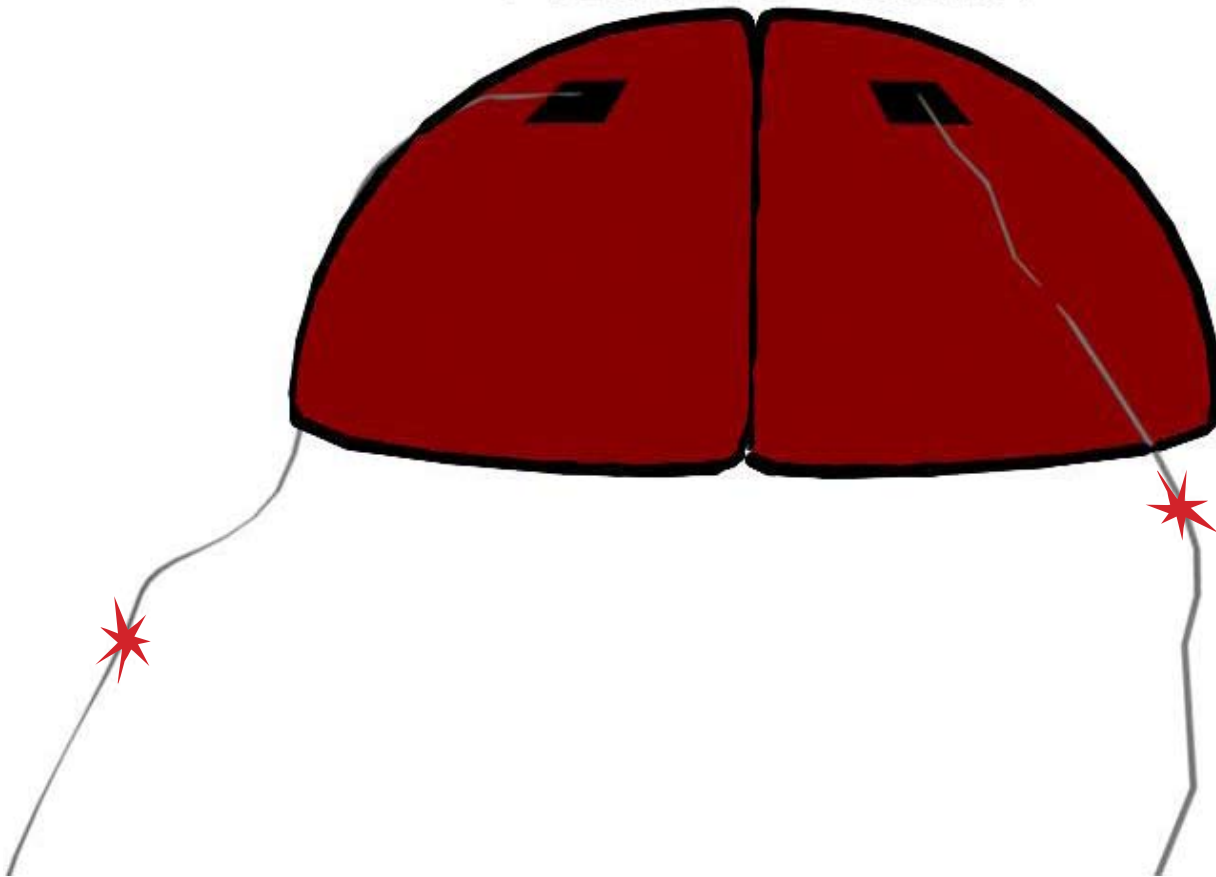




Pleasure

Pleasure

Pleasure Center



Project by
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Project Guide
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Submitted as partial fulfillment of the requirement for the
degree of **Master of Design in Animation.**

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Industrial Design Center
Indian Institute of Technology
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Approval Sheet

The project II titled **"Pleasure"** by Ashwin Dongre is approved in partial fulfillment of the requirement for
M.Des. Degree in Animation

(Guide)

(External Examiner)

(Internal Examiner)

(Chairman)

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What is Pleasure?

What exactly is pleasure? I tried to understand. I talked with people, and asked them following four questions:

1. What is the most pleasurable thing for you?
2. What would you like to do if you have an absolutely tension free vacation of two weeks?
3. What would you do if you have a couple of hours free from your work?
4. What is pleasure?

We discussed about pleasure, various things those please them, their most pleasurable moments. Some of them could define pleasure, while others talked about its instances. I realised, pleasure is such a wonderful emotion, you can just feel it!

Here are the minutes of those gray cells exercises.

Lets start with myself first. I find pleasure in watching movies. Watching them again and again if I like them. I like it so much that I have a movie playing on one monitor, while I work on another.

I like to read. I find it difficult to remain idle. Its not mere pass time for me, but its something that I like very much. I like reading mysteries, especially novels by E S Gardner, and Surendra Mohan Pathak. I read while I'm waiting, I read while I'm travelling, sometimes even when I'm walking on road!

My parents like travelling, going and seeing places. Money rarely is a problem, as far as travelling is concerned. They like watching movies and reading novels too. Well, you know the source of those traits in me.

Listening music is pleasurable for many, playing it for others is for some, even if others don't want to listen.

Making music, playing music.

Eating! I think (and now have found out) that eating is actually a very common thing that many find pleasurable. Specially Indians fall into this category. Its not for just hunger they eat, they eat for the taste, to satisfy the tongue. No wonder there are so many different kind of food prepared in India, and that too of so much variety. I was surprised to find south Indians have as many dishes made out of rice as the dishes north Indians make out of wheat, and many of them are similar too! On the contrary I don't think American share this. Though I don't have researched data about this, just a general observation. They hardly have as many kinds of dishes, accepted Pizza is a favourite and they come in variety as well, but hey pizza and hamburger, the word ends there. Eating delicious food is definitely one very much loved pleasurable thing in India, it might be The Most pleasurable thing as well.

Cooking food, trying various dishes, making new dishes. Inviting people on dinner, and cooking for them.

Talking with husband / wife. Walking together in moonlight, watching the sleeping baby. Being together.

Sex, making love, voyeurism, talking about sex, masturbating, watching pornography. Polygamy, extra-marital affairs, forced sex, sex chat, reading pornography.

Roadside Romeos, whistling, taunting girls passing by, listening comments of the roadside romeos.



What is Pleasure? (Continued...)

Having girlfriend/boyfriend, Having girlfriends/boyfriends.
Going on a date, dance, party.

Making fun at the other people's expense. Playing pranks.

Driving, long drive on empty roads, fast driving amidst traffic-heavy road, stunt riding, under age riding, driving fast for adrenaline rush, riding fast bikes to impress girls, taking girls on ride and then ride fast.

Going to school, coming back from school, running from school, missing a class and going to watch a movie, even a movie that you wouldn't have watched otherwise.

Spending money, lots of money, earning lots of money. Not spending money. Shopping.

Going for bhajan, kirtan, temples. Reading of and about God, talking about it.

Keeping a pet, loving a pet, beating a pet.

A worker at my father's new house said, he likes to build a house and later calling it "his" house, as a matter of pride, feeling it as his own masterpiece.

Working!

Working out in gym or anywhere else, body building.

Fighting, watch others fighting, quarrelling, watch others bleed, killing, watch others die. Watch a killer die, or hanged. Hurting people for even a small mistakes. To show power.

One of my friends, Susmit, likes to sit, relax and listen to good music. He like to eat delicious food too. The wicked thing that he find pleasurable is like this: he lives in a apartment house where the doorbell is installed between his and his neighbour's door. Now people come buzz his doorbell, thinking it's the neighbour's doorbell. Susmit likes to sit in a veranda, watching people standing there stupidly for minutes before realising the mistakes. He seldom tells them about it.

