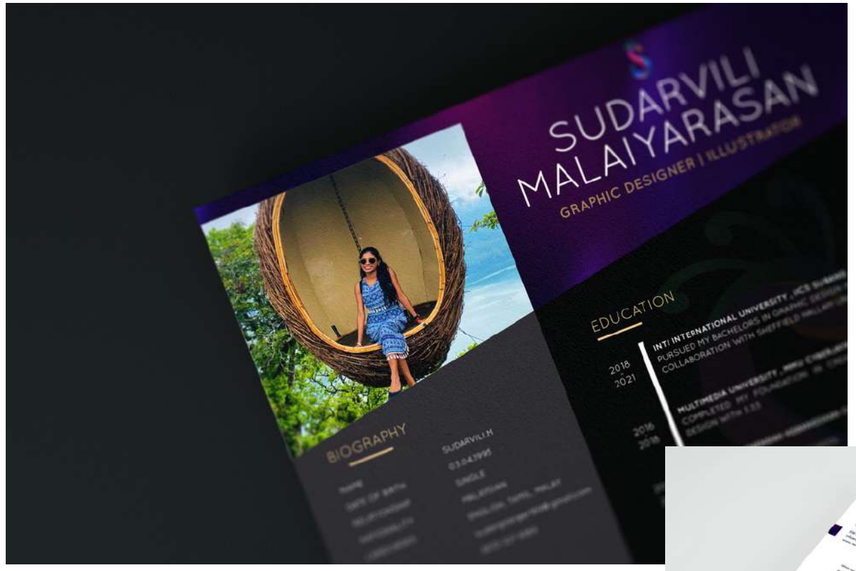
Sudarvili Malaiyarasan

GRADUATION PROJECT PORTFOLIO / 2022

Graphic Designer



THE ART THAT I DO

Hi. My work focuses on branding, product design, and short graphic animation. I love to create pieces that evoke feelings of whimsy and nostalgia. My love of physical work and curiosity about new ideas drove me to pursue a career in design. I consider myself a growing designer since I am still experimenting with new styles and new kinds of self-expression via design in order to sharpen my design skills. I have a tremendous passion for design and feel it is one of the best professions out there for which I have acquired a keen interest. Design is all about freedom and adventure, as well as sharing ideas via various mediums. Aside from that, I enjoy travelling and creating memories at every stage of my life.

01 BRANDTRIGUE

My project concept is to rebuild brand identification across fintech firms.

The core of good fintech branding is twofold: empowerment and trust.

You already provide individuals the ability to do things they couldn't accomplish before in the old financial system, but how do you establish trust? That's where we can help.

" Connect and matter more to customers ! "

FINTECH BRANDING POSES AN UNIQUE SET OF ISSUES.
Both money and technology have an inherent coldness that can only be addressed by a compelling, human-centric brand experience.

02 EMPOWERMENT POSTER

Diversity in Fin-tech

Many gender-related hurdles and prejudices have decreased over time, yet gender preconceptions continue to obstruct women's job advancement. Women's professional growth possibilities continue to be harmed by gender stereotypes, which define management behaviour and occupational outlooks in the workplace in accordance with patriarchal expectations.

Phrases that women encounter in a corporate meeting ...

"she is too bossy."

"she is so opiniated."

Brought to you by
BRANDTRIGUE

Brought to you by Brandtrigue

Fintech need women, and industry leaders must change their recruiting practises and corporate cultures to ensure that women are recognised and rewarded for their abilities and contributions in this fast growing profession.

" We understand that diversity, inclusion and belonging make us stronger "

The fintech business is notably unbalanced in terms of female representation. Historically, societal standards have acted as limitations to women's financial inclusion.

AR EXPERIENCE

Traditional housewife duties fostered attitudes and systems that constrained and continue to restrict women's access to finance. Much of what women dislike about financial services is due to the use of obscure language and terminology. Women are targeted whenever feasible.

02 WOMEN EMPOWERMENT

UNDERREPRESENTATION OF WOMEN

Throughout my interview study, I saw several corporate meeting situations described by emerging businesswomen. I recreated the sights in an augmented reality experience to let society connect with the genuine thing.

