


Portfolio

Rubab Binte Imran

My name is Rubab Binte Imran, I am a graduate of Media Studies with a specialization in Digital Media. I am a digital artist experimenting with many diverse and creative fields of design. Photo Manipulation, Illustration and Photography are my main forte and these skills are demonstrated in my portfolio.

My portfolio aims to showcase my skills and emphasize on my passion for producing meaningful content which is one common characteristic throughout all my pieces of work. Every artwork is complemented with a short description to reflect upon the ideology behind it or how it may be of importance to me.

My colour palette is immensely influenced by outer space in particular galaxies, constellations and stars. I have always had a sense of fascination and wonder associated with intergalactic space. The color palette is then infused into my conceptual influences for graphics which include emotions, society, stereotypes, music, life experiences, people and travel. As an artist, I try to create my own unique individual aesthetic and that is what will shine through my portfolio the most. 

★ CONTENTS

★ PAGE NO.

Chosen Childhood	07
Photography & Photo Manipulation	
Digital Art	17
Illustrations & Digital Paintings	
Mixtape Studios	26
Brand Guide	

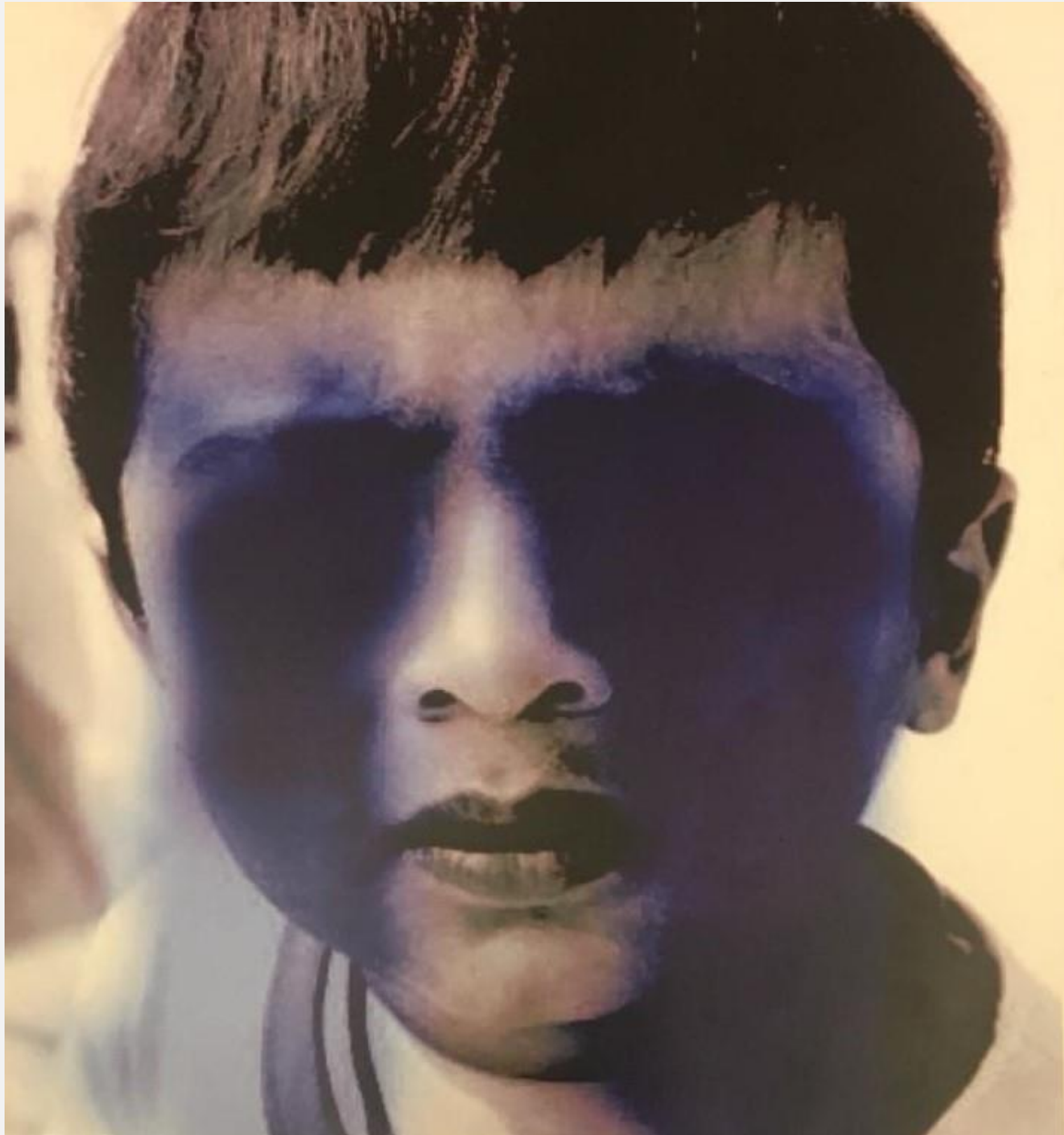
★ CHOSEN CHILDHOOD

★ About the Project

As we are growing up, there are certain notions, stereotypes and societal norms that are internalized within us. From a young age, we are taught to believe these pre-decided principles which clearly seem irrational but are engraved within our thought process in such a way that conformity might come naturally. However as the world progresses one step at a time, we are able to break some of these toxic and identity-altering concepts. This project highlights common 'statements' that almost every child heard growing up and how these assertions shape their mindset and affect them when their childhood is already chosen for them.

This document features 5 photographs. Each photograph depicts a statement/notion followed by a short description of the concept.

Techniques: Photography, Photo manipulation, Photo Effects & Photo Filters.



"Boys don't cry."

As a child, a boy often hears these words from parents or family or even teachers and these are reiterated to him throughout his life. This shapes his mind set and identity to reflect upon crying as a sign of weakness or sensitivity which 'he' is forbidden to display. Rather it should be realized that crying is a human emotion. A boy is just as human as a girl and deserves the same emotional vulnerability.



