

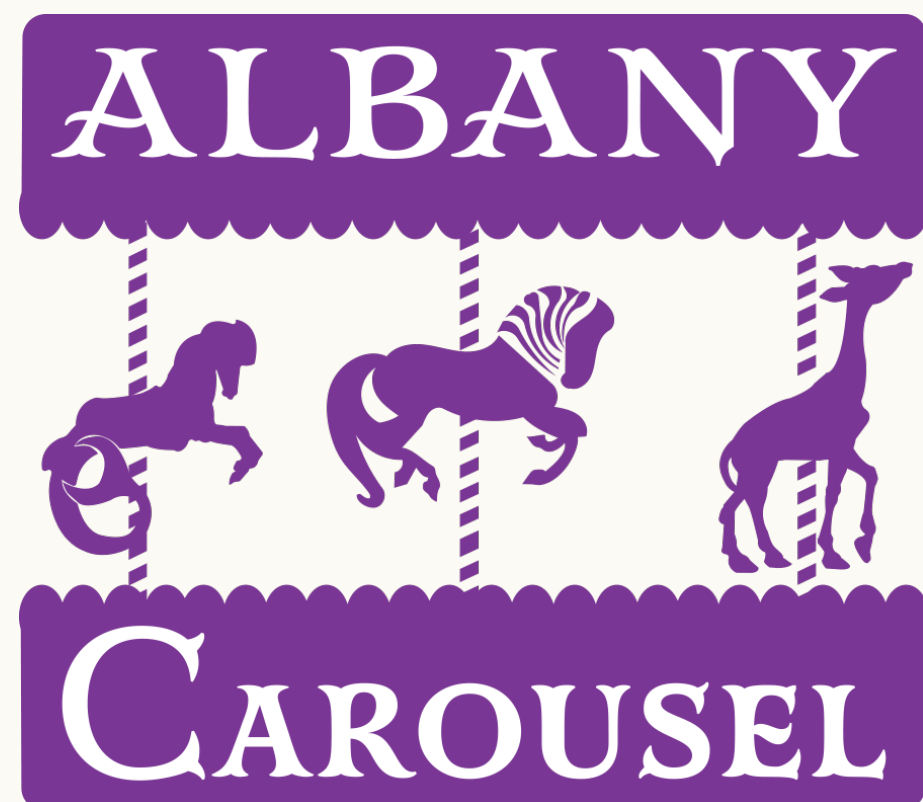


designs by
AMRITA

Amrita Kaur Sandhar Portfolio



ALBANY CAROUSEL RE-BRAND



ALBANY CAROUSEL RE-BRAND

Logo Design & Branding

Task:

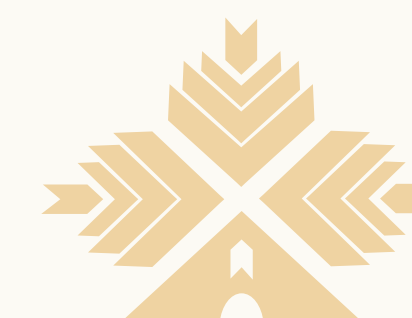
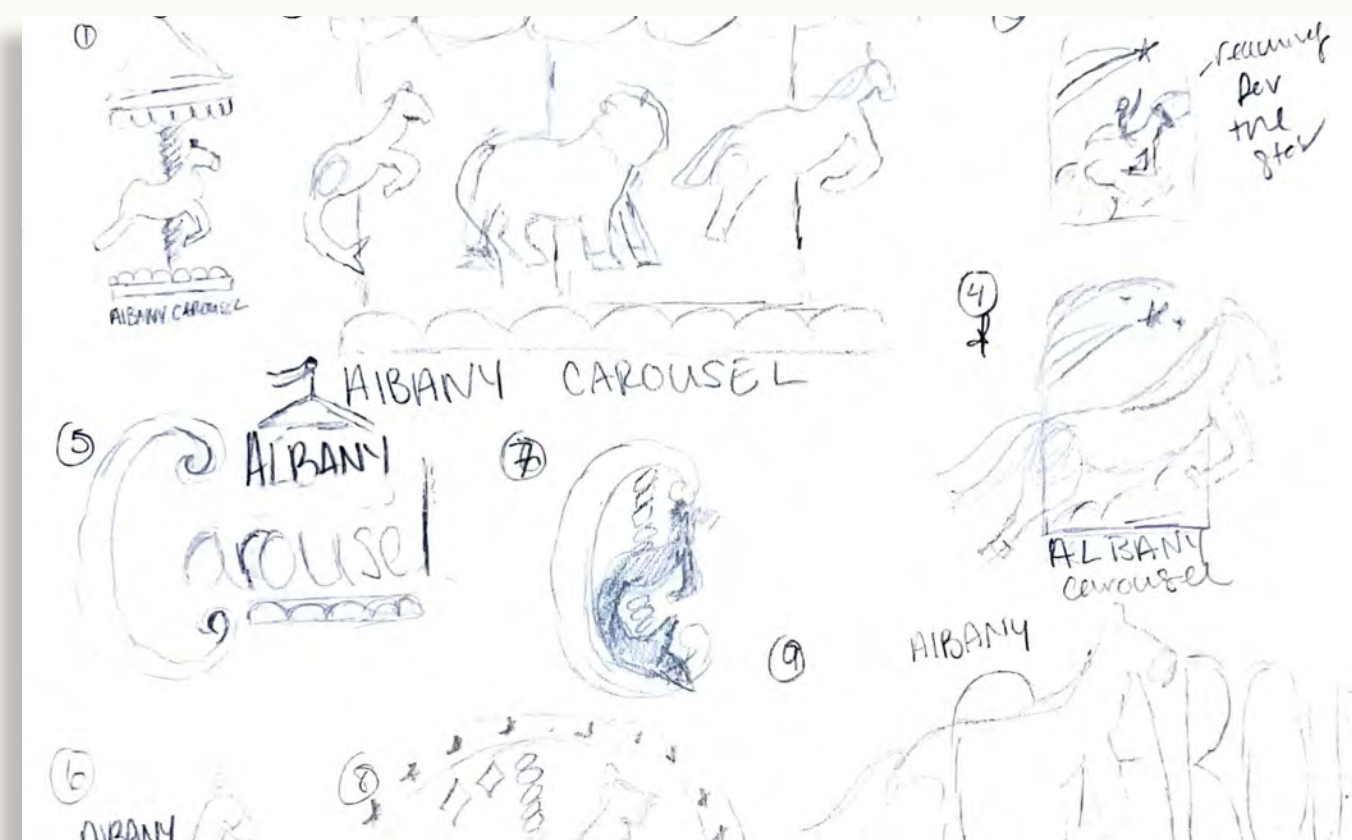
Create a re-branded logo for Albany Carousel and their philanthropic brand Carousel Cares. Build additional pieces of collateral to showcase the practical use of the logos and variety of design elements.

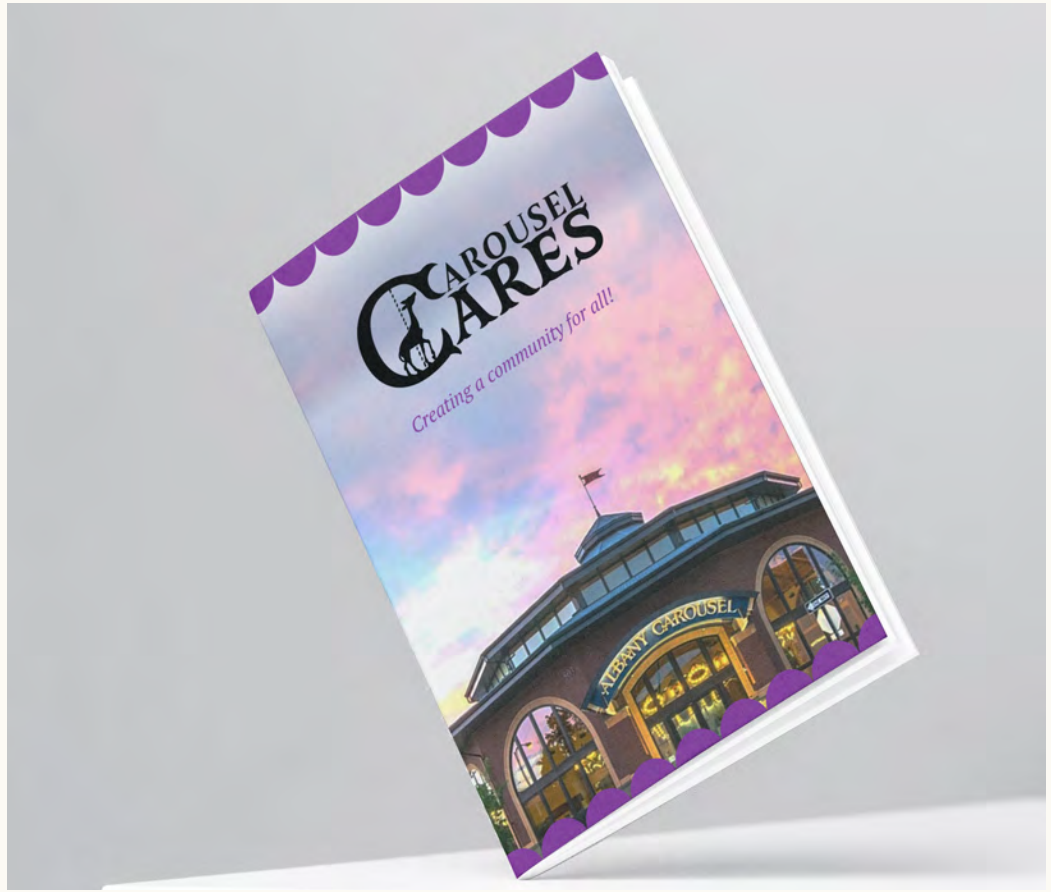
Solution:

My goal with the Albany Carousel re-brand was to maintain the feeling of nostalgia and magic. The primary logo represents the history of the carousel while the Carousel Cares logo is fierce yet playful as the giraffe keeps their head high, showing that we can reach any height with community. Together, this pair will help create memories for children and bring nostalgia to adults for a lifetime.

