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Minimally Substantial

It's not about what you add to your designs but what you take away. Less is more, when it comes to employing design as a communication solution. Clutter, often, subdues the intended message. Minimalism lends the design beauty and eloquence while letting the audience focus on the message. Communication designer Ahmed Hasim asserts the need of a clutter-free approach to every design.

01 My Retro. The attempt was to experiment with a certain 3D type and create a fitting environment around it. In absence of a suitable 3D typeface, a customized one was created. To bring in the essence of 'good old times', colours, symbolizing the bygone era, were picked up. Elements like a gramophone, a vintage car etc were placed around the typeface to take the onlookers to that erstwhile period.

02 Kitchen Aid. To maintain consistency of brand representation across all platforms, image of an actual concrete mixer was used with the help of ambient media. The image was customized to replace the concrete mixer by the product. By doing this, USP of the product, the strength to grind/blend things even as hard as a concrete, was communicated.

03 Packaging for Maharaja - Masala Nuts. In order to make the product stand out from others on the shelf, the packaging design was deliberately kept playful and illustrative. To depict the spice level of the snack, the expressions of the caricature representing an Indian Maharaja have accordingly been intensified/relaxed. This has helped the product make its origin and identity prominent. Also, the customer is made to decipher the taste of the food item in an interesting way ←



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