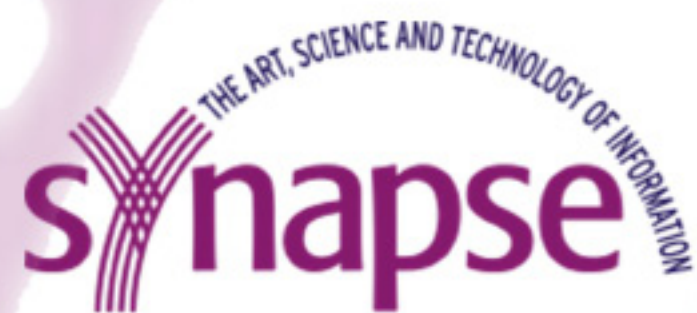






Summer Internship
Project Report
May- June 09

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Visual Communication
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Acknowledgements

I take this opportunity to thank Mr.Gaurav, Director, Synapse for providing me with this opportunity to work with him.

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

About Synapse

Synapse is an information agency that partners with clients to solve their business problems through information based initiatives.

How it Works

We are particular about the process of interacting with clients and delivery of work because unless we stand for something, how we will work.

There are almost 40 people work there in different project group. The family members of Synapse are Visual juju, txtcontxt, dotahead, Zaki etc.. So there are like 8 sections. Which works unitedly and happily under one roof.

In main Synapse office according to clients the project sections are divided, like Zaki works on creating paintings as they supply paintings as per the order.

My work

I was appointed in Project 3 where mainly they were working on HP printers, Microsoft, and Share Khan.

For HP printers, the task was to create sale in electronic shop where other gadgets are available. We had to create idea for need of printers so that its selling rate increases and the market for printers rises.

In the other projects of Microsoft and Share Khan I had to create comic illustration for there home purposes which were used within the office.

Following is the table explaining about my contribution in the projects done at Synapse

Project	Objective	Deliverable	Process
HP Printers sale at large format in retail stores	Increase need for printers Increase footfalls to the Printer Section	Conceptulization Print based Mock-ups Scribbles for result layout Icons	1. Research 2. Best Practices 3. Identifying 4. Creation Mock -ups 5. Presentation
Internal Communication for Microsoft (Road show)	To increase registration for the roadshow	Set of four electronic mailers	1. Collecting the references 2. Drawing the illustration
Internal Communicatio for Microsoft (Strategic Meet)	To provide respite during a highly involved serious strategic meet	Poster	1. Collecting the references 2. Drawing the illustration

Following table was prepared which guided us how to gain the tasks of selling HP printers in shops like Staples and Croma serially.

The problem for decreasing the sale of HP printers because there functional reasons have reduced. Now a days soft copy is more in demand. So what new design ideas can be brought in different section and how new needs can be built up are given below.

1. Printer section Space

Placement not connected to functional needs.

Currently isolated.

Shift the positions:

Place next to devices like camera/mobiles/laptops to establish linkage.

The differentiation between models should be obvious and user-centric.

Re-categorize printers based on user needs:

Can be categorized for documents/photographs.

Based on audience:

Students/Family/Profession

2. Lack of branding on shelves

Create stronger HP presence among other printers.

LFRs are not communicating printers as something of home use.

Highlight printer section not as

office stationary section but at par with camera or laptop sections.

Printers seen as immobile devices since popularity of laptops

It's no more 'cool' to have a printer.

Re-design a few models for the home users.

Add more jazz to existing designs.

3. Demonstrate ease and communication

Get your device and get a print out

Click your photo within Croma store and get a print out. Create experiences around various occasions:

Mother's Day, Valentine, Independence Day etc

Communication literature around:

Create jargon-free, easy to comprehend product literature. Demystifying printer jargons related to decision-making and maintenance related.

