

SAM CHAUDHRI

EXPERIENTIAL GRAPHIC DESIGNER.

I create environments, renderings,
experiences, and visual identities.

- Rendering
- 3D Design and Modeling
- Visual Identity
- Presentation Design
- Print
- Environmental Graphics





UNIFY AMERICA'S RELATION WITH LABOR

This is my senior thesis project in the Visual Presentation and Exhibition Design program. This project is displayed by the department in a virtual exhibit being shown via Kubity as well as a website made by the department showing the senior thesis project of the whole major.

UNIFY: America's Relationship With Labor is an exhibition that delves into the history of labor rights and unions, cites specific historical precedents, and explores the positive and negative impacts labor unions have had on modern American society. The exhibition intends to educate college graduates about labor rights. Young people today know very little about labor unions and what they do. They should know about this important topic due to the fact they are moving into a workforce where union discussions can lead to making or breaking whether they will have a fair and profitable work environment. **The exhibition presents three historical examples in the fight for worker's rights:**

- The Triangle Shirtwaist factory fire
- The baseball player strikes of the 70s and 80s
- The modern gaming industry .

RESPONSIBILITIES

Concept Design

3D Modeling and Rendering

Cad Drawings

Visual Identity

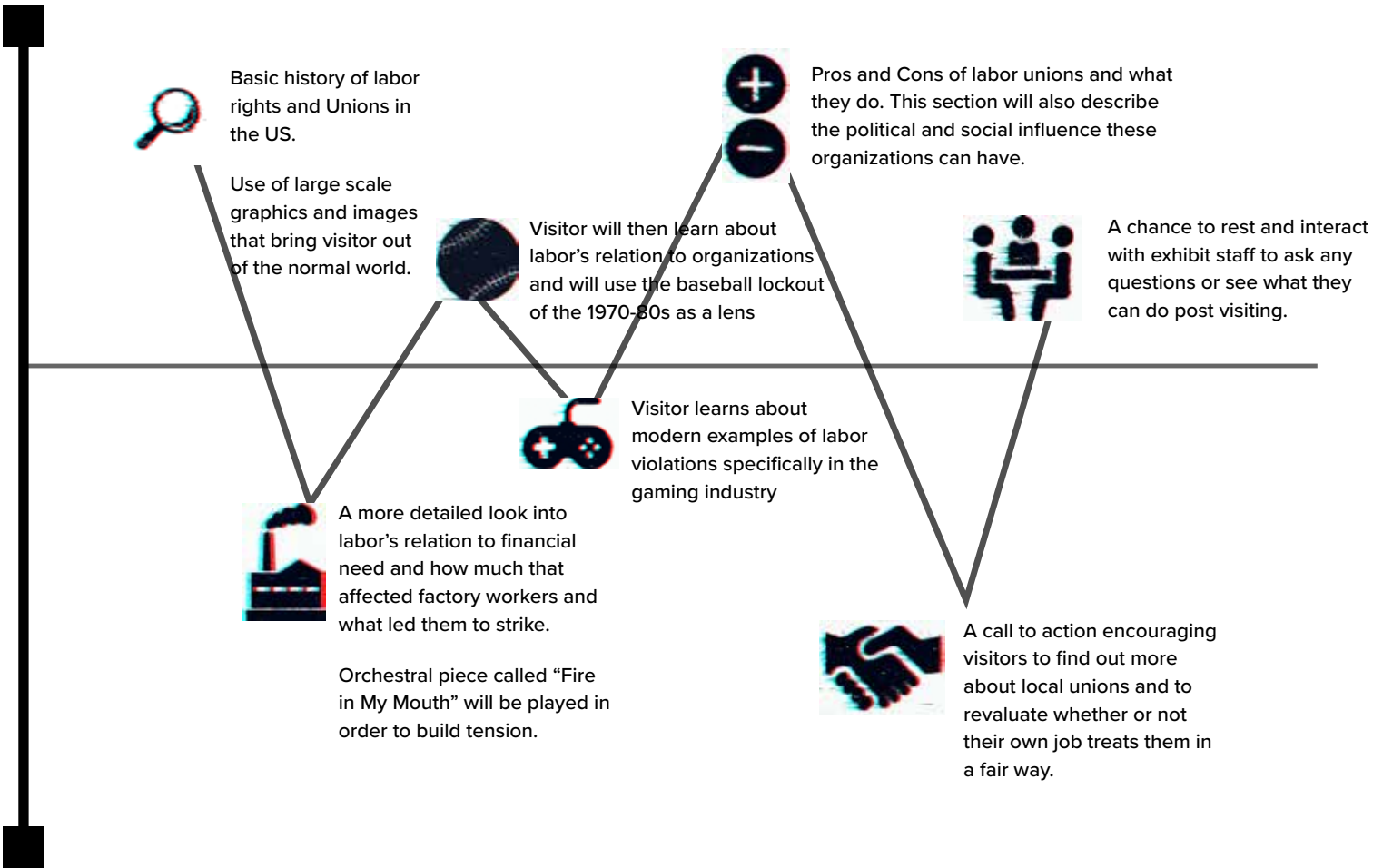
Created in Illustrator, Photoshop, SketchUp, Aftereffects, SU Podium, and Twinmotion

KEY POINTS AND INTERACTIVES

- To educate graduates about labor rights and unions.
- A virtual reality walk-through of a factory where labor issues are being discussed.
- To provide historical context for what unions are and how they can be beneficial or detrimental to society.
- To make clear the correlation of labor and necessity which led to forms of protest. This is shown in the section titles of each area.

VISITOR JOURNEY

CURIOSITY



SUSPENSE

SKETCHES

DISCOVER- A VR EXPLORATION EXPERIENCE



Viewer will be able to walk through a custom space that is modeled after a time period and they will be able to discover what exactly happened in this scenario (ie. a dilapidated factory)

- Developing in SketchUp & Unity
- VR Device: Oculus Quest

UNITED- A DATABASE ON WHAT YOU DO



In order to have the viewer feel a more personal connection, the viewer will be able to use the screen to search their profession and it will bring up a database that shows the viewer statistics and personal stories of other working people in a similar situation as them.

FLOOR PLAN



UNITE INTERACTIVE

- A touch screen database that gives one access to a forum where they can connect with other people of the same profession.



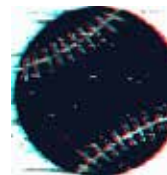
ISSUES IN LABOR

- Discusses certain instances where labor organizations abused power or severely weakened a company. Also shortly discusses COVID-19 crisis and its relation to labor.



