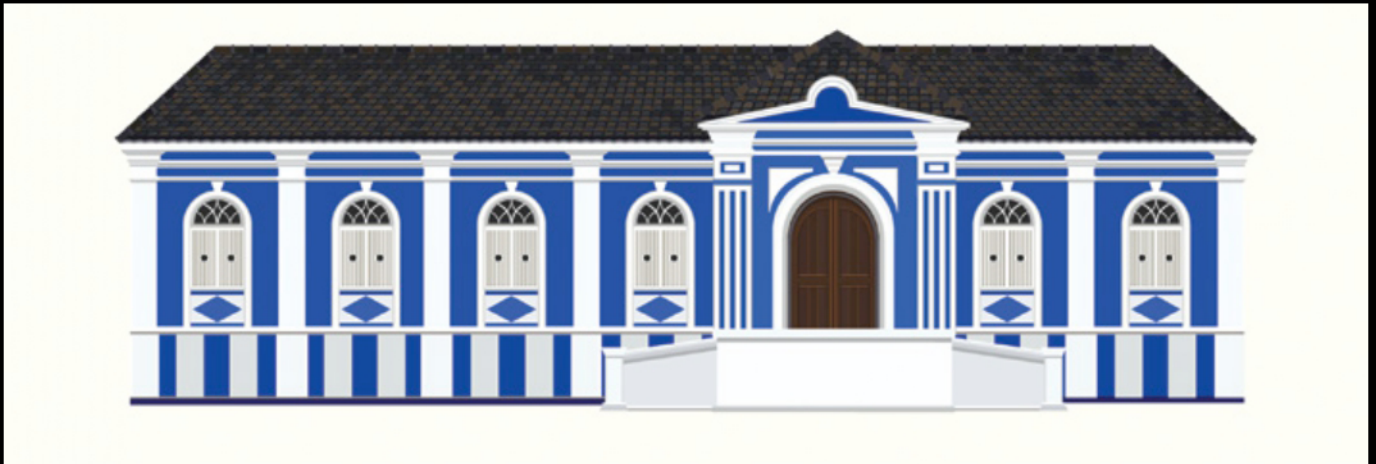
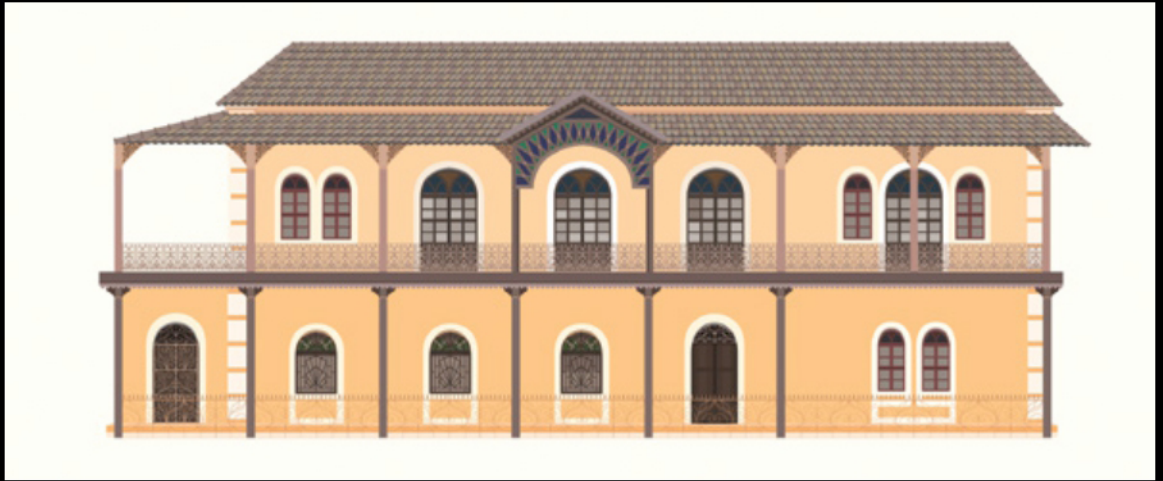




Beard Design is a branding & design studio in Goa. Focusing on the design needs of start-ups, it indulges in aspects such as web design, UX/UI, and marketing communication.



HOME AFFAIRS

Goa is well-associated with its Portuguese connections. Highlighting this celebrated element in the coastal land's architectural displays, Beard Design came up with 'Houses of Goa' – an illustrated tribute to the beautiful Indo-Portuguese houses of Goa.

A love affair. A native love for the beautiful style of ancient Goan houses spurred this initiative. Likewise, an eye for 'flat vector illustrations' guided the effort. Early research-work involved getting familiar with these structures through the books and museums, followed by actually visiting the houses.



Aesthetic journey.

As aesthetics governed the way forward, an attempt to intimately highlight the fine nuances of these homes – dramatic colours, elaborate compound walls, covered porches, distinct designs, large windows, and so on – dominated throughout. Intricate patterns were achieved through a geometric approach, enabling a blueprint of these houses. This gave the pursuit momentum, and thus life-giving features of the space could be mimicked.

The finishing touches.

Diverse illustration styles explored, resulting outputs varied from water-colour to hand-drawn vectors. The final effort resulted in surreal illustrations, ready to be turned into posters. The final product: Literally, picture-perfect homes ←