"You are just like a doll."

Girls are often told that they look like dolls in order to compare them to similar beauty, cuteness or perfection.

This is done without the realization that a doll is a plastic figure with unchanging characteristics and well... not human.

This comparison might have an innocent intention but leaves a rather disturbing identity crisis in most children. It makes them create inhuman beauty and appearance standards for

themselves leading to insecurity and low self-esteem. They tend to idealize a doll; something which is not even human or ever-evolving.



“Don’t tell anyone and just forget it.”

More and more cases of harassment have been surfacing in recent years. Children are abused physically, emotionally and psychologically which might affect their identities later on in life.

An experience stays with you for your entire life and it always has a scarring influence on your identity. Hence, a traumatic experience as a young age is a nightmare itself, and to top that off, most parents tend to ask their child to not utter a word of it in front of anyone else.

Especially, if an elder of their own family is involved in the abuse. This shapes a child’s entire existence. They do not stand up for themselves or anyone else ever and live in constant fear and intimidation. Many people develop serious mental illnesses due to these traumatic incidents at a young age. But, the saddest part is being asked to bear it without complaint or fighting back with the abuser.



"Fairy tales? Not for you, my son."

It can often be seen or heard a parent telling a boy that fairy tale books are for girls and not for them. Why not though?

There are just stories. Not for girls or boys but for 'children'. Stories which

often have important life lessons for children, for example, teaching them to be kind and thankful through a story or example. A book is supposed to attract a child, not chosen for him.



“Congratulations, you just had a blue!”

“Congratulations, you just had a pink!”

Children are not even born and a colour has already been associated with them. People use the colour blue if it is a boy

and pink if it is a girl, to reveal the gender of their child. What if she wants to be described as purple? What if he wants to be described as yellow or even green? Why has their childhood or identity been limited to only two colours when there are so many in the world?



