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Design

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1 Keys

Symmetry
Symmetry being expressed using two laterally inverted key forms they show perfect balance if sliced vertically from centre.

Contrast
'Contrast' being expressed using odd key out from rest of the group

Rhythm
Repetitiveness of key's circular-pattern makes 'rhythm' in design.

Harmony
Key-forms lay in 'harmony', demonstrated using concentric circles formed by keys.

Expansion
Each row of keys seems to be expanding from the corner piece towards outside.

2 Letter Forms

Static
Letter 'L' & 'O' seems to be in rest and very static in nature lying on 'K'.
Idea was to demonstrate 'static' concept using letter forms.

Active
Letter 'K' & 'O' seems to be falling off 'L' showing some motion via gravity.
Idea was to demonstrate 'active' concept using letter forms.

3 Slogan

Spacing
Slogan's been designed in a way 'JOB' & 'Training' can be highlighted. It also fits into cafe's serious cum whimsical theme.
Spacing and kerning was focus for this design

Black & White
Bolder 'JOB' give it a serious touch where as sketchy 'TRAINING' makes it look like under-construction & whimsy. 'in progress' is given very little importance.

4 Order-Sheet

Horizontal

Flying Fruit Café
BREAKFAST SANDWICH

1 BREADS	2 EGGS	3 MEAT	4 CHEESE
- English Muffin - Everything Bagel - Onion Bagel - Poppy-Seed Bagel - Sesame Bagel - Biscuit - Plain Bagel - Cinnamon Raisin Bagel	- No Eggs - Scrambled Egg	- No Meat - Bacon - Sausage - Turkey Bacon	Extra \$0.5 - Mild Cheddar - Monterey Jack

Interactive App

Interactive App
These are screenshots of interactive (mobile-app) version of breakfast order-sheet for flying fruit café. Taping on each screen transitions into next or previous depending on option selected. Numbers on top left give you an idea of progress. Navigational arrow on the screen-side allows you to skip item or undo your action. Once order's placed we get check mark on app and same order transferred to central screen in kitchen.

5 Airpot

Design - 1

Design - 2

Here I've used branding cafe logo central stip which would act as a label to Airpot & 1/3 of the portion's been occupied by Slogan.
Color Scheme is brown, red and orange based.
While designing, cylindrical shape of airpot was considered and thus design is center-oriented for complete visibility at a glance.

6 Napkin Holder

Design - 1

Design - 2

Cafe Logo helps in branding. Clean and bold Slogan puts its point across. Slogan design and color is based on previous design '3. slogan'. The Choice Program motos are also mentioned but tinier & emotional touch.

Sketchy typeface and bold makes it fool S&W themed. Red & Black color also compliments to the same. This is just strip wrap on airpot.

Strip wrap lets airpot be less tacky. Back side of the wrap stays empty and few logos can be placed, main information is on front side.

Invest in youth
Foster Resilience
Build Community
Strengthen families

JOB TRAINING!
in PROGRESS!

this design is based on above mentioned airpot wrap. Additional thing I have incorporated : Cafe Logo & Choice Program Slogans, too. But, still major catch is "JOB Training in Progress !" Chalk-board typeface makes it suitable for school theme.