



Sheel Damani
Communication Designer



Singular Strokes

Simplicity is the glory of any expression. Believes Sheel Damani, a communication designer, who keeps her designs minimal to bring out the core message more effectively. An advocate of 'simple sophistication', she feels a simplistic approach helps make the designs reflect intention of the core communication.

01 Identity Design. The challenge was to give a personality to a designer jewellery brand. Being a personal project, creative freedom was certainly there, nevertheless, the process of addressing the problem was as intricate as for any external client. Modernism was married to traditional motifs, derived from the jewellery designs. That gave a traditional feel to the contemporary form of the initial letter of brand owner's name.

02 Page Corner Bookmarks. In order to organize the ever-growing stacks of visiting cards in a way that satisfies the 'creative birdie' inside, the idea of page corner bookmarks was developed. Drawing inspiration from Indian mythology, the bookmarks were adorned with intricate Indian motifs and earthy colours. Hence, while the practical objective was met, inquisitive glances were gathered from onlookers.

03 Self Business Cards. The objective was to create page corner bookmarks that had a glimpse of Indian art and craft. A leaf out of Indian mythology was taken out to achieve the communication. Turtle symbolises stability while a peacock stands for renewability. Both were brought together to reflect a personality of Indian-ness of the card holder.

04 Drink Royally. The brief of illustrating alcoholic beverages denoting their origin and historical significance was accomplished with grace by an exemplary sketch of a glass in 3D. Since the client mandate included a coat of arms, was hand-drawn one around the 3D representation of the glass ←