

# PORTFOLIO

SUMEDHA S. TAMBE

## ILLUSTRATIVE WORK :-

1. BUSINESS BRANDING :

THALI NAKA (EXISTING BRAND)

LOGO :



COMING SOON CARD



**Missing mummy's  
taste ??**


Then here we are serving you the  
best homemade food .  
**Let's fulfill the  
Maharashtrian hunger .**

**COMING SOON !!**

Only a take away outlet.  
Orders will be  
taken on :- 9987325391 or 24446970  
(call or whatsapp)

Delivery available : Mahim, Bandra, Dadar,  
Sion, Matunga / Matunga road

MENU CARD ( FRONT ) :

 <p><b>FULL THALI - VEG :</b> On MONDAY , TUESDAY , THURSDAY ( 2 Chapati , 2 sabji , rice , dal , sidars like salad , pickle , papad , dessert ) - Rs . 240</p> <p><b>FULL THALI - NON VEG :</b></p> <p><b>WEDNESDAY : MUTTON KHEEMA THALI</b> ( Dry mutton , gravy mutton , rice , dal , 2 chapati / 2 bhakri , salad , dessert ) - Rs. 300 - Rs. 310</p> <p><b>FRIDAY : FISH THALI</b> ( Fish fry , fish curry , rice , dal , 2 chapati / 2 bhakri , salad , dessert ) - Rs. 290 - Rs. 300</p> <p><b>SUNDAY : CHICKEN THALI</b> ( Dry chicken , gravy chicken , rice , dal , 2 chapatis / 2 bhakri , salad , dessert ) - Rs. 280 - Rs. 290</p> <p><b>MINI MEALS / COMBO :</b></p> <p>1. <b>VEG COMBO :</b> Dal - rice and sabji - Rs.190</p> <p>2. <b>VEG COMBO :</b> Sabji and chapati - Rs. 100 ( Rs. 7 for chapati as per demand )</p>	<p><b>MINI MEALS / COMBO :</b></p> <p><b>1. MUTTON COMBO : WEDNESDAY</b></p> <table border="0"> <tr><td>Gravy mutton and bhakri</td><td>Rs . 180</td></tr> <tr><td>Gravy mutton with chapati</td><td>Rs. 150</td></tr> <tr><td>Mutton kheema with bhakri</td><td>Rs. 160</td></tr> <tr><td>Mutton kheema with chapti</td><td>Rs. 130</td></tr> </table> <p><b>2. CHICKEN COMBO : SUNDAY</b></p> <table border="0"> <tr><td>Gravy chicken and bhakri</td><td>Rs . 160</td></tr> <tr><td>Gravy chicken with chapati</td><td>Rs. 130</td></tr> <tr><td>Dry chicken with bhakri</td><td>Rs. 140</td></tr> <tr><td>Dry chicken with chapti</td><td>Rs. 120</td></tr> </table> <p><b>3. FISH COMBO : FRIDAY</b></p> <table border="0"> <tr><td>Gravy fish and bhakri</td><td>Rs . 170</td></tr> <tr><td>Gravy fish with chapati</td><td>Rs. 140</td></tr> <tr><td>Dry fish with bhakri</td><td>Rs. 150</td></tr> <tr><td>Dry fish with chapti</td><td>Rs. 130</td></tr> </table> <p>Extra chapati / rice would be made available on demand.</p> <p><b>BREAKFAST :</b></p> <table border="0"> <tr><td>Kandapoha</td><td>Rs. 100</td></tr> <tr><td>Sabudana Khichdi</td><td>Rs. 100</td></tr> <tr><td>Upma</td><td>Rs. 100</td></tr> <tr><td>Sweet suji halwa / shira</td><td>Rs. 100</td></tr> </table>	Gravy mutton and bhakri	Rs . 180	Gravy mutton with chapati	Rs. 150	Mutton kheema with bhakri	Rs. 160	Mutton kheema with chapti	Rs. 130	Gravy chicken and bhakri	Rs . 160	Gravy chicken with chapati	Rs. 130	Dry chicken with bhakri	Rs. 140	Dry chicken with chapti	Rs. 120	Gravy fish and bhakri	Rs . 170	Gravy fish with chapati	Rs. 140	Dry fish with bhakri	Rs. 150	Dry fish with chapti	Rs. 130	Kandapoha	Rs. 100	Sabudana Khichdi	Rs. 100	Upma	Rs. 100	Sweet suji halwa / shira	Rs. 100
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MENU CARD ( BACK):

 <p>Serving a completely homemade maharashtrian food is our real moto . <b>Let's fulfill the Maharashtra hunger .</b></p>	 <p>Closed on saturday. Only a take away outlet.</p> <p>Orders will be taken on :- 9987325391 or 24446970 (call or whatsapp)</p> <p>Delivery available :- Mahim, Bandra, Dadar, Sion, Matunga / matunga rd.-</p>
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FLASH EXPRESS : ( NON-EXISTING BRAND)

LOGO :

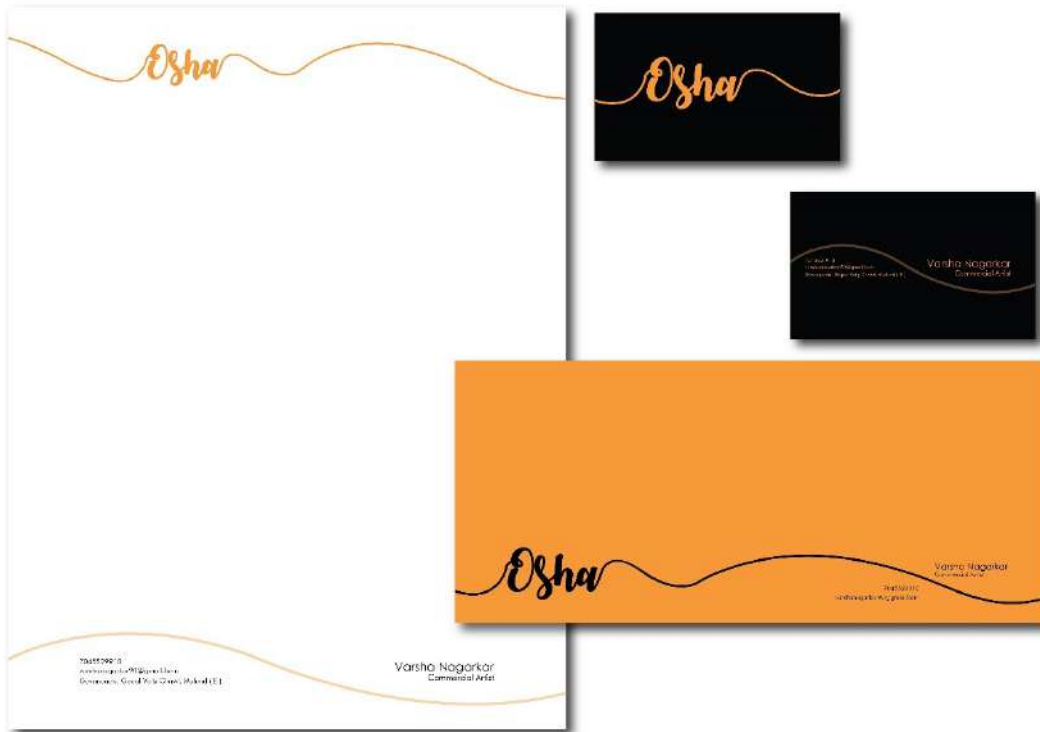


BRANDING STRUCTURAL LAYOUT :



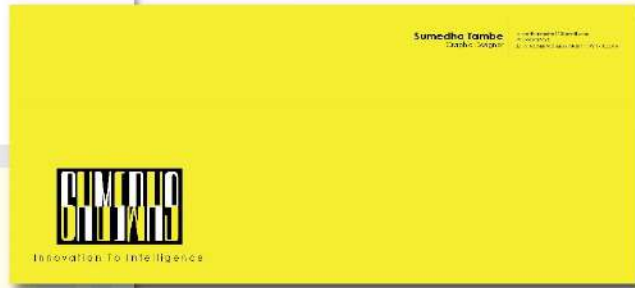
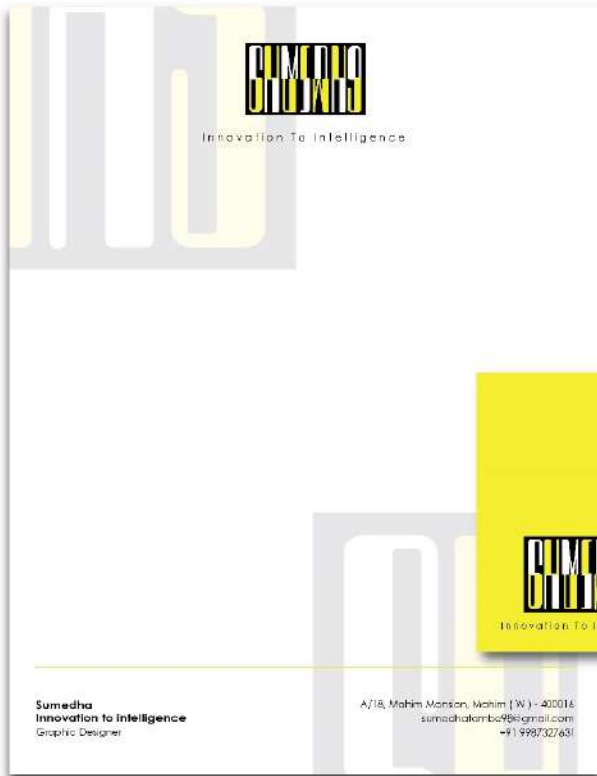
OSHA ( NON - EXISTING ) : VISTING CARD





SUMEDHA ( NON - EXISTING ) : VISTING CARD







ADVERTISING LAYOUT FOR LUVIT :-



HANDWORK :





