



TWINKLE KHANNA
P O R T F O L I O





Lady Gaga

Opens up about
& A Star Is Born
decade in Pop



01

Magazine Covers

Layout Design



02

Instagram Editorial Layout Design

SOCIAL MEDIA



Instagram

It is supposed to be friendly.
So why is it making people so
MISERABLE?

For a growing number of users and mental health experts, the positivity of Instagram is precisely the problem, with its relentless emphasis on promoting 'perfect' lifestyles. Should everyone just stop scrolling?

By Twinkle Khanna

You don't really have control over what you're seeing', Joe Mayer. When 24-year-old fashion blogger Scarlett Dixon posted a picture of herself having breakfast, the internet melted away. 'The best of days start with a smile and positive thoughts. And pancakes. And strawberries. And hotnesses.' Dixon wrote on her scintillating Instagram feed, under an image of her looking flawless on a freshly made bed flanked by heart-shaped beanbag balloons. The sponsored post - for L'Oréal's smoothie, a bottle of which is visible on the side of the bed - was swiftly reposted on Twitter. 'Fuck off this is anybody's normal morning,' wrote Nathan from Cardiff. 'Instagram is a ridiculous lie factory made to make us all feel inadequate.' His post, which has garnered more than 111,000 likes (22 times as many as Dixon's original) and almost 25,000 retweets, prompted a wave of criticism, with the most pitiable comments ranging from 'Eskelife!' and 'Bunny-boiler' to 'Let's pop her balloons!' and 'Who keeps L'Oréal on their bedside table? Serial killers, that's who.'

This toxicity lets you far the course on Twitter. The social network is a notorious hotbed of abusive strangers, bullying those at other abusive strangers, who then all occasionally come together to bully a celebrity off the internet over some minor failing, such as being a woman in a Star Wars film. Instagram, by contrast, looks like the friendliest social network imaginable. It's a visually led community where the primary method of interaction is double-tapping an image to like it, where posts that go viral tend to do so because of positivity rather than outrage, and where many of the biggest accounts are fitness dop and cats. What's not to like?



That everyone is perfect – except you. In the days following her initial Instagram post, Dixon pointed out the irony that this fear – that the unreality of social media is harming people – was itself being used to justify the thousands attacking her. Each time I refresh my page, hundreds of new nasty messages pour on to my Instagram, Twitter and YouTube, some of which have contained malicious death threats, she wrote in a follow-up Instagram post, accompanying a picture of her in Venice with an ice-cream. There are now hundreds of thousands of tweets circling the internet, shaming me. “My feed isn’t a place of reality,” Dixon added. I mean who spends their time in such a beautiful city, perched on a ledge, ice-cream in hand and smile permanently affixed to her face? It’s staged, guys. Dixon’s follow-up Venice post, I personally don’t think my content is harmful to young girls, but I do agree Instagram can present a false expectation for people to live up to. But whether or not Dixon’s feed is harmful, there is growing support for the idea that Instagram isn’t great for its users’ mental health. In 2017, the Royal Society for Public Health (RSPH), an independent charity that seeks to improve people’s wellbeing, conducted a UK-wide survey of 14- to 24-year-olds, asking them about the big five social media platforms: Twitter, Facebook,

YouTube, Snapchat and Instagram. Users ranked how their use of the platforms affected everything from the quality of their sleep to their Fomo – the fear of missing out on what others are enjoying. Instagram came last, scoring particularly badly for its effects on sleep, body image and Fomo. Only Snapchat came close in its overall negativity, saved by a more positive effect on real-world relationships, while YouTube scored positively on almost every metric – except its effect on sleep, for which it was the worst of all the platforms. On the face of it, Instagram can look very friendly,” says the RSPH’s Niamh McDade. “But that endless scrolling without much interaction doesn’t really lead to much of a positive impact on mental health and wellbeing. You also don’t really have control over what



ENDLESS SCROLLING WITHOUT MUCH INTERACTION LEADS TO A NEGATIVE IMPACT ON MENTAL HEALTH. YOU DON'T HAVE CONTROL OVER WHAT YOU'RE SEEING, AND QUITE OFTEN SEE IMAGES THAT CLAIM TO BE SHOWING YOU REALITY, YET AREN'T?

you’re seeing. And you quite often see images that claim to be showing you reality, yet aren’t. That’s especially damaging to young men and women.” The risk of developing an unhealthy body image is often highlighted, but McDade emphasises that this is just one aspect. “Some people may be looking at

feeds full of cars, and it’s giving them anxiety and depression as they can’t afford them. For Stephen, a 24-year-old from London, the unreality led him to develop unhealthy behaviours online. “I was going through a bit of heartbreak at the time,” he says, “and any experience of seeing my ex’s name on Instagram killed me. I was pretty down and found myself predominantly using Instagram to either ‘punish’ myself by looking at my ex, or us-

ing the browse feature to distract me. I found myself looking at attractive women a lot when they’d come up in the browse feature, which would then cause more to be shown. “I was getting to a point where I was feeding an unhealthy habit [of forming a warped view of women] and making myself feel worse.” Stephen then took a year-long break from the app, during which he wrote a dissertation on its harmful effects on wellbeing and body satisfaction. The problem with Instagram is that you, almost exclusively, share content that is meant to reflect positively on yourself,” he says. “On Twitter or Facebook, you see much more content that isn’t. ‘Hey, look at my great life. Almost every user adds fuel to the flames. Even as we’re being made miserable by the unreal lives that we follow, we share an unreal version of our own lives. “I have been on Instagram since 2013 and in the beginning I enjoyed it,” says Adnan, a 25-year-old Syrian who lives in Cape Town. “But, as the years passed, it changed from being a friendly environment, where most people posted food pictures, into a competitive social platform where everyone filters out their lives to represent a life that does not exist. Nobody looks good all the time, nobody is always happy. When things get tough, I get really upset when I see other people having the ‘perfect’ life.” And yet, Adnan says, “I am also

guilty of trying to show the best side of my life to people.” But Instagram has always been about looking flawless. What has changed to spark such a backlash? Among users I spoke to, one event was cited time and again: the introduction, in mid-2016, of Instagram’s algorithmic timeline. It was one of the largest changes to the platform since it was bought by Facebook in 2012. Rather than presenting users with a cross-section of what the people they were following were up to at any given moment, Instagram began populating feeds with the most noteworthy posts from those accounts, often reaching back days or even weeks to pull in particularly compelling content. In effect, the service began promoting a curated, unrealistic version of an already curated, unrealistic feed. Others offer exactly the opposite advice, arguing that my problem is not following enough influencers. I should focus less on using Instagram to find out what people I care about are doing and more on using it as a source of information and inspiration. That everyone is perfect – except you. In the days following her initial Instagram post, Dixon pointed out the irony that this fear – that the unreality of social media is harming people – was itself being used to justify the thousands attacking her.

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Brands are keen to reach audiences of Instagram leaders because of high user engagement rates.

175
150
125
100

Leo Messi
125.8 million
followers



Leo Messi is a professional footballer who plays as a forward for the Spanish club Barcelona and the national team of Argentina. He is one of the best players in the history of Barcelona and Argentina.

Beyoncé
129.5 million
followers



Beyoncé became a legendary figure in the world of show business in the early 21st century. She has sold tens of millions of her music albums, and has been awarded a Grammy award on several occasions.

Kylie Jenner
110.7 million
followers



On the page Kylie Jenner, American model, participant of the reality show “Kardashian Family”, posted photos of designer dresses, jewelry and pictures from the dressing room.

Kim Kardashian
111.1 million
followers



Kim Kardashian became popular from reality show “Keeping up with the Kardashians”. She creates the appearance of a huge number of photos and videos that are used for different purposes and arouse the excitement of fans.

Dwayne Johnson
150.2 million
followers



On account of the American wrestler, a famous Hollywood actor, Dwayne Johnson, more than 300 movies. His name appears twice in the world record book.

Selena Gomez
153.7 million
followers



At the age of 24, Selena Gomez was held as a singer, actress, composer and author of musical works, in addition. She was awarded the title of “goodwill Ambassador” UNICEF.

Ariana Grande
159.9 million
followers



Such a young age of the American actress and singer, Ariana Grande, with an unusual tone of voice did not interfere with the conquest of the hearts of fans-teenagers.

Cristiano Ronaldo
175.9 million
followers



Cristiano Ronaldo, playing for the Italian football club “Juventus”, three times became the owner of the “Golden ball” as the best European player, and four times was awarded the “Golden boot”.

BUT IS INSTAGRAM BENEFICIAL FOR GROWTH OF SMALL BUSINESSES?

Should post more. But a would say that, wouldn't it? Another option is to follow the guidance of the RSPH. As part of "scroll-free September" the ditty is encouraging users to *not* do anything between complete cold turkey and simply stopping at reminders, such as in the bedroom or during meals.

Instagram has already become the second largest social networking site after Facebook. And with 60% of users outside of the US, the global reach of Instagram is growing. Beyond just the popularity and rapid expansion of Instagram, there are a number of reasons why it is beneficial to use this platform as a part of your social media strategy. Instagram, and other visual content sites like Pinterest, are gaining popularity for a reason. We've heard the phrase "a picture is worth a thousand words" countless times since we were children. As marketers and content creators, why wouldn't you want to take advantage of images as part of your

content marketing strategy? Just think how much less typing you'd have to do! "Visual marketing" is one of the latest buzz words, and for good reason. Consumers want images and content marketers need to provide them. Think about your Facebook feed, do you read every post? Likely not. What about photos? You may not stop on every one, but you stop and look at a majority of them. And what about Pinterest? Think about how much more content you consume when each post is a well-crafted image. Instagram is just the same. It's an entire feed of visual stimulation encouraging interaction at its highest levels. If you're seeing any success with visual marketing on the other platforms you use, imagine the capabilities you have on a site dedicated solely to visual marketing.

While I don't have scientific studies from Pew or Mashable to substantiate this claim, I have read other blogs and I ran my own studies that validate Instagram engagement is typically higher than any other site. The ratio and

number of likes and comments on Instagram posts significantly surpasses the ratio and number of likes and comments on any other social media site. One of the reasons Instagram posts receive such high levels of engagement is that posts are highly visible. There's no Edgerank or other algorithm that selectively showcases your posts. Every single one of your posts will appear in the feeds of every single one of your followers! Strategic use of hashtags can also significantly boost the exposure of your posts to new users who will like and comment on your posts and who may even follow you as a result. Your posts also live on forever. They don't disappear or get archived like old tweets. And they don't get buried so far down your stream, like Facebook, that they get lost. A quick scroll through your profile showcases every single post you have ever shared. This is a great way for new followers to connect with your brand! I promise that your audience is using Instagram. With 1 billion users and growing, your customers are on there. There may be a smaller number of your customers and it may take a while to grow your community to significant levels. But the advantage of the smaller community now to cultivate real brand advocates and loyal customers.

CREATE CONTENT THAT APPEALS YOUR AUDIENCE

Figure out which kinds of photos get the most engagement there.

FOLLOW YOUR IDEAL CUSTOMERS

Look at the accounts who are following businesses similar to yours.

FILL OUT YOUR BIO STRATEGICALLY

Think about your ideal customer, and write your bio in a way that appeals to them.

POST HIGH-QUALITY PHOTOS

You don't need professional photography. All you need is your iPhone camera.

8 TIPS FOR SMALL BUSINESSES ON INSTAGRAM MARKETING

OFFER DISCOUNTS

You can get new followers by offering exclusive discounts on your Instagram account.

USE HASHTAGS

When you're using hashtags, think about what words your target market might be searching for.

COHESIVE FEED

You need a cohesive feed. Your pictures should stick to a similar color scheme.

CRAFT SOME KILLER COPY

Don't underestimate the power of your copy when you're writing captions.

Chanel's Paris Runway Show, in Watercolor

What better way to say adieu to the women's spring/summer 2020 collections – and Paris Fashion Week in particular than with the ultimate in chic French design, Chanel? At the (rather eventful) runway show at the Grand Palais, Virginie Viard's collection evoked Karl Lagerfeld's legacy with tweed suits (that spared younger, higher hemlines), vultures, and pearl jewelry. It was a thoughtful homage but never sickly sweet. The hats were a particular favorite, as you

Gigi Hadid Escorted a YouTuber Who Crashed the Chanel Show Off the Runway

As usual, the final day of Paris Fashion Week kicked off with Chanel, which is now under the helm of the late Karl Lagerfeld's successor, Virginie Viard. It also marked the end of the spring 2020 shows—a season that's been full of runway model surprises. Still, not even Keke Palmer or Agyness Deyn can hold a candle to the surprise model—well, "model"—who joined Kaia Gerber and

Gigi Hadid in walking Chanel's finale on Tuesday morning, when a woman wearing a tweed hooded-sweat suit stormed the runway to join them. Naturally, spectators immediately turned their cameras

Affordable Fashion Trends To Try This Fall



- Square Toes**
Sleek flat boots and leather pumps are in plenty as minimal as they get.
- Silhouetted Sweaters**
This season's crop of new knit silhouettes take the look to the next level.
- Utility Jumpsuits**
Flatter your dip effortlessly into the states trend without over styling.
- Pillow Bags**
Continued popularity has captured the hearts of many from New York to Paris.
- Structured Knits**
Tighter, structural knits are trending, tapping into finer, wrap and wide square necklines.

Dermal fillers: The Good, The Bad and The Dangerous

The four major structural components of our face are skin, fat, muscle, and bone. As we age, volume loss in these structures contributes to many of the visible signs of aging. Dermal fillers may help. Over time, age-related bone loss in the face can lead to retraction of the jawline, descent of the nose, and loss of high cheekbones. The facial muscles also decrease in volume and elasticity, and

deflation and movement of facial fat further accentuates the signs of aging. Finally, the skin stretches and loses elasticity – compounded by the loss of scaffolding provided by fat, muscle, and bone, this leads to wrinkles, sagging skin, and other familiar signs of aging. Dermal fillers, an injectable treatment performed in a doctor's office, can help smooth lines and replenish lost volume, restoring a more youthful appearance.

Dermal filler procedures can be expensive, which has prompted some consumers to turn to the online black market to purchase do-it-yourself fillers. In the last month, there have been multiple reports in media outlets and in the medical literature of dangerous complications resulting from self-injection of fillers by non-health professionals. internet. They may be fake, contaminated, or harmful."



FASHION



03

Kylie Booklet

Layout Design







FACE PRIMER

It's the perfect prep for your makeup. It hydrates and primes your skin so your makeup goes on smoothly and stays in place all day long.

Key Ingredients:

- Oil-free
- Coconut water to hydrate and soothe skin
- Aloe extracts to hydrate and soothe skin
- Optical blurring spheres create a flawless base for improved makeup application

\$28



BLACK | KYLINER

The Black Kyliner is a true matte black. It's the perfect prep for your makeup. It hydrates and primes your skin so your makeup goes on smoothly and stays in place all day long.

Key Ingredients:

- organic jojoba oil
- organic shea butter
- marula oil, resulting in a smooth, easy-to-bleed slick that's perfect for creating smoky eyes, thanks to the pencil's built-in smudging tool.

\$10



VELVET LIQUID LIPSTICK & LIP LINER

The Matte Liquid Lipstick has high-intensity pigment for an instant bold matte lip. The extremely long-wearing lipstick contains moisturizing ingredients for a comfortable, seamless and silky feel that does not dry out your lips.

