



# PUN Intended



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For every context or communication there are graphic symbols that present it in a simple manner. Visual pun, wit or humour makes these symbols more interesting and memorable. Extracting the intended communication that is usually hidden in the form, colour, pattern or motif of a visual, Pulak Bhatnagar gives out some really interesting messages. His designs serve a lot of purposes in one go. They communicate, amuse, entertain and eventually, enlighten. Finally, putting across the point.

**01 Save Water.** The idea was to create something that can be a constant reminder of the issue of water conservation for the audience. A bookmark was thought about as it remains in close proximity of the concerned mind. Playing on a visual idea, the message was put across through a humorously stimulating sketch. Although, at a glimpse, the drawing looks funnier than factual, it instigates the users to reflect on the scarcity of water and its depletion in near future.

**02 The letter 'C'.** Part of a series of visuals which were designed as a campaign for the basic drawing course at Pencil Jam in Bengaluru. The idea was to visually represent "The A-B-C of drawing". The letters A, B and C were illustrated in collaboration with few other artists. Everything in the image is something that starts with the letter C. A light-hearted collage of random elements stitched together with a single letter.

**03 Don't feed the animals.** This interesting illustration was created as part of a signage redesigning project for Coimbatore zoo. The intention was to do away with the bland, ineffective signboards that have minimum or no impact on the visitors, especially children. Here too, the catch was to communicate a serious and stern message in an innocent yet appealing approach ←

