

GOD

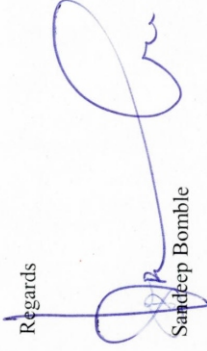
To,
IDC
Department of Visual Communication,
Indian Institute of Technology
Mumbai – 400076

Dear Sir,

We are pleased to inform you that Mr. Sachin Jadhav (05625008) has successfully completed 30 days of training at GOD. We would be glad to inform that he has been a keen learner, his skills as a budding art director is laudable and his performance has been outstanding during his tenure with us. Besides his fine communication skills, he has shown an interest by coming up with bright ideas, which have been a great use to the organisation.

We wish him luck for a bright future ahead!

Regards



Sandeep Bomble

Summer training

at



Visual Communication Project I

Sachin Jadhav

05625008

Industrial Design Centre, IIT Bombay

July 2006

Content

Acknowledgment
Introduction
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Project handled
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Acknowledgement

I am grateful to Mr. Sandeep Bombale and Mr. Roy (founder member of GOD) for giving me an opportunity to work at GOD advertising agency.

I would like to thank all the people of God who became good friends

I am also thankful to all the Professors of IDC and Dr. Ajanta Sen who inspired and guided me at every stage.



Introduction

GOD (Gang of Designer) is an advertising agency, which design the concept according to the clients requirements with creative mind.

Creative Art Director :
Mr. Sandeep Bombale
Mr. Vedobroto Roy

Gang Of Designers! That's what the two-year-old Mumbai based ad agency, Palasa, is now calling itself, which is more into pint media.

GOD plans to delink its direct marketing and media divisions both of which were operating as units within the agency till now and run them as separate entities, servicing work for both GOD and other agencies.

The agency has clients, including Gili, Mercury, IT Brand Circle, Sprint CDs, Voltas Corporate (on a project basis) and STAR One, for which it handles 'The Great Indian Laughter Challenge'. It claims to have expanded its business to include a production house, a suiting brand and a publishing house.



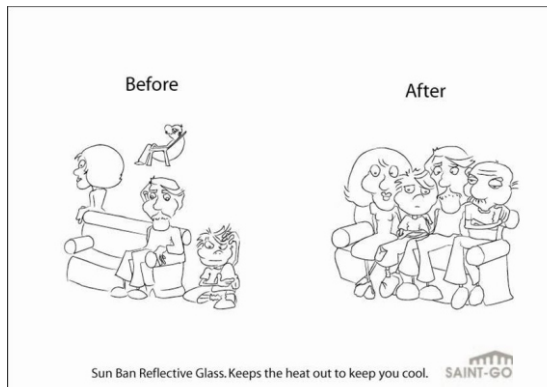
Project handled

Saint Gobain

Minawala jewelers

Reliance

Mobile crèches



Saint-Gobain

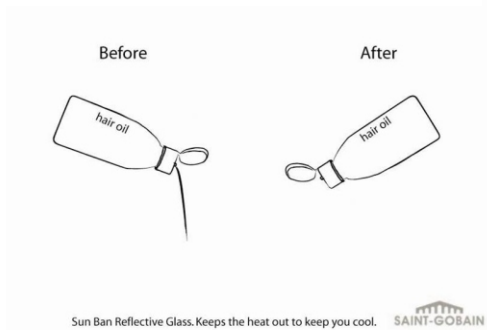
sun –ban reflective glasses

Brief –

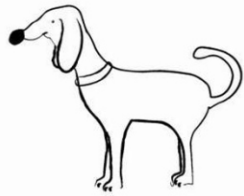
It saves electricity

It makes room cool

The first assignment I worked upon there was based on these brief, I had to design concept for sun –ban reflective glasses and it should be humorous with only line drawings. So I had illustrate ideas with line drawing and tried to be more define with it to clear the concept as easy as possible.



