

PORTFOLIO (Applied Art)

# SOURABH

Graphic Design



Typography



Drawing illustration



Animation



Photography



contact:



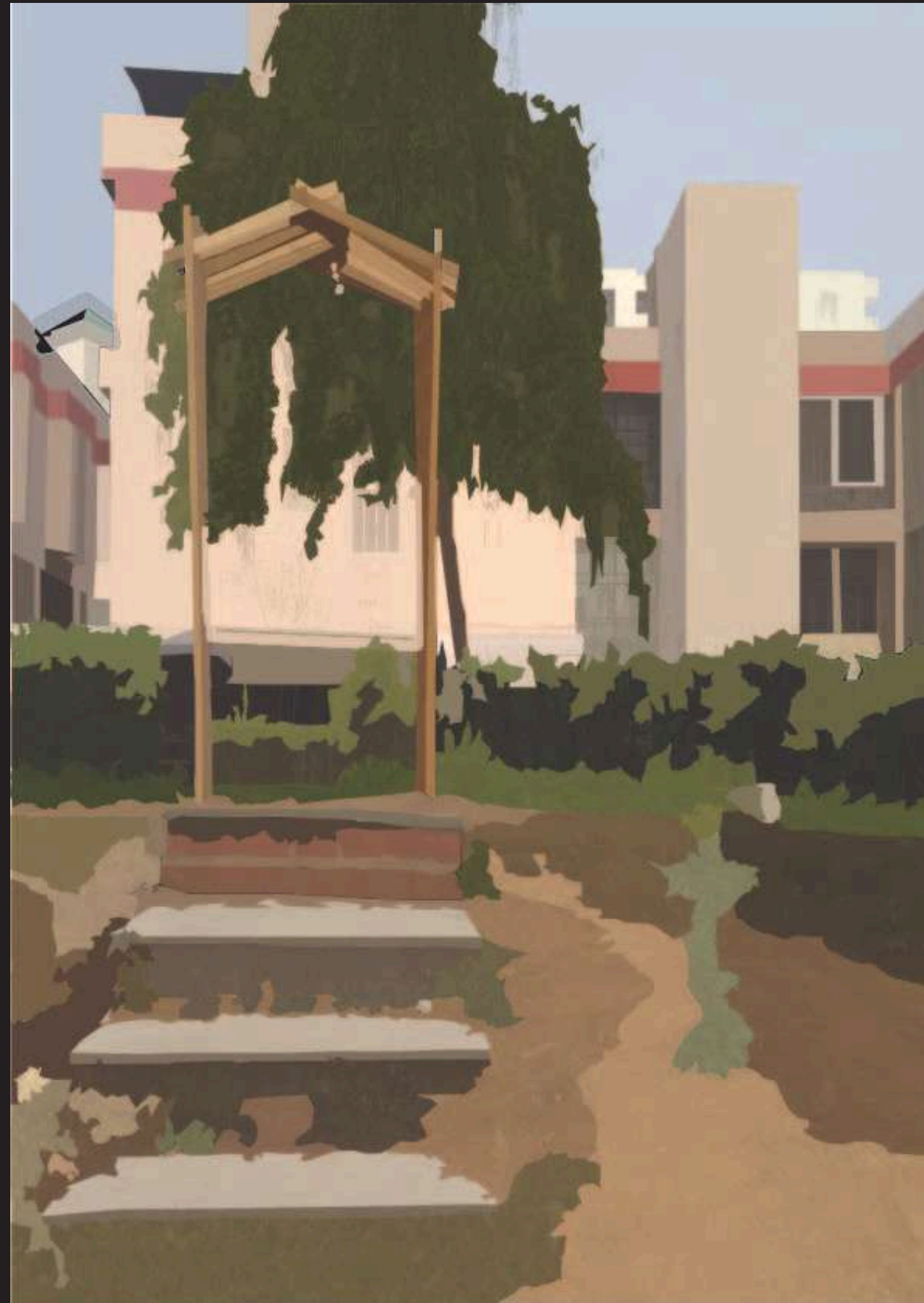
sourabhgavasker93@gmail.com



GRAPHIC  
DESIGNING



# 1. Image Tracing



# 2.Packaging



**Yellow  
Diamond**

Marketed By:  
**PRATAAP SNACKS LIMITED**  
Fact; Khasra no. 378/2, Nemawar Road,  
Gram: Palda, Indore- 452020, (M.P.), India

*fssai*

Lic NO. 10012026000308  
For Manufacturer's Lic No. ,see first three  
character of Batch No. and see the below;  
P01: Lic No. 10012026000308  
P02: Lic No. 10014071000694  
P06: Lic No. 10012043000388  
P07: Lic No. 10821999000403  
P11 : Lic No. 10421999000001

For feedback or queries, write  
(Including BATCH NO. , MFD & EXPIRY DATE)  
**The Consumer Care Manager**  
at the above mentioned marketing address.  
or email at: [info@yellowdiamond.in](mailto:info@yellowdiamond.in)  
or call us at +91-731-24377642,2437604  
Website: [www.yellowdiamond.in](http://www.yellowdiamond.in)

UNIT SALE PRICE :

NET QUANTITY :

BATCH NO. :

MFD :

EXIPRY :

10/-

**Yellow  
Diamond**

Tangy Tamato



Namkeen

**INGREDIENTS:** Rice Meal, Edible Vegetable Oil,  
Corn Meal, Sugar, Gram Meal, Spices &  
Condiments, Onion Powder, Red Chilli  
Powder, Amchur Powder, Coriander Powder,  
Ginger Powder, Garlic Powder, Tomato  
Powder, Common Salt, Acidity Regulator &  
Spices extract.