Sitting alone, being alone, remembering past, walking, roaming.

Extreme sports, such as bungee jumping.

Internet browsing, online chatting, orkutting.

Video games, online games. Sports, playing cards. Winning, loosing, losing to children. Playing cricket, watching cricket, betting.
Gambling.

Watch your child born, grow, succeeding, enjoying. Watching it laugh. Doing anything for it.

Saving someone's life, donating blood, helping someone.

Talking with friends, idle chatting. Meeting old friends.



Well? What is it?

As Oxford dictionary defines it:

- Pleasure n:
1. Feeling of satisfaction or joy
 2. Enjoyment
 3. Source of pleasure and gratification

As Wikipedia describes it, (<http://en.wikipedia.org/wiki/Pleasure>) pleasure is most commonly conceptualized as a positive experience, happiness, entertainment, enjoyment, ecstasy, and euphoria. However, is a difficult concept to define as the experience of pleasure differs from individual to individual. People commonly experience this phenomenon through eating, exercise, sexuality, music, usage of drugs, writing, accomplishment, recognition, service, indeed through any imaginable activity, even receiving pain (masochism) and inflicting pain (sadism). It also refers to enjoyment related to certain physical, sensual, emotional or mental experiences. Jeremy Bentham, an ethical hedonist, believed the moral rightness or wrongness of an action to be a function of the amount of pleasure or pain that it produced.

Neurologically, human brain has a place described as the pleasure center. The pleasure center is the set of brain structures, mainly the nucleus accumbens, theorized to produce great pleasure when stimulated electrically. There is a debate between 'Septum Pellucidum' and 'Hypothalamus' being the pleasure centers. Chemicals such as dopamine and various endorphins are known to stimulate the pleasure centers of the brain.

Susmit said, pleasure is a feeling that one get (and like to get) by doing something that satisfy him/her and doing it again and again.

Pleasure is felt when you accomplish something that you

had been trying to accomplish. It's felt even greater when you accomplish something greater while you were not trying to accomplish it or trying for something else, something lesser.

There are many small moments in one's life, which come and go, without realising at that time, but realising later that they were one of the most pleasurable moments. These moments just happens, but give lot more pleasure than the 'big' moments.

Pleasure, often, is in journey, than at destination, it is about enjoying the road. Pleasure is in waiting for something, than actually gaining it. Like, reading a book, than finish reading it. Pleasure is in waiting for your girlfriend to come, looking at your pregnant wife, watching your child grow, watching your old parents living a nice, peaceful life. Maybe pleasure is in preparing for a peaceful post retired life than actually living it.

But sometimes, pleasure is in reaching the destination after a very long journey. I think a mother looking at her baby for the first time is just like that. You have to play the whole tournament before winning the final, only then you can taste the whole pleasure of the victory.

Pleasure is in thinking about the past pleasurable moments, planning and executing for those moments. Pleasure is in living those moments.

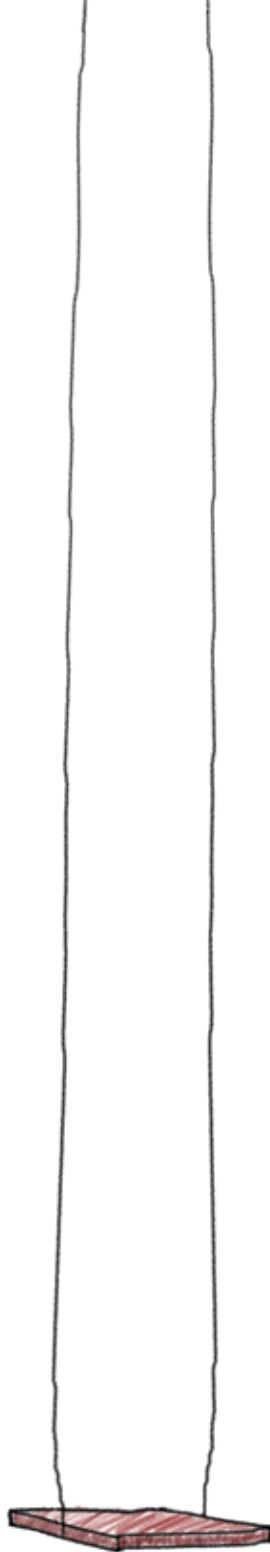


Concept

While understanding Pleasure, I realised one thing; Pleasure is very much innate, its so very personal. Not only it varies from person to person, but it only belongs to that particular person and can absolutely not be shared by and with others. Different people, who have similar likings, experience the same thing differently, and at different degrees of pleasure. One cannot give his pleasure to others nor can he take it from others. He has to experience it for himself. It's just too personal.

I felt, this is a good theme to make a movie on.

"Pleasure is very innate & personal, and it differs for each individual!"





Stories To Tell...

So I tried to put this concept through various stories. I think a movie of about a minute or two showing a collection of 3-4 stories which show the different kinds of pleasure for different kinds of people would suit the purpose very much. I started looking for stories, and also making them up. This is what I came up with.

1. If God put all men on one island, and all women on other, what will they be doing?
- Building boats!
2. In Pursuit of Happiness: Wires going through either nose/ear into brain to the two pleasure centres are connected to an electric box with a knob and a push button. The man pushes the button and giggles, turn the knob to increase the power, pushes the button again and laughs, turn the knob to increase the power, pushes the button again and laughs even harder, he keep on doing that.
3. Playing Duck: A boy playing a killer video game like Max Payne with a duck as a hero, as we enter the screen, we see that the duck is dressed as a terrorist and is killing real people in Matrix style and laughing loudly.
4. A man dancing at Ganesh Visarjan, later Ganpati dances when this man is drowning.
5. A fat man eating some spicy food and then instead of licking his fingers, he bites them out and give a loud burp.
6. I, myself watching this movie and laughing out loudly.
7. A young man standing in a bus listening songs on an ipod and singing loudly at same time, eyes closed. People around are irritated and amused at the same time.
8. A man working in his cubical in an office. A woman and another man are sitting in his both sides cubical. The whole office is running in its bore usual routine buzz. Suddenly this man stands up shouting about Indian victory and starts dancing. We realise that he was listening to cricket commentary on his mobile through headphones. The neighbouring man looks at him sceptically, and the woman smiles. The man continues to dance.
9. Two children playing on a jhoola, one riding it and other pushing it. The rider kid ask to push harder so that it can go higher, and keeps on doing it. Eventually he fell down. The other kid quickly sits on the jhoola. The fallen kid starts crying as if hurt. Now this kid gets off the jhoola and go to the fallen kid, but he quickly gets up, sit on the jhoola and starts riding it laughing out loudly.
10. Another variation of this story. A child is riding a jhoola, when the other child comes and asks to let him ride, but the rider kid asks to push the jhoola for some time for her before riding it. Unhappily he pushes it, and as the jhoola goes higher, the rider kid is ecstatic. But when the boy

Stories To Tell... (Continued...)