Software

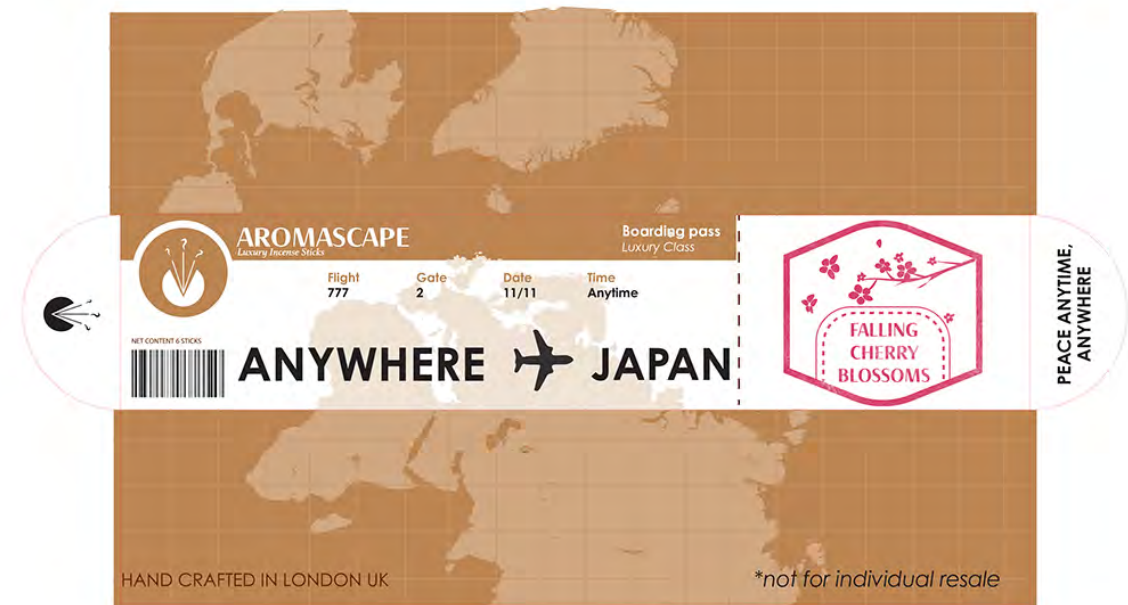
InDesign  Illustrator







AROMASCAPE INCENSE



AROMASCAPE INCENSE

Branding | Packaging | Layout

Task:

With a given die-line, design the packaging and product label of your choice. Both product and packaging should have distinct branding.

Solution:

I've created an incense brand called Aromascape which targets spiritual consumers who are looking to embark on an adventure to find peace. The branding is specific to the Adventure Collection, which is a variety pack of different scents that will teleport you to a new country. This product is meant to bring peace to the consumer anytime, anywhere.

Software:

Illustrator





POH

14 December – 12 January
2025–2026

The Chaar Sahibzaade, four princes, are Sri Guru Gobind Singh Ji's (the Tenth Guruji's) sons. The four sons gave their lives to fight for Sikhi. The month of Poh, specifically December, is a time where all Sikhs honor the young warriors' braveness and Shaheedi (martyrdom). On the 21st of December, 8th of Poh, the two Vadde Sahibzaade, older sons, fought in the Battle of Chamkaur. At ages 18 and 14, they died fighting against the enemy and fighting for Sikhi. On the 26th of December, 13th of Poh, the Chote Sahibzaade, 2 younger sons, died together at ages 6 and 9 by being buried alive in bricks by the Mughals. Their sacrifices are never forgotten and we continue to honor their death and undying faith in Sikhi. Although it can be a heartbreaking start to the month, we take this time to learn faith, courage, and bravery from the Chaar Sahibzaade. To right is an illustration of the Vadde Sahibzaade in battle as Sri Guru Gobind Singh Ji's Baaz (hawk) looks over them.

21- Shaheedi Sahibzada
Ajit Singh, Sahibzada Jujar
Singh, & other Shaheeds of
Chamkaur Sahib

15- Shaheedi Sahibzada
Zorawar Singh, Sahibzada
Fateh Singh, & Mata Gujri Ji

5- Gurpurab Sri Guru
Gobind Singh Ji



Ratvar	Soomvar	Mangatvar	Budhvar	Veervar	Choukervar	Sommivar
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12					

VAISAKHI

13 April – 14 May
2025



Vaisakhi marks the birth of the Khalsa Panth. The 10th Guruji, Sri Guru Gobind Singh Ji established the Khalsa. In 1699 Guruji held a gathering in which Sikhs from near and far attended. At this gathering, Guruji appeared with his sword and explained that the sword will be used only for the Sikh. He asked the Sikhs who would be willing to give their head for him, the Guruji. Everyone fell silent, and no one answered. At last, 13 year old Bhai Daya Singh bowed before the Guruji. Bhai Daya Singh and Guruji went into a tent, and when Guruji came out, blood was dripping from his sword. Guruji then asked the same request, and four more Sikhs followed, Bhai Dharam Singh, Bhai Hammar Singh, Bhai Mohkam Singh and Bhai Sahib Singh. After Guruji took the fifth Sikh made the tent, Guruji took a longer time to come out. When Guruji did come out of the tent, following him were the five Sikhs who were supposedly killed. Guruji was filled with joy as the five Sikhs came out draped in saffron garments dressed like a Master. The Sikhs gave Guruji their heads, and Guruji gave them "himself and his glory". The five Sikhs were then bestowed the name the Panj Pyare, "the five beloved ones". Vaisakhi stands for the true concept of the Khalsa and the Panj Pyare. It is taken from the story that if you give yourself to Sikhs and the Guruji, then you will become one with them.

Ratvar	Soomvar	Mangalvar	Budhvar	Veervar	Choukervar	Somnivar
	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14			

14- Vaisakhi/Birth of the Khalsa Panth
 15- Joti Jot Sri Guru Angad Dev Ji & Sri Guru Har Krishan Ji
 16- Gurugadi Sri Guru Amar Das Sahib Ji & Sri Guru Tegh Bahadur Ji
 17- Gurpurab of Sri Guru Angad Dev Ji & Sri Guru Tegh Bahadur Ji
 18- Gurpurab of Sri Guru Arjun Dev Ji

JETH

15 May – 14 June
2025



One event in the month of Jeth is the Gurpurab/birthday of Sri Guru Amar Das Ji, the third Sikh Guruji at the age of 71. Guruji's story is touching and shows the power of seva (selfless service) and passion for Sikhs. It is recorded that Guru Amar Das Ji, then called Bhai Amar Das Ji was a devoted practicing Hindu before Guruji. One day, Bhai Amar Das Ji heard some hymns by Guru Nanak Dev Ji, the first Guruji, being sung by the daughter, Bibi Amro Ji, of the second Sikh Guru, Guru Angad Dev Ji. Bibi Amro Ji was married to Bhai Amar Das Ji's brother. Bhai Amar Das Ji listened to more Gurabani and was touched. At 64, Bhai Amar Das Ji went to see Guru Angad Dev Ji. He was so touched by Guru Angad Dev Ji's message, that he became a devoted Sikh. Bhai Amar Das Ji began to wake up early every morning to fetch water from Beas River, which was more than 3km from Khudke, for Guru Angad Dev Ji's bath. He would wash Guruji's clothing and fetch wood from a jungle for 'Guru ka Langar' (Guruji's meals). Bhai Amar Das Ji was so lost in his devotion of seva and Sikhi that he lost interest in life. Sri Guru Angad Dev Ji was filled with pride by Bhai Amar Das Ji's devotion to seva and Sikhi that He appointed Bhai Amar Das Ji as the third Sikh Guru in 1539.

Ratvar	Soomvar	Mangalvar	Budhvar	Veervar	Choukervar	Somnivar
				15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14

23- Gurpurab Sri Guru Amar Das Sahib Ji
 1- Beginning of Operation Blue Star 1984/Bloodshed
 2/5- Bloodshed
 6- End of Operation Blue Star 1984/Bloodshed

NANAKSHAHI CALENDAR

Layout | Illustration

Task:

Create a unique calendar layout including themed content of your choice.

Solution:

I created a Nanakshahi Calendar which is based on the Lunar year Sikhs follow. The calendar dates start on Lunar new year in the month Chet. The calendar is designed to follow both the western and Nanakshahi dates. Each month showcases an illustration and blurb about an important date or event in Sikh history. The goal was to create a calendar Sikhs can use in everyday life and as a resource to keep up with Sikh History.

