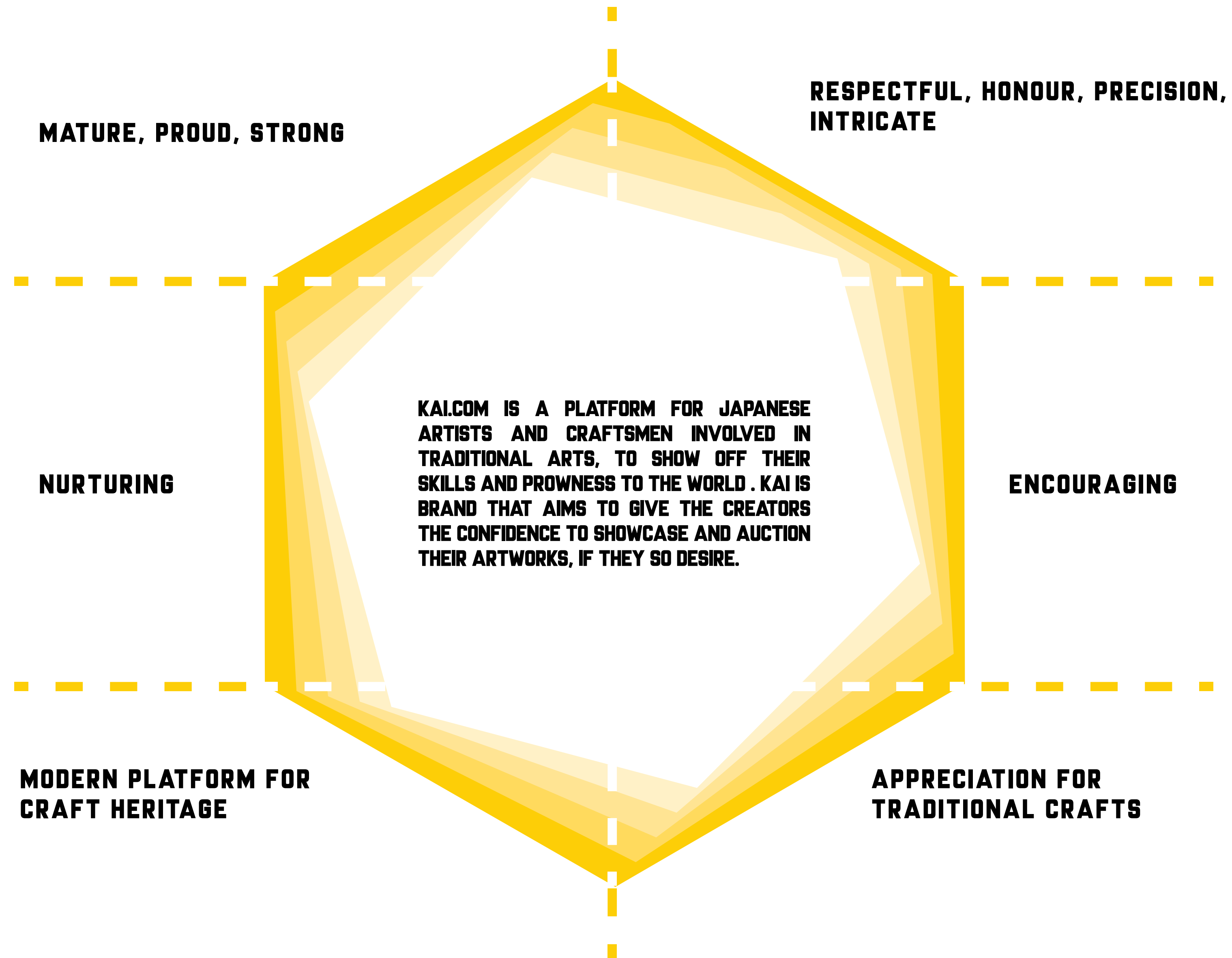
excellence.

dream.

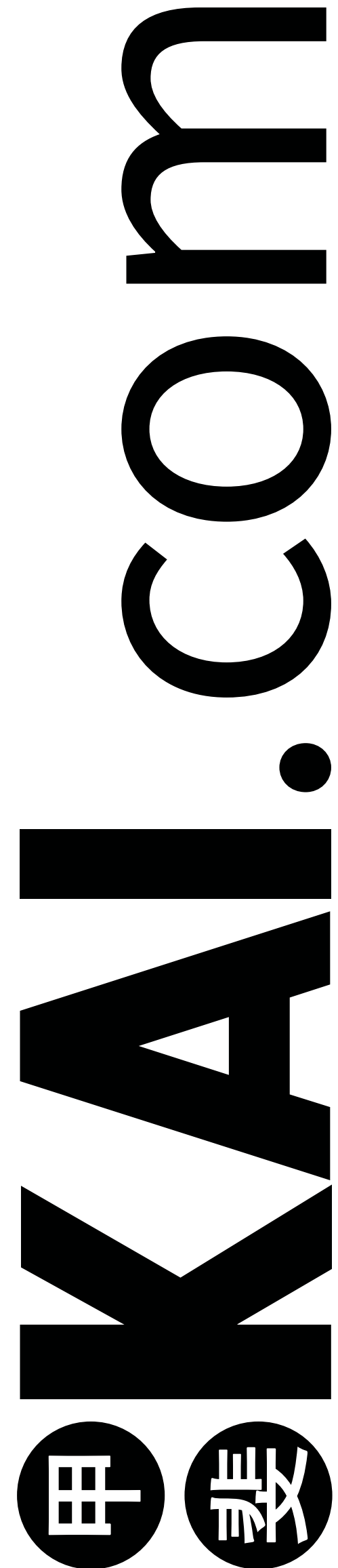
lineage.