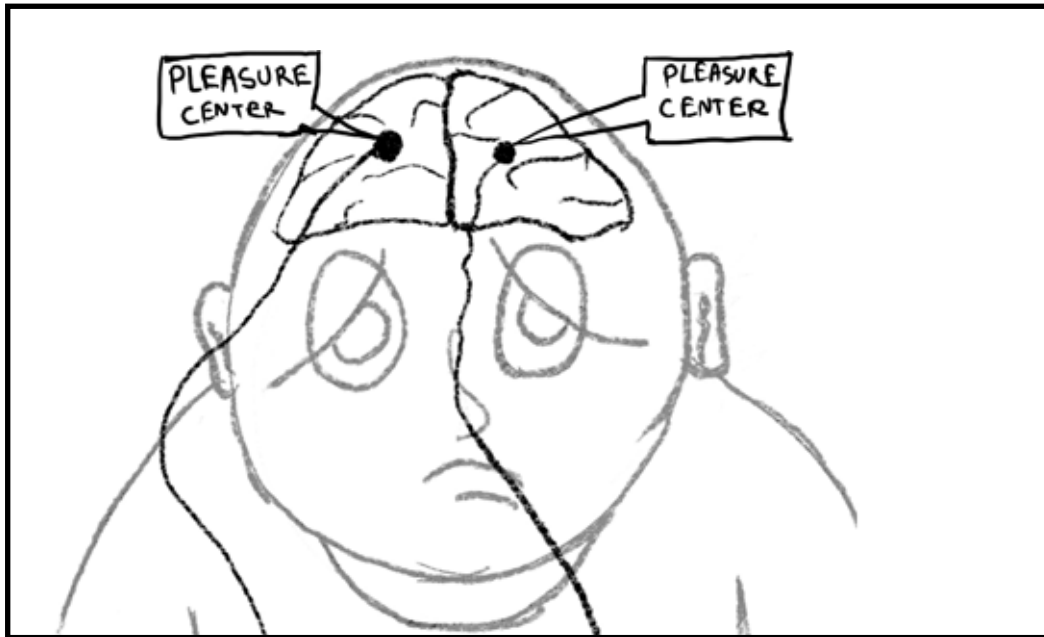
starts pushing too hard, she becomes scared and now the boy is smiling.

11. JoyRide: A boy is riding in a rollercoaster. The rollercoaster goes high on first peak and dips down, while the boy is thrown off into the air, soars through as if flying, crying ecstatically, before falling back into the rollercoaster on its next peak.
12. A man shipwrecked on an island throws a bottle with an SOS message in the ocean. Just then a beautiful shipwrecked woman arrives on the island. Looking at her, jumps into the water and fetch back the bottle.
13. An old woman calling up a customer care number and after some time saying, "Oh, I dint really want anything, I just enjoy hearing people saying that my call is important to them!"

Off course these are raw stories and they needed be developed.

Finalised Stories

Off all these stories, I finalized these three stories.

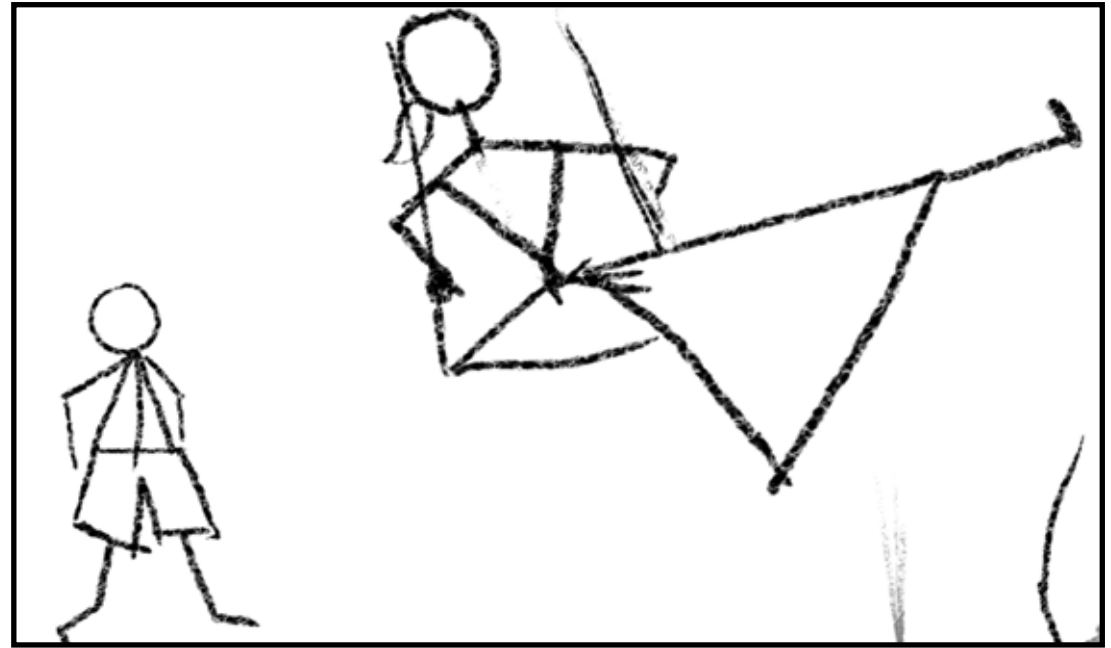


A man is sitting on a chair, he is very sad, lonely, friendless and solitary kind of man. He is at the point of desperation. Sitting on his lap is a solitary box with a knob, a push button and two wires going inside the man's head through his nose/ear to the pleasure centres in his brain. The man turns the knob a little, pushes the button and giggles. He turns the knob to increase the power, pushes the button again and laughs, turns the knob further, pushes the button again and laughs even harder. He keeps on doing this & continues laughing even as he topples over.



Finalised Stories

A little girl is riding a jhoola happily. A little boy comes and ask her to let him ride. But the girl refuses tightly and asks him to push her for a while and then she'll let him ride. Reluctantly the boy agrees and starts pushing the girl. The girl is very happy and become ecstatic as she goes higher. The boy on the other hand, who was unhappy to start with, gives a wicked smile and start pushing harder. As the girl start going higher and higher, the laughter on her face is wiped out and replaced by fear. But the boy, now, is happy!



It's a very sweaty noon with the sun burning very brightly in the sky. People are queued up near a bus stop under shade, waiting for bus. The queue is very long, going beyond shade, and thus a few people are standing in glaring sunlight, sweating. A young man in jeans and full sleeve shirt with a bag on shoulders comes and stands at the end of the queue, off the shade. Is very uncomfortable due to heat and is sweating, and thus is wiping his forehead with a handkerchief. He looks at the contented people standing under the shade with envy. Looks for a while and then take out his iPod, plugs in, closes his eyes and starts listening to music. Slowly he starts to node, and then starts singing. Slowly he is singing a loudly and dancing on the place. People around him are either amused or irritated, especially the ones standing in the shade, are irritated.



