

# PORTFOLIO' 23



AYUSHI ACHARYA

Design | Education | Social Innovation

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I BELIEVE IN

TRANSFORMATIVE  
power of *design* to  
bring *positive* change,  
*uplift* communities,  
& *celebrate* culture

As both a **problem solver** and a **creative at heart**, I place equal emphasis on aesthetics and functionality, ensuring a seamless and meaningful balance in every design. My goal is to use design as a tool for **societal improvement** and cultural enrichment.



*Design for Education*



*Design for Cultural promotion*



*Design for Society*

EDUCATION

National Institute of Fashion Technology  
B.Des, Fashion Communication

Visual Communication  
(Minor in I.T application for E-commerce)

Graphic Design, UI/UX, Photography, Videography, AR/VR,  
Spatial Design, Styling, Web Design, Marketing, Animation,  
Illustrations, HTML

WORK EXPERIENCE

Digital Media Design Facilitator  
2023

Indian Institute of Technology Delhi  
Dr. B. R. Ambedkar School of Specialised  
Excellence

Taught digital media and design at a public  
high school, emphasizing industry-relevant  
curricula and creativity

Communiation Designer  
2022 - 2023

Centre of Excellence for Khadi  
(Khadi and Village Industries Commission |  
Ministry of MSME, Govt. of India)

Managed CoEK's visual identity, social media  
strategy, website, collateral, and workshops,  
providing mentorship

*\*All project designs, sketches, research documented is attributed to Ayushi Acharya unless stated otherwise.*

# BLUJI

A transformative month-long Instagram campaign empowered Blue Pottery artisan and raised craft awareness, resulting in ₹20,000 in product sales to a nationwide audience during Covid-19.

## Academic Project - Group

2021

### OBJECTIVE

Craft a brief documentation on Blue Pottery's intricacies and devise a robust strategy for its promotion. This involves conserving its cultural heritage while securing its future through heightened visibility and market expansion. The primary goal is to empower artisans and the craft, revitalizing its significance in today's society.

### CRAFT

Blue Pottery, Rajasthan, India

### GROUP

Ayushi Acharya, Anjali Kumar, Amal Tiwari, Chakshu Verma, Kritika Bora, Marisha Kushwat, Samikshya Sathpathy

### VIEW THE BLUJI CAMPAIGN FILM

<https://youtu.be/LF1U7EJMHFY>

### MY ROLE



Drove 'Bluji' brand, managed diverse roles—campaigns, filter dev, video edit, site oversight, illustration design. Explored new skills, led 'Mr. Bluji' integration.



#### VIDEO

Edited impactful infographic videos



#### PERSONA

Utilized 'Mr. Bluji' in #bluji\_se\_baate (chat with blujin) stories campaign



#### BRANDING

Created 'Bluji' brand for artisan Sanjay Parajapati



#### CAMPAIGN

Executed engaging social media campaigns like #whoismrbluji



#### AR/VR FILTER

Developed an interactive Instagram filter



#### ILLUSTRATION

Designed custom illustrations for social media and documentation



#### WEBSITE

Oversaw website creation

## THE CAMPAIGN NAME, LOGO & MASCOT

### NAME

'BLU'  
from blue pottery

BLUJI

'JI'  
Ji is used with names and titles to show respect in India

I named our brand 'Bluji,' blending modern appeal with a touch of Rajasthani cultural respect through 'ji.'

### MASCOT

Traditional Rajasthani Attire



Thick Lustrous Moustache

Our mascot, Mr. Bluji wears the traditional attire of Rajasthan and has a thick lustrous moustache.

### LOGO

Typographic exploration of the word "ji"



Our logo too is a take on his moustache and has a typographic exploration of the word "ji".

### IT AIMED TO BE PLAYFUL, QUIRKY & INTERACTIVE.

Both our mascot and logo embody the spirit of the allocated craft focusing on where it's from and how it looks.

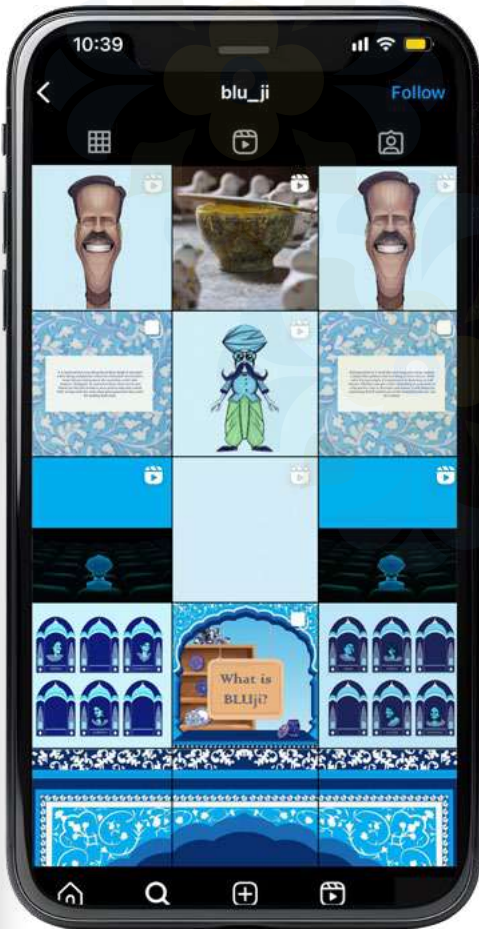


# INSTAGRAM Campaign

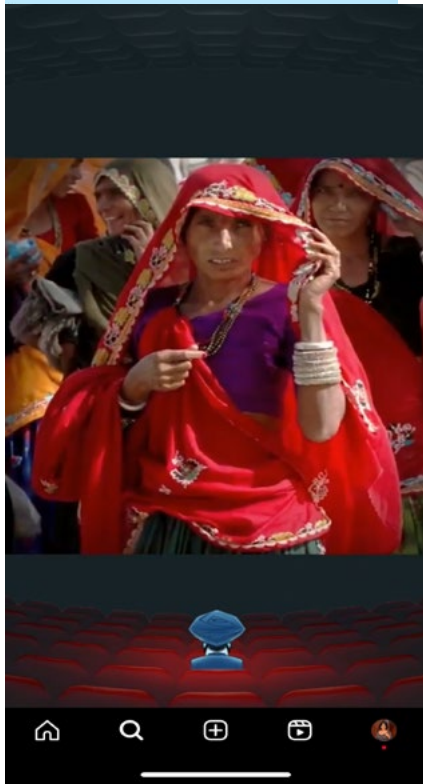
We selected Instagram for our social media campaign with the primary goal of spreading awareness about the craft. Our month-long campaign was highly interactive, fueled by curiosity with #whoisbluji, leading to gradual reveals.

Utilizing interactive stories (#blujisebaatein), cool filters, and dynamic videos, we conveyed a substantial amount of information about the craft without losing engagement.

*\* All the mentioned campaigns had been designed and ideated by Ayushi*



#Bluji goes to Jaipur



AR/VR filter designed by Ayushi

#who\_is\_bluji?



