





Acknowledgement

I would like to thank the Homegrown team and specifically the Co-Founders : **Varun Patra, Mandovi Menon, Varsha Patra** for giving me the opportunity to work in such an enthusiastic and open work culture. And Moreover making me charged with the open discussions and topics with glinting eyes and heart pour experiences. They really made the month long internship worthwhile by giving me freedom to explore and develop my style of work.



Abstract

The report showcases the time spent and work done with a Start-up Online Publication Company called **Homegrown- *Young India's Handbook to their Roots and Beyond*** based in Bandra, Mumbai. The period of one month marked as the internship project which was meant to be the first gateway of experience in the industry. The time period for the internship was from 6th May to 6th July, which is four weeks as per the internship guidelines set by the Institute.

The projects involved creating visuals (graphics and illustration) from the reference of content which was provided. All the projects were aimed at giving a new dimension or rather breaking the convention of the content. The language of the graphics and illustrations were very eccentric.



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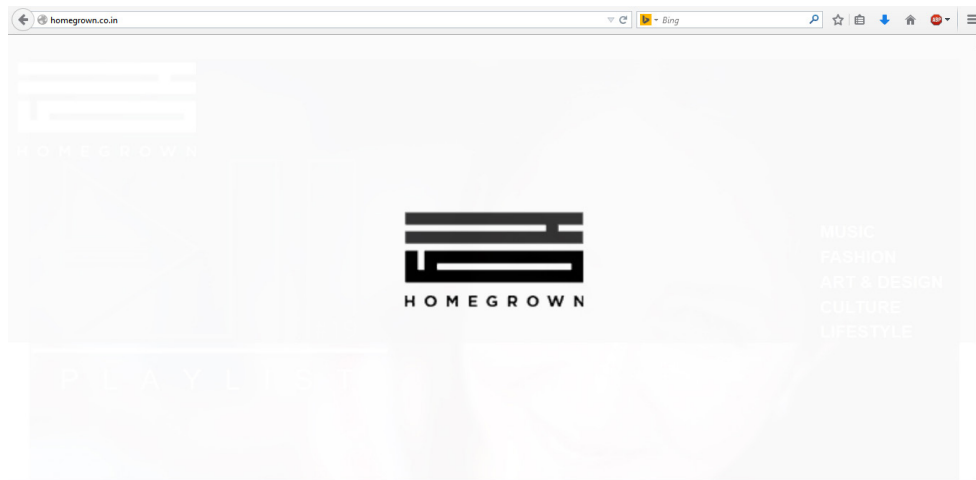
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Why Homegrown?

They are an Urban Youth Lifestyle Media Company. So, they are an Online Publication and a Creative Lab. I felt that they have so much potential to offer to the new raging youth. They had content which focused on Media, Fashion, Lifestyle, and Music. The most appealing thing about them was that their content was centered towards India and Mumbai specifically. They were giving a new afresh information which the Indian youth might lack in the running internet pace. They cover events or happenings specific to India related to Bike rides, Skateboarding or Camping which we might be interested but do not know where to go. And since their events are not centered towards the niche crowd, they do offer event content keeping in mind the students

who have just kept foot in colleges and who are excited for adventure but have a tight pocket.

The experience

The first day I went to HG Quarters (Bandra). The whole aura of the place was not a fancy glass door cubicle office. It was just like a two room student flat where people were digging their heads into their systems and working with paintings and graffiti on walls which marked the essence of people working there. The founders are experienced in various fields of publishing, media and management. They are quite young, energetic and hardworking and are curious and open about ideas. The reason I wanted to work with them was that I was following them since a long time and their

level of content have always inspired as well as surprised me.

This was a sheer experimental decision that I took to do my Internship with a Start Up company with a new concept of business. They never made me feel that I was an Intern and gave me work in which they happily involved themselves and gave me the liberty to take my own design decisions. I really admire their idea of a company that they challenged the notion of a perfect job according to the default standards and rather shifted from a steeping career to a one which they created for themselves. They really satisfied my level of curiosity by creating the working culture in such a way which was experimental, open, and fun.

homegrown.co.in
Bing

India's Forgotten Populace: 6 Unique Tribes You Should Know

MUSIC
FASHION
ART & DESIGN
CULTURE
LIFESTYLE

PLAYLIST

MUSIC ▶
PLAYLIST

HEMGROWN PLAYLIST #19: SARAH ELIZABETH CHAWLA

Sarah Elizabeth Chawla is a ray of fucking sunshine. She's...

[Read more >](#)

ART & DESIGN ▶
SCROLL

ANJANA IYER ILLUSTRATES 30 UNTRANSLATABLE WORDS FROM OTHER LANGUAGES

New-Zealand based designer Anjana Iyer's 'Found In Translation' series of...

[Read more >](#)

CULTURE ▶
PLAYLIST

HG SESSIONS 006 || SHANTANU GHOSH (SLEEPWALKER)

Tucked away in the cobblestone alleys of Pondicherry, there's a...

[Read more >](#)

CULTURE ▶
SILVER SCREEN

HEMGROWN PICKS: CONTEMPORARY INDIAN SHORT FILMS YOU SHOULD KNOW

It's not always been engraved in typical Indian mentality to...

[Read more >](#)

WhatTheFluxx - My Therapist : Skylarkin Twinz 6.14
7124 0 54

Music powered by **FLUX**

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***“Create, incubate,
meditate, innovate.
Homegrown is a
platform for Indian
youth culture in more
ways than one.”***

*“The publication aims
to give audiences an
insight into today’s
Indian youth culture
and what makes it tick.”*

Introduction

Titled ‘Homegrown’, it is co-founded by Varun Patra, Mandovi Menon and Varsha Patra who between them share experience in the fields of advertising, film, production, marketing and writing. And, with an agenda that touches upon the worlds of music, art, fashion, lifestyle and more, it hopes to be a one-stop shop for everything youth and culture in India.