2. CAMPAIGN ( THINX - MAGAZINE MEDIA - EXISTING BRAND ) :

THINX

LET IT HOLD ITSELF

No more simply going with the flow. Now bring home an absorbant and leak resistant inners and get rid of irritating rashes, bad odour & uncomfortable movements. So when it comes to periods,

**"Dont think, Get THINX ."**

medium coverage

THINX



LET IT HOLD ITSELF

No more simply going with the flow. Now bring home an absorbant and leak resistant inners and get rid of irritating rashes, bad odour & uncomfortable movements. So when it comes to periods,

**"Dont think, Get THINX ."**



full coverage

THINX



LET IT HOLD ITSELF

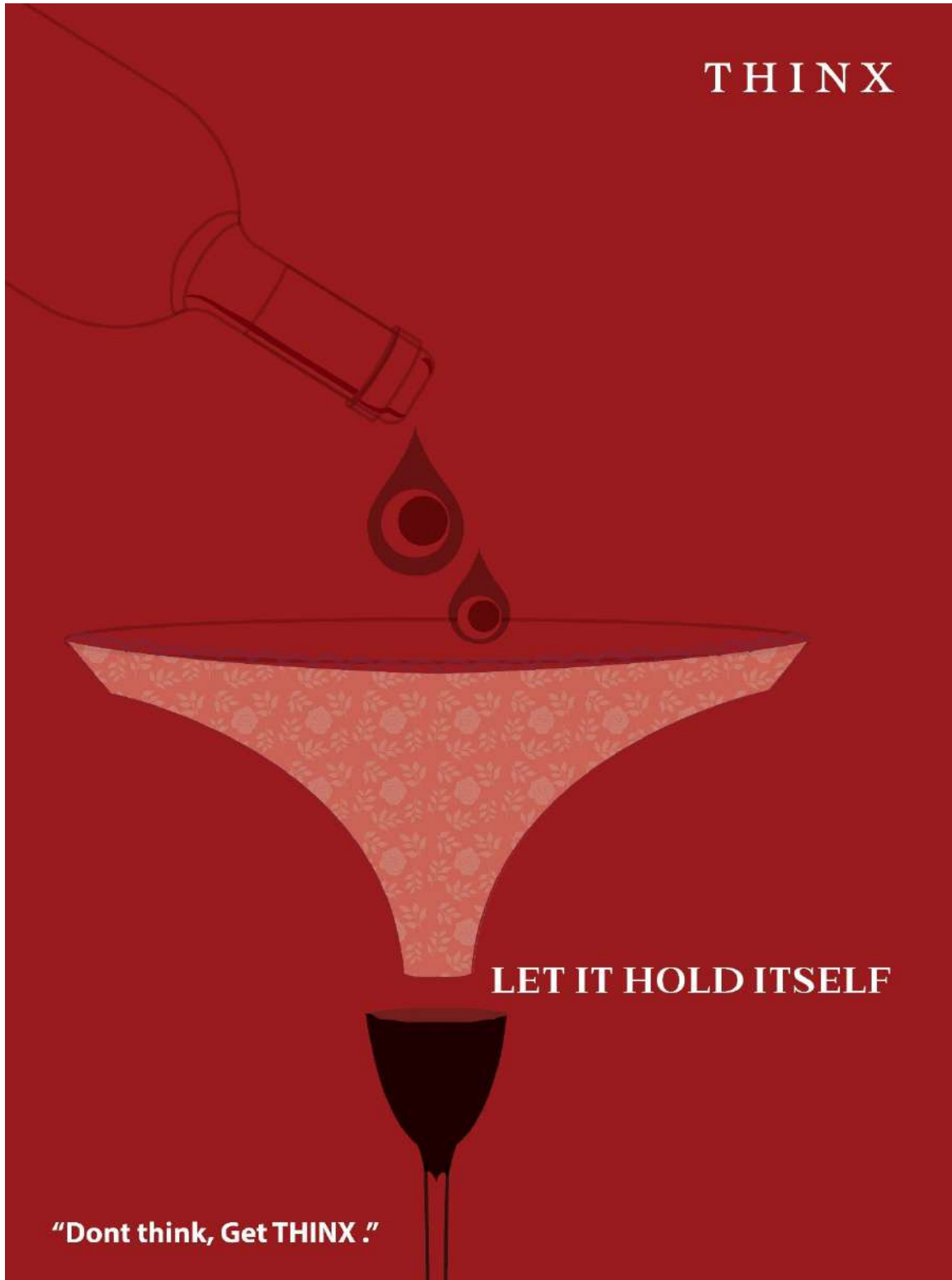
No more simply going with the flow. Now bring home an absorbant and leak resistant inners and get rid of irritating rashes, bad odour & uncomfortable movements. So when it comes to periods,

**"Dont think, Get THINX ."**



low coverage

POSTER MEDIA :



CAMPAIGN ( VICTORIA SECRET – MAGAZINE MEDIA – EXISTING BRAND ) :



Beauty  
within  
nature

Natural beauty is the  
secret of every women.  
Victoria's secret is all about  
a sense which makes you feel  
more authentic, more natural  
and more comfortable.  
Softness, comfort, beauty  
and freedom from shyness is the  
real victory of victoria's secret.

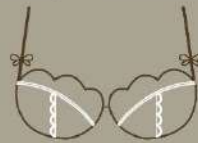


VICTORIA'S SECRET  
The perfect body



Beauty  
within  
nature

Natural beauty is the  
secret of every women.  
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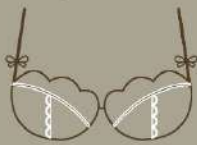


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Beauty  
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VICTORIA'S SECRET  
The perfect body



POSTER MEDIA :

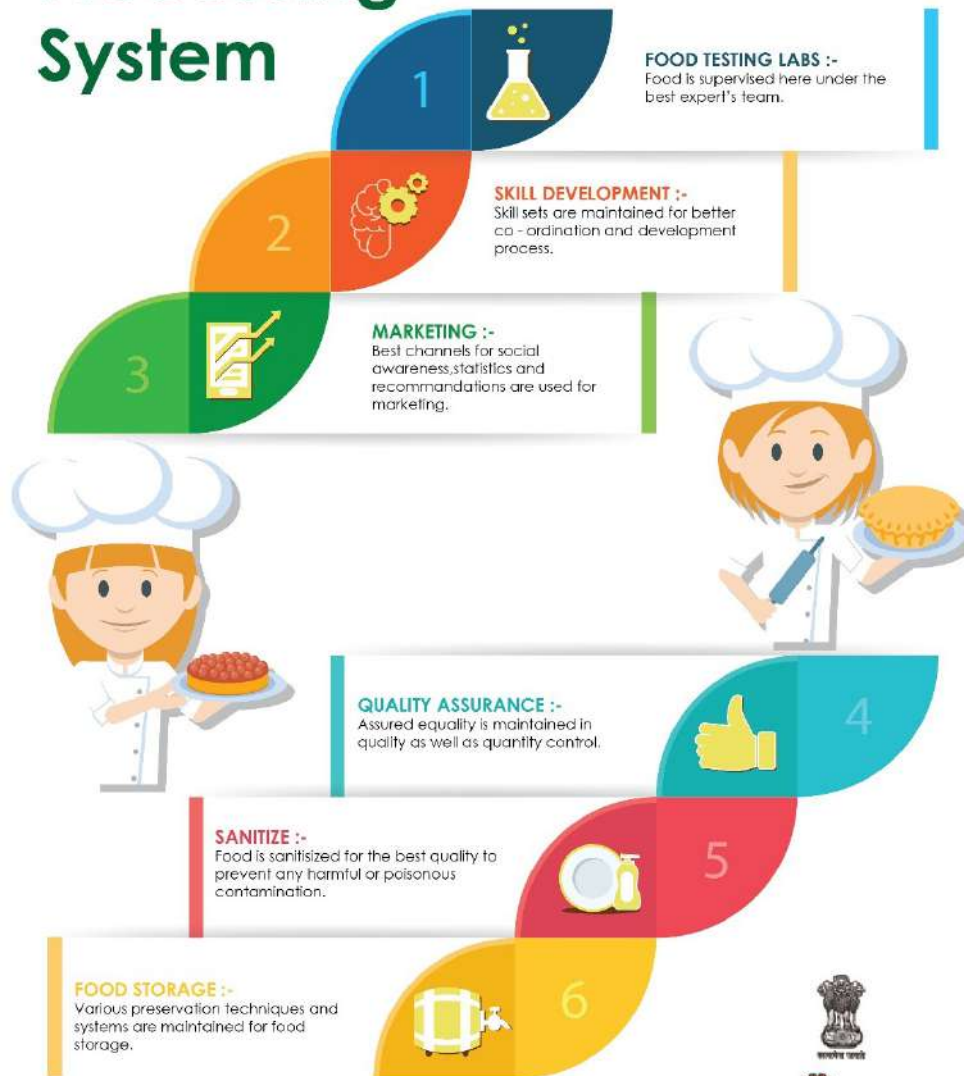
Beauty within nature



VICTORIA'S SECRET  
A perfect secret you deserve

3. INFOGRAPHICS ( EDUCATION ) : FOR EXISTING SOCIAL SERVICES  
MINISTRY UNDER FOOD PROCESSING INDUSTRY :

# Food Processing System



# FOOD PROCESSING SYSTEM

**LAB SUPERVISION :-**  
Food is supervised here under the best expert's team.



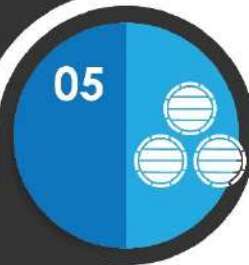
**MARKET STRATEGY :-**  
Best channels for social awareness, statistics and recommendations are used for marketing.