#baatein\_with\_bluji

#Be\_cool\_with\_bluji (FILTER)

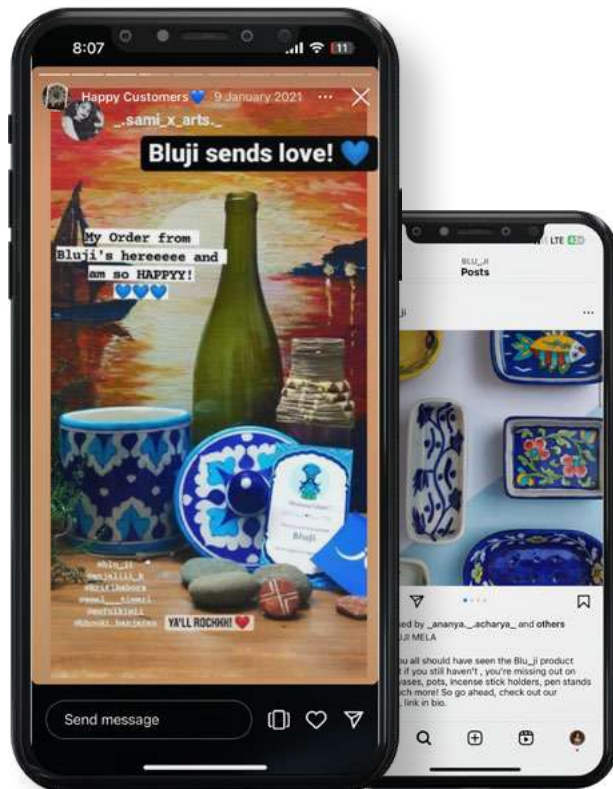


# BLUJI MELA The Blue Pottery Shopping Festival



After several interactions with the artisans and studying the situation our team realised that the **covid 19 pandemic had significantly impacted the sales and livelihoods of the artisans.**

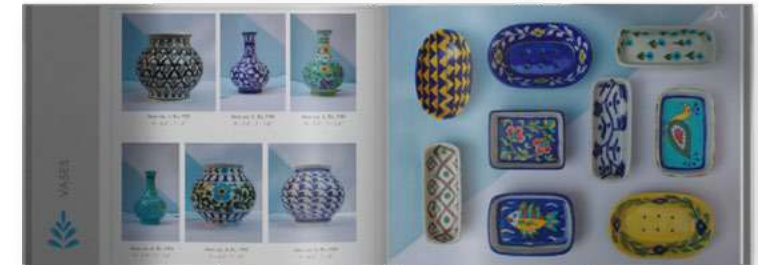
We were able to create a system of sale through our instagram account and sold craft pieces worth Rs. 20,000 to a pan India customer base. All profits went to the artisan. Stickers and tags were also sent along the merchandise.



## PRODUCT SHOOT



## PRODUCT CATALOGUE



## HAPPY CUSTOMERS



**Sale through our instagram account and sold craft pieces worth Rs. 20,000 to a pan India customer base.**

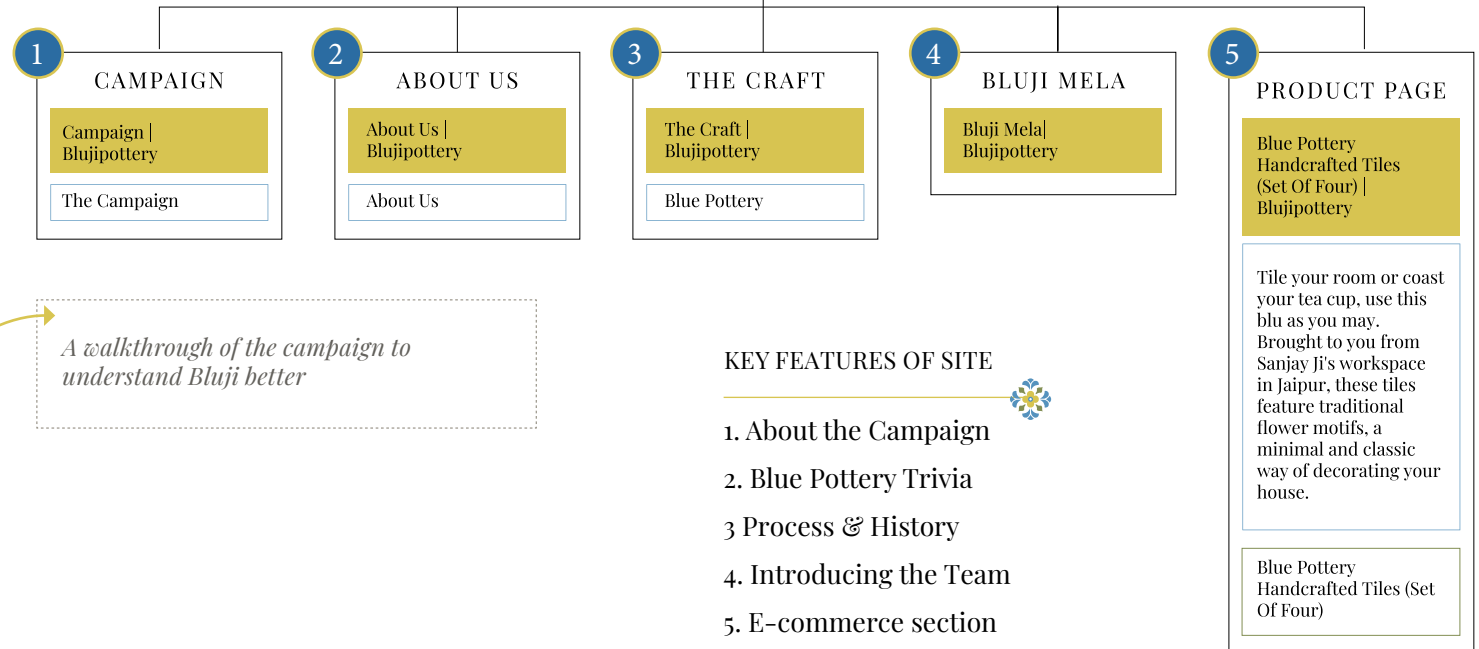
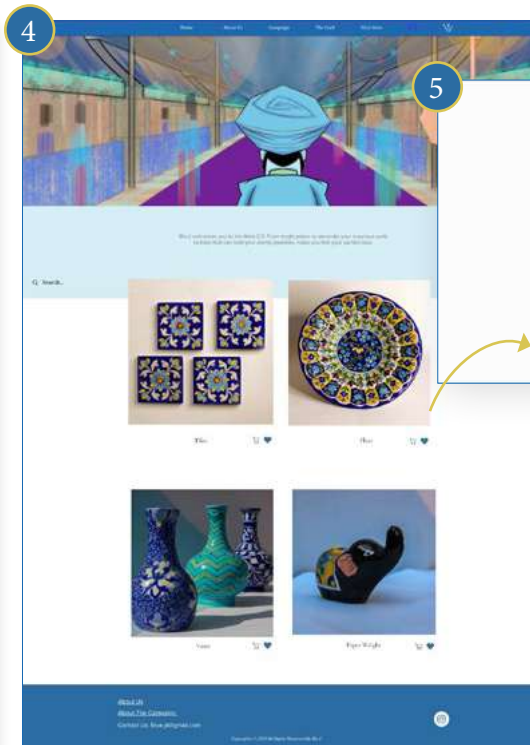
*All profits went to the artisan.*





# BLUJI WEBSITE

Crafted Bluji website featuring campaign details, Blue Pottery insights, process/history, team introduction, and an e-commerce section.