“We cover a wide range of content across many topics ranging from art, fashion, music, literature, lifestyle and more and we’re particularly keen to bring a particular spin on content that people haven’t seen much in India. We decided to start it because we felt the lack of something all encompassing on youth culture in one space. We also hope to use it to give young, creative talent across the country a platform to showcase their work, and are keen to help certain sub-cultures develop from a root level.”

- Mandovi Menon
Editor

The Kickstart process

In the first day of my Internship we all sat down together and had an open discussion about the ideas that we could fulfill during this one month. They were very excited about me being on the board and we all enjoyed an elaborate brainstorming session with their free flowing ideas about what they wanted and how could I fit in. After we finalized some projects, we kept working together in the due course of time with the coordination of the whole team and these were the projects that were executed. Usually they would give me the ready content and explain with a reference. And I in return would do a version and collect all the feedback and complete the project accordingly.

Extinct Animals of India

Since they were open about how it should be like. I kick started the Internship with watercolors illustration. So, I hunted down the reference pictures from the internet and started illustrating the concept. I did a total of eight watercolor illustrations that divides vertically and depicts the half portion as fossil and half as real like.

CONTENT PROVIDED

“Save the Tiger. Only 1411 left.”

*Did the statement above ring a bell? I'm sure it did. We're all aware of the save the Tiger campaign which was started a few years ago in order to create awareness about the plight of the national animal of our nation. Apart from creating quite a buzz, it also threw some light on some of the dastardly crimes committed by human beings – deforestation, poaching and “hunting games” surely take the cake. However, this is not the first time that a species in our nation faced the unthinkable idea of extinction. In today's list, we look at some of the species that walked the lands of India in the past, only to be eventually wiped out completely off the face of the planet.**

* the content provided continues in the next pages besides the illustrations

REFERENCE PROVIDED

Extinct Animals reference: This was one route where we show half illustrated animal and half skeleton. Just a thought, you can interpret the way you think is best :)





****Sivatherium***

The Sivatherium (meaning Shiva's beast) was a girrafid that ranged throughout the Indian subcontinent. Standing close to 10 feet tall, this herbivore weighed as much as 500 kgs. It had two pairs of horns: One on its head, and one above its eyes. Sadly, it was hunted to extinction by early humans, leaving us with just a few cave paintings and its bones.