Software:

InDesign  Adobe Fresco

BHANDON

16 August – 14 September
2025



In the month of Bhandon, on the 15th, the Sri Guru Granth Sahib Ji was completed. The Guru Granth Sahib Ji is the holy Sikh scriptures that holds all ideas and teachings about Sikhs from the ten Gurus. It spans about 1400 pages and has written words that were spoken by the Guruji over the centuries. The Guru Granth Sahib Ji was bestowed Guruship by the last Guruji in human form, Sri Guru Gobind Singh Ji. Before his Joti Jot, physical passing, Sri Guru Gobind Singh Ji told Sikhs that they were to regard the Sri Guru Granth Sahib Ji as our next everlasting Guruji. Sri Guru Gobind Singh Ji said, "Sab Sikhan ko hukam hai Guru Manjo Granth" meaning "All Sikhs are commanded to take the Granth as Guru".

Ratvar	Soomvar	Mangalvar	Budhvar	Veervar	Choukervar	Somnivar
						16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14						

30- Completion of Sri Guru Granth Sahib Ji
 1- 1st Parkash Sri Guru Granth Sahib Ji
 12- Battle of Saragarhi

MAGH

13 January – 11 February
2026



After the ninth Guruji's death, Sri Guru Tegh Bahadur Ji, his Guruji's son became the tenth Guruji at the age of nine. Guru Gobind Singh Ji is the ninth and last of the human forms of Sikh Gurus. The final structure of Sikhi today is due to Guruji. He established the Khalsa and completed the Sri Guru Granth Sahib Ji to the final form, as it remains today.

Ratvar	Soomvar	Mangalvar	Budhvar	Veervar	Choukervar	Somnivar
		13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11			

31- Gurpurab Sri Har Rai Ji
 11- Birthday Sahibzada Ajit Singh Ji
 19- Marcha for the Keys to Darbar Sahib 1922





What does Nanakshahi mean?

The Nanakshahi Calendar is named after the first Sikh Guru, Guru Nanak Dev Ji. Its first year is 1469, which is the year of the birth of Guru Nanak Dev Ji. The word "Nanakshahi" is derived from "Nanak" (the name of the first Sikh Guru) and "Shahi" (meaning "royal" or "king").

Everything that belongs to Nanak, "Das of Nanak, the Sovereign".

2025-2026 Nanakshahi Calendar

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HEART VALLEY CROISSANTS



HEART VALLEY CROISSANTS

Branding | Logo Design | Packaging | Layout

Task:

Create a logo and additional branding for a food truck based in Corvallis, Oregon. The audience is college students at Oregon State University who are looking for affordable and delicious food options. The name, already given, Heart Valley Croissants.

Solution:

As a croissant lover & broke college student, I created a playful, approachable, and authentic food brand so students wouldn't be intimidated with the pricing. The logo represents the food truck's most desired orange meringue croissant, as the orange hides hearts representing Corvallis as Heart Valley.

Software:

Illustrator







ALBUM COVER & TOUR COLLATERAL



ALBUM COVER & TOUR COLLATERAL

Layout

Task:

Choose an existing band and create a vinyl cover and tour collateral branding. The designs of all collateral should remain cohesive to the album, but implemented in practical ways for the use.

Solution:

The band chosen was Wave to Earth and I created the designs for their album *0.1 Flaws and All*. Like the name, the album is about being imperfect in love, melancholy, and everything in between. The feelings depicted were heavily influenced by the feelings the band members hold for each other. I wanted my design to embrace self love and love within dark and bright times. Doves represent love and the water pattern represents deep melancholy. The three blue rectangles represents the three band members.

Software:

InDesign  Illustrator







KADAK CHA CO.



KADAK CHA CO.

Branding | Packaging

Task:

Create a custom die-line, brand, and packaging for three drinks of your choice, one being limited edition. The packaging needs to stand out in the marketplace, as it competes against other beverages.

Solution:

Bringing my Punjabi culture to this project, I created a canned Cha (black tea) brand. The name "Kadak Cha Co." translates to "Strong Tea Co.." The brand is bold to represent the strong ingredients used, but also friendly just like afternoon tea time. With hidden ingredient icons within the mandala design, the packaging is a modern take to the traditional cha beverage.

Software:

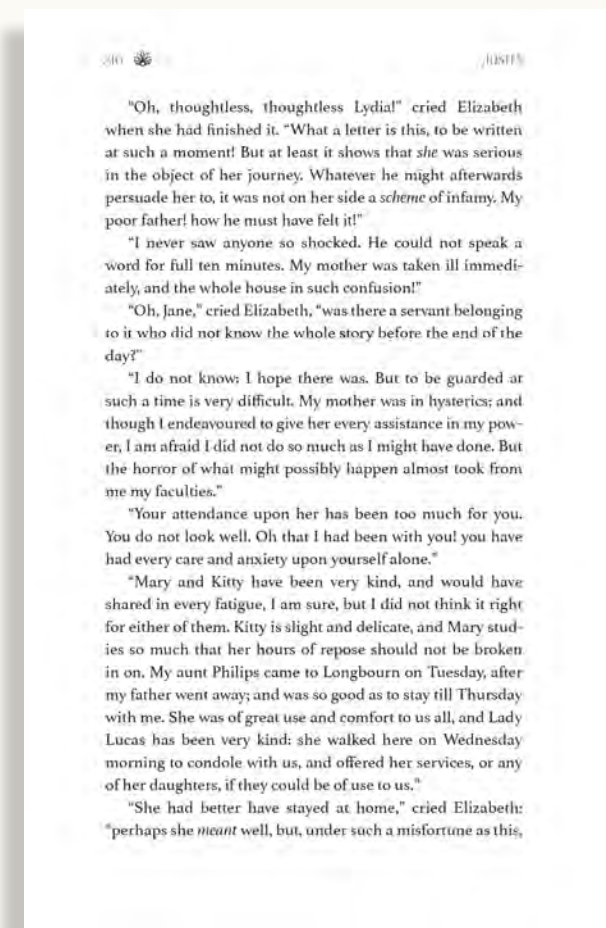
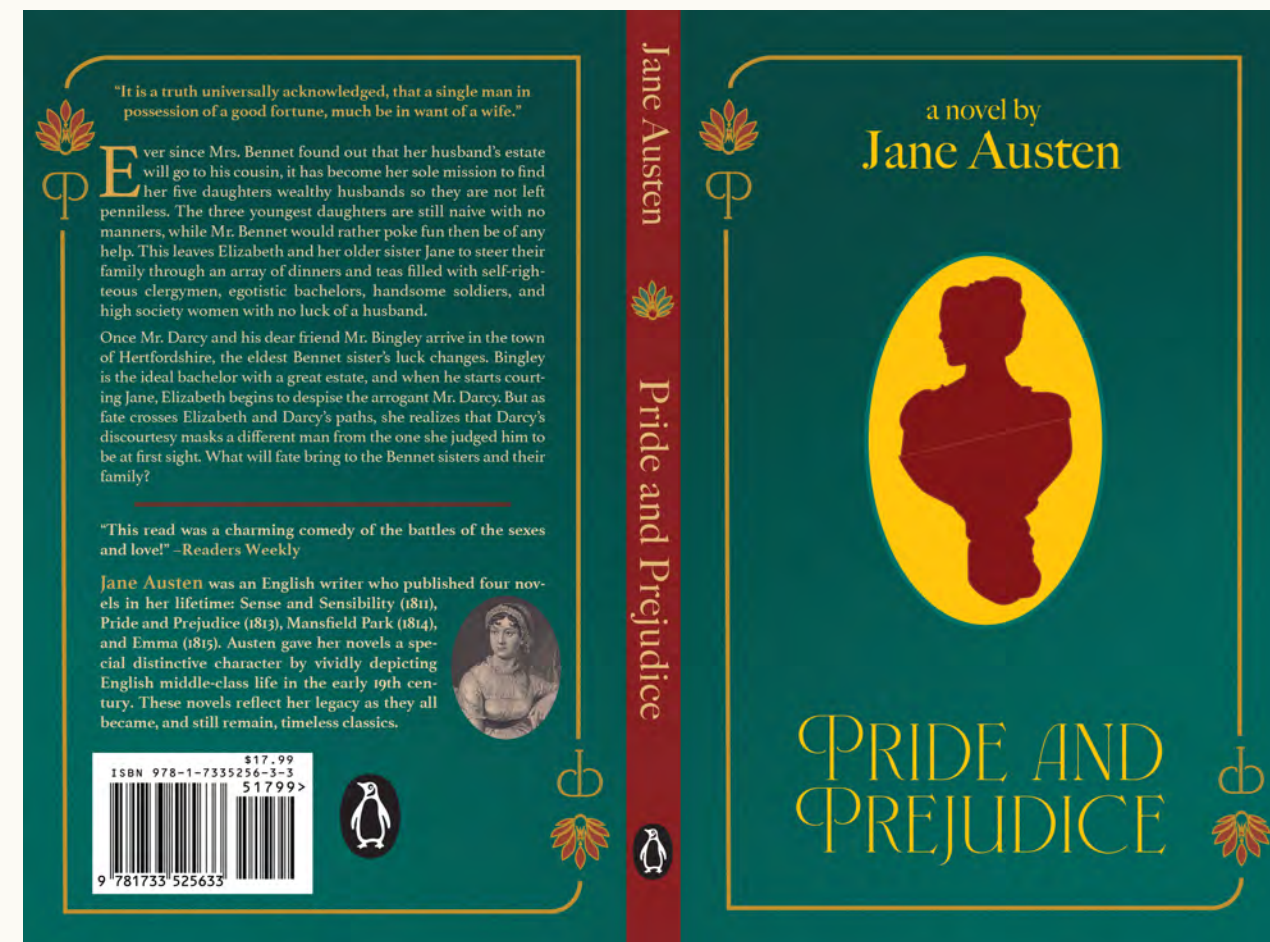
Illustrator