02 WOMEN EMPOWERMENT

UNDERREPRESENTATION OF WOMEN

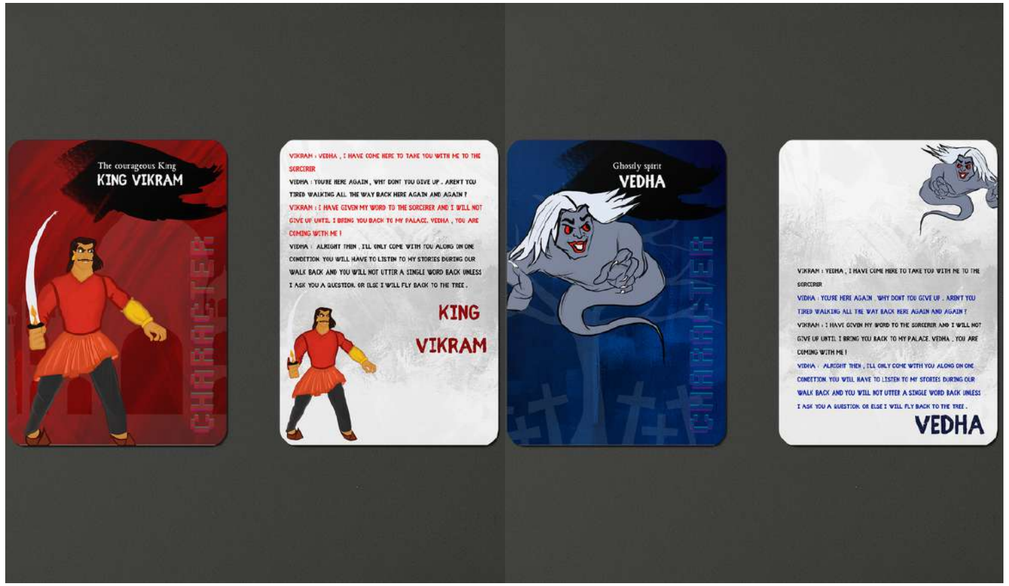
As new businesses are established and thriving, new cultures emerge. From the start, there is a chance to foster an inclusive culture that celebrates diversity and is open and courteous. This awareness may be designed to examine issues and their core causes, as well as to begin shifting the organisation.

03 INTERACTIVE STORYTELLING

The rich culture and vast landscape of India come alive in their ancient folk tales and folklore. Indian folklore and fairy tales have entertained and enlightened generations, since the dawn of language to modern time, with ballads of heroes, so beloved, they are deified and worshiped around the continent, and with epic poetry that strengthens and heralds a community's shared values.

Influenced by Hinduism, Indian folk tales are robust with central religious figures and moral lessons; they were used to preserve history, important people and places, as well as the religious rites and ceremonies of various Indian regions.

Traditional Indian Folklore



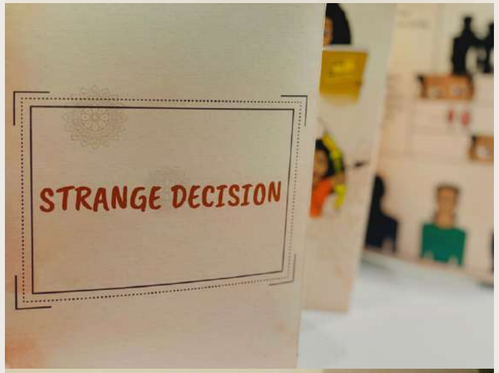
INTERACTIVE CARD GAME FOR KIDS AGE 9-12 YRS

'Puranam' is a storytelling card-game which engages kids in narrating and understanding 'Stories of Vikram Vedha - Vikramathitan & Vethalam' with an interactive approach through the activity of role play. One kid as King Vikram and another as Vedha role playing the characters and solving the riddles at the end of every story.

Stories have been an essential teaching aid in traditional educational systems in India; from the days of Mahabarata and Ramayana. Stories were used to teach everything, from science, mathematics to arts and civics.

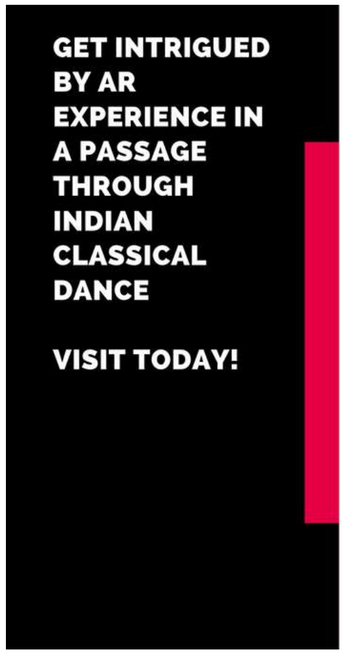
STRANGE DECISION
MEDIEVAL QUEST
THROUGH MYSTERIES
PURANAM
You have defeated me, but I still can't marry you!
END
START
PURANAM
CHARACTERS
VEDHA
KING VIKRAM