Characters



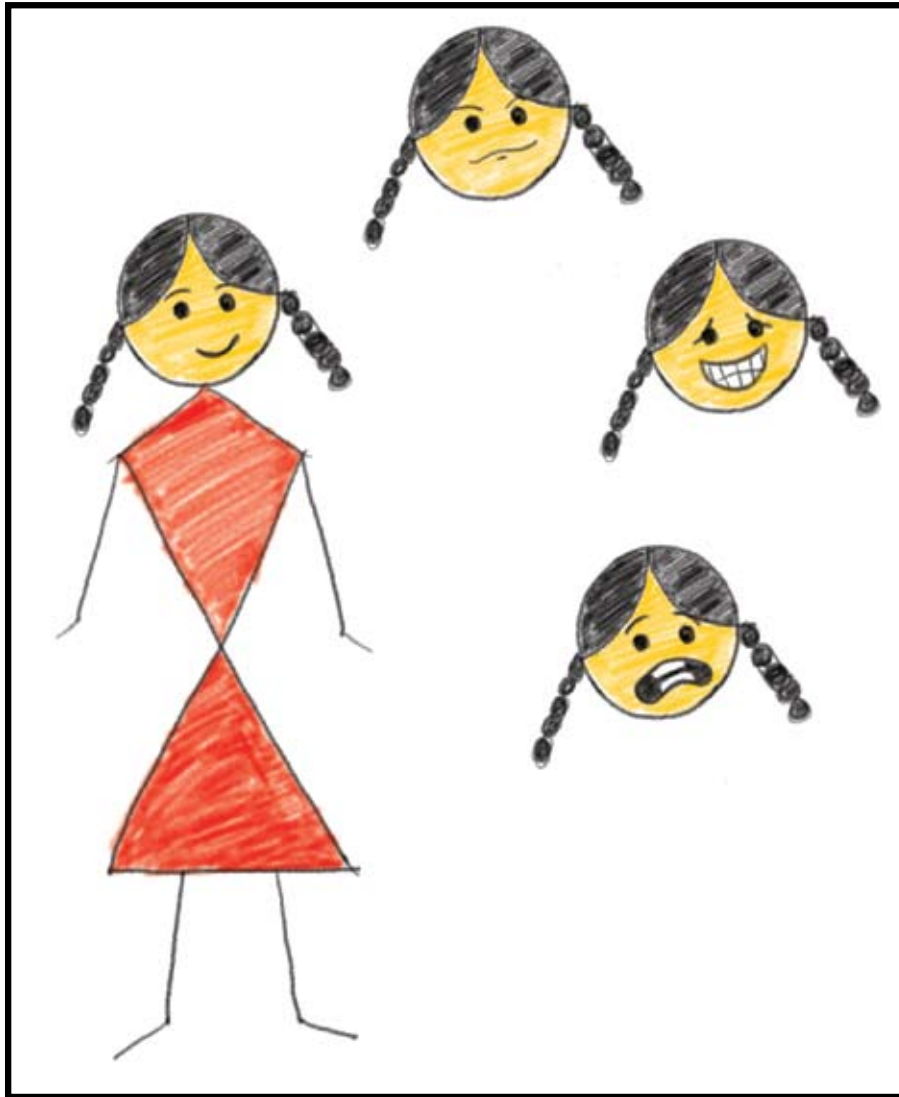
Dukheeram

Dukheeram is an old man, recently retired middle class man, who hasn't done anything but a very hard & over work at an office of a privately owned company that made electronic devices for medical world as an electrician. From the meagre income and so many expenses, including the heavy rent of the apartment he lives in, there hardly was anything for his retired life except a paltry pension that he had bought from a private insurance company. His problem of life also is a nagging wife, who, like him, is old and very unhappy with the life his husband has provided her. He has no children, for two of his children were killed in the riots. Thus at this point of his life, he has no escape from the fact that he is very unhappy, he cant even spend his day at the office, away from his wife and all the rest of the problems, busying himself with the work. And having lived a life like that, he has no clue about how to live a happy life.

Having learnt a little about the human anatomy and the way electronics can be used to interfere with it, he has made a device from his old telephone set, that can be used to send the electronic stimuli to the pleasure centres in the brain, and thus become happy. Now this is the only thing in his life that can bring the real pleasure for the first time in his life and he really depends on it.



Characters

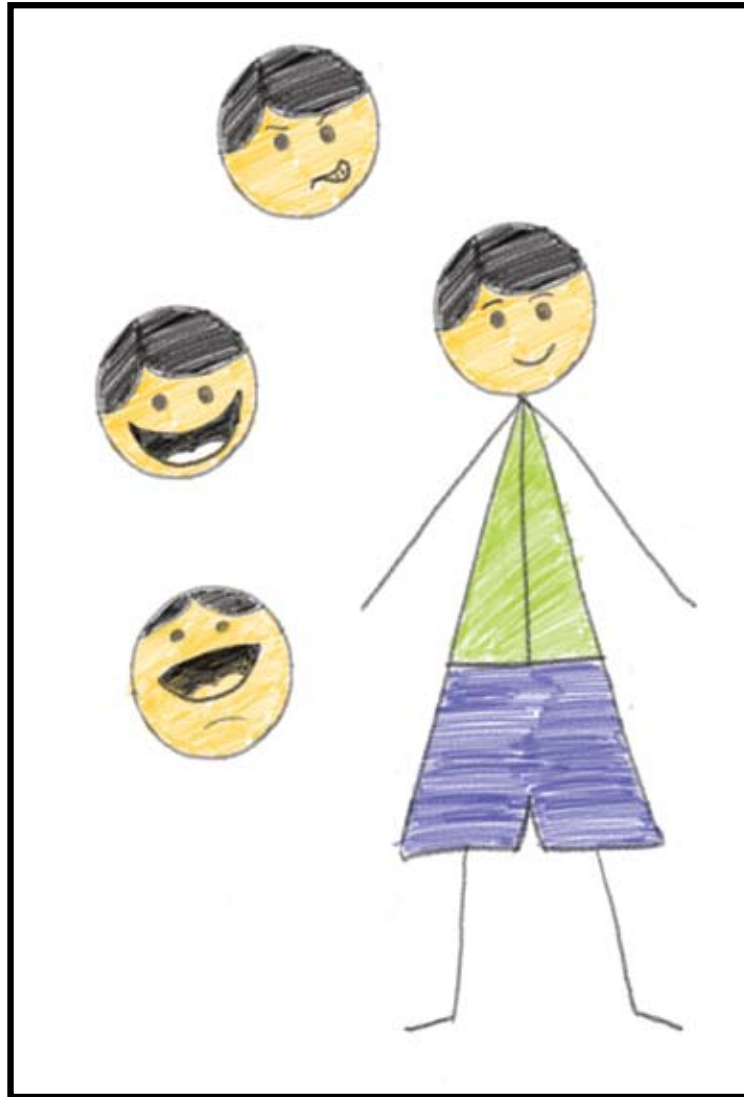


Bani

Bani is daughter of a sahuakar in a village. Her father is a very rich man and he owns a very large house and a mango grove. Being from such a prominent family, she is very adamant about her demands, and thus and because, her father has always provided her all her wishes. These wishes included a wooden horse, a cow, a large hound, a very large wooden doll house with all the furnishing, and a kitchen with all kitchenware, and that houses two dozen different dolls. This mango grove is Bani's favourite place to spend the day. She likes to play there all day. Her father has made a jhoola there for her and her favourite game is to swing on the jhoola. She is so stubborn about it that she doesn't like to share it with others, she prefers that they push it for her larger swing. Naturally, being the owner of largest toys collection in the village, she has many friends, and obviously thus, she behaves dominantly with them, and have her will be done.



Characters



Manu

Manu is the son of the richest farmer in the same village as Bani's, actually he is her neighbour. His father's wealth is at par with Bani's father. Where Bani's father owns a Mango Grove, Manu's father has the largest farm. Both, Bani and Manu are of the same age and like Bani, Manu has a very large collection of toys too, but he is not as adamant as Bani. But yet, he hates to be dominated. He is a good boy and believes in fair play. And thus if someone is being intentionally unfair, Manu wouldn't have it. Now Manu has a very large house and a very large field to play. But he soon get tired of playing at home and playing at his field is out of question as his father takes some crop or the other round the year. And like all other children, he likes to play at Bani's Mango grove. And just like Bani, he too is popular among the village children, but it is for his good nature and playfulness. He is very clever, and helps them through homework and other problems as well.

Characters



Rahul

Rahul is in his early twenties. He is doing his B.Sc. at a college little away from his home, thus has to travel daily. He comes from an upper middle class family and has an elder brother, who is working at a private firm and supports his father who is about to retire in a couple of years. Thus being a younger son, Rahul is a pampered child, especially by his mother. One good thing that his mother taught him is to love himself, and no matter what others say, do what he feels like doing until good reasoning. Unfortunately for Rahul, he has taken this advice beyond reasoning. He is an avid moviegoer and simply loves filmy songs. Thus, he has purchased an iPod that he carries everywhere and listens to the music whenever he can. The thing is, he doesn't just listen to the song, but he sings along. And he is a terrible singer. But yet this too would have been alright, but the problem arises when he starts dancing. No comments on his dancing abilities. Like said before, he has taken his mother's advice beyond reasoning. His friends are very much embarrassed by this behaviour. So although he is good looking and very intelligent, friends usually keep away from him after the college time. No amount of advice will stop him from singing along and dancing. It's no wonder he has no female friends, let alone girlfriends.