甲斐



The name Kai has many meanings. These include, “ocean” (海), “shell” (貝), “restoration” and “recovery” (回復). The name for this portal is 価値, meaning “Worth”, as the goal of preserving the aesthetics, essence and heritage of the traditional Japanese crafts is well reflected with this word.



CREATIVE BRIEF

BACKGROUND:

Kai.com is an online showcase platform for artists, craftsmen and performers involved in traditional Japanese art forms and help support and respect traditional artists. Kai.com is also a portal acting as a merchant between the artists and prospective buyers, Kai.com believes in building the clientele's trust by displaying actual photos of finished products and also provide bargain prices while keeping the artists' sentiments and interests.

CHALLENGE:

The challenge lies creating a brand ambience that welcomes artists and craftsmen and reintegrate them with modern digitization, the portal also finds the challenge of attracting art patrons from the young working class as well as collectors, and creating a niche in a

saturated market of mass produced, machine made products.

tone:

sensitive, honest, encouraging, accessible, respectful, craft-appreciation, cross-culture

ESSENTIALS:

The identity should connect with the creators who shall be the prospective users, while at the same time, a cross platform executability is key. The key aspect of the portal however, is simplicity, accessibility and synthesizing an encouraging and hospitable ambience.

DELIVERABLES:

An identity representing the portal, a design style for the online portal.







New Arrivals



Linen & Fabric



Japanese Traditional Candles

Japanese Stationery



Beautiful Paper



Zine, Magazine & Craft Books

Tableware



Jewelry & Accessories



SALE



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New Arrivals



New Arrivals



Japanese Stationery



Tableware



Linen & Fabric



Beautiful Paper



Jewelry & Accessories



Japanese Traditional Candles



Zine, Magazine & Craft Books



SALE



Co-Ideate



**MODERN
PICTURES**

The audio I selected for my design process is:

File A 'More Than a Pill', voiced by Nathalie Spencer

(Excerpt length: 1:06 minutes, originally recorded on 14 July 2016)

Modern healthcare often focuses on treating acute illnesses and injuries. But what about preventing disease, ensuring high quality of life for people with chronic conditions, or sustaining our physical, mental and social wellbeing? For these, NHS England points to the potential value of informal social movements in health. In this audio clip, the RSA's Nathalie Spencer shares that if pockets of health-creating activity grow into larger social movements, we can all benefit.