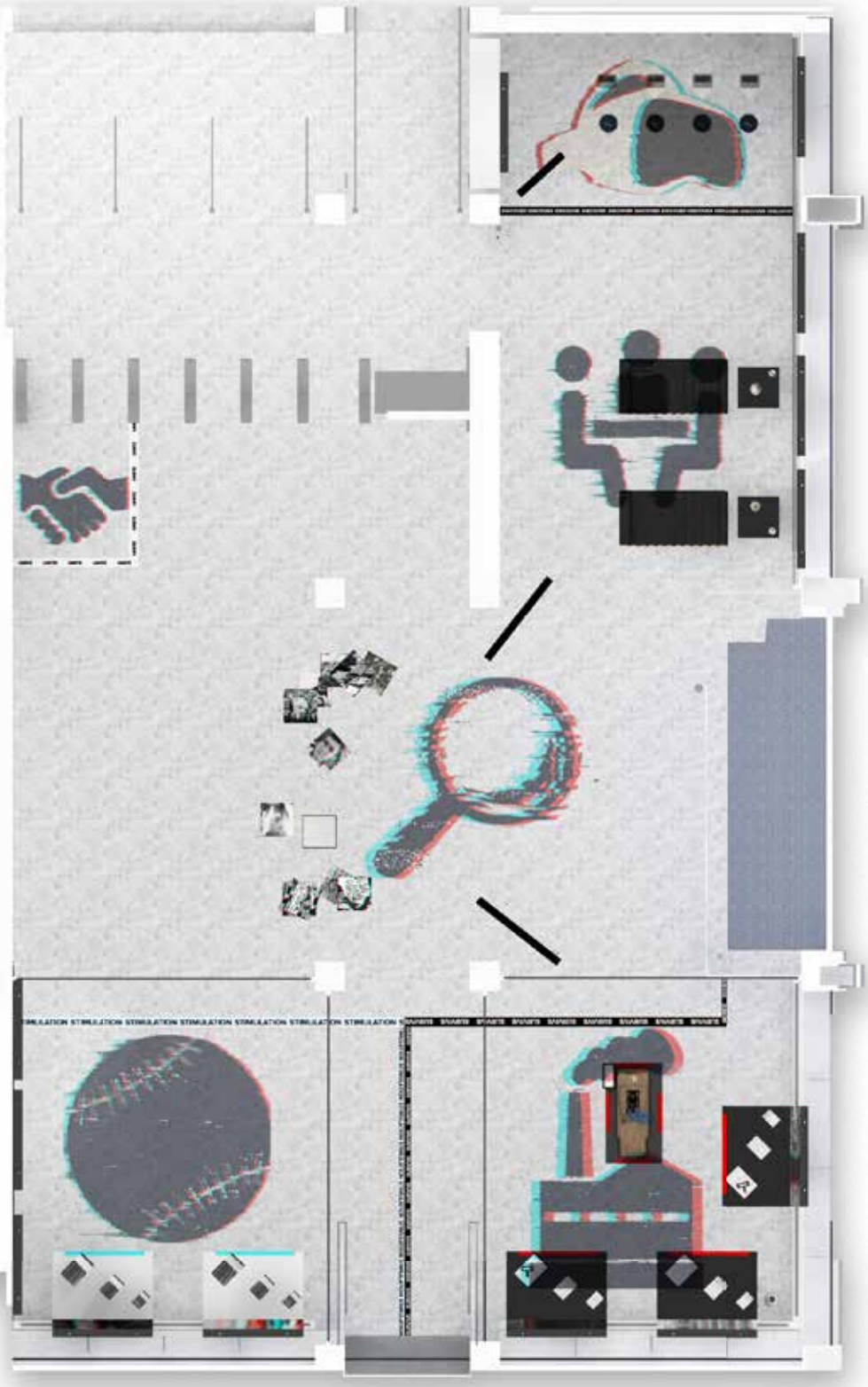
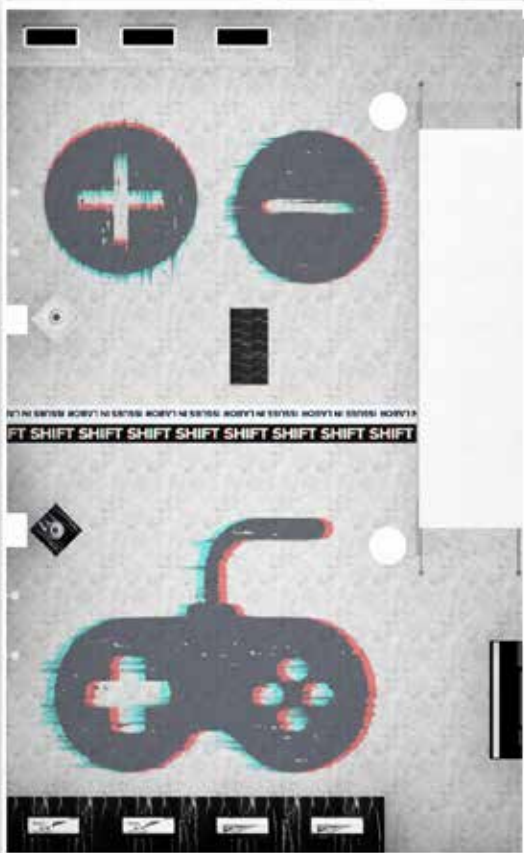
SHIFT

- Discusses modern examples of labor issues and the shift in perception of what a union job could be. Uses the gaming industry as a lens.



STIMLUATION

- Discusses being stuck with a company due to the need to be fulfilled by their trade using the 1970 - 1990 baseball lockouts as an example.



DISCOVER (VR) INTERACTIVE

- Area with 4 stations to enjoy the VR companion interactive that allows the visitors to learn more about the time periods.



RESOURCE AREA / SEATING

- An open area where visitors can come rest and ask staff for more information about where to go next and other resources.