\$24



MONEY HIGH GLOSS

Money High Gloss is an ultra-glossy, luminous gloss that glides on the lips smoothly and evenly with added shea butter moving behind a radiant and moisturizing shine. Wear alone, with your favorite Lip Liner or layer on top of your favorite Matte Liquid Lipstick.

\$20



YOU'RE SO MONEY BABY

PRESSED POWDER PALETTE

The Kylie Cosmetics limited-edition You're So Money Birthday Collection palette is gold-themed makeup to match the hottest Kylie look. Each palette comes with 8 eyeshadows and 7 pressed powder pigments that can be used together to recreate Kylie's famous "no filter look" or to inspire your own.

Time is Money (neutral eye, with a gold highlight)
Birthday Queen (neutral eye, with a gold highlight)
Stacks (neutral eye, with a gold highlight)
One Heart (neutral eye, with a gold highlight)
On a Budget (neutral eye, with a gold highlight)
Bands (neutral eye, with a gold highlight)
Twenty-Two (neutral eye, with a gold highlight)
Goal Setter (neutral eye, with a gold highlight)

Ballin' Bae (neutral eye, with a gold highlight)
Blue Faces (neutral eye, with a gold highlight)
Work For It (neutral eye, with a gold highlight)
Long Money (neutral eye, with a gold highlight)
22 Candles (neutral eye, with a gold highlight)
Build Your Empire (neutral eye, with a gold highlight)
Time For Cake (neutral eye, with a gold highlight)
Breaking Records (neutral eye, with a gold highlight)

\$48



MONEY ROLL MATTE LIPSTICK BUNDLE

The Kylie Cosmetics Matte Lipstick is a smooth and creamy formula that provides full coverage for an ultra-precise look. The nourishing waxes and oils glide onto the lips for a comfortable, extra-hour wear. Roll yours or pair with your favorite gloss for a high-shine finish.

HUSTLE HONEY is a mid-tone pink

MAMA BOSS is a vibrant hot pink

MONEY MINDSET is a pale peachy pink

\$45



BIRTHDAY LOOSE ILLUMINATING POWDER

The Birthday Loose Illuminating Powder is a bright, luminous formula that provides a healthy, natural-looking glow. The soft-focus formula provides optical blurring for a pore-less, perfected end look.

Key Ingredients:

- Bright, luminous pearls create a healthy luminous finish
- Soft-focus powders provide optical blurring for a pore-less, perfected end look
- Silk powders absorb oil without adding texture or weight
- Peppery extracts even skin tone
- Avocado extracts moisturize skin

\$28

BIRTHDAY PRESSED BODY GLOW

The Birthday Pressed Body Glow is a bright, luminous formula that provides a healthy, natural-looking glow. The soft-focus formula provides optical blurring for a pore-less, perfected end look.

Key Ingredients:

- Multi-dimensional pearls reflect light for an ultra-luminous glow
- Light-diffusing powders blur skin imperfections and easily adhere to skin

\$28



Birthday Giveaway

Nominate a Deserving Person for One of the Biggest Giveaways from Ellen and Kylie Jenner Through Her Epic Birthday Collection

While Ellen's friend Kylie Jenner was developing her Kylie Cosmetics birthday collection this year, she decided the best way to celebrate is to help other people and give back in a big way, and what better is to help Ellen's Season 17 premiere than to give away some of the most coveted prizes in the world — real Ellen and Kylie Jenner tickets to the premiere! Big prizes in return!

Go to Ellentube.com for more details.

Explore the Kylie Cosmetics 2014 birthday collection launching on Saturday, August 10th at 9am PT on KylieCosmetics.com, and get ready for some very big surprises in Ellen's Season 17 premiere week, beginning Monday, September 9th!




KYLIE COSMETICS BY KYLIE JENNER Birthday Giveaway



Kylie Postcards

Layout Design



KYLIE COSMETICS Birthday Collection

launching on Saturday, August 10th at 9am PT on KylieCosmetics.com




KYLIE COSMETICS 25% OFF

on all orders Saturday, August 10th at 11:59 pm PT




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04

Gucci Glasses

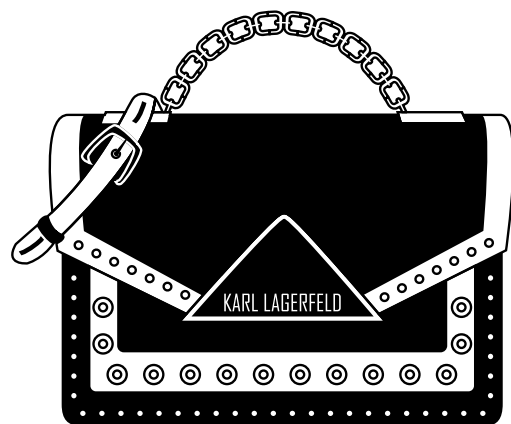
Illustration



05

Dingbats

Illustration



06

Event Logo

Illustration





07

Brooklyn Brewery

Illustration



The World's 1st
Brewgradable Beer Bottle





*The
World's 1st
Biodegradable
Beer
Bottle*



08

Madame Tussauds Musuem

Layout Design

An advertisement for the Madame Tussauds Broadway exhibit. The central image shows a group of people in a theatrical setting. In the foreground, a man in a blue shirt and a woman in a yellow shirt are running on a large, illuminated piano keyboard. In the background, there are wax figures of Broadway performers, including a woman in a black dress and a man in a black suit and hat. A large white skull is visible in the background. The scene is lit with dramatic, colorful lights.

**Madame
Tussauds**
NEW YORK

All New

MADAMETUSSAUDS.COM/NEWYORK

**234 WEST 42ND STREET
BETWEEN 7TH & 8TH AVENUES**

Contact group sales at
groupsales@madametussaudsny.com

Presents
BROADWAY

Images depict wax figures created and owned by Madame Tussauds. ©2019 Merlin Entertainments.

Madame Tussauds

NEW YORK

CUSTOMER EXCLUSIVE



\$40 HOODED SWEATSHIRT

ONLY \$10

ALL
SIZES

Only with purchase of any Madame Tussauds New York Ticket. While supplies last.