**QUALITY ASSURANCE :-**  
Assured equality is maintained in quality as well as quantity control.



**HYGIENE :-**  
Food is sanitized for the best quality to prevent any harmful or poisonous contamination.



**FOOD STORAGE :-**  
Various preservation techniques and systems are maintained for food storage.



**SKILL DEVELOPMENT :-**  
Skill sets are maintained for better co-ordination and development process.







4. CYBER CRIME ( PUBLIC WELFARE ) : FOR EXISTING SOCIAL SERVICES



The poster features a dark blue background with a red mailbox on the right side, tilted as if to drop an envelope. A white key is attached to the mailbox's slot, with a thin white line extending from it to a silhouette of a hacker wearing a hood and sitting at a laptop. The hacker is set against a red circular glow. In the top right corner, there is a small blue emblem of the Philippine National Police (PNP) with the text 'PNP - Philippine National Police' below it. The main text is in large, bold, red letters, and a smaller text block is in white. A dashed white line forms a rectangular border around the central text and mailbox area.

# Stay ALERT, Stay SECURED.

Be careful while sharing your personal data online. Browsing can be risky with Improper logout, weak security systems. So track your network securities time to time.

Online SECURITY is your prime duty





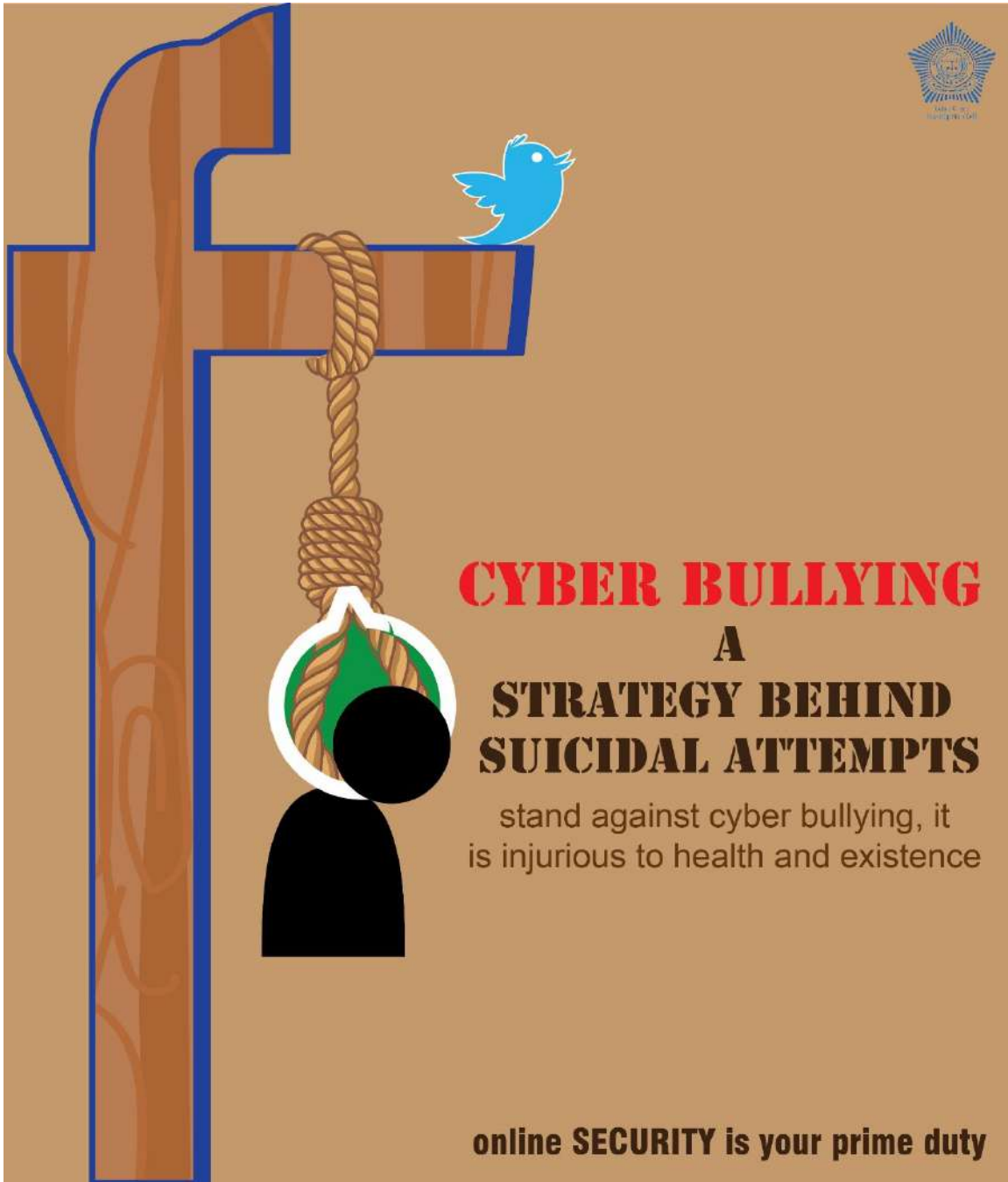
# Be alert before **SHARING** anything



Always be careful before sharing any kind of personal details on internet.  
You never know when you might get hacked



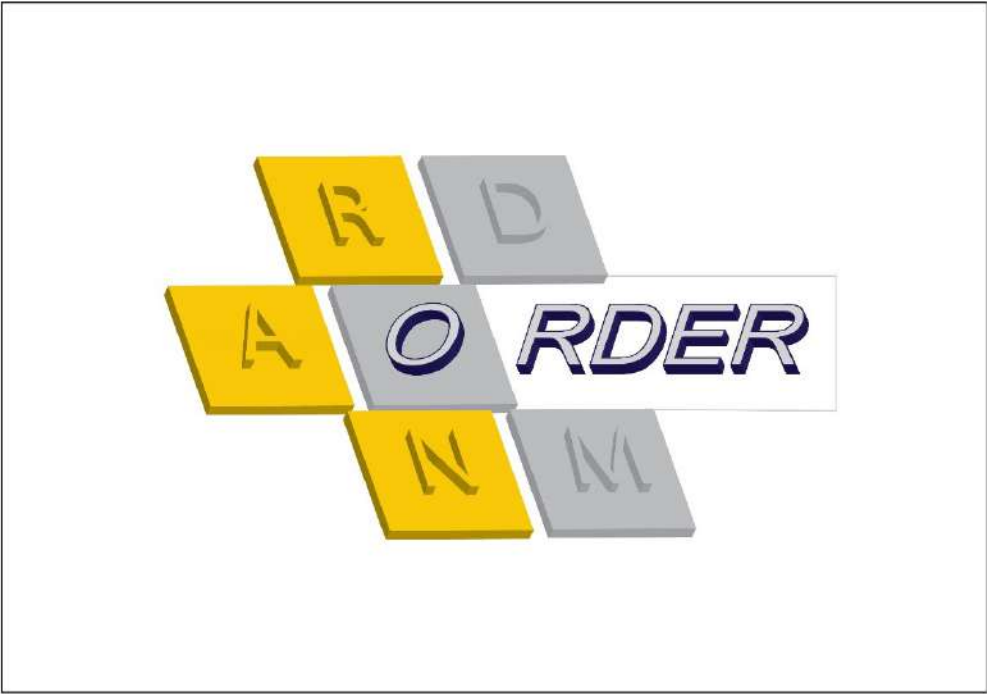
**online SECURITY is your prime duty**



DOMESTIC VIOLENCE :

5. OXYMORON ( TYPOGRAPHY ) :











**Noticeable  
a sence**







POSTER DESIGN ( VINTAGE COFFEE CAFÉ – NON-EXISTING BRAND ) :

**BASIC RESEARCH**

Coffee is our main concept.  
Coffee is actually a fruit.  
Even though coffee is actually a seed, it's called a bean because of its resemblance to actual beans.

We were having a coffee in our free time which induced an inspiration in us. So then we started studying about it and found the beautiful coffee - pouring art. There are many techniques of this art. So we thought of using this in the form of typography by creating the alphabets through this art.



colour palette

**PROCESS**



We decided to create the letterforms with the help of suitable typeface.



Then created it on graph paper along with measurements, with the required visual treatment.

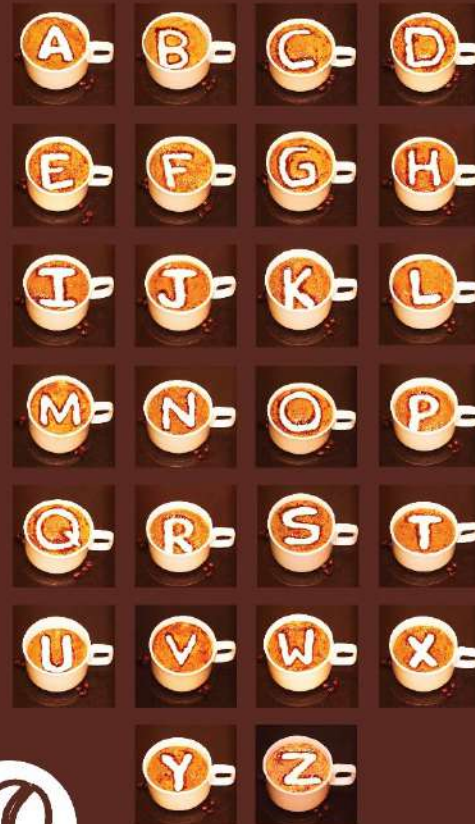


Then executed the final lettersforms from A to Z with the coffee pouring art.