May Contains Wheat, Soy, Nut & Milk

**Nutritional Information  
(\*Approximate Values)**

Serve Size - 20 g Serving per pack: 2	Per 100 g	% RDA* for per serving of 20 g
Energy	558.5 kcal	5.58%
Protein	7.0 g	
Total Carbohydrate	55.8 g	
Total Sugars	9.6 g	
Added Sugars	4.0 g	1.6%
Total Fat	34.1 g	10.18%
Saturated Fat	14.7 g	13.36%
Trans Fat	0 g	0%
Cholesterol	0 mg	
Sodium	514.5 mg	5.14%

\*Recommended Dietary Allowance  
Recommended serving size is based on customarily  
consumed per eating by human.

An ISO 22000:2005 Certified company.

Product of India



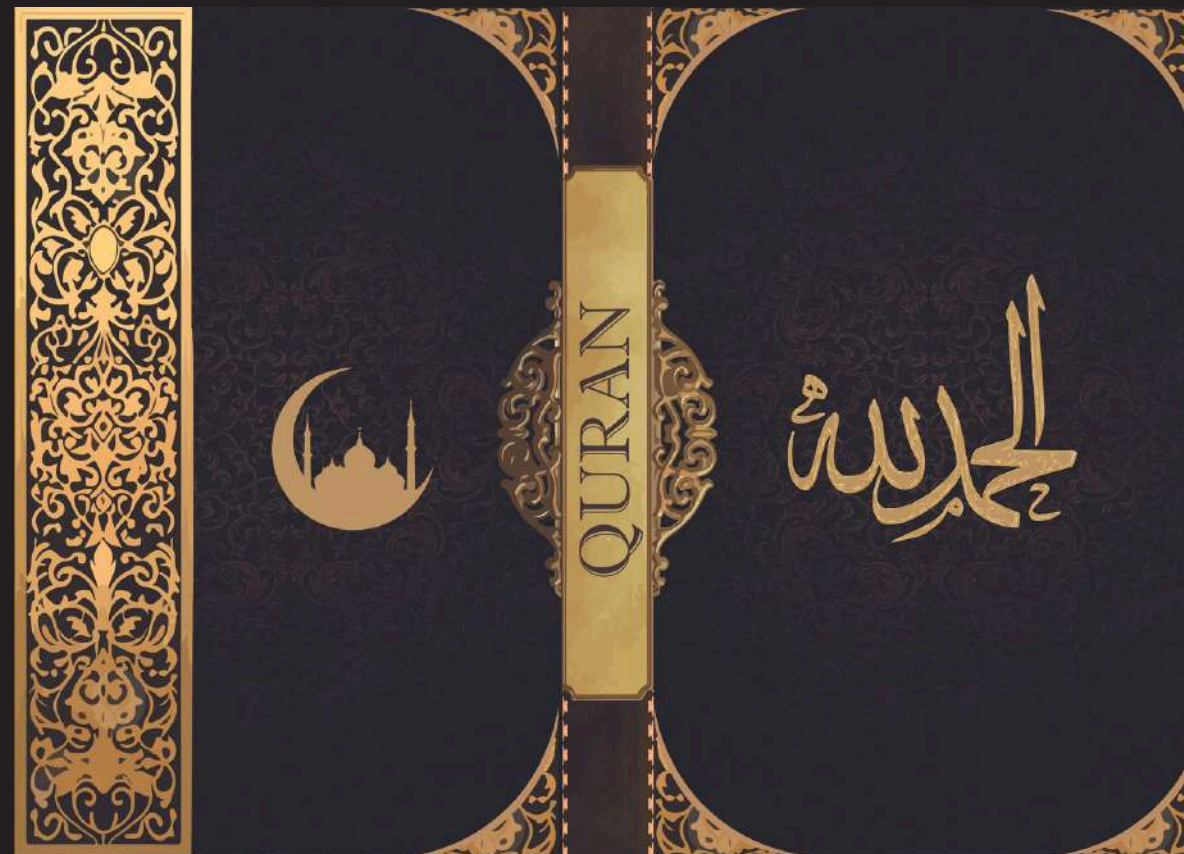
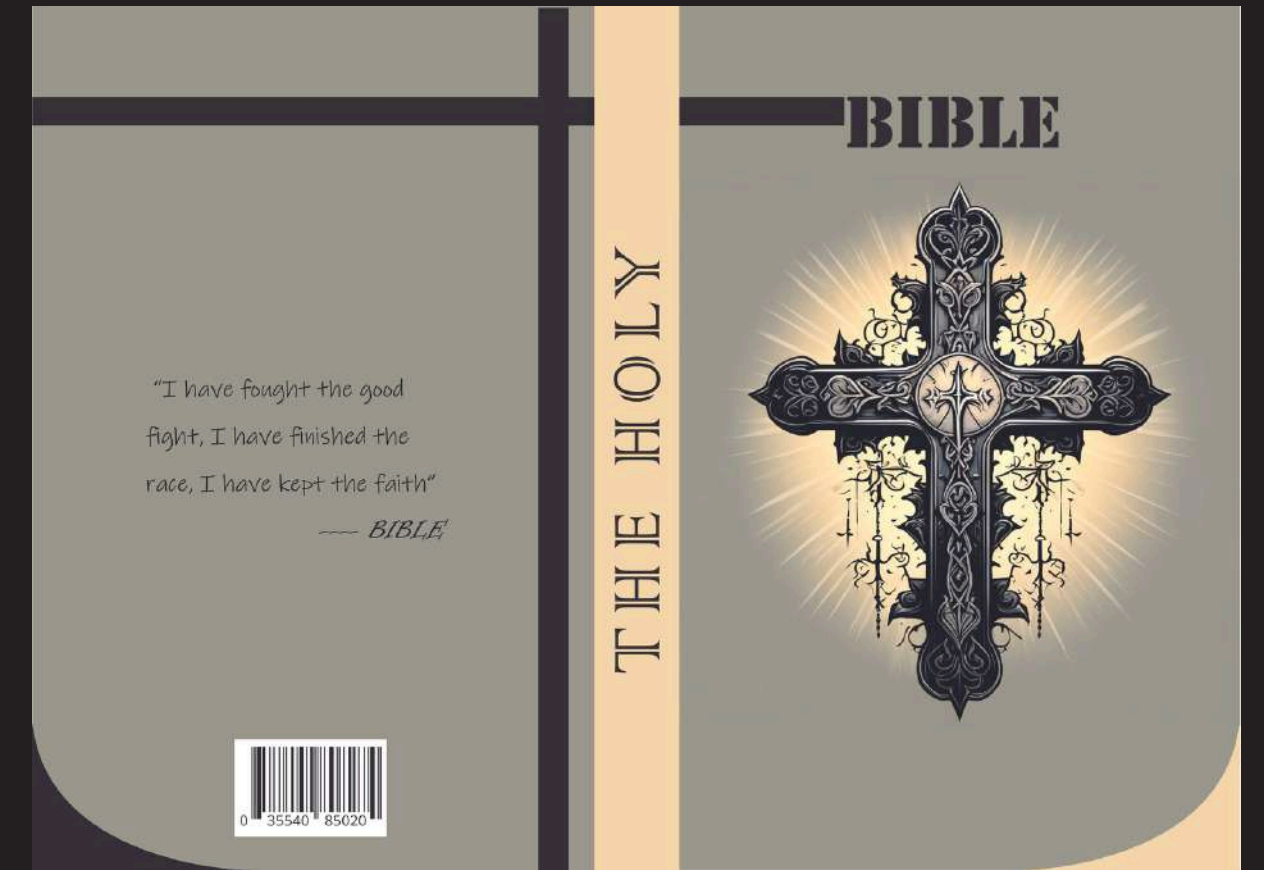
**Storage Instruction:**  
Store in a cool and dry place.  
keep away from direct sunlight.