Madame Tussauds

NASHVILLE



TAKE THE STAGE

Nashville's Most Exciting
Celebrity Wax Experience

MADAMETUSSAUDS.COM/NASHVILLE

Across from the Grand Ole Opry



**SAVE \$12 OFF GENERAL
ADMISSION WITH THIS AD**

NOT VALID WITH OTHER OFFERS. PROMO CODE: KOA

09

JCDecaux Renders

Advertising

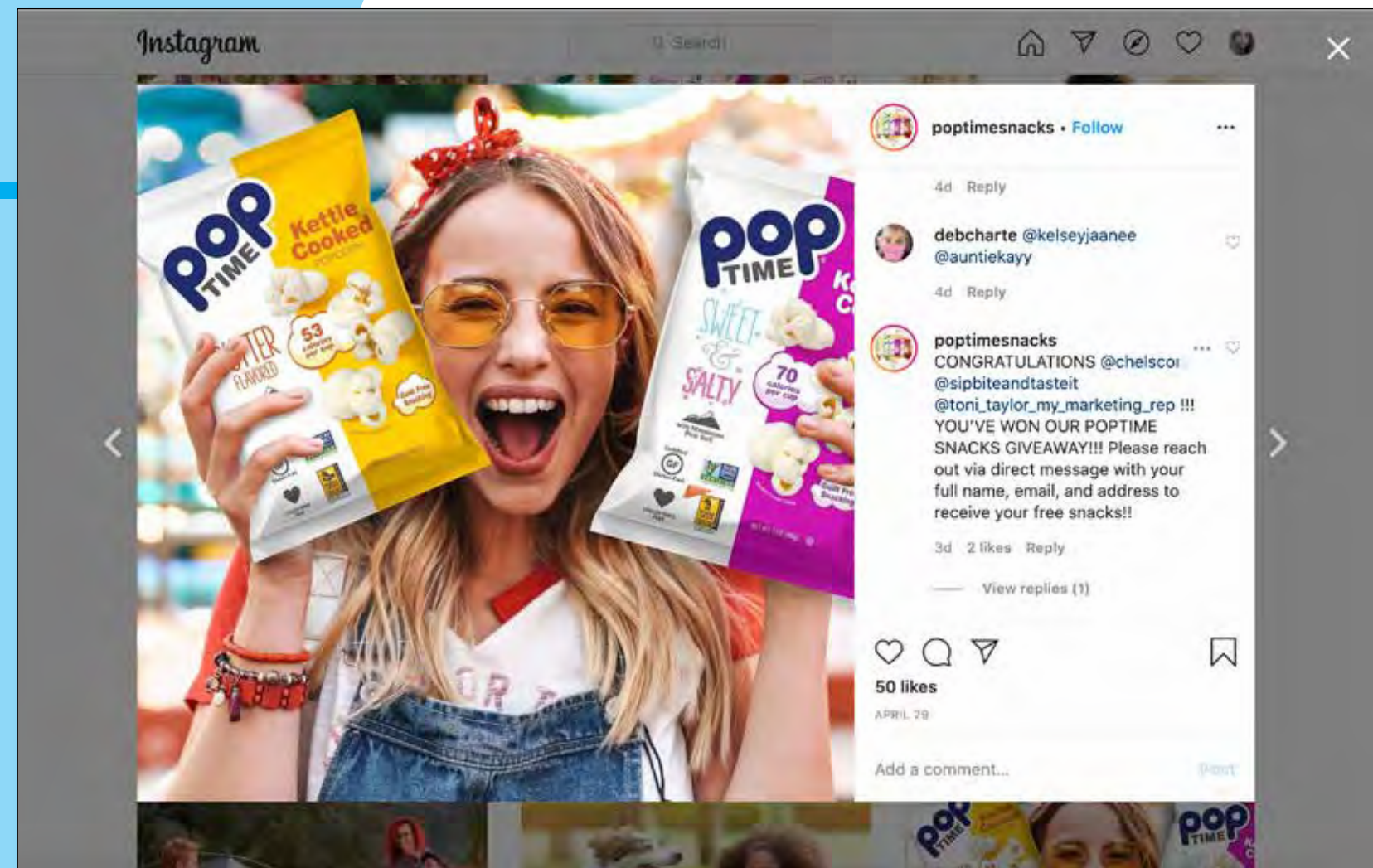


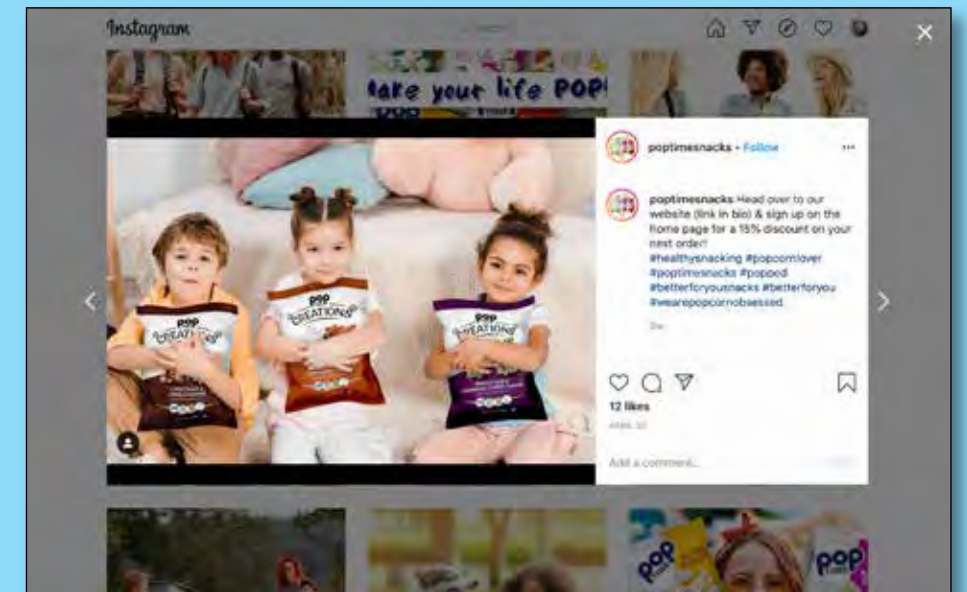


10

PopTime

Social Media Advertising



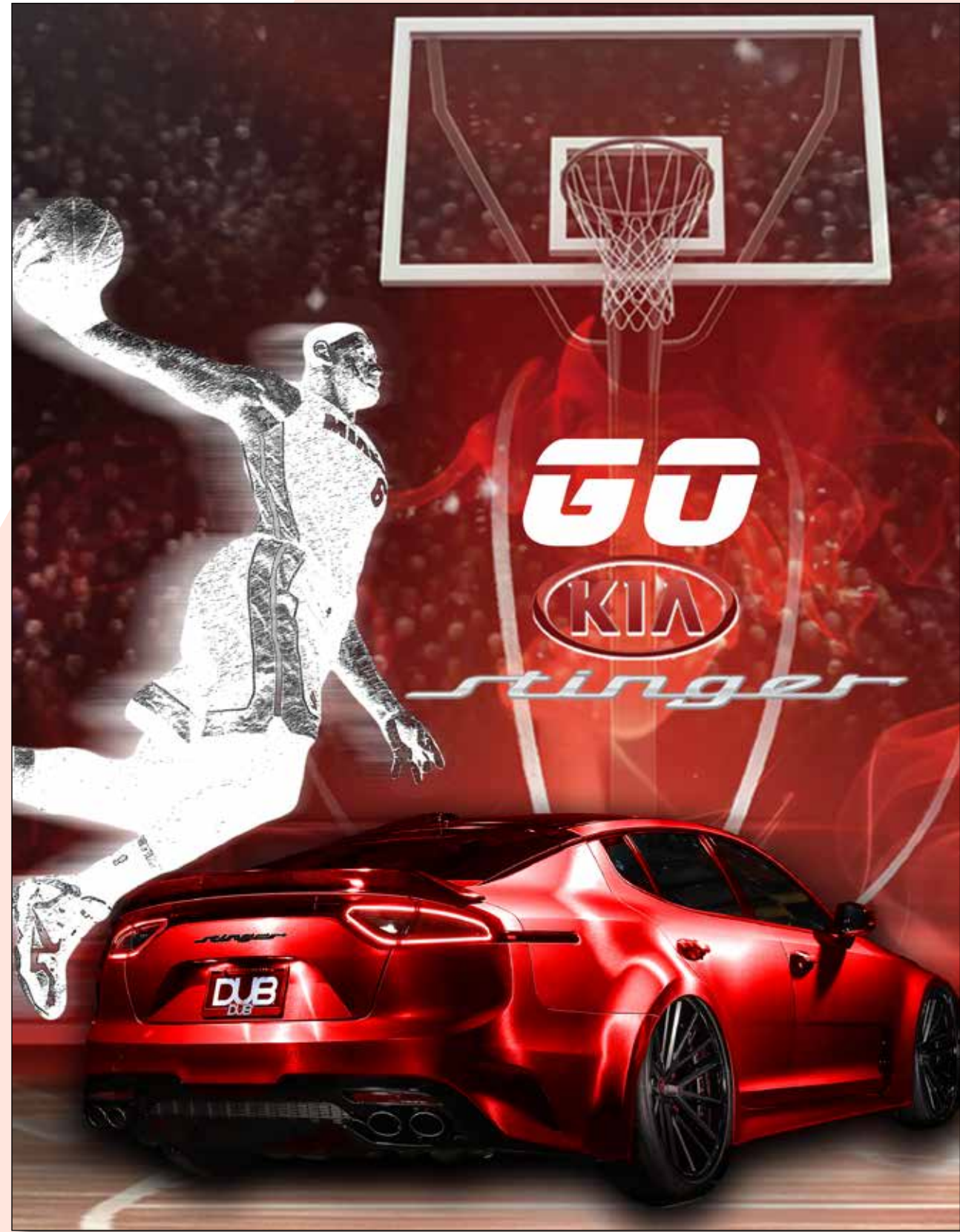


11

KIA Stinger

Advertising



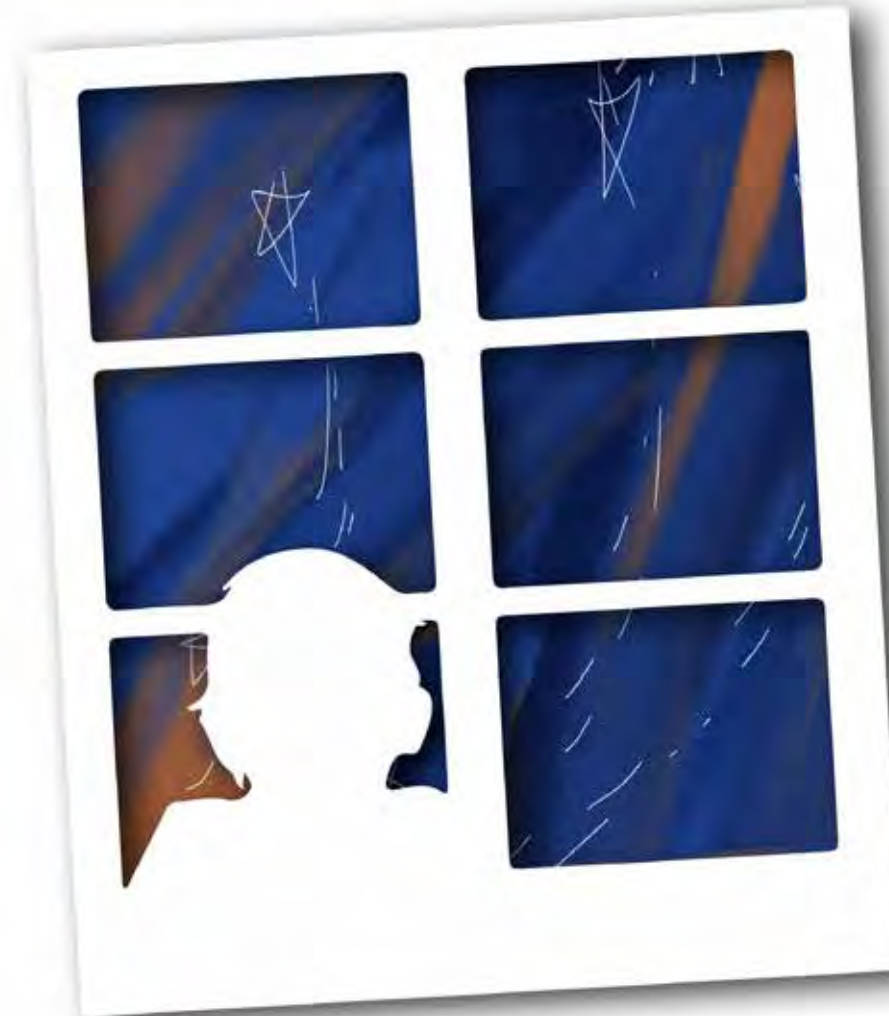


12

Spirit Of Huntington

Advertising

DON'T LET THESE STARS
GET LOST ON THE GROUND



THE SPIRIT OF HUNTINGTON
ART CENTER

DON'T LET THESE STARS
GET LOST ON THE GROUND



THE SPIRIT OF HUNTINGTON
ART CENTER

DON'T LET THESE STARS
GET LOST ON THE GROUND



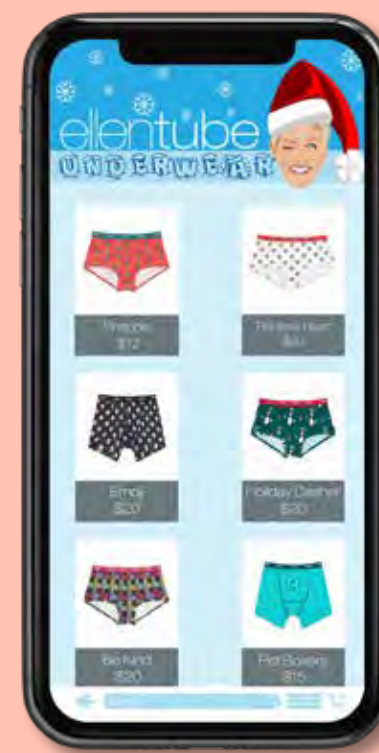
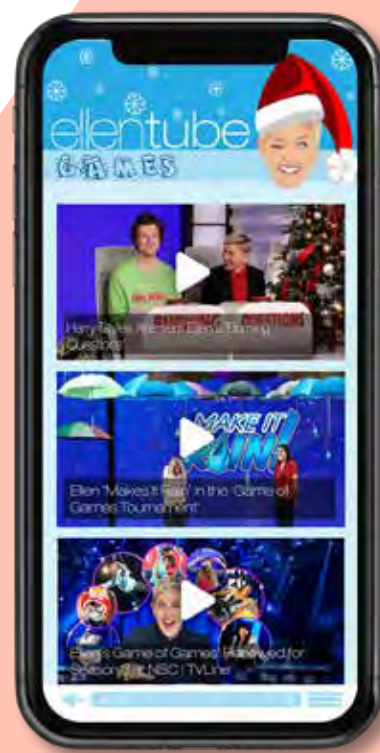
THE SPIRIT OF HUNTINGTON
ART CENTER

13

Ellen App

UI Design

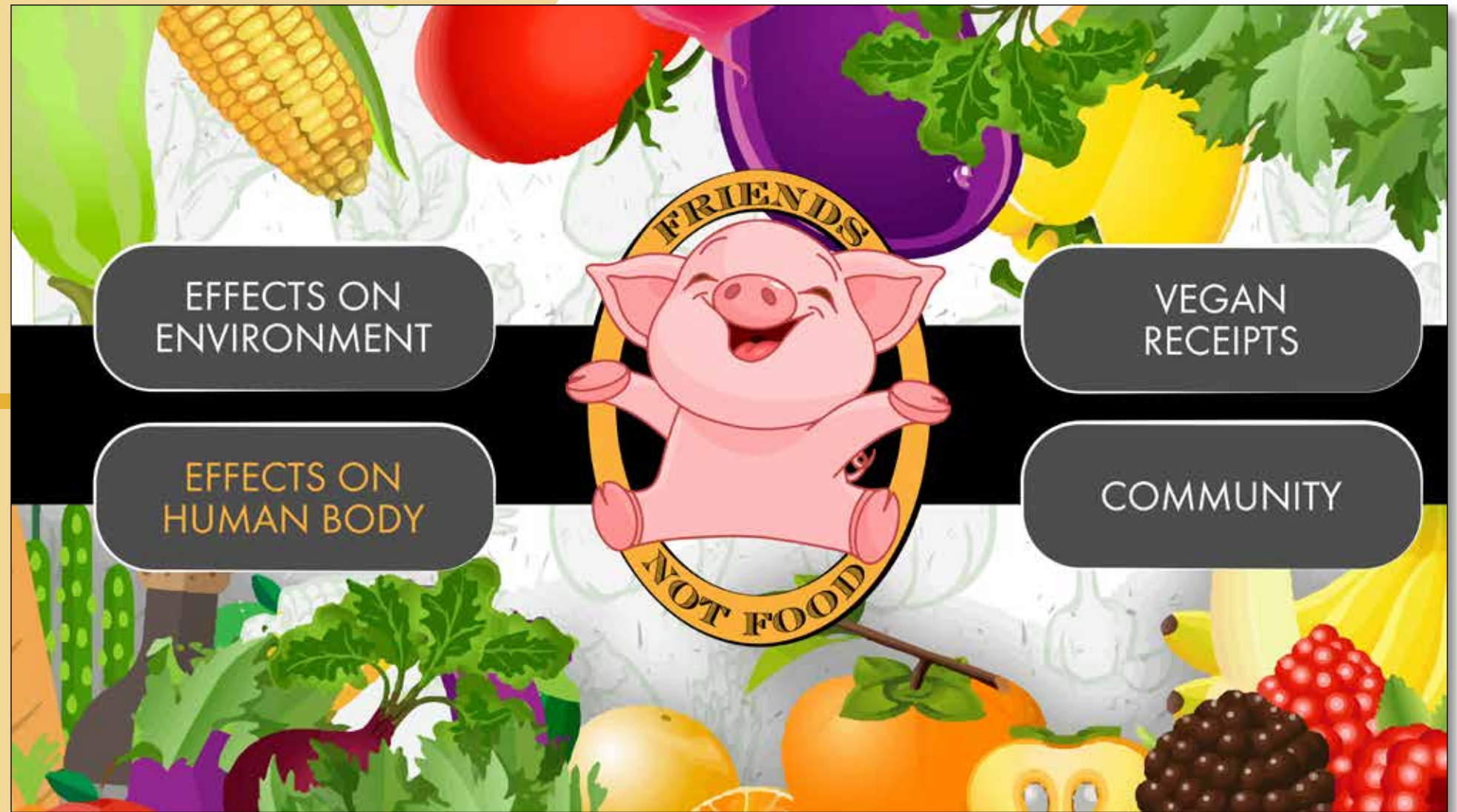




14

Friends Not Food

Web Design





EFFECTS ON ENVIRONMENT

EFFECTS ON HUMAN BODY

VEGAN RECEIPTS

COMMUNITY

ANIMAL AGRICULTURE IS THE MOST DESTRUCTIVE INDUSTRY FACING THE PLANET TODAY.

SPIN THE WHEEL TO KNOW WHY



DEFORESTATION

Seemingly small issue of individual consumption of meat has now become central to discussions of sustainability. As environmental science has advanced it has become apparent that the human appetite for animal flesh is a driving force behind virtually every major category of environmental damage now threatening the human future—deforestation, erosion, fresh water scarcity, air and water pollution, climate change, biodiversity loss, social injustice, the destabilization of communities and the spread of disease. John Jeavons – biointensive farming innovator and a famous farming author said that over 2,000,000 more people are born on the planet every day. It's extra-ordinary. But what's really extra-ordinary is that per day you need 34,000 new acres of farmable land to feed that population.

To feed a person on an all-plant based vegan diet for a year requires just one-sixth of an acre of land. To feed that same person on a vegetarian diet that includes eggs and dairy requires three times as much land. To feed an average US citizen's high-consumption diet of meat dairy and eggs require 18 times as much land. This is because you can produce 37,000 pounds of vegetables on one and a half acre but only near 400 pounds of meat on the same plot of land. According to Dr. Will Tuttle, Environment and Ethics Author, "Animal agriculture makes a 40% greater contribution to global warming than all transportation in the world combined; it is the number one cause of climate change."



WHAT CAN WE DO ABOUT IT?

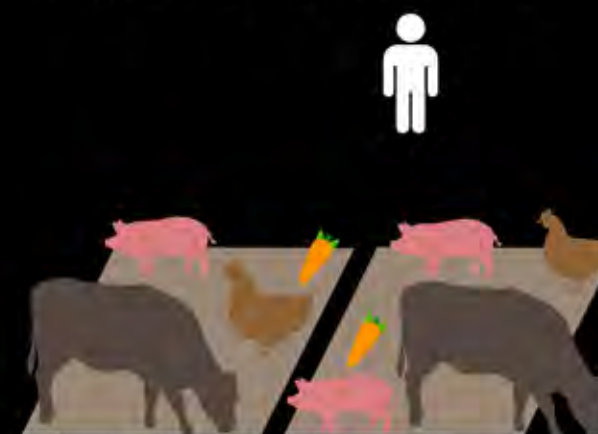
WHAT CAN WE DO ABOUT IT?

WE CAN MAKE A DIFFERENCE, SIMPLY BY EATING LESS ANIMAL PRODUCTS AND REPLACING THEM WITH PLANTS



On a Standard American Diet:

On a Plant-Based Diet:

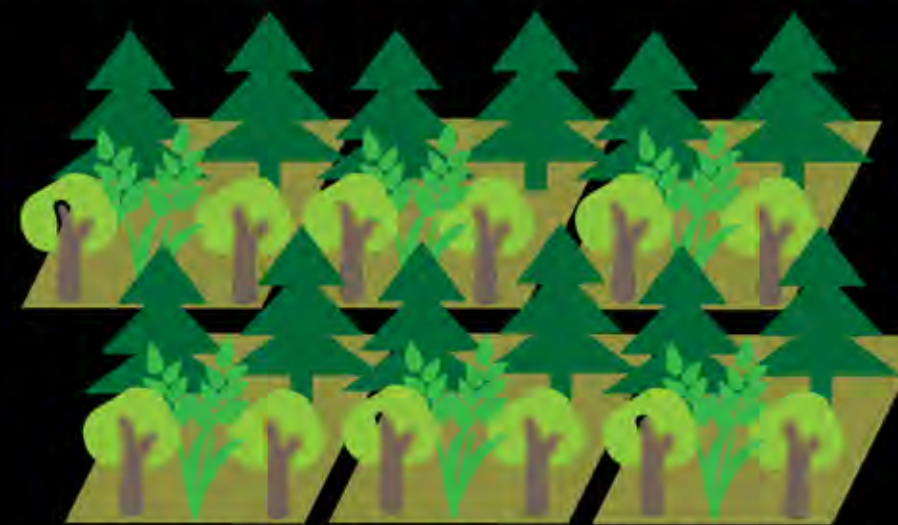


2 football fields feed 1 person per year




2 football fields feed 14 people per year

If Everyone In The World Ate A Plant-Based Diet:



5 BILLION FOOTBALL FIELDS WORTH OF LAND COULD BE RETURNED TO FOREST


EFFECTS ON ENVIRONMENT
EFFECTS ON HUMAN BODY
VEGAN RECEIPTS
COMMUNITY

ANIMAL AGRICULTURE IS THE MOST DESTRUCTIVE INDUSTRY FACING THE PLANET TODAY.

TAP THE ORGAN TO SEE THE EFFECTS



BRAIN


One of the best-selling literature authors of all time, Harold Robbins expressed his idea as, "when we eat animals who have died violent deaths, we literally eat their fear. We take in hormones of aggression designed by nature to tell an animal that its life is in the gravest danger, and it must either fight or flee for its life. And then in our wars and daily lives, we just experience to the point to which the animals we have consumed. The chain that meat eating leads to the embodiment of violence extends the saying "you are what you eat," one who eats violence becomes violent. A non-violent world has means to a non-violent diet."

Humans are not carnivorous by their anatomy nor by their nature. If we were true carnivores, we would walk into a butcher shop, purchase a large slab of raw cow flesh, leave the store, sit down on the curb, tear off the wrapping paper and devour the bloody flesh with pleasure. The ability to eat an omnivorous diet may have had a survival value at the time but it is now clear that meat eating threatens human health, planetary survival and an unnecessary number of innocent animals.

