

SWIPED RIGHT P3 PROJECT

AN ANIMATED SHORT FILM

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Approval Sheet

The Design Project 3 Titled “ SWIPED RIGHT ” by **Anukriti Singh** ,
Roll Number 216340001, is approved in partial fulfillment of the
requirement for the ‘Master of Design’ in the Animation and Film
Design at Industrial Design Center, Indian Institute of Technology,
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Declaration

I declare that this report submission represents my ideas and process in my own words. Whenever other's text and image have been included, They have been adequately referred to their original sources.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/ data/fact/ source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been needed.

A handwritten signature in black ink, appearing to read 'Anukriti', with two horizontal lines drawn underneath it.

Anukriti Singh
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June 2023

ACKNOWLEDGEMENT

I would like to thank Prof. Shilpa Ranade, Prof. Sumant Rao, Prof. Aditi Chitre, Abhishek Verma, Swati Agarwal for their valuable suggestions throughout the course.

I would also like to thank my classmates, batchmates, friends who helped me with their voices

and my family for constant support and valuable feedback.

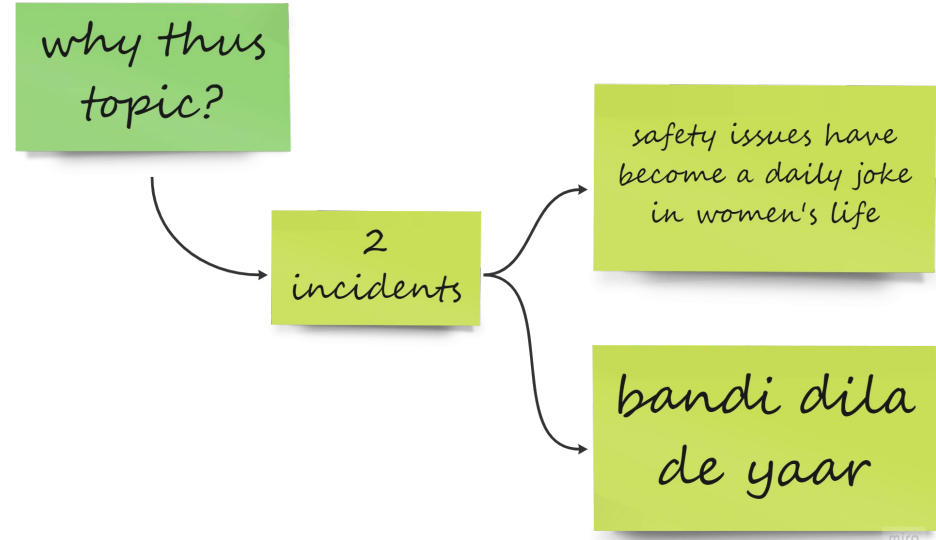
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INTRODUCTION

Why this topic?

Women put so much effort into this whole process of 'dating' and it includes all sorts of efforts - emotionally getting ready even though we end up being victims of all sorts of crime. We are scared of uploading our pictures on any social media platform, we are forced to be scared of certain things in the society which is very normal for the other part of the society.



Initially I think I just wanted to show what women go through when they finally agree to meet some guy,, what are their thoughts? How are they preparing for the date? How everything they do has a particular reason behind it or a fear attached to it.

For example :

If they are carrying a purse that's because first they don't have pockets in their dress, second they are forced to carry some additional things such as pepper spray which serves as a self-defense object for them.

We try to stalk the guy to the best of our abilities and still there is a high chance that whoever the person is can be entirely different - and in our case this can be dangerous.

So the end goal is to establish the fact that even though we know that there is a high chance of us ending up in a bad situation where we did nothing wrong, we are still ready to fight our way through the depressing scenario.



But towards the end of the project I realised it is so much more than that, and nothing is black and white. While exploring the grey areas of this topic - I went through a lot of dilemma's where I constantly tried to keep in check that in no way am I conveying that all men are bad or I am against men in general .