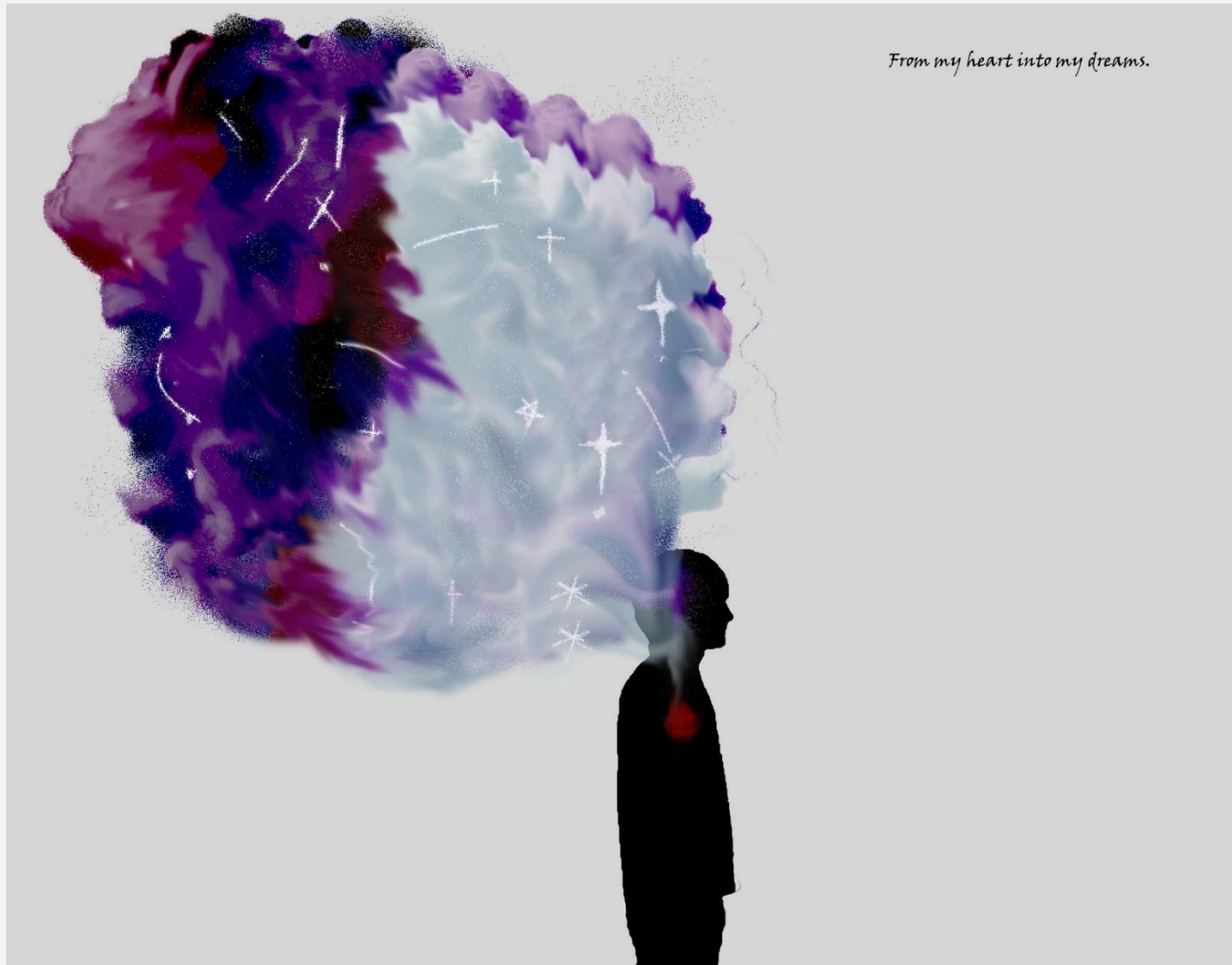
★ DIGITAL ART

★ About the Project

This section contains various digital paintings and illustrations, each demonstrating a different concept or technique. A brief description is given with each image to give it context, meaning and a little insight behind its creation.

Techniques: *Photo manipulation, Hand-detailing, Photo effects/filters, Photography, Brush Strokes & Blending.*

Software: *Adobe Photoshop*



From my heart into my dreams.

This piece is a visualization of a concept very dear to me. I believe whatever or whoever we see in our dreams has an emotional connection with our hearts. Dreams are a universal human experience hence, the colour palette

has been inspired by colours of the universe and outer space.

