

Anshu Pal

Visual Design Portfolio | 2021



ANDE KA FUNDA

Minimalistic Character Study
Also developed for OnePlus Student
Ambassador Program



BHOPAL RISERS FOOTBALL CLUB

Logo and jersey designs pitched for a local
football club in Bhopal



UTOPIAN NEIGHBORHOOD

Illustrations for an educational website – a
collaborative project



AGRITECH - HYDROPONIC FARMING

Illustrations developed with the website
refurbishment team
Fresh illustrations for an agricultural
consultancy's website



ARCHITECTURAL ILLUSTRATIONS

Illustrations done as a part of architectural
explorations

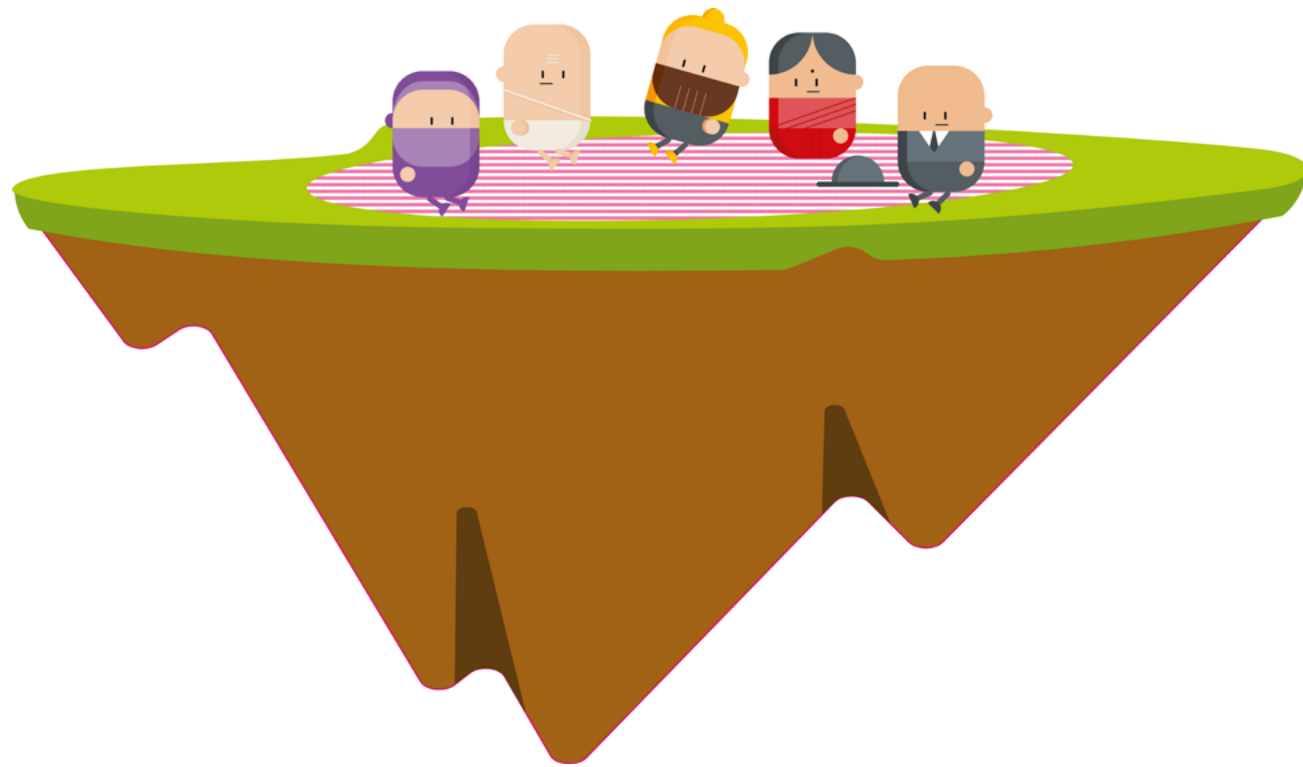


PHOTODOODLES

Self-initiated project

Time Travel to a Picnic Party
ft. leading lights of Sufi and Bhakti Movements

*In medieval India, the Sufi and Bhakti movements
bond the people of various communities together
with love and peace.*