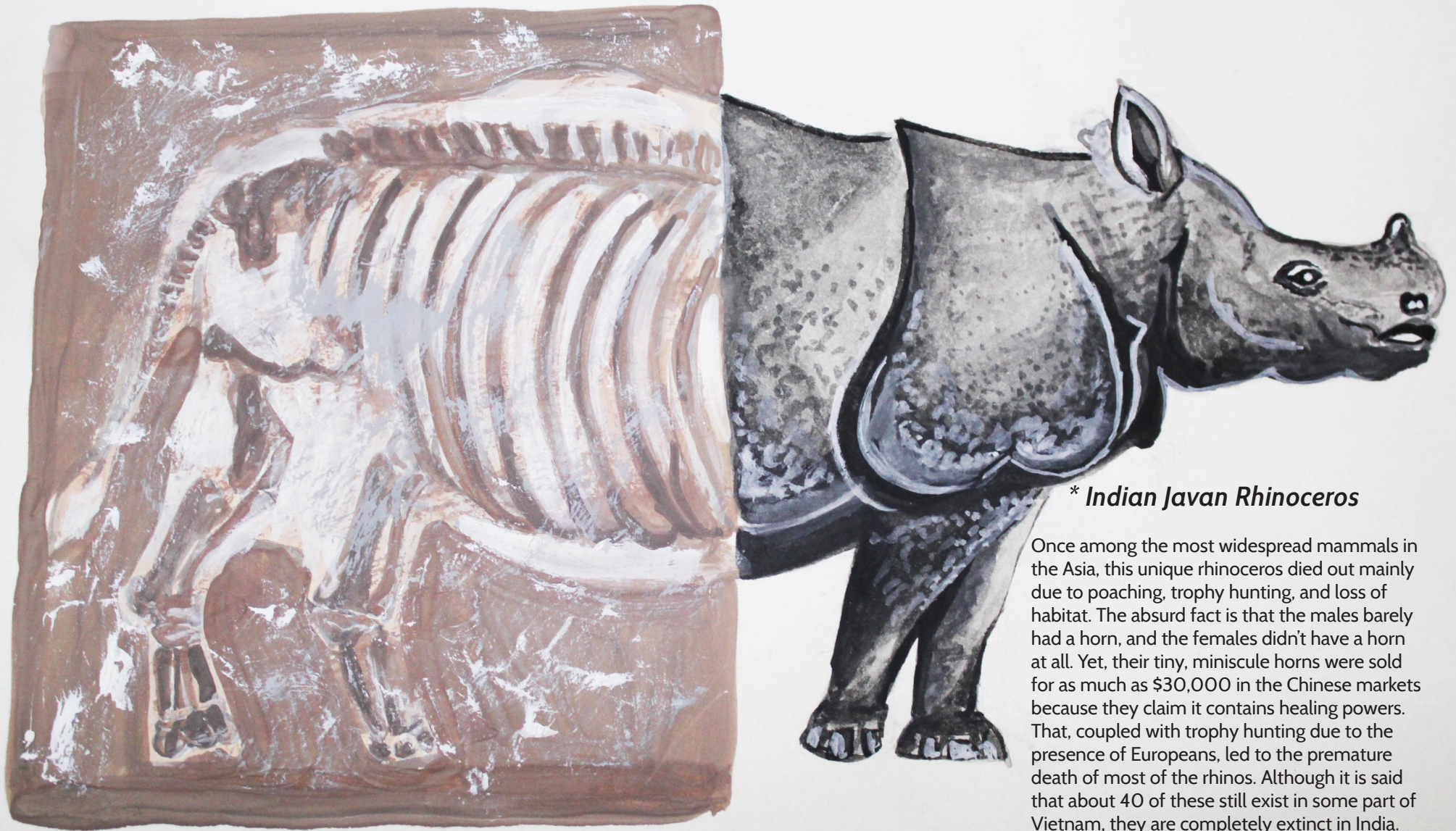
Became Extinct: About 8,000 years ago



***Aurochs**

Ancestors of the domestic cattle, the Aurochs were considerably larger, and inhabited most of Europe and Asia. Although wild, they were eventually domesticated to fulfil various human needs. By the 13th Century, their numbers reduced drastically due to hunting, forceful domestication, and destruction of habitat due to development of farming. Although a ban was imposed on hunting the Aurochs, their numbers kept reducing, and the last known Auroch died due to natural causes in Jaktorow, Poland, due to natural causes.

Became Extinct: 1627



*** *Indian Javan Rhinoceros***

Once among the most widespread mammals in the Asia, this unique rhinoceros died out mainly due to poaching, trophy hunting, and loss of habitat. The absurd fact is that the males barely had a horn, and the females didn't have a horn at all. Yet, their tiny, miniscule horns were sold for as much as \$30,000 in the Chinese markets because they claim it contains healing powers. That, coupled with trophy hunting due to the presence of Europeans, led to the premature death of most of the rhinos. Although it is said that about 40 of these still exist in some part of Vietnam, they are completely extinct in India.

Became Extinct: Before 1925



*** *Northern Sumatran Rhinoceros***

Also known as the Hairy Rhinoceros, the Sumatran Rhinoceros was the smallest rhinoceros there was, although it was still pretty large. Again, these Rhinos were killed for the same reasons; their horns sold for a large amount in the market, and their hide made for good armour. Extinct in India today, it is claimed that some of these Rhinos still exist in parts of the Malay region, although the numbers are said to be less than a 100.

Became Extinct: Before 1900

* *Malabar Civet*

A spotted, grey viverrid, the Malabar Civet lived in the western ghats of India. They were about two and a half feet long, and weighed a mere 7 kilos. The reason for their possible extinction is said to be the constant rearing of these animals to obtain civetone, an extract from their scent glands that was used both in Ayurvedic medicines and as an aromatic. In one last effort, camera tapping was used between April 2006 to March 2007, and no photographic evidence was found in a total of 1,084 camera trap nights.

Became Extinct: 1987





** Himalayan Quail*

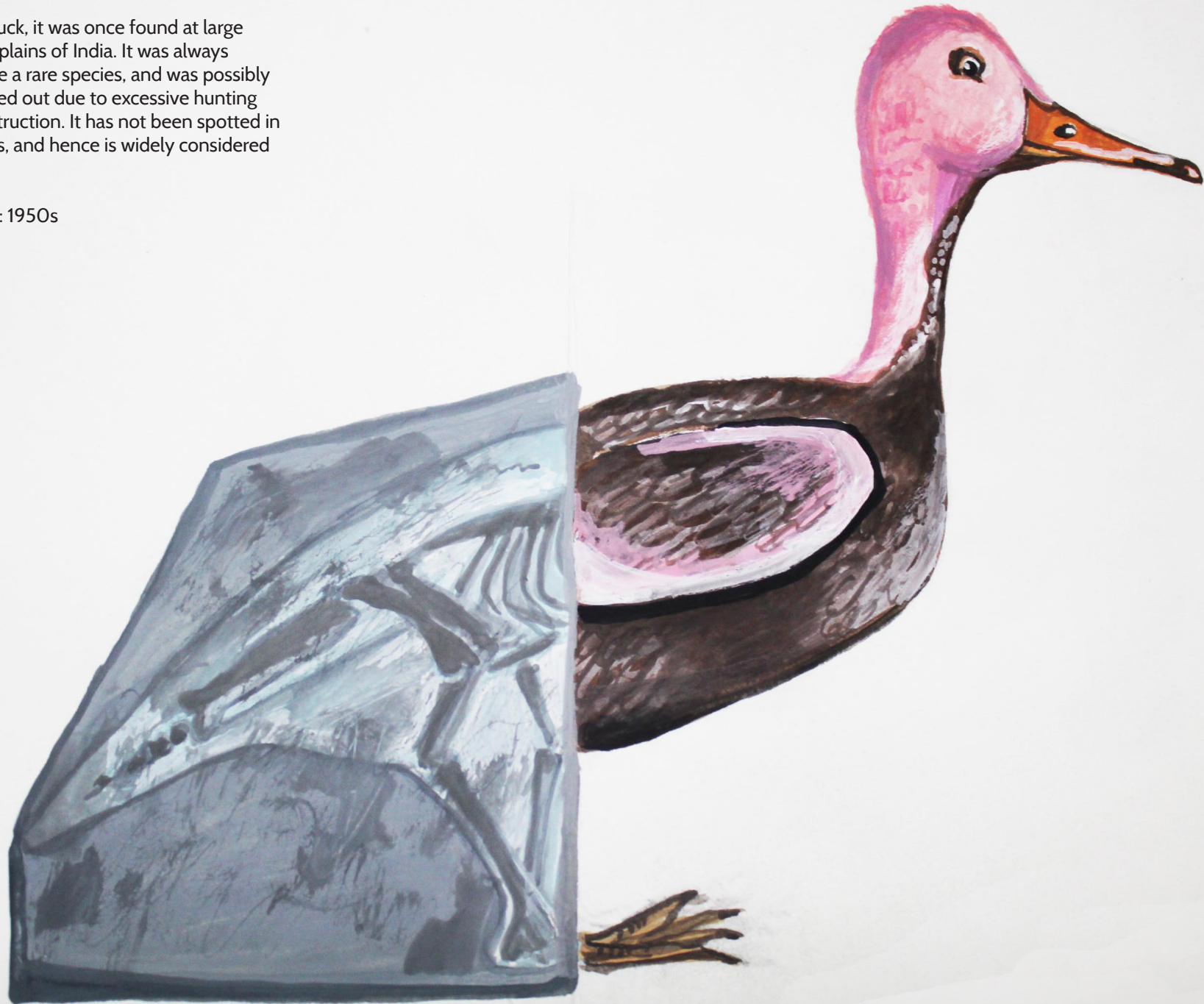
A medium sized quail belonging to the pheasant family, the Himalayan Quail has not been spotted in over a 150 years. It lived mostly in what today is Uttarakhand. Although it hasn't been formally declared extinct, it is widely feared to be.