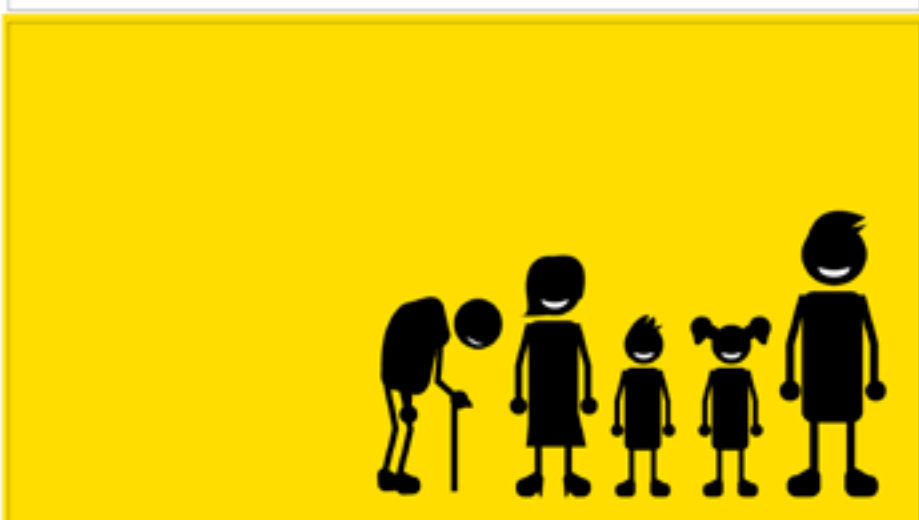
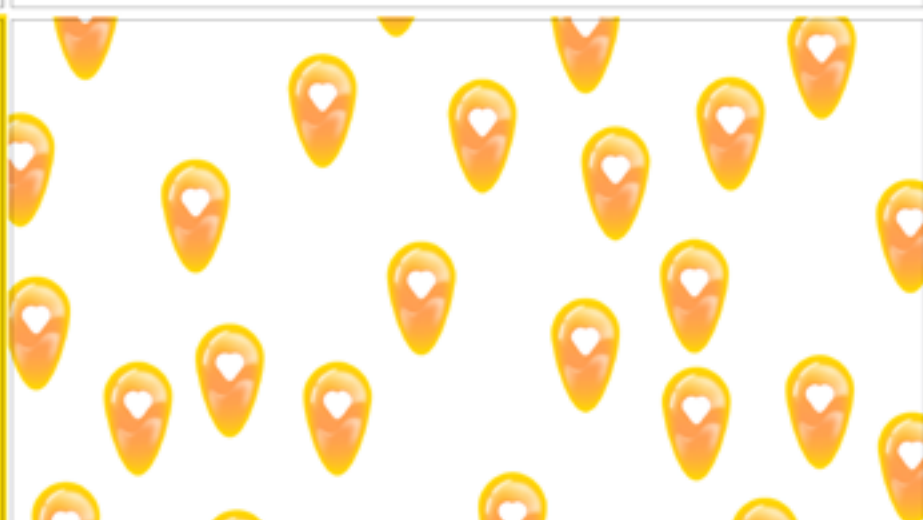
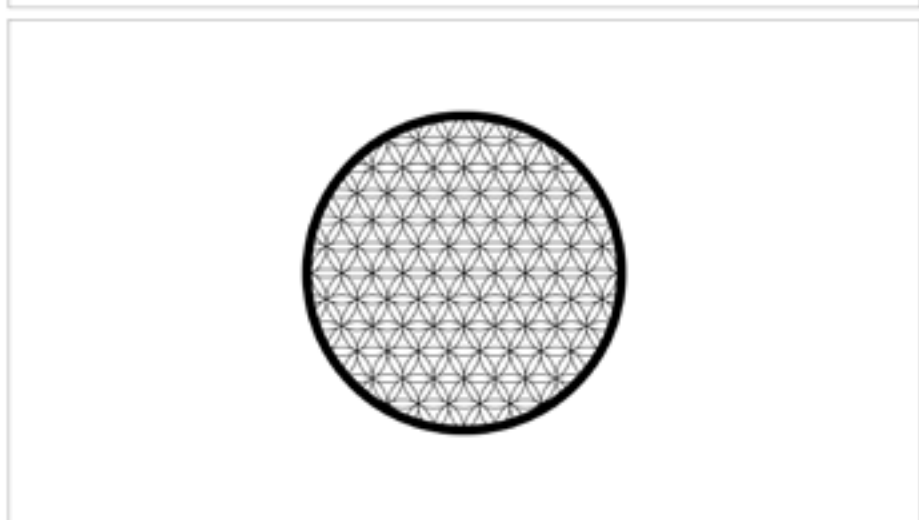
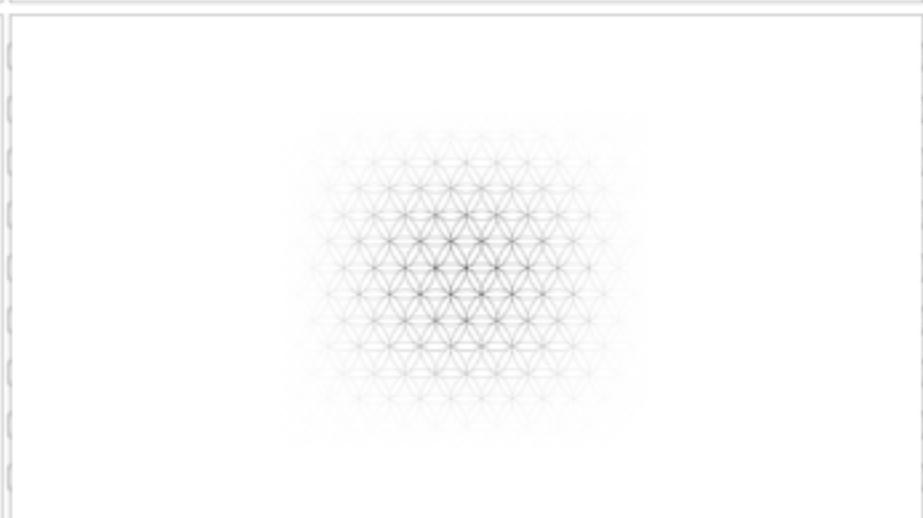
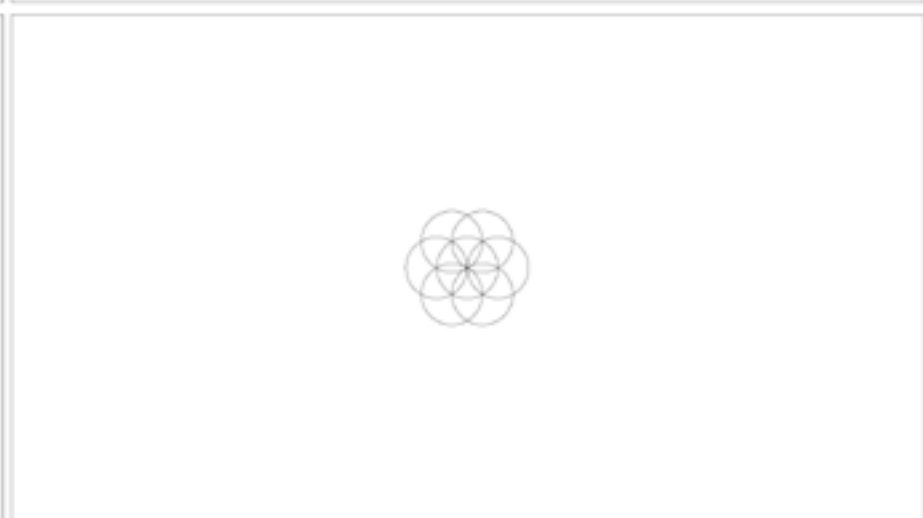
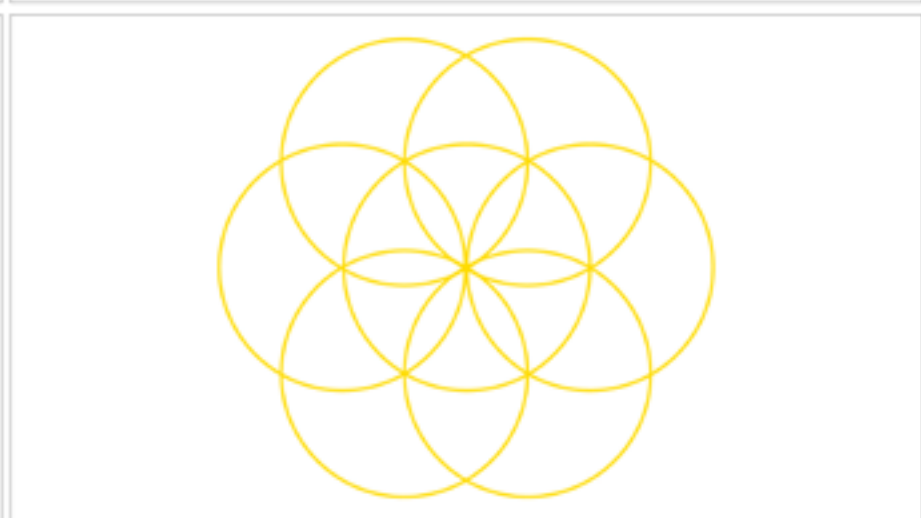
