

Creative Portfolio 2022

Prajwal Hegde

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1.

The Palace An Unreal Engine Project

A micro horror sequence entirely created digitally using Midjourney AI and Unreal Engine.



Project Overview

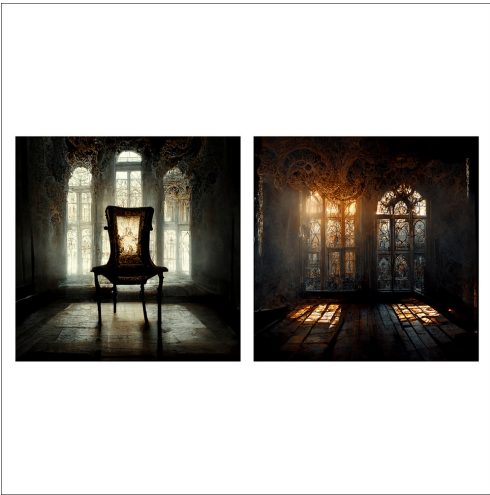
The microsequence “The Palace” was created entirely digitally using Midjourney AI, Unreal Engine, and Adobe Creative Suite. The inspiration for the project came from seeing the freely available 3D elements from Megascans Library inside Unreal Engine 5.0. Midjourney AI was utilised as a stepping off point to conceptualise the scenes and characters. The 30-second short was conceptualised and generated digitally, as contrast to being physically filmed, which, in my opinion, opens up new avenues for filmmakers.

Tools Used: Unreal Engine, MidJourney AI, Procreate, Adobe Photoshop, Adobe After Effects, Adobe Premier Pro

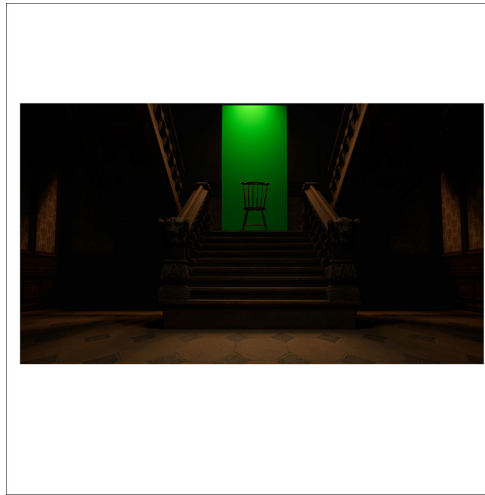
November 2022



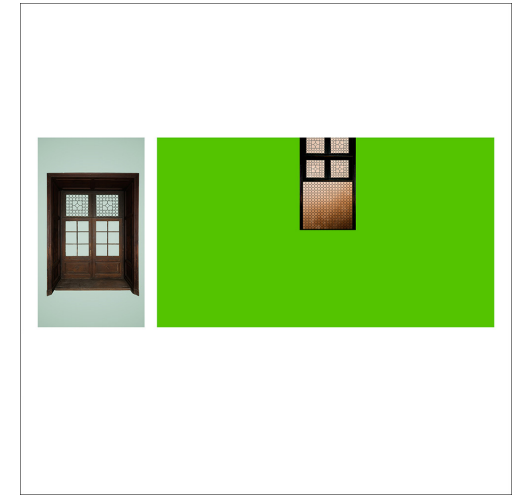
Scan the QR Code to View the Project
or visit: <https://vimeo.com/773365219>



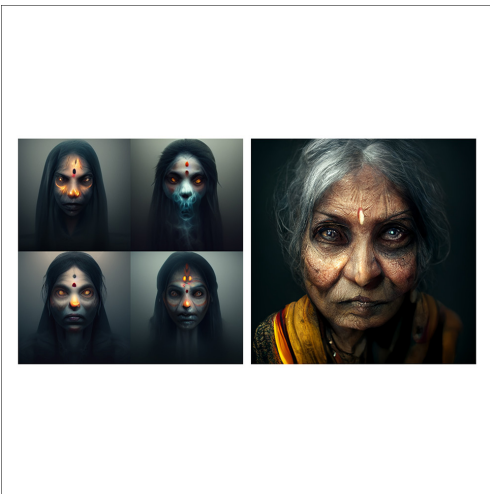
Midjourney outputs for scene inspiration. Midjourney Prompts: medieval_palace_window_in_horror_theme_cinematic_style



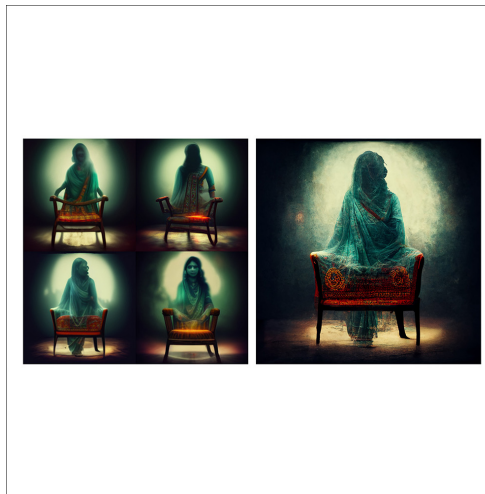
Green Solid was used because there was no native window object in the Unreal Engine, which was later keyed out.



A 3D door asset from Unreal Engine was used and later manipulated to look like a window using Photoshop.



Output from Midjourney for ghost character. Prompts: indian_old_lady_scary_ghost_hyper_realistic_brown



Outputs from Midjourney for ghost body. Prompts: indian_lady_sitting_on_chair_ghost_hyper_realistic



Rough Sketch for Poster on procreate (on left) and final poster design (on right)

2.