**ELEMENTS**

VINTAGE COFFEE



CALENDER DESIGN :







MAY

S	M	T	W	T	F	S
	1	2	3	4	5	6
	7	8	9	10	11	12
	13	14	15	16	17	18
	19	20	21	22	23	24
	25	26	27	28	29	30
	31					

VINTAGE COFFEE  
THE NEW BEGINNING

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
	7	8	9	10	11	12
	13	14	15	16	17	18
	19	20	21	22	23	24
	25	26	27	28	29	30
	31					

VINTAGE COFFEE  
THE NEW BEGINNING

TENT CARD DESIGN :



POSTER DESIGN ( HOME DÉCOR – NON-EXISTING BRAND ):





Whether you come  
in to Visit  
or just to Rest  
when you enter our



may you be Blessed

Whether you come  
in to Visit  
or just to Rest  
when you enter our



may you be Blessed





Whether you come  
in to Visit  
or just to Rest  
when you enter our



may you be Blessed

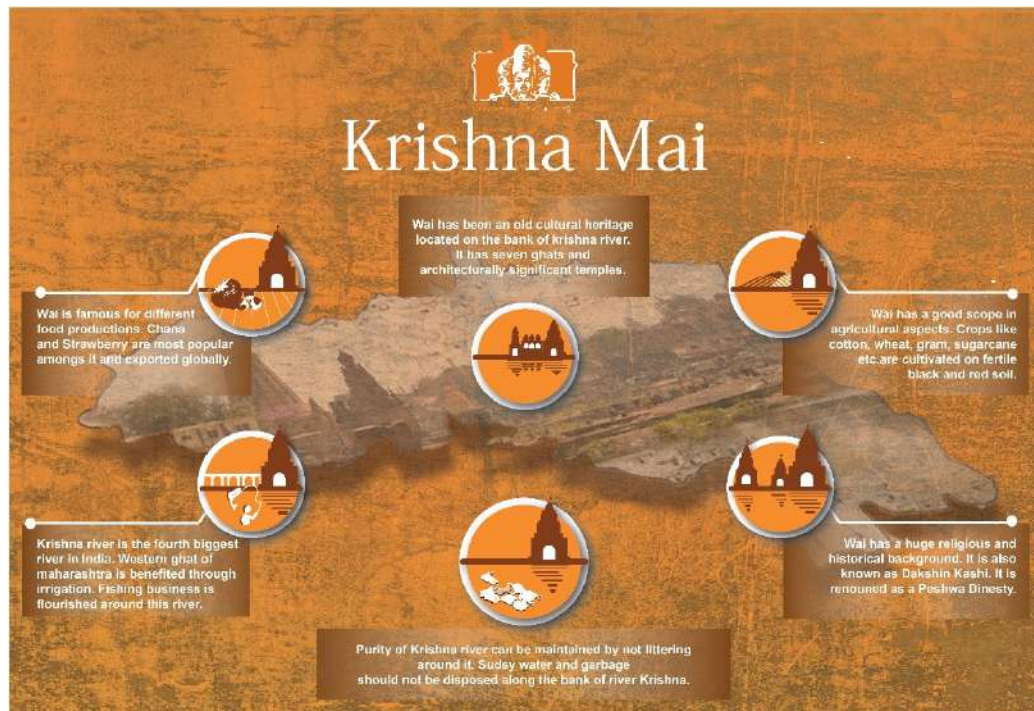


Whether you come  
in to Visit  
or just to Rest  
when you enter our



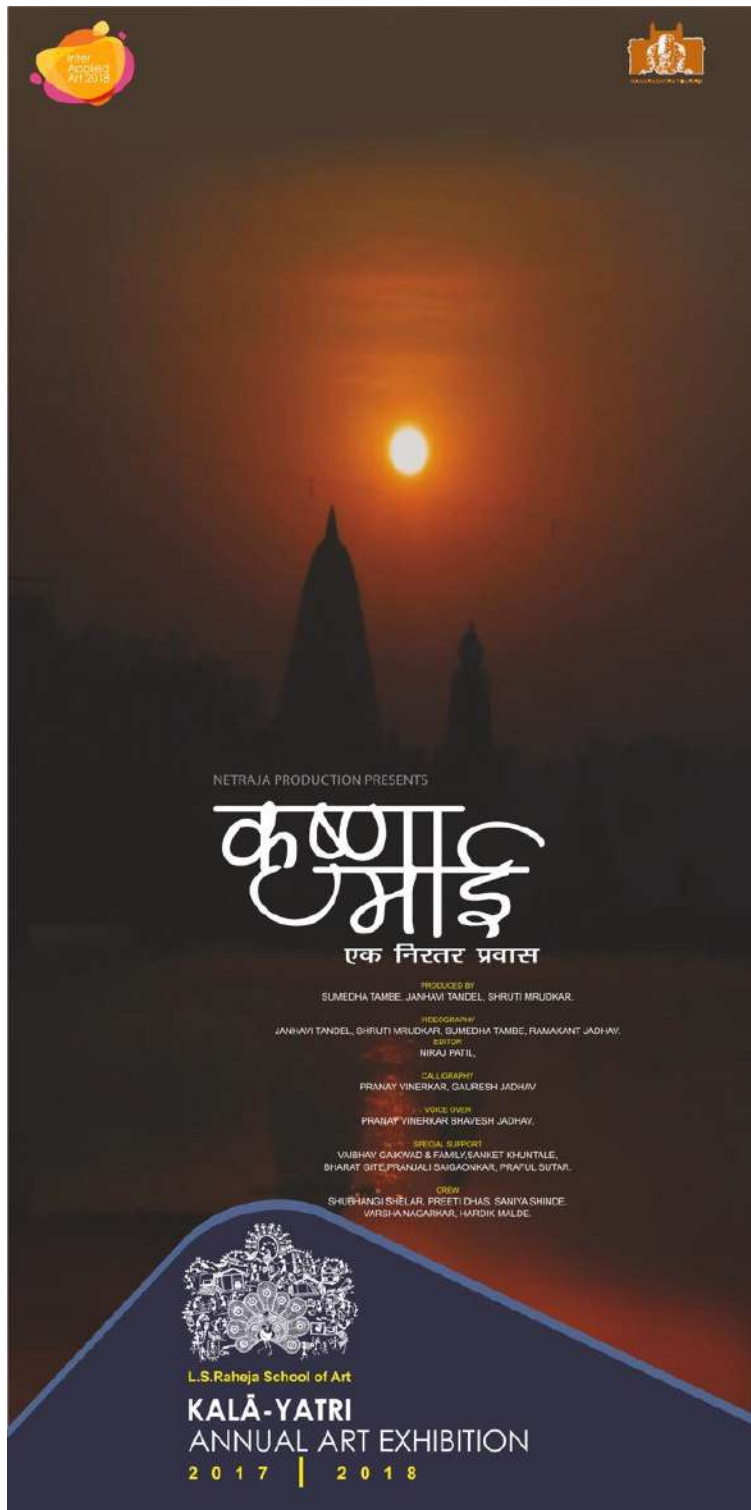
may you be Blessed

## 6. WAI ( FILM INFOGRAPHIC LAYOUT ):



We focused on The Krishna river among all other spots in wai. As we were there and studied about a daily lifestyle around it, we came across many problems associated with the river. And so we decided to make something aware for people who would follow it whenever they will visit such precious places.

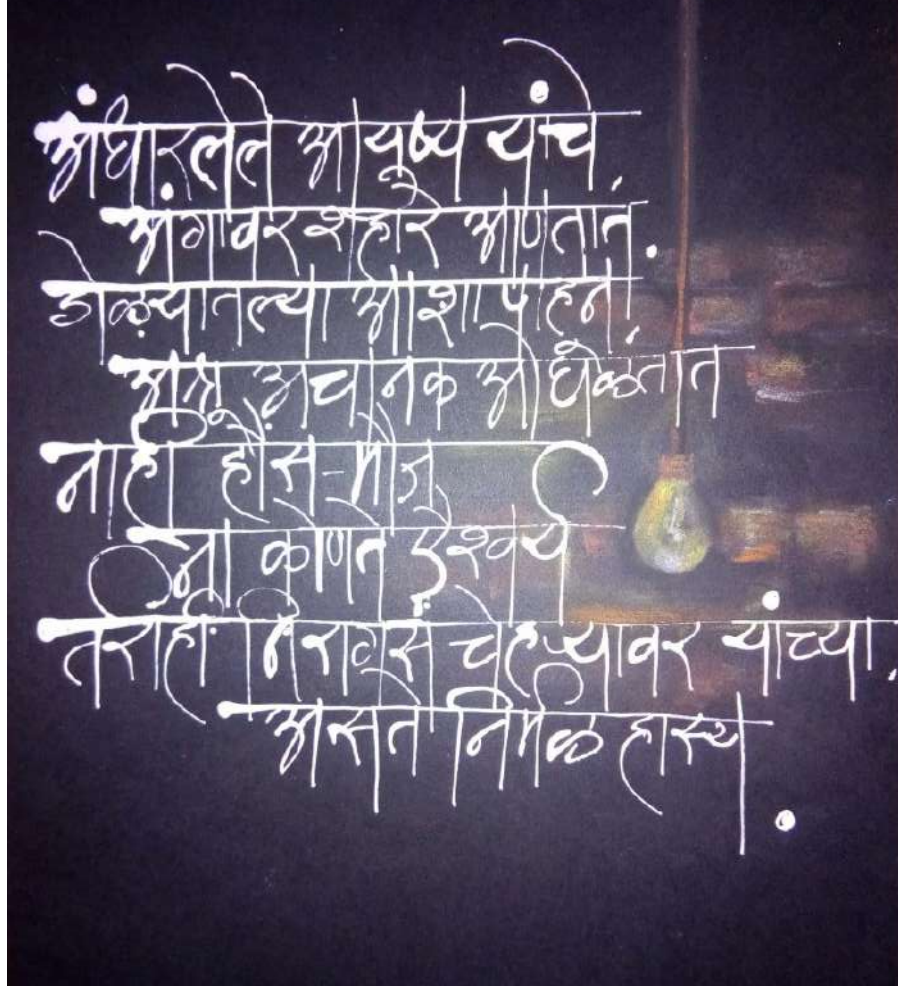
POSTER DESIGN :