BOOK COVER & INTERIOR DESIGN



BOOK COVER & INTERIOR DESIGN

Layout | Illustration

Task:

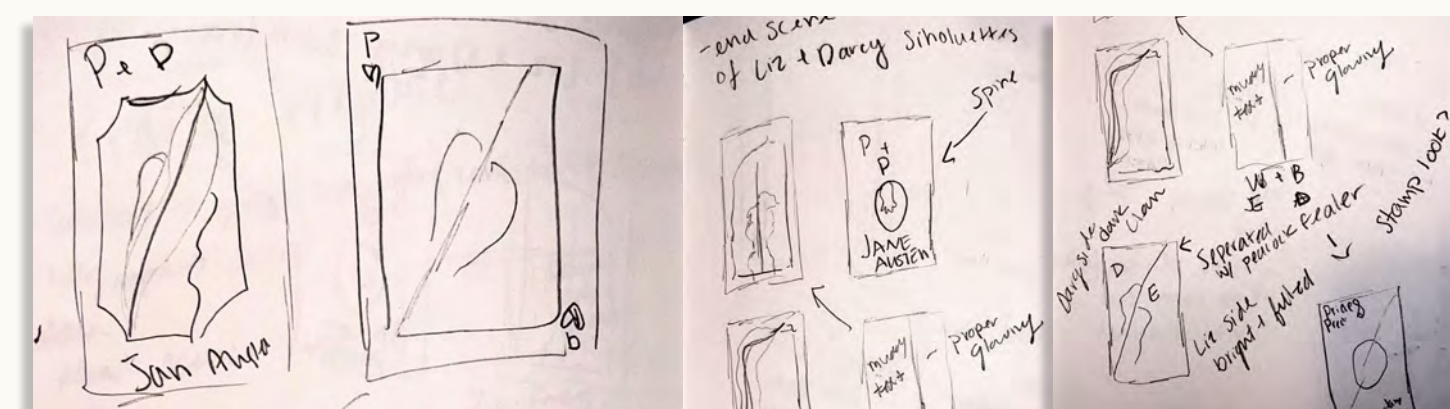
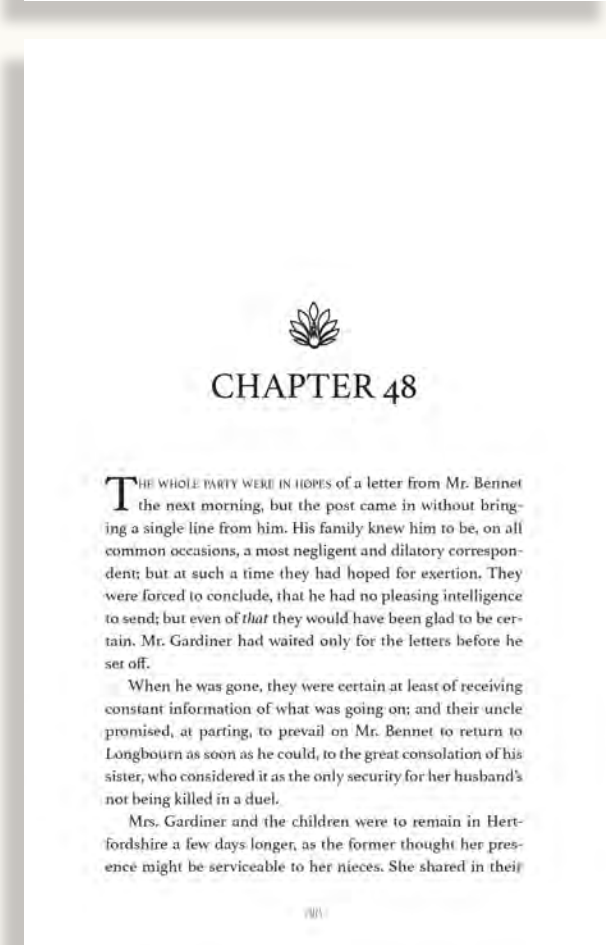
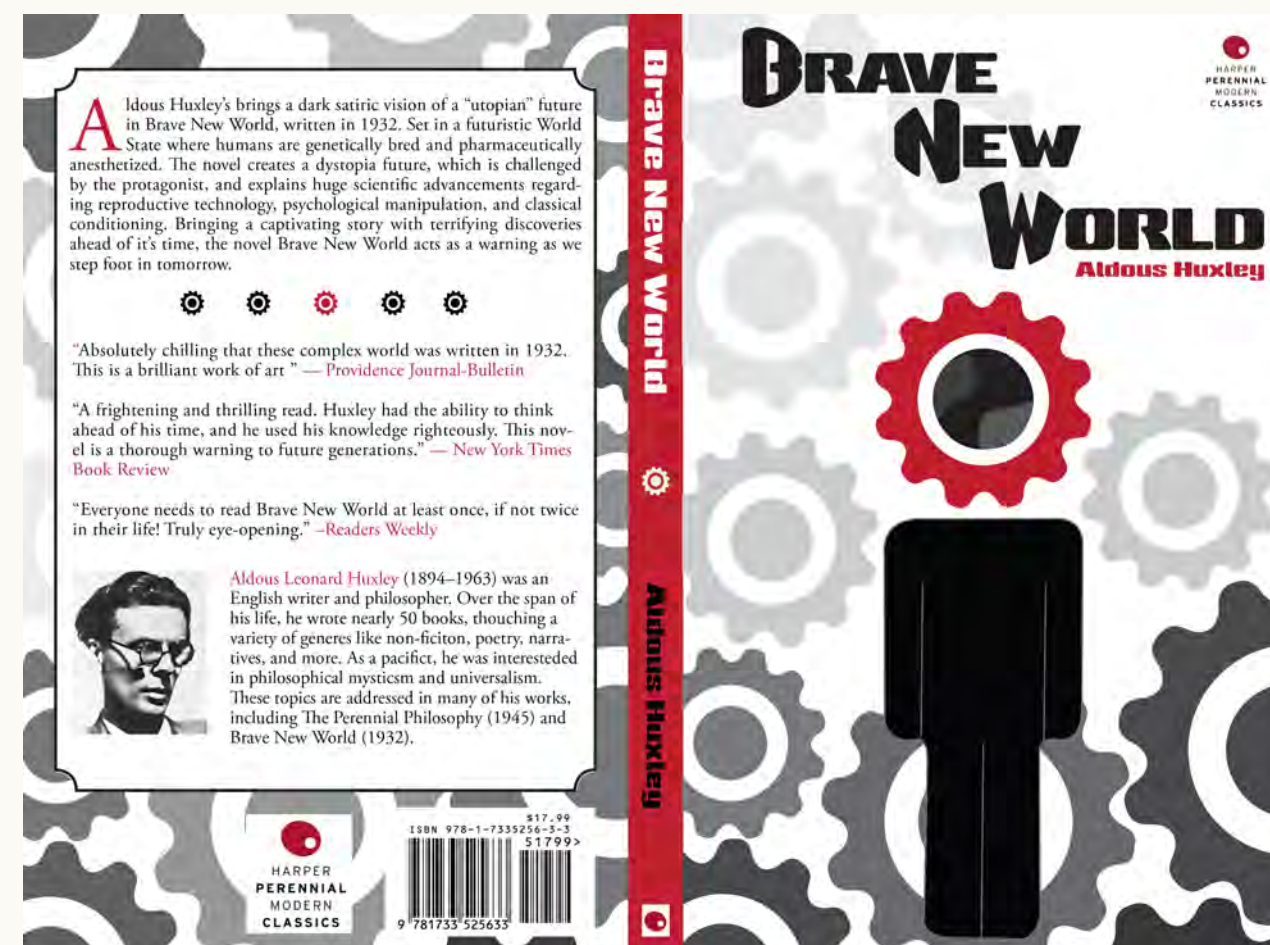
Choose an existing book and redesign the cover and interior. The new design should stand out against competing book covers on the shelf. Design the interior to create a comfortable reading experience in relation to text and layout.