WATCH THIS VIDEO TO KNOW MORE


WHAT THE HEALTH



EFFECTS ON ENVIRONMENT
EFFECTS ON HUMAN BODY
VEGAN RECEIPTS
COMMUNITY

45 VEGAN DINNER RECIPES THAT WE JUST LOVE

GLOW FROM INSIDE OUT




COLD UDON WITH GRAPEFRUIT PONZU


EFFECTS ON ENVIRONMENT
EFFECTS ON HUMAN BODY
VEGAN RECEIPTS
COMMUNITY

OVER 19 MILLION PEOPLE ARE VEGAN IN THE U.S.A.

CELEBRITIES YOU DIDN'T KNOW WERE VEGAN



Ariana Grande, Venus Williams, Madonna, Beyonce, Zac Efron, Ellen Pompeo, Miley Cyrus, Joaquin Phoenix, Liam Hemsworth, Portia de Rossi, Natalie Portman, Bill Clinton



45 VEGAN DINNER RECIPES THAT WE JUST LOVE

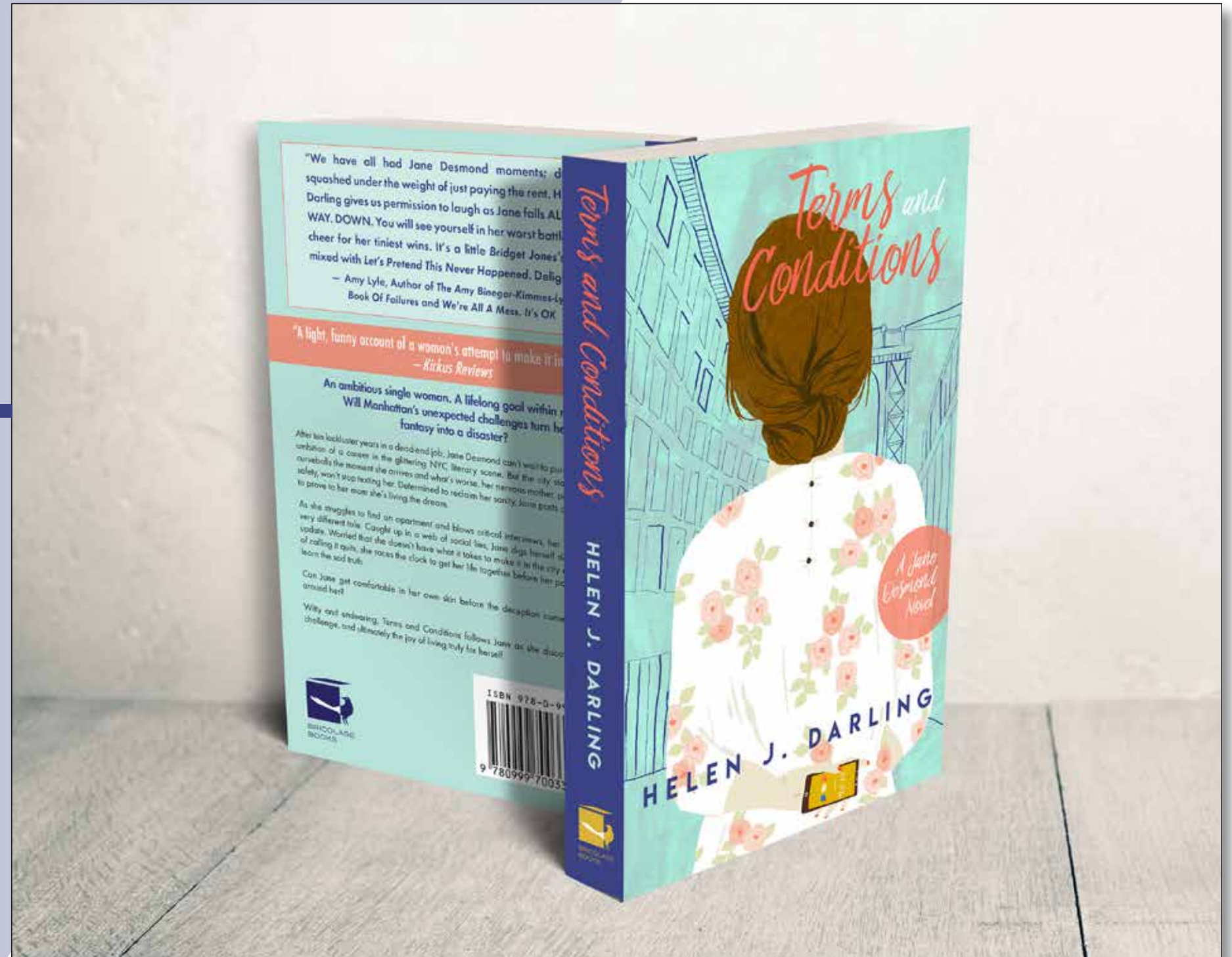
GLOW FROM INSIDE OUT



15

Terms and Conditions

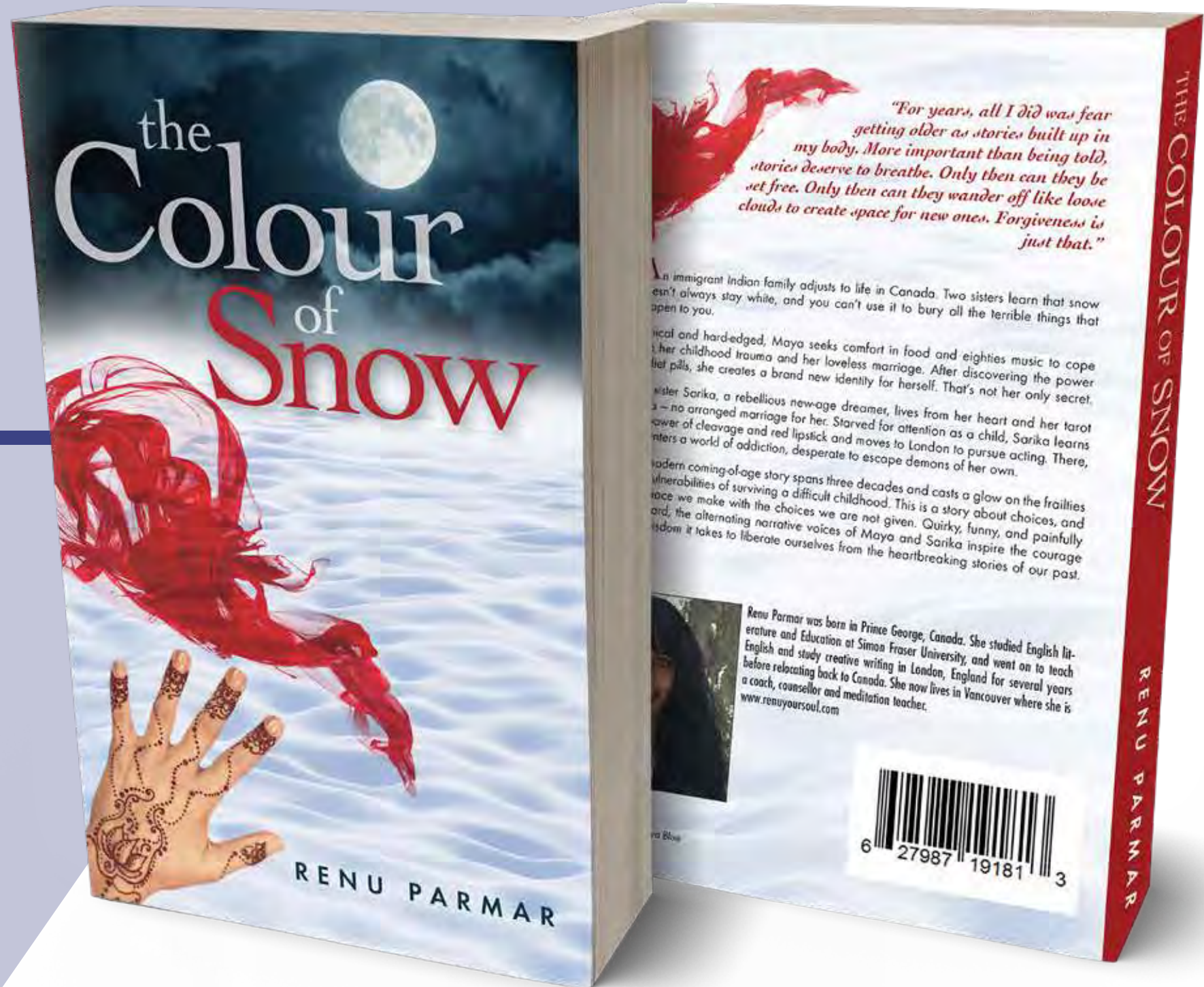
Layout Design



16

The Colour Of Snow

Layout Design



17

The Chef Of
Greenwich Village

Layout Design



CANNELLONI (MANICOTTI)

When in the mood for something classic and yet decadent, with a rich sauce and delicious filling, Chef Pietro's Cannelloni is the perfect choice. Americans and Italian-Americans alike typically refer to this

stuffed pasta dish as *Manicotti*, but in Italy it's known as *Cannelloni*. The word "*cannelloni*" in Italian means "*big pipe*" and "*manicotto*" means "*big sleeve*." Call it by either name, but regardless, this pasta makes an elegant presentation at any dinner.

PAILLARD DI VITELLO ALLA GRIGLIA (GRILLED VEAL CUTLET)



Paillard is a classic French culinary term used to describe thinly sliced lightly pounded boneless meat cuts (generally chicken or veal), which are then either sautéed or grilled. This popular dish is served all over Italy. It is very important to use a very good cut of meat from the top round and slice it properly.

If needed, ask your butcher to slice it correctly for you. The good news is that many grocery stores also sell a variety of thinly sliced meats that can be used to make Paillard. Serve the Paillard with a fresh arugula salad or a preferred vegetable, such as broccoli rabe. 🍴

Chef Pietro's Special Tips:

- If slicing at home, be sure to cut the veal into thin slices across the grain of the meat, not along the length (otherwise the cutlets can shrink and become tough while cooking)
- The veal should be sliced into approximately 1/8 inch thick paillards.
- Before cooking, if your veal is not sliced thin-it is important to pound the veal slices until 1/8 inch thick and flat, using a meat hammer in order to ensure even cooking time.

PREPARATION AND COOKING INSTRUCTIONS

- Preheat the grill. Be sure to brush it clean. To do this, wipe the surface with a towel moistened with a touch of vegetable oil. This is an important step to be attentive to properly grill the veal. Be sure the grill is hot and oiled well enough before grilling the paillard, to avoid the flesh of the veal sticking to the surface.
- Place the veal between two pieces of plastic wrap. Pound each piece of veal using a meat hammer in one continuous motion, from the center outward to produce an even thickness. Each slice should be nearly paper thin.
- Season both sides of each veal cutlet with the oil, salt and pepper.
- Once the grill is hot, quickly grill the veal, about 30 seconds per side. If the grill is very hot, be sure to turn the cutlets rapidly. The entire cooking process should take no longer than 60-90 seconds.
- Arrange the veal paillard on a clean serving plate. Garnish with a few lemon slices and fresh parsley.

INGREDIENTS

(Serves 4)

- 1 pound veal cutlets, cut from the top round to make 4 slices, and pounded
- 4 tablespoons extra-virgin olive oil
- Salt and freshly ground pepper, as needed
- 1 lemon, sliced
- 1 bunch Italian parsley, finely chopped

FETTUCCINE VERDI BOLOGNESE

(GREEN PASTA NOODLES WITH MEAT SAUCE)

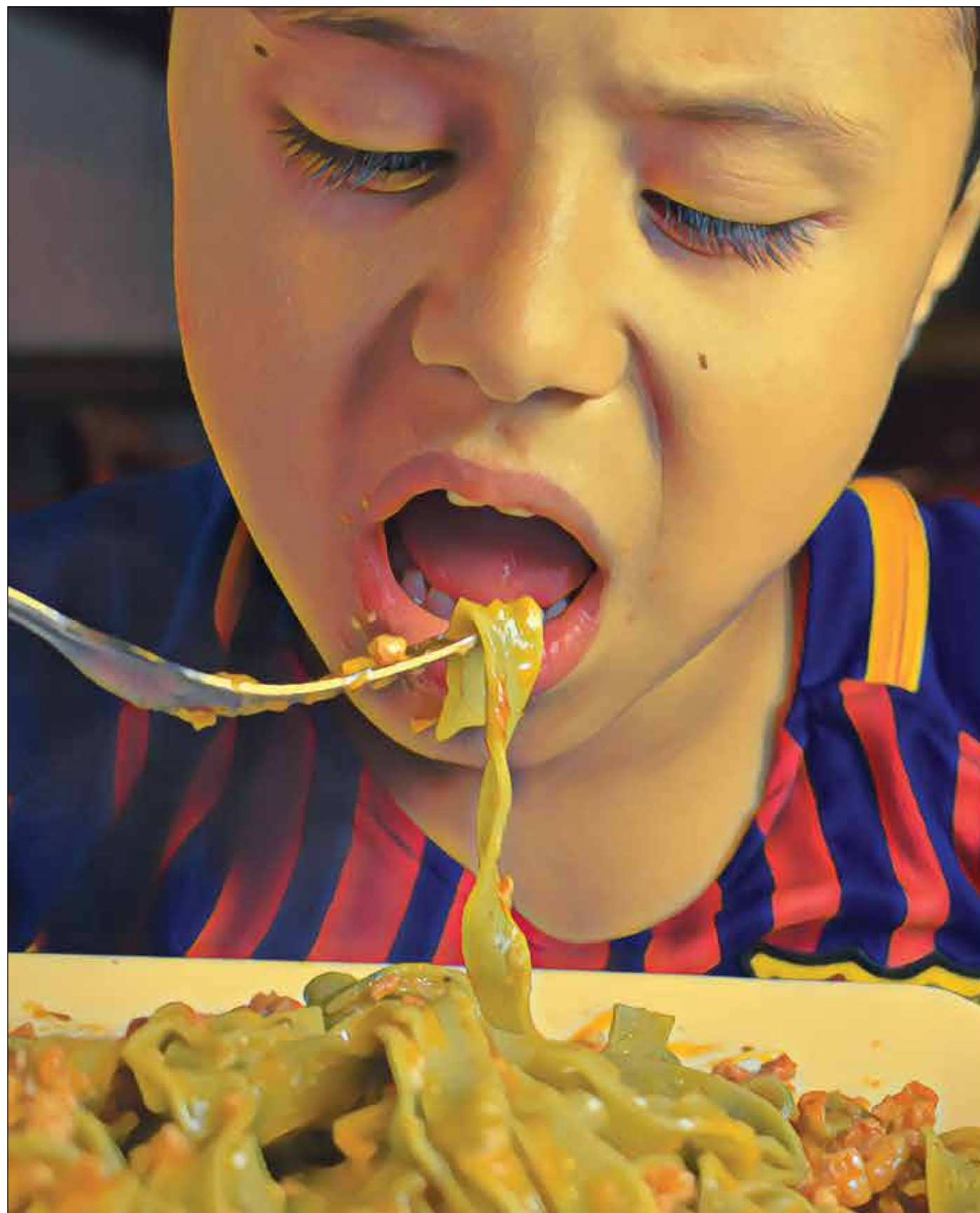
Its boundaries drawn in the North by the Po river, along the Apennine mountains across the south and the Adriatic Sea in the east, Emilia-Romagna and its thousands of square miles span the entire width of Italy. Historic Bologna is the capital and largest city of this most remarkable of Italian regions, and Fettucine Bolognese can be considered the *capital dish* of Emilia-Romagna. This rich and hearty, meat-based sauce originated in Bologna, where it is known as *ragu*. A slowly-simmered effort achieves the incredible flavors that justify its prominence as Bologna's most celebrated dish. Chef Pietro serves his Bolognese sauce with Fettucine,

("little ribbons" in Italian). The flat shape and thickness of fettucine allows it to sufficiently stand up to extremely robust sauces far better than thin pastas like Spaghetti.

