

HUMAN DESIGN

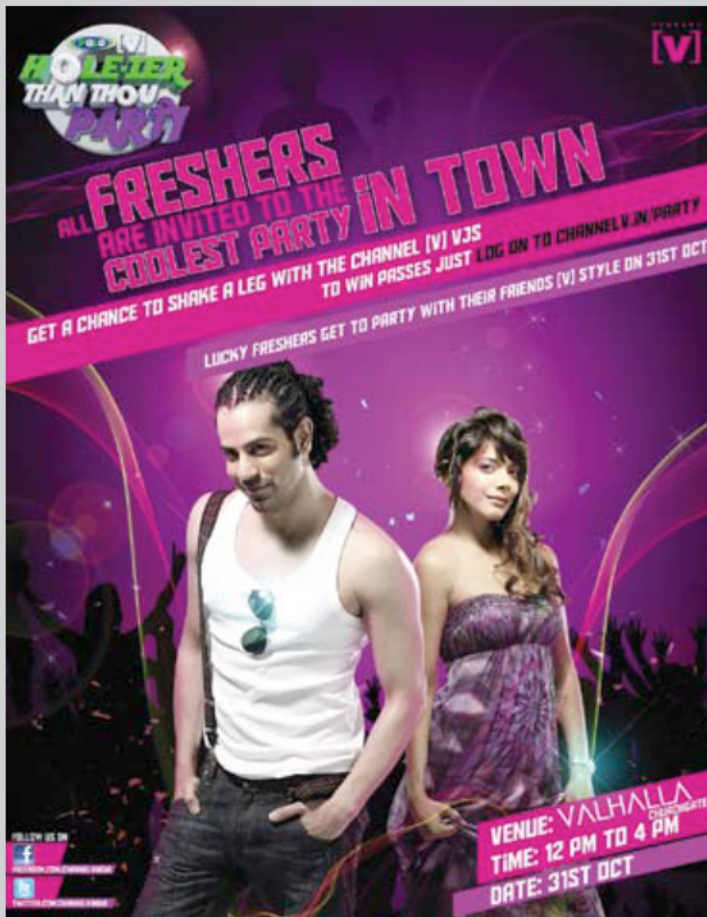
● Design is just like life. Its existence is justified by the soul of humans, reflected through its emotions. Similarly, in design, the inspiration hidden in faces around us, the way they think and live, the colour palette that personifies the thought, all contribute to make it successful. Designer-illustrator **Abhishek Bairwan** explains his belief through few of his selected works.



Abhishek Bairwan
Designer-illustrator



02



01

01 Fresher's Are Invited.

This was the poster for a party organized by channel [v]. This event was supposed to be very cool party for the freshers and was hosted by the channel VJs. As in this event, the centre of attraction was the VJs, they were retained as the main element. Being a cool brand, the fonts selected were different from the regular serif and san-serif ones. The focus was on the environment in a club during parties, depicting lots of people dancing and having fun in the background.

02 Waiting for the Light of Freedom.

Part of a calendar design project for CRY. The objective was to raise awareness for child labour. In the illustration, the emotion of this innocent



03

child who wants to get out from his work place and get his freedom has been captured. He is waiting for the day when he will enjoy a life of a normal child. Which is why while illustrating, the full picture was kept in dark shades and the focus was laid on his eyes and facial expressions.

03 Mixed Feelings.

Hope is what keeps us alive. For the rickshaw puller from Calcutta, earning a daily bread in the monsoon is not that easy but he hopes to get some customers and the situation to get better. The greyscale tone was chosen to highlight this mixed feeling of sadness and hope behind this picture ←