Xiaomi Next Video Opener

Proposed video opener for Xiaomi Next,
Xiaomi India's Summer Spring Flagship Event.



Project Overview

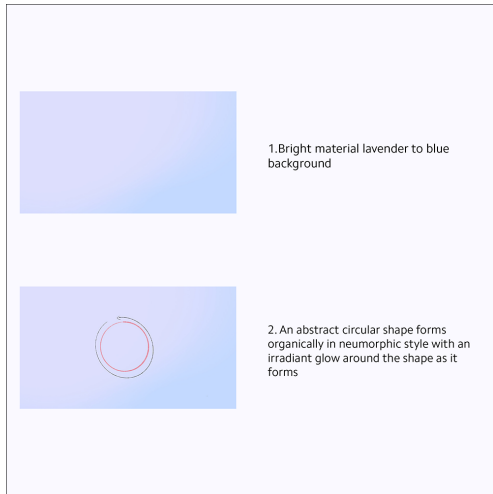
Xiaomi Next, debuted technology products in three categories: smartphones, tablets, and smart televisions. I was responsible with creating an opener for the launch event that would be utilised across offline & online channels. I planned the video to have a clean, sleek, and minimal neumorphic design since it was aimed for a niche audience. As all the products revolved around the display feature, lights, gleams and glass elements were used. Before creating the video, a storyboard was developed, to align all key stakeholders. Due to last-minute objections, the video did not make it to the limelight.

Tools Used: Procreate, Adobe Dimension, Adobe Photoshop, Adobe After Effects, Adobe Premier Pro

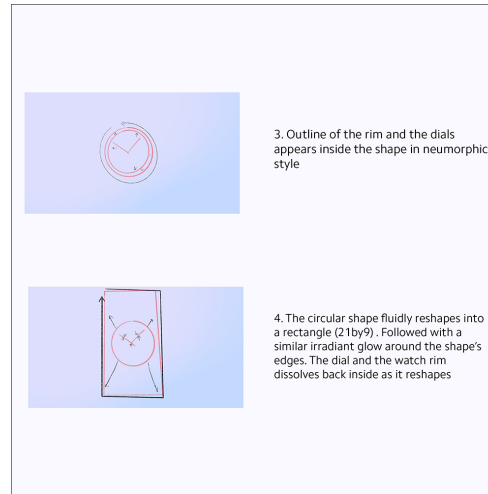
April 2022



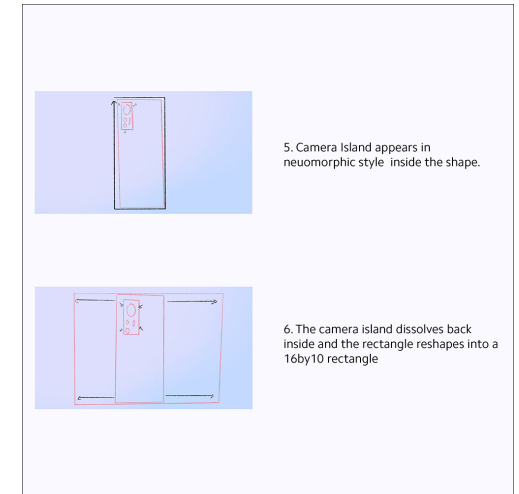
Scan the QR Code to View the Project
or visit: <https://vimeo.com/773705005>



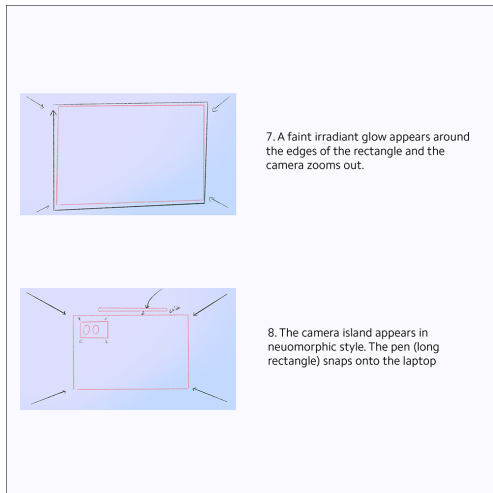
Storyboard Part 1/6 created using procreate. The beginning section of the opener to introduce the product.



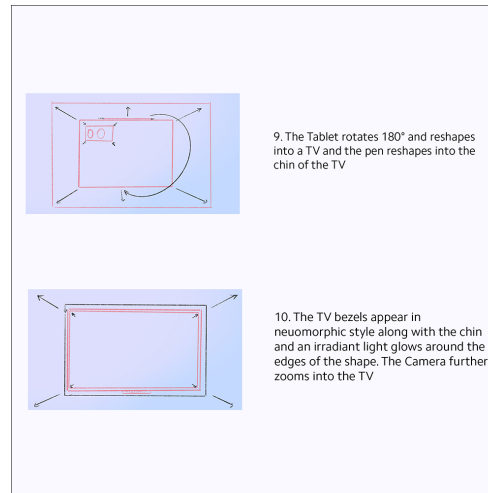
Storyboard Part 2/6 created using procreate. Transition section between two products.



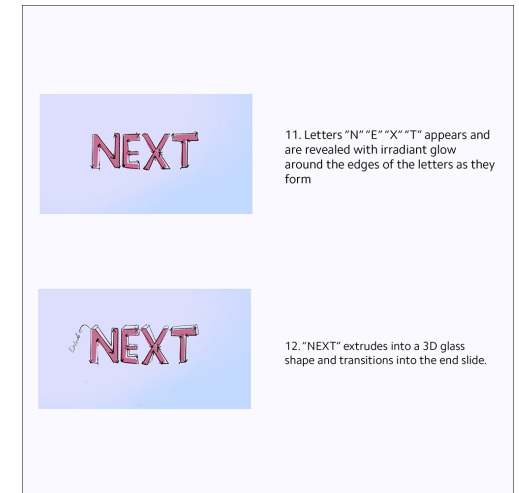
Storyboard Part 3/6 created using procreate. Transition between Smartphone and Tablet.