INTRODUCTION

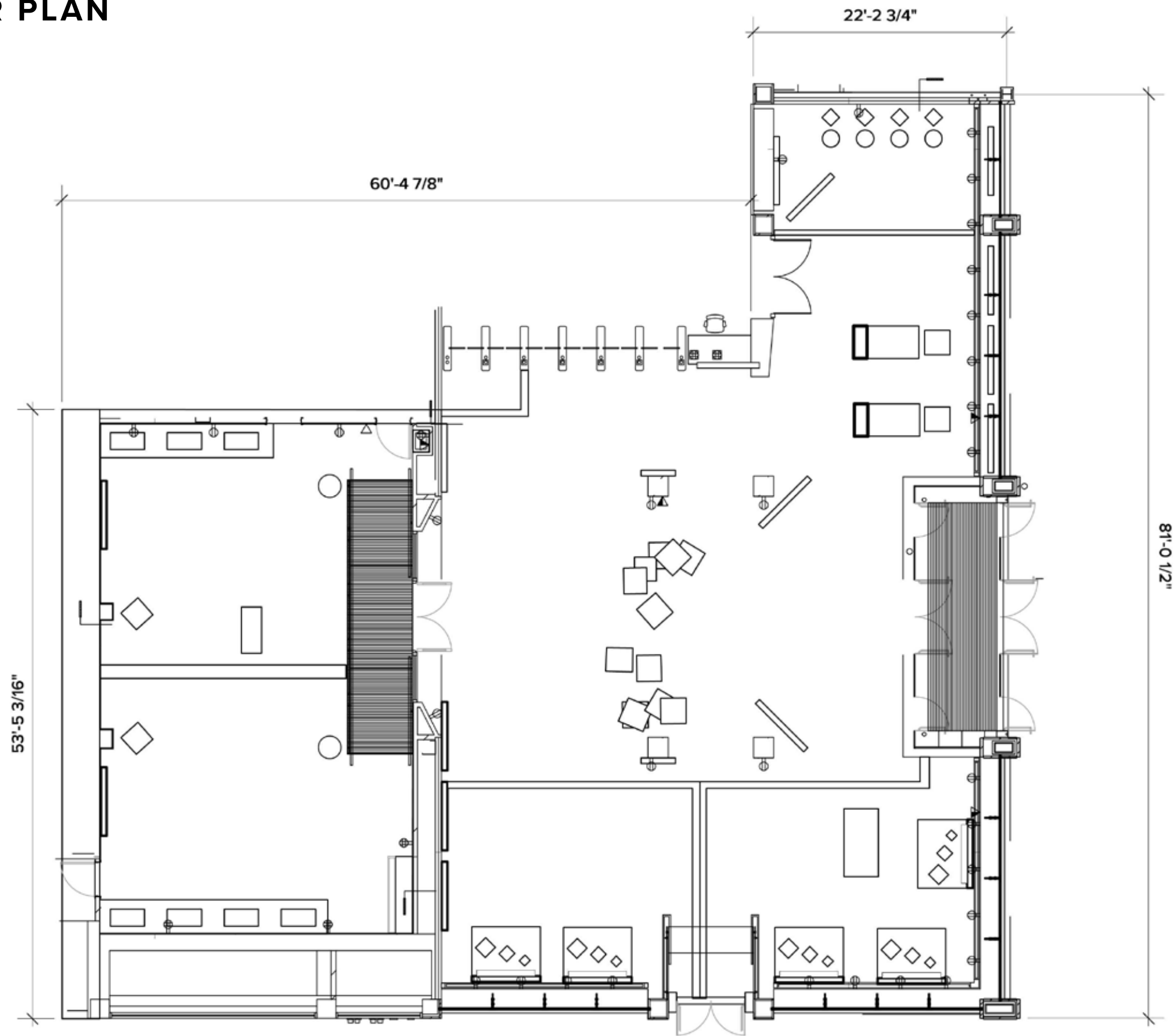
- Introductory panels and a suspended art installation directing you to either the exhibit or the resource area.



SURVIVE

- The area discusses the relation of labor and a financial need using the Triangle Shirtwaist Factory as an example.

SCHEMATIC FLOOR PLAN



SURVIVE SECTION



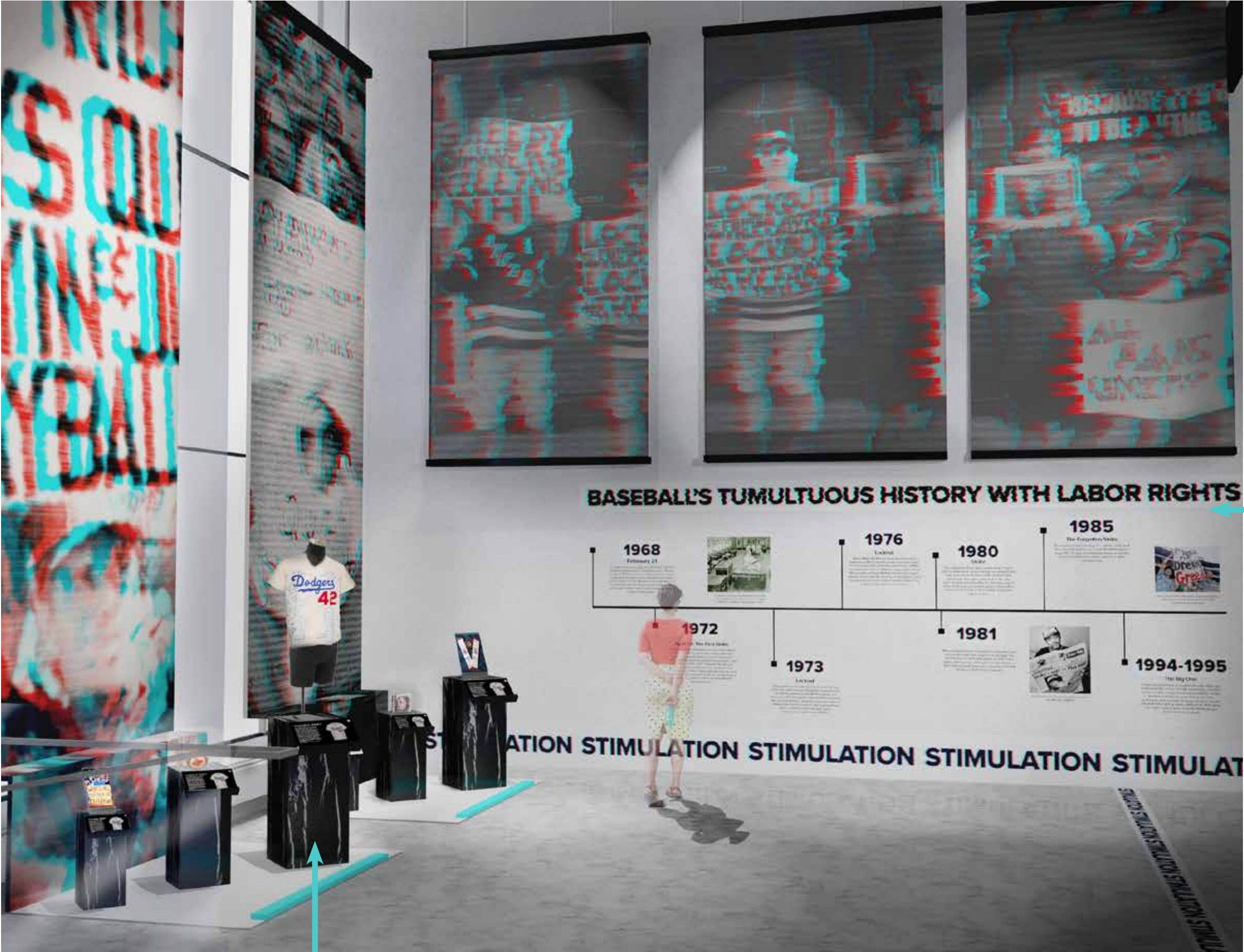
The section titles will be displayed on banners that flank each section.

Large scale graphics are up against the window. These are pictures from the time period that have been given a glitchy effect and printed on charmeuse fabric.

