Tell us few words about yourself?

Well, to start off with.. My name is Abhirami Rao, a Delhi born keralite, pursuing my final year in Advertising and Graphic Designing from WLCI School of Advertising and Graphic Designing, WLC College India.

I am a pleasing, playful and fun loving person. But when it comes to my work, I am very much precise and focused and a perfectionist.

I have always been defined as an adaptable, versatile, outgoing, open minded, and down to earth individual combined with a limitless imagination and creative drive. May be that is the reason I decided to tred a different path by pursuing my passion.

So this is me in a nutshell !

Tell something about your schooling and any special memories to share?

I did my Secondary (till 10$^{th})$ from Salwan Public School, Mayur Vihar Phase 3 and then did my Senior Secondary (11th and 12th) from St. Mary's Sr. Sec. School. So obviously I made most of my memories as a Salwanian. I used to take part in every program conducted in School, be it dance, music, theatre. Butmy most memorable time was when I had performed in CWG's closing ceremony under the guidance of Shiamak Davar and team. Everything about it still makes me smile – the all day practices, the fun on the way, our trainers, final performance, the crowd.. everything!

What made you start graphic designing and grow interest towards it?

Well being a creative person, at the age of 13 I was pretty sure that I wanted to go into a creative field, and that I wanted to do something I love, something that won't turn into boredom after a while. So I started researching, looked into creative career possibilities. That's when I watched "Wake Up Sid". Honestly that movie inspired me to do what I love. I may sound cliché ..but that is the truth. At that age I got my first camera. Without any guidance I started creating frames and taking shots. People said I had an eye of a photographer. I thought I should to do a course which had photography as a module, since I didn't want to do it as a sole course. That's when I heard about Graphic Designing. So after lots of research and asking around I decided to pursue Graphic Design.

Tell something about graphic designing

Graphic design is art with a purpose. It is all around you.. From pouring your morning cereal to waiting for the last bus home from work, you'll find yourself looking at the work of a graphic designer.

A graphic designer uses text, illustrations, symbols, photography, textures, colours and letterforms to create print and web-based design for a huge variety of clients. They're essentially visual problem-solvers who work fields such as branding, packaging, publishing, advertising and digital design. Movie posters, concert tickets, corporate reports, your favourite apps and of course this website … all rely on effective design to get the user's attention and get to the heart of what the client is trying to say.

Good communication skills are an essential part of the designer's toolkit. Making designs that look great on the page is nice, but one of the most important parts of the graphic design process happens even before you put pen to paper—listening to and interpreting what the client needs. What is the underlying problem they're trying to solve? Once this has been established the designer can work with the client to find the best way to visually communicate their message to the target audience and impact them in a positive way.

What are the difficulties you faced when you started designing ?

Working as a Graphic Designer is not as glorified as many make it out to be. Sure we sit behind our fancy computer setups, sketching 'pretty pictures' in our Moleskin notebooks and can do business from the comforts of our own homes, but it can also be one of the most stressful, involving and cutting edge jobs out there.

The main challenges I faced initially was to learn the softwares, have my work critiqued and displayed on a 'pedestal', manage tight and strict deadlines, consistently stay creative…and when I have time, live my daily life. Designers play many roles, wear different hats and face many challenges daily. There are many days when I throw my hands up in the air out of exhaustion and frustration, but in the end there is nothing I rather do with my life and career.

Describe yourself as a graphic designer?

My passion for design is much more than sitting in front of my lappy and making ugly things look beautiful, it is to inspire and broaden minds with my work. As I mentioned earlier, I am very much precise and focused and a perfectionist when it comes to my work.

Describe your daily routine

Well I start off my day with my alarm ringing. I eventually get up after few "5 minutes more"s. Then I have my morning cup of tea and some knick knacks to go with it. I take the next one hour to freshen up and getting ready for college. Then the most awaited 1 hour metro ride. I love that part of my day. I love to observe people a lot- their body language, the topics they talk about..everything! Sometimes I take that time to read or doodle or sketch. Then usual college hours till 4 pm. Sometimes I miss a class and go out with friends. Then after reaching home, I have my cup of coffee and then go out for

walking with few friends. Then the rest of my evening is when I work on my assignments or freelance projects or some self directed works. Being a night owl, I work more focused after 12am and after everyone is asleep. If not in a mood to work I watch some movies or short films. At about 3 am I get drowsy and then spend some me n my phone time and then sleep off!

Describe yourself other than as a designer
Other than a designer, I am a singer, dancer, theatre artist, photographer and traveller. I love to explore new places, and capture them in my camera.

Tell something about your future projects?
Well I interned for a design house called "Animal" for one month. But right now I am focusing on my College assignments and on creating a decent portfolio. Also I do some freelance projects.

/What is your suggestion to newbie graphic designers?
Some people assume that if you have any artistic abilities and the ability to do a few tricks in softwares that you are a validated graphic designer. The truth is that while having some artistic abilities and knowing how to use some design softwares is helpful, a true designer needs to have good thinking skills. So they need to be able to creatively convey ideas and messages through compelling design solutions to various audiences as intended.

Many other designers will probably agree that regardless of how skilled you are at drawing, it's important that you develop good thinking skills and can convey them on paper by sketching or writing ideas down. You should practice making this a habit before ever touching a computer. Once you have a solid idea to work with from your sketches and notes, it's a lot easier to bring it to life digitally through softwares like Illustrator or whatever application you choose to work with.

Any Achievements?
Me and my team made a TVC for Benadryl Cough Syrup for a competition conducted by Talenthouse India and bagged 2nd position.

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