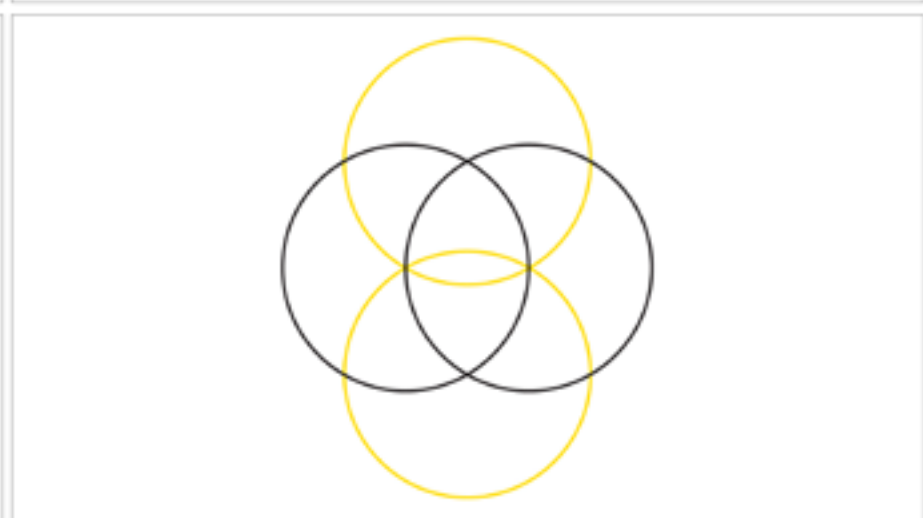
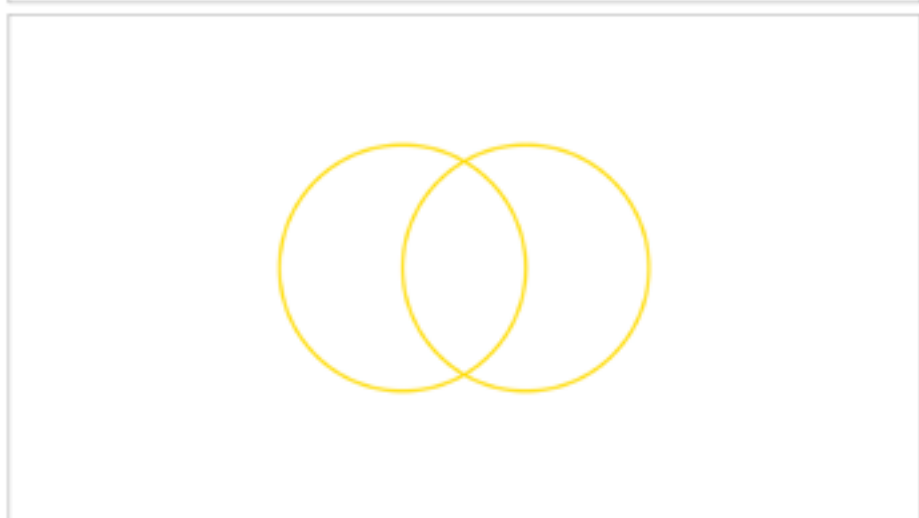
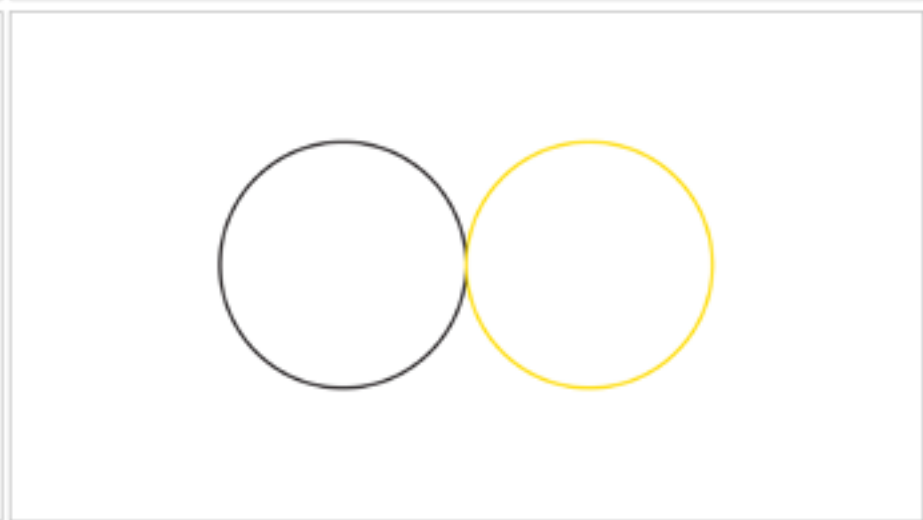
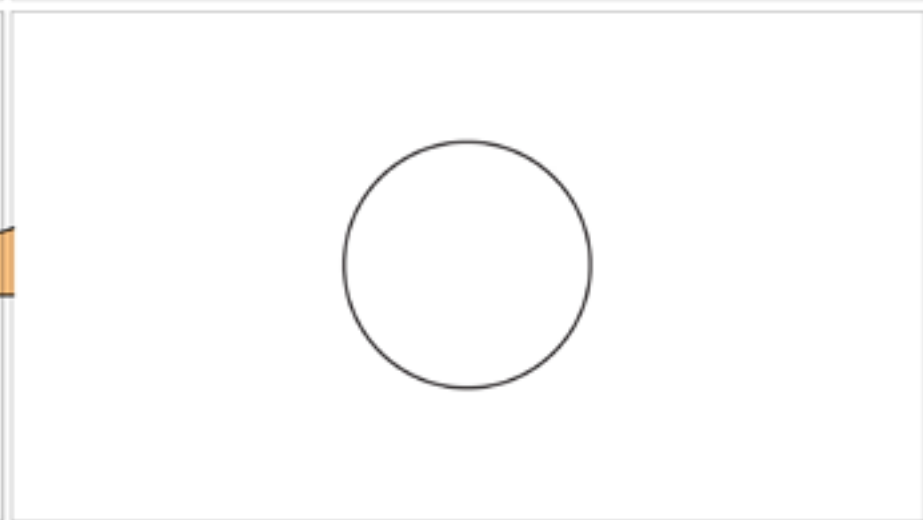
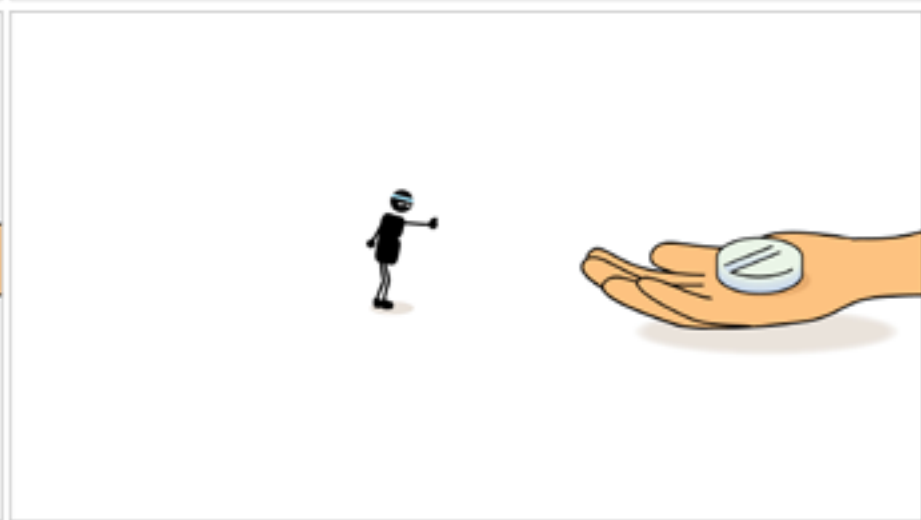