The effect was added because as I was researching this topic it felt as if today's society was glitching out and forgetting all of the groundwork that was done in the past so I thought the effect was fitting

Marble is used for the object pedestals to add importance to these items that have been recovered from the time period

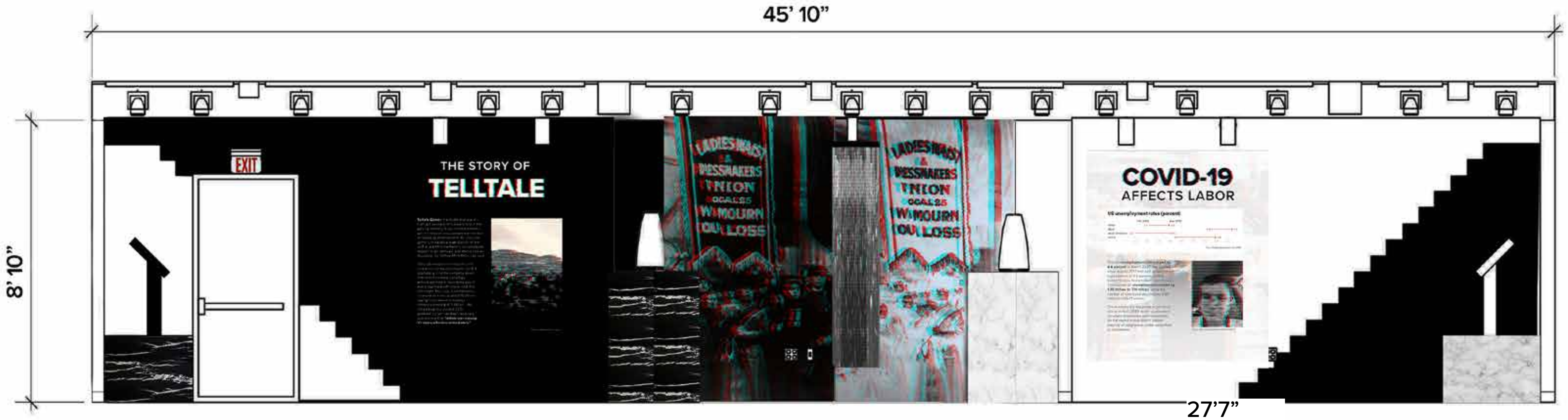
STIMULATION SECTION



A timeline giving a brief look at the history of protest in the MLB in order to give the viewer perspective that both owners and players were in the wrong at some point in time. This adds to the transparent intent of the exhibit.

The color palette flips in this section since the experience leading up to striking was different from the experience shown in the “SURVIVE” section. As opposed to a large tragedy sparking massive protest, baseball players ended up protesting due to salary issues and many disagreements with owners and officials from the MLB. Both had a different start and ended up in a labor struggle.

SHIFT & ISSUES IN LABOR SECTIONS



SHIFT & ISSUES: GALLERY BACK WALL



SHIFT: GALLERY LEFT WALL



ISSUES: GALLERY RIGHT WALL

GRAPHIC COMPONENTS

POSTER SERIES



BROCHURE





BAR HOPPING IN NEW YORK

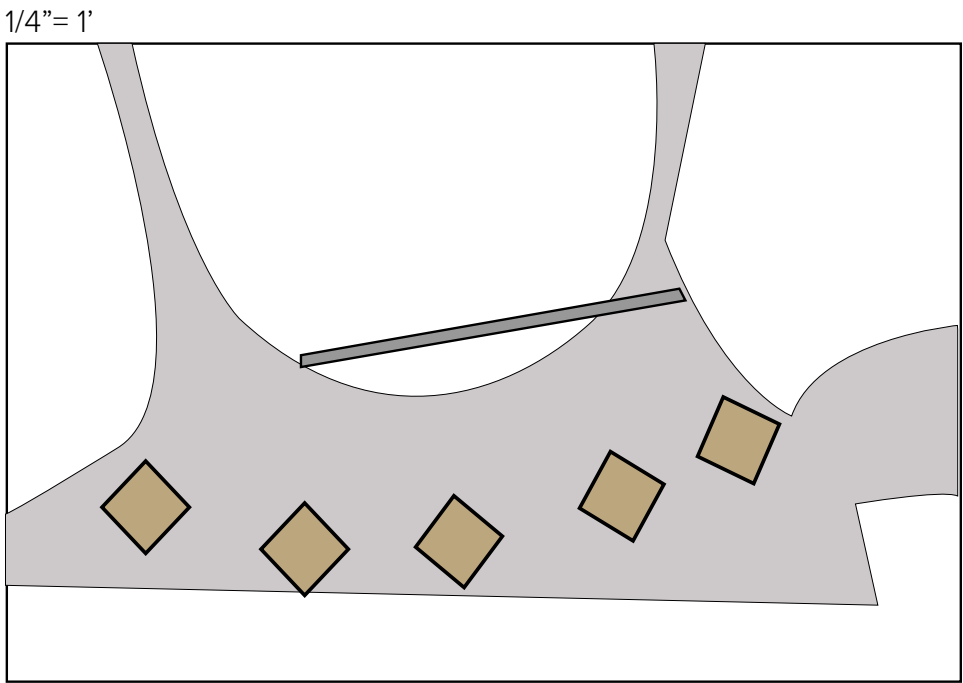
The goal of this brand activation initiative is to promote local breweries and to increase sales in New York state to make it the premier state for brewing in the nation. Five pop-up booths promote multiple breweries around the 5 boroughs and educate consumers about the New York State Beer Trail. The concept is to disperse bars around Grand Central and in Gantry State Plaza Park to educate viewers about New York State breweries. The Pop-Up will be called “**Bar Hopping in NY**” sponsored by the *New York State Brewer’s Association*.

RESPONSIBILITIES

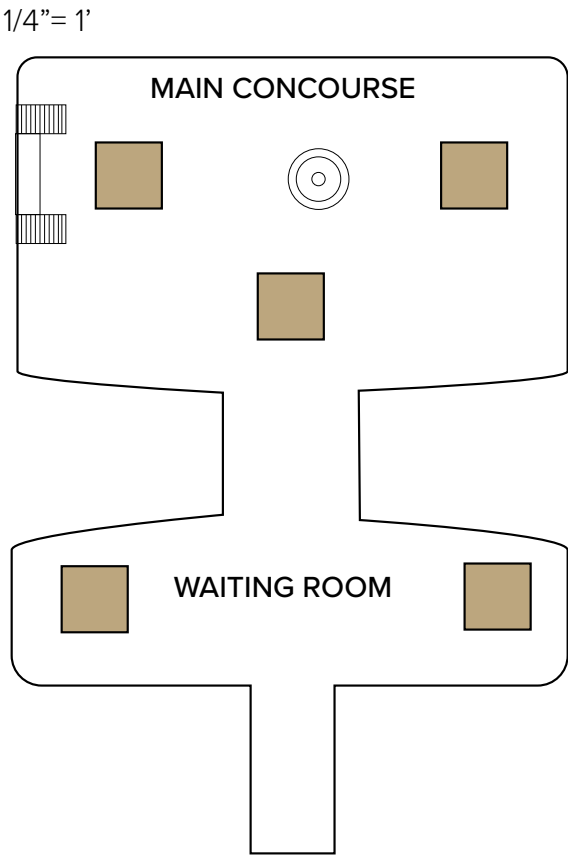
Concept Design
 3D Modeling and Rendering
 Cad Drawings
 Visual Identity
Created in Illustrator, and SketchUp