7. CALLIGRAPHY MEDIA APPLICATION : UNDER TITLE "LIFESTYLE UNDER THE BRIDGE"

ORIGINAL :

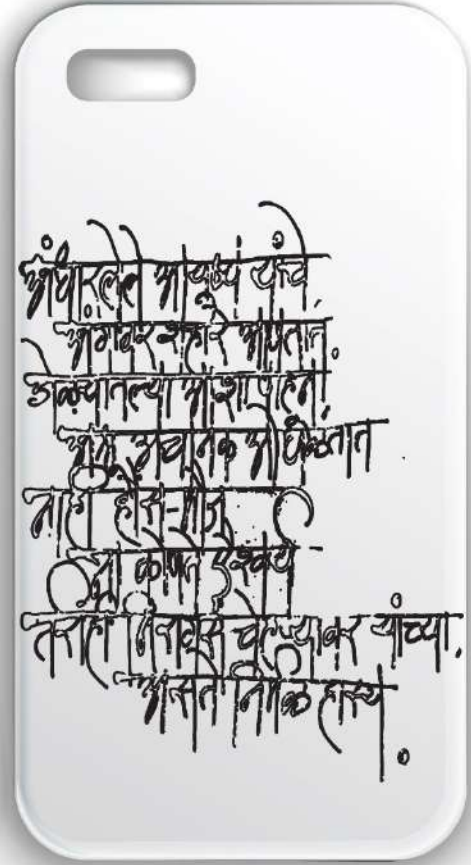
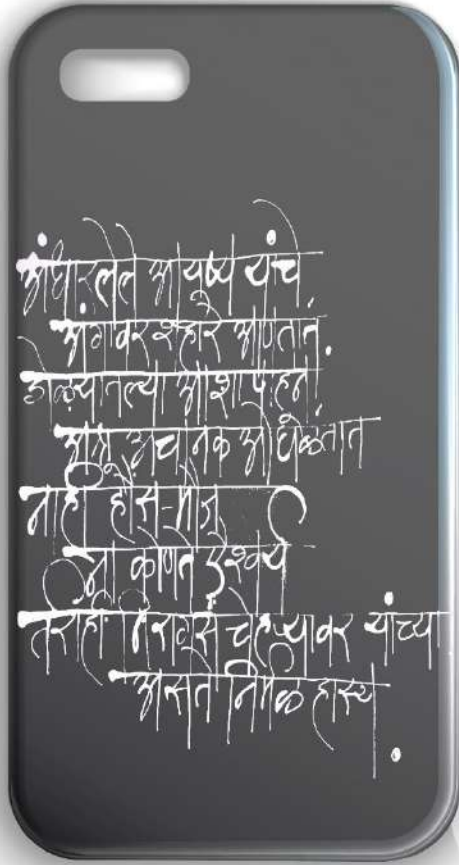


## COMPOSED MY MYSELF :

जन्म झाला नेमका दारिद्र्यात यांचा  
शोधण्यात काळ जातो छोट्या छोट्या सुखांचा  
ना हक्काचा वाली, ना हक्कचे घट्टे  
नेराब्यात यांचे सारे आयुष्य सरते  
नाही एकही अन्नाचा कण  
ना ह्यांना कोणते हक्काचे सण  
दोन वेळचे हात पसरून दिवस हे भगवतात  
संपूर्ण आयुष्य दुसऱ्यांच्या उतरणीवर जगतात  
अंधारलेले आयुष्य यांचे , अंगावर शहारे आपतात  
डोक्यातल्या आशा पाहून , अश्रू अचानक ओघळतात  
नाही होस-मौज , ना कोणते ऐश्वर्य  
तरीही निरागस चेहऱ्यावर यांच्या असते निर्मळ हास्य  
परिस्थिती चुकली, काळ चुकला , दोष काय यांचा  
प्रश्न कसा सुटणार यांच्या अस्तित्वाचा  
चिमुकल्या हातांना या मजबुतीची झळ नसुदे

दोन वेळचे हात पसरून दिवस हे भगवतात  
संपूर्ण आयुष्य दुसऱ्यांच्या उतरणीवर जगतात  
अंधारलेले आयुष्य यांचे , अंगावर शहारे आपतात  
डोक्यातल्या आशा पाहून , अश्रू अचानक ओघळतात  
नाही होस-मौज , ना कोणते ऐश्वर्य  
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प्रश्न कसा सुटणार यांच्या अस्तित्वाचा  
चिमुकल्या हातांना या मजबुतीची झळ नसुदे  
त्यांना ही शिक्षणाची खरी ओढ कळुदे  
गरीब असले तरी देवानेच निर्माण केलेले हे जीव कोवळे  
ही मुले देखील देवाघरच्या गुलदस्तातील फुले

APPLICATION :







CALLIGRAPHIC CALENDER DESIGN :

आशीर्वादां गुळ्याल उधळील रंग  
 नाथा घरी नाचे माथा मळा पांढुरंग  
 उमरत्याशी कैसे दिवू आम्ही जाली हिन  
 रूप रूपे कैसे पाहू त्यात आम्हीलीन,  
 पायरीमी होवू देग गावूनी अर्धंग ॥१॥

**सखा. पांढुरंग**

वाळवंटी गावू आम्ही वाळवंटी नाचू,  
 चंद्रभागेच्या पाण्याने अंग अंग व्हावू  
 विठ्ठलाचे नाव घेवूनि निर्भंग ॥२॥

आशाही कार्तिकी भक्त जन येती माधुजम येती  
 पदरीच्या वाळवंटी रंग जोळार होती,  
 जेव्हा म्हणे नमज घेता भाव होतो देग ॥३॥

Mon Tue Wed Thu Fri Sun  
 1 2 3 4 5 7 8 9 10 11 12 14 15  
 18 19 21 22 23 24 25 26 28 29 30 31

MARCH - 2019

आशीर्वादां गुळ्याल उधळील रंग  
 नाथा घरी नाचे माथा मळा पांढुरंग  
 उमरत्याशी कैसे दिवू आम्ही जाली हिन  
 रूप रूपे कैसे पाहू त्यात आम्हीलीन,  
 पायरीमी होवू देग गावूनी अर्धंग ॥१॥

**सखा. पांढुरंग**

वाळवंटी गावू आम्ही वाळवंटी नाचू,  
 चंद्रभागेच्या पाण्याने अंग अंग व्हावू  
 विठ्ठलाचे नाव घेवूनि निर्भंग ॥२॥

आशाही कार्तिकी भक्त जन येती माधुजम येती  
 पदरीच्या वाळवंटी रंग जोळार होती,  
 जेव्हा म्हणे नमज घेता भाव होतो देग ॥३॥

Mon Tue Wed Thu Fri Sun  
 1 2 3 4 5 7 8 9 10 11 12 14 15 16 17  
 18 19 21 22 23 24 25 26 28 29 30 31

MARCH - 2019

आधीर गुलाल उधळीत रंग  
नाथा घरी नाचे माझा सखा पादुरंग

# सखा पादुरंग

उंमठ्याशी कैसे शिवू आम्ही जाती हिन  
रुप लुणे कैसे वाट त्यात आम्हीलीन,  
पावरीनी होवू देगे गावूनी अमंग ॥१॥

वाळवंटी गावू आम्ही वाळवंटी नाचू,  
चंद्रभागेच्या पाण्याने अंग अंग व्हावू  
विठ्ठलाचे नाव घेवूनि निरंगड ॥२॥

आधाही कार्तिकी झुकत जन येती साधुजन येती  
पहरीच्या वाळवंटी संत गोळार होती,  
येच्या झुणे नसत येता आव होती देग ॥३॥

8. CAR VINYL DESIGN : UNDER A THEME OF ADVENTURE, TRAVELLER



DESIGN FOR THE TOP :



9. SOME PRACTICE WORKS :  
( REGENRATED EXISTING LOGO DESIGNS ) :







known



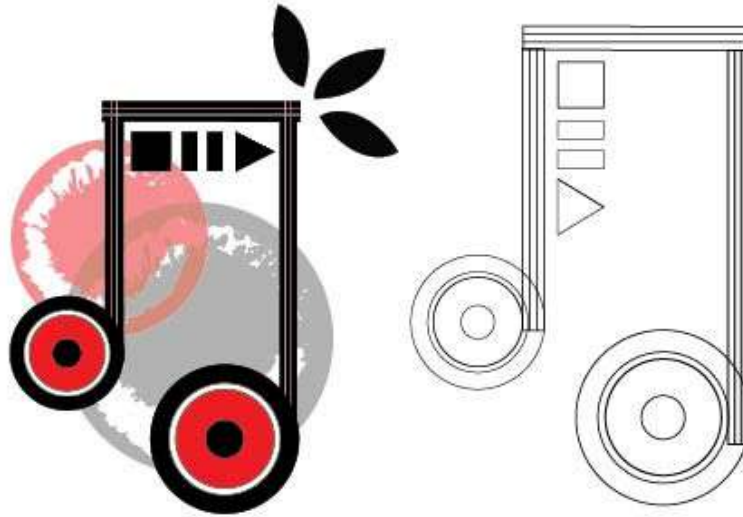
CALLIGRAPHIC LOGO (NON-EXISTING):



THALI NAKA (EXISTING) :



LOGO FOR A MUSIC STUDIO ( NON-EXISTING ):