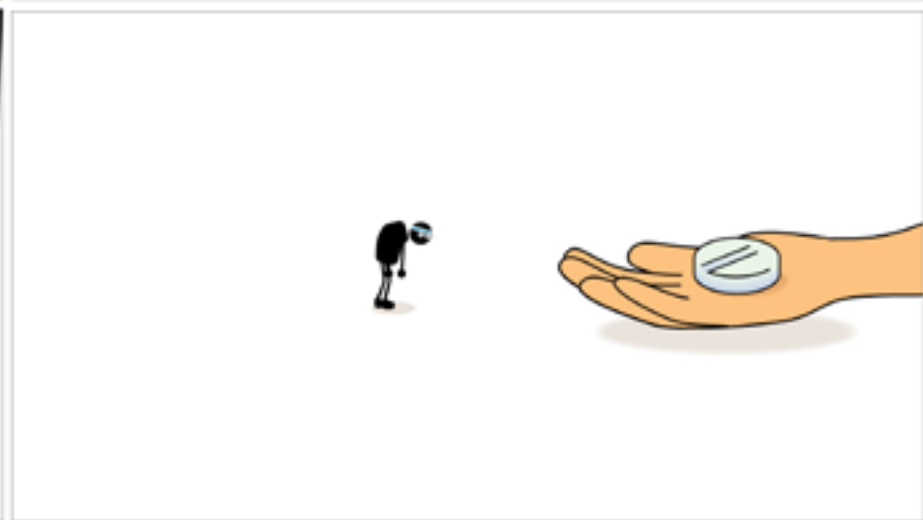
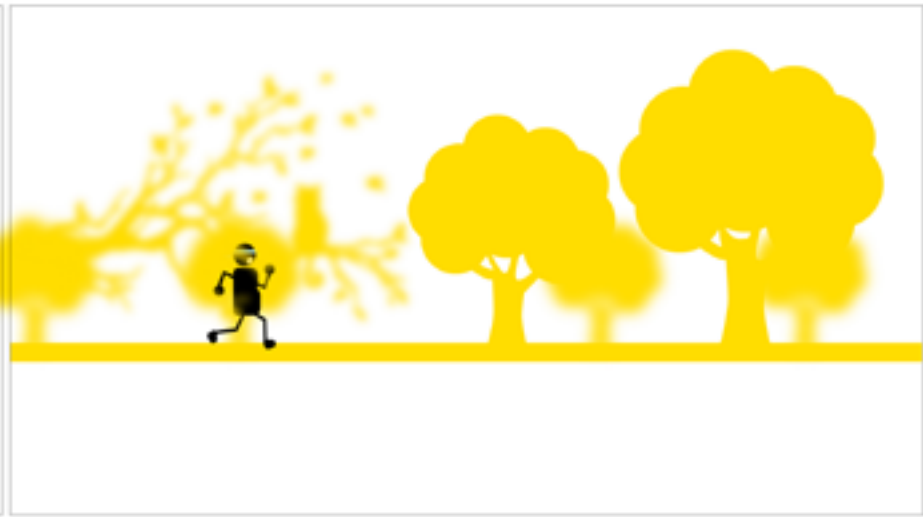
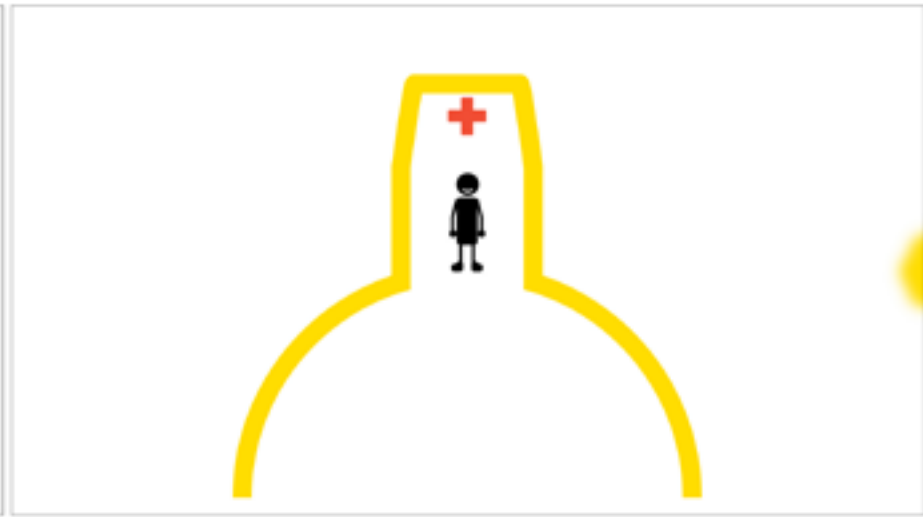
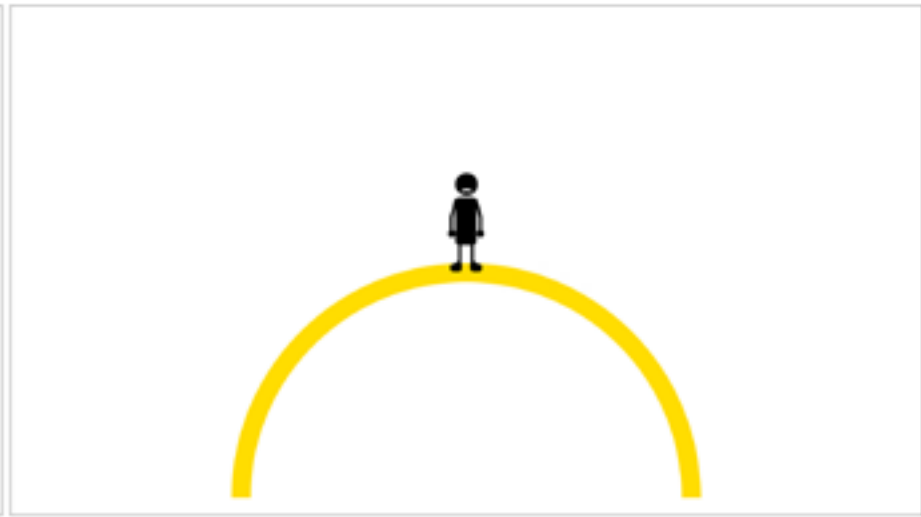
This exercise wishes to create an animated piece for RSA's initiative RSA Insights. The baseline of this animation is an audio piece called "More Than a Pill", which focuses on promoting a lifestyle based on an active pursuit of wellness. The key aesthetic note is to adopt an engaging, but light hearted art style.