# PACKAGING MOCKUP

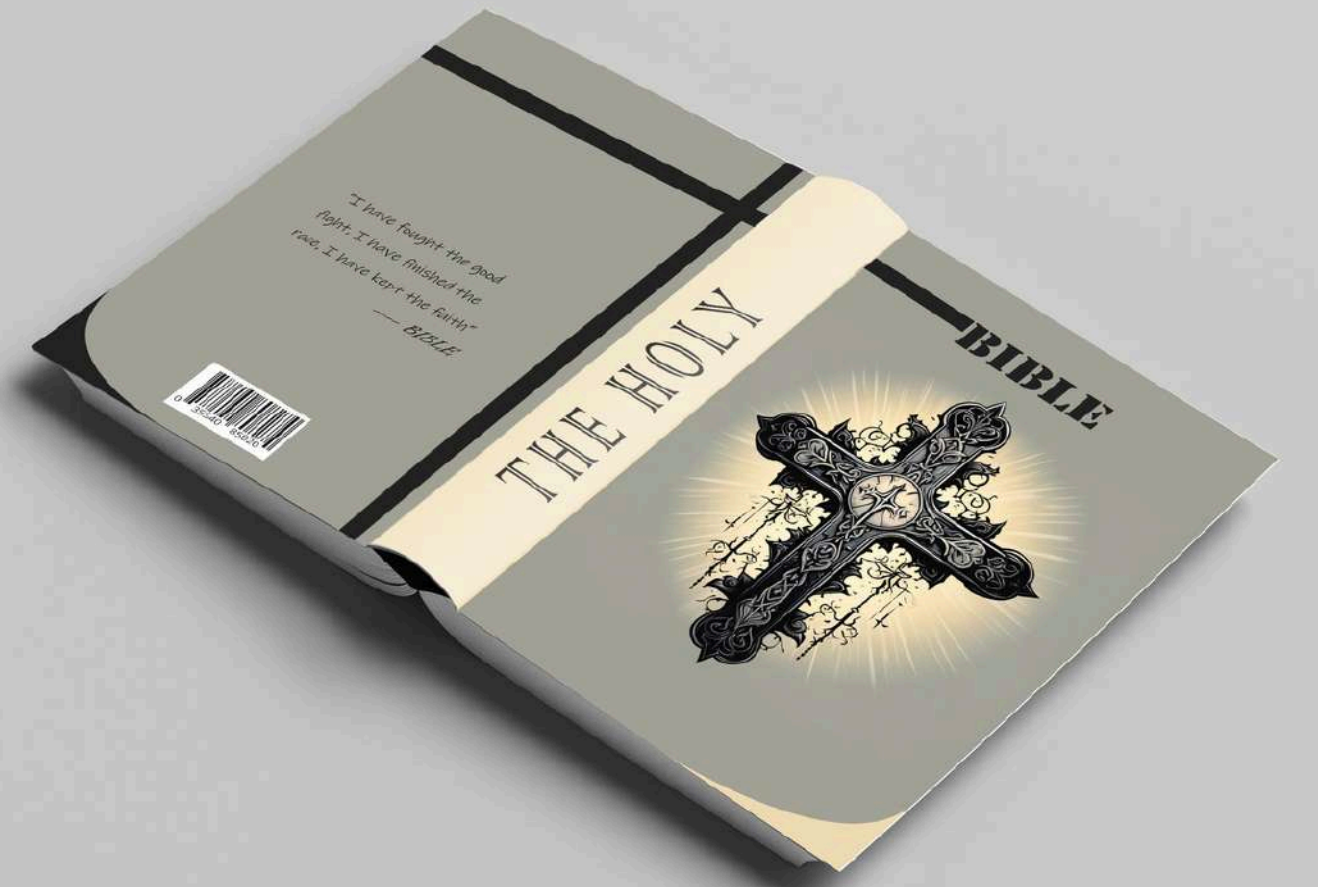


# 3.BOOK COVER





# BOOK COVER MOCKUPS





## 4.T-Shirt Design





# T-SHIRT DESIGN



MOCKUPS



# 5. Brochure Design



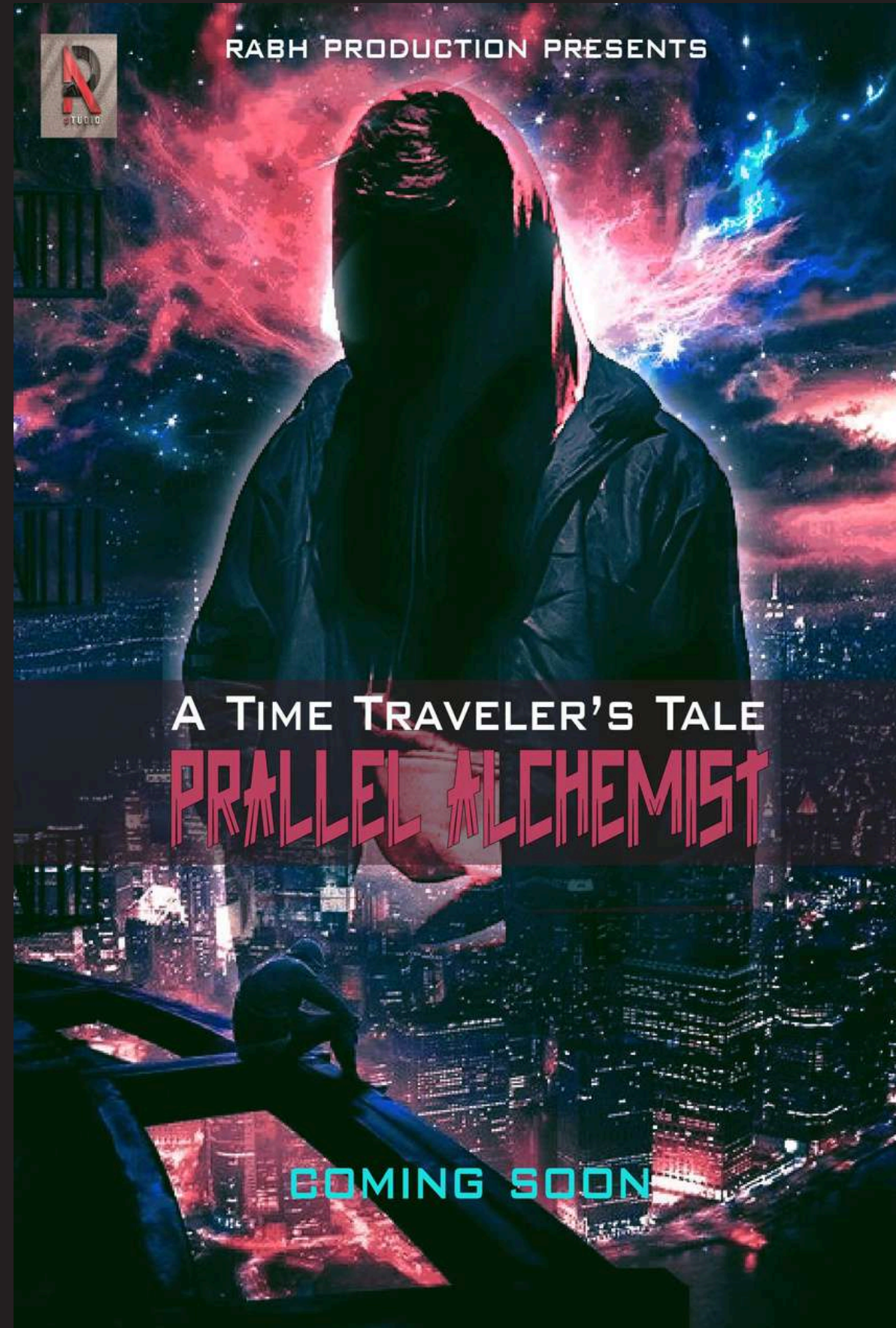
Front



Back



# 6.Movie Poster Design





# MOVIE POSTER DESIGN MOCKUP

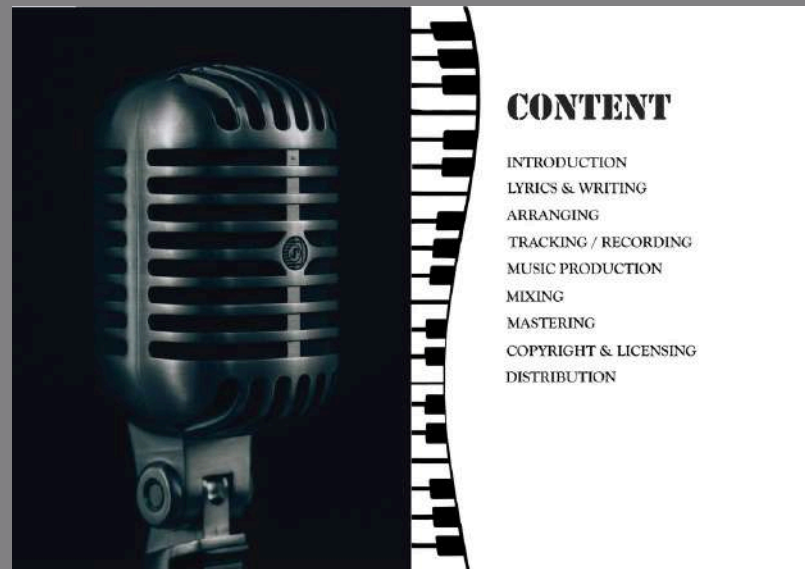




# 7. Coffee table book



Craft Your  
**MUSIC**



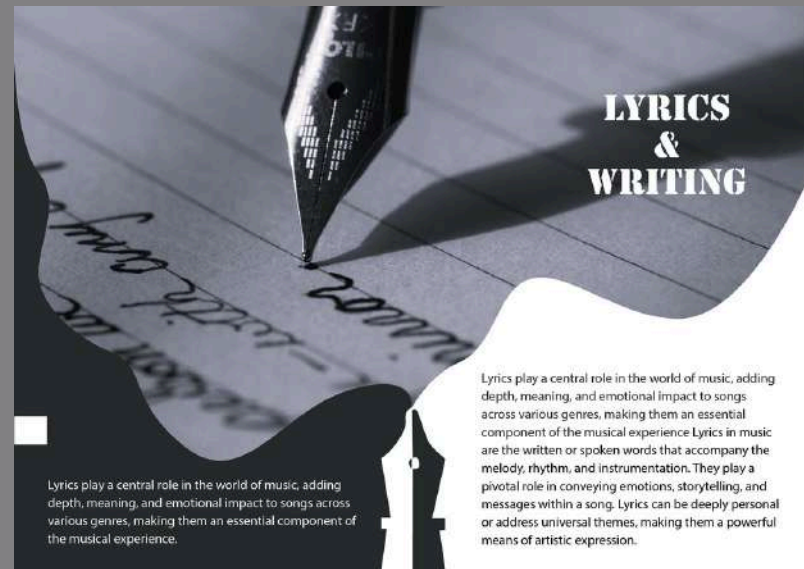
## CONTENT

- INTRODUCTION
- LYRICS & WRITING
- ARRANGING
- TRACKING / RECORDING
- MUSIC PRODUCTION
- MIXING
- MASTERING
- COPYRIGHT & LICENSING
- DISTRIBUTION



## INTRODUCTION

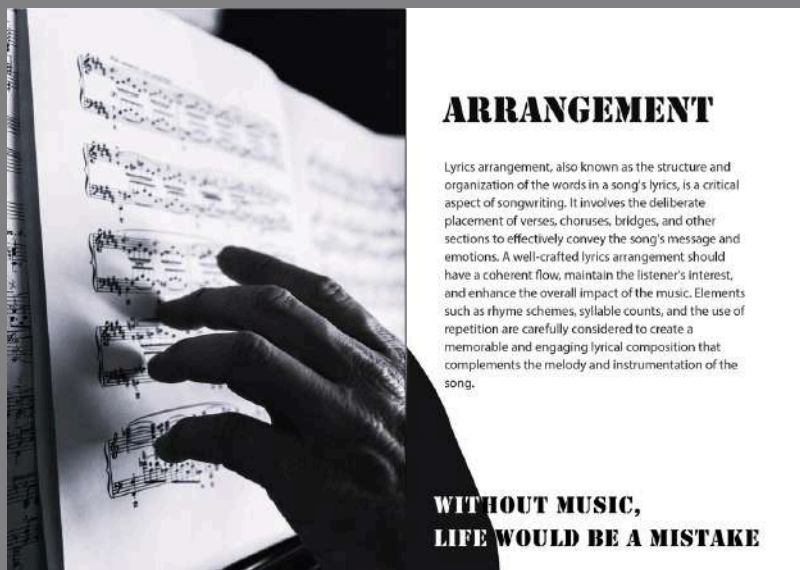
A song is a unique form of musical expression that combines lyrics, melody, and rhythm to convey emotions, stories, and messages. It's a powerful medium for connecting with an audience and is found in various musical genres worldwide. Songs can evoke a wide range of feelings, tell stories, or simply provide a catchy and enjoyable listening experience. From pop to rock, classical to hip-hop, songs have been a central part of human culture and artistic expression for centuries, making them an integral part of our lives and the soundtrack to our experiences.