In conclusion the film tries to convey that there are realities and then there are some set guidelines by the society for women - and in my opinion - that is simply not the solution because after-effects or aftermath of all these experiences is still a woman left traumatized for life.

RESEARCH

Primary data collection:

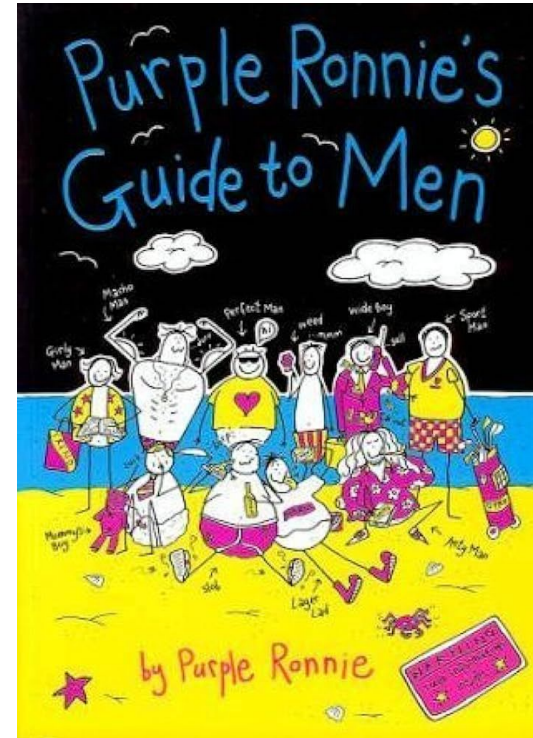
personal interviews with people around me.

Keywords gathered: be careful, scared, didn't tell her parents, selected the location- public place, excited and scared, lied about his height, he was late(45 mins), not dressed up, late (15 mins), brought a gift, tried to put his hands on her shoulder, felt unsafe, old school, should dress up , no physical contact, public place