Became Extinct: 1876

*** *Pink - headed Duck***

A huge diving duck, it was once found at large in the Gangetic plains of India. It was always considered to be a rare species, and was possibly completely wiped out due to excessive hunting and habitat destruction. It has not been spotted in almost 80 years, and hence is widely considered to be extinct.

Became Extinct: 1950s



* *Colossochelys Atlas*

An extinct species of turtles, this huge reptile was widely found in western India and Pakistan. It was gigantic: about 10 feet in length and about 4,000 kilos in weight. It lived thousands of years ago, though, and therefore reasons for extinction are unknown.

Became Extinct:
Over 10,000 years ago



Language and Travel Guide

CONTENT PROVIDED

India is arguably the most diverse nation in the world. Home to close to a billion and a half people, the most fascinating aspect of the country is that no two regions are alike. This diversity itself is what makes India one of the best countries to travel in. However, the fact that everyone speaks different languages all around India can sometimes act as a barrier and a lot is often lost in failed attempts at translation. So, we have decided to compile a list, where we translate seven basic sentences into the various officially recognised languages in India which are used in almost every state there is. They will help you get food and water, ensure your safety, and also teach you basic salutations. Oh, and let you know where the local bar is at!

I tried digital illustration for this project. This was the last project that I attempted since the last date was coming near. Since I could not complete this project, this project shows only some of the attempts that I tried.



The statements:

- 1) Hello, how are you?
- 2) Bye.
- 3) Could I have a glass of water please?
- 4) Help! These men are following me!
- 5) Where's the closest bar?
- 6) I love you
- 7) Thank you

Assamese

Spoken in: Assam

Translations

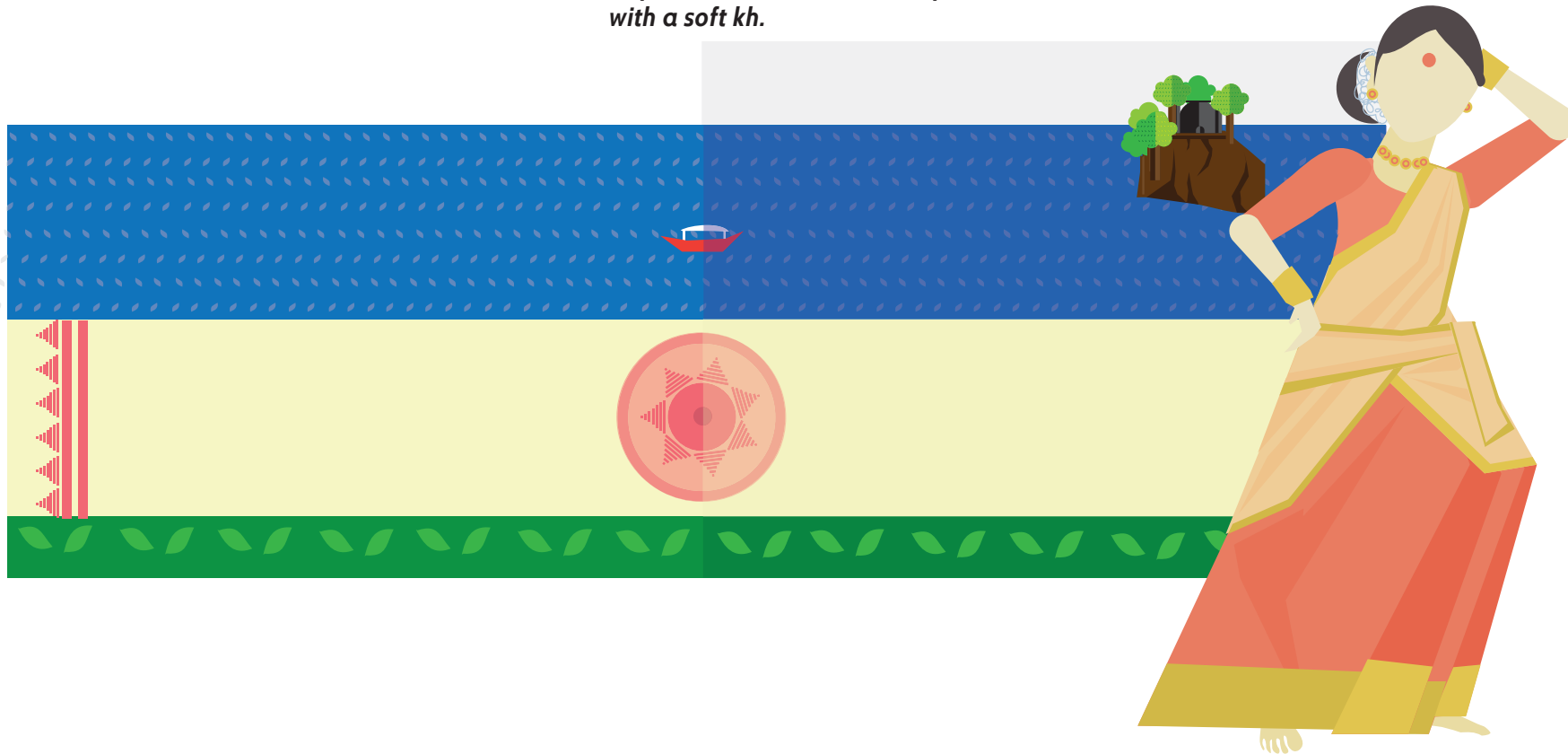
- 1) Nomoskaar. Ki khobor apunaar?
- 2) Ahisu dei.
- 3) Pani agilas dino ne baru?
- 4) Muk xohai korok! Ei manuh kitai mur pise pise ahise!
- 5) Usorat Bar kot ase?
- 6) Moi tumak bhal pau.
- 7) Dhanyabaad