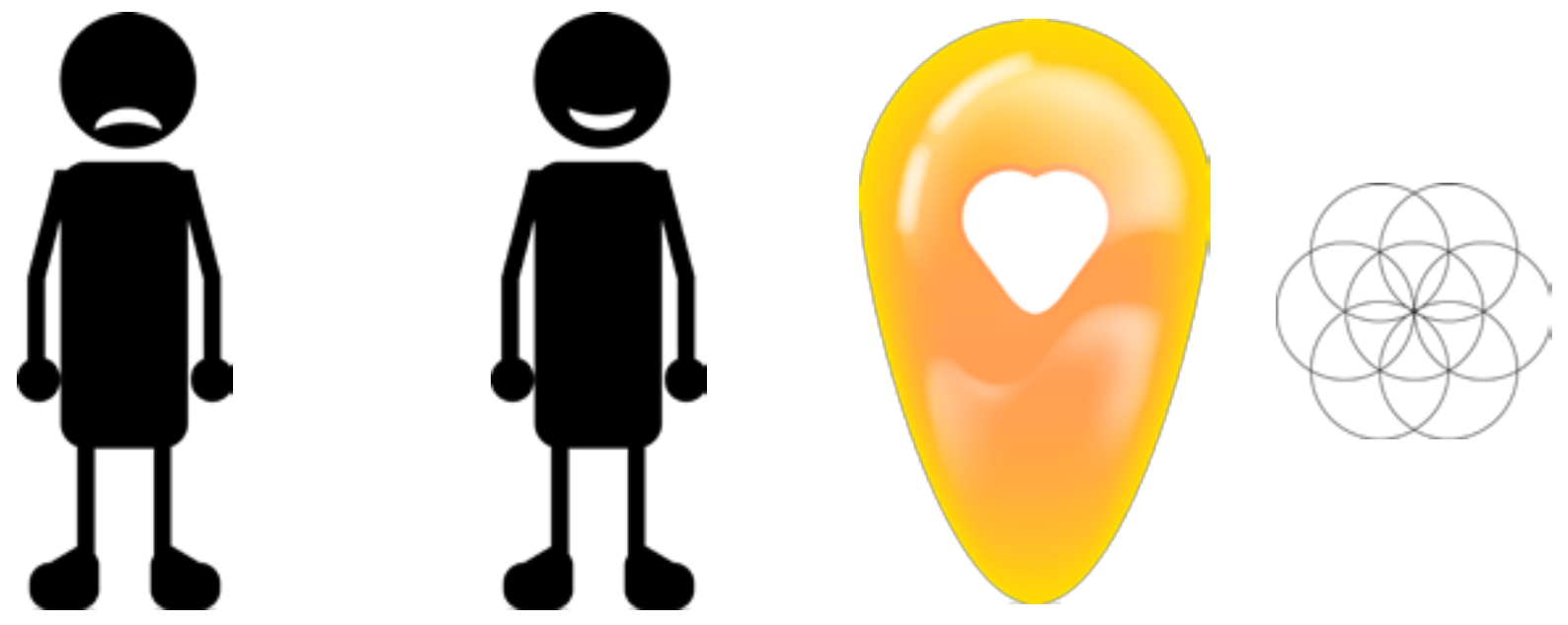
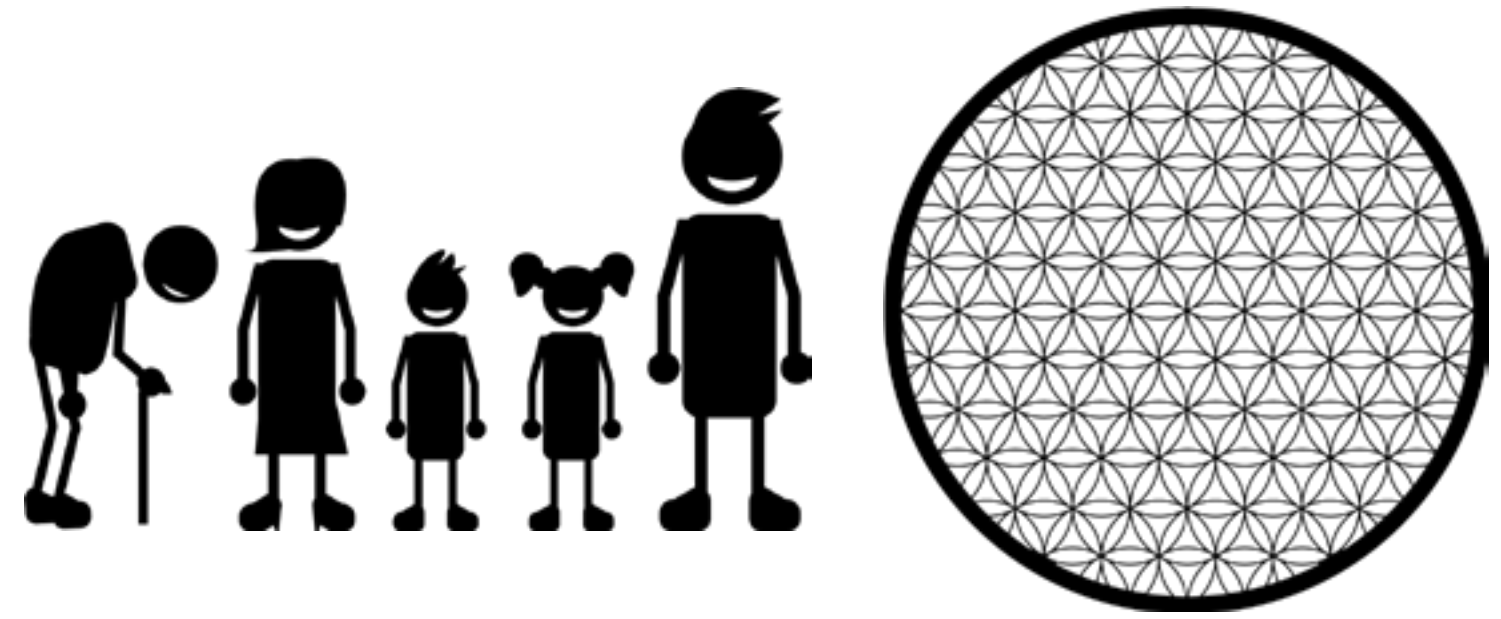
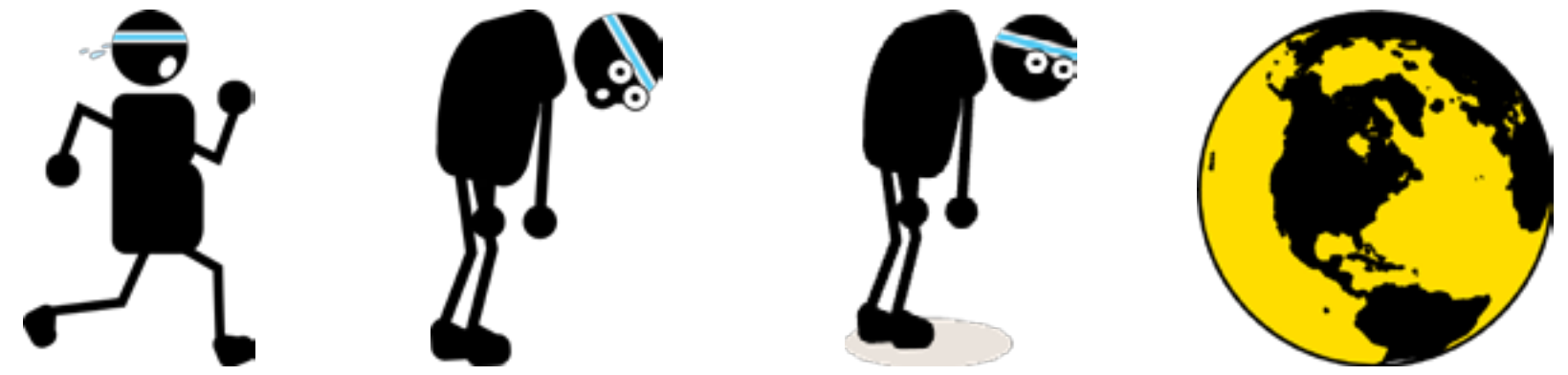
The content of the animation should focus the key aspects of the wellbeing experience, to inculcate a tenacity for supporting each other as a community, to effectively reflect the contents of the audio piece. While enough stress is to be given on our increasing dependency on medicinal drugs, this piece is not a dialogue advocating towards ostracizing modern medicine, this animated piece would focus more on inculcating a healthier lifestyle. Metaphors such

