

DIGITAL
Picasso

Summer Internship Project Report-I
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Acknowledgements

I take this opportunity to thank Mr. Shahid Badshah, Director, Digital Picasso for providing me with this opportunity to work with him and his team.

I would also like to thank my team members at Digital Picasso, without their support & cooperation this stint would not have been as good & enjoyable as it was.

About Digital Picasso

Digital Picasso has been founded and is headed by Shahid Badshah, a JJ School Graduate with over 9 years' of design excellence. After completing a degree in design, Shahid ventured to establish a unique thinking 'communication by design' agency. His deep-set thinking skills from a brand, business and beauty point of view makes him a suitable leader and guide for his team. Having learnt from traditional roots and achieving a qualification in the field, he is close to his roots.

This is an advertising and brand design agency. They think, They design. They fuse the science of strategy and the art of pixels. They create & offer creative communication solutions. Applying micro-thinking to macro levels. Just by thoughtful design. A small agency with big ideas. They are digitally related to Picasso. They are Digital Picasso.

Work & Responsibilities

My main task was to re-design logo, back drop, posters, brochure. display design, packaging and survey for Sparkles diamond jewellery and design a brochure for Uniglo diamonds(Belgium).

I worked on following topics:

- Re-branding for sparkles diamond jewellery
- Brochure design for Uniglo diamonds

My Challenges

This was my first experience with design firm where I got the chance to proof my skill and understand the working culture in the design industry.

Till the date my design solution were based on my experience and observations, this firm actually gave me an opportunity to perform field work, survey people, interact with the client, analyse these results and come up with the design solution.

This was a new approach for me and was exciting as well as challenging, which allowed me to look at design from industry and user point of view.



.... add a little sparkle to your life.

SURVEY FORM

- 1) Local influence
- 2) Closest Competitor
- 3) Dominant Colour around
- 4) Closest Indirect Competition
- 5) Class of People
- 6) Purchasing Age Group
- 7) Male Guest
- 8) Children Age Group
- 9) Purchase in 15 min. MAX. MINI.
- 10) Salesperson
- 11) Uniform
- 12) Customer Care
- 13) Interaction with customer
- 14) Age Sex
- 15) Looks
- 16) Selling Pattern
- 17) Backdrop colour
- 18) Look&Feel
- 19) Display Pattern
- 20) Counter Colour Scheme
- 21) Packaging
- 22) variable size of the counter and stock

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My Contributions

My first task was the re-branding of Sparkles diamond jewellery. Sparkles is a 15 years old diamond jewellery selling company and it got its counters in Shoppers Stop across India.

I designed a survey form to know more about Sparkles as the client wanted to increase the sale of their product. Then I visited five Sparkles counter in Mumbai and did the survey.



Photographs from five different counters of Sparkles.

- 1) Bandra Shoppers Stop
- 2) Juhu Shoppers Stop
- 3) Andheri west Shoppers Stop
- 4) Malad In-orbit mall
- 5) Mulund Nirmal lifestyle.

Current logo



After the survey i started working on the re-designing of the logo followed by back drop design, posters etc.