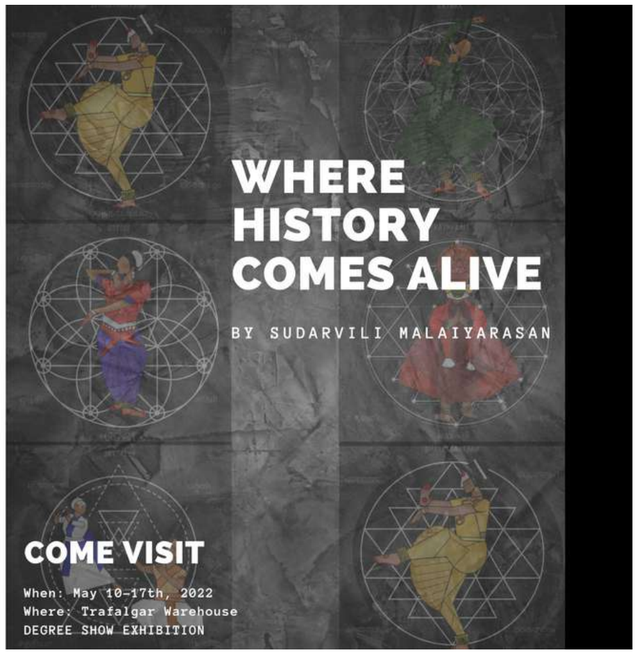
VEDHA
KING VIKRAM


STRANGE DECISION

PURANAM

04 INDIAN CLASSICAL DANCE

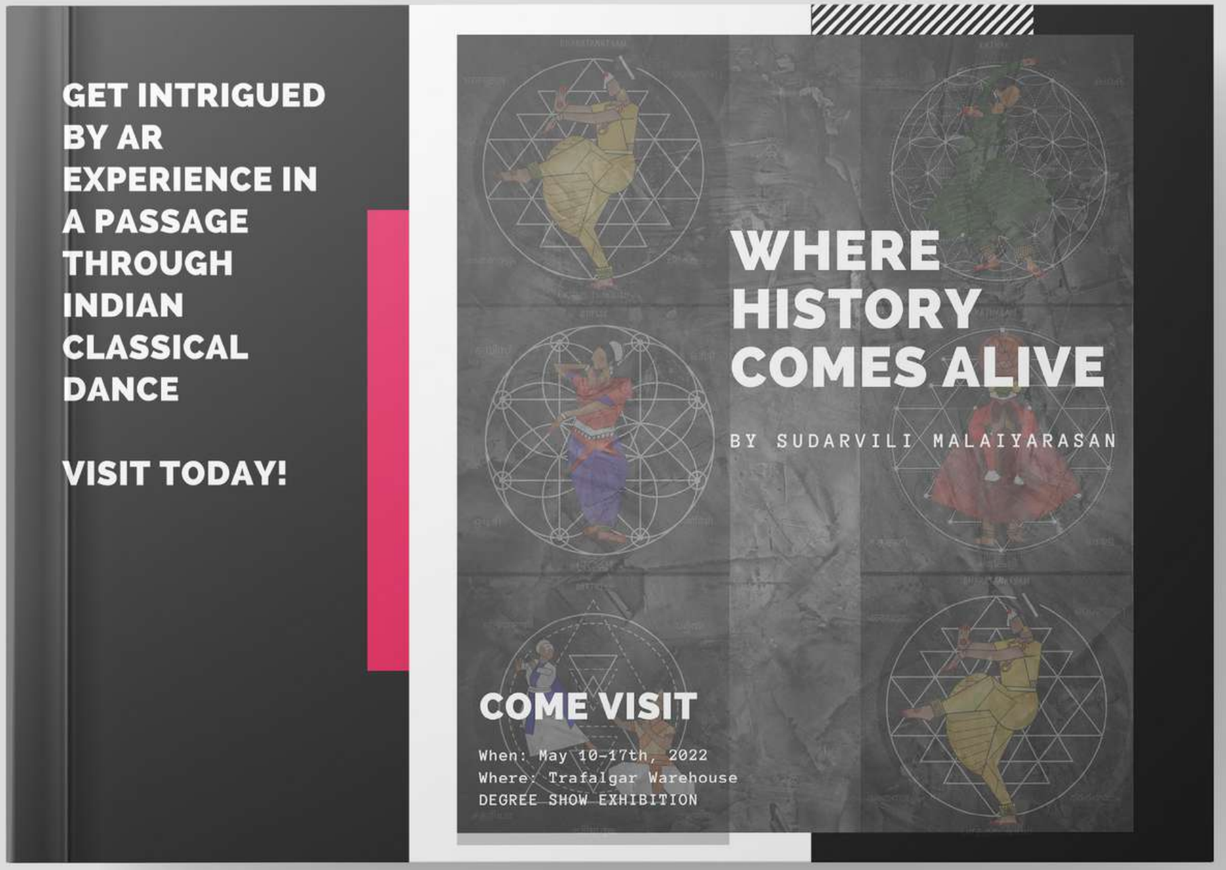




Classical dance is one of the highest forms of art. The phrase "Indian classical dance" refers to a variety of performance arts founded in sacred Hindu musical theatre genres, the theory and practise of which may be traced back to the Sanskrit scripture Natya Shastra.They represent a unity of core ideas in a diversity of styles, costumes, and expression. This art form is not only the quintessence of sweetness, beauty, and power of our culture, but it is also a prayer and meditation, attracting divine blessings, happiness, and peace of mind.

HISTORY COMES ALIVE !

Digitisation is an efficient means of preventing the degradation of ancient artefacts. Users may explore and analyse the aesthetic characteristics of digitised artworks digitally. Along with the visual display, incorporating newly developed haptic technology improves the user experience by making it more realistic and immersive.



A PEACEFUL JOURNEY THROUGH 5 INDIAN CLASSICAL DANCE FORMS WITH AR EXPERIENCE

04 CULTURAL EXPERIENCE

This booklet consist of more detailed description and explanation of each artwork.

04 CULTURAL EXPERIENCE

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THANK YOU !

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