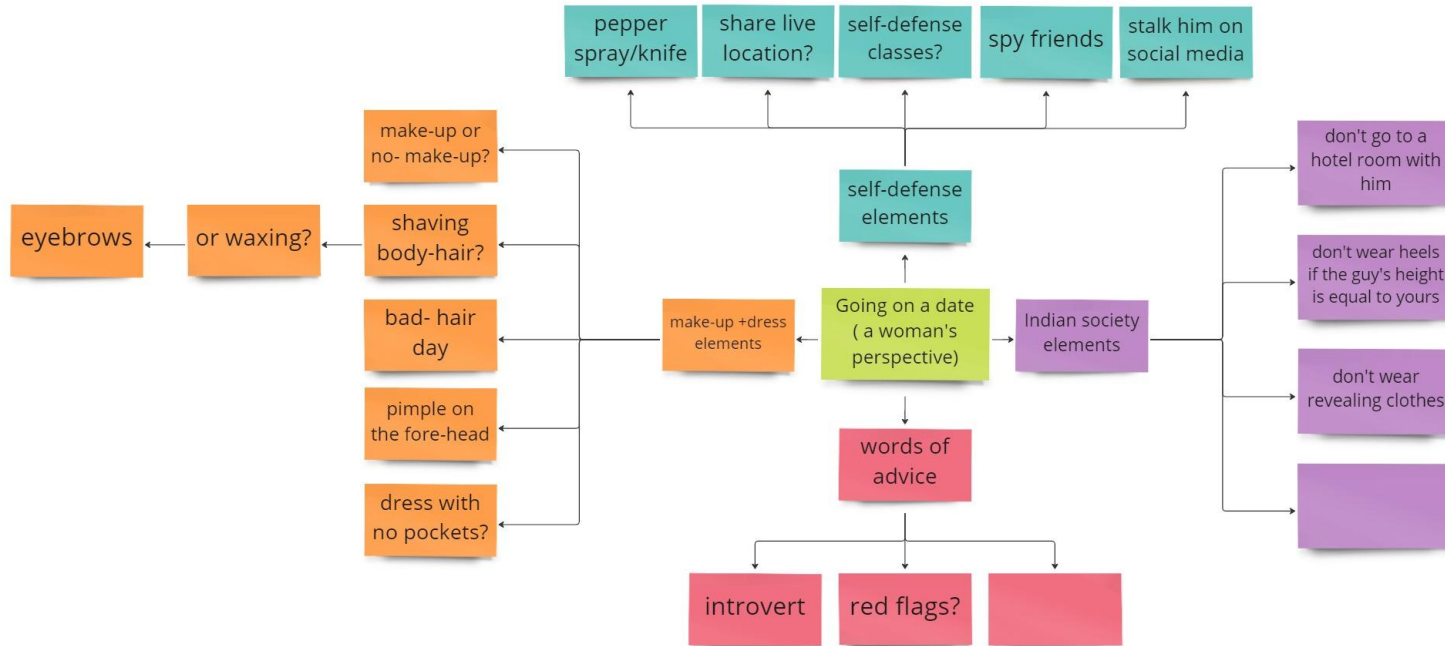


Secondary data collection:

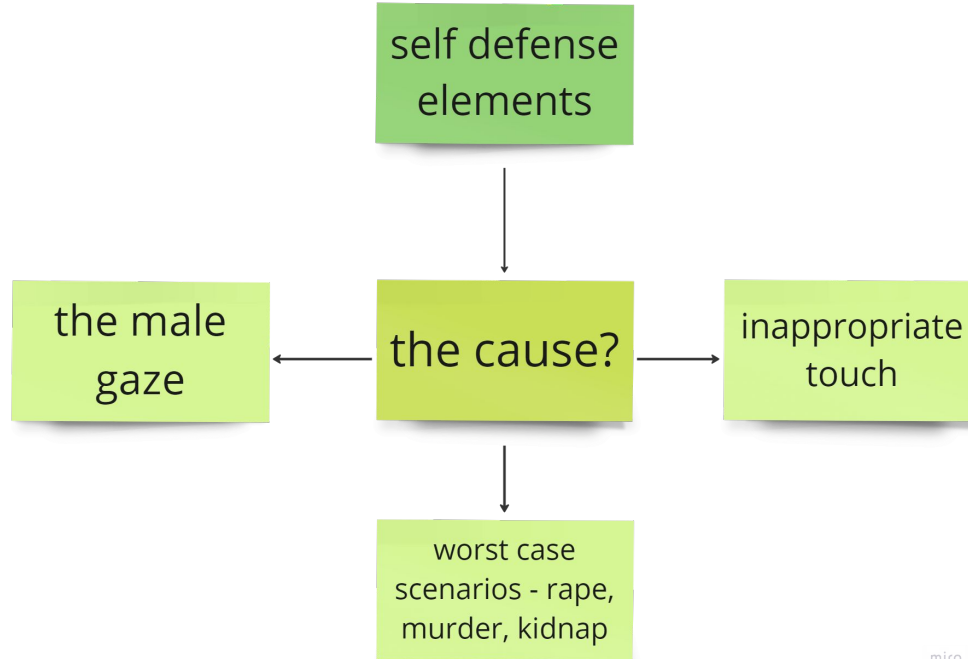
- Movies- short films made by Eeksaurs studio addressing this topic and Bill Pylmpton's way of storytelling were really helpful to organise my thoughts visually
- Books - purple ronnie's guide to men is a book that is a very opinionated and might be offensive take on how men can be categorised according to their behavior
- Articles - a lot of articles were read and analysed to make a sound understanding of the topic before beginning with the story-writing part of it.