# ODISHA DESIGN WEEK

*Reviving Odia Crafts and Culture with Modern  
Illustration for International Design Fest*

## Industry Internship

2021

## OBJECTIVE

I created unique visuals and curated a distinct visual narrative for the Odisha Design Week (ODW), an international festival organized by the Odisha Design Council (ODC). My goal was to combine traditional Odia culture with contemporary aesthetics to enhance ODW's objective of promoting Odisha as a global design hub while making a long-lasting social impact.

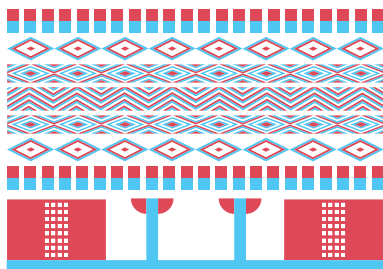
*\*Odisha is a culturally rich eastern state of India.*

## COMPANY

Odisha Design Council

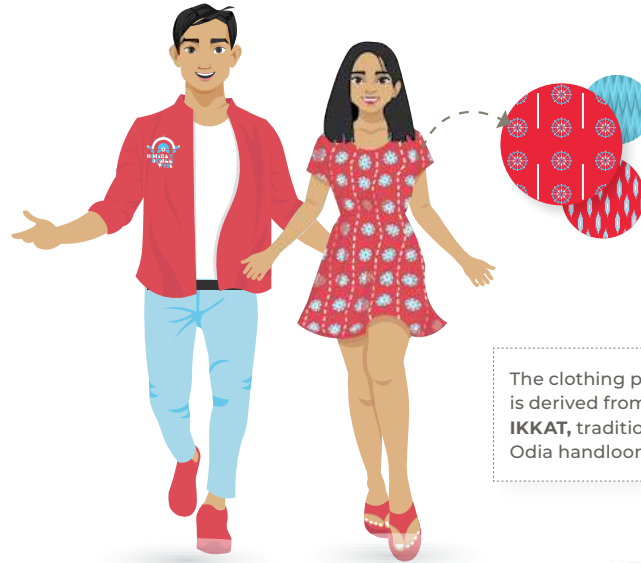


PAPER MACHE

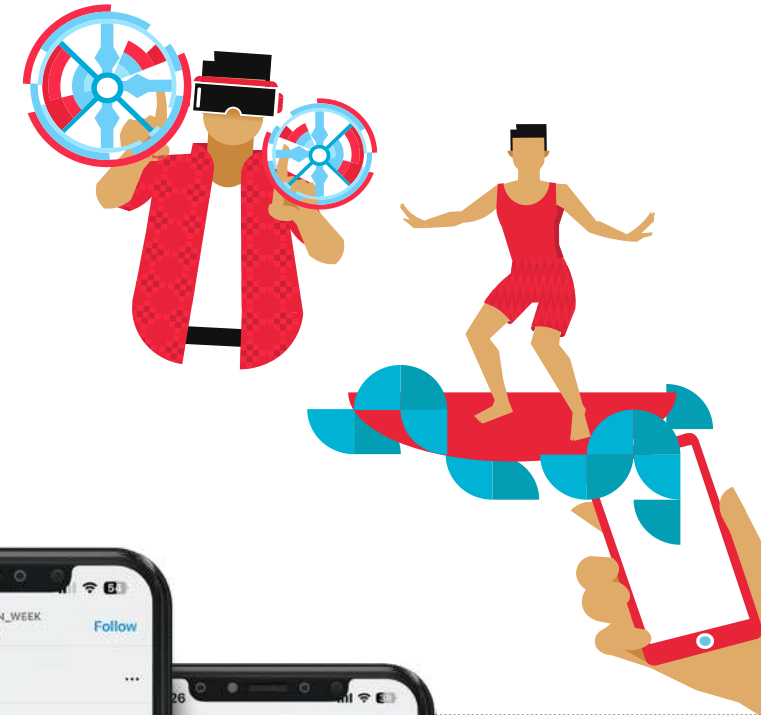


KRUSHAK BHAWAN

INITIAL  
(realistic, detailed)



FINAL  
(modern, clean, geometric)





# MR. SUSHIL KUMAR (DRIVER & INSTRUCTOR)

Branding Mr. Sushil Kumar's image with a memorable brand persona tailored for tier-2 Indian cities.

Academic Project

2020

## OBJECTIVE

I developed a standout brand identity for local driving instructor Mr. Sushil Kumar, emphasizing professionalism and approachability. The strategy targets tier-2 Indian cities, using impactful collaterals inspired by car elements to leave a memorable impression and convey the joy and professionalism of his unique teaching and driving services.

## CLIENT

Mr. Sushil Kumar

LOGO



STEERING WHEEL  
dedication

+



TIE  
professionalism

+



CAR ON ROAD  
passion

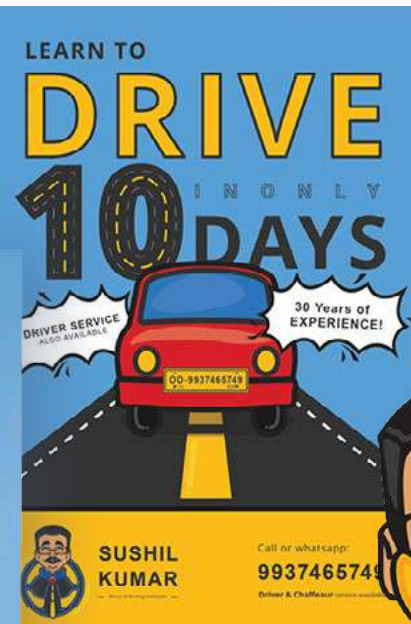
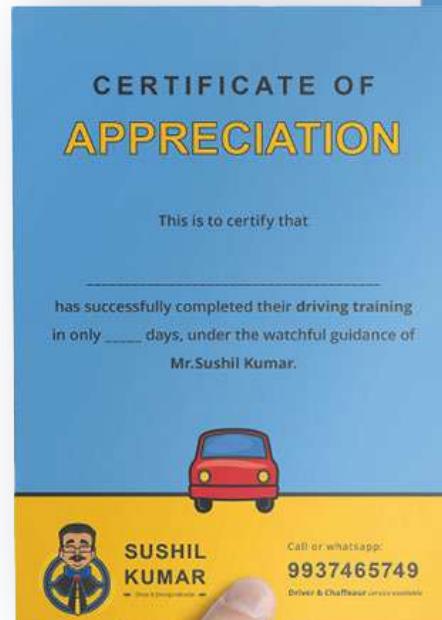
+



SMILING FACE  
friendliness

## CERTIFICATE & E-FLYER

Designed sentimental completion certificates and eye-catching WhatsApp flyers in blue & yellow, enticing students to learn driving from Sushil Ji in just 10 days.