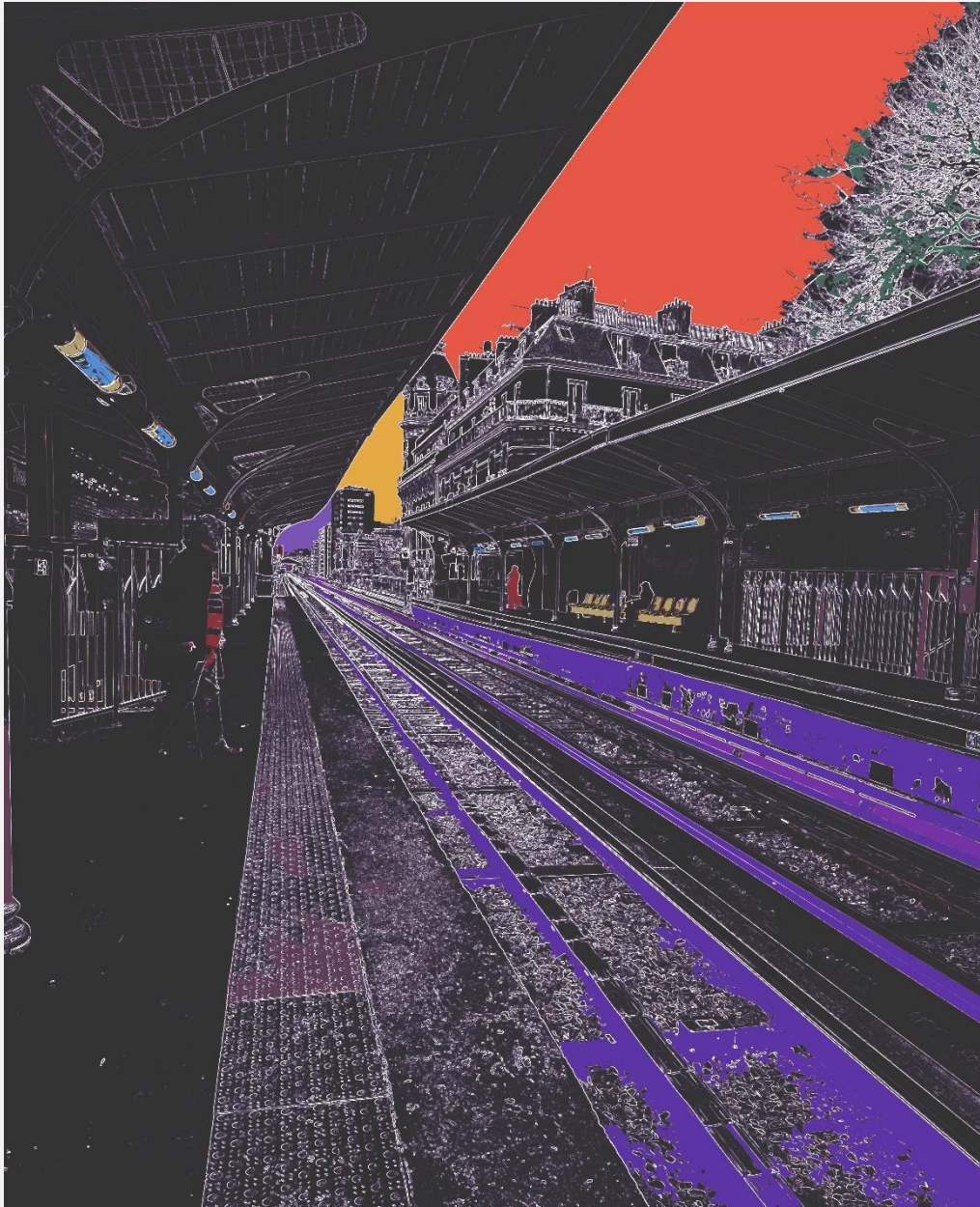


This is a poster designed for an illustration workshop. As the event is focused on doodle art, I found it relevant to draw a captivating doodle as the background. The vibrant colour scheme instantly catches one's eye.