Non interactive product experience

Demonstrate new capabilities such as:

T-shirt transfers

Photo Printers: USB Transfer

Stickers

Labels

Use for Professionals

Building new needs:

- Invoice/Bills/Receipts
- Distribution has made it a commodity
Pitch the latest models/designs like multi-utility printers.
- Redesign model designs
- Price factor: Supply/maintenance
- Place cartridges next to relevant models.
- Perceived maintenance hassle
- Offer free services:
- Servicing and demonstrating 'How to replace

cartridges': At residence

- Periodic Servicing: At residence

Use for Students

- Building new needs
- Print notes and study material
- Print e-books at half the cost.
- T-shirt/CD stickers

Recast present needs:

- Last minute emergency: be organized and survive to save the day.

For families: Do it yourself

- Building new needs:
- Tickets and travel
- Recipes
- Address books
- Decorate your house with posters (Occasions/Interests)
- Greeting/Invitation/Wedding cards
- Letterheads
- Visiting Cards
- ID Photographs
- Family/Friends memorable photographs
- E-mails
- Fitness/medicine schedules
- Marketing lists
- Financial records, Labels for kids/



CULTURAL STUDIES
PURUNENTACHIM FESTAM

There are several feasts of provision
being celebrated in God. Though
the feasts have nothing to do with
provisions, the timing of the feasts
and the large vendors with
pull attract stock from the same
excess stock dominate the scene
resulting into other people
buying again. They celebrate the
and holy spirit at the Holy
Cross of Quipem. The
Village of Santa Cruz. The
choice for quality of food
fish. A good choice of Salade

CAN'T READ FRIENDS HANDWRITING?

ASK THEM PRINT IT.



Photos which
fit in your pocket



Following were the prototype ideas based on that table.

Unique layout and convincing concept were designed.

The left image is the poster made for students and the above image shows ad for families.

What if your
daughter's imagination...

Was the secret
to your success?

Nickelodeon Movies
Presents

**Imagine
THAT**

hp
invent

PARAMOUNT PICTURES AND NICKELODEON MOVIES PRESENT A BONAVENTURA PICTURES PRODUCTION
EDDIE MURPHY "IMAGINE THAT" THOMAS HADEN CHURCH NICOLE KILMER RONNY COX AND
MARTIN SHEEN MUSIC BY MARK MANCINA COSTUME DESIGNER RUTH E. CARTER EDITOR DAVID MORITZ PRODUCTION DESIGNER WILLIAM APPELO
DIRECTOR OF PHOTOGRAPHY JOHN LIMLEY, A.S.C. EXECUTIVE PRODUCERS KIMBLE PRODUCTIONS PRODUCED BY LORENZO A. BONAVENTURA ED SULLIVAN
WRITTEN BY ED SULLIVAN & CHRIS NANTHESON DIRECTED BY KAREY KIRKPATRICK