Storyboard Part 4/6. A simple rectangle would resemble a TV; hence, a pen was added to show that it's a tablet.



Storyboard Part 5/6 Transition between Tablet and Smart TV.



Storyboard Part 6/6 'NEXT' title reveal section.

3.

Sullu Music Video

Broadcast visuals, Visual FX and CGI for 'Sullu' a Kannada parody music video by Vasu Dixit



Project Overview

Vasu Dixit's "Sullu" is a newsroom-themed music video that mocks news networks' hypocrisy. I was responsible for producing visuals for broadcast, background animations, and promotional materials. The intro, tickers, NEWS flashes, and background animations were all influenced by popular NEWS channels. I coordinated with the editor and director to ensure the visual direction adhered to the blueprint. I was also responsible for the visual effects shot in which I replaced the television screens using 3D tracking.

Tools Used: Adobe Photoshop, Adobe After Effects, Adobe Premier Pro

November 2020



Scan the QR Code to View the Project
or visit: <https://youtu.be/msaVIDBgb28>



The horizontal ticker was repurposed to display the song's lyrics in Kannada as well as an English translation.



Lower third inserts used to introduce characters. The animations were created for both the English and Kannada languages.



A NEWS programme intro animation that looked and felt like popular NEWS programmes was created.



Exclusive NEWS Flasher. A flash message which flashed inbetween sequences.



Looped animated video for the LED backdrop, which acted as a background for characters.



The above shot appears towards the end of the sequence, and the news intro was tracked onto the screens.

4.

Next Door Avantara, A Kannada Short Movie

Visual FX, Editing, Poster and Publicity Design for a Kannada short fun film.



Project Overview

'Next Door Avantara' is a Kannada shortfilm. I was responsible for the short film's editing, visual effects and poster design. Since the short movie's genre was comedy the visual language of all the assets including the teasers, posters, title cards and all publicity creatives featured bright and saturated colors.

Tools Used: Adobe Photoshop, Adobe After Effects, Adobe Premier Pro

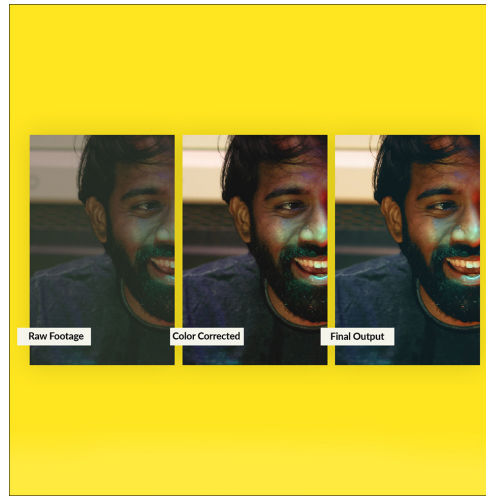
November 2022



Scan the QR Code to View the Project
or visit: https://youtu.be/4F2prvIE_XI



Title Design for the short film. Since it was a comedic short film, the typefaces, colours, and characters were bright, funky and colorful.



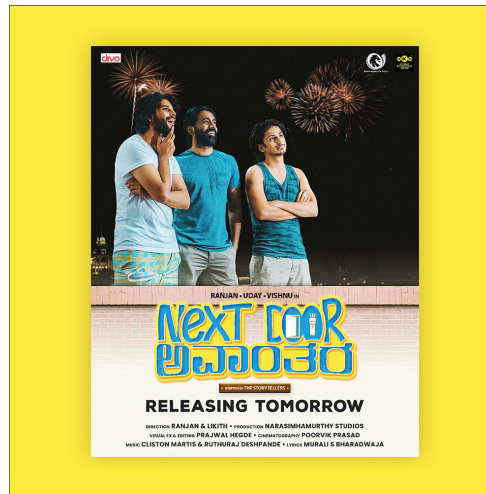
Color correction and colour grading. The original shot was quite flat and lacked depth; it was modified in post-production to obtain the desired aesthetic.



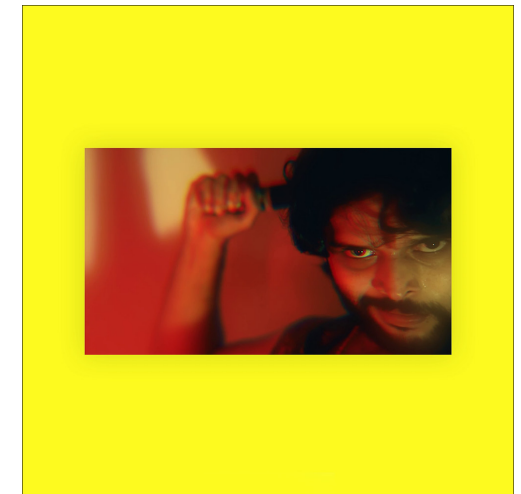
The commode character's movements were accomplished by means of a rope, which was removed in the post.



Short Movie Teaser, A short teaser was made to build up the hype for the short movie.



Publicity Poster Design: The poster was shared digitally across social media platforms to promote the short movie.



Title Sequence. A title sequence was added to the short movie to hype it up and introduce the title of the movie.

5.

Xiaomi Service Plus, App Promo Video

App Logo for iOS and Android, Motion Graphic App
Promo Video.