Before



After



Sun Ban Reflective Glass. Keeps the heat out to keep you cool.



Before



After



Sun Ban Reflective Glass. Keeps the heat out to keep you cool.



Before



After



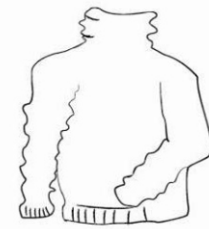
Sun Ban Reflective Glass. Keeps the heat out to keep you cool.



Before



After



Sun Ban Reflective Glass. Keeps the heat out to keep you cool.





Mobile creches and organization

which work to uplift the lives of construction worker children and to educate them.

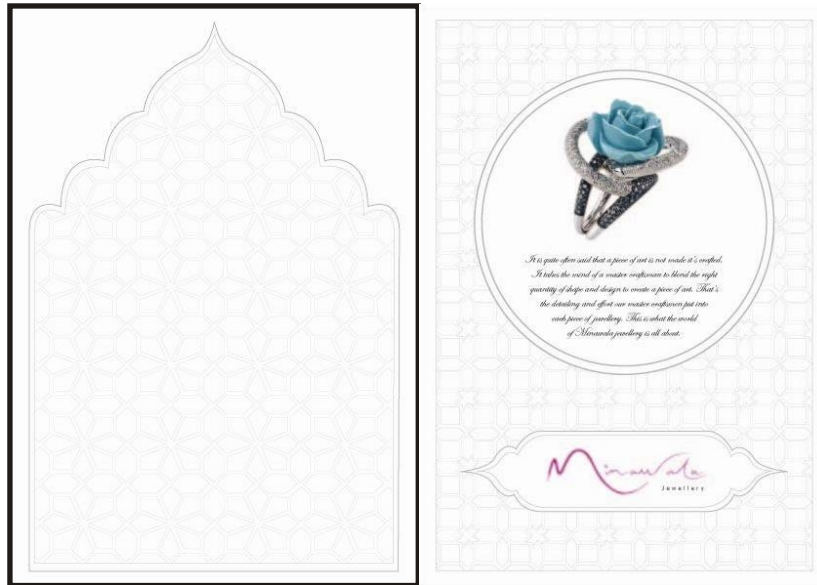
Brief -

It should be symbolise construction worker life..

To design Logo of Mobile creches was not an easy task to work upon.

According to brief, it was difficult to portray the life of worker in the logo. But with the help of director and proper brainstorming I came up with these logo.