Screenwriting

I decided to split all the stories in three segments, beginning, middle and end. Beginning where all the stories establishes all the chief characters and the situation, middle where they starts to do something to get out of the unenjoyable situation, and in end, where they are enjoying themselves while the others are annoyed. This splitting is helped me to maintain the uncertainty in the story. Had I shown each story separately I would not have been able to do so. But now, I not only am able to establish an uncertainty, but can use the music to show the third segment of all the stories in a montage, that not only show them in their 'Pleasure Zone', but pull the audience inside one too!

Having three stories to show in such a short time brings out the issue of timing. If shown too fast, then nobody will understand what is happening. So there had to be sufficient time slot for each story in each segment, and there had to be proper transition after each story in each segment slow enough for everybody to understand that the next story is starting. After doing an animatics, I felt that each segment has to be established, thus there has to be a spacing between each segment. That is when I decided to title each segment as Veni, Vidi, Vici respectively, the Latin words for "I came, I saw, I conquered"

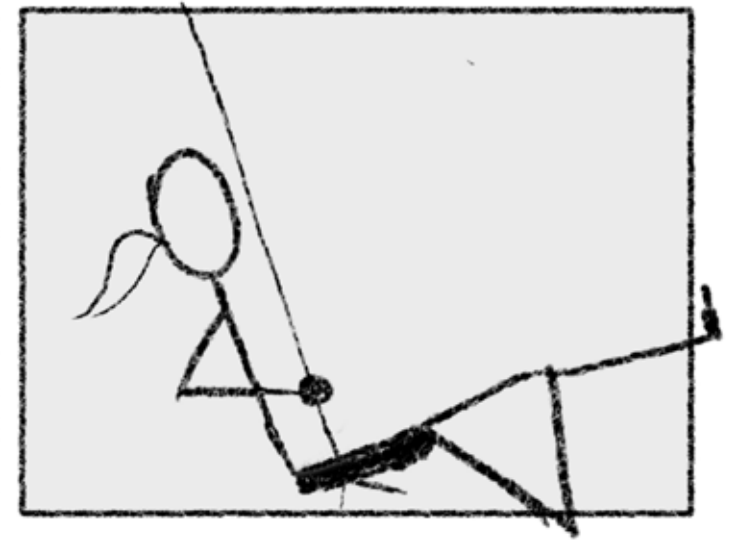


PLEASURE

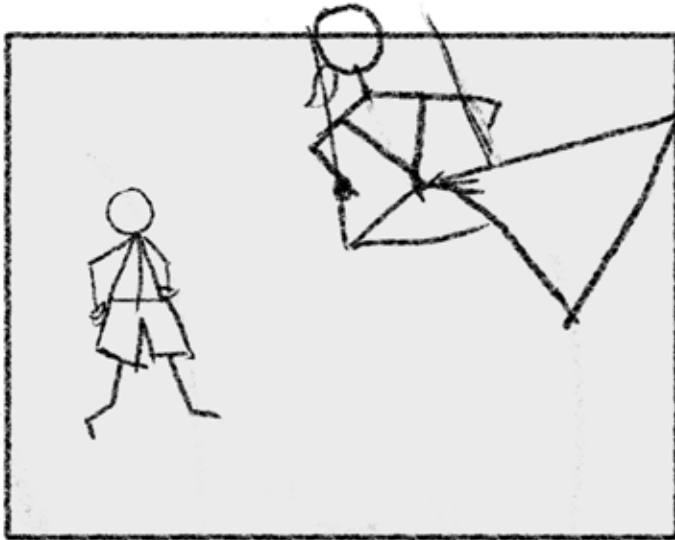
As the movie begin, the title "Pleasure" cuts in on a blank screen. Stays for about four seconds and then cuts to blank screen.

Veni

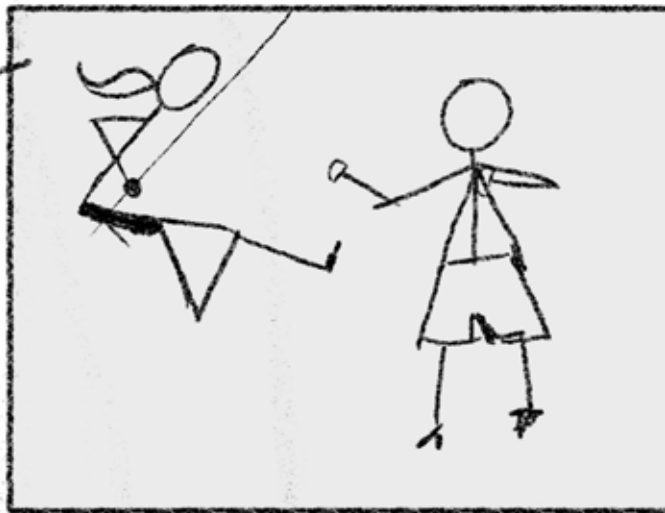
The name of the first segment "Veni" cuts in, stays for another four seconds.



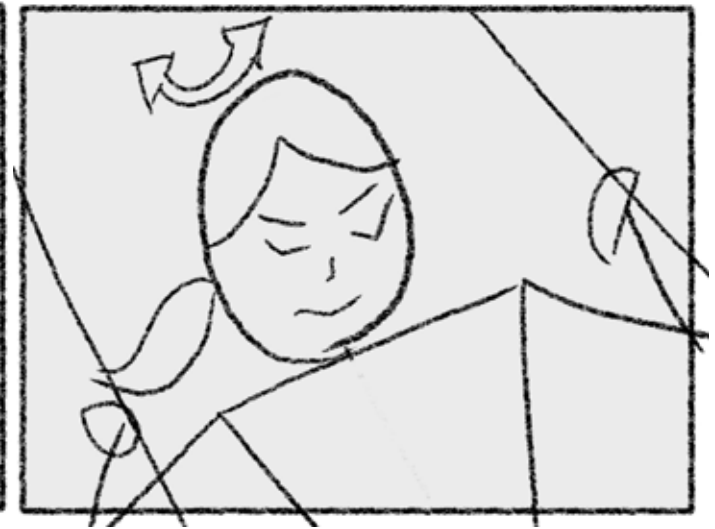
The frame cuts to blank screen which further cuts into swinging of the jhoola with a little girl sitting on it happily.



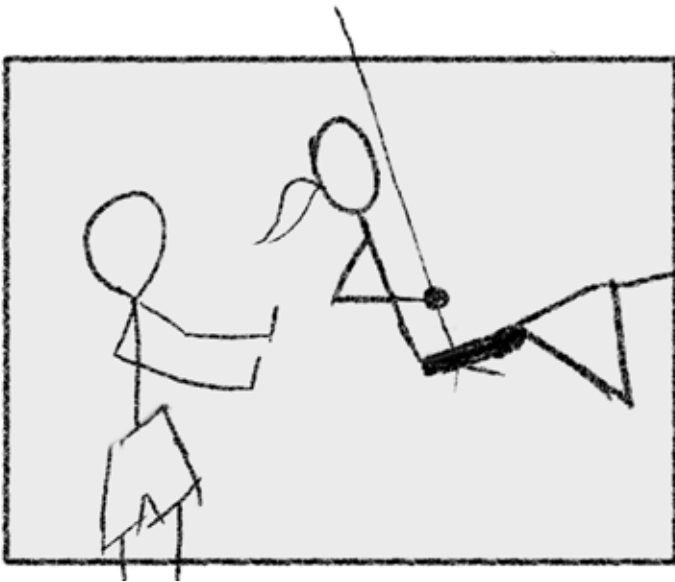
A boy comes near her.