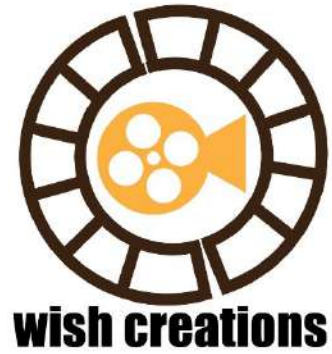
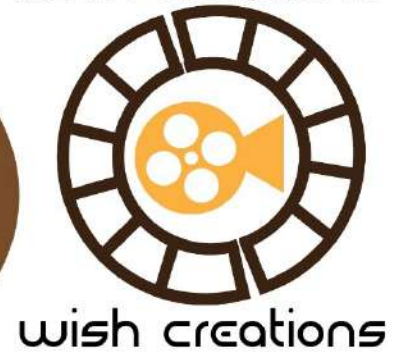
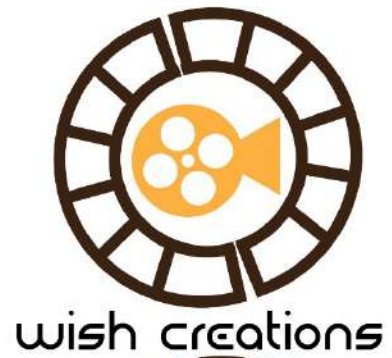
FLASH EXPRESS ( COURIER SERVICE - NON-EXISTING ) :



LOGO FOR A BOUTIQUE ( WORKED FOR A WHILE - EXISTING ) :



LOGO FOR A FILM PRODUCTION (WORKED FOR A WHILE - EXISTING) :



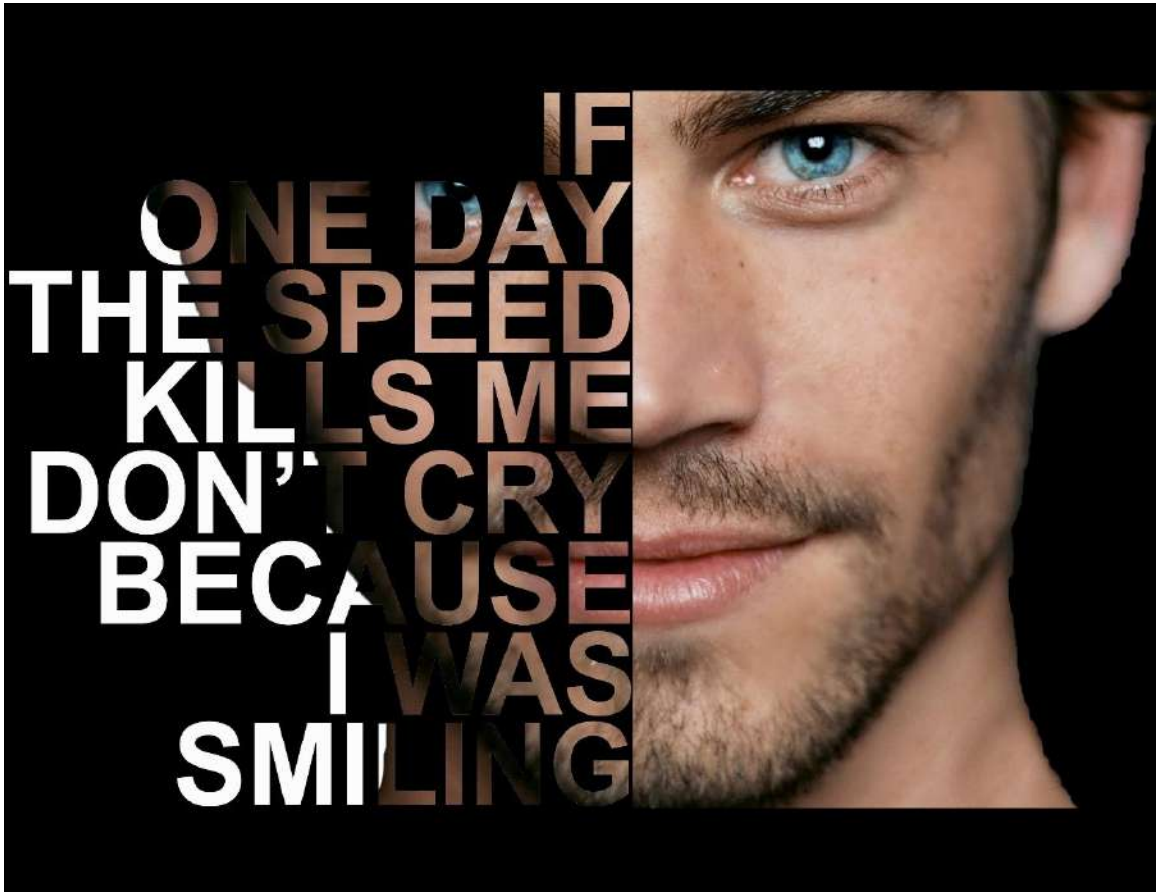
LOGO FOR A PHOTOGRAPHY STUDIO (WORKED FOR A WHILE – EXISTING):





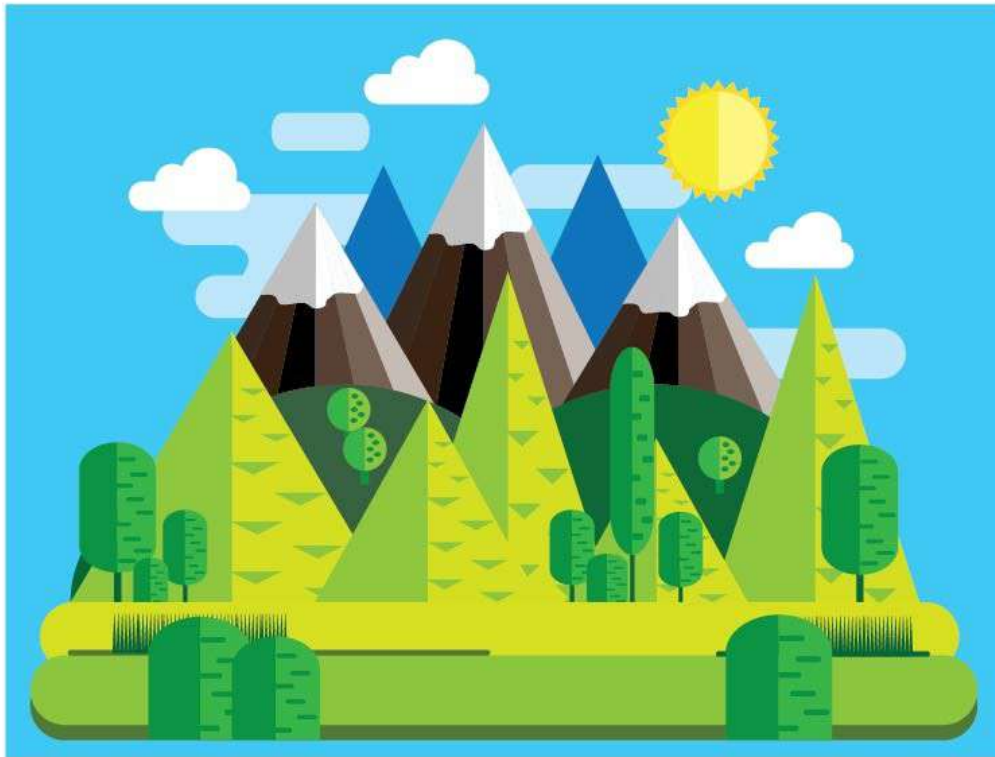
10. MASKING :







ii. SOME OTHER PRACTICE WORKS :

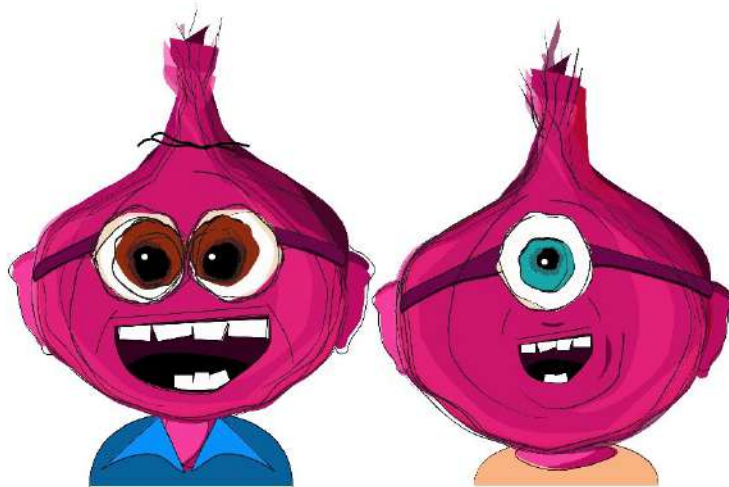
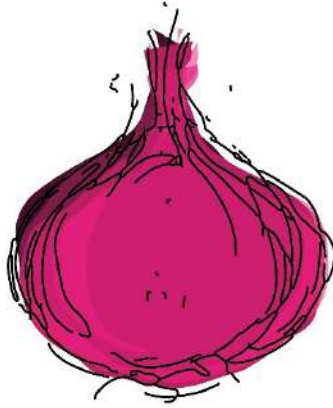


12. CHARACTER DESIGN :  
1. BHINDI BHAI FROM BHEINDI

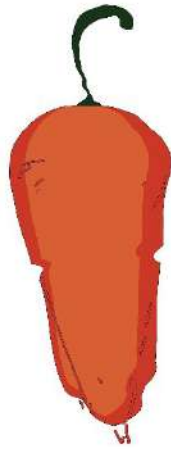




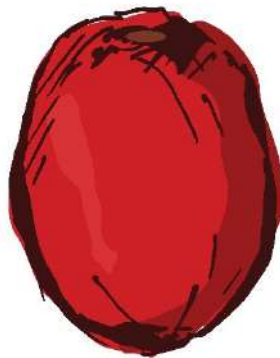
MINNY AND MONNY ( MONION CUSINS FROM ONION )