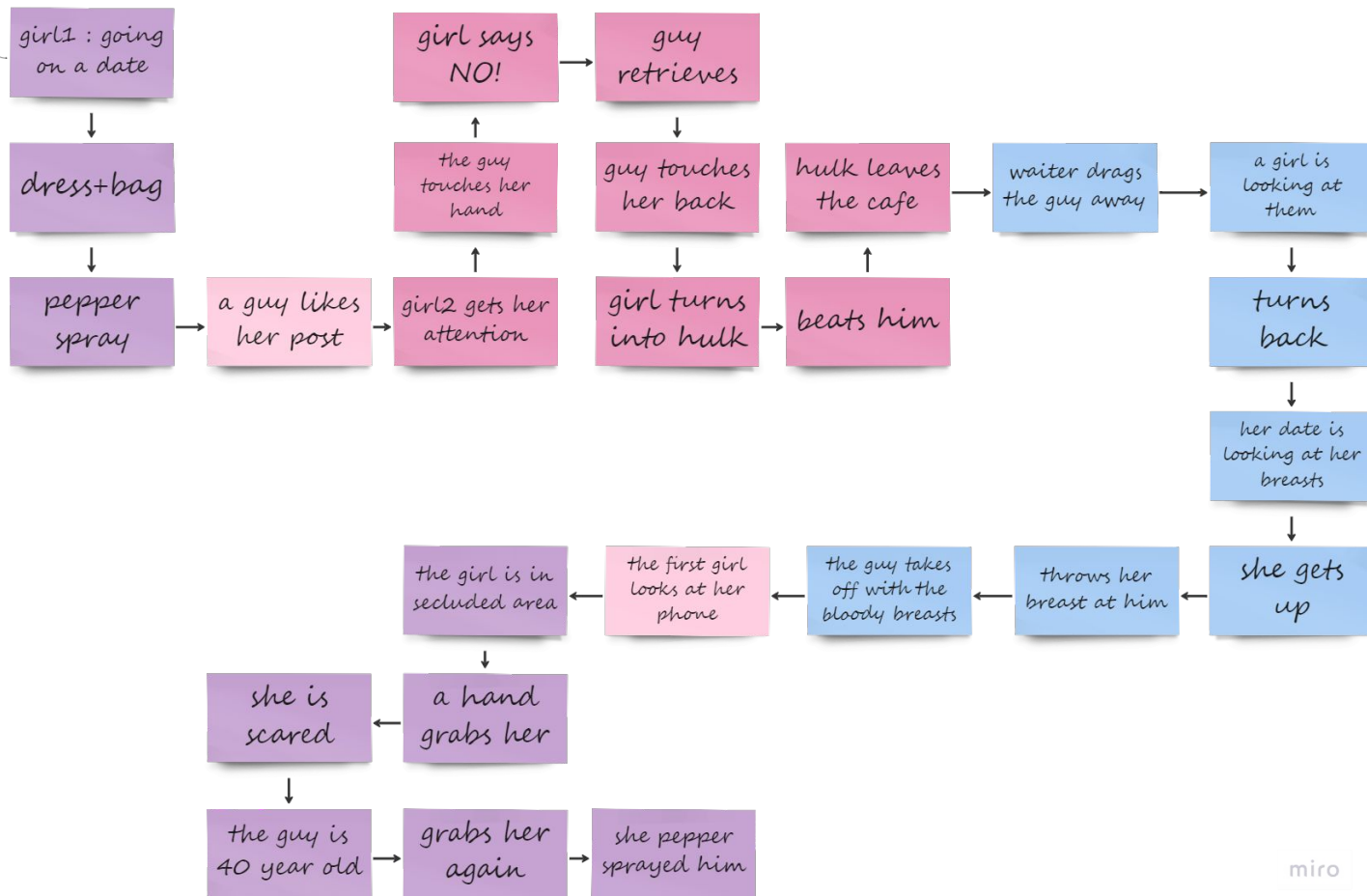
MIND MAP



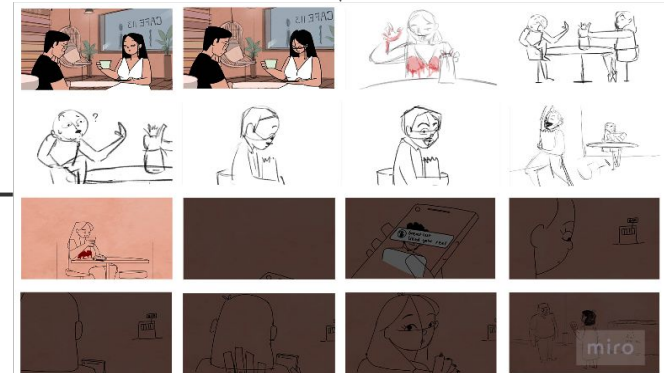
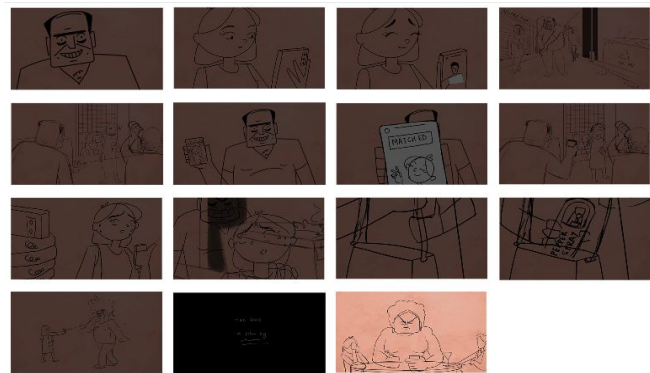