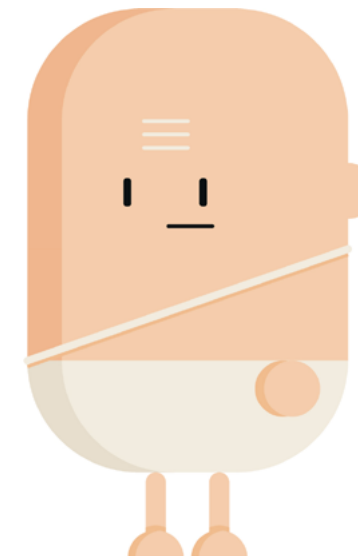
Ande ka Funda

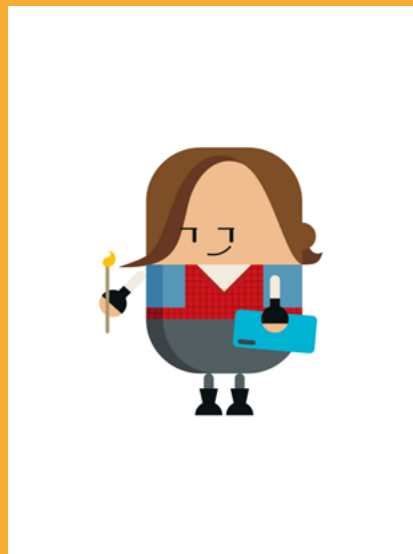
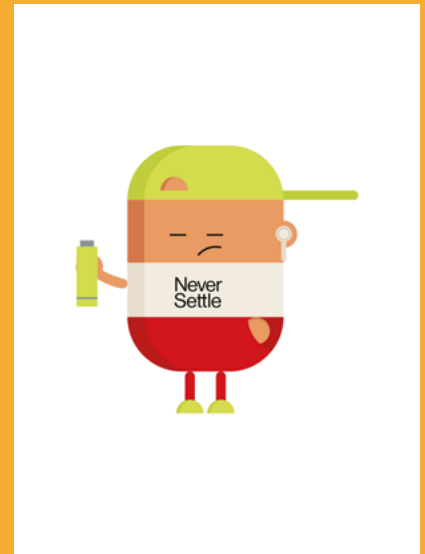
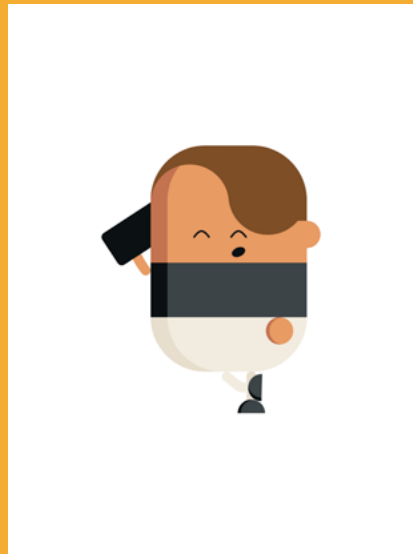
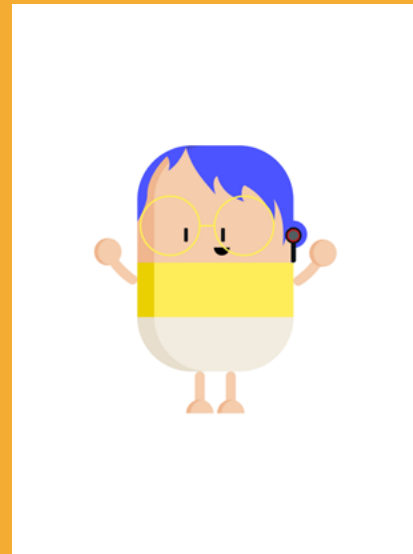
The mission was to create geometrical and minimalistic characters (also adorable), with expressive features.

INSPIRATION CAME from little birdies and eggs. Starting with a rectangle, I sketched various iterations of characters in my notebook. Once I obtained the proportion that worked best, I further explored facial expressions that suited well. The final set of characters were produced within the constraints, after further refining the sketches on illustrator and a meticulous study of expressions.

