

## Summer Internship project at **Lotus Concepts**

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## Acknowledgements

I express my gratitude to Lotus Concepts and **Mr. Omkar Mulgund** under whom this project has been done. Lotus concept showed faith on my capacity as designer and gave me full freedom for exploration.

I would also like to thank all the other teammates with whom I enjoyed working under critical conditions too.

And lastly, I would like to thank all the professors at IDC from whom I am learning details of design which, helped me to enrich my contribution as designer in Lotus Concepts.

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## **Abstract**

In the Summer Internship project in Lotus, I got opportunity to work on ACEAGRO project under Omkar Mulgund. It is an India based Agricultural company which is famous for its export quality organic products.

There were different projects executed by me as a part of this training which ranged from CIP (Corporate identity programme) for Natural Sweetener which is Aceagro's total organic substitution for sugar, Categorization of Information and designing for web designing and Informative show reel of company for Aceagro.

While working in Summer internship project I learnt other related areas of design such as handling corporate clients and their comments, and giving my best in deadlines.

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## I. Introduction

The following sections serve as an introduction about Lotus Concepts, the person behind it and how I came across this Internship at Lotus Concepts.

### About the Lotus

Lotus Concepts is, foremost, a design studio. Diverse backgrounds coverage perfectly into a company, that provides a full range of design and multimedia services for business, education and entertainment. Lotus is a quality driven, open-minded creative team of people who are enthusiastic about what they do.

Lotus Concepts is formed to meet a growing need within the business world for reliable creative associates, delivering corporate and promotional design that is pure, practical, and effective.

### About the founder

Founded by Omkar Mulgund, student of Abhinav kala Vidyalaya Pune, Lotus Concepts is a start-up founded about 2 years back and from the start Lotus, slowly but steadily getting a grip onto the business under the able leadership of Omkar Mulgund and his team. Lotus started giving solution for design problem at root level, but getting boost from that now Lotus is dealing international market.

Lotus and Omkar Mulgund both gave me freedom to do things on my own. They showed great faith in me, that helped me to analyze project and problem solving methods. Having this kind of freedom and great atmosphere of working definitely increased my capacity learning.

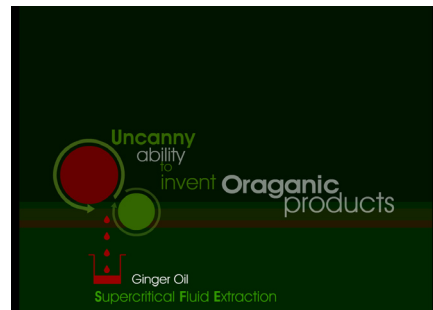
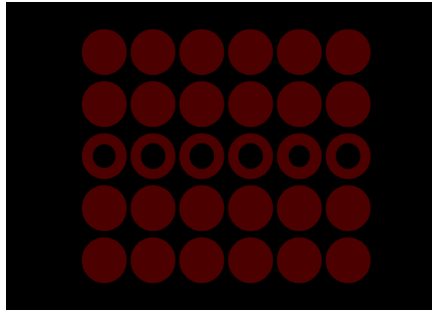
## Projects I did in Lotus

I got opportunity to show my skills in up coming major design project at Lotus - Aceagro. Aceagro is agricultural based company which only produce organic products all over the world.

Aceagro will soon launch a new sugar substitution product - Natural Sweeteners in international market which is totally organic and healthy too. I designed Corporate Identity for Natural Sweeteners.

Aceagro is a big agricultural company, which has collaborative projects and industries with the local organizations. So Aceagro wanted a show reel which can describe what actually is aceagro with their clear approach towards the sustainable environment. I also worked on that show reel.

A brief description of all the projects is detailed out as a part of this report.



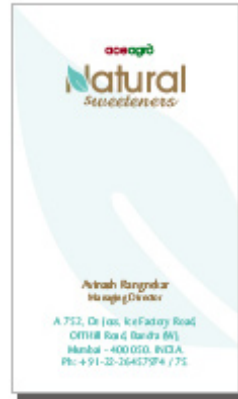
## 2. Introductory Motion Graphic

As Aceagro is an agriculture based international company. Aceagro is one of big suppliers of SFE (Supercritical Fluid Extract) in world. Their SFE is basically raw material for many organic and artificial product. These many fluids, need so much accuracy and structure in process, so as designer in web designing.

The categorization of all the information in web design of Aceagro Supercritical Fluid Extract was a great task, as it includes processing of fluids, history of spices, information of all fluids and their raw materials, benefits, other groups under Aceagro, assurance of neutrality, own research and development center, India as main source of all spices-herbs, quality and importance of nature in our life as it is the core of all.

Our aim while working on this project is to maintain a simplicity in look and feel to retain interest while browsing as viewer, may get irritated due to excess of information or may just loss interest in one look due to cluttered layout structure.

option 1



option 2



option 3



### 3. Logo Design for Natural Sweeteners

Aceagro will soon introduce the new sugar substitution - Natural Sweeteners.

I worked on CIP design (Corporate Identity Programme) for Natural Sweeteners. This product will be totally organic and healthy, even for diabetic person. It is made up of Stevia leaves, which has 200 to 250 time more sweetness than artificial sugar. It is also effective for weight conscious people.

At the start I worked on three option which has feel of stevia and the organic in it.

Aceagro has goodwill in International market, they inclined to introduce Natural Sweeteners under that aceagro tag. As Aceagro has quite contrast colors in logo, it initially created a problem for Natural Sweeteners's logo. But placing Aceagros logo in small size solved that problem in some sense.

I used shade of green- almost sap green in final logo to give distinct identity apart from other competitor brands as many of them have fresh leaf green in their brand logo. I also worked on Spread leaves which is quite similar to actual growing position of stevia leaves.

The multicolored same logo might create reproducing problem so that was skipped.

In the letterhead and envelope I used the spread leaves as repetitive element which act as reminder.



selected option

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## Learning by Doing

Working in the design organization is totally different kind of experience. The whole experience of working in Lotus taught the most crucial part of designing field - the time. I learnt to utilise maximum productive time in this Summer Internship. Satisfying client is demands in given time and enrich design as per their command is another tough task. In the corporate world the deadline is last solution for all questions.

I also learnt to handle superchunk of information and divide it in other chunks so, formed pattern of information can give better meaning and reader can simply go through the all information, just like wire circuit. Sometime adding and removing information can create go flow for reader's understanding.

Apart from actual design learning, I got to know about 100% organic substitution for Sugar, which is in practise from late 1890's. Japanese people are quite familiar with organic sugar. Now big brands like Pepsico, Cocacola started use of organic sugar under the tag of diet products. It was nice experience to go through all history, researched and practise of Stevia crop products.

I got opportunity to apply, what I learnt in the 1st year of Masters through the projects.

These projects improved my understanding that will definitely increase my capacity to handle new projects in future.

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