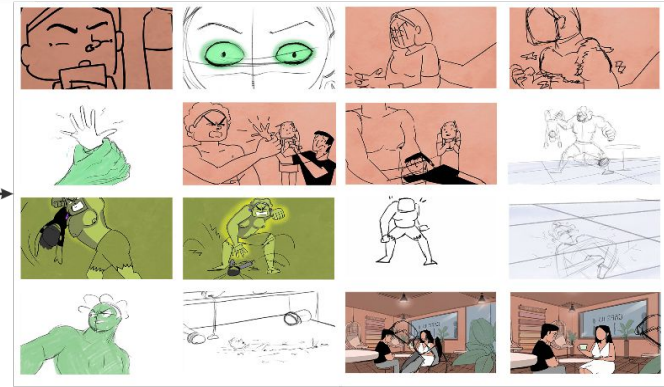
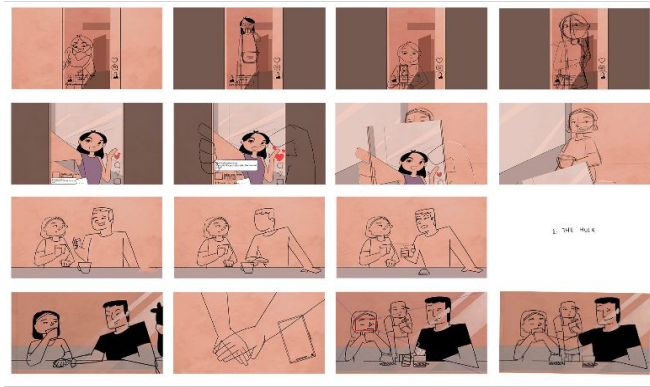
PREMISES



story



storyboard



ANIMATICS

Tools used :