BRIEF & LOCATION

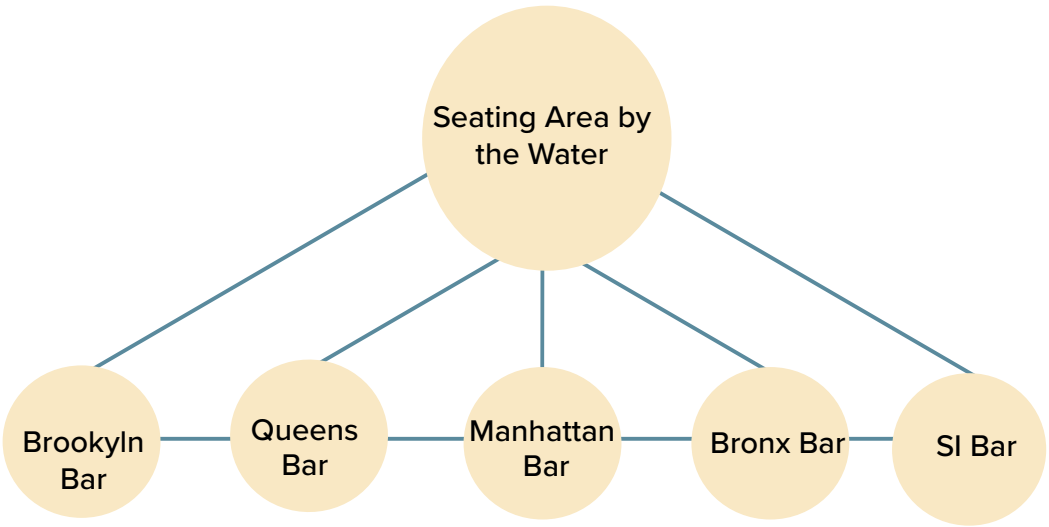
GANTRY STATE PLAZA PARK



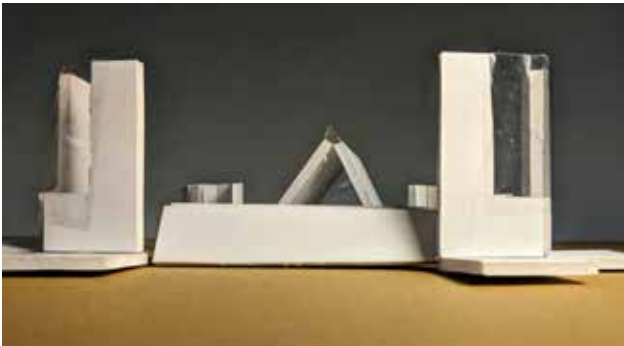
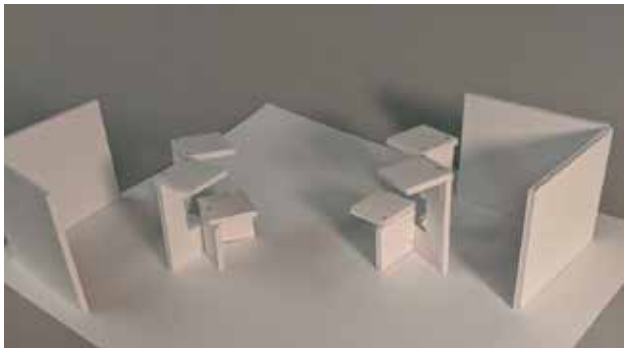
GRAND CENTRAL PLAN



SPACE DIAGRAM



3D MODEL STUDIES



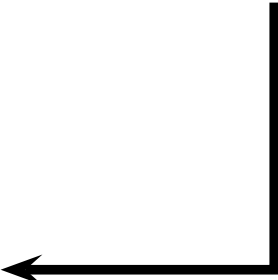
PHYSICAL SPACE AND MODEL

1/2" Scale

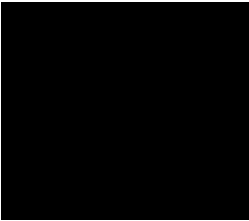
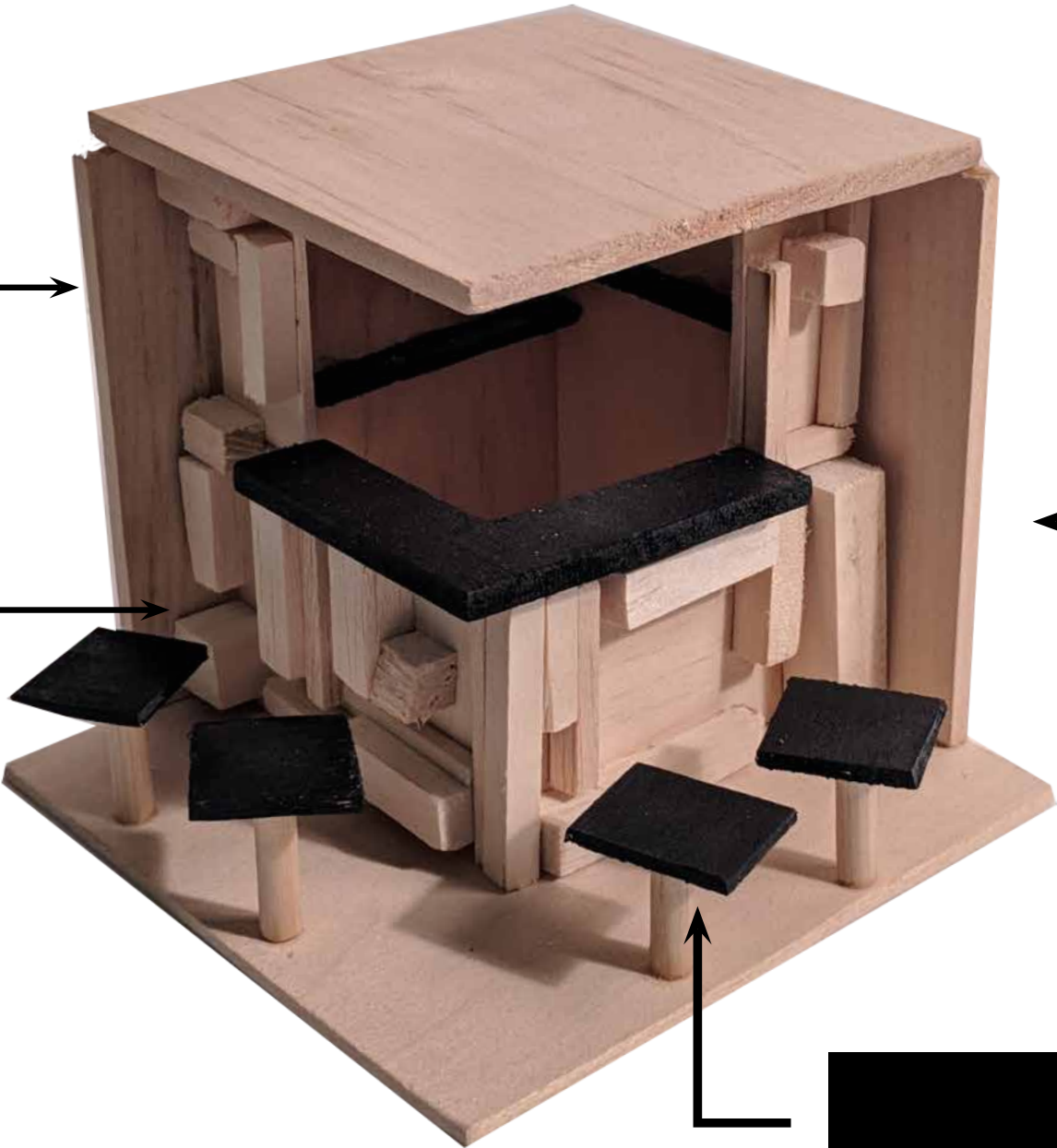
Bars were made with modular pieces in order to keep building simple while creating a striking design



The structure is made out of reclaimed wood to add to the bar scene and was inspired by the texture of beer barrels.