## LYRICS & WRITING

Lyrics play a central role in the world of music, adding depth, meaning, and emotional impact to songs across various genres, making them an essential component of the musical experience.

Lyrics play a central role in the world of music, adding depth, meaning, and emotional impact to songs across various genres, making them an essential component of the musical experience. Lyrics in music are the written or spoken words that accompany the melody, rhythm, and instrumentation. They play a pivotal role in conveying emotions, storytelling, and messages within a song. Lyrics can be deeply personal or address universal themes, making them a powerful means of artistic expression.



## ARRANGEMENT

Lyrics arrangement, also known as the structure and organization of the words in a song's lyrics, is a critical aspect of songwriting. It involves the deliberate placement of verses, choruses, bridges, and other sections to effectively convey the song's message and emotions. A well-crafted lyrics arrangement should have a coherent flow, maintain the listener's interest, and enhance the overall impact of the music. Elements such as rhyme schemes, syllable counts, and the use of repetition are carefully considered to create a memorable and engaging lyrical composition that complements the melody and instrumentation of the song.

**WITHOUT MUSIC,  
LIFE WOULD BE A MISTAKE**



## RECORDING

Before recording, artists and engineers prepare by setting up microphones, instruments, and equipment in a recording studio or another suitable location. They also ensure that all instruments and equipment are in good working condition.

Recording a song is a meticulous and creative process that requires collaboration between artists and audio engineers to capture a performance that conveys the intended emotions and message. The quality of the recording can significantly impact the listener's experience and the song's success. After recording Tracking is done which involves recording individual parts or tracks of a song.