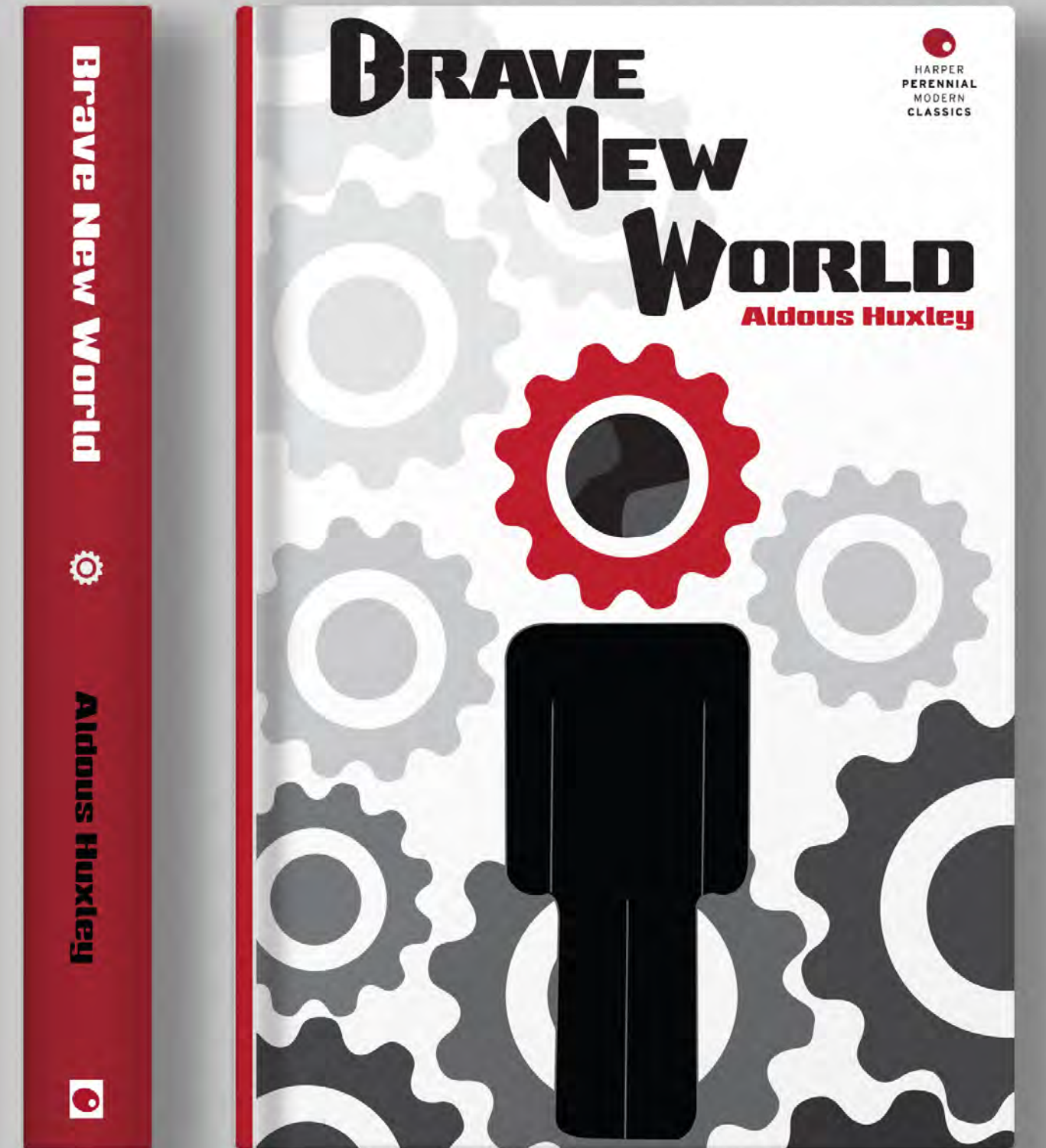
Solution:

Many books have heavily illustrated covers, so I wanted to take the challenge of creating designs that represent the story in a minimalistic approach. Through this project I was practicing "less is more" by focusing on the main idea of the book and designing icons and symbols that represent the story in a quick read.

Software:

InDesign  Illustrator







ern, before he had any idea of their end: when that apprehension first got journey." convinced that Wickham would not mar- intending to go off? Had Colonel For- ?" ioned by *him*, Denny denied knowing and would not give his real opinion at his persuasion of their not marry- inclined to hope he might have been

ster came himself, not one of you en- ose, of their being really married?" : that such an idea should enter our sy—a little fearful of my sister's hap- iage, because I knew that his conduct ite right. My father and mother knew y felt how imprudent a match it must ith a very natural triumph on know- f us, that in Lydia's last letter she had tep. She had known, it seems, of their ther many weeks." went to Brighton?"

ster appear to think ill of Wickham his real character?" he did not speak so well of Wickham elieved him to be imprudent and ex- : sad affair has taken place, it is said atly in debt: but I hope this may be een less secret, had we told what we not have happened!"

"Perhaps it would have been better," replied her sister. "But to expose the former faults of any person, without knowing what their present feelings were, seemed unjustifiable."
"We acted with the best intentions."
"Could Colonel Forster repeat the particulars of Lydia's note to his wife?"
"He brought it with him for us to see."
Jane then took it from her pocket-book, and gave it to Elizabeth. These were the contents:—

"MY DEAR HARRIET,
"You will laugh when you know where I am gone, and I cannot help laughing myself at your surprise to-morrow morning, as soon as I am missed. I am going to Cretna Green, and if you cannot guess with who, I shall think you a simpleton, for there is but one man in the world I love, and he is an angel. I should never be happy without him, so think it no harm to be off. You need not send them word at Longbourn of my going, if you do not like it, for it will make the surprise the greater when I write to them, and sign my name Lydia Wickham. What a good joke it will be! I can hardly write for laughing. Pray make my excuses to Pratt for not keeping my engagement, and dancing with him to-night. Tell him I hope he will excuse me when he knows all, and tell him I will dance with him at the next ball we meet with great pleasure. I shall send for my clothes when I get to Longbourn; but I wish you would tell Sally to mend a great slit in my worked muslin gown before they are packed up. Good-bye. Give my love to Colonel Forster. I hope you will drink to our good journey."
"Your affectionate friend,
"LYDIA BENNET."

"Oh, thoughtless, thoughtless Lydia!" cried Elizabeth when she had finished it. "What a letter is this, to be written at such a moment! But at least it shows that *she* was serious in the object of her journey. Whatever he might afterwards persuade her to, it was not on her side a *scheme* of infamy. My poor father! how he must have felt it!"

"I never saw anyone so shocked. He could not speak a word for full ten minutes. My mother was taken ill immediately, and the whole house in such confusion!"

"Oh, Jane," cried Elizabeth, "was there a servant belonging to it who did not know the whole story before the end of the day?"

"I do not know: I hope there was. But to be guarded at such a time is very difficult. My mother was in hysterics; and though I endeavoured to give her every assistance in my power, I am afraid I did not do so much as I might have done. But the horror of what might possibly happen almost took from me my faculties."

"Your attendance upon her has been too much for you. You do not look well. Oh that I had been with you! you have had every care and anxiety upon yourself alone."

"Mary and Kitty have been very kind, and would have shared in every fatigue, I am sure, but I did not think it right for either of them. Kitty is slight and delicate, and Mary studies so much that her hours of repose should not be broken in on. My aunt Philips came to Longbourn on Tuesday, after my father went away; and was so good as to stay till Thursday with me. She was of great use and comfort to us all, and Lady Lucas has been very kind: she walked here on Wednesday morning to condole with us, and offered her services, or any of her daughters, if they could be of use to us."

"She had better have stayed at home," cried Elizabeth: "perhaps she *meant* well, but, under such a misfortune as this,

one cannot see too little of one's neighbor possible; condolence, insufferable. Let th at a distance, and be satisfied."

She then proceeded to inquire into t her father had intended to pursue, while covery of his daughter.

"He meant, I believe," replied Jane, " place where they last changed horses, se try if anything could be made out from object must be to discover the number o which took them from Clapham. It had ce London; and as he thought the circumst and lady's removing from one carriage in remarked, he meant to make inquiries at C

anyhow discover at what house the coal down his fare, he determined to make hoped it might not be impossible to fin number of the coach. I do not know of ar he had formed; but he was in such a hurr spirits so greatly discomposed, that I had out even so much as this. "



CHAPTER 5

WITHIN A SHORT WALK OF LONGBOURN lived a family with whom the Bennets were particularly intimate. Sir William Lucas had been formerly in trade in Meryton, where the distinction had, perhaps, been felt too strongly. It had given him a disgust to his business and to his residence in a small market town; and, quitting them both, he had removed with his family to a house about a mile from Meryton, nominated from that period Lucas Lodge; where he could think with pleasure of his own importance, and, unshackled by business, occupy himself solely in being civil to all the world. For, though elated by his rank, it did not render him supercilious; on the contrary, he was all attention to every body: by nature inoffensive, friendly, and obliging, his presentation at St. James's had made him courteous. Lady Lucas was a very good kind of woman. They had several to be a valuable neighbour to Mrs. Bennet. They had several

children. The eldest of them, a sensible, intelligent young woman, an, about twenty-seven, was Elizabeth's intimate friend. That the Miss Lucases and the Miss Bennets should meet to talk over a ball was absolutely necessary; and the morning after the assembly brought the former to Longbourn to hear and to communicate.
"You began the evening well, Charlotte," said Mrs. Bennet, with civil self-command, to Miss Lucas. "You were Mr. Bingley's first choice."
"Yes; but he seemed to like his second better."
"Oh, you mean Jane, I suppose, because he danced with her twice. To be sure that *did* seem as if he admired her—but I hardly know what he *did*—I heard something about it—"

"Perhaps you mean what I overheard between him and Mr. Robinson: did not I mention it to you? Mr. Robinson's asking him how he liked our Meryton assemblies, and whether he did not think there were a great many pretty women in the room, and which he thought the prettiest? and his answering immediately to the last question, 'Oh, the eldest Miss Bennet, beyond a doubt; there cannot be two opinions on that point.'"
"Upon my word! Well, that was very decided, indeed—that does seem as if—but, however, it may all come to nothing, you know."
"My overhearings were more to the purpose than yours, Eliza," said Charlotte. "Mr. Darcy is not so well worth listening to as his friend, is he? Poor Eliza! to be only just tolerable." "I beg, you will not put it into Lizzy's head to be vexed by his ill-treatment, for he is such a disagreeable man that it would be quite a misfortune to be liked by him. Mrs. Long told me last night that he sat close to her for half an hour without once opening his lips."