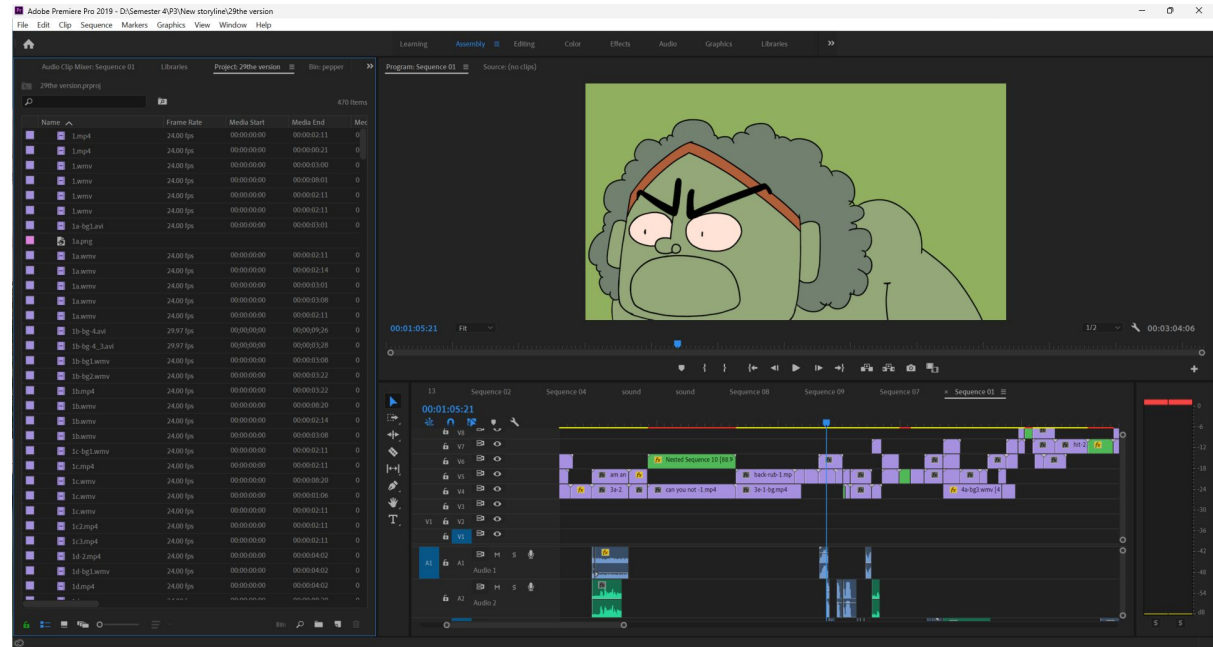
Toon boom harmony- frame by frame animation

Photoshop - for backgrounds

Premiere pro - compilation of video and sound effects

After effects- some editing

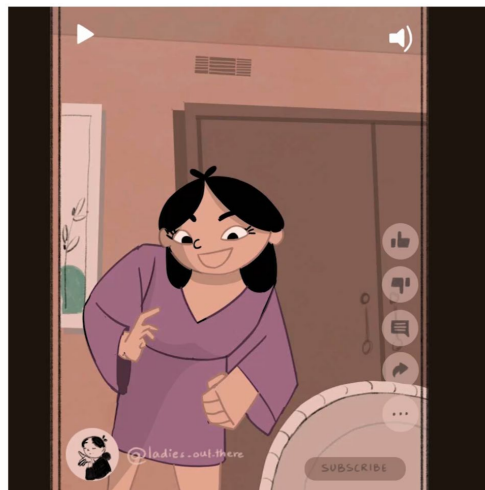
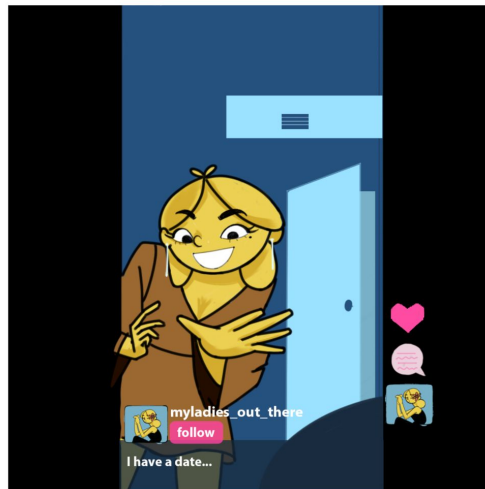
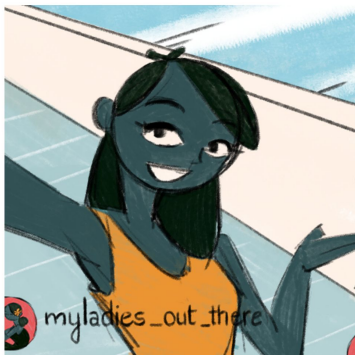
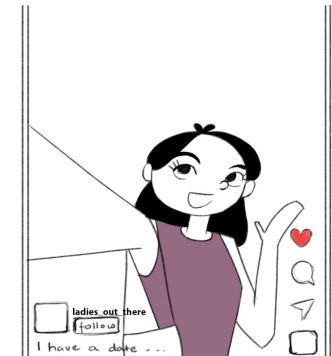
Total number of animatics - 29-30 versions.