Musicians may record their parts separately to isolate the sound and capture the best possible performance. Commonly tracked parts include vocals, drums, bass, guitars, keyboards, and any other instruments or vocals in the song.



## MUSIC PRODUCTION

Beat production, also known as beatmaking, is the process of creating instrumental tracks or "beats" that provide the rhythmic and melodic foundation for music, often in genres like hip-hop, electronic, and pop. It involves using digital tools, such as digital audio workstations (DAWs) and software, to program drum patterns, arrange melodies, and design sound elements. Beat producers work across various musical styles, collaborate with artists, and often distribute their beats online. This creative and evolving field combines technical expertise with artistic vision, shaping the contemporary music landscape.

**WHERE WORDS FAIL,  
MUSIC SPEAKS**



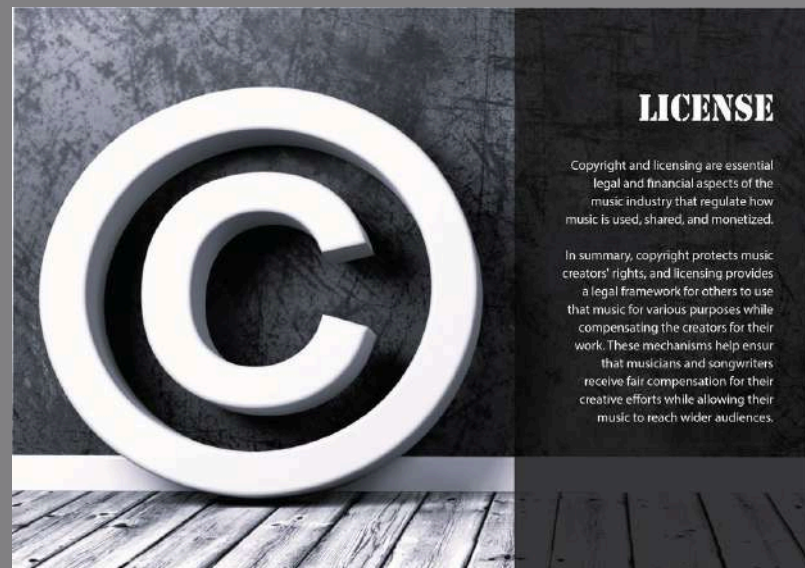
## MIXING

Mixing is a crucial stage in music production, where individual tracks and elements are combined and adjusted to create a balanced, cohesive, and sonically pleasing final audio product. It involves manipulating the volume, panning, equalization, and effects of each track to achieve the desired sound. Mixing is an art form that plays a vital role in shaping the overall quality, clarity, and emotional impact of a song, ensuring that all the elements work together harmoniously. Skilled mix engineers use digital audio workstations (DAWs) and a variety of tools to achieve a professional and polished sound that is ready for mastering and eventual distribution.



## MASTERING

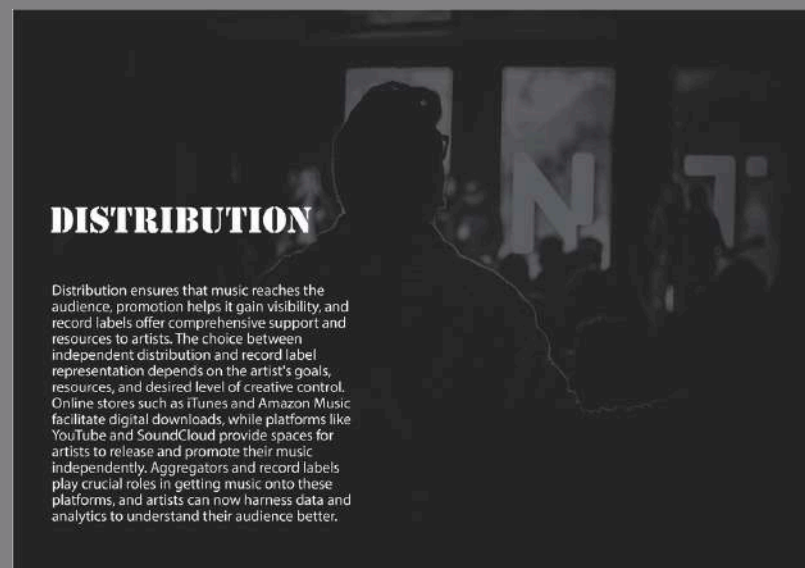
Mastering is the final step in music production, where the prepared mix of a song is polished. The mastering engineer carefully fine-tunes the audio, addressing issues like overall volume levels, equalization, dynamic range, and the overall sonic character to ensure the music sounds its best on various devices and in different environments. Mastering is a crucial step that adds the finishing touches to a recording, ensuring it meets industry standards and sounds its best to the listener.



## LICENSE

Copyright and licensing are essential legal and financial aspects of the music industry that regulate how music is used, shared, and monetized.

In summary, copyright protects music creators' rights, and licensing provides a legal framework for others to use that music for various purposes while compensating the creators for their work. These mechanisms help ensure that musicians and songwriters receive fair compensation for their creative efforts while allowing their music to reach wider audiences.



## DISTRIBUTION

Distribution ensures that music reaches the audience; promotion helps it gain visibility, and record labels offer comprehensive support and resources to artists. The choice between independent distribution and record label representation depends on the artist's goals, resources, and desired level of creative control. Online stores such as iTunes and Amazon Music facilitate digital downloads, while platforms like YouTube and SoundCloud provide spaces for artists to release and promote their music independently. Aggregators and record labels play crucial roles in getting music onto these platforms, and artists can now harness data and analytics to understand their audience better.