Project Overview

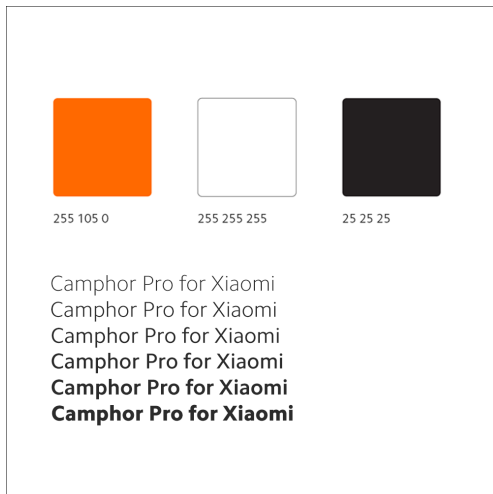
Xiaomi Service+ provides a one-stop solution for all Xiaomi product service needs. I was in charge of designing the app logo as well as a promotional video that was used to advertise the app's introduction and offerings through online channels. Several logo variations were created and presented before finalising on one. The finalized logo depicts the letter "M" for Mi. I had complete creative freedom and flexibility while creating the app promo video, and I envisioned and created a video that was both fun and informative.

Tools Used: Adobe Photoshop, Adobe After Effects, Adobe Premier Pro and Adobe Illustrator

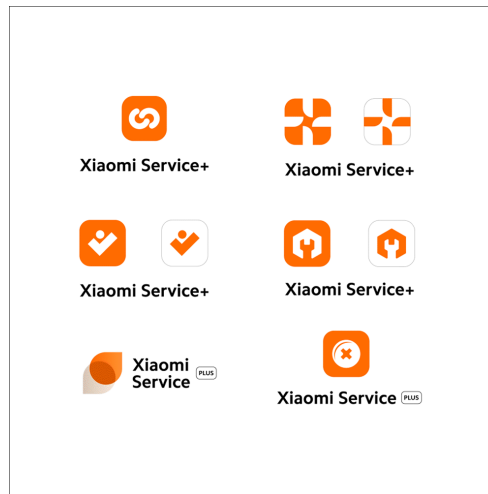
January 2022



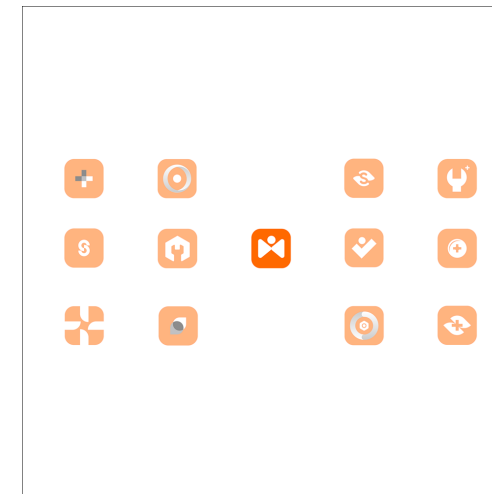
Scan the QR Code to View the Project
or visit: <https://twitter.com/i/status/1486631314275115012>



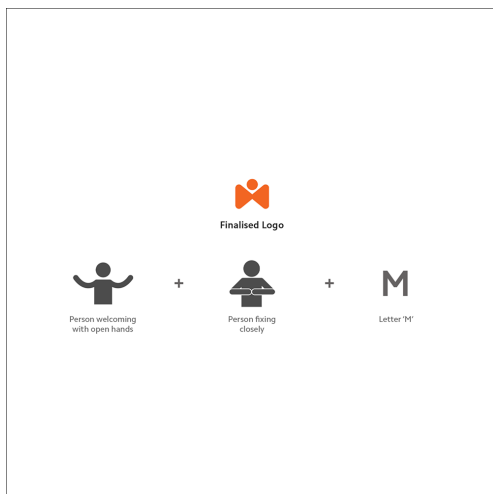
The colour palette and font system for the logo were established based on Xiaomi's Brand Guidelines.



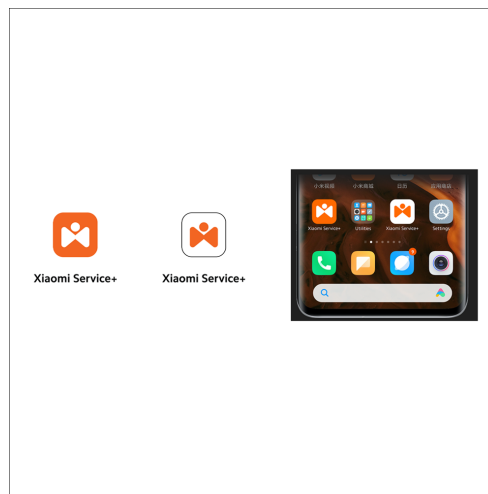
Different logo variations were explored as an abstract concept that would abstractly relate to the product and service. Part 1/2



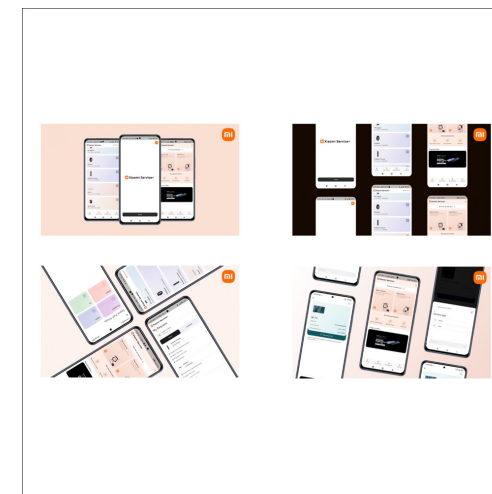
Different logo variations were explored as an abstract concept that would abstractly relate to the product and service. Part 2/2



Finalised Logo. The finalised logo comprises and symbolises a person fixing the product closely and also the letter "M" as in "Mi."



