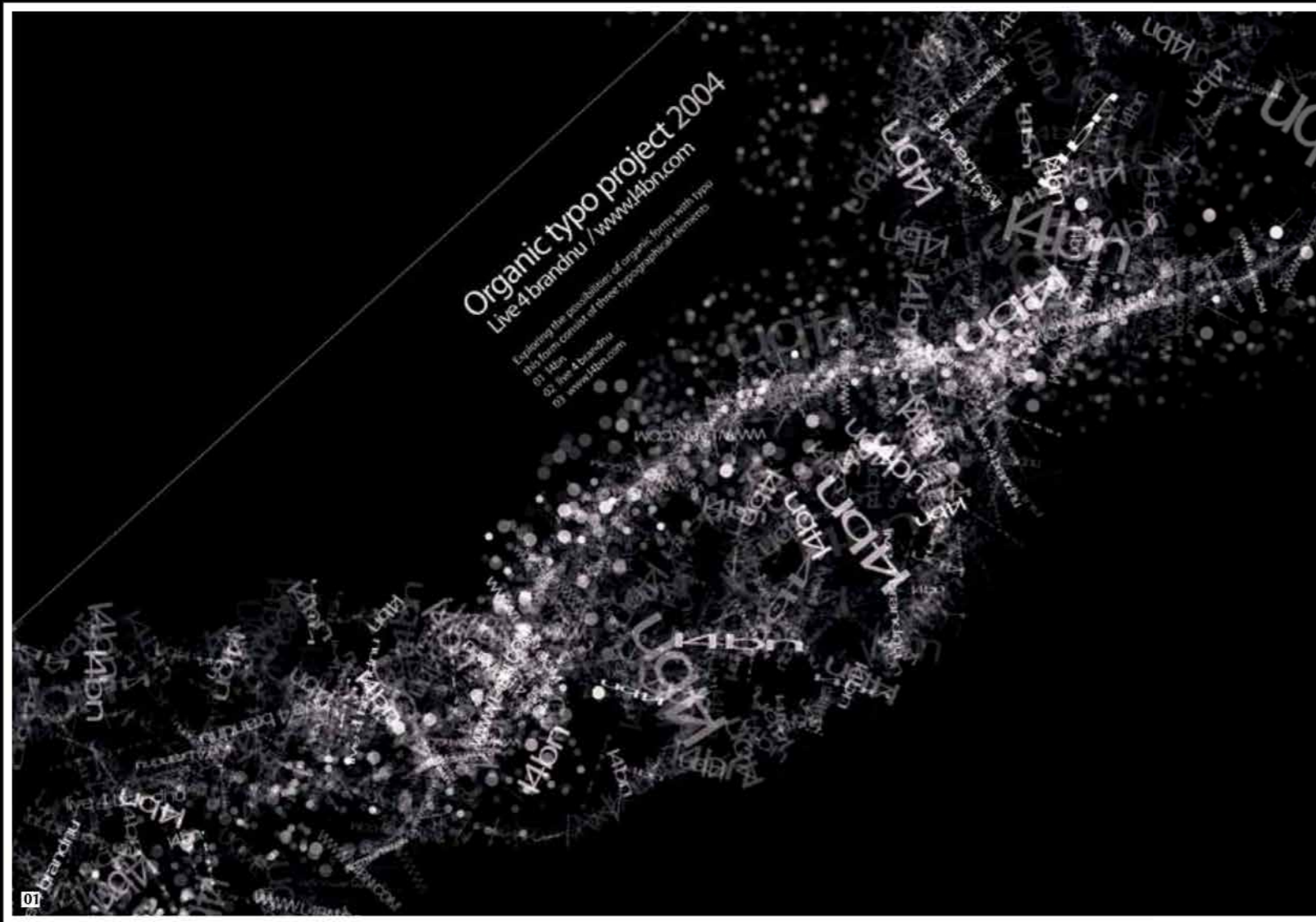


Deepu Sasi Kumar hails from Thiruvananthapuram. A self-taught designer, he started his career as a print designer. He is now working as a Design Director with a digital agency at Bengaluru.

Unrestricted Invitations

When creativity is born out of freedom, it becomes uncurbed. Self-trained and forever exploring Deepu Sasi Kumar's designs employ a variety of forms, experimental motifs and abstract elements that narrate the tales extracted from his experiences. He ruminates how, with his creative tools, he creates an experience for his viewers, each time, every



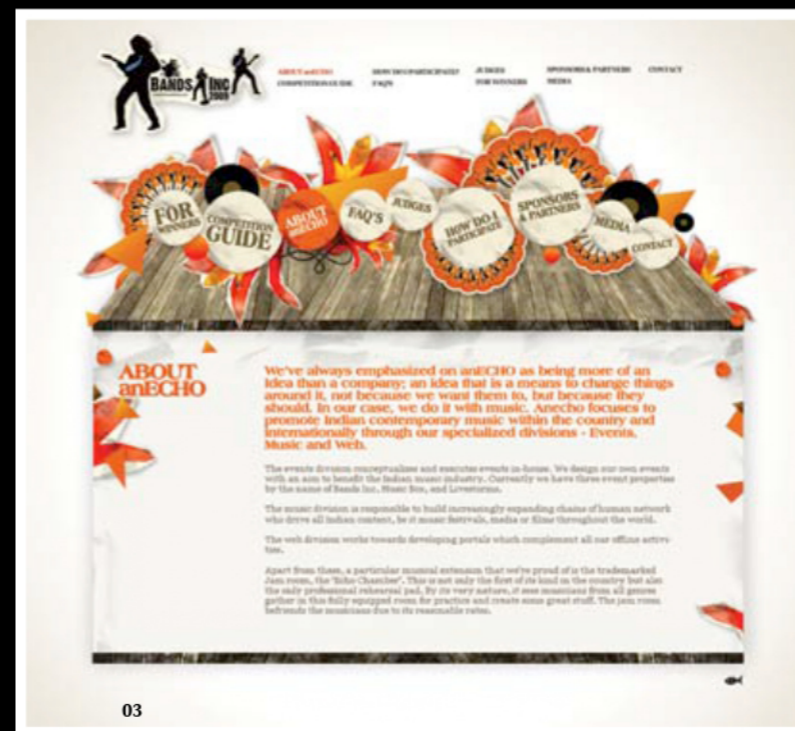
01 Organic Typo. A digital illustration for Organic Typo project 2004.