CARICATURE OF MR. SUSHIL KUMAR



## BLUE & YELLOW FACE MASK & GLOVES

Adhering to COVID hygiene measures, a yellow face mask and blue gloves are implemented for Sushil Ji to instill a sense of responsibility among customers, creating a distinct 'yellow & blue' image for the driver.

# QAID MEIN RAQS

*Dancing in captivity*

Academic Project - Bachelor of Design

2021

## OBJECTIVE

To present a poem innovatively, I created an Instagram page inspired by 'Qaid Mein Raqs,' focusing on domestic violence among South Asian women. Completed in a day, this project is a powerful platform for awareness, empowerment, and solidarity, using visual storytelling to spark discussions and prompt reflection on the poem's themes. It underscores art's transformative role in addressing societal challenges.

## "A WOMAN'S STRUGGLE A FLY'S PARALLEL"

The piece portrays a woman's oppression and confinement, likening her to an unwanted fly enduring daily struggles.

She faces hardships in chores, sun exposure, her husband's desires, and internal battles. Rejecting motherhood, she questions her constrained freedom, likening her existence to a fly trapped in a bottle by societal constraints.

[CLICK HERE TO READ THE POEM](#)



*Qaid Mein Raqs*

KISHWAR NAHEED

Feminist Urdu poet and writer



GENDERED EXPECTATIONS



SHACKLED TEARDROPS



HOUSEHOLD ENTRAPMENT

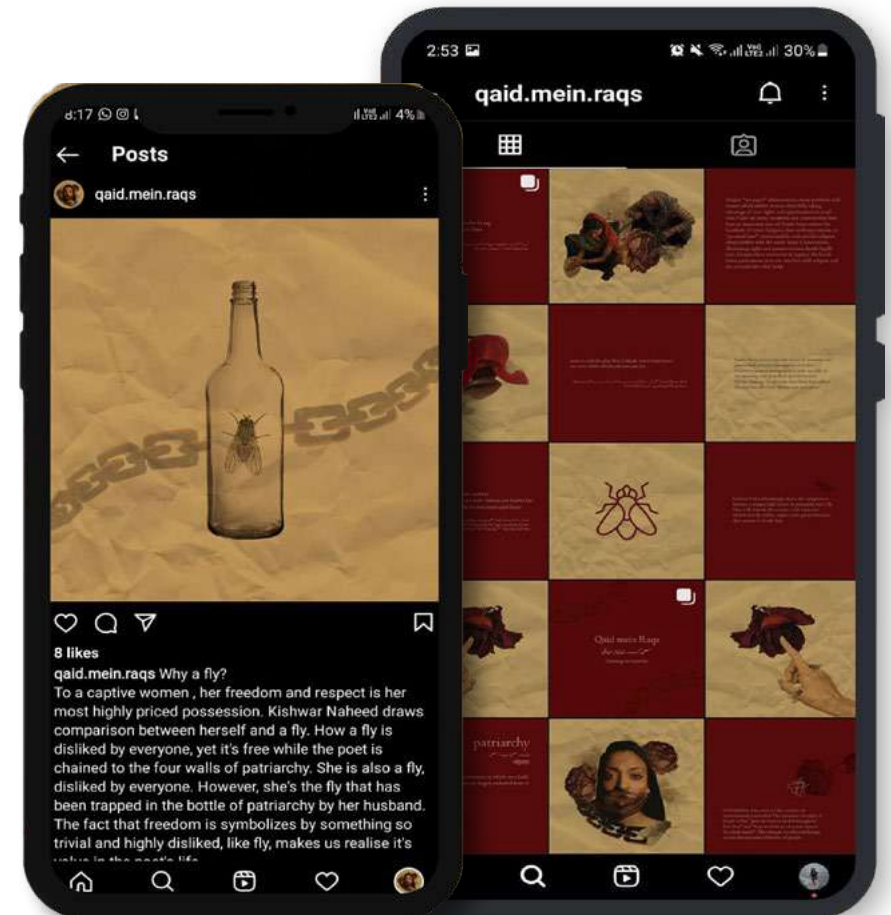
## THE INSTAGRAM PAGE

Each row delved into a stanza, exploring the patriarchal themes within.

The page also featured domestic violence term explanations and helpline numbers, aiming to raise awareness about this issue in South Asia.



I utilized the fly, a central symbol in the poem, and wilted roses to portray faded aspirations. I also chose abstract collages, allowing personal interpretation for each theme.





# A SERIES OF ABSTRACT PAINTINGS

*A series of abstract paintings, taking inspiration from human emotions and worldly beliefs.*

- ◇ LAKESIDE FROM MY DREAM
- ◇ BLESS THY HEART
- ◇ THE FALLEN LEAF



Lakeside from my dream

An abstract painting of a lakeside, which might be considered as a metaphor for the complexities of human mind.

ACRYLIC ON COLD-PRESS

PALETTE KNIFE



Bless Thy Heart

Turmoils of heart mixed with passions and emotions. The passion to love and the emotional turmoils that come with it.

ACRYLIC ON COLD-PRESS

PALETTE KNIFE



The Fallen leaf

A leaf in its final stages, having soaked all the wisdom that the world has to offer.