The logo was optimised and was adapted to both Android and iOS platforms and on both light and dark themes.



Screenshots from the promo video. The video was created in such a way that it was both entertaining and informative at the same time.

6.

'Ati Chendada' An Animated Lyrical Video

Motion Graphics for Kannada Lyrical Music Video.



Project Overview

The lyrical music video is the first of its kind to consist of hand-painted stills. Using high-resolution cameras, the hand-painted artworks were photographed. I imported these photographs into Photoshop, used various tools to separate the background from the subject, and added motion to bring the images to life. Elements such as rain, wind, flower petals, etc. were added to add more layers to the animation.

Tools Used: Adobe Photoshop, Adobe After Effects, Adobe Premier Pro

November 2020



Scan the QR Code to View the Project
or visit: <https://youtu.be/eactuKwnFi8>



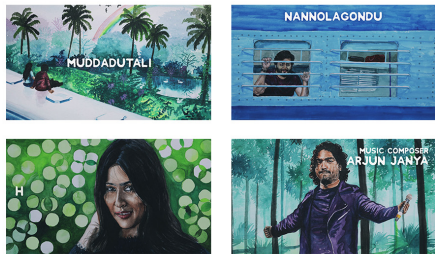
The subject was isolated from the background using tools in Photoshop.



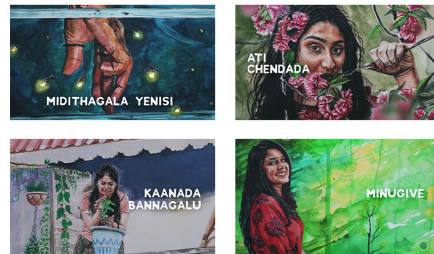
Once the subject was isolated, the background was filled using content aware tool to separate both the subject and background.



Text Layers, Additional elements such as petals and wind were added, and a slight motion was added to all the layers to create a parallax motion.



Similar process as mentioned above was followed for all the still frames. Screen grabs from the lyrical video. [Part 1/3]



Similar process as mentioned above was followed for all the still frames. Screen grabs from the lyrical video. [Part 1/3]



Similar process as mentioned above was followed for all the still frames. Screen grabs from the lyrical video. [Part 1/3]

7.

Diwali with Mi, Diwali Festive Campaign

Digital branding and communication assets for Xiaomi India's biggest annual festive campaign.



Project Overview

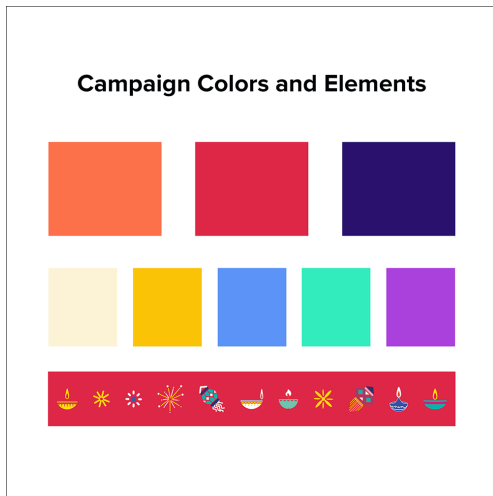
Diwali with Mi is the annual festive sale campaign of Xiaomi India. The sale is available online and through retail partners of Xiaomi. I was responsible for producing all digital and branding assets for the festive sale campaign based on the established moodboard. The campaign was conducted in stages, with each level necessitating differentiation from the preceding one while preserving the same visual design language. The campaign's overarching visual goal aimed to convey celebration, festivity, and happiness across all digital and retail elements.

Tools Used: Adobe Illustrator, Adobe Photoshop, Adobe After Effects.

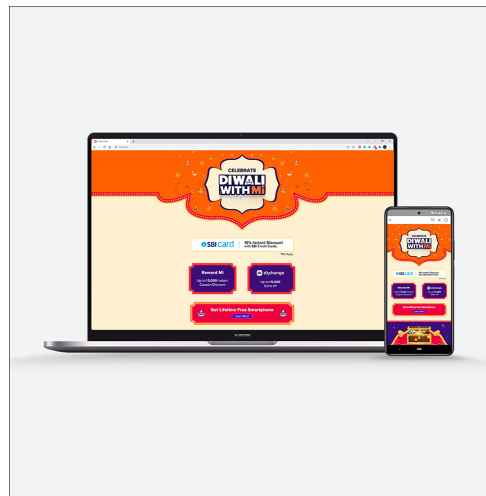
September 2021



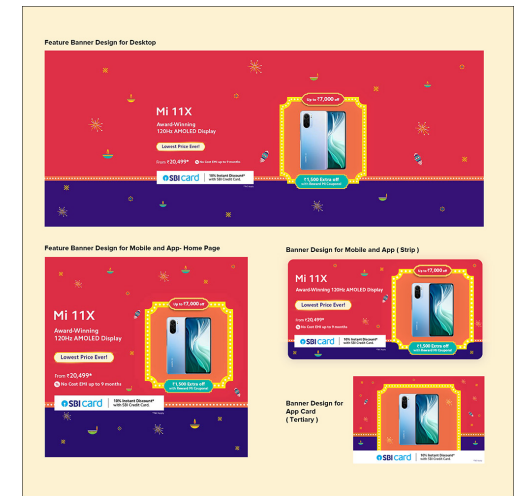
Scan the QR Code to View the Project
or visit: <https://www.behance.net/gallery/151960639/Diwali-with-Mi-Campaign-2021>