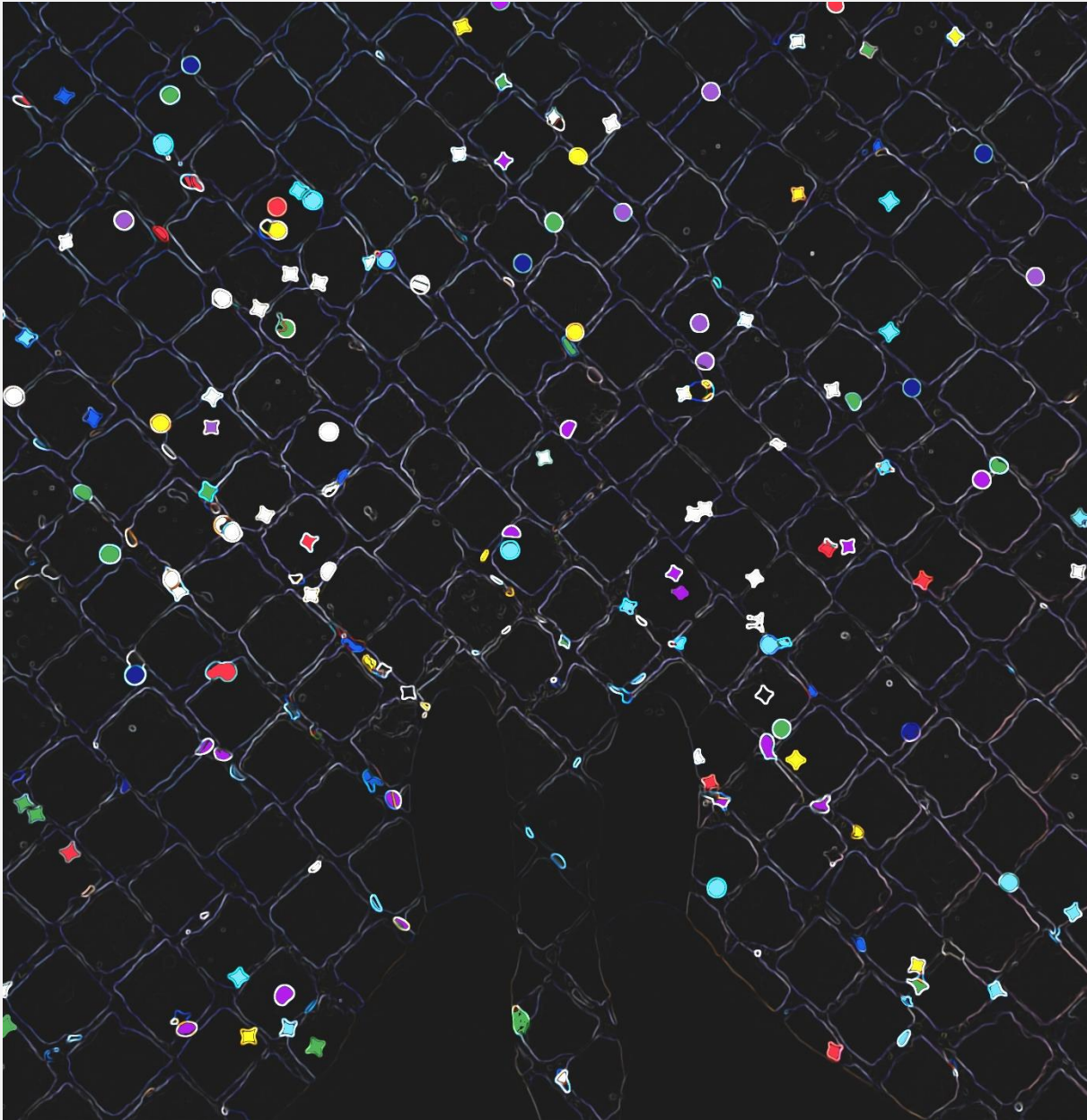


In this composition, I have created a monster inspired by Greek mythology. Each body part belongs to a different mythological creature i.e. Medusa's hair, Cyclops face, Zeus' wings etc.

Photo manipulation and blending techniques are used to bring the monster to life.



I took this photograph in Paris of a beautiful train station at Passy. To play with the original image, I stylized it (in Photoshop) and further detailed it with vivid colours to really bring out the charm of the place.



This photograph was taken in Rome, Italy. The original photograph was a daytime image with tiny confetti shapes sprinkled over a brick road. Standing there made me realize that it looked like as if stars had fallen on the ground. I used the stylize technique to outline the elements and then coloured the features to create the visual as the one in my mind.