ANGRY BILLY OUT OF REF CHILLI



TOBY OUT OF TOMATO



PHOTOSHOP WORK :-





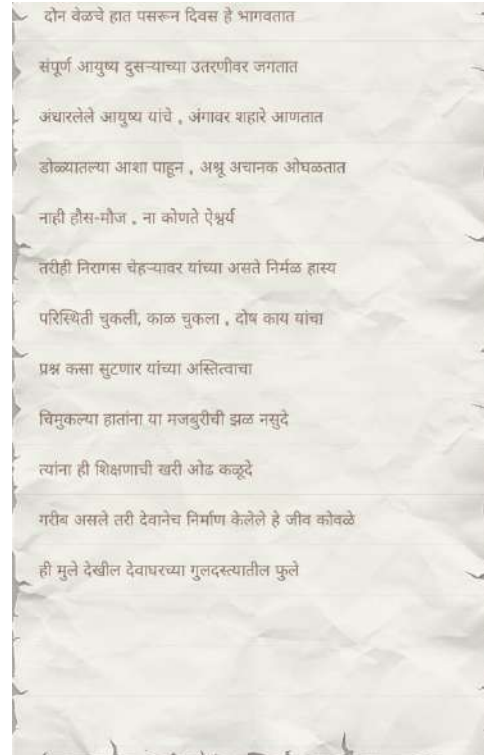
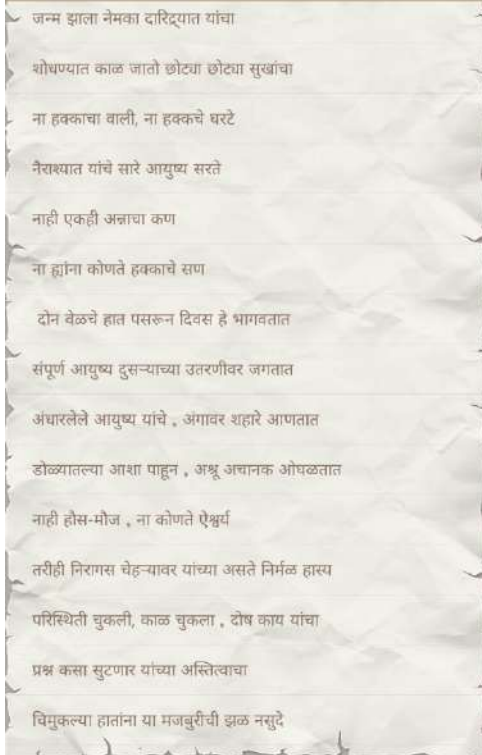






## HANDWORKS :

### ANNUAL PROJECT ( street child ) :



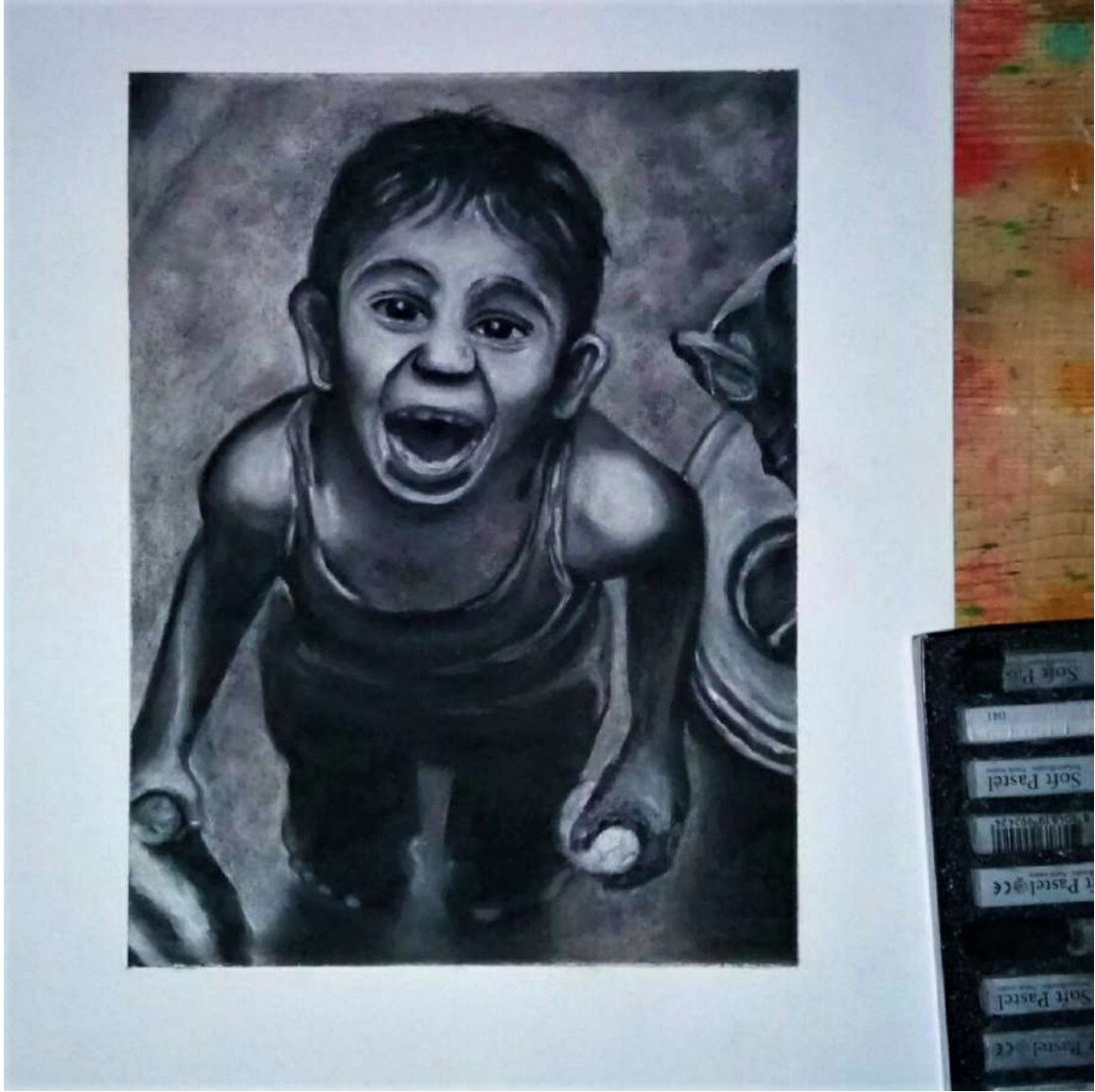












# COMMISSION WORK :

## 1. TechnoServe Pvt Ltd. – Graphical Colateral Poster Design

**TECHNO SERVE**  
stand for your children

TechnoServe is a 50-year-old international organization whose mission is to enable disadvantaged groups out of Poverty. Over the last two years, in partnership with the JP Morgan Foundation (2015) and Citi Foundation (2018), TechnoServe's **Youth Employability Skills Program** has impacted the lives of over 3000 young adults.

**3000** Students Trained  
**20** College Partners  
**1000+** Placements  
**40+** Corporate Partners

**1** 2 Months of Training

Communicative English, Career Readiness, Personal and Professional Effectiveness, Work Readiness

2 **Placement**

Career Counselling, Helpline

Journey so far...  
**Rizvi College of Arts, Science and Commerce, Bandra and TechnoServe India**

**103** Number of students Trained  
**73** Number of students Placed  
**75%** Placement Rate

**Trainer Profile**  
**Neha Anand** - Trained Counselling Psychologist, with Master's degree in Counselling Psychology, SNUJ, Mumbai. Certified trainer in managing training for persons with learning disability, personal employability therapy, neuro-Behavioral programming, art therapy and stress management. 10 years of work experience. Special Ad Teacher at Birlabong High International School, Life Coach at Keys Life, School Counsellor at Laxmi School, Mumbai, Head of Department HOD of Counselling Department at Nandan Charitable Trust.

"In my father's opinion it wasn't necessary for me to seek employment since he was a proud sole 'breadwinner' for our family. But when I landed a job with HDFC Securities, I was surprised when he took the news positively and encouraged me to work hard at the job. I feel proud of the fact that I can now pursue my personal goal of moving into a new house as well as contribute to the family financially."  
- Umerah Faridi, HDFC Securities

"I am not only confident now about chasing my professional goals but this opportunity also the TNS training and placement at ICICI Prudential has given me more decision making power at my household."  
- Rahul Gogella, ICICI Prudential

"Insurance Sales is not an easy profession to get into, specifically for anyone that is not naturally an enterprising person. We have seen TechnoServe trained students are unshaken by this; they are ready to embark on a challenging (but rewarding) sales career. The career counselling offered is certainly helpful."  
- Shalini Mishra, HR Manager, ICICI Prudential

**Our corporate partners**

HDFC securities, ICICI Bank, HGS, DATAMATICS, ANGEL BANKING, Tech Mahindra, accenture, here



## CONTRIBUTION IN COMMISSION WORK :

1. Incredible India : Event's background panel design with a theme of cultural program .



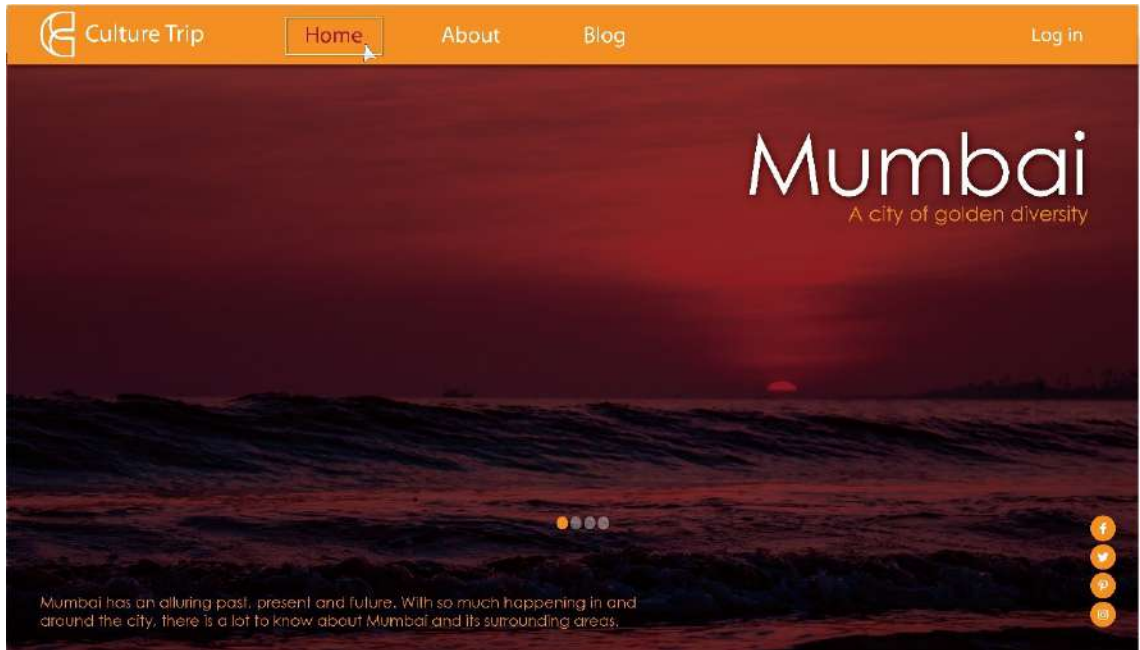
2. Northern lights : Branding for event called “ The International Buddhist conclave – 2018 “