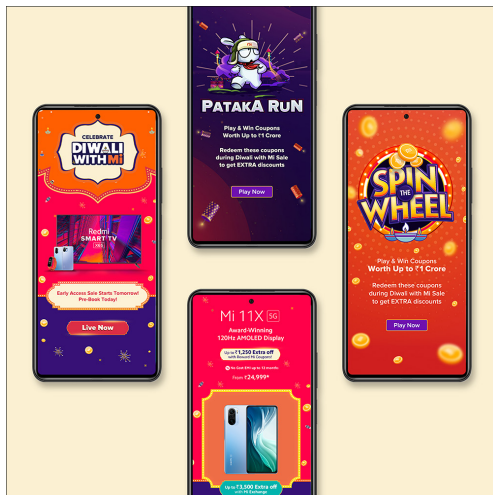
The moodboard, colour schemes, and elements used in the campaign. A palette of vibrant, celebratory hues was employed to evoke emotions such as excitement and happiness.



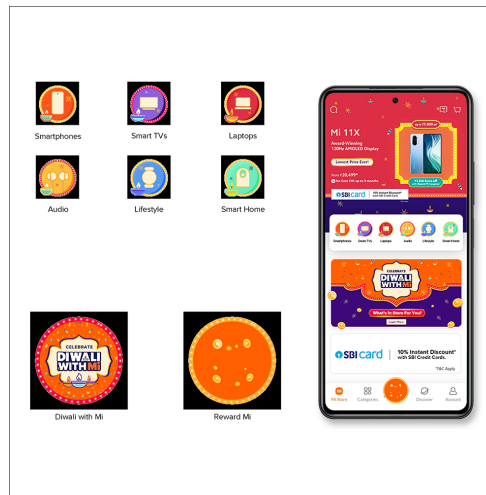
The main festive landing page, which was accessible on mi.com. The website was developed responsively for both desktop and mobile viewing.



Web banners that were used on different platforms, such as the app, mobile, desktop, etc., the design language was kept consistent, and as the size reduced, more prominence was given to the visuals.



Splash screens, which pop up first when the app launches, were also designed to drive high-value products and lure customers.



The icons that were used on the homescreen of the app were also designed and made festive.



A newspaper ad was printed across different publications and regional languages. The colours were toned down since they wouldn't look great on print, and a similar design language was maintained.

8.

Redmi TV X43 Product Launch Campaign

Digital & Offline branding and communication assets
for Redmi Smart TV X43



Project Overview

The 43-inch 4K LED Smart TV is the newest member of the Redmi Smart TV X Series. During the debut of this product, I was responsible for leading the creative design front of the launch, including the creation of digital and retail assets for the launch's many phases. The design language and colour scheme were defined, and all the materials produced downline adhered to them.

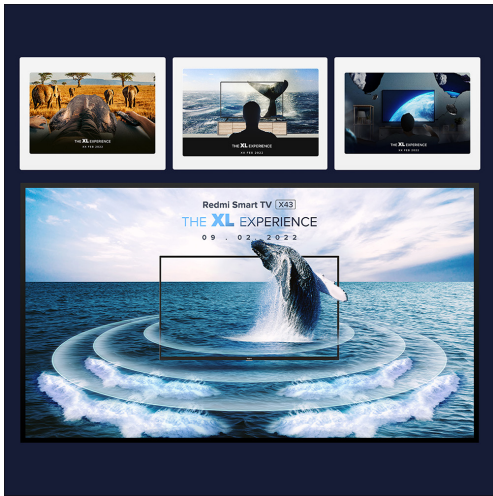
Tools Used: Adobe Photoshop and Adobe Illustrator.

February 2022

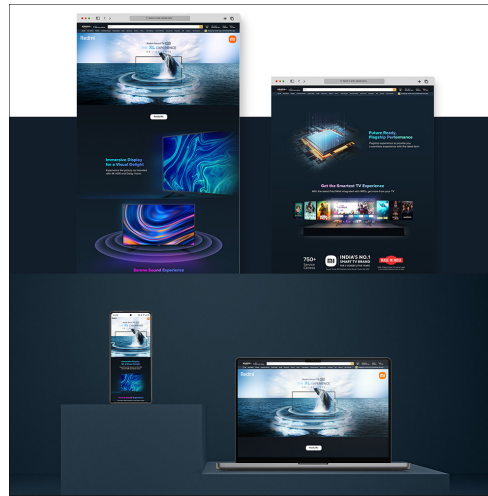


Scan the QR Code to View the Project

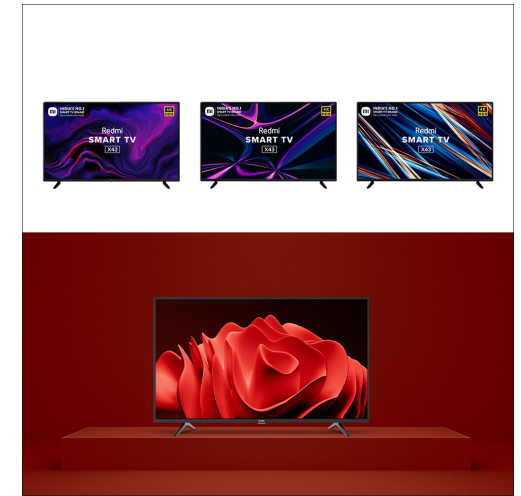
or visit: <https://www.behance.net/gallery/153117867/Redmi-TV-X43-Launch-Campaign-and-Identity>



Key Visual Design, Different variations were explored along the lines of a larger-than-life experience and finally settled on the above as it brings out both the display and sound features through the image.