SOAPBOX POETRY

1/22
Home
Michelle Dishong McCormack

2/5
Immigration
Vivi Callefi Prichard

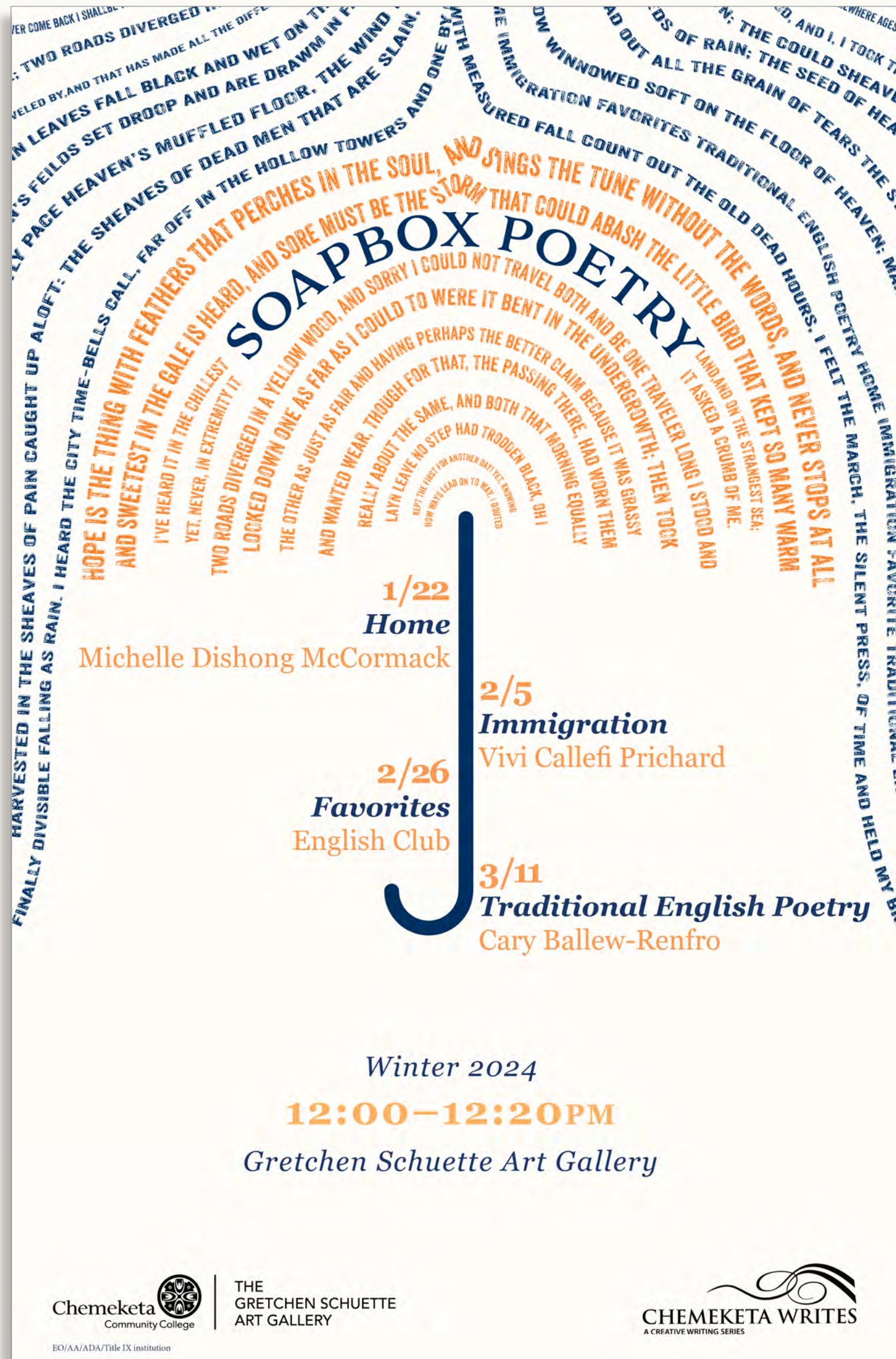
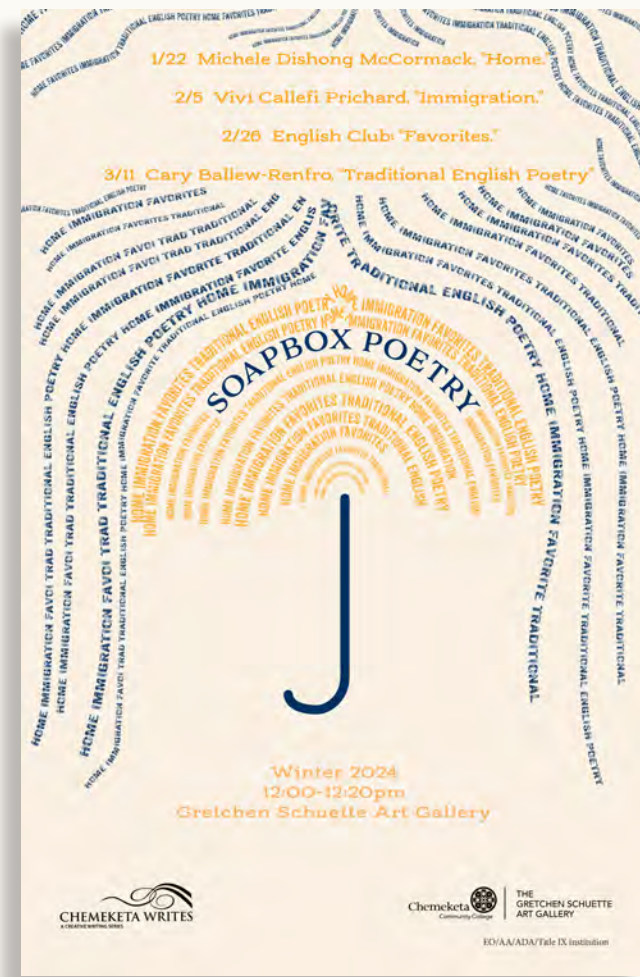
2/26
Favorites
English Club

3/11
Traditional English Poetry
Cary Ballew-Renfro

Winter 2024
12:00 - 12:20 PM
Gretchen Schuette Art Gallery

Chemeketa Community College | THE GRETCHEN SCHUETTE ART GALLERY | CHEMEKETA WRITES A CREATIVE WRITING SERIES

SOAPBOX POETRY



SOAPBOX POETRY

Layout | Typography

Task:

Create a winter themed poster for Chemeketa Community College's annual Soapbox Poetry event.

Solution:

For this project I pushed myself to do something I've never done before, use only typography to create an illustration. I wanted to represent the rainy winter season in Oregon while maintaining the connection to poetry. The illustration is made out of lines of free domain poetry, paying homage to poets from the past. My design became the official 2024 winter Soapbox Poetry poster.

Software:

InDesign



Illustrator



SOAPBOX POETRY
HOPE IS THE THING WITH FEATHERS THAT PERCHES IN THE SOUL, AND SINGS THE TUNE WITHOUT THE WORDS, AND NEVER STOPS AT ALL.