ACRYLIC ON COLD-PRESS

PALETTE KNIFE

# WATERCOLOUR ILLUSTRATIONS





# SHAKTI SHUNNED

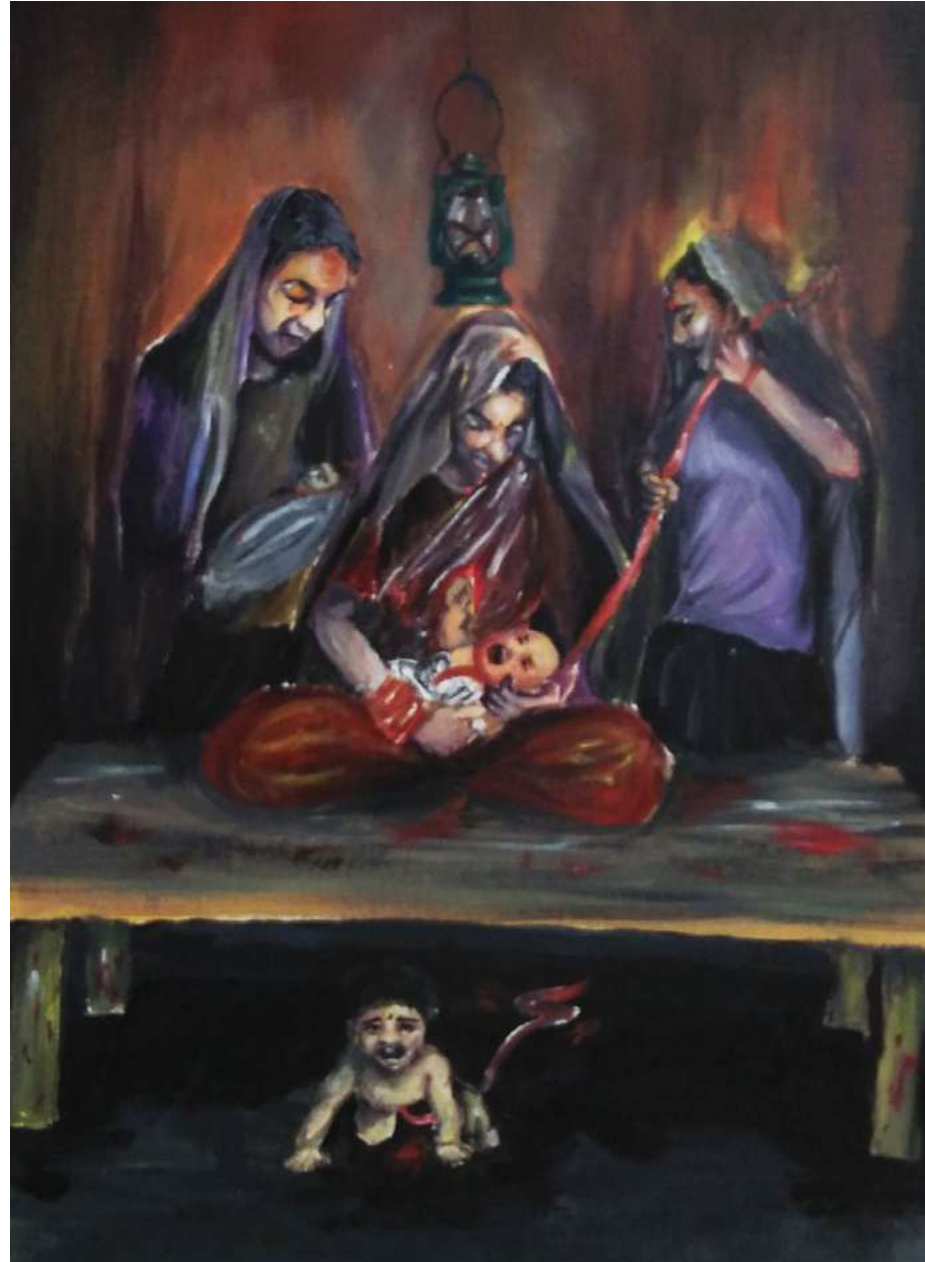
*Allegory on female infanticide in India*

## PERSONAL PROJECT

2019

In this Baroque-inspired painting addressing female infanticide, symbolism abounds. A mother, visually blinded, accepts her daughter's fate as an androgynous figure in feminine attire and strangles the infant with the umbilical cord. An elderly woman introduces the next infant, signifying the perpetuation of this age-old custom and belief. The unlit lantern above symbolizes the prevailing darkness, the loss of will, and the absence of hope in the face of this tragic practice.

## FINE ART



### UNLIT LANTERN

The unlit lantern symbolizes the darkness, signifying the loss of hope and will in the grim reality of female infanticide depicted in the painting.



### OLD WOMAN

The old woman symbolizes the perpetuation of age-old customs in the painting, bringing the next infant in the cycle of female infanticide.



### THE MOTHER

In the painting, the mother's closed eyes symbolize her willful blindness and stoic acceptance of the tragic fate befalling her daughter, adding a poignant layer to the portrayal of female infanticide.



### ANDROGYNOUS FIGURE

The androgynous figure, draped in feminine attire, symbolizes the collective responsibility for the practice, showcasing the shared culpability of both genders.

# WEAVING NARRATIVES

*A new spin on the Khadi Narrative*

Graduation Project – Bachelor of Design

2022

## OBJECTIVE

Explore Khadi's century-old legacy, leveraging its nostalgic value and marketing potential. 'Weaving Narratives' delves into Khadi's emotional ties with India, analyzes its market position and crafts a universal narrative. Define CoEK's visual identity and social media strategy to understand Khadi's legacy in Indian and global markets. Research target clientele preferences for a cross-generational Khadi experience.

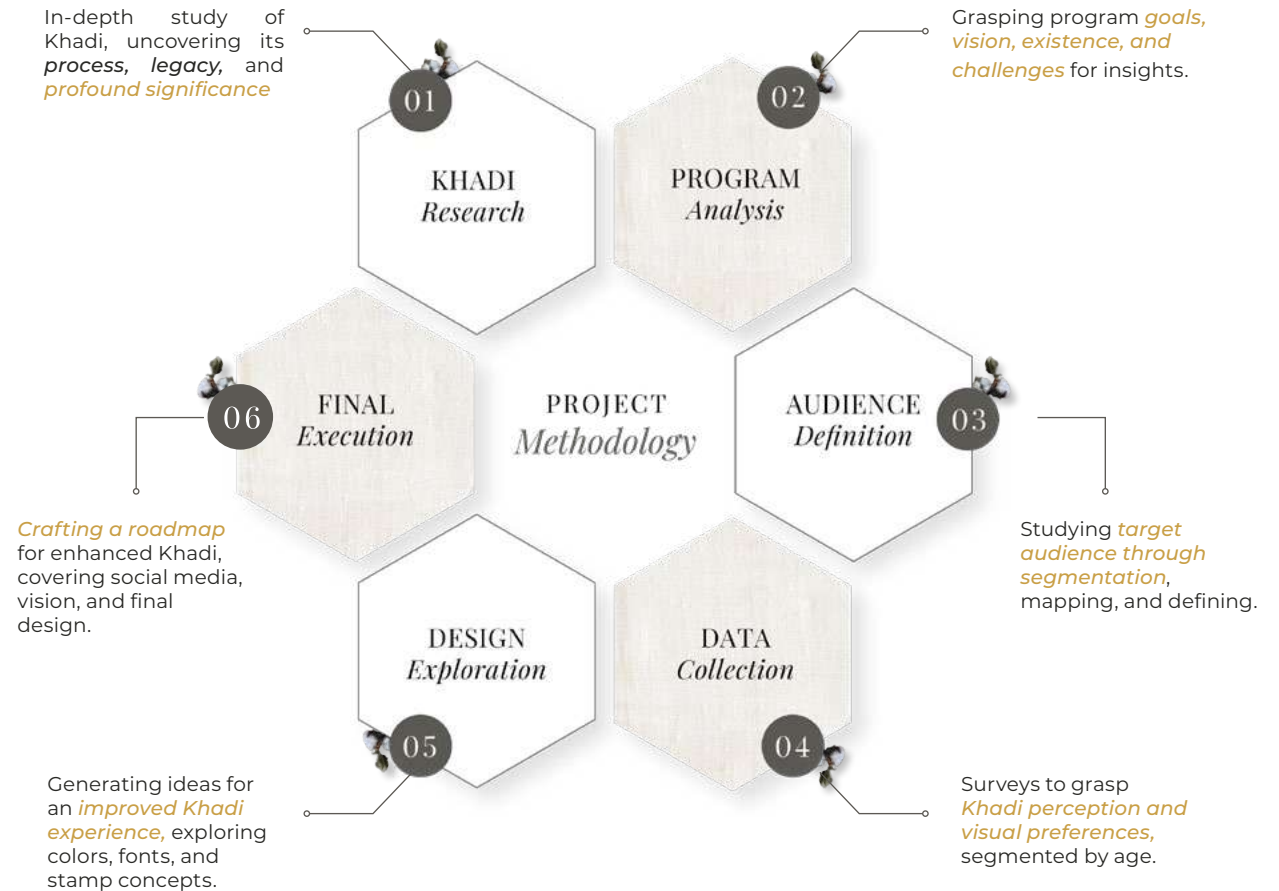
## COMPANY

### Centre of Excellence for Khadi

Khadi and Village Industries Commission  
Ministry of MSME, Govt. of India

## SKILLS

- ◇ User Research
- ◇ Market Research
- ◇ Research Analysis
- ◇ Concept Development
- ◇ Illustrations
- ◇ Brand Identity
- ◇ Logo Design
- ◇ Typography
- ◇ Website Design
- ◇ Print Design
- ◇ Narrative Building



## THE KHADI SPIRIT

Khadi Research + Program Analysis

Studying Khadi's essence was my project's initial research. This, combined with primary research, formed the defining basis for my CoEK visual language approach.