JUNE 12

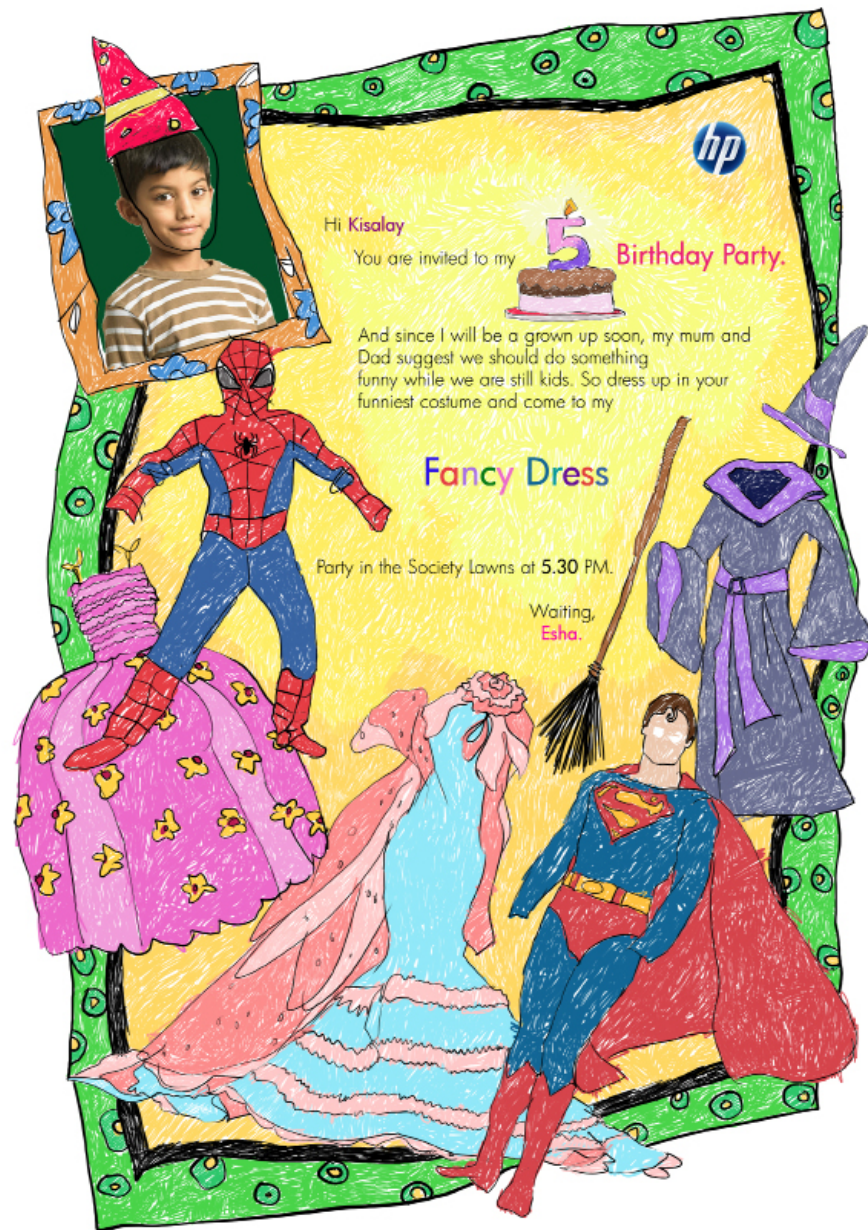
imaginethatmovie.com

PRINT MOVIE POSTERS, AS YOU LIKE IT.

