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ACKNOWLEDGMENT

"I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to **"GROFERS"** for their guidance and constant supervision as well as for providing necessary information regarding the project & also for their support in completing the project.

I would like to express my gratitude towards **"My Parents & IDC"** for their kind co-operation and encouragement which help me in completion of this project.

My thanks and appreciations also go to my **"Colleague"** in developing the project and people who have willingly helped me out with their abilities."

Internship/P1 at :



As a Communication Designer



Grofers is an on-demand delivery service that connects consumers with local stores. **Founded on December 27, 2013 by Albinder Dhindsa, Saurabh Kumar.** Grofers has raised \$166.5 Million till date after 3 rounds of funding by Softbank, Sequoia Capital and Tiger Global.

Source : wikipedia

TASK

Main project :
Experimental Typography

Also worked on :
Movie Making
Graphic Design

Experimental Typography (Brief)

Grofers gave me a verbal brief on the main task first day. I asked to write **“Grofers”** with original Products(those are Delivered by Grofers daily). Separate artwork for each category like Fruits and vegetables, Bakery products, Electronic, Cosmetics and baby care.

Note:

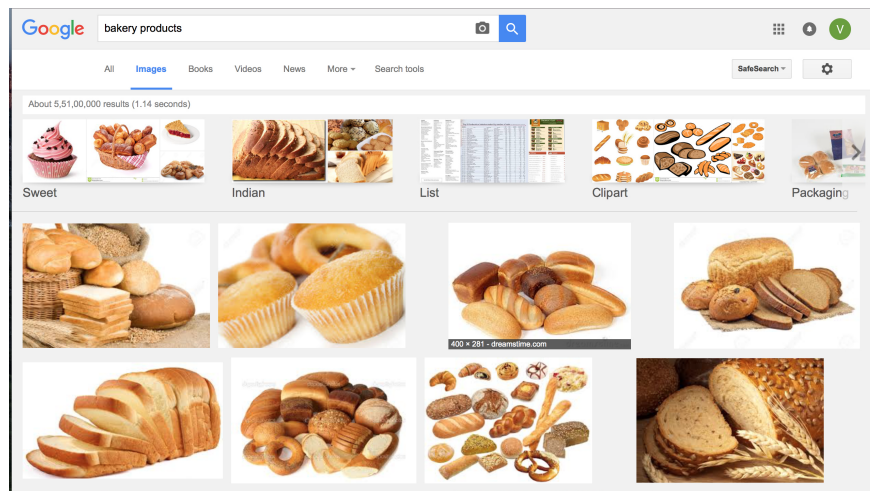
But I have to find products those are looked like Alphabets. I can't create or edit, minor editing was allowed but it shouldn't be noticeable.

Experimental Typography (Work flow)

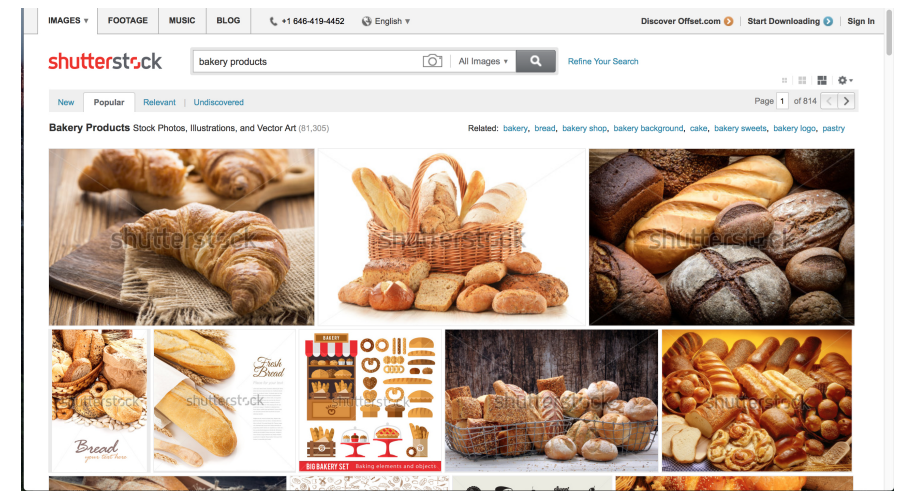
- Finding Images on Google.
- Finding possibility for editing.
- Search for High Resolution Images on “Shutterstock”.
- Final Output

Image Sources :