Gretchen Schuette
Art Gallery

12:00-12:20PM

Winter 2024

1/22

Home

Michelle Dishong McCormack

2/5

Immigration

Vivi Callefi Prichard

2/26

Favorites

English Club

3/11

Traditional English Poetry

Cary Ballew-Renfro

Instagram



chemeketa.writes

Gretchen Schuette
Art Gallery

Winter 2024

12:00-12:20pm

CHEMEKETA WRITES

CHEMEKETA Community College THE GRETCHEN SCHUETTE ART GALLERY



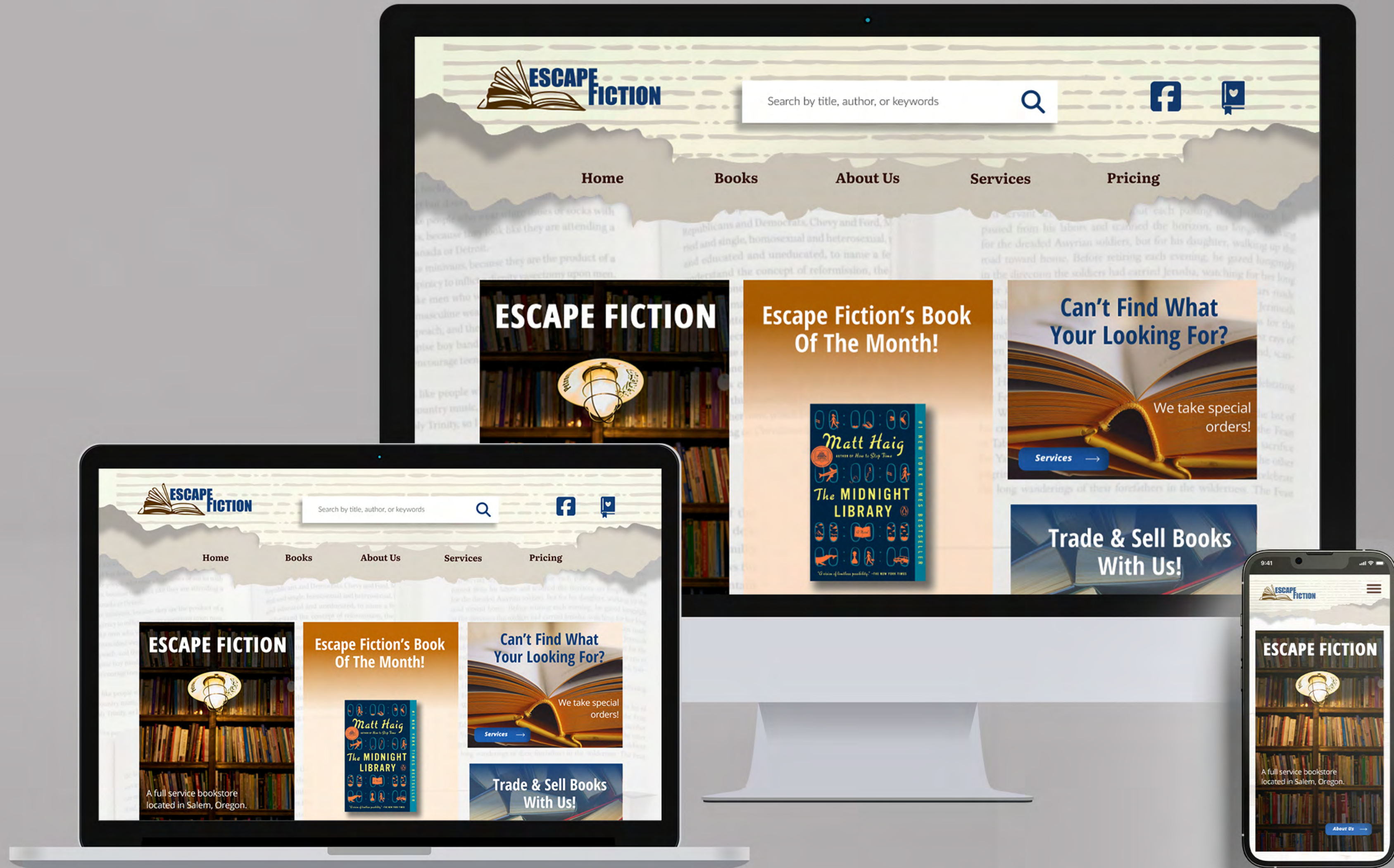
25 likes

chemeketa.writes There are 4 upcoming readings!

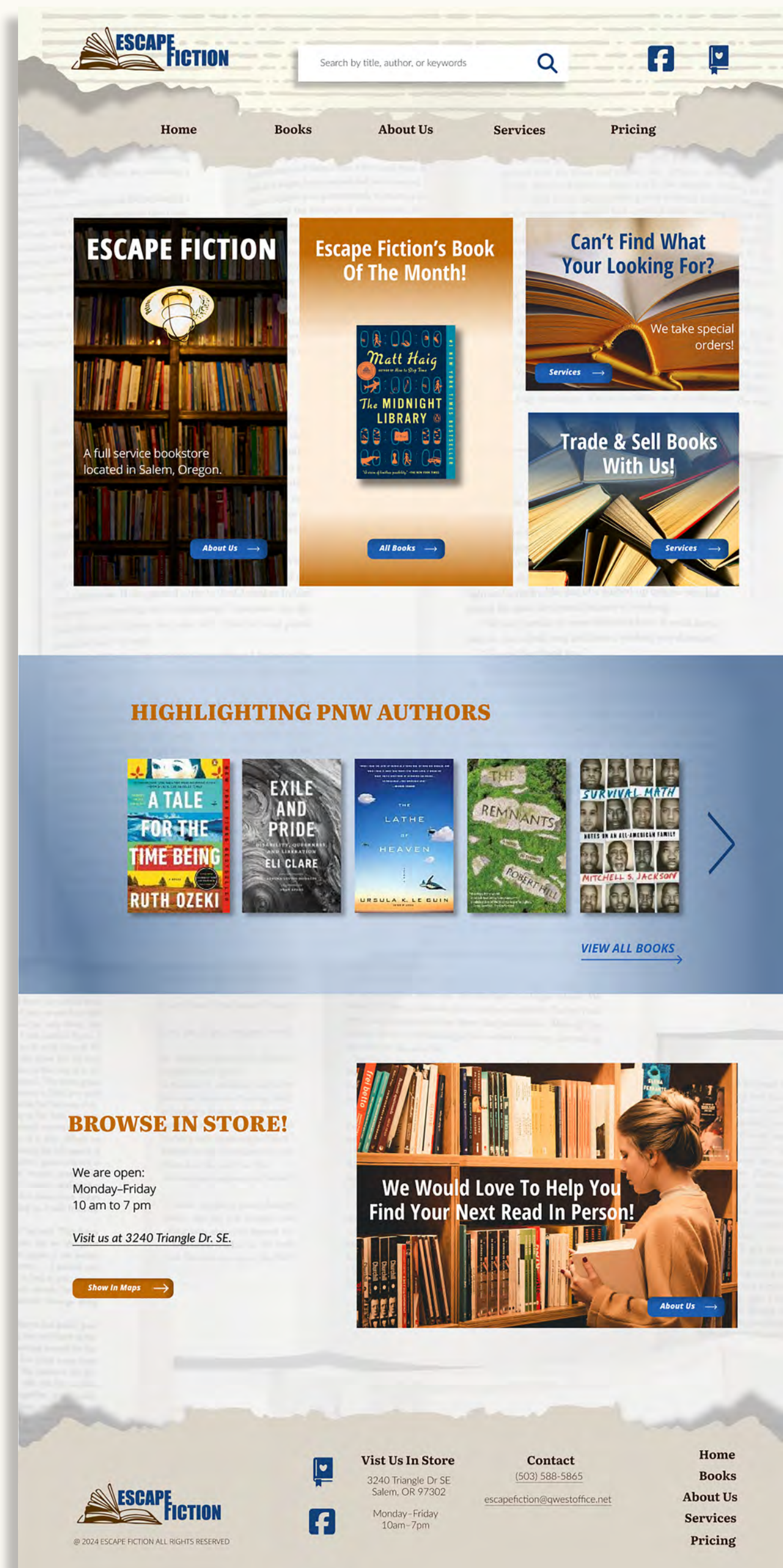
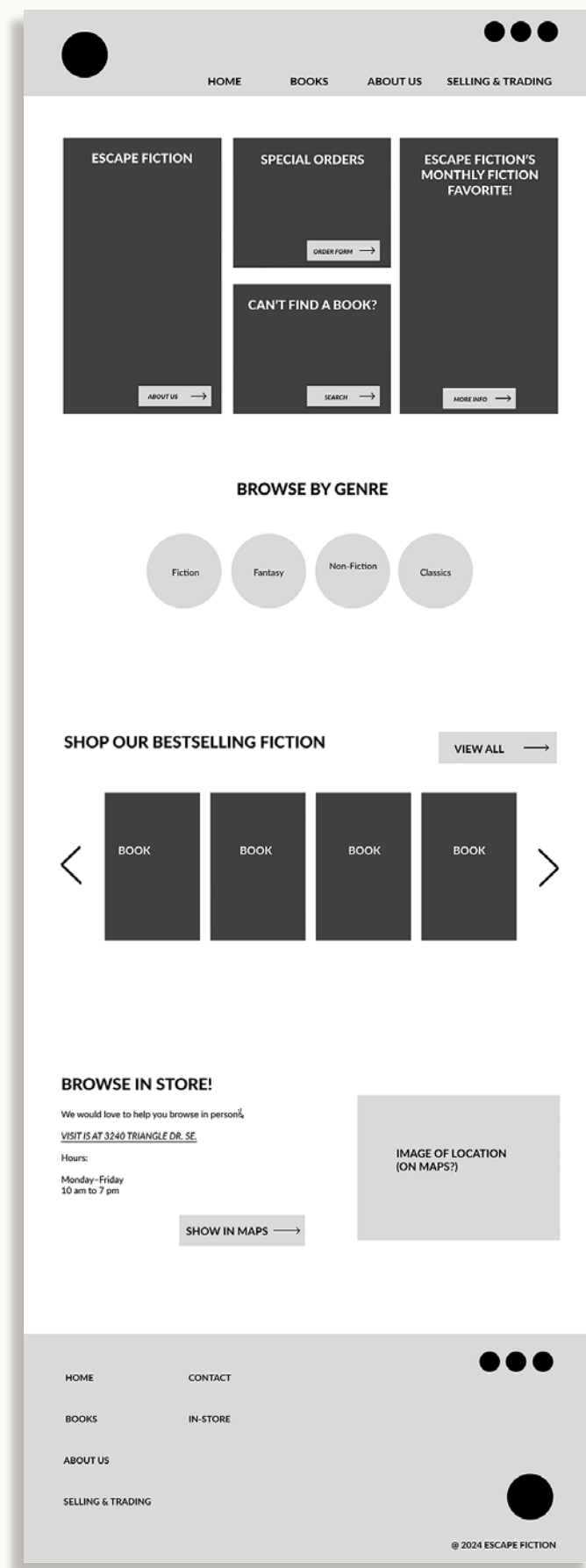
More info on dates and times below....

layla Can't wait!