My father admits that Bolognese sauce is one of his favorites to prepare, as he reminisces about growing up enjoying his mother's *ragu* up in the hills of Emilia-Romagna. Although my *Nonna* (grandmother) Giovanna was often forced to economize and use alternate ingredients, my father insists that her version of this sauce contained just as much flavor. 🌿

"My mother, her Bolognese sauce was full of flavor because it came from nature. You see, we didn't always have a lot of ingredients in our house. But with the little she had available, my mother still always managed to make an unbelievable sauce. Sometimes, I would catch my father slicing some salami and my mother would add it to the sauce. I grew up in a way where we didn't waste anything. If my parents didn't have enough meat, they would add more porcini mushrooms and the Bolognese would still taste unbelievable. I would work up an appetite just by smelling it!"

~Chef Pietro



TARTUFO (TRUFFLE)

Tartufo (Italian for truffle) is said to have originated from Pizzo, Calabria, in Southern Italy.

Two or more flavors of ice cream, often with a cherry in the center, are covered in dark chocolate.

PREPARATION AND COOKING INSTRUCTIONS

- Line a coffee mug with plastic wrap, leaving a 4-inch overhang on all sides.
- Add 1 scoop of vanilla ice cream into the mug, pressing down hard with the scooper to make sure it is packed in.
- Place 1 cherry on top of the vanilla ice cream.
- Add 1 scoop of chocolate ice cream, pressing down hard with scooper to pack into the mug.
- Wrap in plastic and freeze until firm, at least 2 hours and preferably overnight.
- Place chocolate and butter in a heatproof bowl set over (not in) a pan of simmering water.
- Stir until melted and remove from heat.
- Place a baking sheet lined with parchment paper onto a wire rack.
- Fold back plastic from ice cream and remove from mug. (If it does not come out easily, scrape the edge of the mug with a paring knife. You can also take a hot cloth and rub it around the mug to loosen the ice cream mold.)
- Once removed, dip the ice cream mold into the chocolate and place onto baking sheet.
- Freeze the tartufo on the rack and allow it to harden, for at least 1 hour.
- Serve immediately, or wrap loosely in the plastic wrap and keep frozen up to a week.
- To serve, transfer to a plate with a thin metal spatula. Cut into 6 pieces and add some whipped cream in the middle for an elegant presentation.

INGREDIENTS

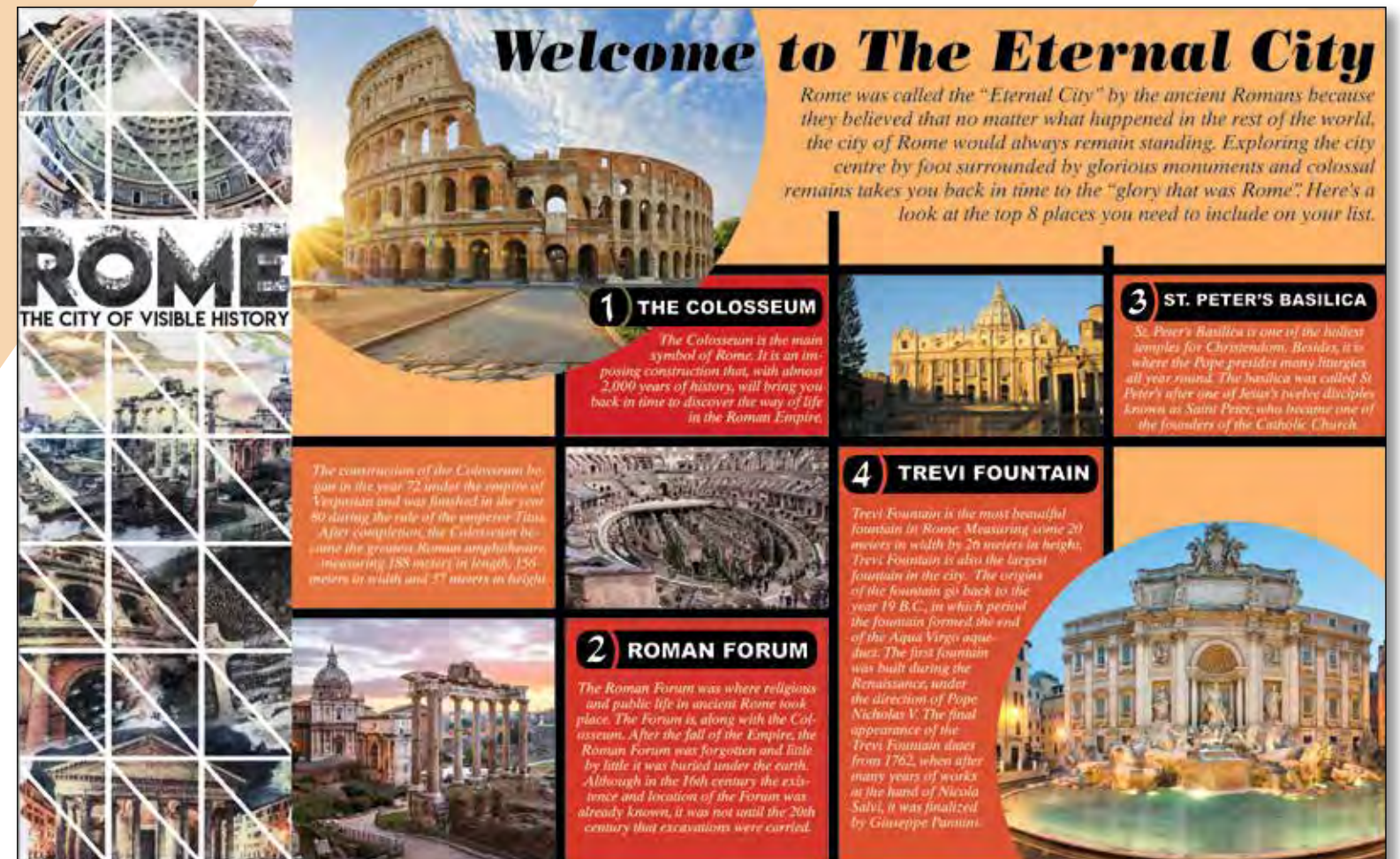
(Serves 4)

- 2 cups chocolate ice cream
- 2 cups vanilla ice cream
- 4 maraschino cherries
- 2 cups dark Belgium chocolate, chopped
- 5 tablespoons butter
- Whipped cream, (optional)



108

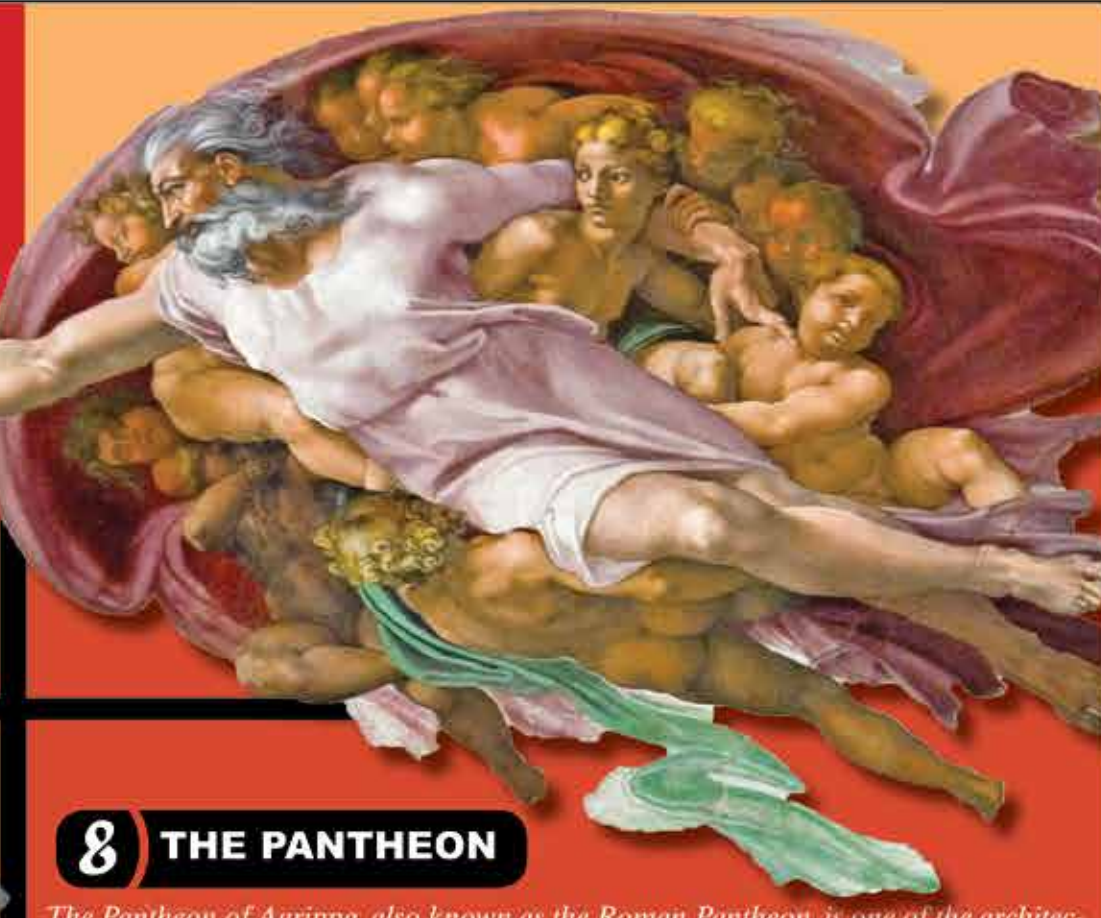
Rome Brochure Layout Design





5 SISTINE CHAPEL

The Sistine Chapel is one of the greatest treasures of the Vatican City, of Rome and of the world in general. It is known as much for its decoration, as for being the temple in which popes are chosen and crowned.



8 THE PANTHEON

The Pantheon of Agrippa, also known as the Roman Pantheon, is one of the architectural masterpieces of the Italian capital. It is the best preserved building from ancient Rome. The construction of the current Pantheon was carried out during the reign of Hadrian, in the year 126 A.D. The name of Agrippa comes from the place in which the current building is built, which was previously occupied by the Pantheon of Agrippa, built in the year 27 B.C and that was destroyed in a fire in the year 80 A.D.



6 ST. PETER'S SQUARE

St. Peter's Square is one of the largest and most beautiful squares in the world. It is located in Vatican City, at the feet of St. Peter's Basilica. The most impressive part of the square, besides its size, are its 284 columns and 88 pilasters that flank the square in a colonnade of four rows. Above the columns there are 140 statues of saints created in 1670 by the disciples of Bernini.



7 CATACOMBS

The catacombs are subterranean passageways that were used as place of burial for a number of centuries. The burials of Jewish, pagan and early Christian Roman citizens in the catacombs began in the second century and ended in the fifth century.



MAP TO GET TO THESE WONDERS IN ROME



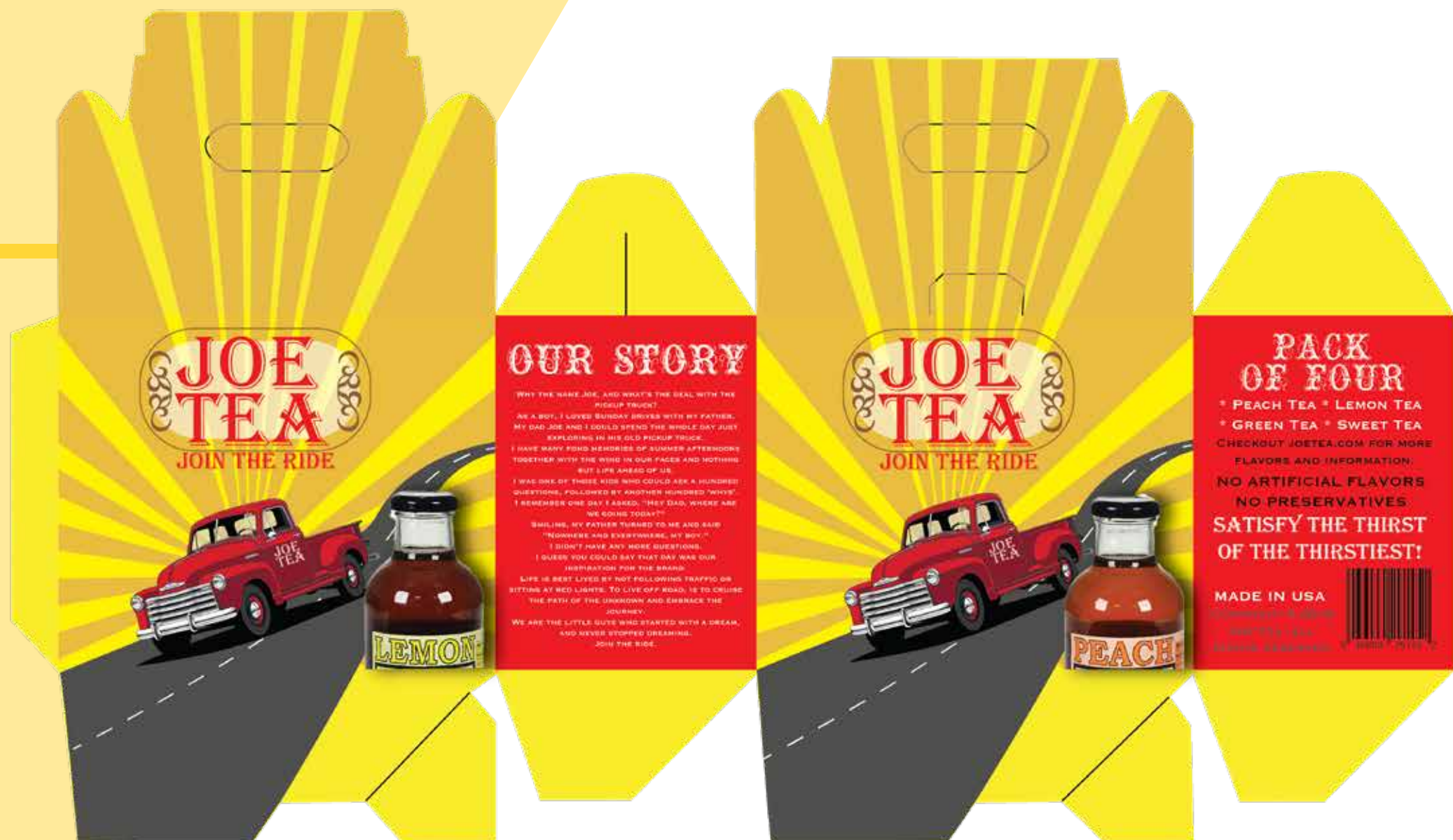
- 11 CATACOMBS OF ST. CALLIXTUS**
Subterranean Early Christian burial ground with Crypt of the Popes.
- 48 ROMAN FORUM**
Archaeological remains of the heart of ancient Rome.
- 58 ST. PETER'S BASILICA**
Michelangelo, Maderno, Bramante and Bernini created this massive Renaissance church.
- 59 ST. PETER'S SQUARE**
Bernini's expansive plaza in front of St. Peter's Basilica in Vatican city.
- 60 THE COLOSSEUM**
Top landmark Roman amphitheatre used for gladiator battles in the 1st century.
- 61 THE PANTHEON**
Circular ancient Roman temple with beautiful dome supported by arches.
- 62 THE SISTINE CHAPEL**
Chapel with Vatican City famed for its frescos by Michelangelo.
- 63 TREVI FOUNTAIN**
Throw a coin in Salvi's Baroque fountain and you will return to Rome.