02 ANECHO. Visual design for Band INC microsite.

03 BAND INC. Visual design for Band INC microsite.



02



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Myriad inspirations come from myriad experiences. Inspirations are scattered all over. The ones you choose that make all the difference. From an interesting architecture to an old secluded spot where an unusually long walk leads, creative cues are embedded in dilapidated book shops, in genres of music, in maestros of art, in places one goes looking and even in places one doesn't.

Motifs and patterns are waiting to be picked. There is no end to the possibilities that can be created with motifs, patterns and graphics. They contribute immeasurably to a composition and give it its essence. Depending upon their placement and nature, sometimes they play the centerpiece or, at times, a miraculous support to another element in the creative, making it identifiable and memorable in its own right.

Creating is all about balancing. When it comes to sharp communication versus aesthetics, the choice is a tough one. There should be a balance struck between the two to achieve an effective →

04 SF. Microsite for SF Jeans.

05 Toyota Fortuner. Microsite for the launch of the car in India.

06 BAND INC. Visual design for Band INC microsite.

07 Untold. A creative for self-promotional website.

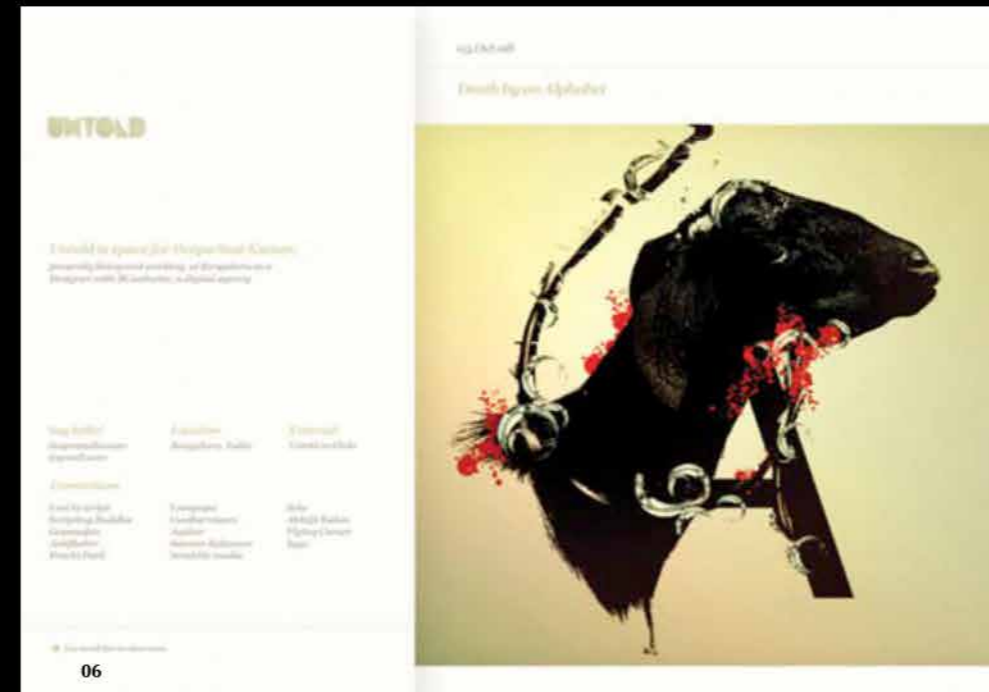
08 Fluvial. Digital illustration. Personal project.

09 Ishtamanu Pakshe. Hampi inspired artwork, also a typo exploration.

10 L4BN. A digital illustration.



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creative communication. Of course there is always the mandate of treading the dangerous territory of guidelines. But there is always the hope of a great brief that lends a designer the free wings and lets him be himself even as he adheres to the restrictions. However, weighing communication as heavy as the aesthetics is the big trick, one that makes a designer outshine others.

Lights define the mood. Playing with light, romancing the colours, or juggling them both, there are infinite ways of conveying the right mood. Many a pattern, many a look can be created by just altering the colour tones, the limits of exposure, the right timing and right strokes. It's up to a designer how he chooses to weave in his magic fascinating enough to stand out and be remembered.

Technology is the new flavour. Repetition is a vice in the creative world. There has to be a hint of novelty in every inspiration and idea, so that it reflects well across designs. A designer who constantly explores different style, triggered from different motivations, continues to evolve. This is exactly where technology surfaces as a reward. With its ever changing landscape, it allows enough chances of playing with the visual sense. Here lies the wonderful opportunity for a designer to challenge his own limits and delight himself.

3 dimensions start a conversation. The 3D world brims with creative and interaction possibilities. It is supremely dynamic and obviously a treat for a designer. An amazing base environment, it adds new dimensions to a creative, making it a richer experience. The way it holds design elements and makes them talk elaborately in just a glance, it is not a surprise that arrests the viewer's attention, and makes them come back for more ←