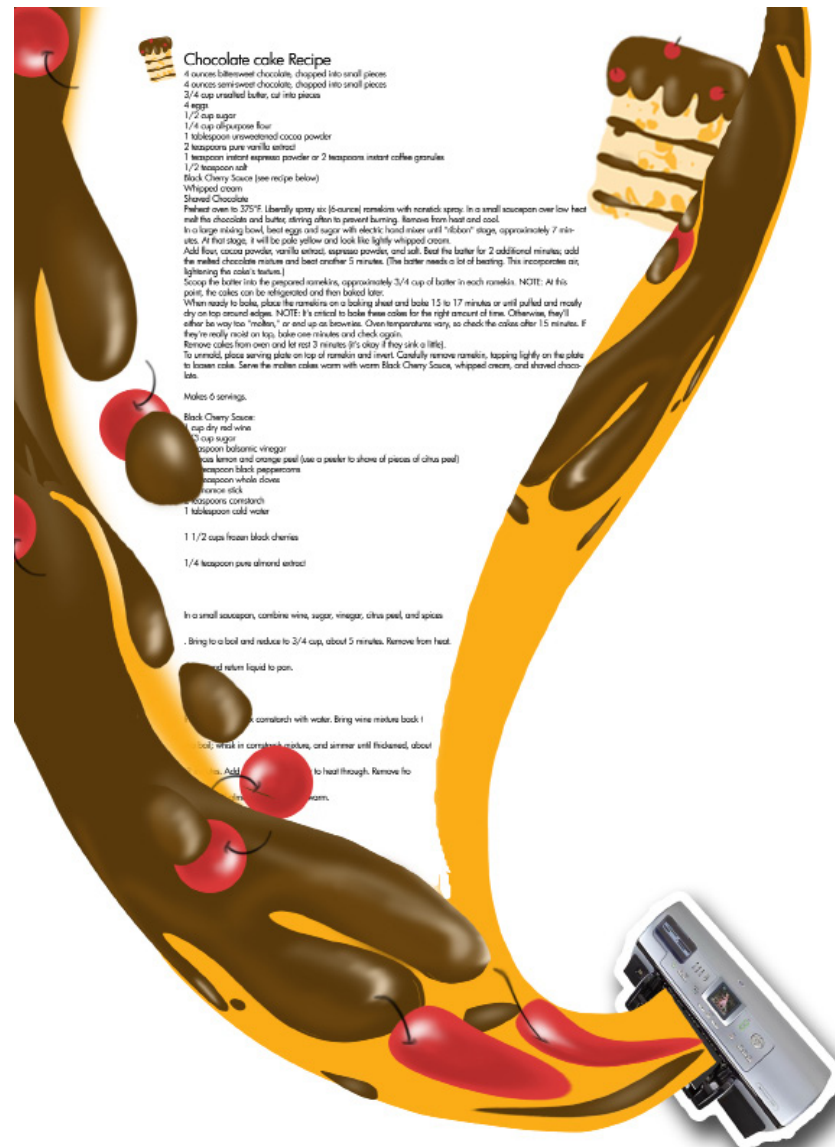
hp
invent

FANTASTIC 4
RISE OF THE SILVER SURFER

THIS IS YOUR DREAMY COPY TO SEE HOW THE DESIGN LAYOUT LOOKS, READ IT & ENJOY THE LAY OUT THE TONIGHT SHOW AND LATE NIGHT WILL RETURN WITHOUT WRITERS SUPPLYING JONES. JUB SAID THE DECISION WAS SIMILAR TO 1988, WHEN JOHNNY CARSON BROUGHT BACK THE TONIGHT SHOW TWO MONTHS INTO A WRITERS' STRIKE.



The above image is the birthday invitation card, the concept is that is card is printed using HP printer. (new need target family)



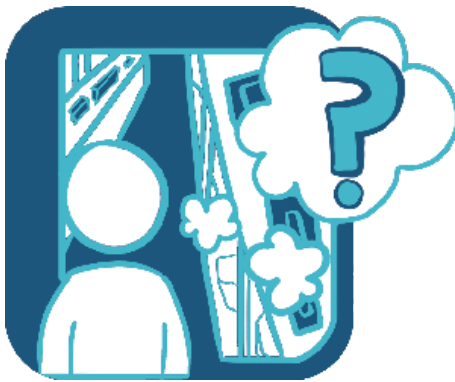
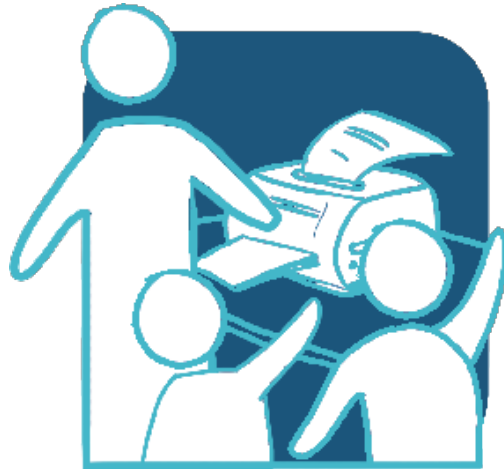
The above image is the recipe print, the concept is that the house wife will use Hp printers for saving tere unique recipes of food.



The above image shows the flags used for the printer section.