For more information regarding Travel Tours on the above attraction please contact us:
Ph : +39 347-856-0804
E-mail : civitatisrome@gmail.com
Website : civitatisrome.com

19

Joe Tea

Package Design

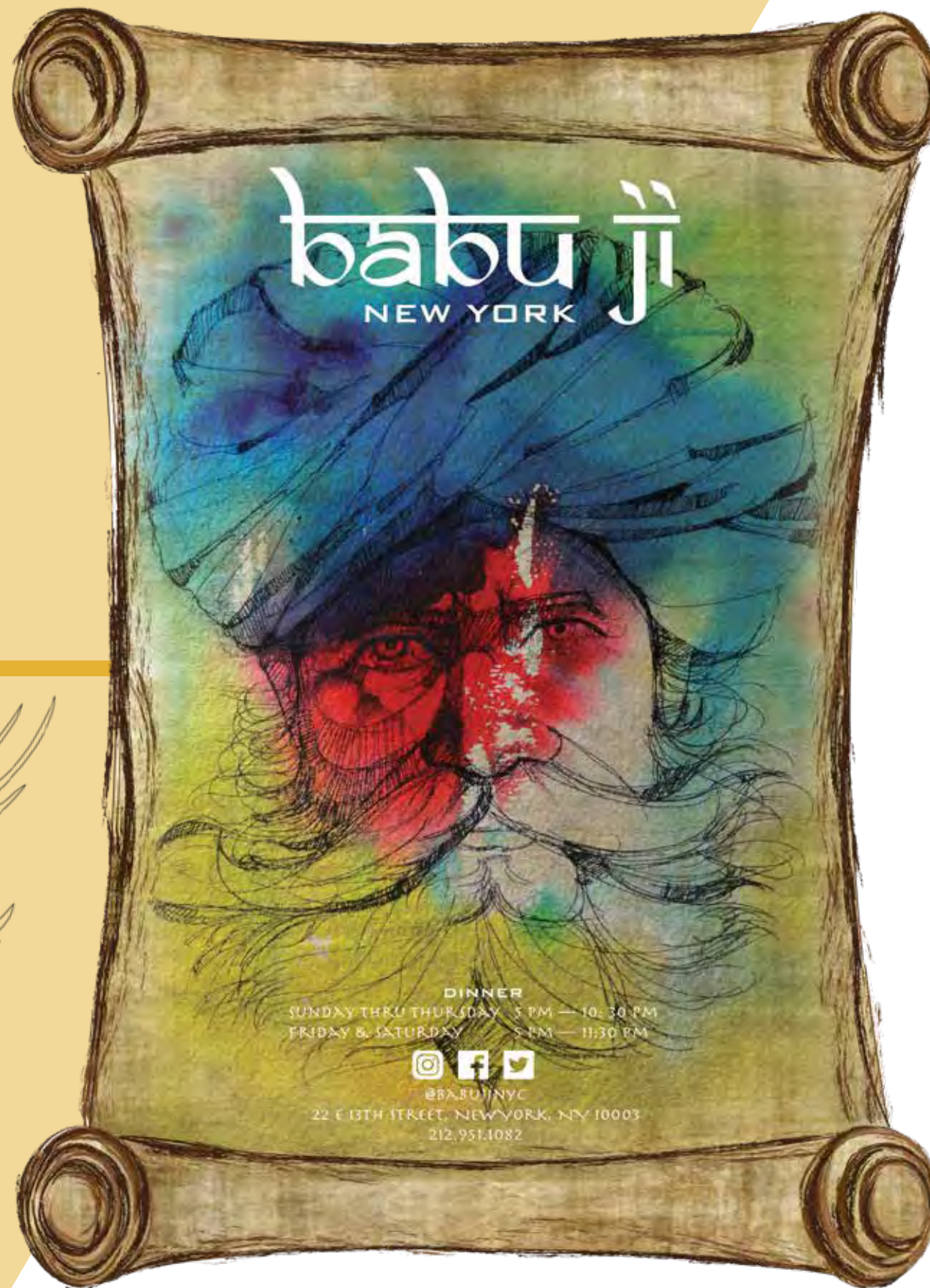
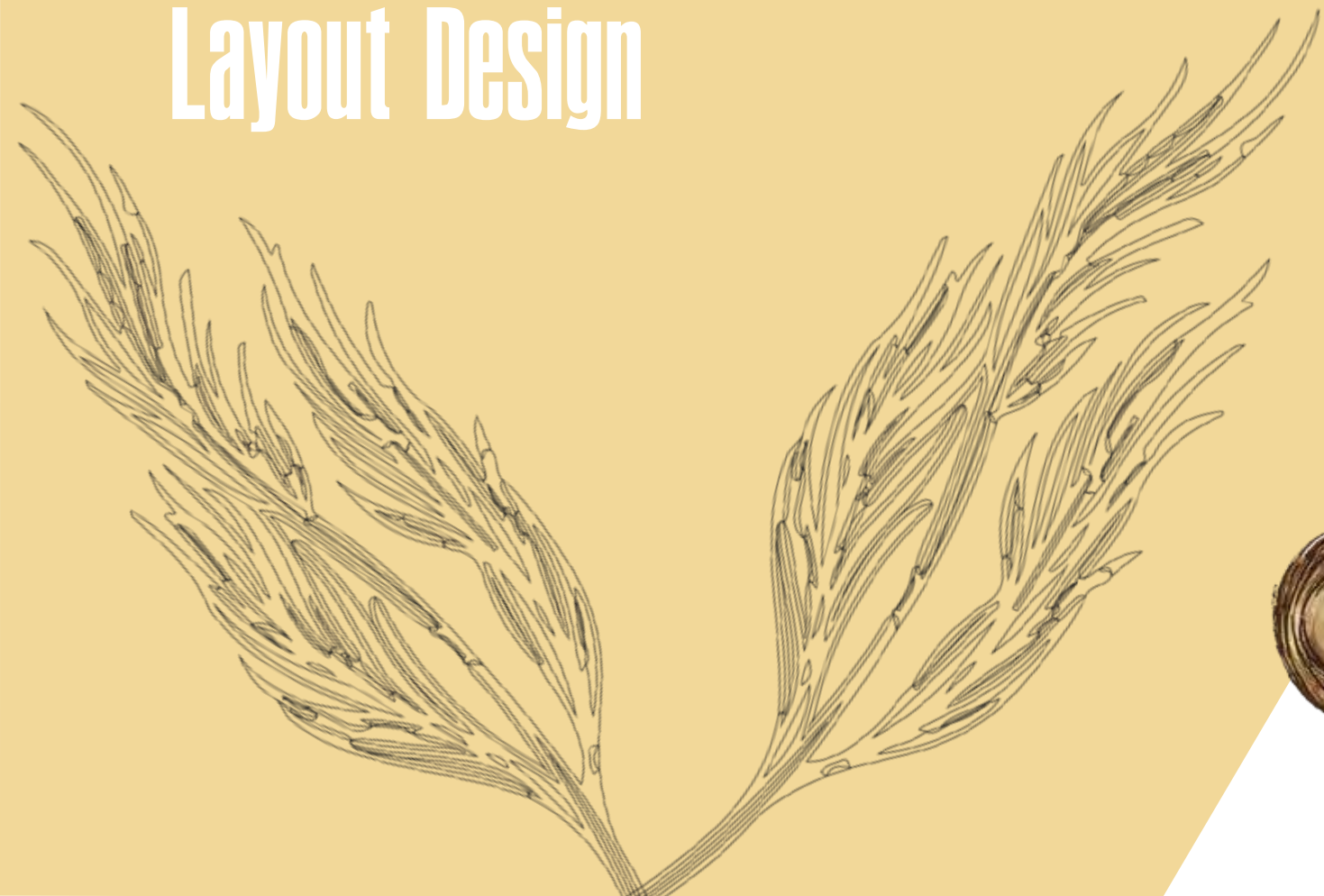




20

Babu Ji Menu

Layout Design



babu ji

NEW YORK

FROM THE STREET

PAPADUM & CHUTNEY PLATTER 12
 CUMIN-INFUSED YOGURT, CHILI HOT SAUCE,
 TANGARINS, PICKLED MANGO, SHRIMP, SWEET MANGO
 GLUTEN-FREE BY REQUEST

CHARRED RAINBOW CARROTS 16
 CUMIN, CINNAMON & SPICED YOGURT (GF, VT)

MELBOURNE QUINOA SALAD 17
 CRISPY CURRY LEAVES, POMEGRANATE,
 BUTTERMILK SOUSHA (GF, VT, VG)

COLONEL TSO'S CAULIFLOWER 16
 INDU-CHINESE STYLE CAULIFLOWER, TOMATO
 & CHILI SAUCE (VT, VG)

"THE ORIGINAL" NAAN PIZZA 16
 SWEET-PICKLED CHILI BUTTER, FOSSTINA CHEESE

YOGURT KEBAB 15
 YOGURT CROQUETTE SPICED WITH GREEN CHILI
 & CARDAMOM, SERVED OVER YEET & GINGER SAUCE



FROM THE TANDOOR

MONTAIRE FARMS CHICKEN 18
 MARINATED IN SPICED YOGURT, CHARRED IN THE TAND-
 OOR (GF)

GRILLED SUMMER PRAWN 28
 PINEAPPLE/JALAPENO CHUTNEY, LIME (GF)

TANDOOR-STYLE BORADE 28
 CUCUMBER & DAIRON SALAD WITH GRANCE CURRY
 SAUCE (GF)

SILVER FERN FARMS LAMB CHOPS 26
 OVEN-BROILED POTATOES, RAISA & APRICOT CHUTNEY

SPICED LAMB SEEKH KEBAB 20
 HILL RAISA, CUCUMBER, CHERRY TOMATO & DAIRON
 SALAD (GF)

ON THE SIDE

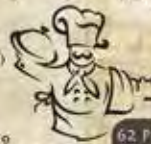
AGED BASMATI SELLA RICE 5
 CUMIN & CRISPY PHALLOTI

CAULIFLOWER "RICE" 5
 CUMIN & LEMON (GF, VT, VG)

ONION SALAD 5
 (GF, VT, VG)

NAAN 5 | NAAN BASKET 9
 PEANUT, GARLIC & CHIVE OR SESAME & ONION SEED
 GLUTEN-FREE BY REQUEST

MUSHROOM TIKKA 9
 LEMON-CRUCIC SOUV CREAM & FRESH HERB (GF, VT)
 VEGAN BY REQUEST



CHEF'S TASTING MENU

62 PER PERSON / AVAILABLE FOR THE ENTIRE TABLE ONLY

CHEF'S SELECTION OF SIGNATURE BABU JI APPETIZERS,
 CURRIED NAAN, RICE & DINNER - VEGETARIAN
 GLUTEN-FREE & VEGAN OPTIONS AVAILABLE

BEER PAIRINGS 24 | WINE PAIRINGS 34



DESSERTS

THE DRUNKEN SHAHI TUKRA 15

LATERAL CAKE, AMERUT EVAM, CARDAMOM KASBI
 NAAN RICE PUDDING 15

CANDIED ALMONDS, PUFFED RICE, CARAMELIZED BANANA
 KULFI POPS 15

CHOCOLATE MASKA, ALMOND KULFI, ROOH AFZA KASBI



FROM THE POTS

UNAUTHENTIC BUTTER CHICKEN 21
 YOGURT-MARINATED CHICKEN, TOMATO, GINGER, GARLIC
 & FENUGREEK CURRY
 VEGETARIAN BY REQUEST

COCONUT SHRIMP CURRY 26
 TURMERIC, MUSTARD SEED & COCONUT CURRY (GF)
 VEGETARIAN OR VEGAN BY REQUEST

SHORT RIB KORMA 25
 FRESH CURRY LEAVES, CARDAMOM, CORIANDER, COCONUT
 & CASHW CURRY (GF)

PALAK PANEER 18
 SPINACH CURRY SPICED WITH CUMIN, CHILI & A TOUCH
 OF CREAM (GF, VT)

CHANA MASALA 16
 CHICKPEA CURRY SPICED WITH GARAM MASALA, POME-
 GRANATE & MANGO POWDER (GF, VT, VG)

SOUTHERN YELLOW DHAL 14
 SPLIT YELLOW LENTILS WITH GINGER, CUMIN, TURMERIC
 & A TOUCH OF COCONUT MILK (GF, VT, VG)



FROM THE POTS

UNAUTHENTIC BUTTER CHICKEN 21
 YOGURT-MARINATED CHICKEN, TOMATO, GINGER, GARLIC
 & FENUGREEK CURRY
 VEGETARIAN BY REQUEST

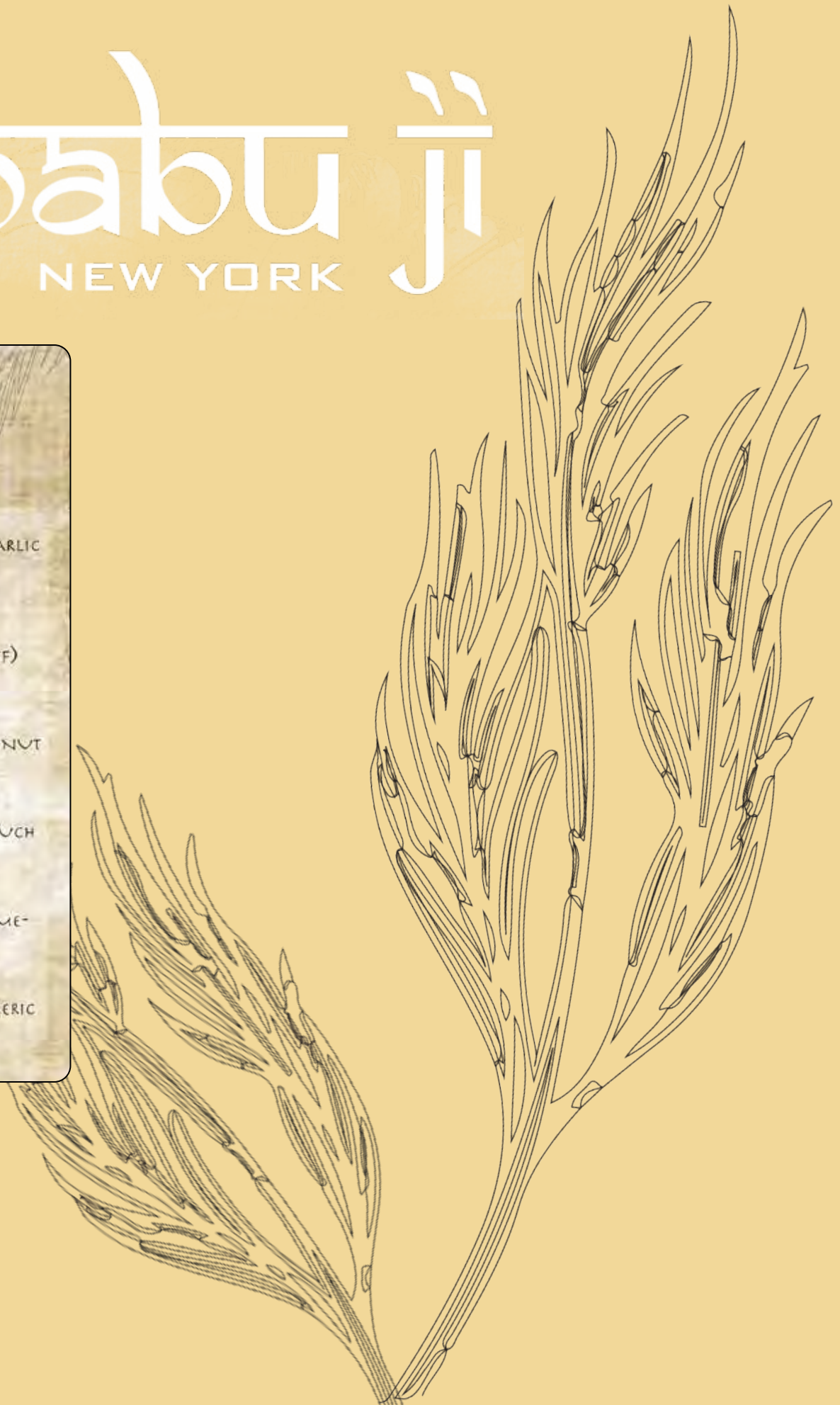
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 SPLIT YELLOW LENTILS WITH GINGER, CUMIN, TURMERIC
 & A TOUCH OF COCONUT MILK (GF, VT, VG)