★ MIXTAPE STUDIOS

★ About the project

This project focuses on creating a brand (hypothetical) and design its aesthetic. A Brand Guide is developed to showcase the concept and execution. It includes a set of rules that explain how the brand works, the ideology behind its formation and its items. This “brand book” tends to help graphic designers, marketers, web developers, community managers and even product packaging departments all to stay on the same page and present a unified vision of the brand to the public.

Techniques: *Illustration, Hand-drawn detailing, Product design, Brand Imagery.*

Software: *Adobe Illustrator, Adobe Photoshop & Microsoft Word.*



Mixtape Studios

Brand Guide

★ Logo Do's and Don'ts

Original

This is our original logo. It includes both a background and the name of our brand.



You can use the cassette logo separately as well, without the salmon pink background and the brand name as demonstrated below. But please do not use it in other coloured backgrounds and with any text other than the brand name.



★ *Mission Statement*

In today's world, music is being digitized as easily as everything else. It no longer requires an effort to go to a store, wait for a record to come out and buy it instead, songs are available online on various websites and apps for to be downloaded. With time the feeling associated with all the effort that used to be made to get the latest music has somehow been lost. It's no longer tangible.

Mixtape Studios aims to bring back the old-school ways of producing and selling music like cassettes, vinyl records etc. So, this generation can too feel what it's like to really feel music and know its worth.

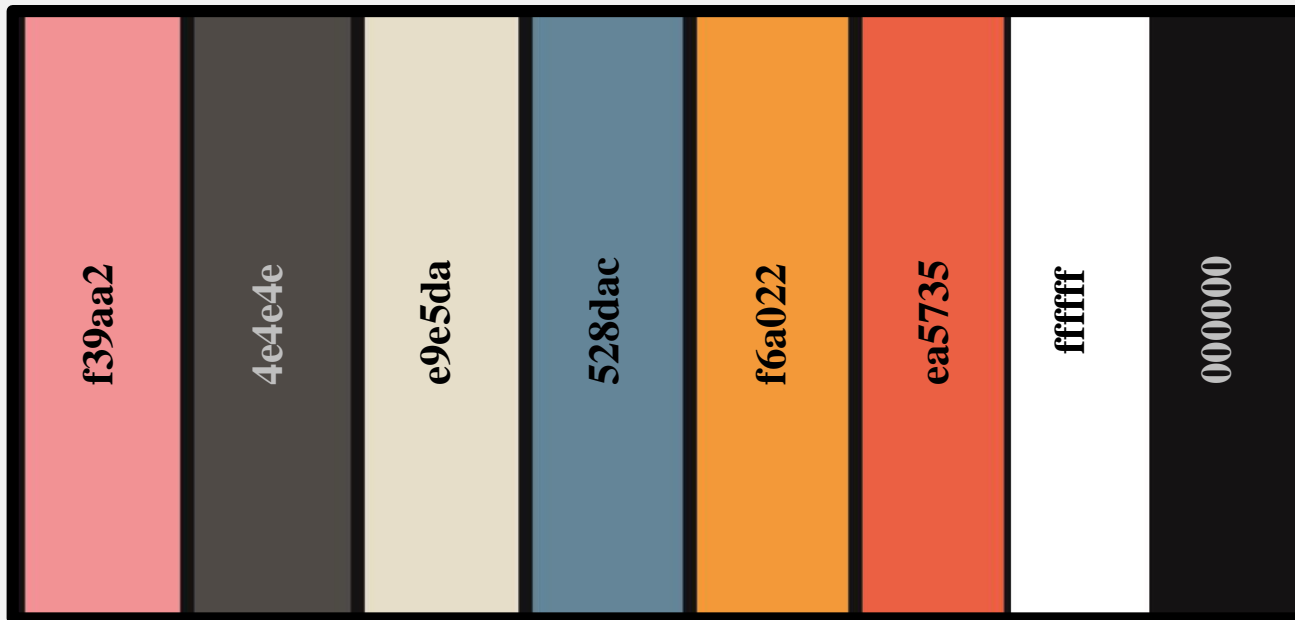
★ *Brand Imagery/ Logo Inspiration*

The logo consists of a cassette graphic with bright, lively colors which complements the modern aesthetic and the doodles and brush strokes are hand-drawn to give it a retro inspired look.

