





To create powerful storytelling for businesses and here we are, working with some of the top global brands, solving their business communication problems like our own.

We're located in Bangalore but our clientele is from all over the world. Perhaps, the biggest names in the Corporate universe. This includes 4 of the world's top 10 technology companies, 2 of the world's biggest fast-food chains, 2 of India's top pharmaceutical companies, and 3 of India's most recognized banks.

1

In sky farm you could use the most safe soil and water to culture your vegetable.



In sky farm you could harvest the most fresh vegetables and cook with them.

2

3



If arranged effectively, 200m<sup>2</sup> of roof could serve about 80 people with fresh vegetables.



4

More than 45.3 billion m<sup>2</sup> roof is wasted, which could easily keep more than 400 million of people away from starvation and produce 660 thousand tons of Oxygen.

5

In many places of the world, sky farm is becoming the most important method of afforestation of a city.

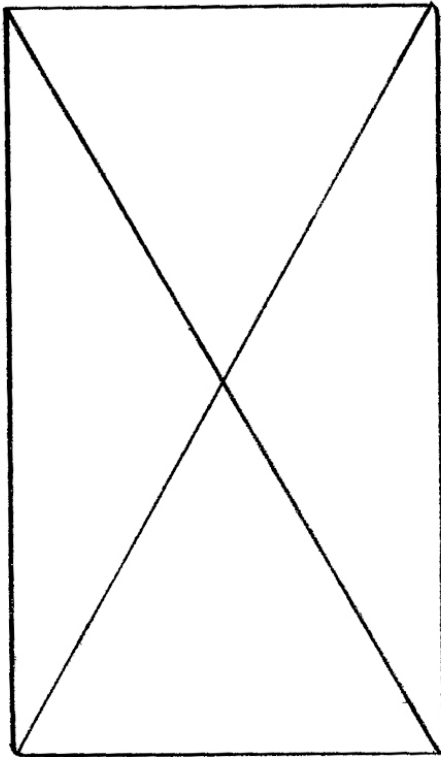


# Warm-up Assignment

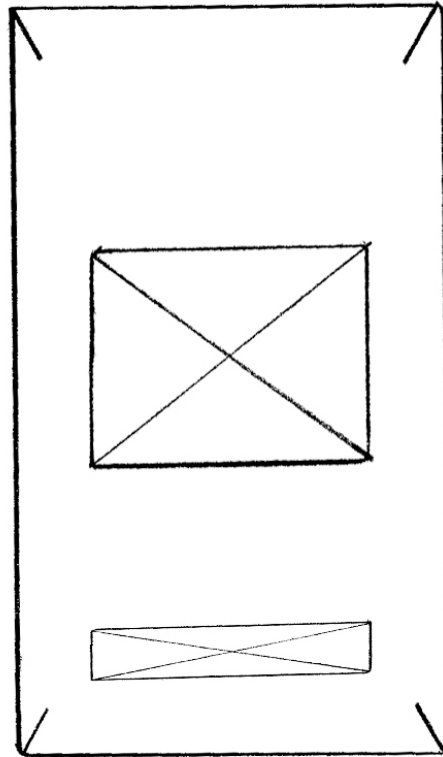
Design a brochure with illustrations on Sky Farming (Data provided)

# FUTURE LOVE 2050

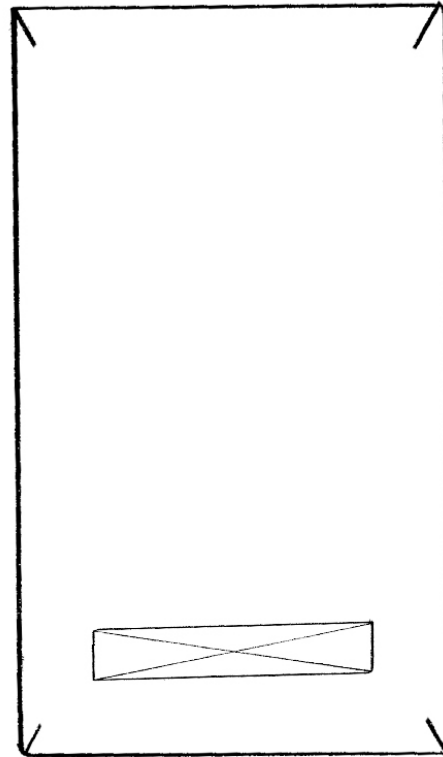
Future Love 2050 also known as FL2050 is an upcoming Game Strategy Design company that creates, produces, and publishes digital entertainment content across multiple game consoles, PC broadband and mobile units.