Research on Khadi











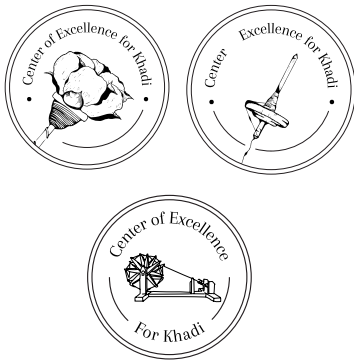
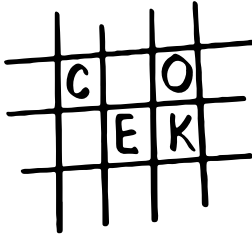
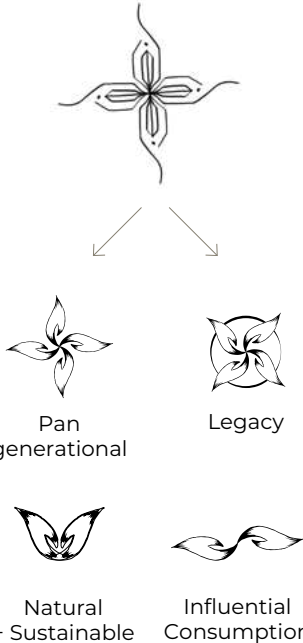
Weaving Keywords



Defining Khadi Spirit

"Khadi is a 'natural' fabric, a symbol of unity, as envisioned by Gandhi. It transcends pan-generations and is a melting point of social, gender and social differences."



CONCEPT DEVELOPMENT		VISUAL LANGUAGE CONCEPTS			
STEPS	<div><div></div><div>MIND MAPPING KHADI</div></div> <div><div></div><div>SEGREGATING KEYWORDS</div></div> <div><div></div><div>DECIDING ON CONCEPT KEYWORDS</div></div> <div><div></div><div>DEFINING CONCEPT DIRECTIONS</div></div>	<div><div></div><div><div>01.</div><div>The Unifying Thread</div><div>Gandhi's 'Unity in Diversity' vision for Khadi inspired.</div></div></div> <div><div></div><div><div>02.</div><div>Beauty in Imperfection</div><div>Khadi's essence in its uneven threads embodies its value of acceptance.</div></div></div> <div><div></div><div><div>03.</div><div>Natural &amp; Pure</div><div>Khadi: Pure, ethical, natural fabric essence.</div></div></div> <div><div></div><div><div>04.</div><div>Comfortably Classic</div><div>Khadi: Comfortable, classic, versatile; soothing and timeless.</div></div></div>			
	SELECTED KEYWORDS	LOGO CONCEPTS			
<div><div>DIVERSITY + UNITY LEGACY PURE INNOVATION</div><div>CLASSIC SUSTAINABLE NATURAL CONTEMPORARY UNIVERSAL</div><div>COMFORT VERSATILE FREEDOM PAN GENERATIONAL</div><div>Segregated keywords were refined into the primary inspiration for visuals..</div></div>		<div><div></div><div>Explored Khadi symbols but found to be unsuitable for small prints.</div></div>	<div><div></div><div>Contemporary stamp design inspired by loom's warp and weft. Uneven letter spacing reflects Khadi's irregularity.</div></div>	<div><div></div><div><div>Pan generational</div><div>Legacy</div><div>Natural + Sustainable</div><div>Influential Consumption</div></div></div>	

THE NEW  
NARRATIVE  
*(Brand Identity for CoEK)*

Inspired by  
GANDHI'S  
SWADESHI VISION

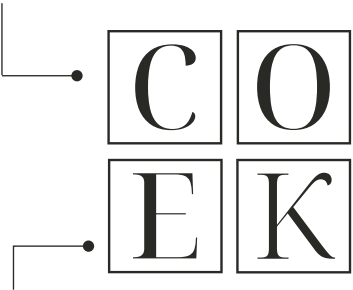
It celebrates **diversity and imperfection**, aiming to make **Khadi universally appealing** across generations.

CoEK seeks to connect with new adopters while retaining loyal Khadi patrons.

*\*Swadeshi means “self-reliance” or “homegrown.”*

FINAL LOGO

Centre of Excellence for Khadi's stamp consists of four squares containing the initials CoEK, all in Noto Serif Display.



The four square represent the four generations woven together.

The stamp is made such that it is easy to reproduce on fabric and is legible at a smaller size.

TYPEFACE THAT  
UNITES  
*(Concept behind the finalized typeface)*

CoEK design theme: **‘UNITY IN DIVERSITY’** inspired by Gandhi's Khadi vision.

Typeface choice: **NOTO**

- Versatile across Indian languages
- Embodies contemporary Khadi aesthetics Variable styles
- Reflecting imperfect Khadi beauty

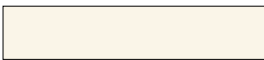
COLOUR STORY

*Khadi, at its core, is a natural and purely handmade fabric.*

Inspired by its authenticity, I used natural dye cues for a timeless color palette bridging generations.

CoEK's blend of soothing neutrals and vibrant accents mirrors Khadi's essence and aligns with Khadi India's logo

CORE



Kora  
#85171a

Purest form of cotton  
Honest, vivacious and refreshingly calming.

ASCENT



Indigo  
#294a61

Playfully youhful yet regal in its demeanor.



Haldi  
#e3a624

Welcoming and truly Indian in spirit, global in approach.



Cochineal  
#85171a

Warm and timeless.

TEXT

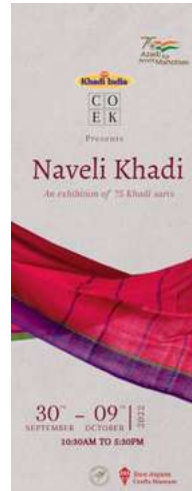
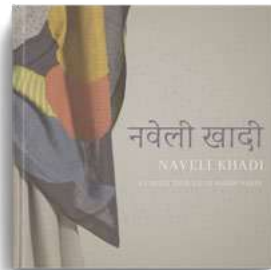


Charcoal  
#292926

Elegant and versatile.