Key Pronunciations: *Xohai is pronounced kho-haai, with a soft kh.*



Nomoskaar.

Ki khobor apunaar?



Manipuri

Spoken in: Manipur

Translations:

- 1) Khurumjari, nungairibraa?
- 2) Ising glass ama thakke?
- 3) Anakpa bar kadai dano?
- 4) Eina nang nungshiye
- 5) Thagatchari



Third Eye Tour (Skateboarding event)

Project Brief: Infographic needed for Third Eye Tour (the biggest congregation of skateboarders in India) held at Bangalore in January 2014. The key highlights of the event should be focused in numbers.

Concepts:

- The base of the infographic can be used as a skateboard deck
- Indian Element
- Using the skateboard deck as a black board

CONTENT PROVIDED

STATISTICS:

-8 Categories
-60+ skaters
-6 Day trip

-Distance Travelled:
766kms
{Bangalore - Hampi:
400kms
Hampi - Goa: 366kms}

-Two Buses, 6 Bikes

**-International skaters :
12 Different Nationalities**

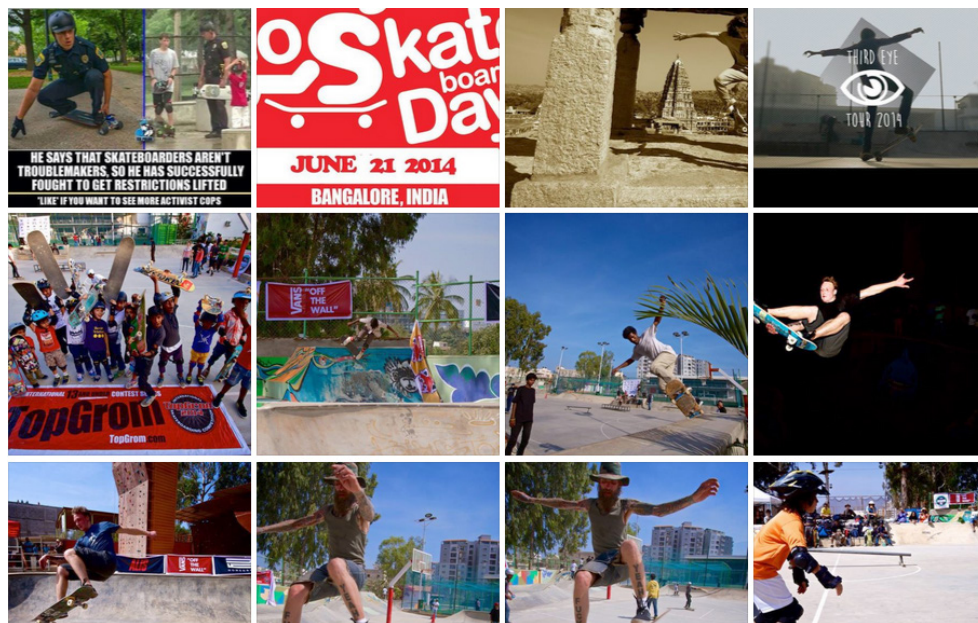
1. Austria
2. Sweden
3. Netherlands
4. Denmark
5. UK
6. Australia
7. USA
8. Switzerland
9. Finland
10. Germany
11. Norway
12. Thailand

**-Indian skaters: 10
different cities**

1. Kolkata
2. Hyderabad
3. Mumbai
4. Vizag
5. Pondicherry
6. Ranchi
7. Pune
8. Goa
9. Bangalore
10. Manali

**-Youngest skater: 6
years old**

**-Oldest skater: 46 years
old**



Since I did not have any idea about skateboarding, I looked at the reference event link (https://www.facebook.com/thirdeyeyetour/photos_stream) available on facebook. Then after getting a fair view of what it is, I started to work on the information of how it would look like.