Since these characters look like *Andas* (eggs) to me, I call this project as *Ande ka Funda*. The scene on the left is *Time Travel to a Picnic Party*.

I developed further iterations of characters, and also got a chance to develop these Andas as student profiles for OnePlus Student Ambassador Program (next page). I was provided with a set of student profiles - The Lazy One, The Talkative One, The Oversmart One, so on and I came up with a few. I worked on these profiles to finally produce 10 OnePlus students. It can be found in highlights of their Instagram Story.



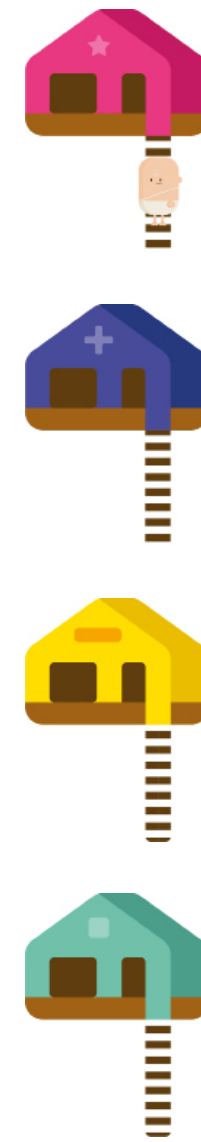


Bhopal Risers

Logos pitched for a football club in Bhopal.

One of the essential characteristics of Bhopal is the huge artificial lake known as Upper Lake. People boating in seemingly endless lake against the setting sun, used to be a common site pre-pandemic. This essence of Bhopal is represented in the logo that compliments the energetic game spirit.