CHARACTER DESIGN

Character designing part was a bit tricky - when I began with it - I wanted all the characters especially the female characters to have no skin color or any particular shape or size, but by the time I was ready with my story it became harder and harder to come up with ideas on how to pull that off. So I decided to go with style that was doable in the amount of time I was left with.

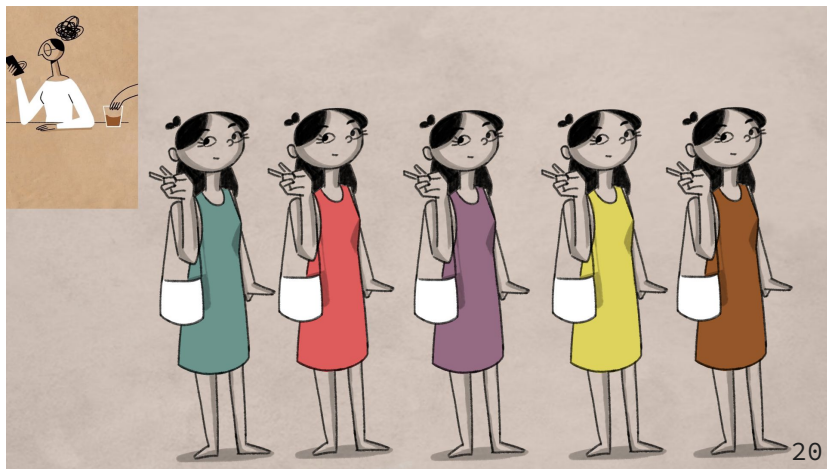
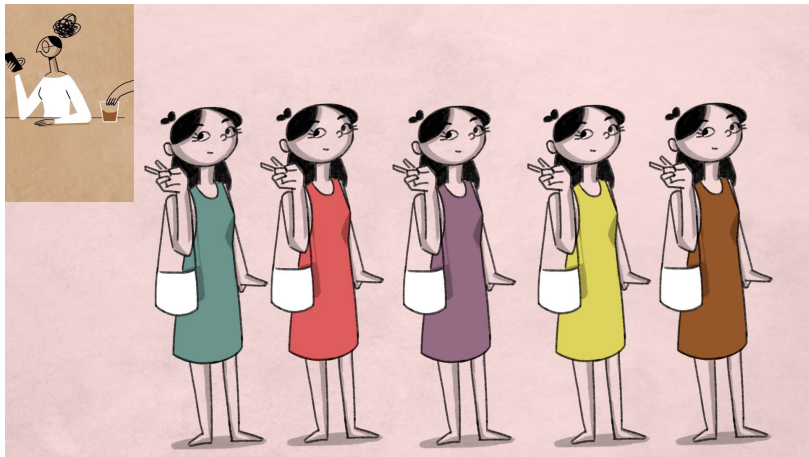