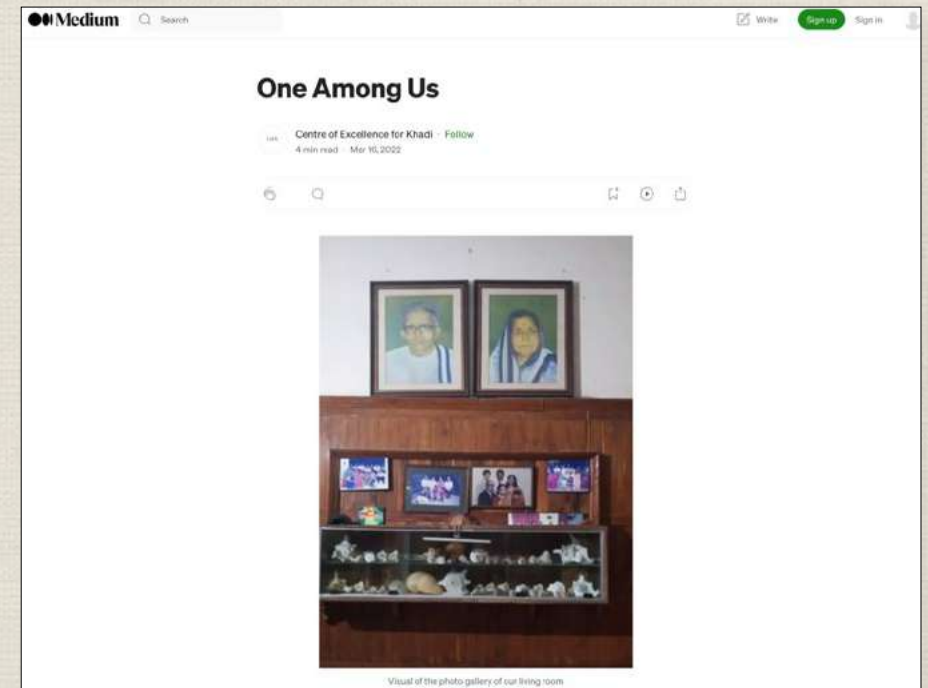
# THE NEW VISUAL NARRATIVE



# THE KHADI SPIRIT ONE AMONG US

**Wrote an online article for CoEK**, discovering family portraits, exploring Khadi link, unveiling a legacy tied to India's freedom struggle, reshaping understanding of family history.

<https://coek.medium.com/one-among-us-ce35f4354ca2>



Visual of the photo gallery of our living room

Hanging magnificently at the entrance of our living room, the portraits of my great grandparents are bound to lure one in, to steal a glance at them. As one is drawn in by their expressions of warmth and love, one can't help but notice their attire. Contrary to the grandeur of the portrait and its ambience, the white fabric that clad the subjects of the portraits, casts a different spell — of resilience and loyalty to Gandhi. For as long as I can remember, white clothing with thick bold border, adorning it, has been synonymous with my great grandparents. Surprisingly, I never took the initiative to understand the deeper meaning and the story behind why my great-grandparents always wore white cloths. I was oblivious to the enriched history that was wrapped onto those photo frames.

As a student of Fashion Communication, I applied for the sponsorship of my Graduation Project for an opportunity floated by a NIFT project on Khadi. At the beginning of this year, I was selected and joined the Centre of Excellence for Khadi as an intern. I was introduced to the world of Khadi and the rich history that it holds. I remember, on my first day itself, I was asked, "What is Khadi?" to which I had confidently replied that it's a fabric just like cotton. However, that confidence and the feeling of triumph for having answered that question easily was short lived. Gradually I realised the true meaning of

We aspire to make Khadi  
**Universal, Global  
and Pan-generational.**

This is our aspiration. Whatever we do, it should align with our vision of making Khadi universal, global and pan-generational. Our vision lies at the heart of Khadi's spirit and with our vision, we strive to take this legacy to a global platform that transcends generational differences.

Connect with the early adapters, while also retaining the attention and engagement of the Khadi patron.

To be a pioneer in the untapped market of pan generational consumers that meet at the confluence of varied price points.

Keywords that weave our existence

**Minimal, Modern, Classical, Versatile,  
Natural, Pan-generation, Pure,  
Handmade, Comfort, Legacy, Diversity,  
Nostalgia, Patronage, Regal, Movement.**

These keywords form the inner of vision of our programme. Our visual language and overall impact should lie in lieu of these words. They serve as our source of inspiration for our visual narrative and presence.

# RE-WEAVING ONLINE NARRATIVE

(Re-designing CoEK's website)

Revamped CoEK's website for Khadi with a comfy, minimalist, sustainable, and timeless design, ensuring a clutter-free, user-friendly experience while staying true to CoEK's visual identity.

## Knowledge Portal (a) :

- Bi-annual Khadi trend forecast for artisans.
- Minimalistic design for user-friendliness.
- **Bilingually tailored** for remote Khadi institutions' ease of use.

## Website Revamp:

- Redesigned CoEK website with comfort, minimalism, sustainability, and timeless appeal (b).
- Implemented streamlined application process on "Get Involved" page and showcased past intern project profiles. (c)