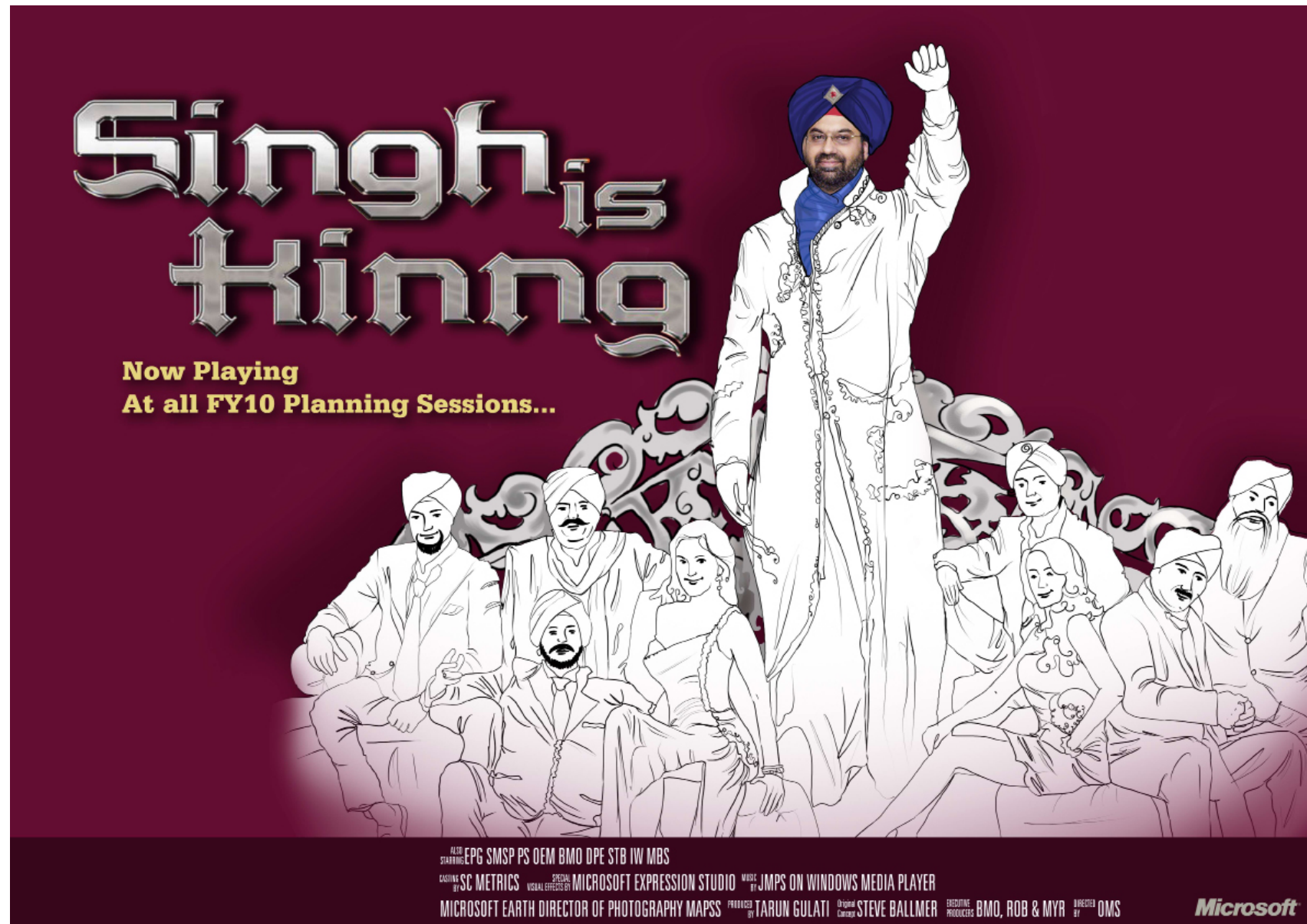


The above image shows the poster which is placed on the floor at the beginning of the store.



These are the icons designed for HP printers
Presentation.





The above illustration was created for inside house of Microsoft



There are 3 comic illustration done for inhouse of Microsoft.



My Learnings

I did my inetrnship for one month and worked in 3 different project where I did different style of illustration mainly using digital medium. I did research of sale of HP printers and accordingly did ideation to increase its sale.

It was new experience working professionally and proving ads which were realistic.

Also did icons for the presentation of HP Printers, which I did it for first time.

So in short spam got to learn many things.