Minawala Jewellery

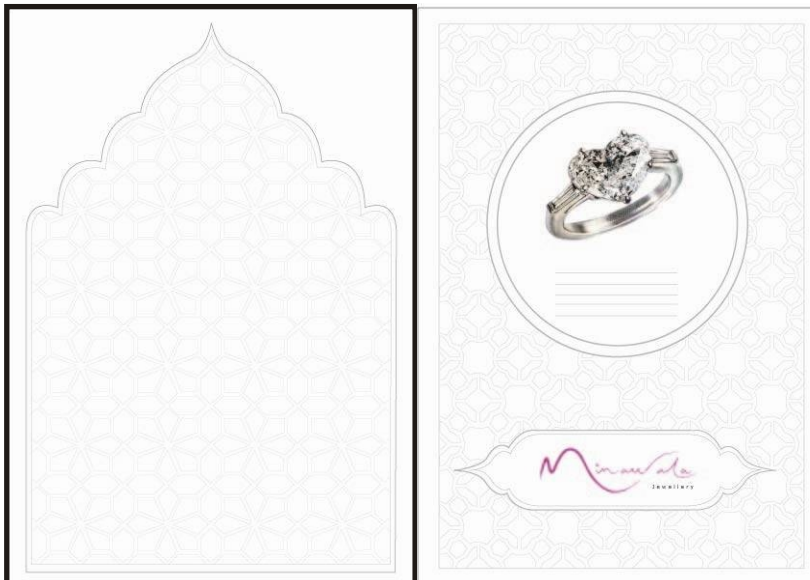
It's a Handmade Jewellery

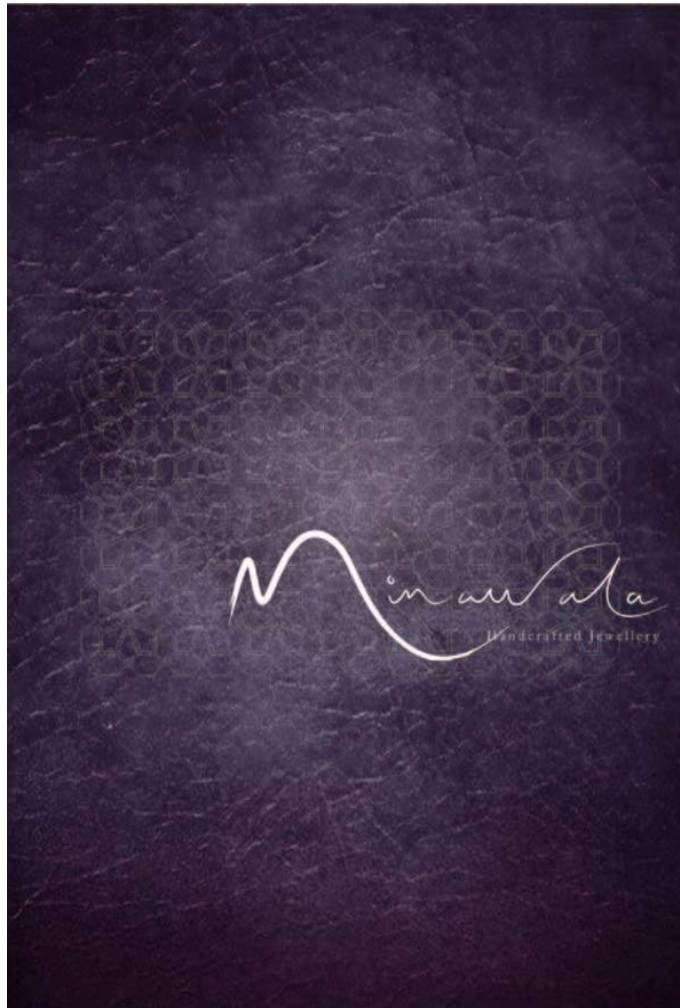
Brief -

It should look like rich and attractive

It should have fill of Handmade Craft

To design leaflet and hoarding is one of the new and nice work for Minawala Jewelers. While studying their product we had noticed that the product need the old look which will improve its real beaut and we decided to try to use more handmade things with the jewelery such as carved doors, wooden blocks etc. We carved these all design on paper for leaflet.





Leflette



Hording

Do you believe in the concept of a Credit card ?		
Yes	No	
Do you own a Credit card ?		
Yes	No	
What credit card do you own?		
ICICI	Citibank	HDFC
HSBC	SBI	Any other
What is the service provider?		
Master Card	Visa	American Express
Why don't you own a credit card?		
Interest Rate too High	Can't afford	
Inadequate Information	Any Other reason	
Why do you need a credit card?		
Shopping	Dining	
Emergency	Any Other	
Do you know how to utilise all the benefits on your Credit Card?		
45 – 50 days credit limit	Insurance	Other
Rewards	Tie-ups	
What kind of a company would you believe in if you wish to purchase a Credit Card?		
A Friendly Company	A Powerful Company	
A Multinational Company		
Do you think a Credit Card is useful?		
Yes	No	
What credit limit would you prefer on your card?		
25000 – 50000	50000 - 75000	
75000 – 100000	100000 and above	
What does a credit card mean to you?		