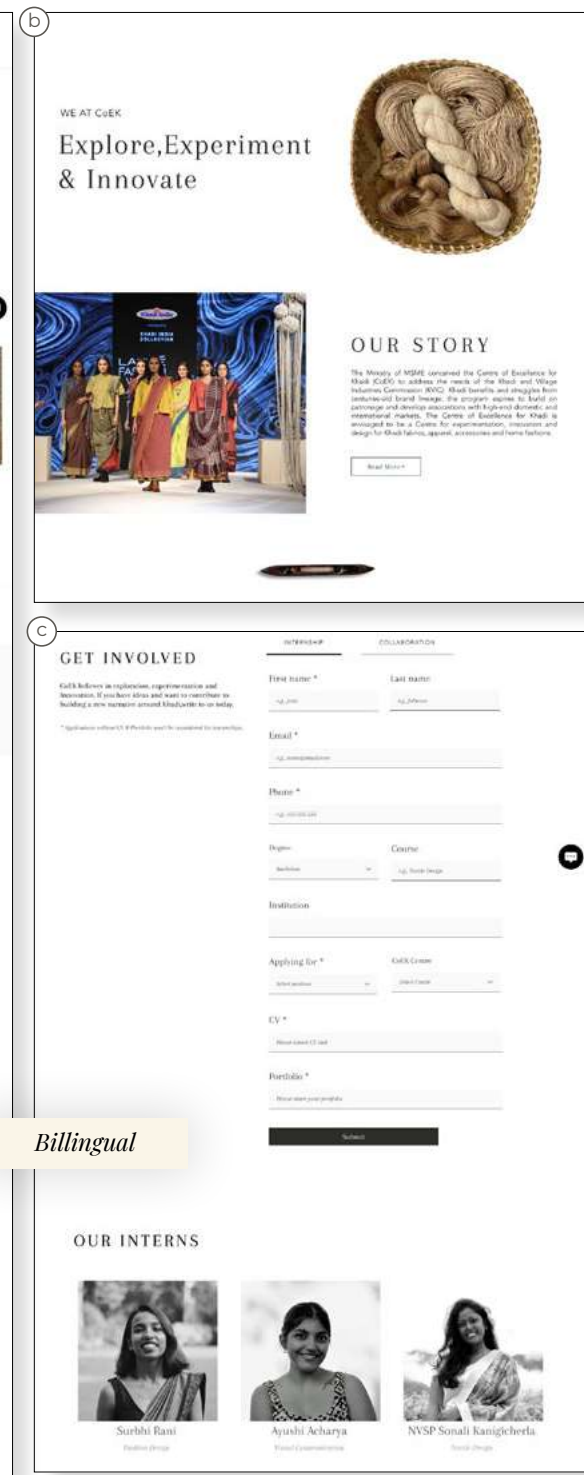
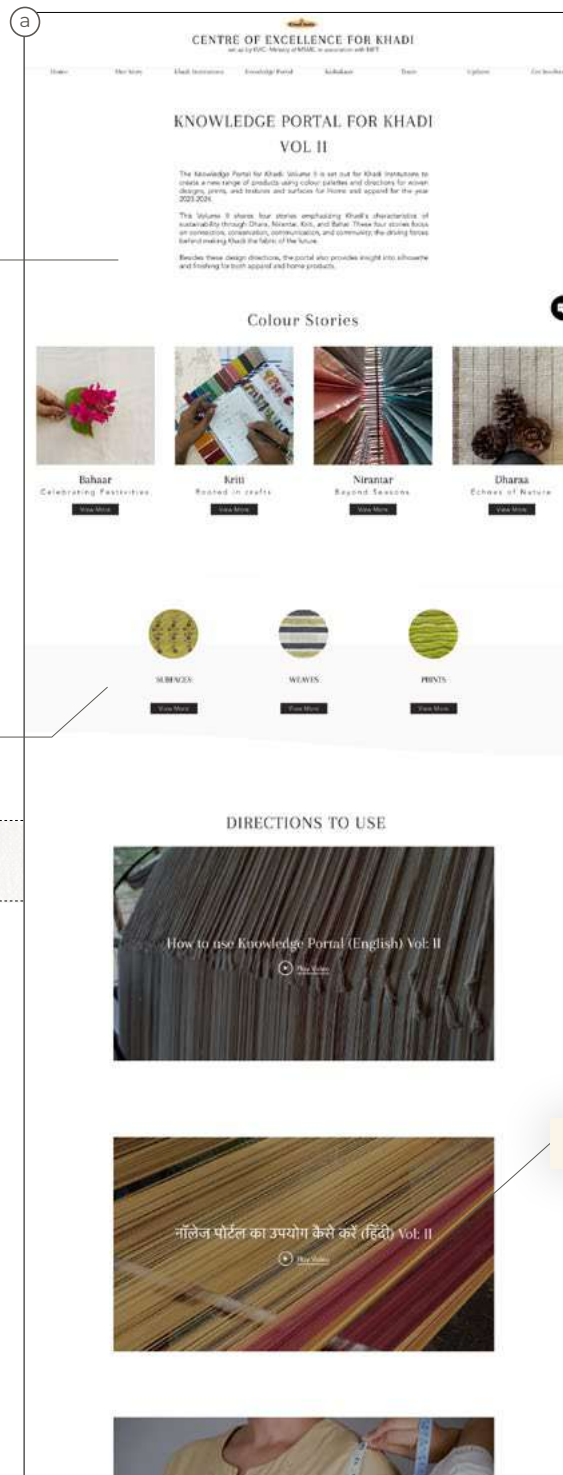
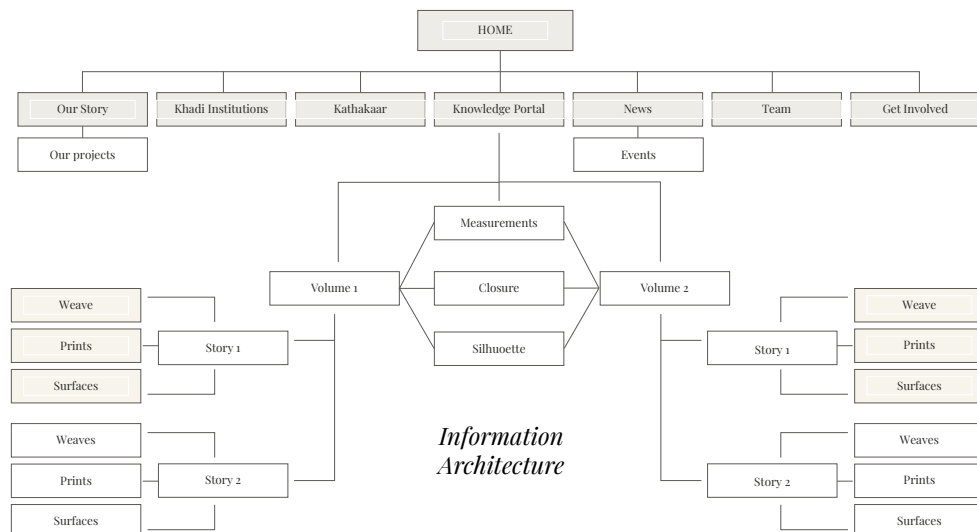
Minimal

Easy Navigation

Bilingual &  
Simple Language

Easy  
Navigation

Modern &  
Organic Design



Bilingual



# EK GARAM CHAI KI PIYALI

*A playful ode to Chai lovers*

## PERSONAL PROJECT

2021

## OBJECTIVE

Created a delightful animation celebrating chai lovers, capturing the magic of a steaming cup that transforms grumpiness into instant rejuvenation, portraying the uplifting power of chai to kickstart the day with joy.

## ANIMATION



click to watch the video



[https://youtu.be/m\\_foTVmckyA?si=7TzvNtVOWUA\\_Q6Pv](https://youtu.be/m_foTVmckyA?si=7TzvNtVOWUA_Q6Pv)



# FATE OF KARMA

*Eerie horror series opener*

## PERSONAL PROJECT

2021

## OBJECTIVE

I used rotoscoping and chroma keying to create a visually eerie opening for a fictional psychological horror show inspired by 'Girl from Nowhere,' exploring themes of fate and karma.

## MOTION GRAPHIC

## LINK TO WATCH THE VIDEO

 [https://youtu.be/IDhIHSWFPSw?si=IExAJxyBxfa\\_6eOj](https://youtu.be/IDhIHSWFPSw?si=IExAJxyBxfa_6eOj)





# DREAMS IN CUTTACK

*A vox pop chronicling the dreams of the people of Cuttack and if their city had an impact on their dreams.*

## ACADEMIC PROJECT

2021

## OBJECTIVE

Nine individuals, representing diverse societal backgrounds but united by a shared connection to Cuttack, express their dreams and ponder whether they can be fulfilled within the confines of this city. This vox pop seeks to unravel whether our dreams are intricately linked to the size of our cities, questioning the impact of residing in a metropolis versus a smaller town like Cuttack on pursuing our aspirations.

## VIDEOGRAPHY & EDITING

## LINK TO WATCH THE VIDEO

 <https://youtu.be/QI37EUsvb3c?si=fSxwqh4lhjxM3rEr>