logo



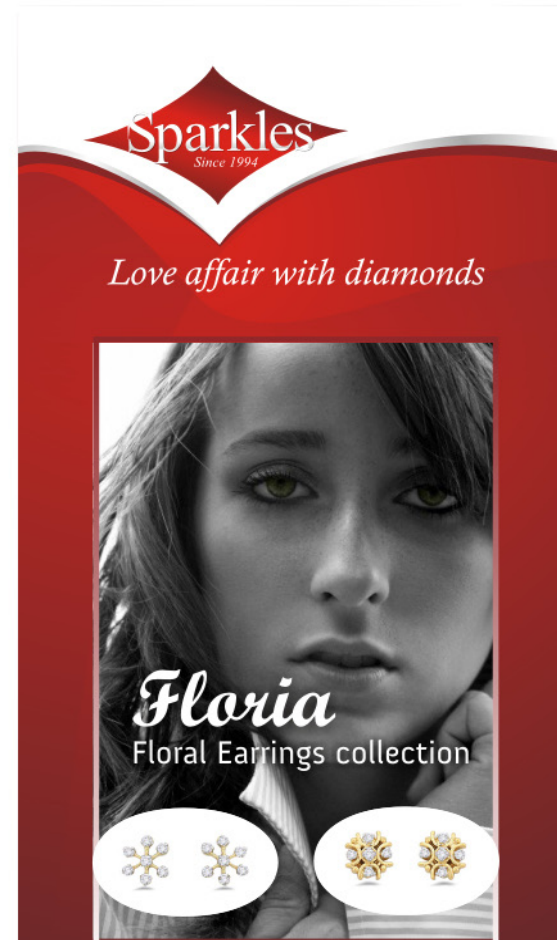
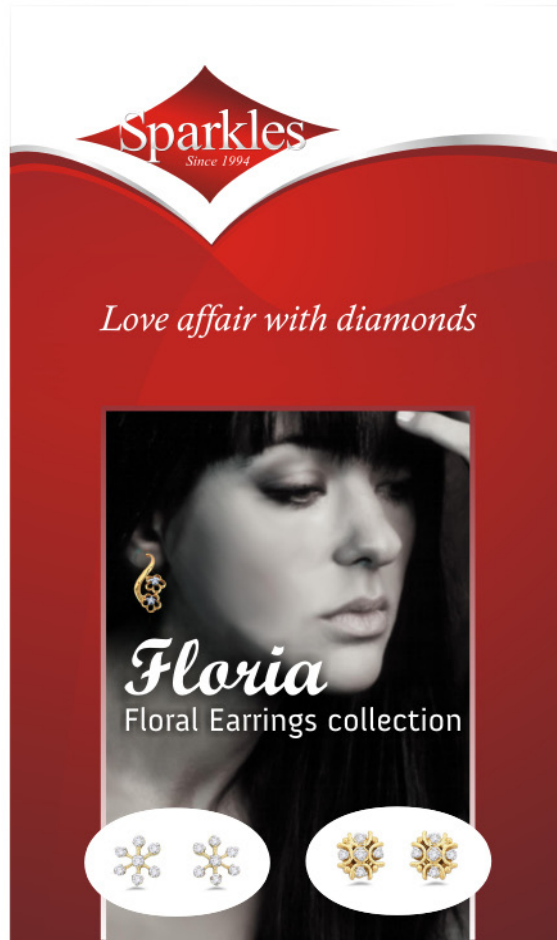
Love affair with diamonds

Proposed Logo

Back Drop Designs



Poster Design



Posters



Range	Target	Approx Age Group(Females)
First price	Premium Segment	30 yrs above
Classical Collection	Mid Range Segment	21 yrs above
New trendy collection	Regular Collection	15 yrs above

Target	Thinking Process	Name Option
Premium Segment	For this segment we can have a designer's name (female, feminine touch - proper noun) that's runs more on the track of the most famous brands around in the market.	Jane Christie or Agatha Norm, Alyssa Milano.
Mid Range Segment	For this segment we can have a short and sweet name that covers the entire idea.	Tiana or Amara, Lanza(noble and eager), Cameo, Elena, Ruth(beautiful friend), Silvia.
Regular Collection	For this segment we can have a trendy name that's quite having a rhythmic pattern, so that the sync in is smooth and musical as the target audience is much influenced by such a things.	Fiyola or Fmio, Libertini, Allegra(cheerful and lively), Lucia(light), Aria(in music), Fiano(wine), Enrica, Nicola, Carina, Sara, Paola(small)

My second task was to suggest brand names for a diamond company in Belgium, Uniglo Diamonds for their various sub-brands. I also designed a brochure for Uniglo.



When two people fall in love, they want to express their feeling in the most passionate and exquisite manner. They want a diamond that reflects the dazzling feeling that they feel in their heart. To that end, Uniglo cuts and polishes their diamonds to such an exacting measure that they are visible more brilliant, even to the naked eye.

Their fire and radiance truly capture the essence of what two people in love feel for each other...



Mission Statement

Uniglo has made it a goal to listen to our customer's desires and design innovative products that produce sense of passion and complete satisfaction. We're constantly creating new values that contribute to us providing you with valuable products.