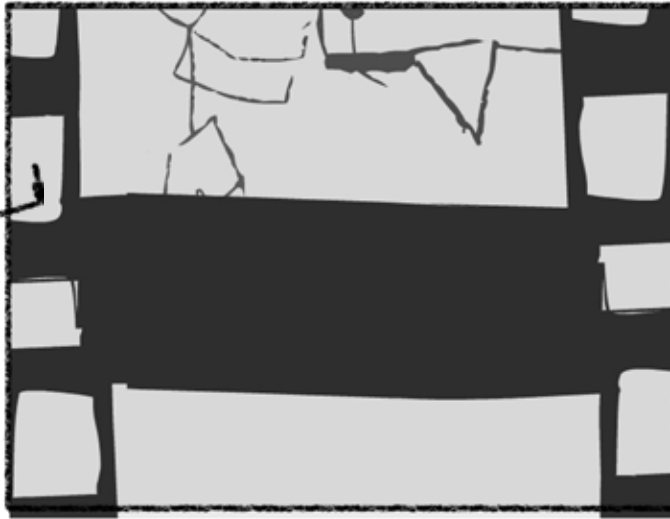
ask her to let him ride.



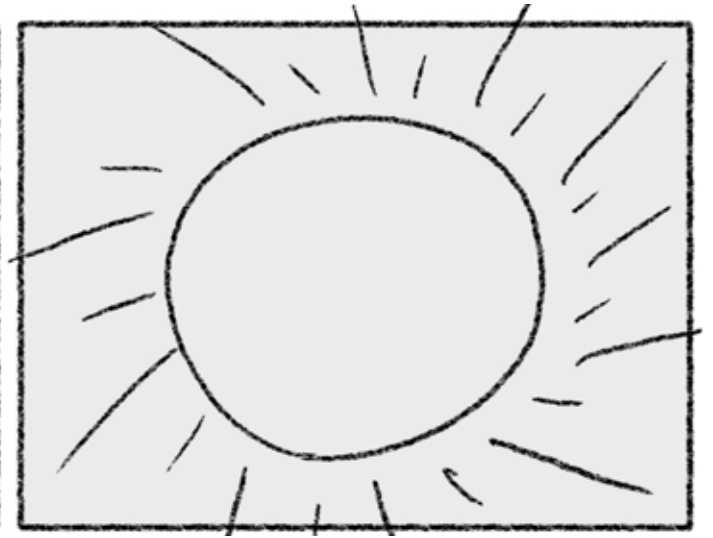
But the girl refuses tightly and asks him to push her for a while and then she'll let him ride.



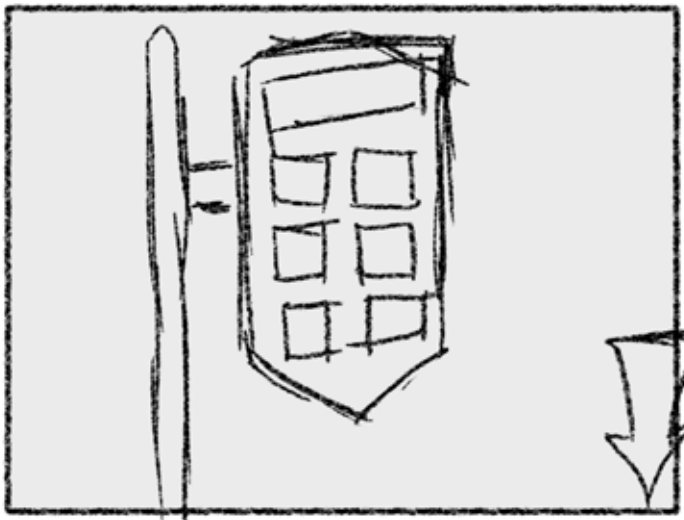
Reluctantly the boy agrees and starts pushing the girl.



A film frame of the reel zooms in, slides the scene up bringing the next scene from the bottom film frame up.



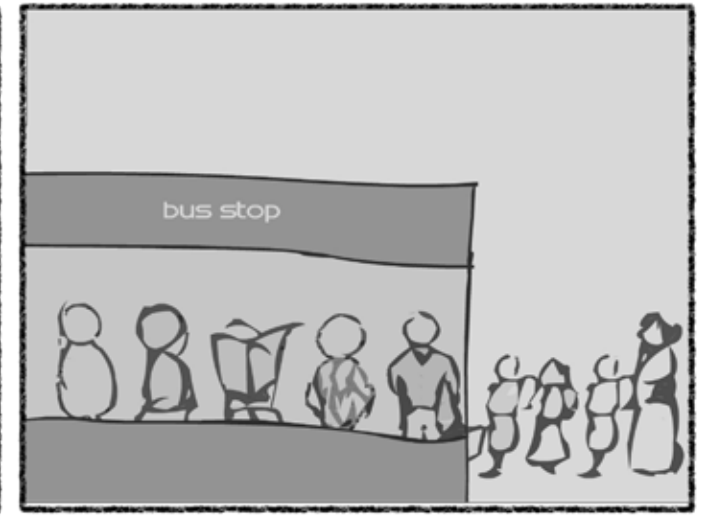
It's the sun. It's a very sweaty noon with the sun burning very brightly in the sky.



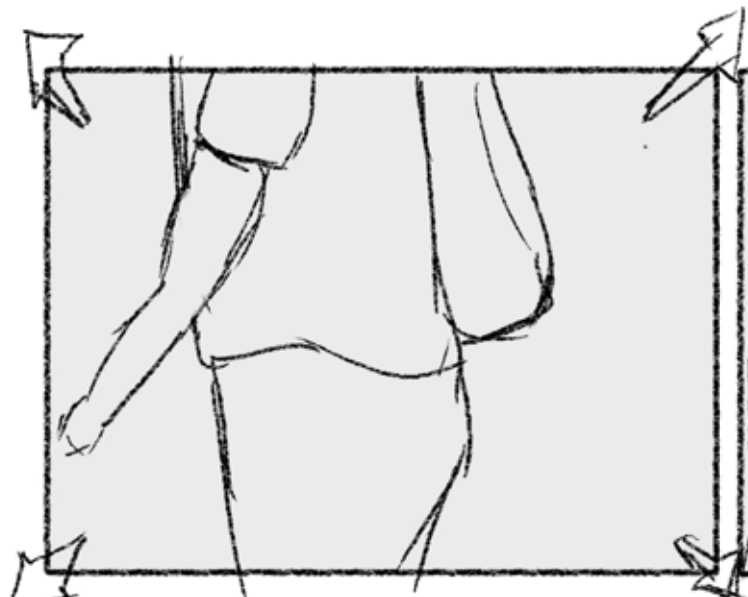
We see a bus stop board



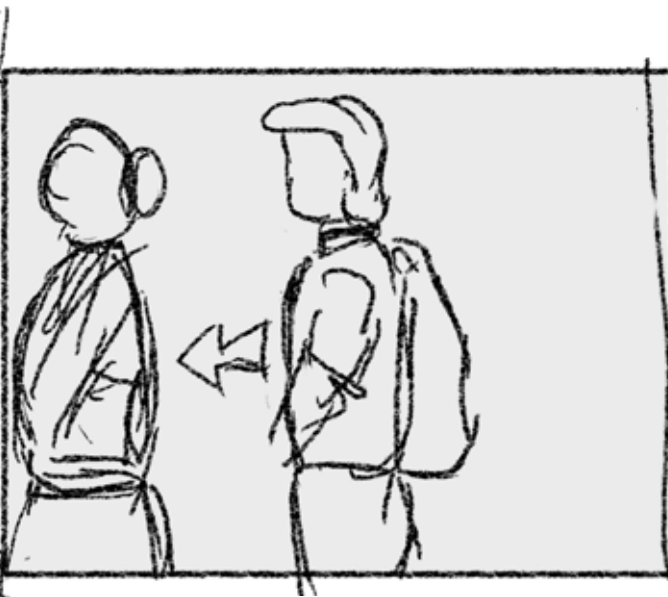
and as the camera pans down, we see people are queued up near a bus stop under the bus stop, waiting for bus.