ESCAPE FICTION WEBSITE



ESCAPE FICTION WEBSITE

User Interface Design

Task:

Design a functional and organized website for Escape Fiction. Use Figma to execute the design, and show how hierarchy and layout can be applied to different screen sizes.

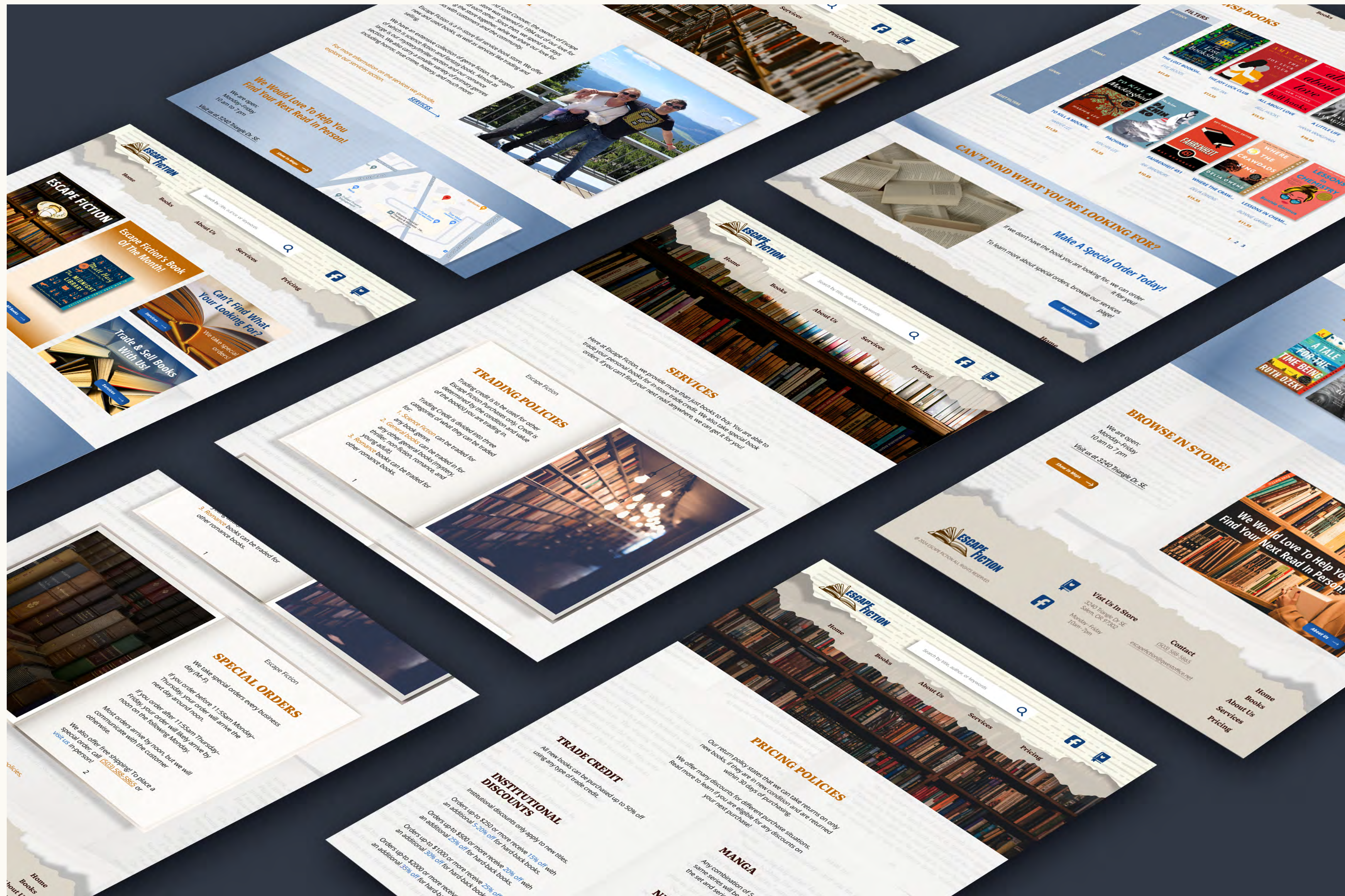
Solution:

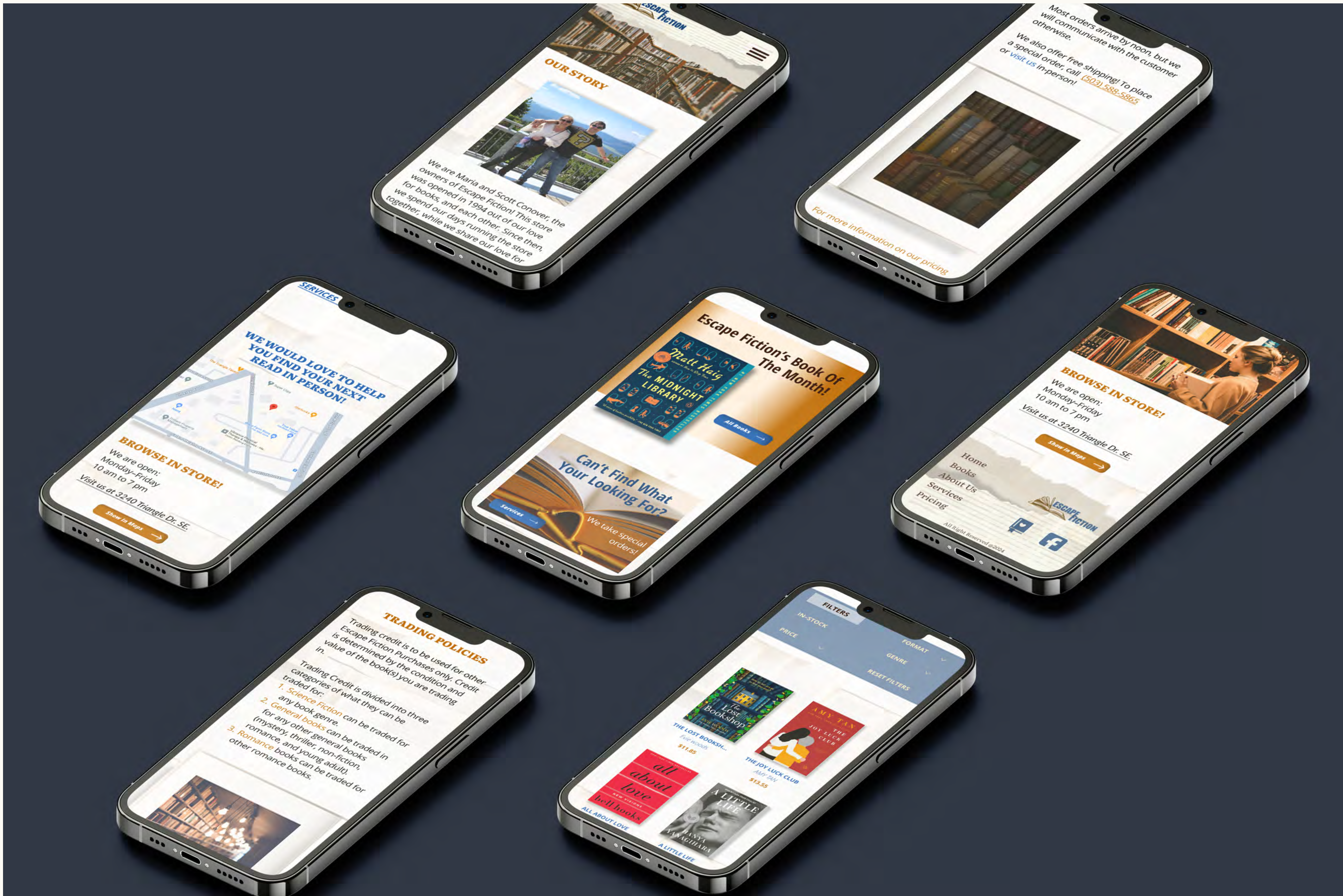
For the Escape Fiction website, I wanted to keep the same theme of adventure. I brought in book and paper textures to evoke the feeling of visiting the physical bookstore to the website, creating an intimate experience for online visitors.

Software:

Figma  Illustrator









JEEO CREATIONS



JEEO CREATIONS

Custom Rangoli Boards

Description:

Jeeo Creations is a side business where I create custom stencils that will allow clients to easily fill the board with home dyed rangoli (colored rice). With the handful of orders I've created thus far, I've taken time and care when creating initial sketches and implementing them into color coordinated stencils. The process consists of making a digital sketch of the design based on the idea or reference the client provides. After the sketching phase, I create the color coded stencil. Lastly, the client receives the board to fill out on their wedding ceremony.

In addition to rangoli boards, I also create custom wedding week signage for brides' to display during their wedding week. The sign includes all wedding events, the dates and times, as well as illustrations to emphasize the joyous occasion.

*All professional photo credits go to KSWAY FILMS & Meagan Gentry Photography.





Thank you!

Let's connect and make
your visions come to life!

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