



Minor project

# **WEAVER'S PRIDE**

Branch 2018 - 2022

Atul Kochath Anilkumar  
ASD18BVGD002  
8th Sem, Graphic Design  
Acharya School of Design

Guide: Professor Abhishek Ganeshgudi C

## **ABSTRACT**

The document shows my process working on package design focusing on Screw Pine Craft for Kottapuram Integrated Development Society (KIDS). All through the undertaking, I attempted to accomplish a result helping the firm. The necessity of a planning for their items was given by the client. The subjects of confirmation, dependability, wellbeing and mental solace came out strongly during the exploration which was energizing and challenging to base the further process upon.

On an individual level, I needed to gain from various plan processes continued in the firm. Likewise to notice the plan and improvement of various items, surfaces and spaces, in all plan disciplines to develop as a designer.

Minor Project

## Contents

- 01 About Kerala
- 02 Culture of Kerala
- 04 Thrissur - Cultural Capital of Kerala
- 06 Kottapuram - Place of the Cluster
- 07 Introduction
- 08 History of Screw Pine Craft
- 09 Screw Pine - Around the World
- 11 Screw pine in other parts of india
- 12 Screw pine in Kerala
- 13 Significance and Scope of research
- 14 Aim and Methodology
- 15 Literature Review
- 22 Screw Pine - Q/A
- 24 About the Cluster
- 25 About the Artisan
- 26 Data Collection at the cluster
- 30 SWOT Analysis
- 31 Problem Statement
- 32 Types of screw pine crafts
- 58 Logo Redesign Naming
- 59 Moodboard - 1
- 60 Initial Sketches
- 63 Digital Exploration
- 73 Visiting Card
- 75 Letterhead
- 79 Envelope
- 81 Moodboard - 2
- 82 Initial Sketch
- 85 Package Design Prototype Demo
- 86 Package Design - Dieline
- 87 Final Package Design
- 88 Final Package Design Mockup
- 89 Conclusion
- 90 Webliography

Minor Project