Survey on Credit Card Holder

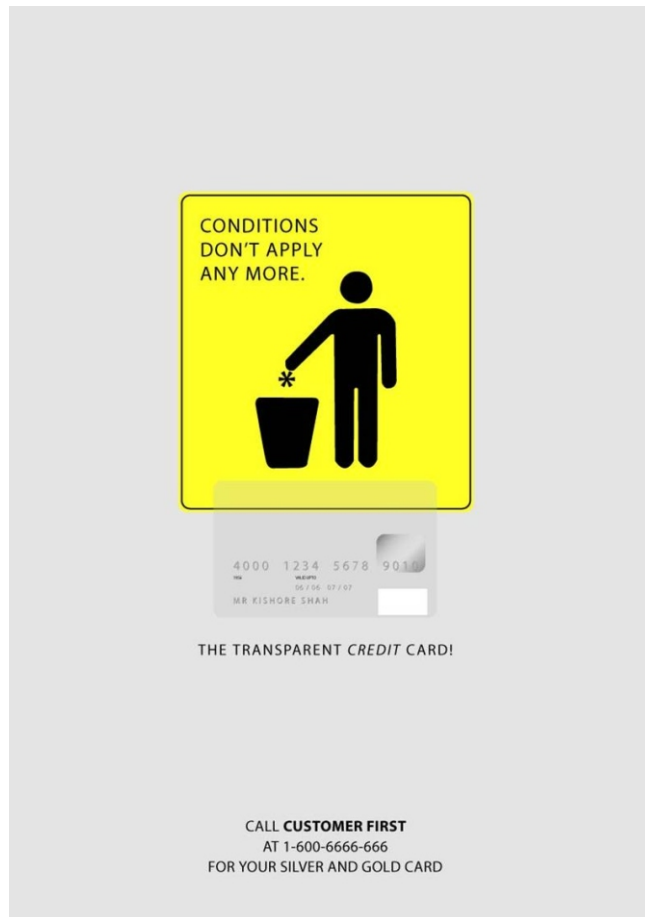
Reliance Credit Card

To design credit card for the Reliance was challenging because we had to promote our idea very effectively while competing the other advertising agency. The process start with the user study abt the credit card from which w got to know that most of the people believe on a transparent company to purchase a credit card.

After his stage we brainstorm to come up with unique idea about the credit card and the finalized idea was that to design one transparent card which is not yet seen in the market.

The other thing is to how to advertise the credit card? For that I design one signage in which showed person throwing asterisks. As asterisks is used to denote the "condition apply" so that poster clearly said "no more asterisks!! no more conditions".

I have design several poster to promote the transparent card.



Poster



Teaser



NO MORE ASTERISKS



THE TRANSPARENT CREDIT CARD!

• On your first transaction of just Rs. 2000/- get a RIM cell phone free • No annual fees • No hidden costs • No fine print • No surcharge on petrol • 5% cash-back on every purchase
• 50 days interest-free credit • Life Insurance coverage • Credit Shield • No surcharge on utility bills • Toll-free number • 24 hour customer care • Widely accepted • Invest in mutual funds



NO MORE ASTERISKS



THE TRANSPARENT CREDIT CARD!

• On your first transaction of just Rs. 2000/- get a RIM cell phone free • No annual fees • No hidden costs • No fine print • No surcharge on petrol • 5% cash-back on every purchase
• 50 days interest-free credit • Life Insurance coverage • Credit Shield • No surcharge on utility bills • Toll-free number • 24 hour customer care • Widely accepted • Invest in mutual funds



NO MORE ASTERISKS



THE TRANSPARENT CREDIT CARD!

• On your first transaction of just Rs. 2000/- get a RIM cell phone free • No annual fees • No hidden costs • No fine print • No surcharge on petrol • 5% cash-back on every purchase
• 50 days interest-free credit • Life Insurance coverage • Credit Shield • No surcharge on utility bills • Toll-free number • 24 hour customer care • Widely accepted • Invest in mutual funds

Conclusion

Working under creative art director of GOD, was good experience I have ever had as I learned the things which clarified my way of thinking when it is related with user and the way of problem solving in case of using print media. This internship at GOD developed my interaction with people and the medium which I rarely used to come out with ideas.