Manisha Gupta

Visual Communication
2nd year M.Des
IDC, IIT Bombay

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MARITAL STATUS: Single

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ACADEMIC QUALIFICATIONS

M.Des in Visual Communication,
Industrial Design Centre, IIT Bombay
Current CPI **9.75** on a scale of **10**

BFA (Applied Art)
International College for Girls, Jaipur
University of Rajasthan
First Rank (Applied Art) with 74.7%

AREA OF INTEREST

Visual Design
Typography
Photography
Print Design
Motion Graphics
Corporate Identity
Information Graphics
Experience Design

SKILLS

Sketching
Painting
Illustration
PhotoStudio Techniques

Softwares:
Adobe CS3 (Photoshop, Illustrator,
Indesign, AfterEffects, Premier Pro),
CorelDraw and Cool Edit Pro

ACHIEVEMENTS

First place, Photography competition, Mood Indigo 2007 IIT Bombay.
Second place, Institute T-shirt & Poster Design competition IIT Bombay.
First place, Logo Design Contest, by Department of Posts India, printed on Special Cover Release 2006.
Awarded as the "Creative Talent of the Year" by ICG at Annual Ceremony Expressions 2006.
Work exhibited at 26th Students Exhibition by Lalit Kala Academy 2006.
Second place, Inter-House T-shirt Designing Contest 'The Fabric of Life' 2006 by ICG.
Second place, Sketching and Collage Competition at OASIS 2006, by Bits Pilani.

Poster Competition:
First place: National Symposium on AIDS Awareness at University Of Rajasthan 2006.
First place: Inter College Youth Festival by University of Rajasthan 2006.
First place: India Canada Collaboration HIV/AIDS Project 2005.

SEMINAR and WORKSHOPS PARTICIPATION

'Visual Narratives - stories through images' March 2009 at IDC, IIT Bombay.
'Typography Day' March 2008 at IDC, IIT Bombay.
EXPO CD at IDC, 2008.
Calligraphy Workshop by Achyut Palav, 2008.
Mumbai International Film Festival on Short films, Animated films and Documentaries in February 2008.
Workshop by Room To Read Publications, New Delhi on illustrating books for different age groups 2006.

MAJOR PROJECTS

MOOD AND BEHAVIOR
Create the experience of a place and design mood and behavior of the place by treating
five senses through imagery, sound, smell, taste and touch in the form of an installation.
M.Des Curriculum, Project 3

EXPRESSIONS THROUGH LETTERFORMS
Using letterforms as a language for storytelling in the form of an audio visual presentation.
M.Des Curriculum, Project 2

DOCUMENTING 'PAN'
Documenting the process of growing pan, selling at pan dariba and shops, the process
of making, people eating pan and also the peek of pan on buildings, roads and monuments.
M.Des Curriculum, Special Project

COMMUNITIES IN MUMBAI
Summer Internship with Fawzan Husain, Mumbai based photographer. A compilation of photographs
and writings on communities of Mumbai that are a part of plurality of the very existence of the city.
M.Des Curriculum, Project 1

INTRODUCING DUMB AND DEAF TO THE WORLD OF ROAD SIGNS
Information design to develop an illustrated instruction manual on traffic rules
for hearing impaired children.
Live project under Mr. Satyaki Roy at Design Program and Media Technology Centre, IIT Kanpur

GAME DESIGN
Mahayug
Designed for the age group 10+, inspired from Andra Muggu (rangoli),
it reveals journey through cosmic cycle.
M.Des Curriculum under 'BiCultural Game Design' by Dr. Nanci-Takeyama-Losch, Dubai
War of the Kings
Designed for students of class 7th to teach them history in an interesting manner.
M.Des Curriculum under 'Visual Design' by Prof. Ravi Poovaiah

MAP DESIGN AND INFOGRAPHIC
'Map Design for IIT Bombay' for newcomers in the campus.
'Infographic on Letterpress printing', to teach principle, history and components of letterpress.
M.Des Curriculum under workshop by Mahendra Patel, Leaf Design, Mumbai

SEMANTIC DESIGN
Finding 'Magazine-ness' of a Magazine and designing an Indian Magazine Cover page for Europen Market.
M.Des Curriculum under Prof. U A Athanvankar

AUDIO VISUAL TEACHING AID
Introducing 'SPEED' to the students of standard 7th by using semantic and communication theory.
M.Des Curriculum under Prof. U A Athanvankar

SHORT FILMS AND ANIMATION
IN SEARCH OF HAPPINESS (Short Film) and KRITI (Sand Animation)

PRINT AND PUBLISHING
Cover Design, ANNUAL REPORT, 2008, IIT BOMBAY
Cover Design, A VISION FOR IIT GANDHINAGAR, IIT BOMBAY
IDC ADMISSIONS 2008 and 2009: Design of Admission and Information Brochures, and Application Forms.

FREE LANCE
Worked for Rajasthan Adult Education Society, Jaipur as a book illustrator and
designer for their projects under UNICEF.
Calligraphy for Camlin India Ltd. in 2004, 2005 and Elephant Polo Club, Jaipur 2004.