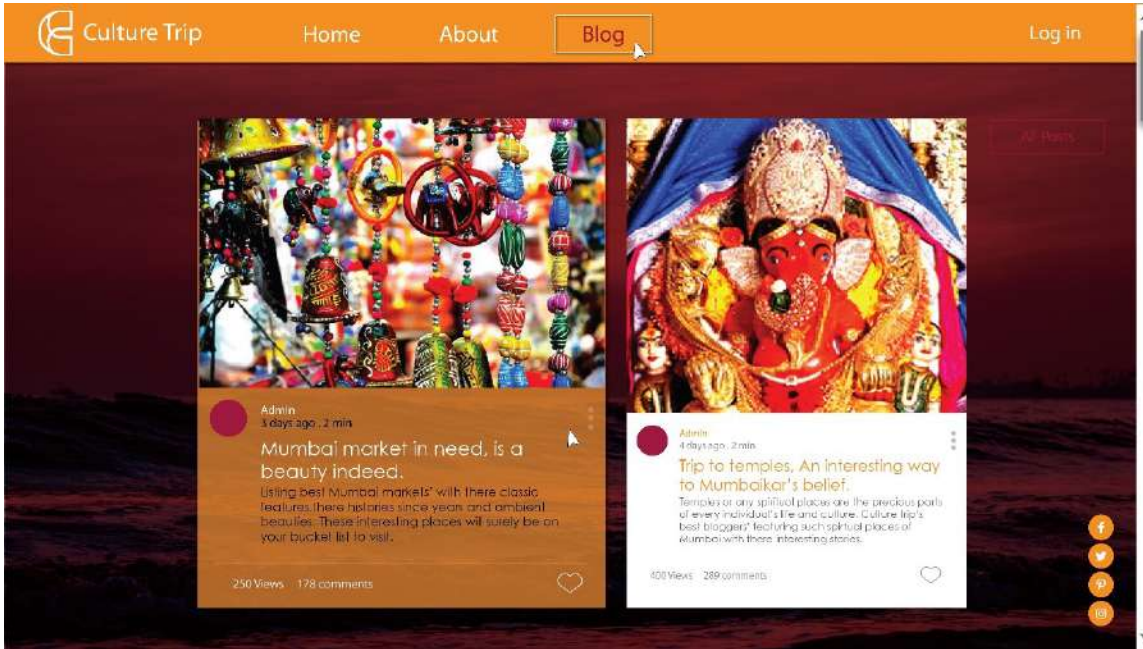






## WEBPAGE DESIGNS :









AD LAYOUTS / REGENERATION :

**TOI**

Like **CAREER GOAL**,  
Having a baby too comes with  
**A DEADLINE.**

TO KNOW MORE, LOG ON TO [FERTILECONVERSATION.IN](http://FERTILECONVERSATION.IN)

**NOVA IVI**  
by **FERTILE CONVERSATIONS**  
A PART OF FERTILECONVERSATION

**THE TIMES OF INDIA**

Couples who put off having a baby for too long, often find that conceiving can take much longer than for a young couple. If you have been postponing parenthood for some reason, it's a good idea to talk to an expert just to be aware of all aspects.

**Hungry at 100 kms !**

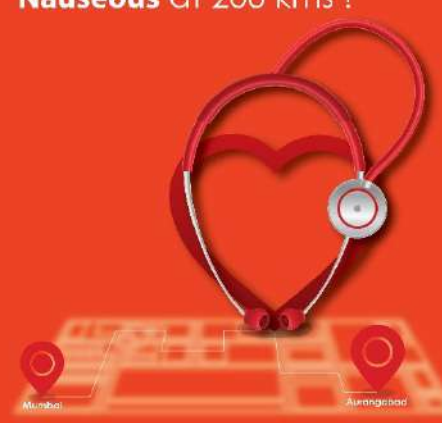


Mumbai Aurangabad

335 kms ( 6 h 30 mins - via NH160 )

Google Maps #YesWeUnderstand

**Nauseous at 200 kms !**




Mumbai Aurangabad

335 kms ( 6 h 30 mins - via NH160 )

Google Maps #YesWeUnderstand

**LowPetrol at 170 kms !**



Mumbai Aurangabad

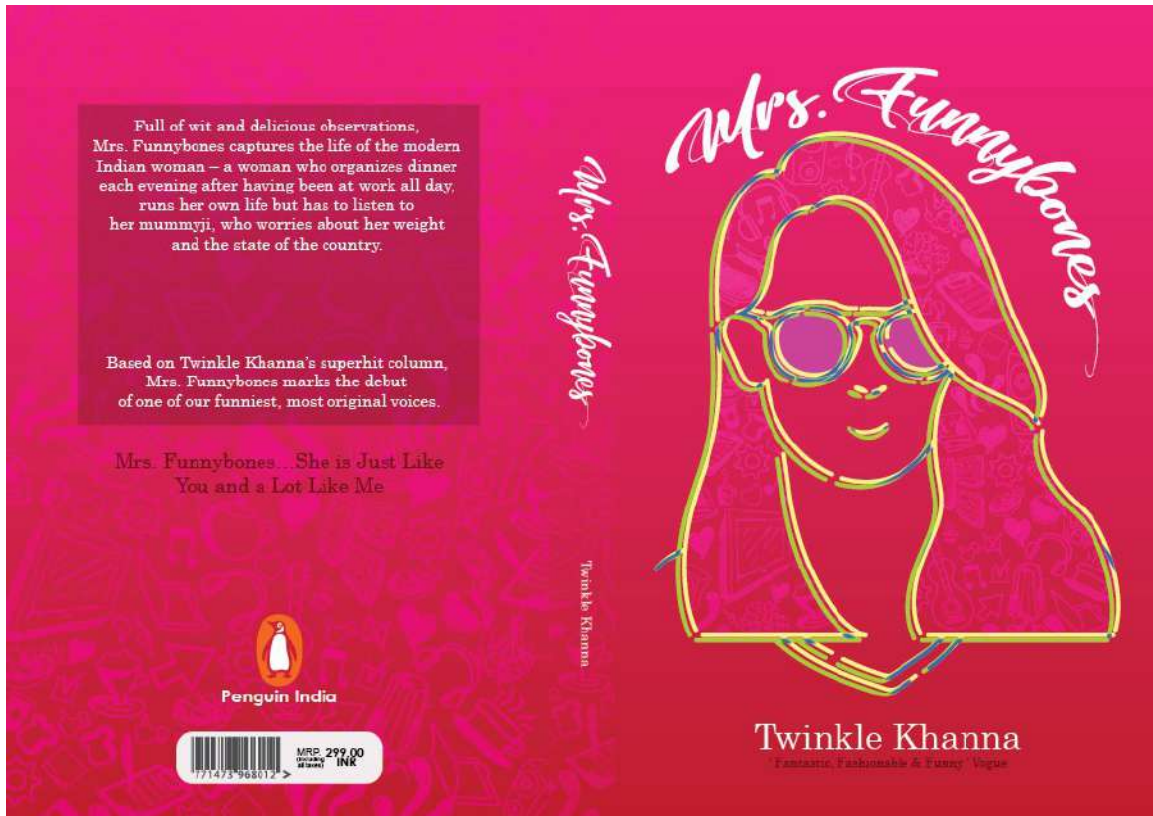
335 kms ( 6 h 30 mins - via NH160 )

Google Maps #YesWeUnderstand



## TYPOGRAPICAL APPLICATION WORK :

### 1. Book cover



### 2. Typoday 2018 – Poster Design







3. Typography poster : Dance of Typography



## COMPETITION WORK :

1. Doodle Art fest : Water – a source of life





2. State Art or Campaign work for Public Welfare :

**G**

"Lets get one thing straight,  
that They are'nt."



Our social and cultural norms has always been restrictive about our liberty of sexual expression and orientation. But every human has a right to love irrespective of any gender & deserves equal dignity and acceptance beyond the social stigma.


#GayLifeWith377



**G**


**L**

"Straight by heart,  
Not by butt."



Our social and cultural norms has always been restrictive about our liberty of sexual expression and orientation. But every human has a right to love irrespective of any gender & deserves equal dignity and acceptance beyond the social stigma.

#LesbianLifeWith377



**T**

**T**

"They are neither Straight,  
nor Narrow Minded"



Our social and cultural norms has always been restrictive about our liberty of sexual expression and orientation. But every human has a right to love irrespective of any gender & deserves equal dignity and acceptance beyond the social stigma.

#TransLifeWith377



**L**

Be the RESPONSIBLE CITIZEN



bruhanmumbai  
mahanagar  
palika

**say NO to PLASTIC**

3. Skybag Competition :





THANK YOU