



IDC School of Design
अभिकल्प विद्यालय

Govandi arts festival

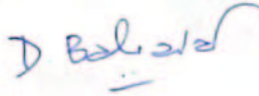
Projection mapping with Jerry Antony

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Approval sheet

This project report entitled '**Govandi arts festival, *Projection mapping with Jerry Antony***' by Abhijith K S, 18U130002, is approved for partial fulfillment of the requirements for Master of Design Degree in IDC, IIT Bombay.

Project Guide: 

Chairperson:

Internal Examiner:

External Examiner:

Introduction

I worked as a volunteer for the projection mapping of an animation film under the supervision of animator Mr. Jerry Antony. It was an incredible experience that allowed me to contribute to a fantastic community event while learning about the art of projection mapping. This report provides an overview of my experience working on the project, including the tasks I was assigned, the challenges I faced, and my learnings.

The projected animation film Afsaana is a stunning visual masterpiece that tells the story of the people of the Natwar Parekh Colony (NPC). The film consists of animation created by the children from the colony, such as claymation, paper cutout, live-action conversations, and footage of NPC. The projection mapping technique was used to bring the film to life by projecting it onto a large building wall in the middle of the festival. It was synced to the music, creating a mesmerizing, immersive experience for the audience.

I was assigned to work under Animator Mr. Jerry Antony. Jerry completed his master's in design in animation from NID Ahmedabad two years ago. He previously worked in advertising and is currently a freelance designer. Jerry was one of the resident artists for the event and had already conducted stop-motion animation workshops for the children in Kitaab Mahaal (community library of Natwar Parekh Colony).

Tasks assigned

As a volunteer, I was assigned to assist in preparing the projection mapping for an animation film by Mr. Jerry Antony. My primary task was to help set up and install the equipment necessary for the projection mapping, including projectors, screens, and other related equipment. I also helped edit the film using graphic design tools such as Adobe Photoshop, Illustrator, and After Effects.

I started working with the team on 13th January 2023. The team comprised of Jerry, Bhawna, Affaan, Wasi, Parween Ji, Moeen, Himani, and me. My first task was to go to the location and test out the projector owned by a Community design agency by projecting it onto a few building walls and finalizing a wall for the final screening. After testing out four different buildings, we picked the two walls most clearly visible to the festival participants from the main ground.

This process continued for the first few days, wherein we went to various vendors, got different projectors, and tested each on the wall to see which gave the best results. Eventually, we finalized two projectors and two buildings for the screening. One projector was 5000 lumens, and the other was 3700 lumens.

The next step was to create a metal stand for the two projectors, allowing easy assembly onto a building balcony and smooth horizontal and vertical projector movement. We contacted Mashroor

Ji, who has a welding shop in NPC, for the job. Jerry created a rough sketch for the stand, and we met Mashroor Ji for feedback. With his skills, we redesigned the whole thing. Everything went smoothly till it came to the rotating feature of the stand. We wanted the projectors to move horizontally and vertically after it was installed into the stand. We ideated together and came up with the cheapest and fastest solution. With materials collected from around NPC, we completed the stand in one day's time.

Once the stand was ready, we tested it at our projection location. After setting everything up, we mapped out the walls using adobe photoshop. There were four vertical walls in total from two buildings. After the mapping, the next job was to finish the film.

Simultaneously, Jerry and I also worked together to shoot live-action footage of NPC residents reciting a poem written by Moeen. Parveen Ji helped us talk to the residents and convince them to recite it. We collected around 30 videos in total and started the editing process. In the last 24 hours, while Jerry worked on the final edit, I helped by creating small animations and editing the live-action footage with the recorded audio.

The final few days were mostly spent editing the film, and the first time we saw the final film was when it was screened on the building walls during the festival's first day at 7 pm in front of a vast crowd, and it was beautiful.

The projection mapping was a festival highlight, drawing a large crowd of spectators captivated by the stunning visuals and storytelling. The use of projection mapping as an artistic medium was a novel concept for many of the festival-goers. It opened their eyes to the possibilities of using technology to create art.

Challenges faced

The first major challenge was in the planning phase, as we had to determine the most suitable location for the projection mapping. We also had to ensure the equipment was set up correctly and the animation frames were designed to fit the projection screens. During the installation, we faced some technical issues, such as connectivity problems with the projector and compatibility issues with some of the software tools we were using. We also faced issues with the people in the building who found it difficult to lend electricity for the projection. This was solved after multiple meetings with Parveen ji and the building associations. We overcame all these challenges through teamwork, communication, and problem-solving skills.

What I learned

Working on this project was an excellent opportunity to develop my technical skills in graphic design and projection mapping. I also gained valuable experience in teamwork, communication, and problem-solving, which are essential skills in any work

environment. I learned how to adapt to new challenges and work effectively under pressure. I also learned the importance of planning and attention to detail in any project.

Conclusion

Working as a volunteer for the projection mapping of an animation film under the supervision of animator Mr. Jerry Antony was an invaluable experience. It allowed me to meet new people and make new friends while honing my technical skills, learning new skills, and gaining experience in teamwork, communication, and problem-solving. I am grateful for the opportunity to participate in this project and look forward to future opportunities to learn and grow.

Behind the scenes