21

Masala Chai Infographic

Layout Design



HOW TO MAKE

ମାସତା ଚିମି



2) Tea Leaves

- *full of antioxidants
- *has anti-viral properties
- *improves the digestive system



1) Water



10 Milk



6) Brown Sugar

- *boost energy levels
- *reduce flatulence
- *aid in weight loss



3) Cloves

- *antioxidant
- *antiviral
- *anti-fungal



7) Black Pepper

- *antibacterial
- *improves digestion
- *boosts immunity



4) Cardamon

- *detoxify
- *improve digestion
- *immune system



8) Anise

- *improve digestion
- *alleviate cramps
- *reduce nausea



5) Cinnamon

- *anti-inflammatory
- *antibacterial
- *relieves PMS



9) Ginger

- *reduces inflammation
- *aid in digestion
- *ease sore throat and cold

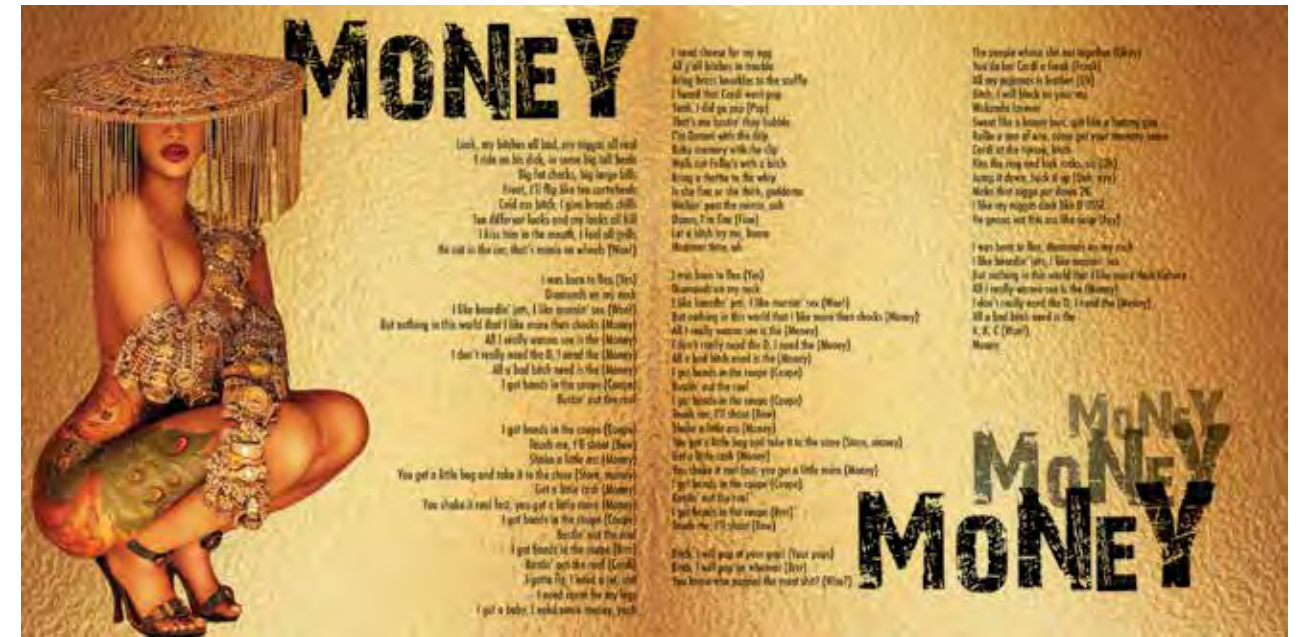


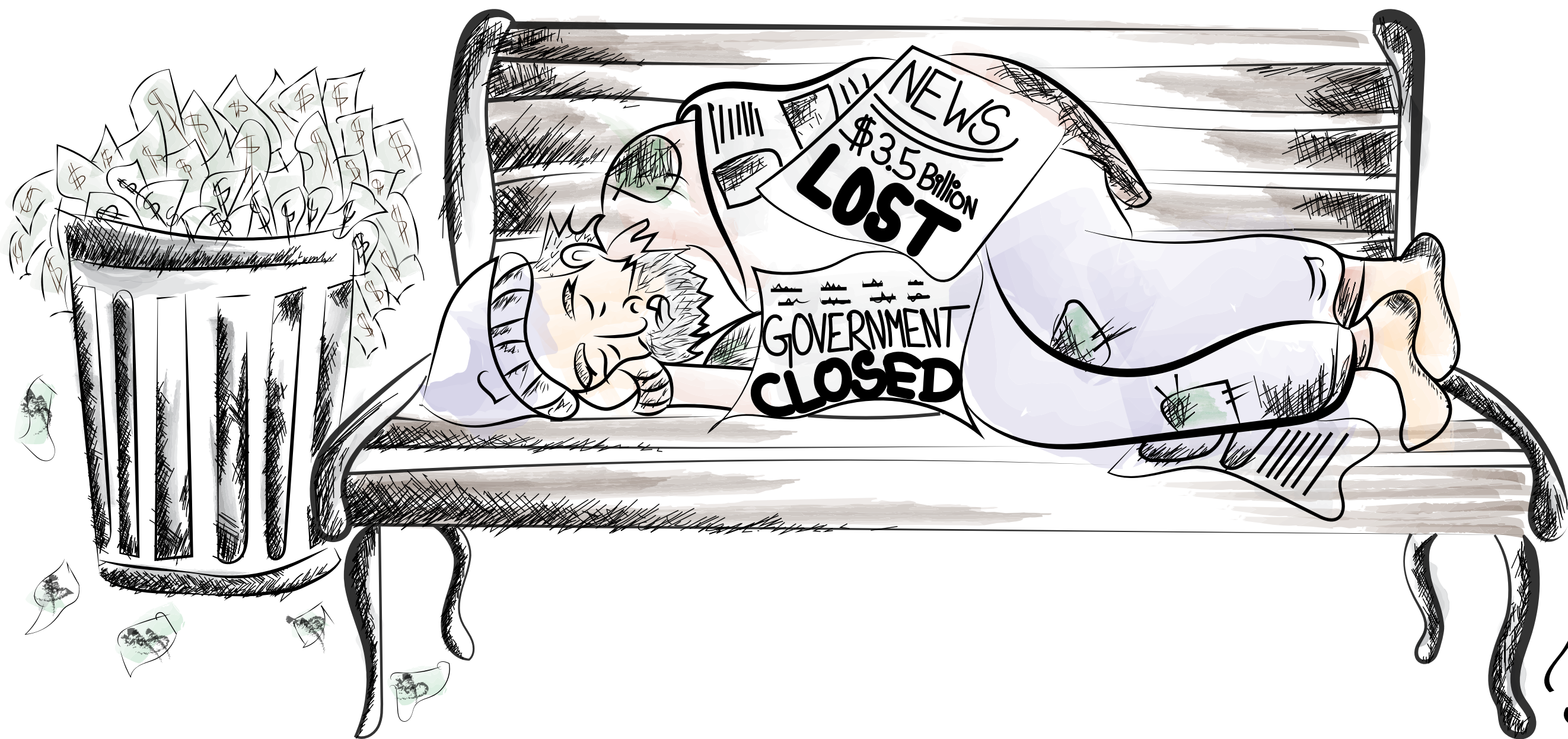
22

Cardi B CD

Layout Design







Khanna

24

Sirakis Training

Logo Design



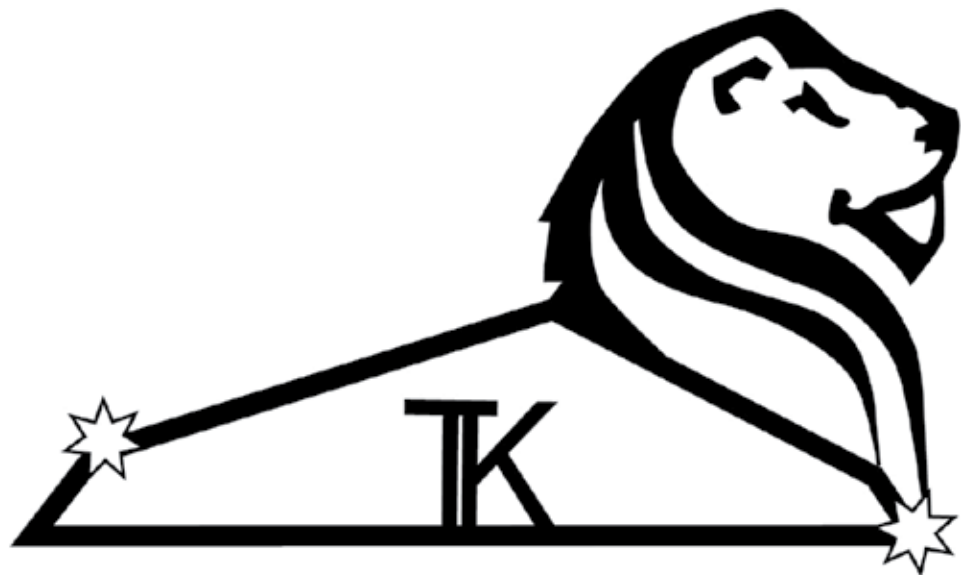
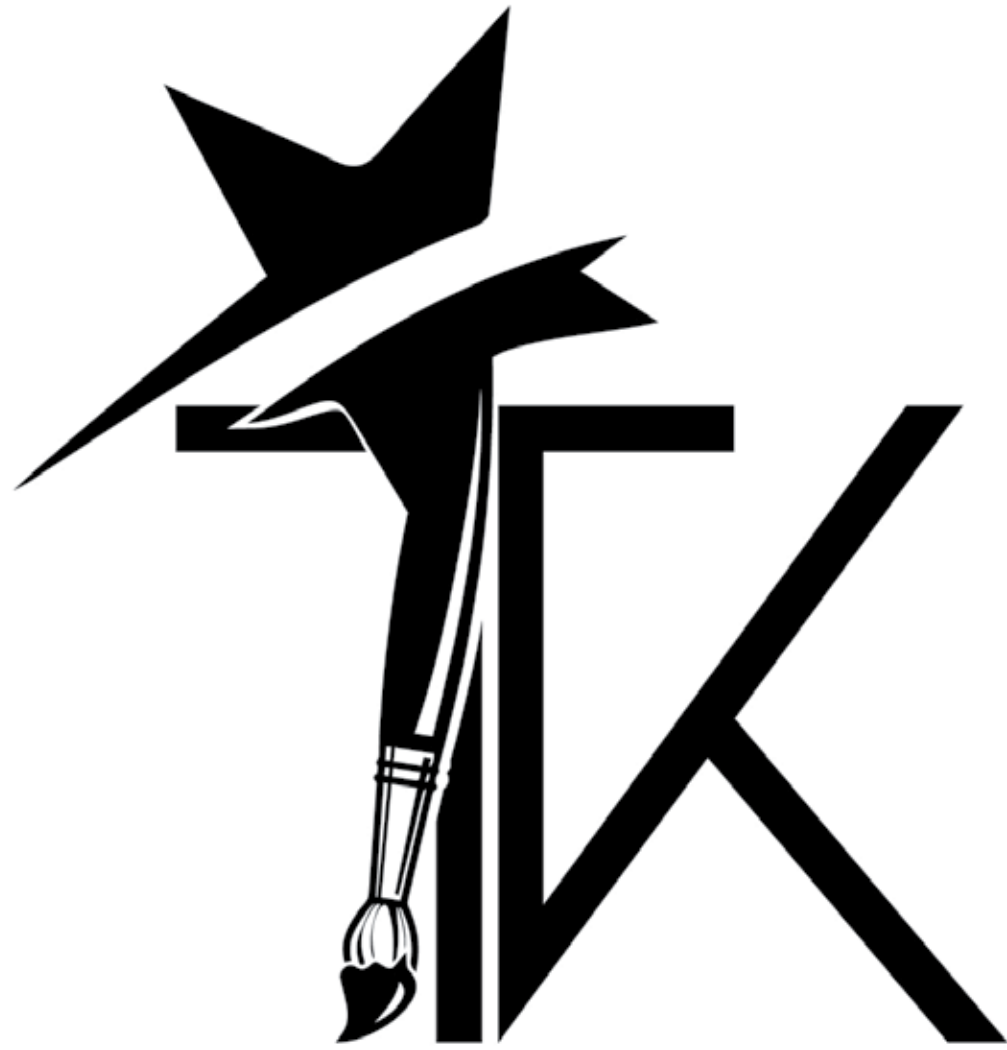