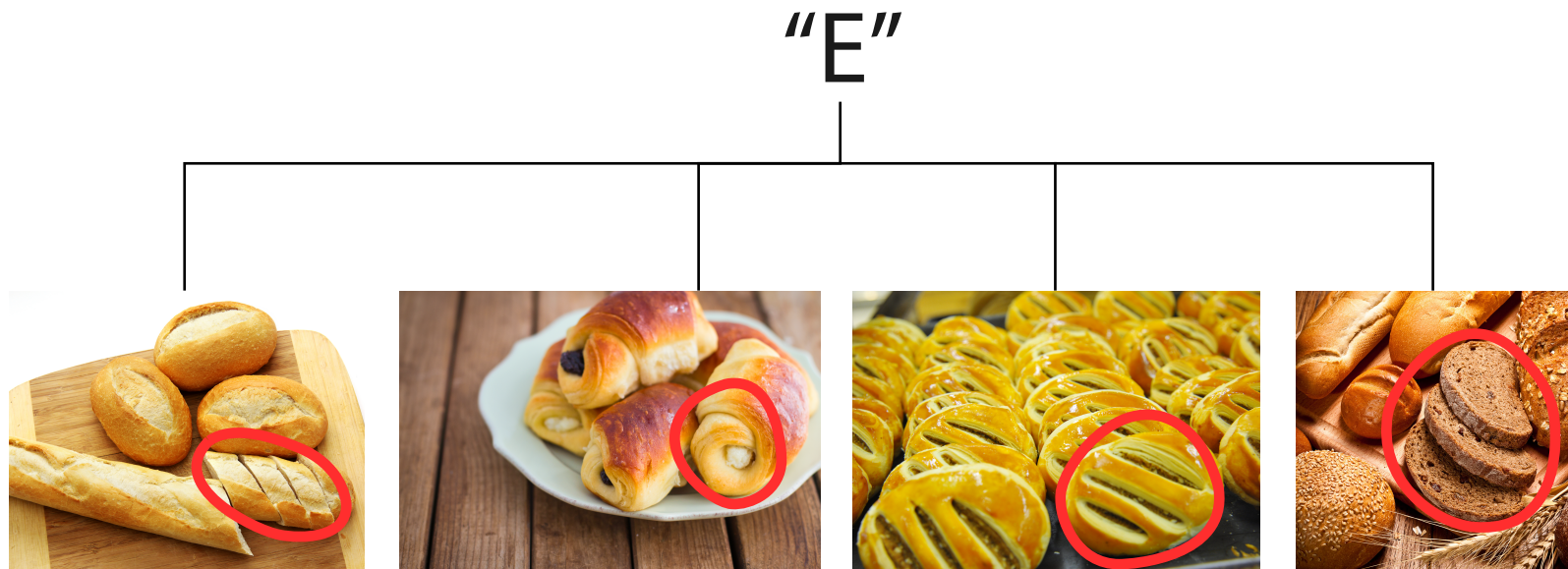
● GOOGLE IMAGES



● SHUTTERSTOCK IMAGES



OPTIONS



I had lots of options for one alphabet sometimes but most of it was with “E” and “O”. For other Alphabets I had to search for days and most of the times I closed the day with nothing.