Pre-buzz landing page, which was designed to tease some of the key specs of the product. The page was responsive and optimised for desktop and mobile.



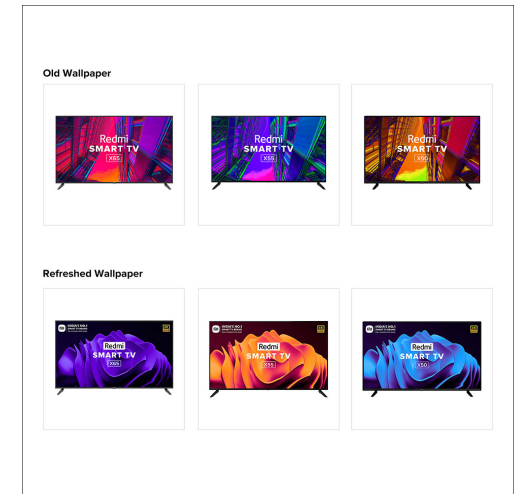
The wallpaper acts as the face of the TV. Different options were explored before settling on a free-flowing floral theme, which was later carried out in all the communication assets.



Retail backlit signage that was placed in retail outlets was designed. The design is placed on a white background since the products would stand out on white when backlit.



Retail interior print assets such as flyers and tabletop tent cards were designed following a similar theme and colour palette.



Wallpapers were refreshed across the previously launched TVs. They followed a similar floral theme.

9.

Shhopex Kuwait Prebuzz & Launch Campaign

Merchandise, Brand and Social Media
Communication Design for Shhopex.



Project Overview

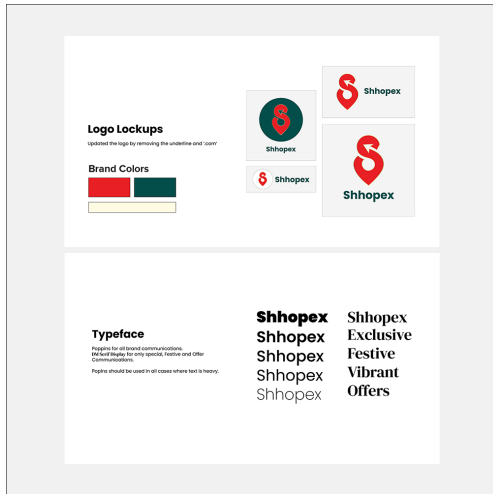
Shhopex is Kuwait's first online destination for Indo-Western fashion. Previously, the team sold products on Facebook under the name Indian Textile House; now, the team intends to develop its business via its own website. I was responsible for creating all online and offline brand communication and design as well as leading the pre-launch and launch social media marketing campaign. A social media calendar consisting of static postings and videos was developed to attract the audience's attention.

Tools Used: Unreal Engine, MidJourney AI, Procreate, Adobe Photoshop, Adobe After Effects, Adobe Premier Pro

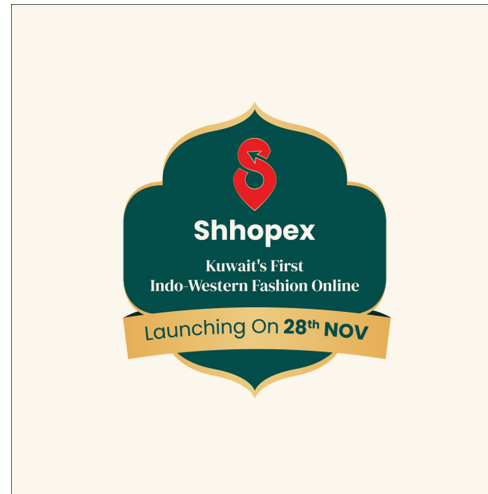
November 2022



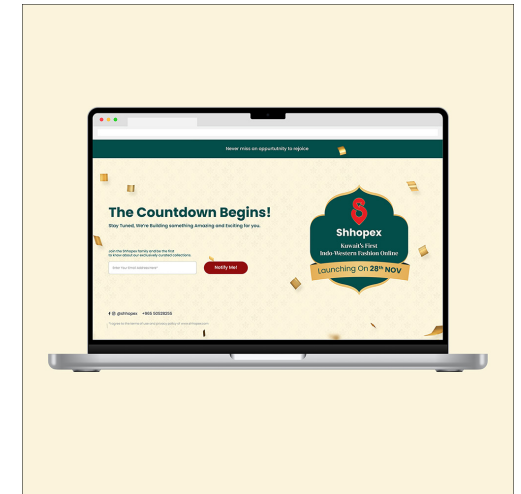
Scan the QR Code to View the Project
or visit: <https://www.prajwalhegde.com/projects/shhopex-%7C-launch-campaign>



A simple brand guideline was defined, which included how the logos should be used and the font system to keep the design and branding language consistent across the channels.



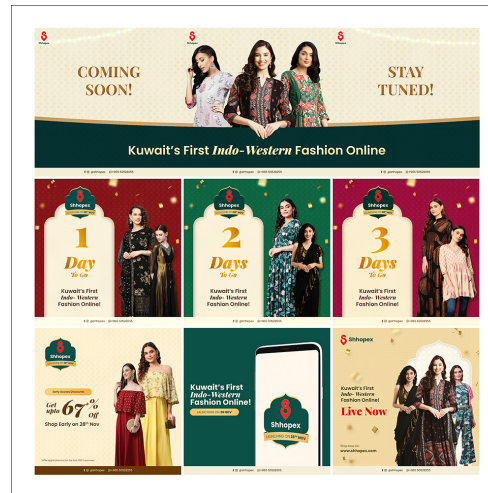
A launch unit was created that had the brand logo and launch date embedded. This unit was used across all pre-launch communications to help with better brand and launch date recall.