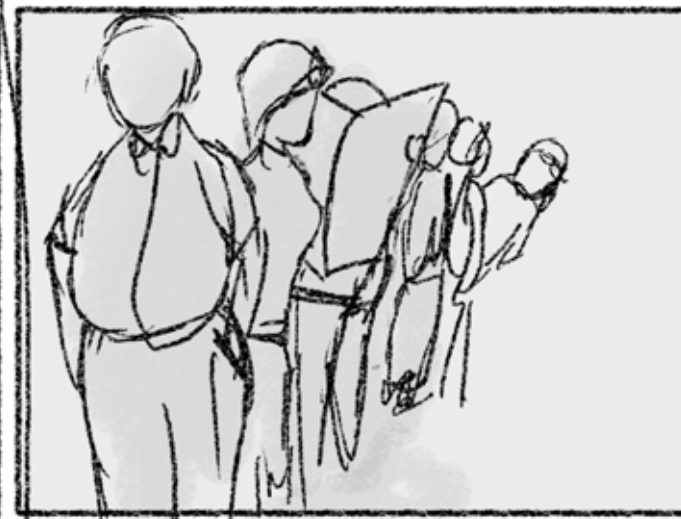
The queue is very long, going beyond shade of the stop, and thus a few people are standing in glaring sunlight, sweating.



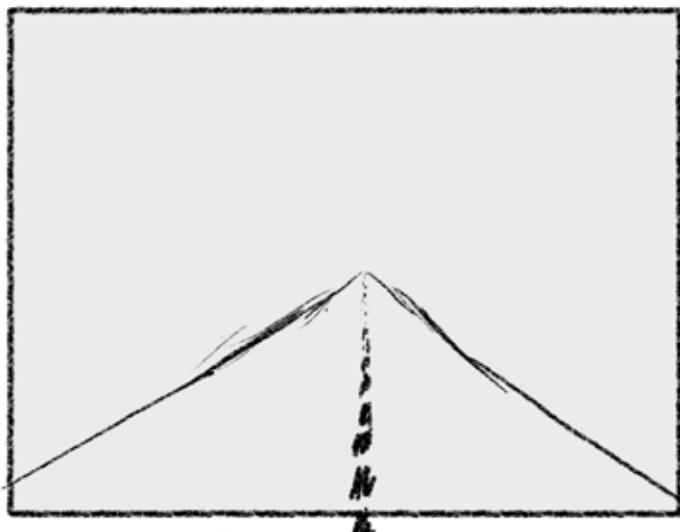
A young man with a bag on shoulders comes



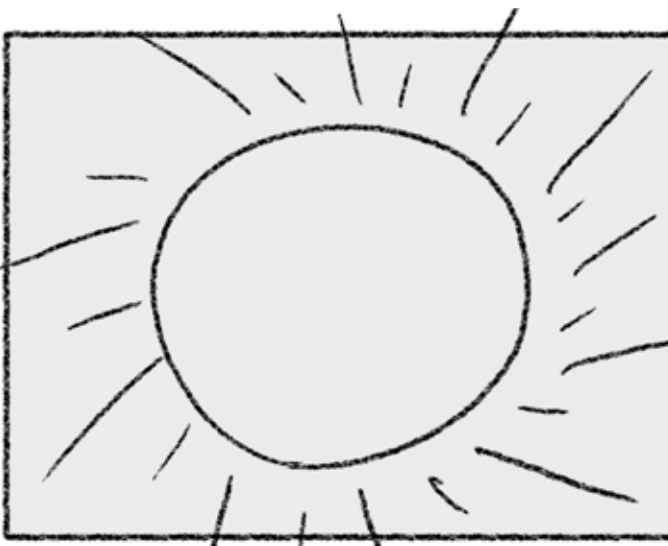
and stands at the end of the queue, off the shade.



He looks at the people standing in shade and then at the road ahead



The bus is nowhere to be seen.



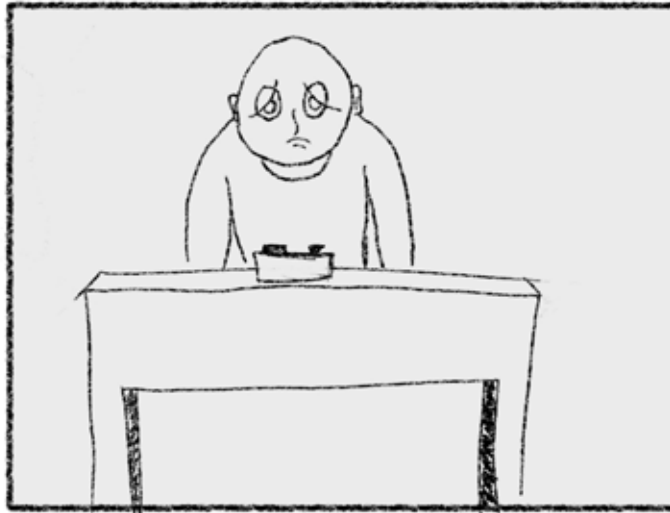
Sun is shining bright as ever. It turns into a dragon breathing fire.



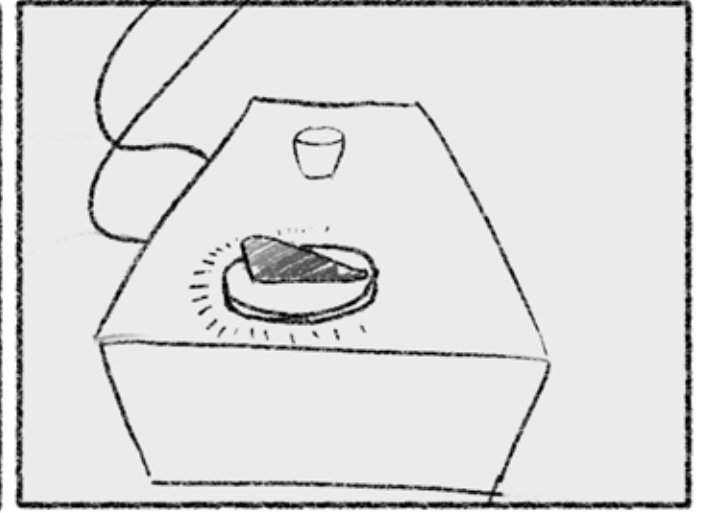
The boy is very uncomfortable due to heat and thus is wiping his forehead with a handkerchief.



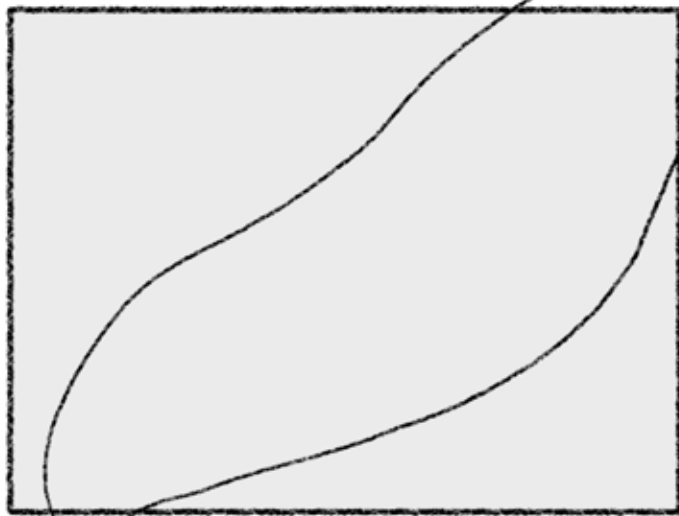
The scene changes with another film slide. We see the close up of a very sad face of Dukheeram.