Designed by - Sourabh  
Applied Art "2nd Year"  
Under the Guidance of  
Assistant professor Miss Swati Rohilla





TYPHOGRAPHY







## 2. Font Design





### 3. Text Design



The Sprite brand name was created by T. C. "Bud" Evans, a Houston-based bottler who also distributed Coca-Cola products, circa 1955 for a line of drinks with flavors such as strawberry and orange; the rights to the name were acquired by the Coca-Cola Company in

1960

Coca-Cola announced that Sprite would be re-launched exclusively as a sugar free drink, with the standard variety being discontinued and Sprite Zero being renamed as simply Sprite.



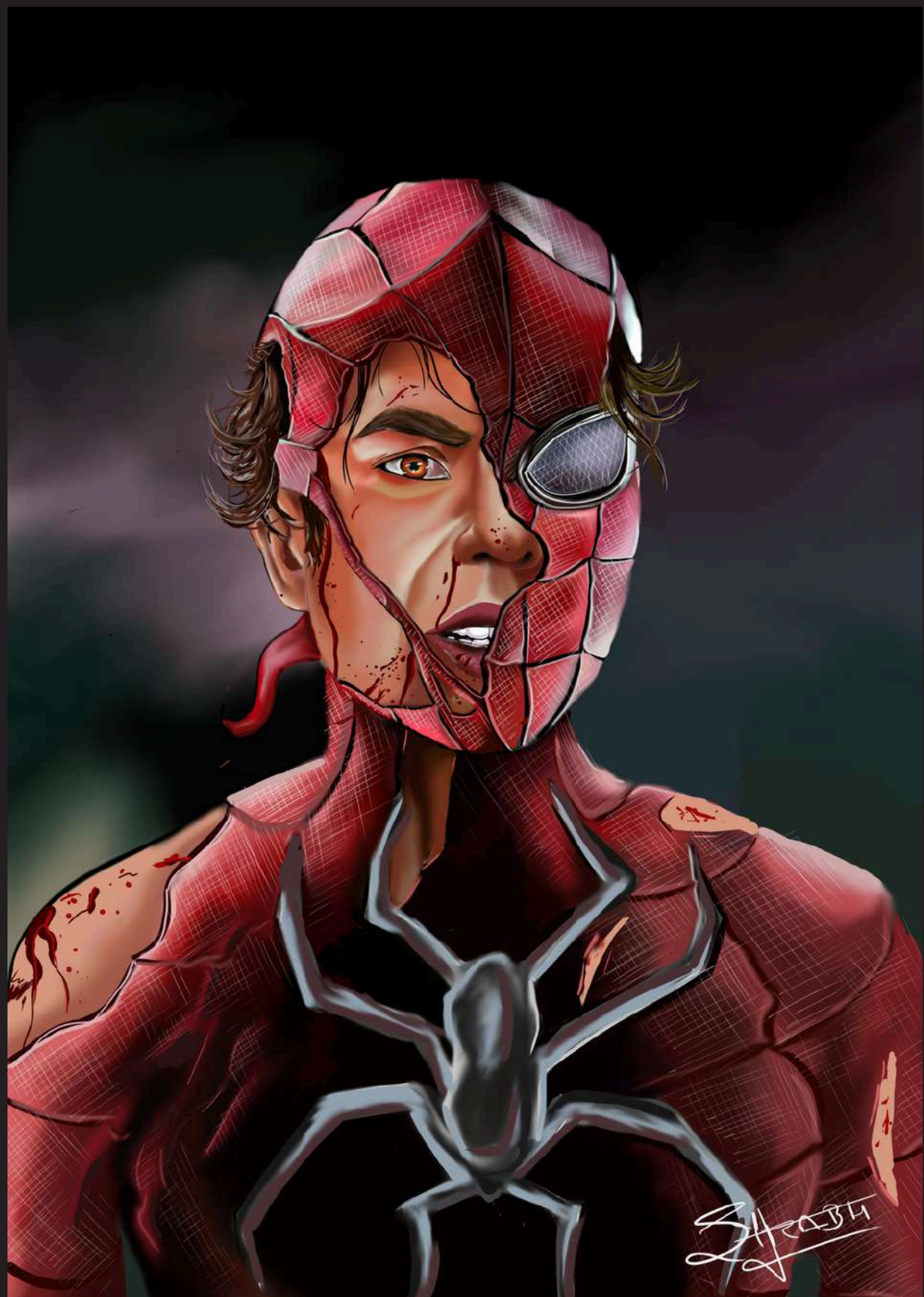
Sprite with Tropical Flavors, and the first in the Sprite Remix series of sodas sold in the United States. It was sold from 2003 to 2004, until being replaced with the "Berryclear" variety

**FIRST TIME**  
**introduced**  
**in**  
**1962**

Sprite without the sugar. It was originally produced in the United States as "Sugar Free Sprite" in 1974, then was renamed to "Diet Sprite" in 1983, with some countries having the drink known as "Sprite Light" ("Sprite Lite" in the United Kingdom). In September 2004, it was rebranded as "Diet Sprite Zero" in the US and "Sprite Zero" ("Sprite Z" in the United Kingdom, until rebranding as Sprite Zero) in Argentina, Australia, Bolivia, Brazil, China, Colombia, Europe, India, Pakistan, Paraguay, Peru, Uruguay, New Zealand, and the UK. "Diet" was dropped from the product's name, to become simply "Sprite Zero," when new logos debuted in June 2006