Extrusions were created to add dimension to the structure.



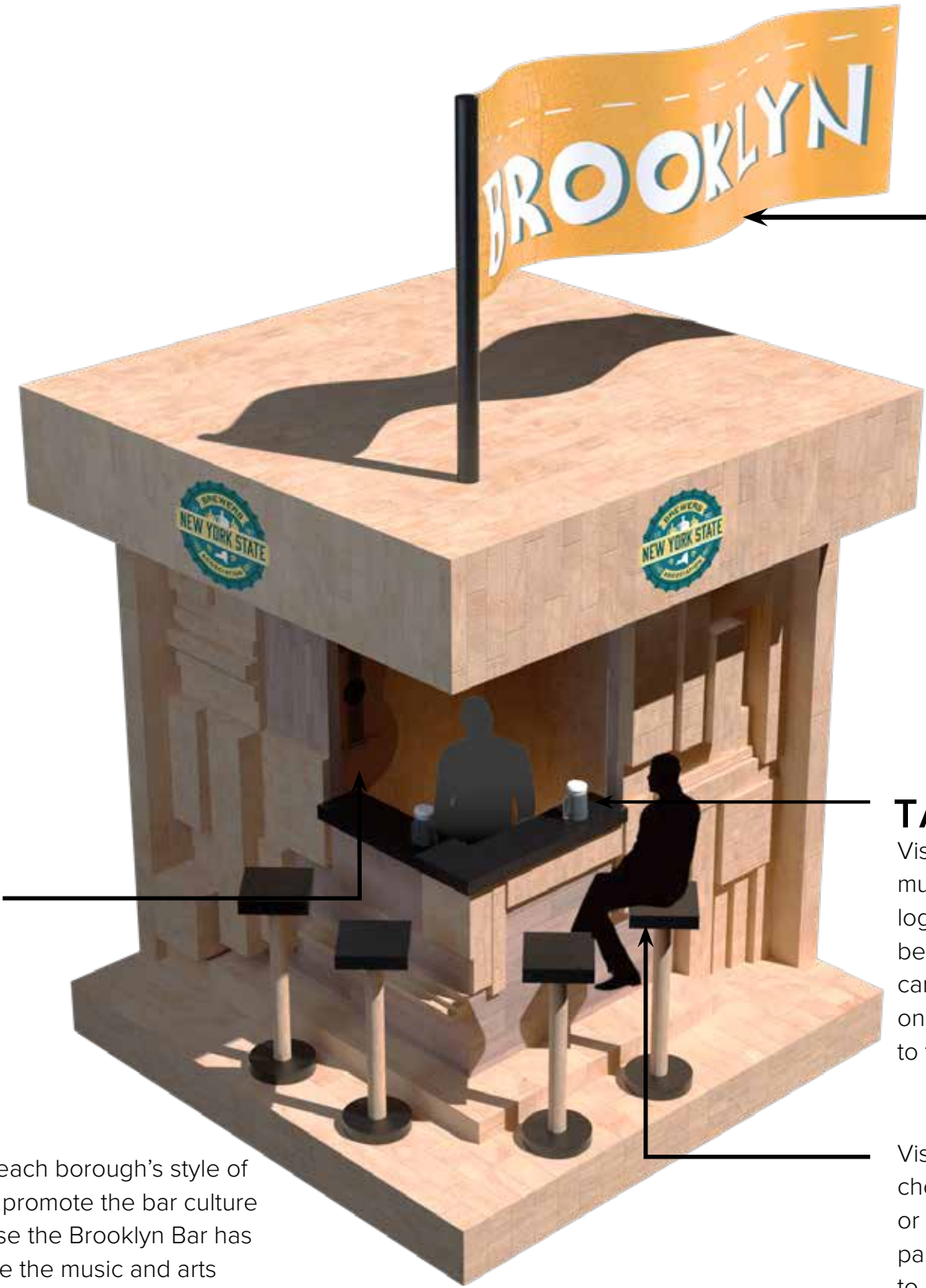
Black was added to develop contrast in the design of the piece. The stools are to be made of metal and the counter and shelves are made of wood stained black.

3D MODEL AND GRAPHICS

SIGNAGE FOR EACH BAR



Items specific to each borough's style of bar are added to promote the bar culture in NYC. In this case the Brooklyn Bar has guitars to promote the music and arts scene in Brooklyn



Graphics and smaller items are specific to each borough to emphasize the individuality of the beer