25

Self-Identity Logo

Logo Design





26

Distressed Posters

Multi-Media Design





27

Life Mapping

Paintings





20

Light and Shadow

Fine Arts





20

Cubism

Fine Arts

30

Smoke Documentary

Photography



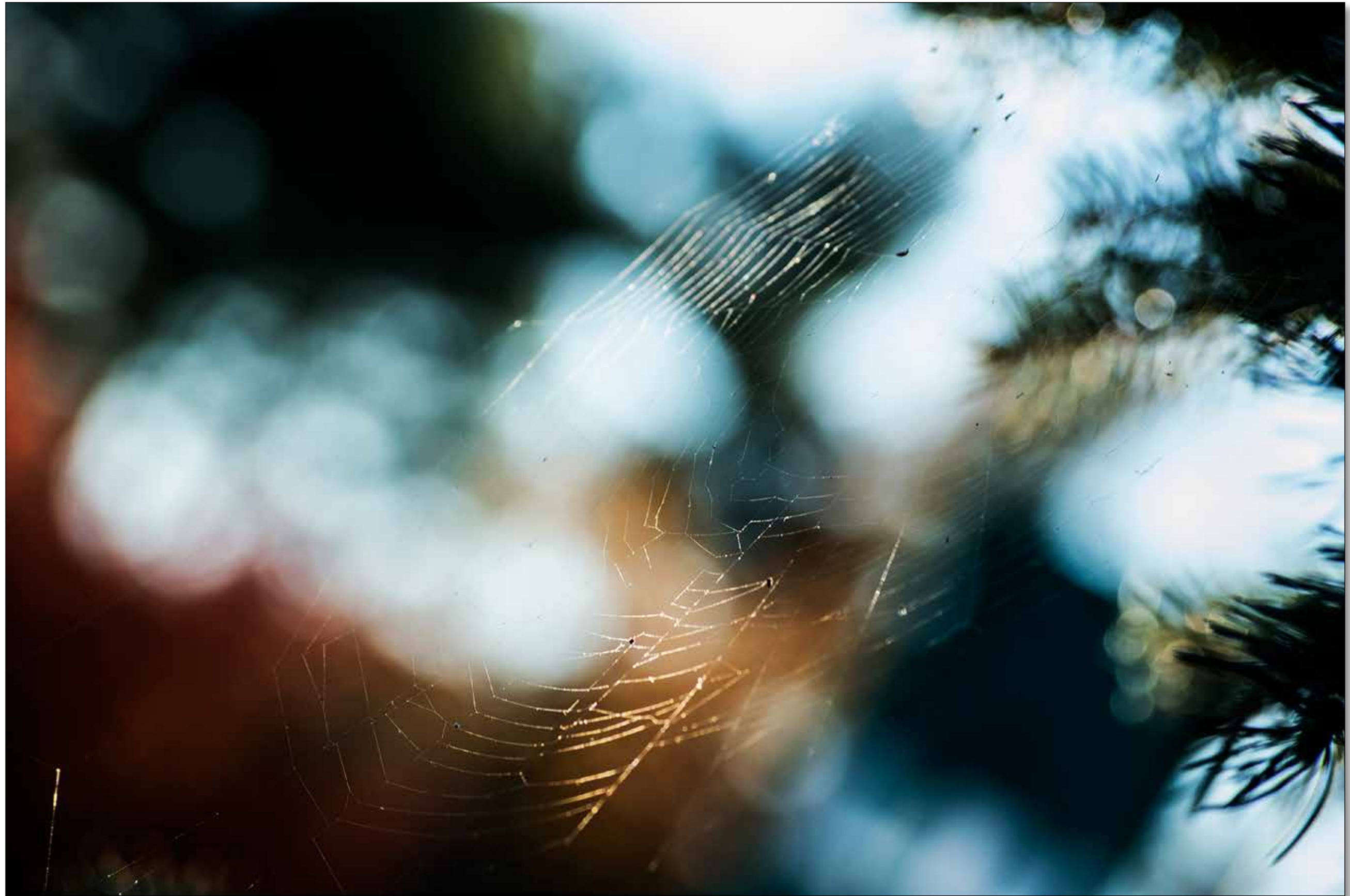


31

Nature

Photography



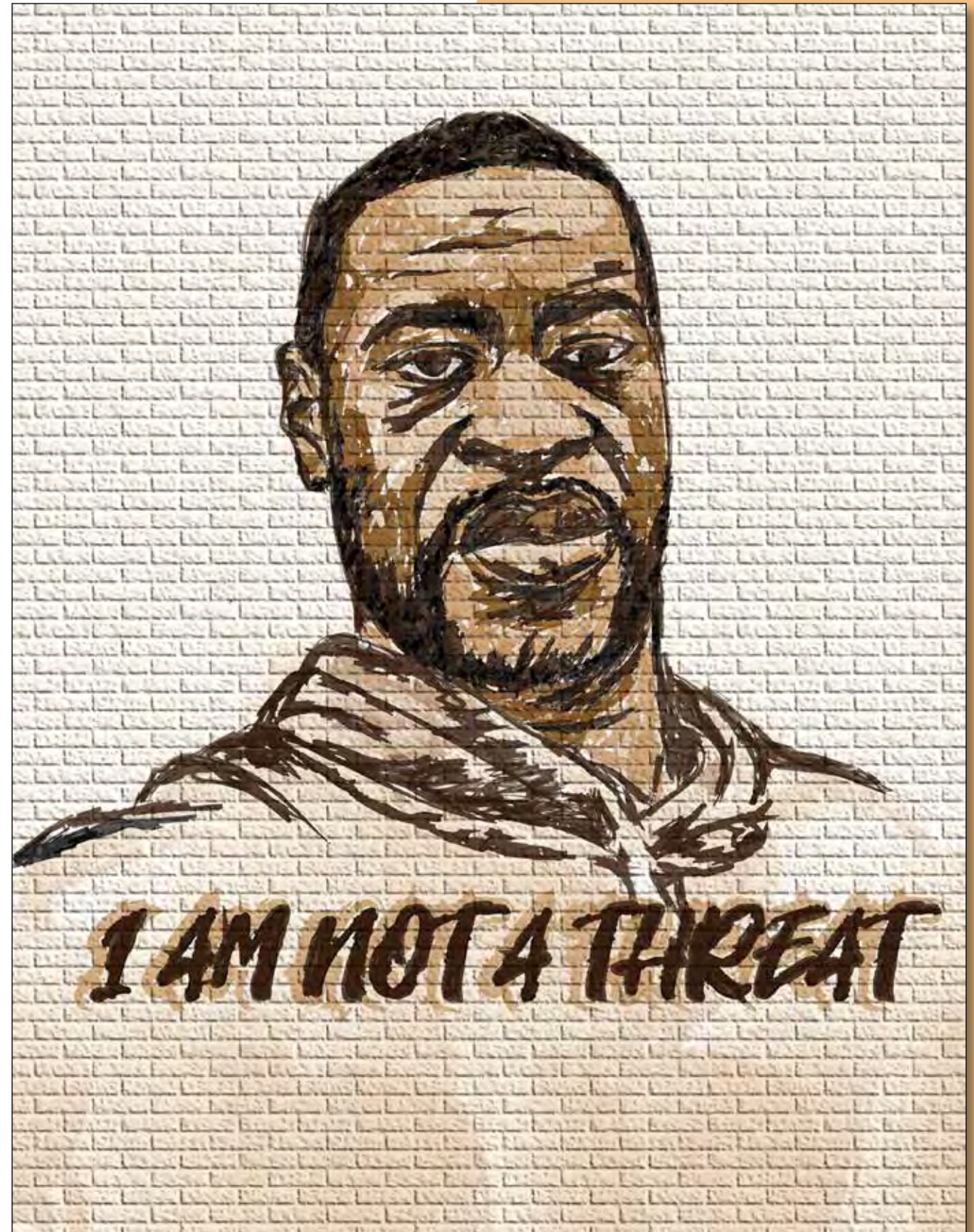
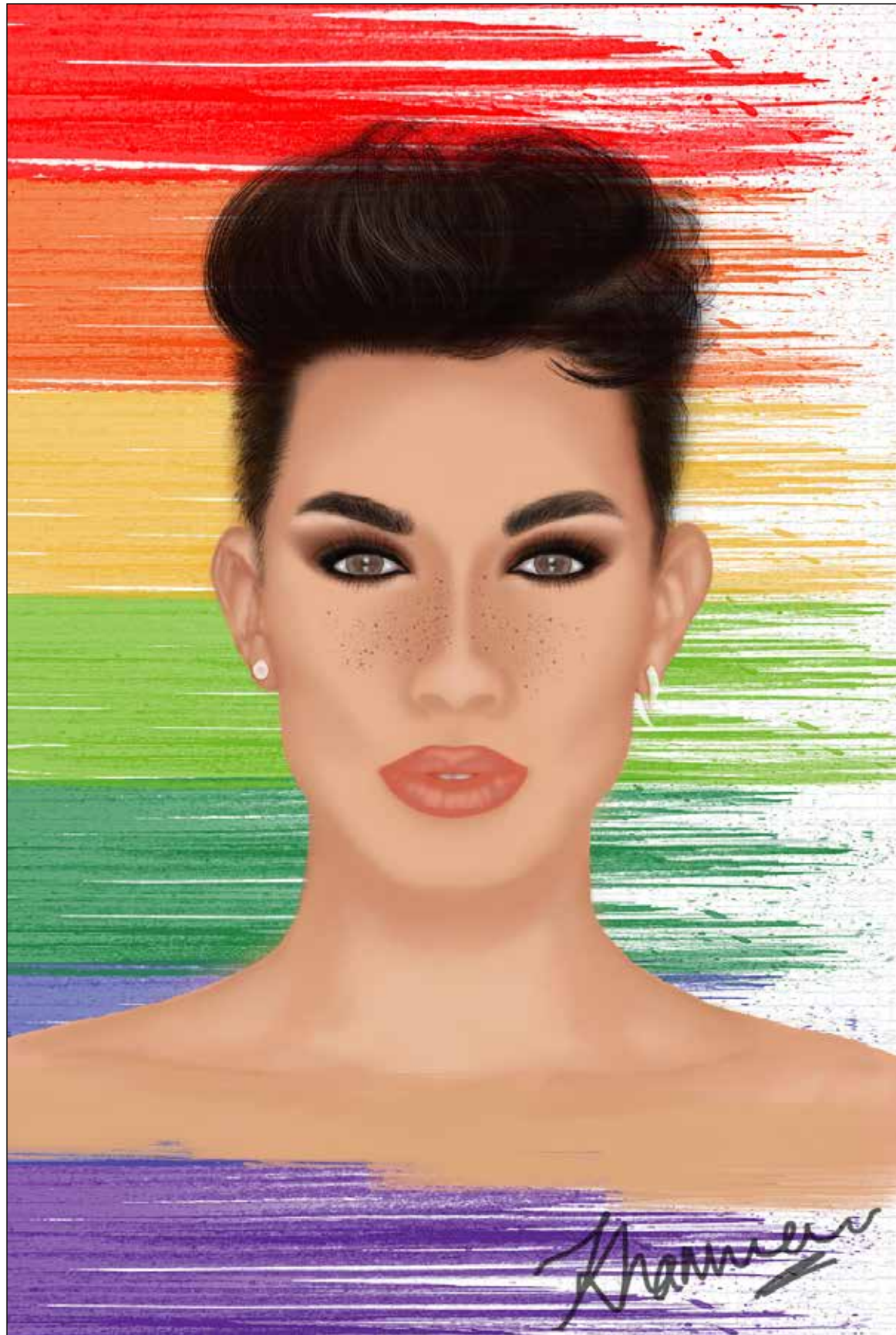


32

Portraits

Illustration





32

Portraits

Illustration





33

Self Advertisement

**SWEET LIKE CHOCOLATE
TO WORK WITH,
HEALTHY LIKE NUTS
FOR YOUR COMPANY.**

Hard-working creative designer,
specializing in problem-solving.

Optimistic and happy person who can
work efficiently under chaotic situations.

Curious mind always trying to do better,
and an innovative mind to achieve that.



**SWEET LIKE CHOCOLATE
TO WORK WITH,
HEALTHY LIKE NUTS
FOR YOUR COMPANY.**

**Always question, challenge
and assess my decisions.**

**Think logically and critically how to make
pieces fit together into a finished product.**

**Good at taking direction to improve
my work and build on communication.**



**SWEET LIKE CHOCOLATE
TO WORK WITH,
HEALTHY LIKE NUTS
FOR YOUR COMPANY.**

**Willing to try new things and comfortable
taking advice from unexpected sources.**

**Able to work odd hours, long edits,
tricky workloads and manage time.**

**Look beyond the surface of things, to explore
both the minute detail and the big picture.**



34

Letters Of Recommendation

JCDecaux

February 7, 2020

Re: Twinkle Khanna

To whom it may concern,

This letter serves as recommendation for Twinkle Khanna for a role in Graphic Design.

As Graphics intern for the JCDecaux North America Marketing Department, Twinkle managed design requests with ease and speed while showing eagerness to learn aspects of design at which she hadn't already excelled. Twinkle was on-time and ready to work hard every day of her employment with JCDecaux.

Twinkle is a team player and worked well with the 10 person marketing department, handling multiple projects at a time while sticking to deadlines, and also showing eagerness for new projects when her tasks were completed to further help the day to day schedule.

I highly recommend Twinkle for any position in graphic design as I guarantee she will work hard and get the job done. Please feel free to call me at 646.834.1348 or email me at steve.ockler@jcdecaux.com.

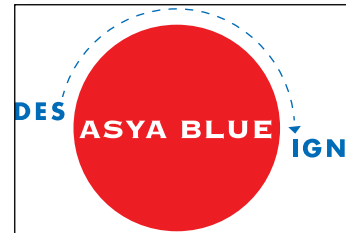
Sincerely,

Steve Ockler
Creative Director
JCDecaux North America.

JCDecaux NA
350 Fifth Avenue, 73rd Floor - New York, NY 10118 USA
Tel: 646-834-1200 - Fax: 646-834-1201
www.jcdecauxna.com

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outh Africa
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witzerland
hailand
he Netherlands
rkey
kraine
ited Arab Emirates
ited Kingdom
ited States
ruguay
zbekistan



April 13, 2020

To whom it may concern,

I am writing this letter to recommend Twinkle Khanna for a position with your firm. Twinkle successfully completed a graphic design internship for my design studio in the summer of 2019. During her internship, Twinkle worked on a variety of design projects, assisting me with various tasks ranging from original designs to preparing files for final production to numerous research and preproduction duties. During her internship, Twinkle was always punctual, extremely diligent, and receptive of feedback.

I continue to utilize Twinkle as a freelance designer both on-site and remotely, depending on availability and need. She continues to grow as a designer, always asking questions when needed and offering appropriate suggestions that are greatly appreciated. Twinkle always brings a positive attitude and a willingness to learn to any project. She's extremely responsive and hard working.

It is because of the above attributes that I would not hesitate to recommend Twinkle as a potential employee. She would be an asset to any team, bringing both creativity and professionalism to the table. Please do not hesitate to contact me at the number or email below should you require any additional information or have any questions.

Sincerely,

Asya Blue
Owner, Asya Blue Design LLC

531 East 88th Street, #5B
New York, NY 10128
917 847-4266
asya@asyablue.com
www.asyablue.com



May 24, 2020

To Whom It May Concern,

I am writing this letter on behalf of Twinkle Khanna, a design student who recently finished up her studies here as a Digital Arts major at C.W. Post / Long Island University. I have had Twinkle as a student of mine in numerous design courses over the past four years. I also served as her advisor and internship coordinator. When Twinkle entered the program I remember being immediately impressed with both her work ethic and her creative skills. She quickly proved herself to be an excellent student, hard-working, and dedicated to becoming a talented designer. Twinkle was always willing to put in the necessary effort to reach a successful design solution and her work was consistently among the strongest created in class. She takes great care in presenting her work in a professional manner and she always submits her work on time. Besides her excellent creative and technical abilities, she also has strong social skills, takes directions well, and is easy to work with.

As the coordinator of the internship program for our Digital Arts & Design program, I placed Twinkle at two internships which is a testament to her skills. She was placed at JC Decaux in Manhattan, an international advertising agency that specializes in large environmental graphics. She was given strong reviews from her supervisors there and was asked to continue on part time after she completed the internship. I also placed her with Asya Blue, an Art Director I know who is based in Manhattan. Twinkle got the opportunity to work for many high level clients and continues to work there on a freelance basis.

Based on my experience with Twinkle I feel that I can wholeheartedly recommend her as a candidate for any position she may be applying for and am confident that she will be a tremendous asset to any creative department that she becomes a member of. If you have any questions regarding this matter please feel free to contact me at (631) 753-4694.

Sincerely,

Professor Charles Conover
Chairman, Design & Digital Technologies Program
C.W. Post Campus, Long Island University