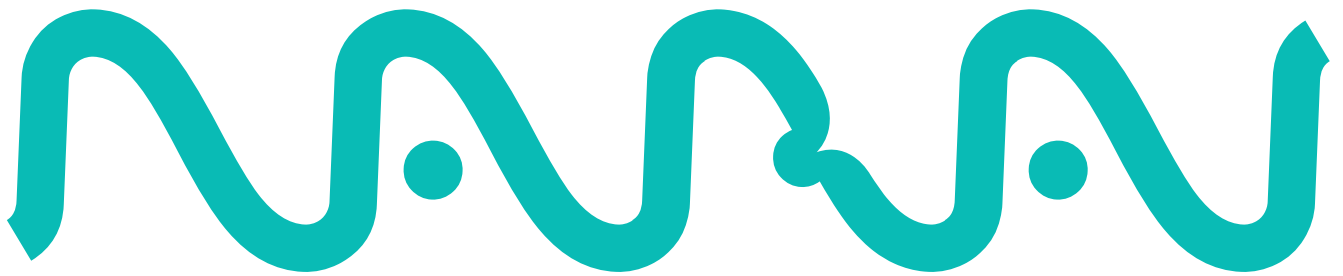


# Portfolio



**NAVRAJ GHIMIRE**

**Print Professional and Graphic Design Student.**



## CONCEPT

A company was celebrating their 10<sup>th</sup> Anniversary. To celebrate this milestone, the company assigned me a task to make this moment memorable to the employees. I suggested a set personalised goodies for the employees with the company branding on it. The concept behind this was every time somebody looks at these items, that would remind them how much the company values them and their efforts. This would further motivate them, resulting in better a better productivity and further growth of the company. This project was to be completed by November 5<sup>th</sup>, their anniversary day; and these goodies were to be given to the employees in a townhall meeting.



## SMART OBJECTIVE



To **showcase** an **effective** presentation **explaining** the concept behind this whole process. **Aim** to **utilize** the **skills** learnt till date and **secure** A grade by october 30th.