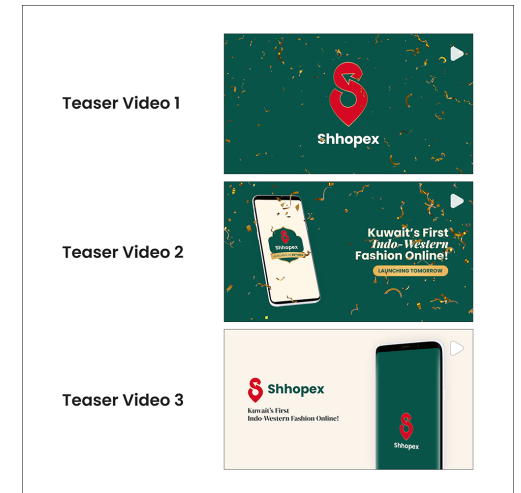
A landing page was created on the shhopex domain, where we obtained leads when users signed up. This was later used for email marketing.



Merchandise and Shopping Bag Design Kuwait being a small country, the deliveries were made in shopping bags instead of traditional packages. A message was crafted on the bag to make the customers feel special.



Social media images. Social media creatives were designed and had a festive theme to maintain a launch and grand opening vibe throughout the pre-launch stages.



Multiple videos were crafted to lure potential leads through flashy messages, fast-moving imagery, and upbeat music.

10.

Uplink– An Online inter–college Cultural Competition

Event Branding, Communication Assets and Social Media Strategy for Uplink.

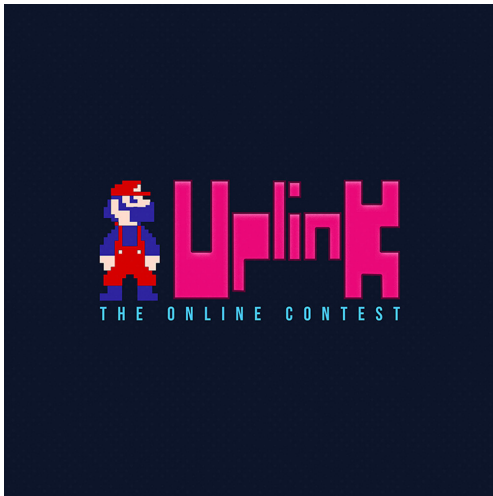


Project Overview

During the lockdowns, we were all forced to remain indoors due to the COVID-19 pandemic. It was impossible to organise intercollegiate competitions. Uplink is an online experimental inter-college cultural event in which registered participants submitted performing arts submissions using online channels such as Google Forms, which were then evaluated by certified judges, and winners were picked. I led the entire project, from conception to implementation, and also designed the event materials and developed the social media strategy to publicise the event. The event had no registration fee, and sponsors were onboard to fund the cash prizes for the winning talents.

Tools Used: Adobe Photoshop, Adobe After Effects and Adobe Illustrator

June 2020



main logo unit for the event. The event was initially themed around 8-bit gaming and followed a similar design language. Since it was lockdown, a mask was added to Mario as an Easter egg.



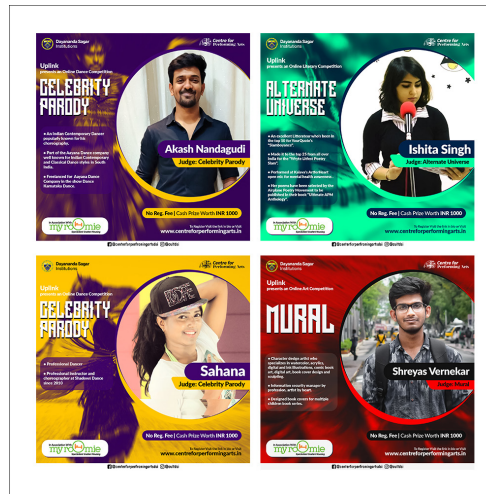
Main Poster Design A poster was rolled out, communicating the event details in a quirky way that would catch students' attention.



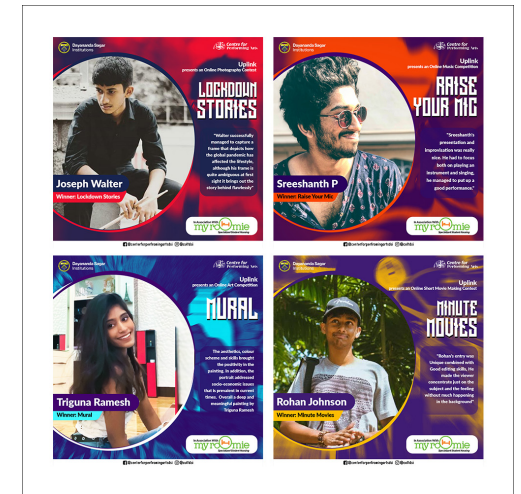
To raise awareness, a dedicated creative was created for the sponsor and shared digitally across all platforms and the community.



Uplink had several subcategories under which the competition took place. Each of these had its own social media post that conveyed the events' necessary information. The design language for all the creatives was maintained.



Uplink had several subcategories under which the competition took place. Each of these had its own certified judge who was introduced to the audience. The design language for all the creatives was maintained.



The winners from all the events were also declared online through social media along with their necessary details. The design language was maintained across all the creatives.

Prajwal

Crafting Creative Visual Communications

A Creative Portfolio by Prajwal Hegde