Reference:

http://img.skatewarehouse.com/new_big/SWN8DK-1.jpg

http://www.strong-island.co.uk/wp-content/uploads/2012/11/infographic_layout_blog-500x915.png

<https://m1.behance.net/rendition/modules/9524145/disp/8cd851c2cf2b65c527a1d92e7f326c16.jpg>

<http://visual.ly/mind-koston>

<http://visual.ly/street-league-skateboarding>

<https://m1.behance.net/rendition/modules/9524145/disp/8cd851c2cf2b65c527a1d92e7f326c16.jpg>



#Version : 1

This version was a sample done with the few initial statistics. Unfortunately this was not approved due to the following reasons :

- The numbers was not focussed
- The sample statistics was taking too much of space and there was less scope of adding the whole set of statistics.
- There were two different focus points : skateboard ; background with statistics
- Since, it was live traced from the images, they were not clear
- The fonts used were too light.
- The colours used were too bright and contrasting to the elements.

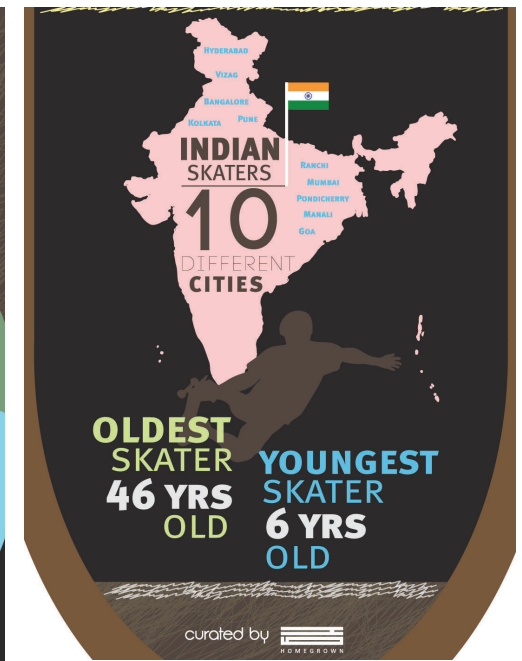
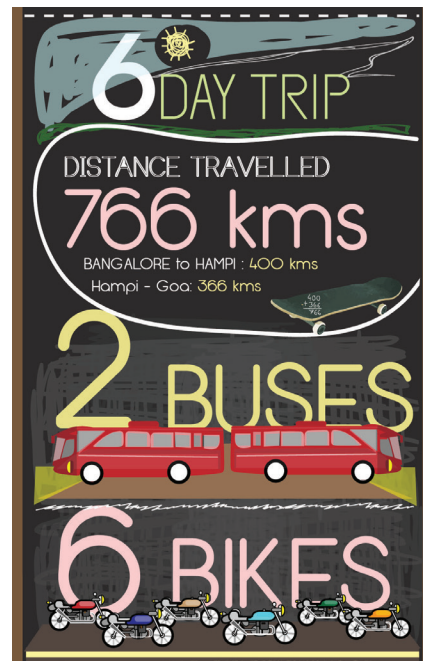


#Version 2

I tried working with the other suggested concept of combining black board style graphics over skateboard.

The inspiration of the exaggerated graphics came from the art done over skateboard wherein the artist tries to personalise the skateboarder's personality with the unique style of art form.

This version is yet to get approved and therefore it is not yet published in the website.



-Scratches like lines to show rough scribbles

-Eight rectangles to depict eight categories

-Images to show numbers of diverse participants

-Unfinished looking fonts to show the effect of chalk drawn on blackboard

- Skateboard running through the line shows the runaway track

- Illustrated bus and bikes (Enfield: to show rides as a cult)

- A little touch of chalk scibble: to show total km travelled over the illustrated skateboard

- Illustrated Globe and flags depicting the International participants

-Outline map of India to show the participants from different states of the nation

- The foreground background play to subtly differentiate between the eldest and the youngest participant and their common thread of enthusiasm and passion.

Bass Camp Festival (Music event)

Project Brief: Basscamp is now in its 12th edition this year and we would like to make a visual timeline of the key events over the years like:

- No of International headlining artists: 12
- No of local supporting acts: 35
- No of cities: 7
- No of venues: 14

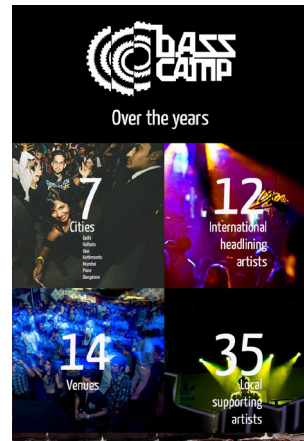
Specifications

- Keep the background black and grungy
- You could use a brick or warehouse kind of background too