as circles together forming the flower of life and metamorphosis of a butterfly can be incorporated to show little things snowballing into larger community achievements.

Keywords: Open Mind, Social Responsibility, Wisdom, Compassion, Healing, Consequences, Balance, Rehabilitation, Circle, Immunity, Empower

Deliverables: An animated piece on the topic "More Than A Pill" incorporating the audio by Nathalie Spencer. A poster communicating contents of the animation and the overall subject.

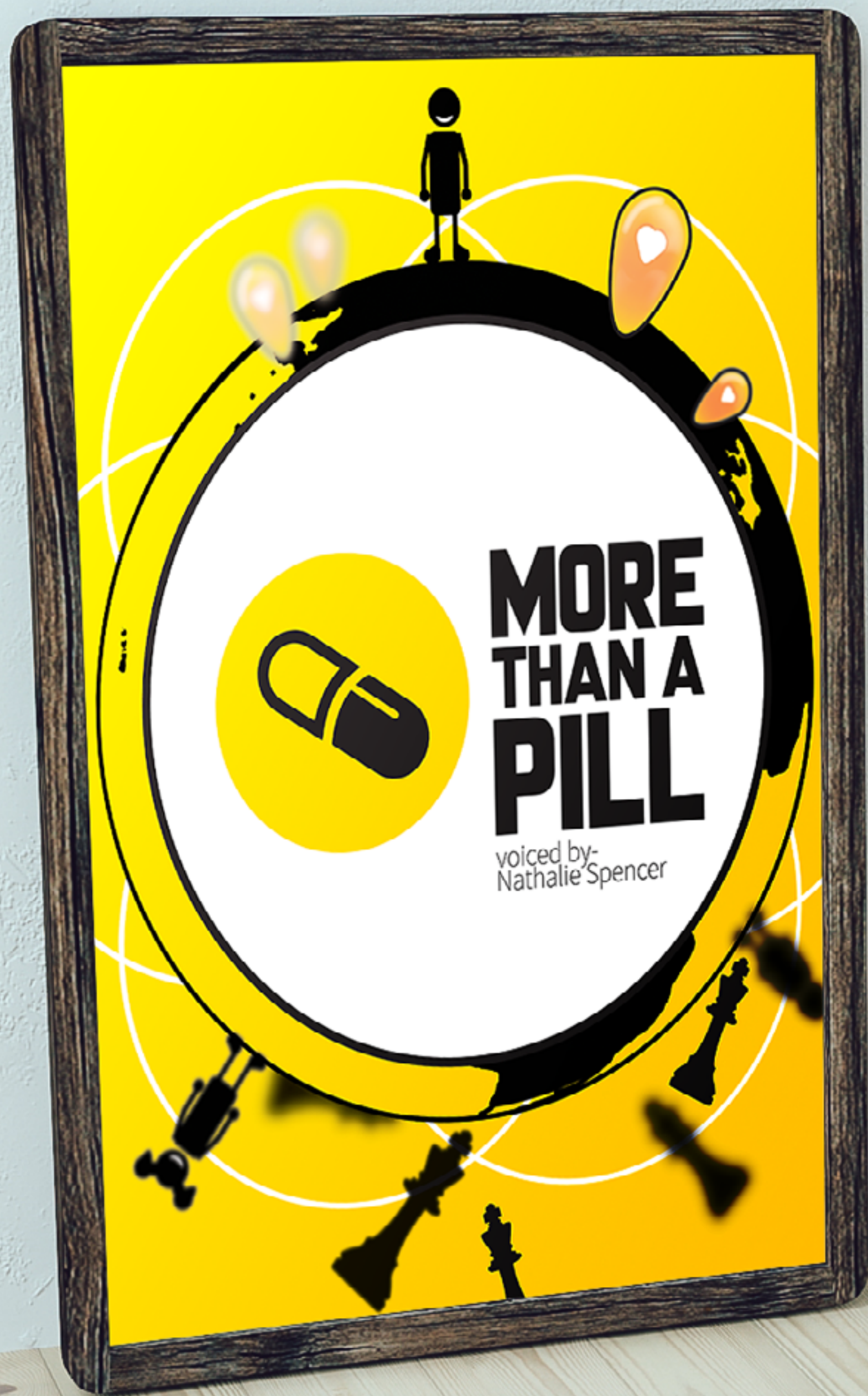




The assets and characters developed for this purpose try to outgrow their plain appearance by showing their hearts and their smiles. The semiotic suggestion of circle and metamorphosis is also present. An effort has been made to not directly show what is being said rather based on the research, what can be implied and construed upon is considered prime.







**MORE
THAN A
PILL**

voiced by-
Nathalie Spencer

I heartily thank everyone involved; be it my teachers, specially my friends as well as any passerby willing to listen to me and my naivete. I stand with an altered perspective to human health and feel very grateful for the same.