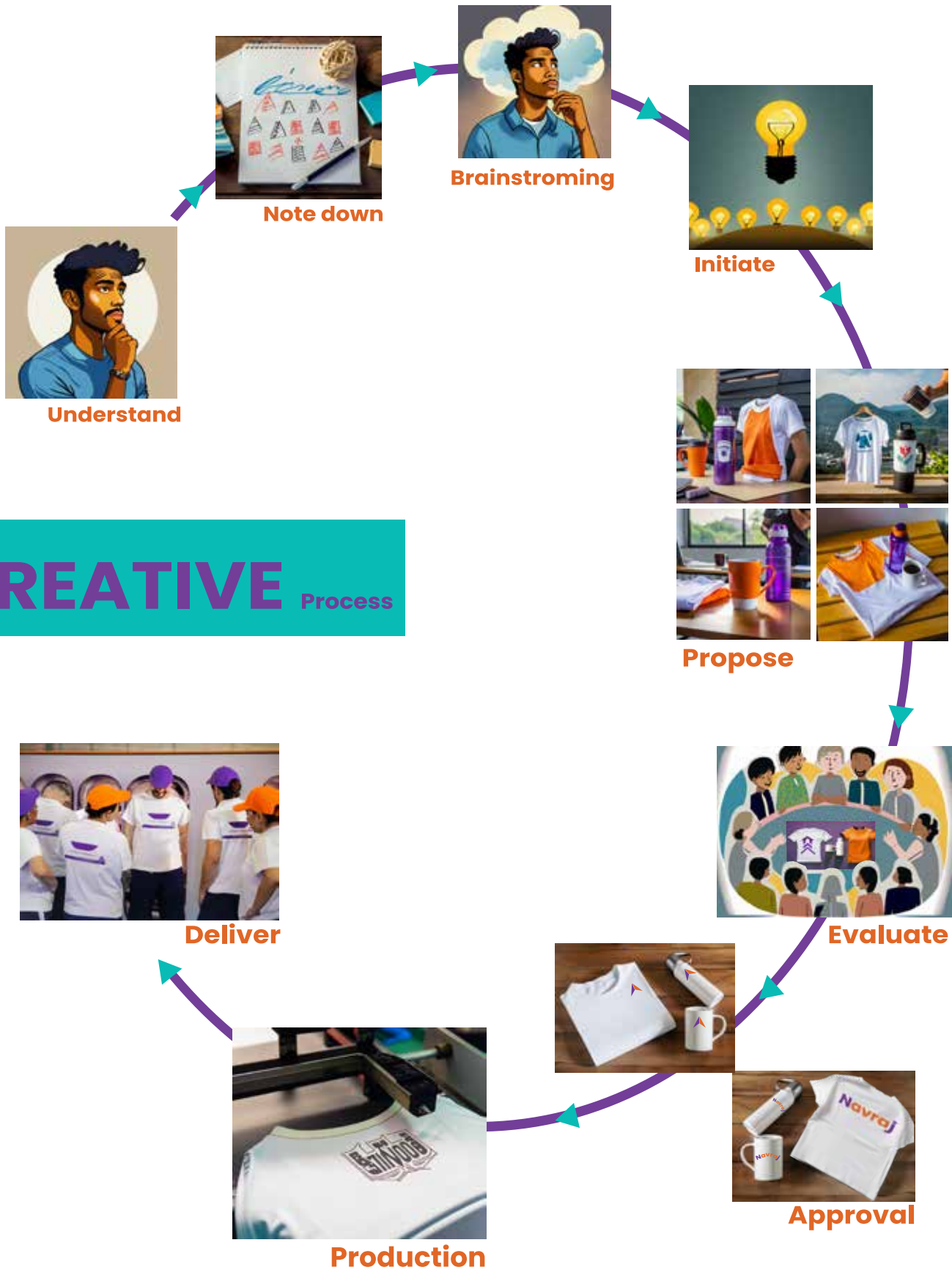


## MOOD BOARD



*Aiming to create designs that reciprocates a sense of value creation.  
To convey that every individual in a team matters with  
simplicity yet deep thoughts .....!!!!*



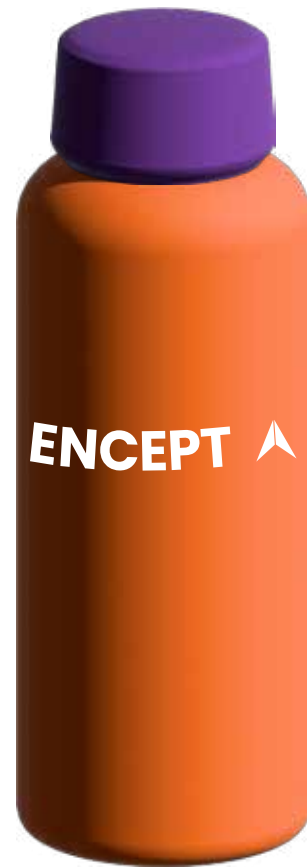


# CREATIVE Process



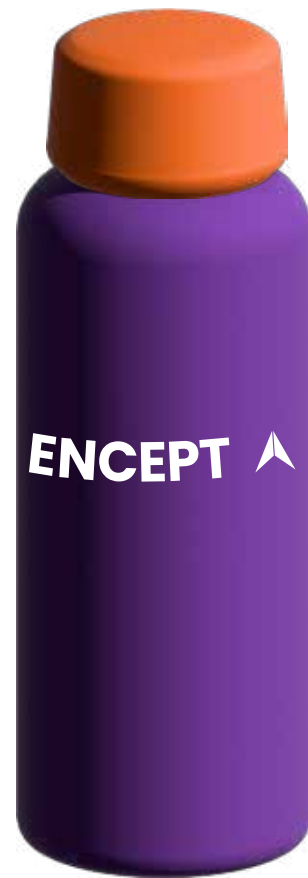
**DESIGN-1**





**DESIGN-2**





**DESIGN-3**







## RATIONALE

The motive behind this design is to craft a gift that embodies genuine appreciation, conveying a sense of care and gratitude towards employees. The combination of the design and the company's logo does not only strengthen its brand image, but also helps to build a personal bond with employees. The goodies helps them feel a sense of belonging, appreciation and recognition by the company to their efforts.



### **How well does my creative vision align with my personal style and interests?**

My creative vision compliments my interests and personal style. My work is a true reflection of my motivation gained from my instructors and the experience i have.and passion, and it always speaks to my favorite themes and aesthetics. It is a true reflection of who I am, and other people have expressed gratitude for it.My own fulfillment comes from pursuing these creative endeavors, which confirm that my interests, style, and vision are all in line.

## **SELF-REFLECTION**

### **What emotions or feelings do I want my portfolio collection to evoke?**

I want my portfolio collection to evoke a sense of creativity and inspire to innovate; keeping things simple and easy to understand. You can convey a deep thoughts even with a simple design and thought-provoking elements. I also want my portfolio to reflect a sense of professionalism and reliability, so that I can trust my abilities as a creative professional and be successful.

### **How does my creative vision show my creativity and originality as a designer/artist?**

My creative vision portrays originality and simplicity as a designer through the simple yet meaningful concepts. It reflects one's ability to think off the line, introducing fresh ideas fusing with latest trends. My creative vision demonstrates a distinctive approach and a trendy style leaving a lasting memories with the end users and clients.