The color palette is kept fun, creative and vivid to attract the young audience towards the brand and what it represents.

★ Colour Palette

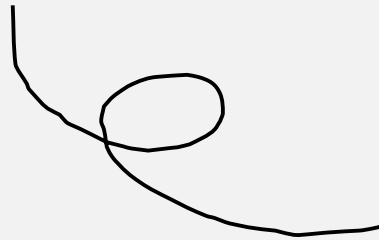
The following colours represent our brand and are part of our logo. They are vibrant but warm colours to give it a retro look. The range of colours are coherent and do not clash with each other.



★ Typography

The font used to represent our brand name is 8514oem. We have especially used this font style as it is chic and edgy and in a way describes our audience. Also, it contributes to our retro inspiration and adds a bold characteristic.

Website Homepage



The mockup features a pink background with a white circuit board pattern. At the top, a navigation bar contains three buttons: 'HOME' (blue), 'ABOUT' (orange), and 'CONTACT' (red). In the top right corner, there is a cassette tape icon with 'MIXTAPE STUDIOS' written on it. The main heading 'LET'S MAKE SOME MUSIC' is centered in a large, black, sans-serif font. Below this, there are three blue content blocks: 'PRODUCTION' (with a keyboard and headphones icon), 'RECORDS' (with a vinyl record icon), and 'TEAM' (with a group of people icon). Each block contains placeholder text: 'LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING'. At the bottom, there is contact information: 'Mixtapestudios@gmail.com' and 'Contact: +902824794398', along with social media icons for Facebook, Instagram, and Email.

★ Brand Accessories

Laptop Case



Cap



T-shirt

Mug



Bag



★ Brand Stationery

Letterhead



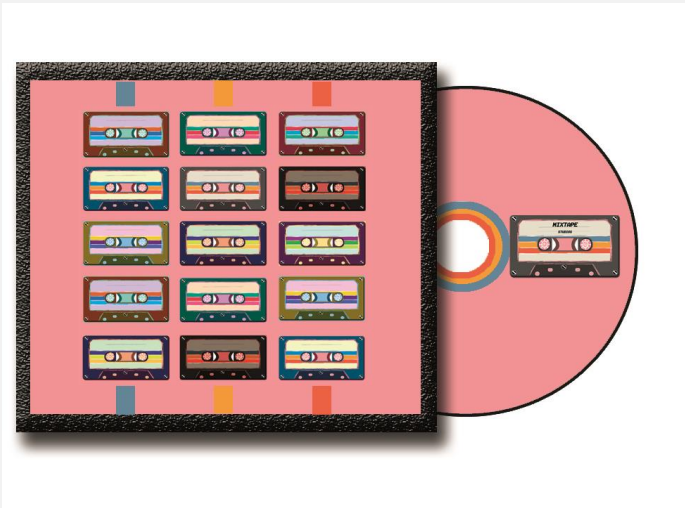
Business Card



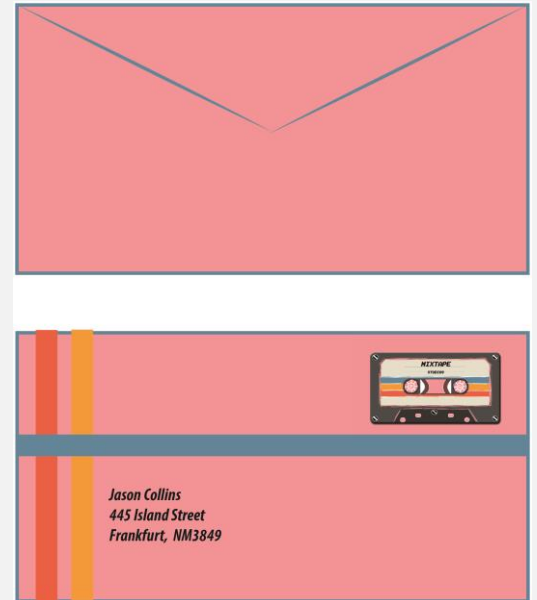
Employee Card



CD Cover



Envelope



Notebook



rubabbinteimran12@gmail.com

[★ Issuu.com// rubabbinte](http://Issuu.com//rubabbinte)