REFERENCE PROVIDED

All images for every basscamp was provided including the logo





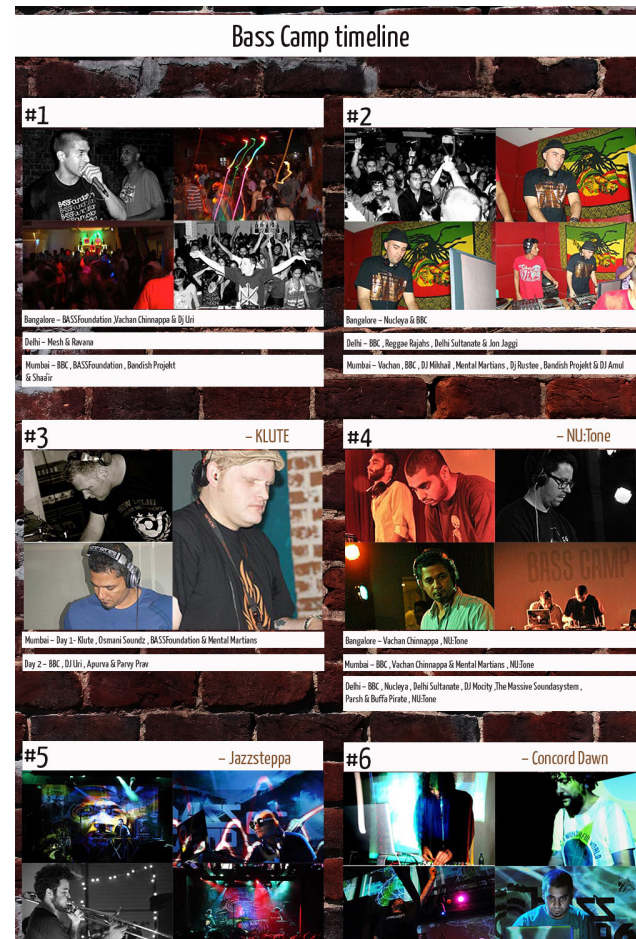
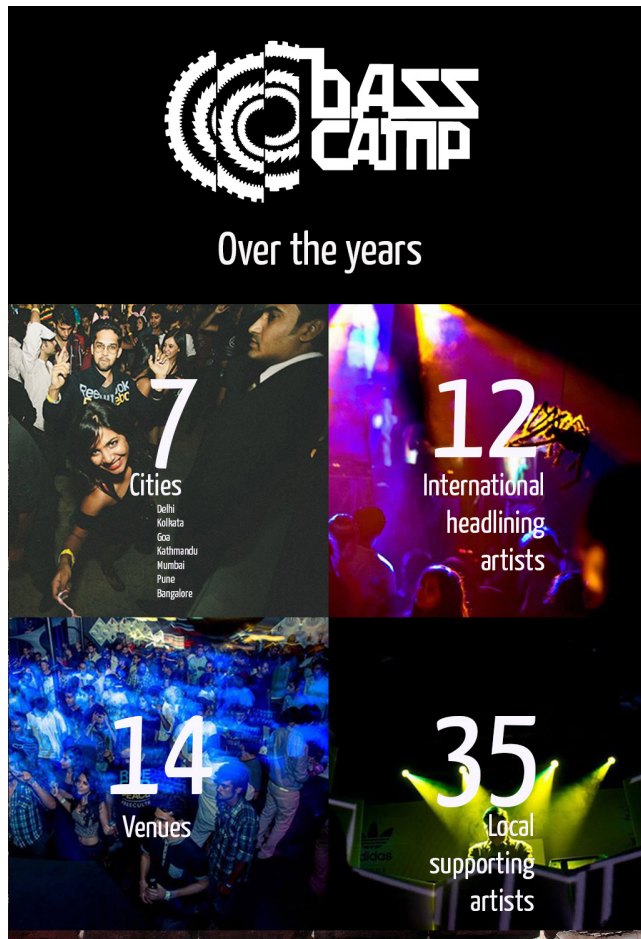
#Version : 1

Images were evenly placed in a grid.
The font was a regular body text.



#Version :2

Images were unevenly placed in a grid.
Stylised display font was used



- The Bass Camp logo was highlighted. The theme of the black background was followed throughout over the brick background which formed the base as suggested.

- White Rectangle bars were used as divisions and backgrounds for text backgrounds.

-Highlights: Leading artists Chronology of Bass camp

-Since there were many events, a two column pattern was followed

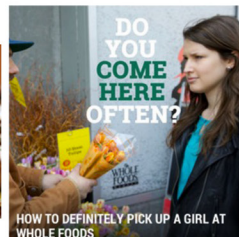
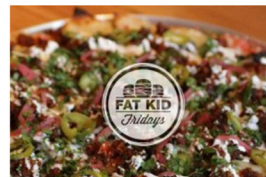
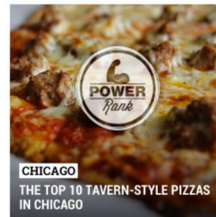
Editorial Identities

Project Brief: Editorial Identities needs to be created for the following series which will be section dividers. They need to be minimalistic icons or opaque stickers that can go over any image without hampering the look of the background image. The image with the stickers should be able to identify the genre of article:

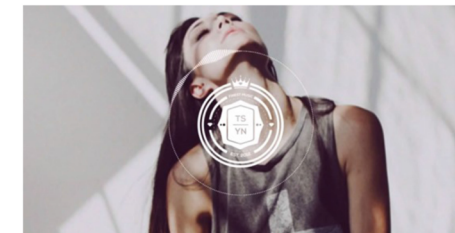
1. NAVIGATE (Travel)
2. WIDE ANGLE (photography stories)
3. HG PLAYLIST - (check out site for previous logo)
4. GEEK SPEAK (technology)
5. TASTEMAKER (Food/beverage related)
6. HG Sessions