EXPLORATIONS



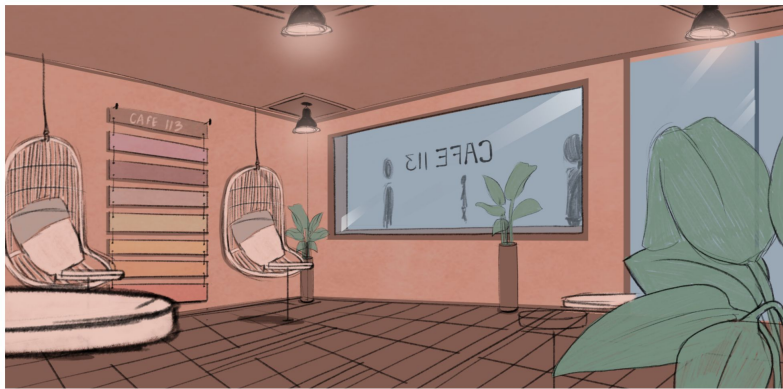




FINAL LOOK



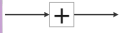
BACKGROUNDS



PRODUCTION

animation
process

frame by
frame
animation

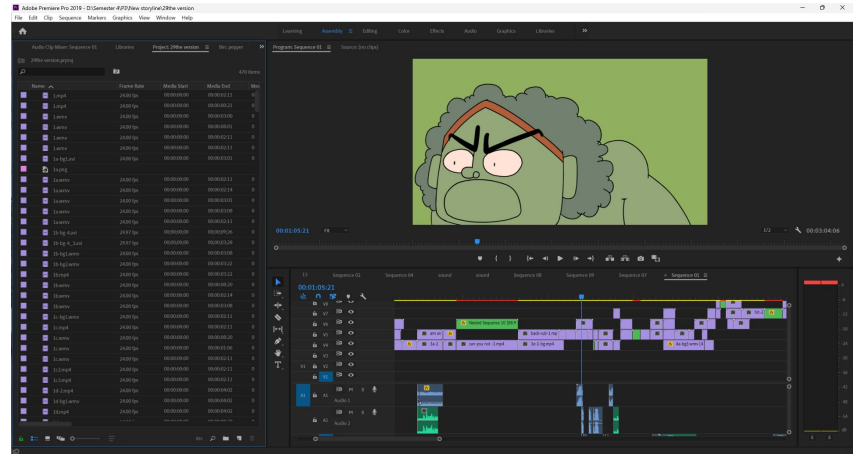
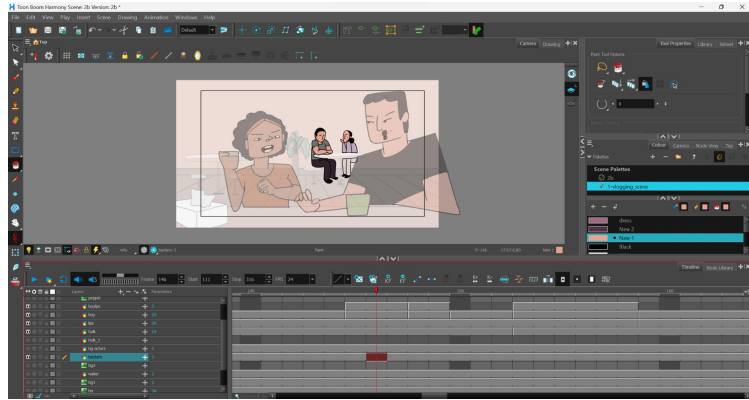


sound
track

software: toon
boom
harmony

mobile/sound
recorder/online

compilation
(premiere pro)



CONCLUSION AND CHALLENGES

- Handling all the tasks of the process was difficult
- Still have a lot to learn about the sound designing process
- Satisfaction of completing a version of a film which was initially just a thought.



REFERENCES

- <https://www.youtube.com/watch?v=aowRFoorGZc>
- <https://www.youtube.com/watch?v=QBuVQf1HGug>
- https://www.youtube.com/watch?v=aUfpRhedi38&ab_channel=StudioEksaurus
- <https://www.amazon.in/Purple-Ronnies-Guide-Men-Ronnie/dp/1873922531>

THANK YOU!