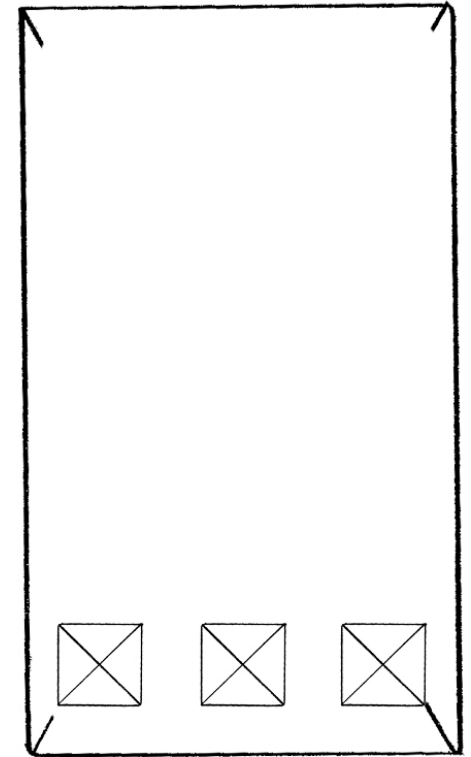
The provided Platform



FL2050 logo stays and loading animation continues



Loading animation which appears on the screen if needed



The three options (Back option, Quit, Next) which appears on the screen through Bezel swiping

FUTURE  
LOVE  
2050

FUTURE  
LOVE  
2050

Loading ...

Loading ...





Day Mode

Night Mode



36 x 36  
Pixels



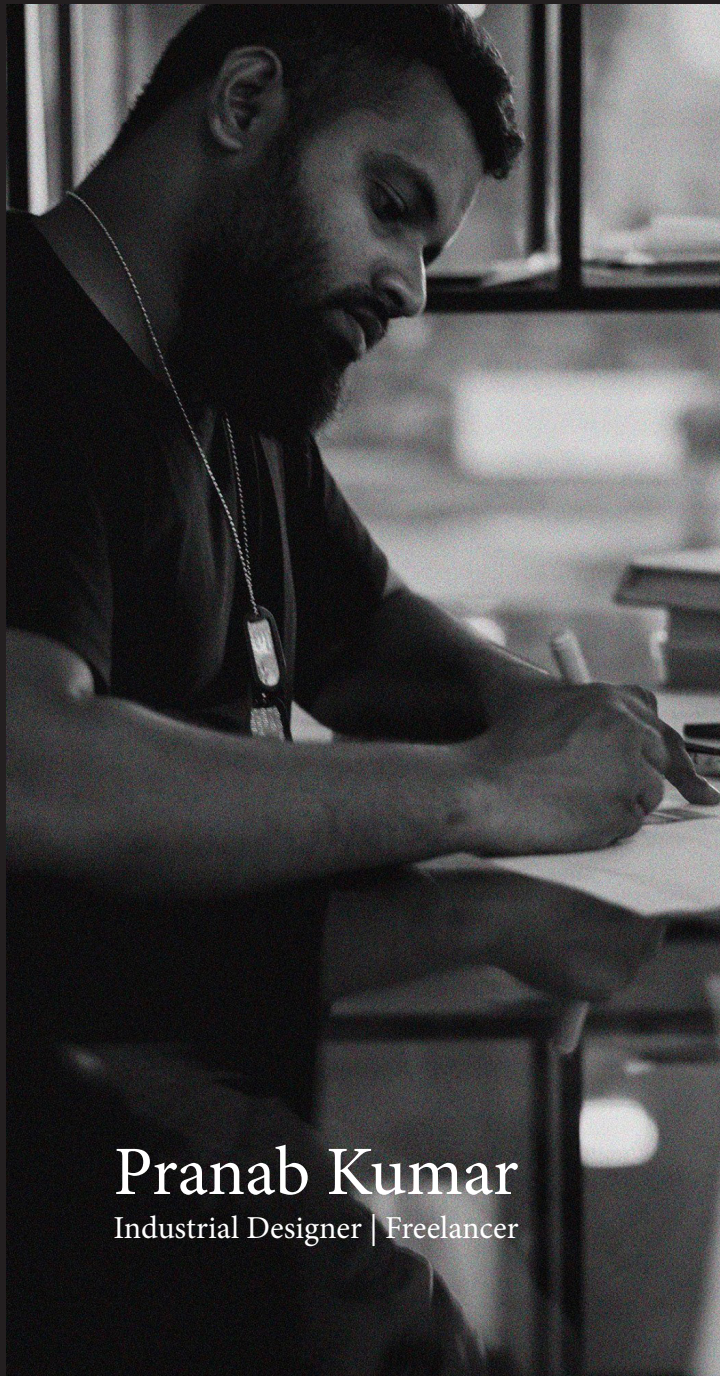
48 x 48  
Pixels



72 x 72  
Pixels



96 x 96  
Pixels



**Pranab Kumar**

Industrial Designer | Freelancer

Pranab Kumar is an industrial designer cum freelancer who came up with the pretty cool design concept named Sony Alpha 16. Unlike all DSLR and mirrorless cameras from Sony Alpha series, the concept Alpha camera shows off a stylish, futuristic appearance design expressed by slim form factor, a combination of straight lines and smooth corners and metallic front panel. Meanwhile, multiple optional colors maximize the compatibility for different personal preferences.

## Sony Alpha 16

captures the essence of your day. from a walk at the park to a night out. The compact camera is the result of combining the technical mastery behind DSLR and a smart phones: these high-end features together create dazzling photos. Precise photography now in your pocket just like your phone.

## Inspiration

Minimalism being the key element of this product and the smooth yet precise curves and clean finish were the most transferable traits.

## Colour & Form

Sony alpha 16 comes in different colour and finishes like wood, metal, brushed, metallic and matte available in a number of different shades of colour.

## Interface

Its user interface is easy to navigate yet powerful. The manual feature has an easy access drop down menu which gives you the full control to capture the beauty in every scene at your precision.