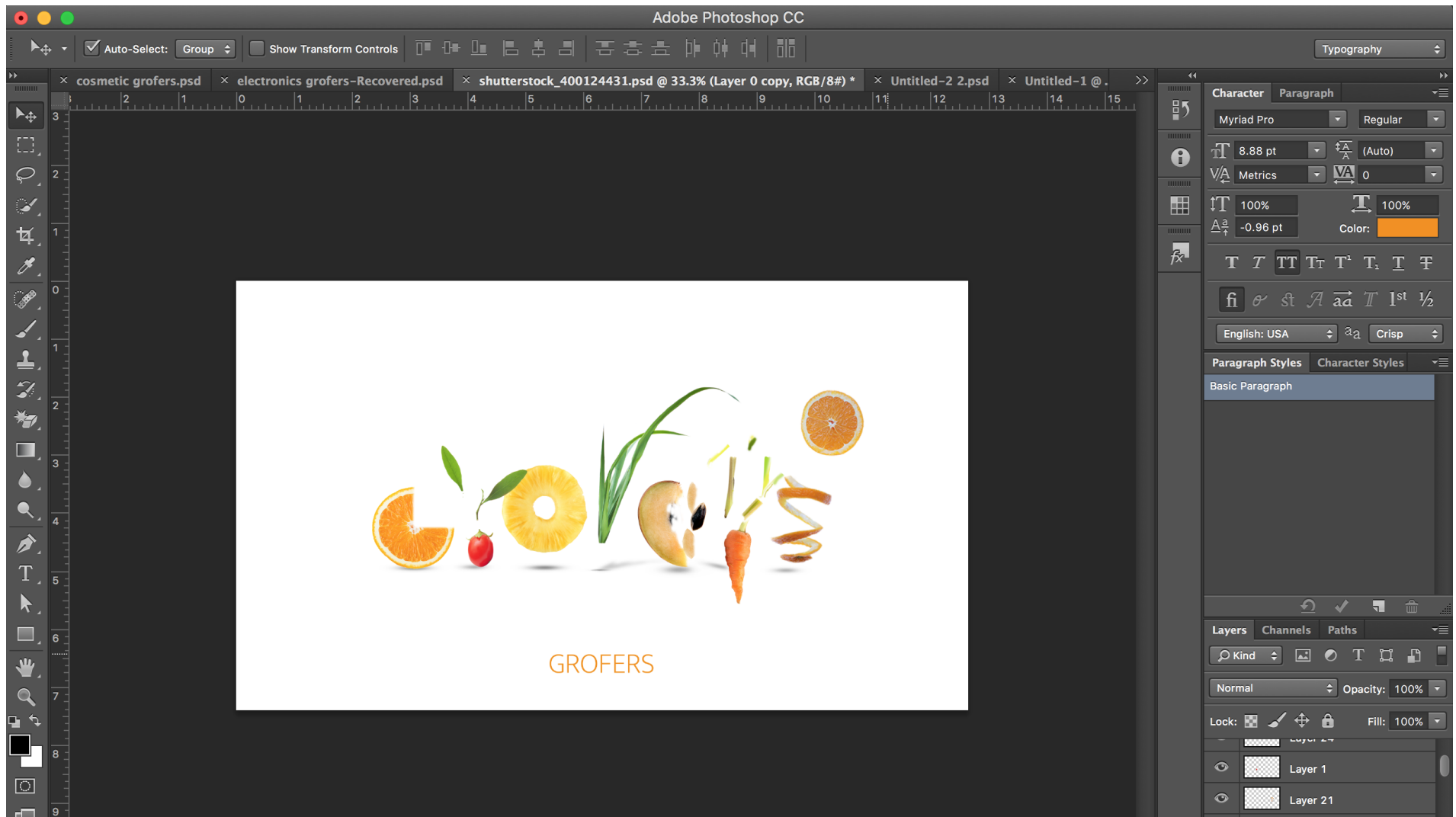
FINAL WORK



GROFERS



GROFERS





I HAVE TO SEARCH ALPHABET
FROM LAKH'S AND CRORE'S OF
SIMILAR IMAGES



SOMETIMES I FOUND
WHOLE WORD



BUT MOST OF DAYS I JUST
FOUND 1/2 ALPHABETS.

GRAPHIC DESIGN

Graphic Design (Brief & Work Flow)

Brief was to make “App Banners”. They gave me a Google doc with the list of products. I had to download the products and crop them with pen tool. Font and size was predefined. I just had to place the products with discounted rates. Lay-outing & background color was my decision under the senior designer of Grofers.

FINAL WORK

OUT PUT



50%
OFF



50%
OFF



50%
OFF



30%
OFF



50%
OFF



50%
OFF



5%
OFF



50%
OFF



8%
OFF



50%
OFF



10%
OFF



50%
OFF



8%
OFF



10%
OFF



5%
OFF



50%
OFF



50%
OFF

Movie Making

Movie Making (Brief)

Short movie was written for “Mothers day”. So the subject was fixed. The idea & script was written by the copy writer of Grofers. The idea was that why we celebrate mothers-day only one day, it should be celebrated everyday because she did efforts for us every single second.

Movie Making (My role)

So my role here initially was to just observation that how to shoot a movie. But as they started shooting it I started helped with lighting and then art direction and then I shot the whole movie all over again and I also did editing part for it.

FINAL WORK



Expectations :

I was very excited to work with professionals. I wanted to know more about Idea generating in bounded time. I wanted to learn marketing strategy. I was more into learnings about how industry works. I expected to learn more about art direction - camera handling - script writing.

Learnings :

I was expected lots of learning from this internship but as time was short I learned few things I expected and some others :

Working with professionals

Idea generating

Idea presentation

Team work

Typography

Art Direction & Camera handling

Preparations for shoot (stills/video)

Thank You