We've worked hard in making our diamonds act as a unique romantic gesture that truly expresses your eternal love. Anchored by a strong commitment to our values, we form close partnerships with our partners, together working to consistently exceed our customer's expectations by setting industry benchmarks in the diversity, quality, design and craftsmanship of diamond.

We at Uniglo recognize the significance that diamonds represent, thus bringing this token of true love to the entire world...



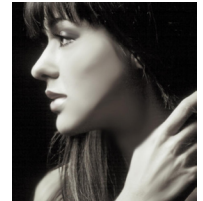
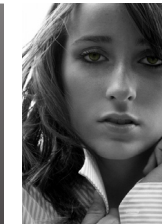
Company Profile

Uniglo is a leading global diamond manufacturing company having production and trading operation throughout the world. Headquartered in Belgium, we have a specific focus towards higher value diamonds, a segment of the market that its management believes will deliver superior long-term returns. Having been in business for the best part of 69 years, we could say that we know a thing or two about Diamond Jewellery.

We're actively looks for new opportunity in our quest for expansion and market leadership. With two manufacturing units employing over 5000 craftsmen, we strive to meet the demand of changing environment, but still remain nimble, flexible and responsive.

When two people fall in love, they want to express their feeling in the most passionate and exquisite manner. They want a diamond that reflects the dazzling feeling that they feel in their heart. To that end, Uniglo cuts and polishes their diamonds to such an exacting measure that they are visible more brilliant, even to the naked eye.

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Our Products

Uniglo diamonds come in various shapes and sizes, and no matter what setting you ultimately choose, you will know that your love is represented by a ring or necklace that says, "This is for always..."

With the biggest real time inventory featuring all the different grades and quality diamonds, all our products are conformed to the highest global standard and in perfect taste with consumers worldwide. We believe in giving nothing less than what you love truly desires.

We understand that buying a diamond is the first and most expensive decision you will both make since you've decided to spend eternity together. You want the best and the brightest. So look to Belgium, where the diamonds are as pure and beautiful as the land from which they come, and then look at our collection of fine flawless diamonds, in turn, making your love shine brighter than ever...



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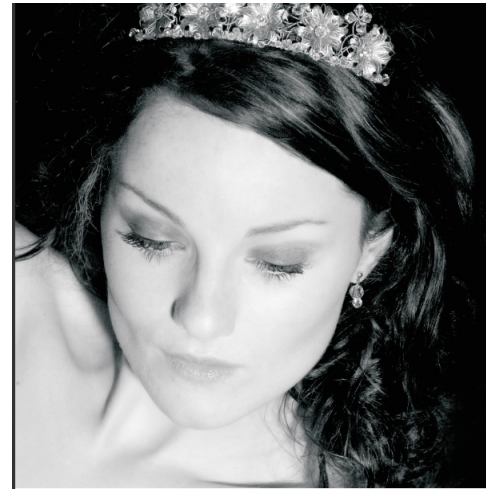
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Lay outs for Brochure Design



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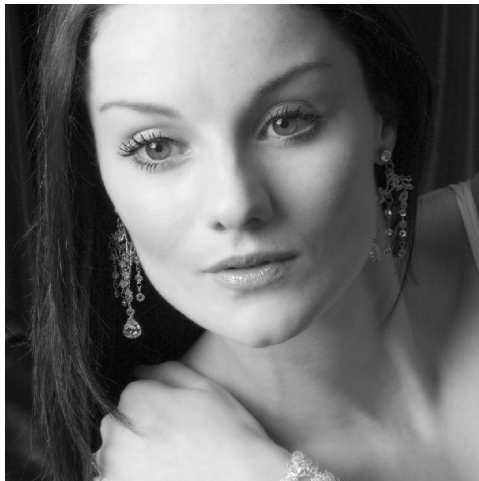


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My Experiences

Working with a Design Firm was a huge learning experience.

Realised the significance of the team work, organizational culture, an experience in the field of branding, respect others view points, excellent work culture and it helped me to know my weaknesses and strengths.