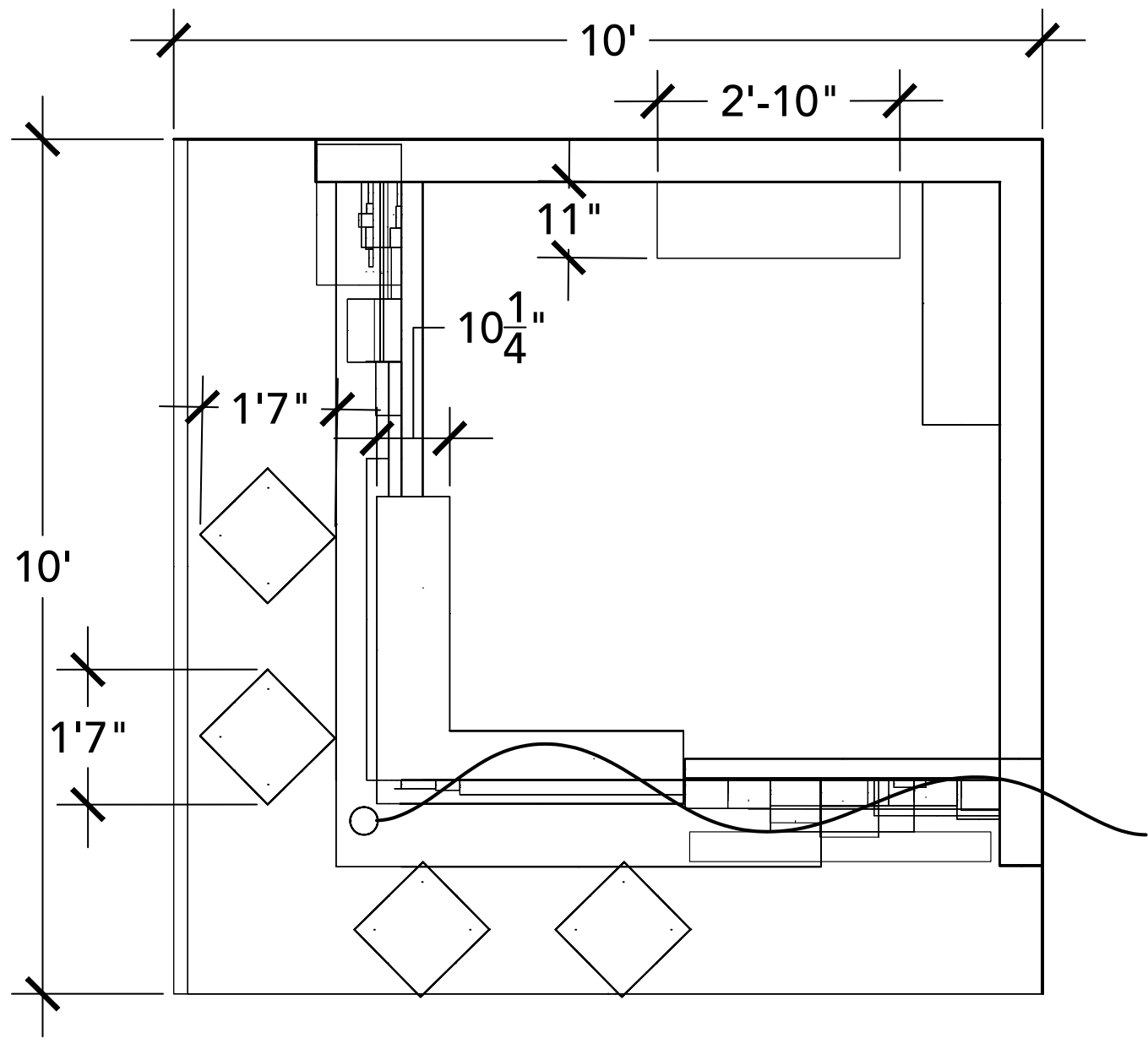
TAKEAWAY

Visitors are given a free beer mug branded with the NYSBA logo and it is used to try each beer at every bar as well as a card that has the information on their beer tours and a link to the website.



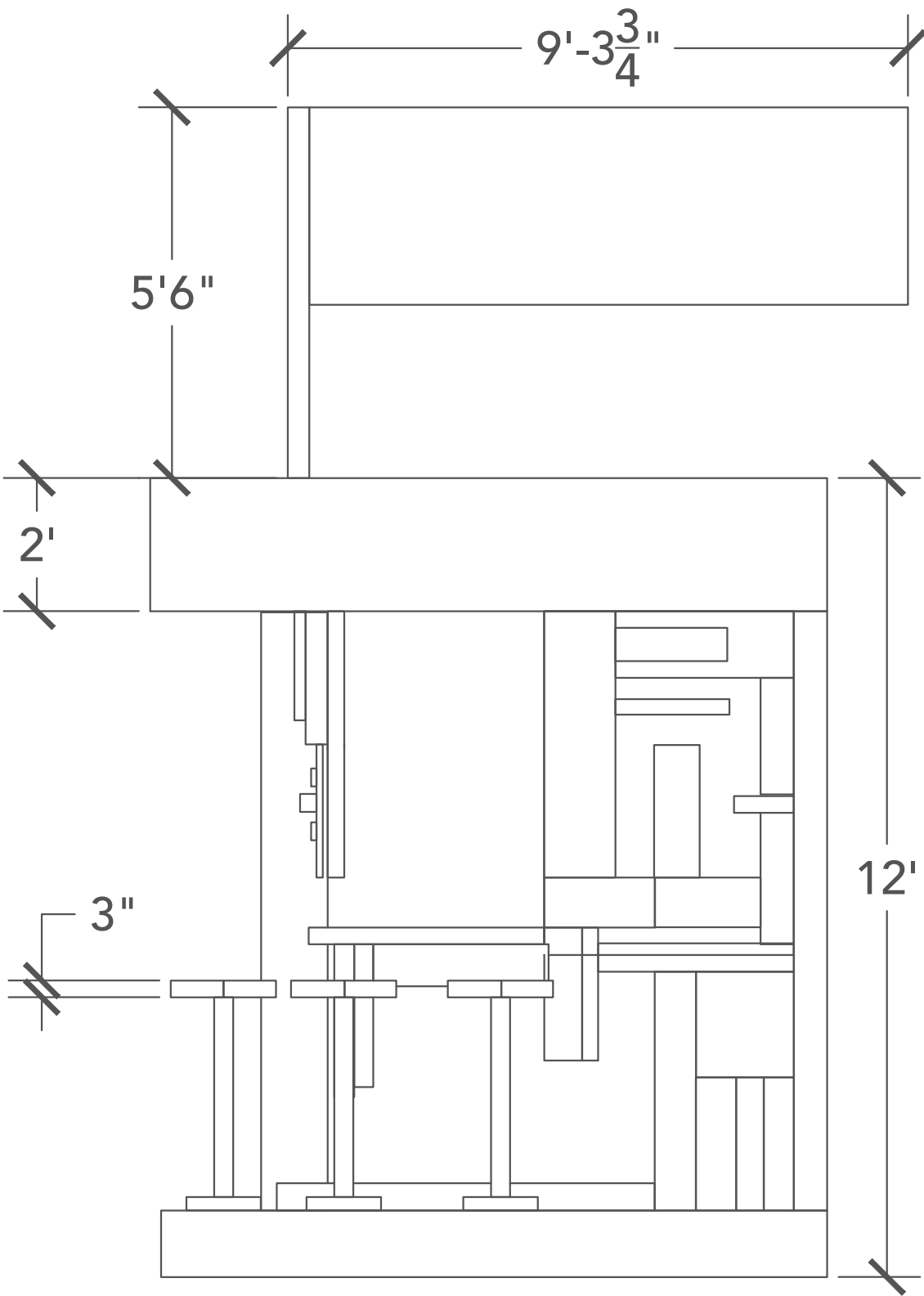
Visitors are given the choice to sit by the bar or by the water in the park but all are invited to enjoy the beer.