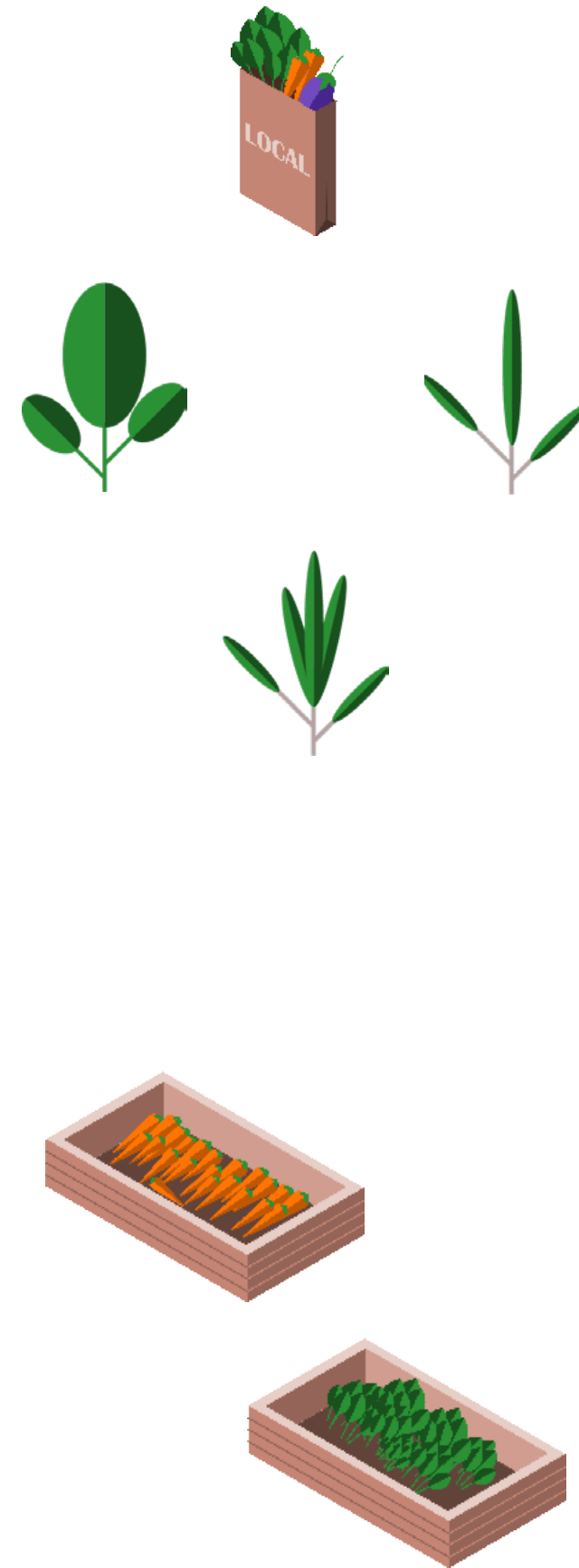
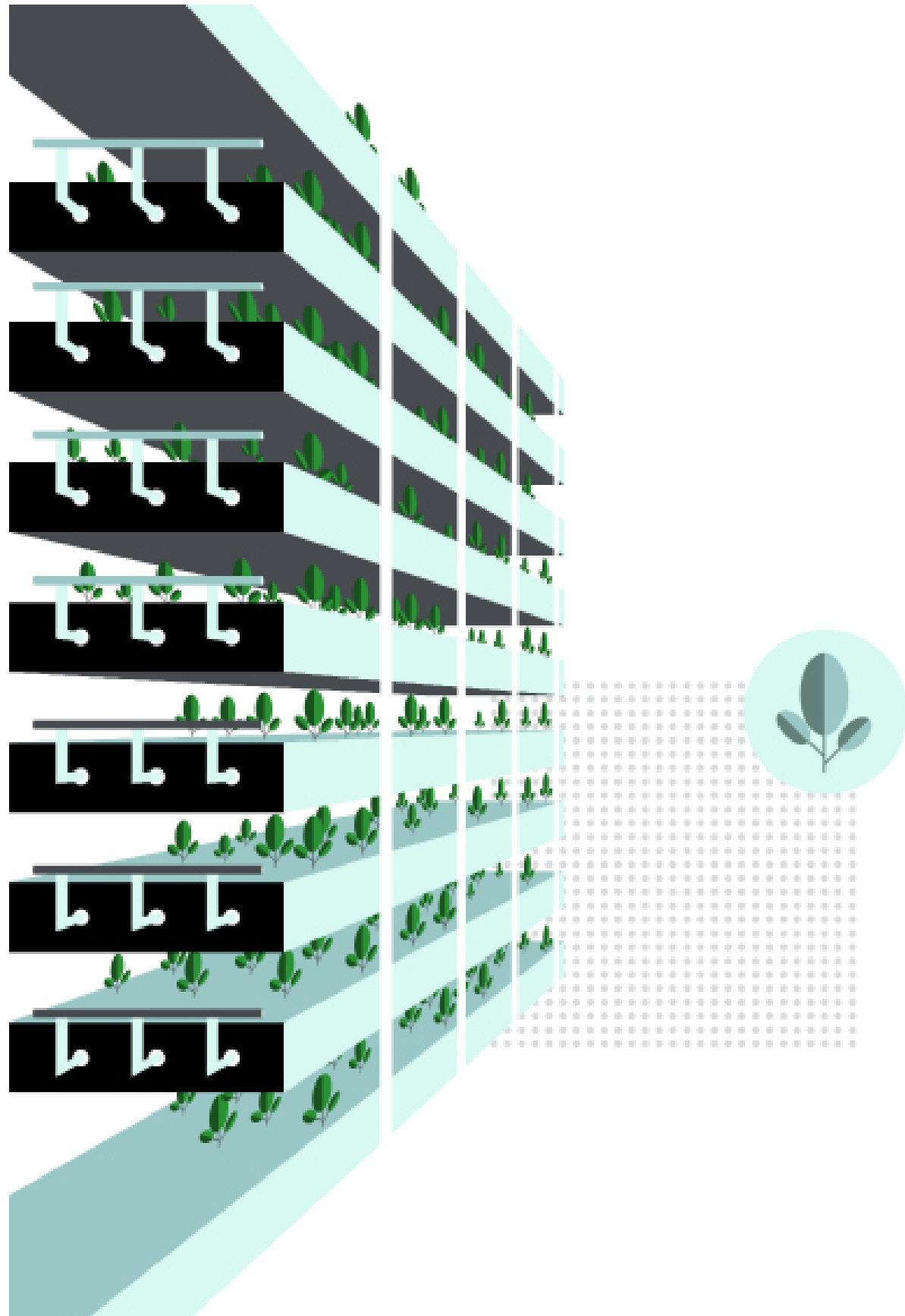
Neigh- bourhood

The mission was to create a utopian neighbourhood.