REFERENCE PROVIDED

Editorial series References



HG playlist & HG Sessions: Can be frames or just Center artwork



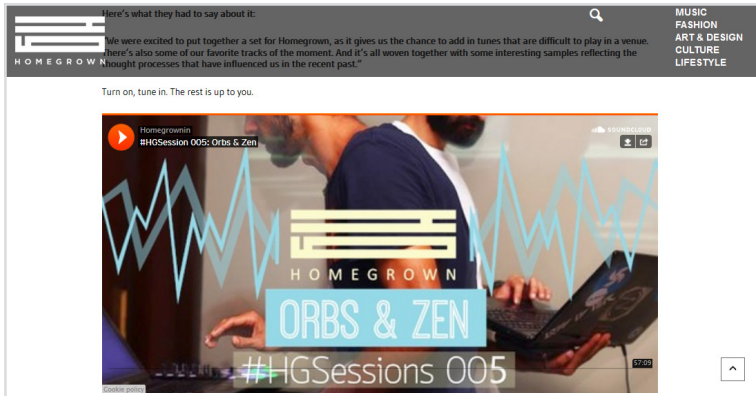
Navigate

Navigate

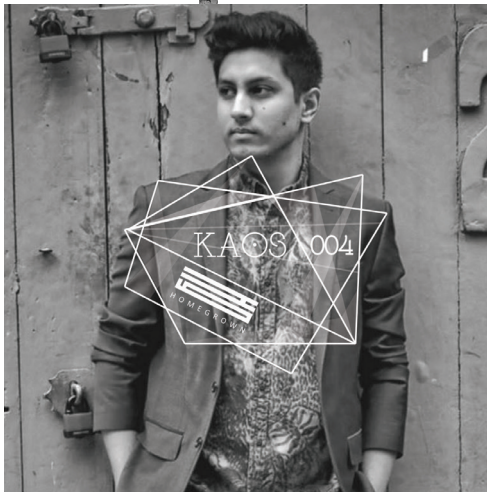


Wide Angle

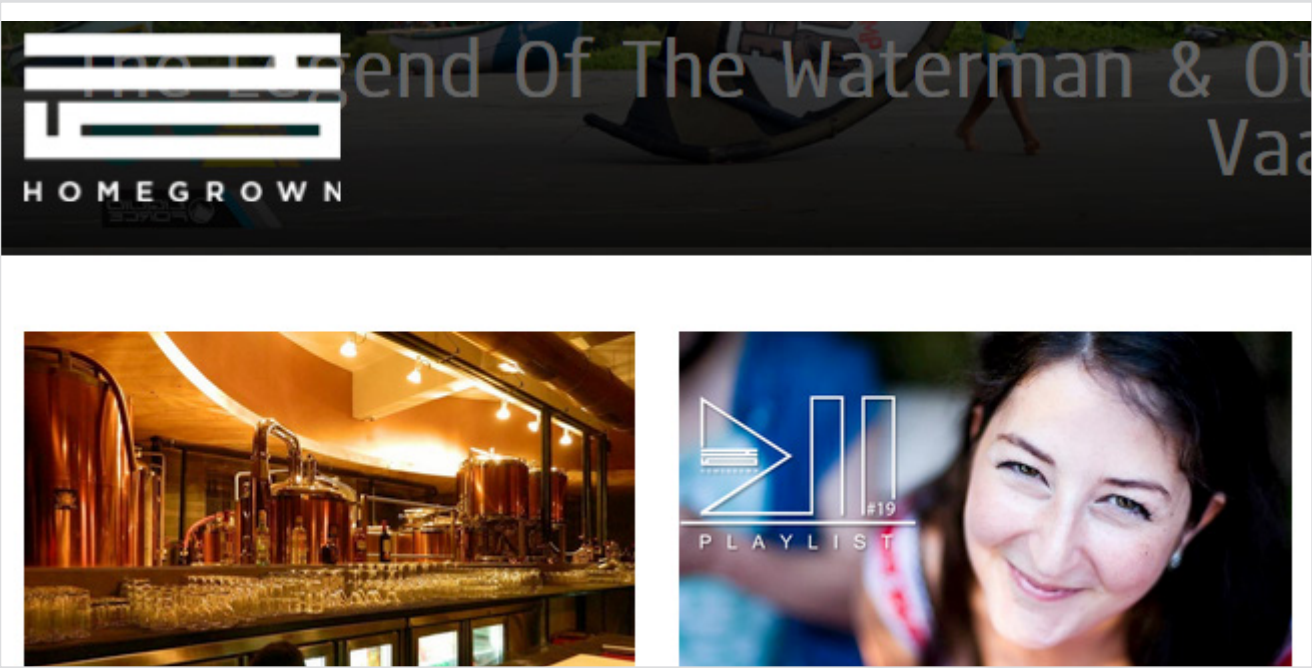




HG Sessions

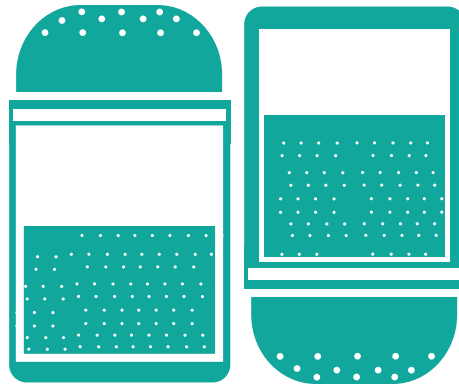


HG Playlist





Tastemaker



TASTE
MAKER



Basic Editing

The images were provided and I had to crop and place them according to the requirements.

Brazil Riots: Images were provided and had to be edited to show the contrasting emotions of people. The grand FIFA World Cup and People protesting against it.



Intern Hunt Flyer

I had to create an intern hunt flyer which matches with the theme of Homegrown. So, I tried options in black and white.



HOMEGROWN
INTERN
HUNT

We are looking for
interns in spaces of :

design

*Writing
and
Social
media*

If you are interested, mail us at
contact@homergown.co.in
with the subject line -
Homegrown Intern Hunt



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INTERN
HUNT

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