DRAWING  
ILLUSTRATION

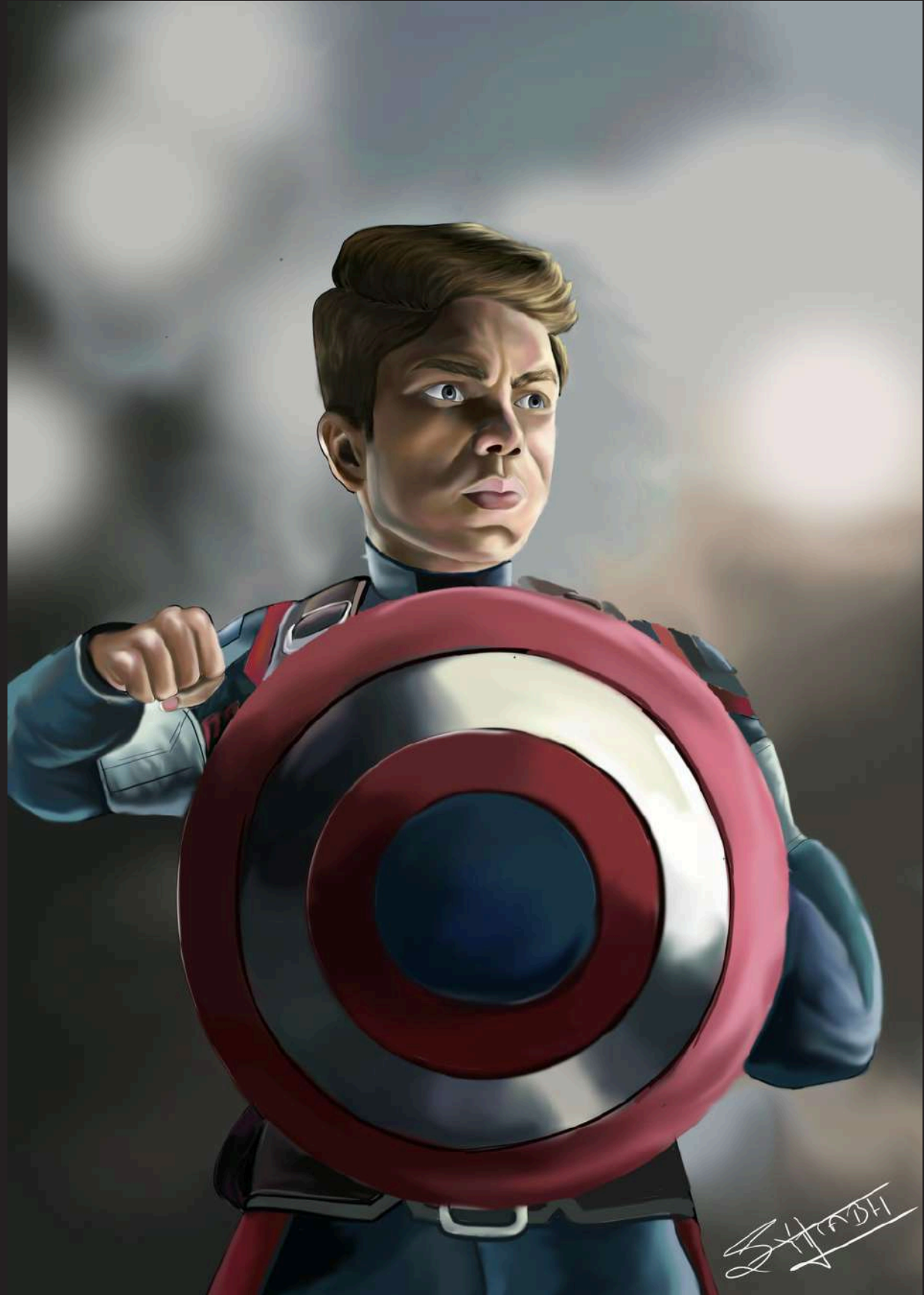




Same  
Technique  
Same  
Characier







in Different  
Scenario





ANIMATION



# Character Design and Turntable Process





# KALKI



Adorned in a set of sleek, futuristic armor, Kalki carries a modified bow, transformed into a state-of-the-art compound bow, signaling his prowess in modern archery. His armor, a blend of traditional protection and modern technology, consists of a chest plate and arm guards, all bearing intricate designs. His chest plate features a shield with a built-in hoodie, symbolizing his adaptability to the times and his readiness for battle. The shield also bears the emblem of Lord Vishnu, signifying his divine purpose. A blue line runs along his arm, symbolizing his connection to future technology and his role as a harbinger of a new era. This line represents both his divine nature and his affiliation with advancements in science and robotics. Kalki embodies the fusion of tradition and progress, bridging the gap between ancient wisdom and modern innovation.

# Character Animation



Kalki appears as a tall, imposing figure, his features reminiscent of classical depictions of Lord Vishnu, yet with a modern twist. He wears a blue cloth draped around him, reminiscent of the attire worn by Lord Krishna, symbolizing his divine lineage. His attire is both functional and symbolic, blending traditional and contemporary elements seamlessly. As the prophesied savior in times of darkness, Kalki exudes an aura of strength and determination. He is both a protector and a guide, leading humanity through tumultuous times with his wisdom and valor. His actions are driven by righteousness and compassion, embodying the principles outlined in the Bhagavad Gita. In battle, Kalki is a formidable force, swift and precise in his movements, yet always mindful of his divine duty. He fights not out of aggression, but out of a sense of duty to restore balance and harmony to the world. Kalki's purpose transcends mere physical combat; he is a symbol of hope and renewal, guiding humanity towards a brighter future. His presence serves as a reminder of the eternal cycle of creation, preservation, and destruction, and the ever-present need for renewal and regeneration. As the embodiment of Lord Vishnu's final avatar, Kalki's journey is both a fulfillment of prophecy and a testament to the timeless wisdom of Hindu mythology. He represents the eternal struggle between good and evil, light and darkness, and the ultimate triumph of righteousness.

## Walk Cycle



# Character Animation

## Turn Around Sheet





# PHOTOGRAPHY

{ Cadbury Brand }  
{ Photography }











THANKYOU! ✦