A utopian neighbourhood would be a one in the lap of nature. Here, the concept originated from tree-houses and the whole scene was developed from there.

I intended to use the Andas here as well, hence the style of the illustrations was kept similar to house the characters.

This project was in collaboration with Stuti Mohgaonkar - a UX engineer and masters student at NYU; the website is still under development.



Agritech

The mission was to bring life to an agricultural consultancy's website through a fresh colour palette and clean illustrations.

The illustrations were developed based on the services provided by the firm. The hero image was prepared for vertical farming since it was their primary service. Several other assets were developed for their website.



architect- tural

Various architectural representations

These are various architectural representations done to convey design and inspirations. On facing page, the interiors of a small studio was prepared in 3D and then rendered using Vray- the vizualization software.

The illustrations on the next page are representational elevation drawings, that I did for my thesis. The attempt was to illustrate modern and traditional together through design.

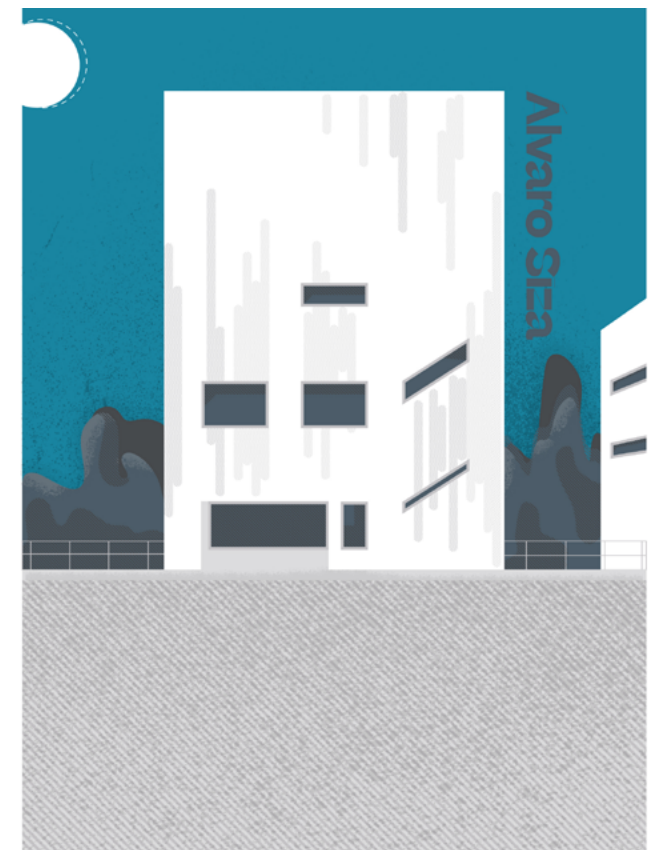
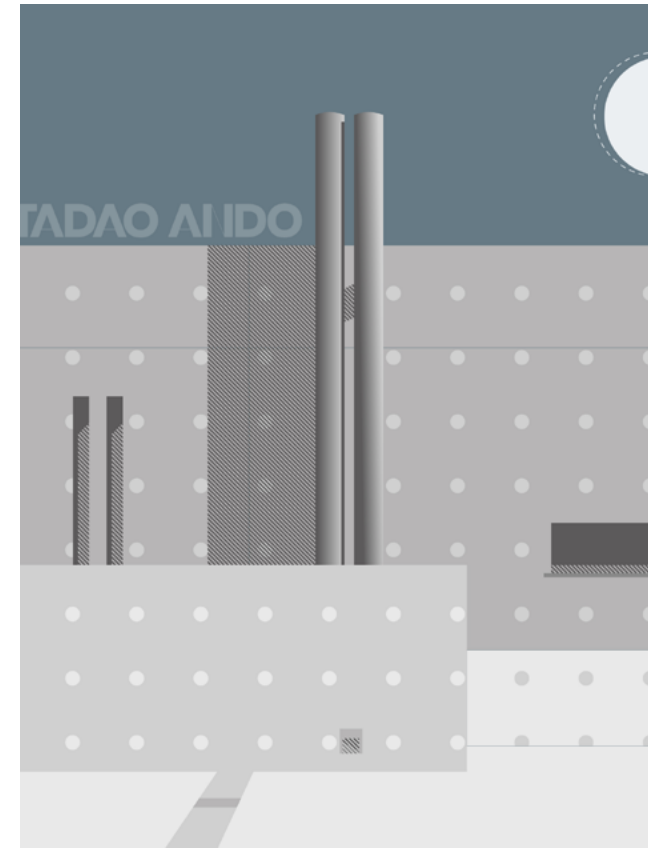
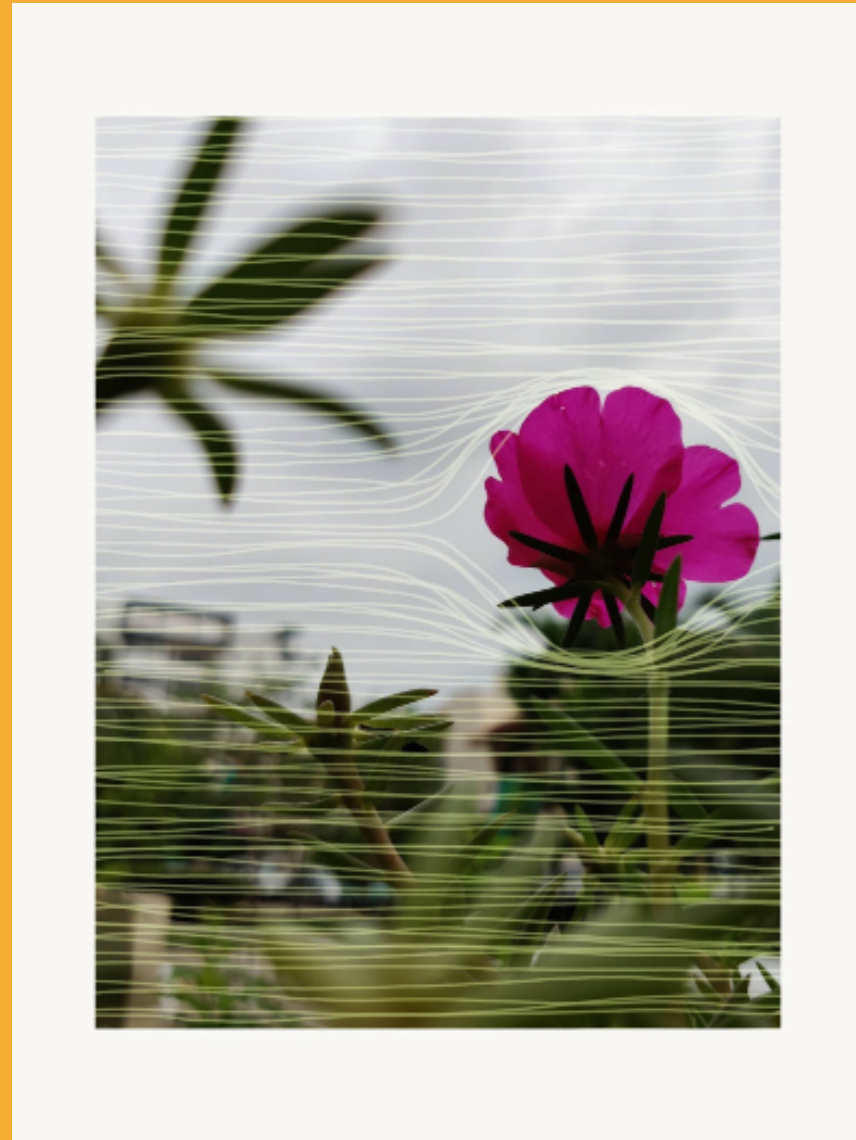


Photo- doodles

Photodoodles is a personal passion project I started this year.

I doodle over the photographs I click now and then (often plants and flowers) in an attempt to add emotional depth to the photographs, sometimes missing and incomplete.

The whole series can be found on my Instagram Art Account - @chaos.occurs



Anshu Pal
anshupal3110@gmail.com
+91-95991-12656