CAD DOCUMENTATION



PLAN

SCALE: 1/2"=1'



ELEVATION

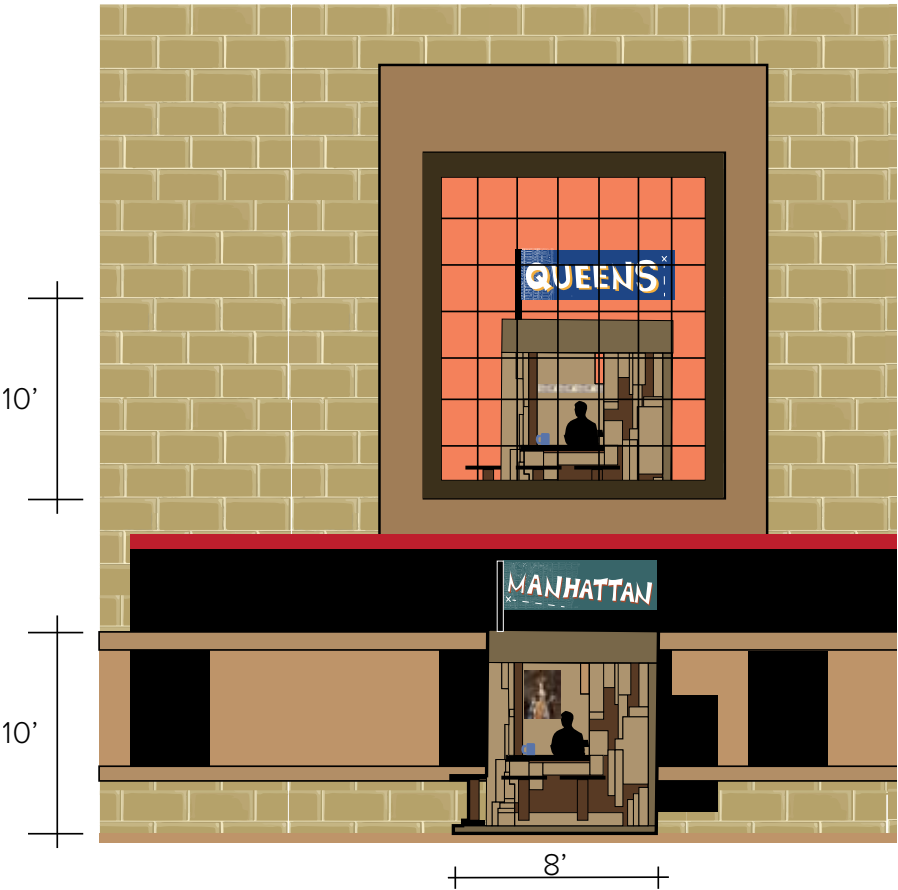
SCALE: 1/2"=1'

ELEVATIONS AND RENDERINGS

GANTRY STATE PLAZA PARK



GRAND CENTRAL TERMINAL (MAIN CONCOURSE)





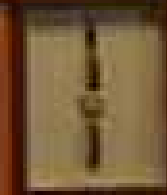
BILL GRAHAM AND THE ROCK & ROLL REVOLUTION

The New-York Historical Society presents the rock & roll world of Bill Graham (1931–1991), one of the most influential concert promoters of all time. Bill Graham and the Rock & Roll Revolution explores the life and work of the legendary music impresario who worked with the biggest names in rock music—including the Grateful Dead, Jefferson Airplane, Jimi Hendrix, Santana, Led Zeppelin, and the Rolling Stones—and launched the careers of countless music luminaries at his famed Fillmore Auditorium in San Francisco and the Fillmore East in New York City.

I was hired on as a Graphic Design Assistant to help out with the production of the graphics at the exhibit. I personally worked on typesetting, spell checking, and creating the production files for all the label decks, wall labels, case labels, section panels, subsection panels, feature labels, and the fabric stripe graphics in the exhibit. I worked closely with the head designer of the project Kristine Ross and our boss Kira Hwang in order to execute the graphics successfully.

Graphics were done in Illustrator, Indesign, and Photoshop

FILLMORE EAST



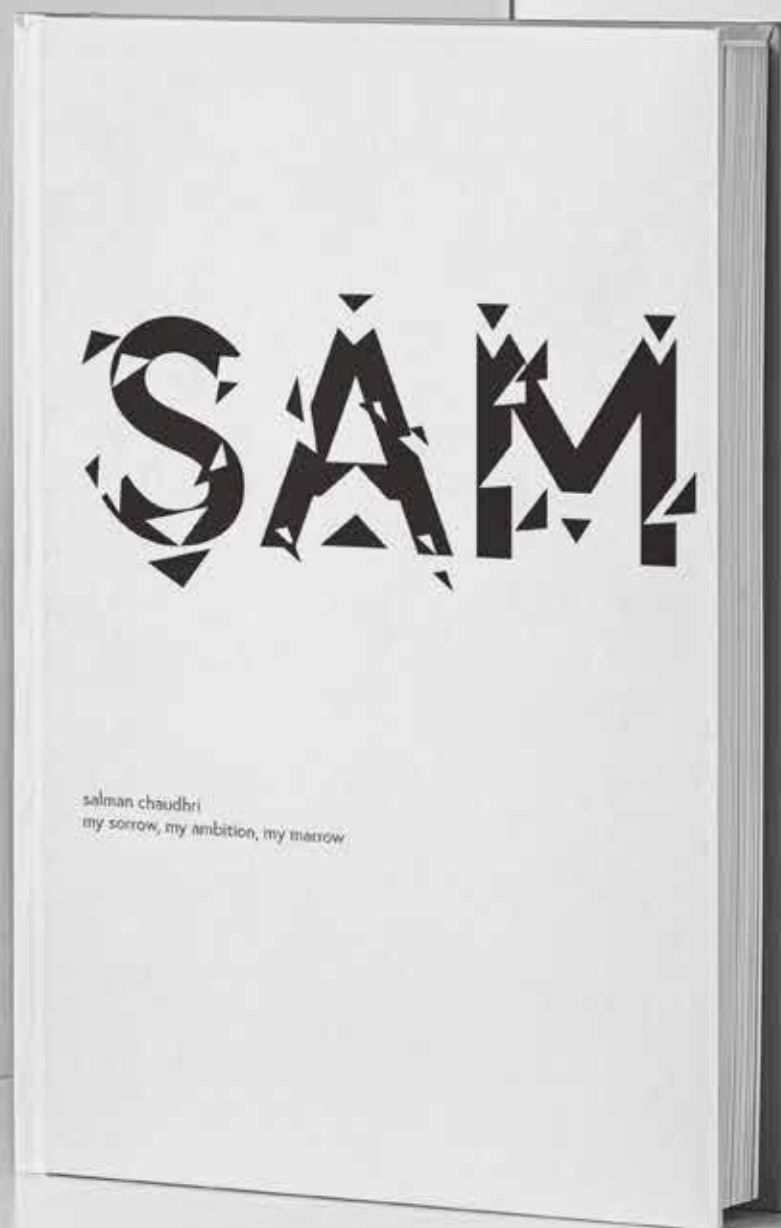
Fillmore East
The Fillmore East was a legendary music venue in New York City, known for its vibrant atmosphere and diverse lineup of performers. It was a key location for the New York music scene in the 1960s and 1970s.

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TYPOGRAPHIC EXPERIMENTS

This project is a book of typographic studies where I displayed different styles of text alongside manipulated type to create a dynamic book. Each page displays text aligned or displayed a certain way. This includes justified, left and right aligned, centered, askew, listed, and illegible text.

RESPONSIBILITIES

Concept Design

Bookmaking