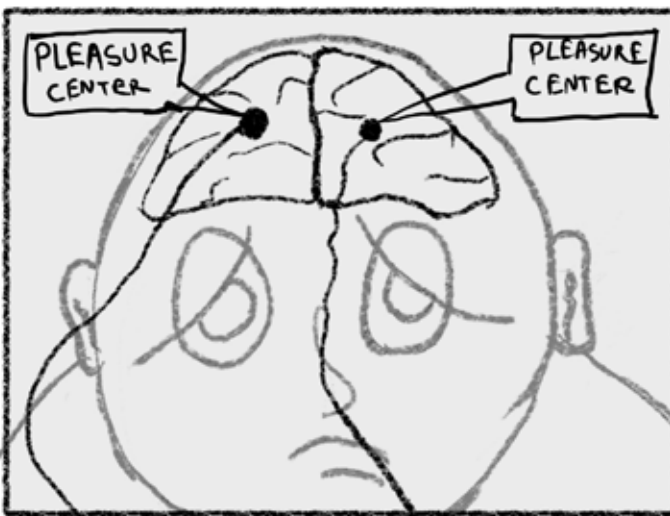
As the camera zooms out, we see Dukheeram is sitting on a chair, he is very sad, lonely, friendless and solitary kind of man. He is at the point of desperation. Sitting on his lap is a solitary box with a knob, a push button.



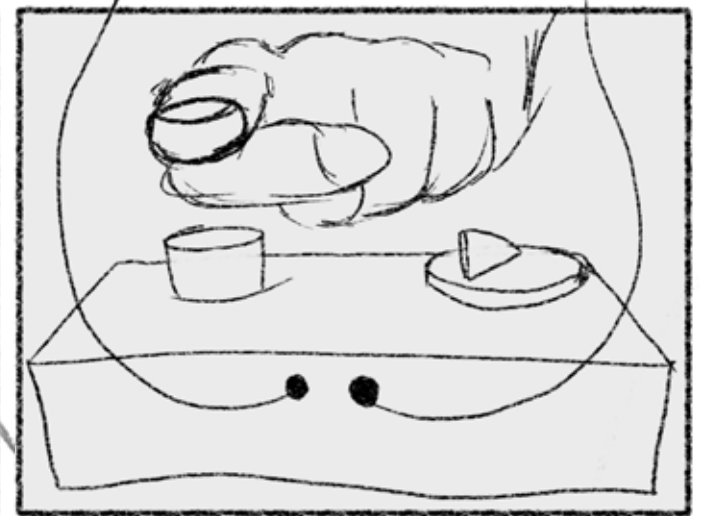
There are two wires going from the box.



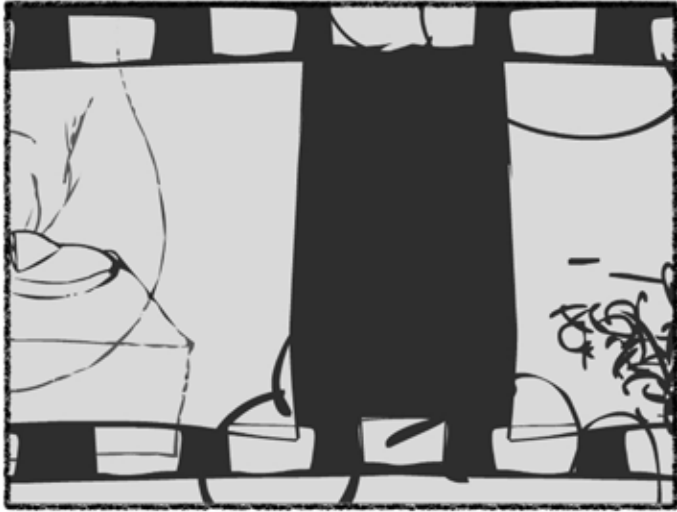
as the camera follows the wire



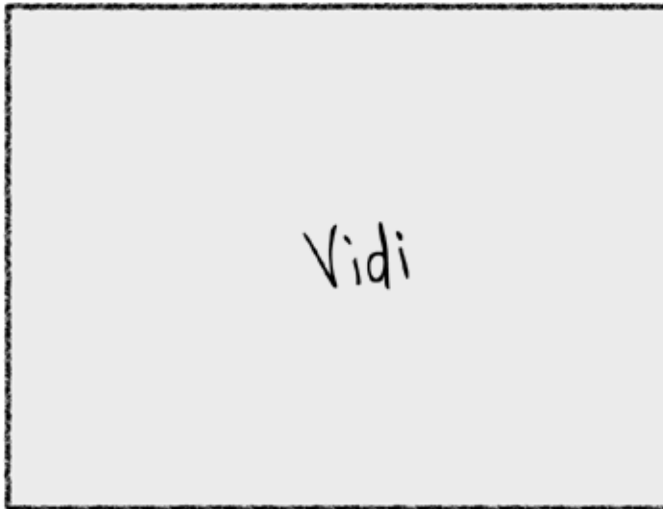
we see that they enters the man's head through his nose & ear to the pleasure centers in his brain.



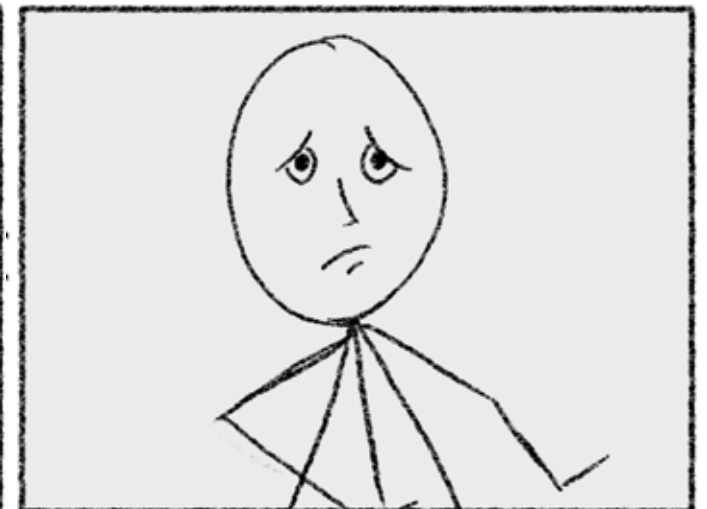
The man pushes the button.



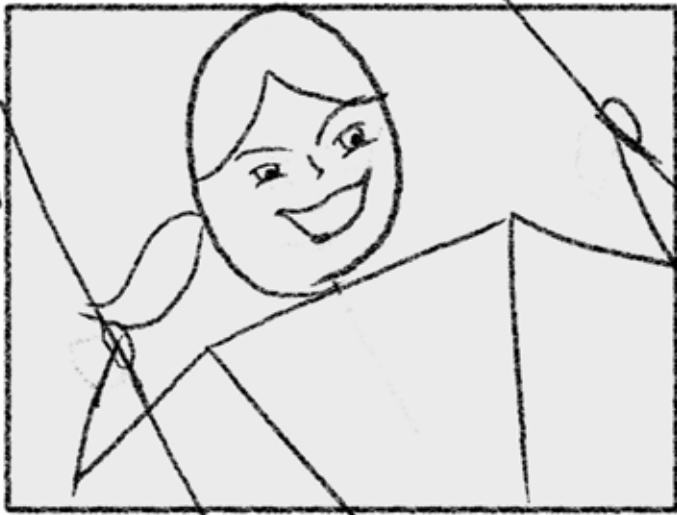
Again the scene changes with a film frame slide.



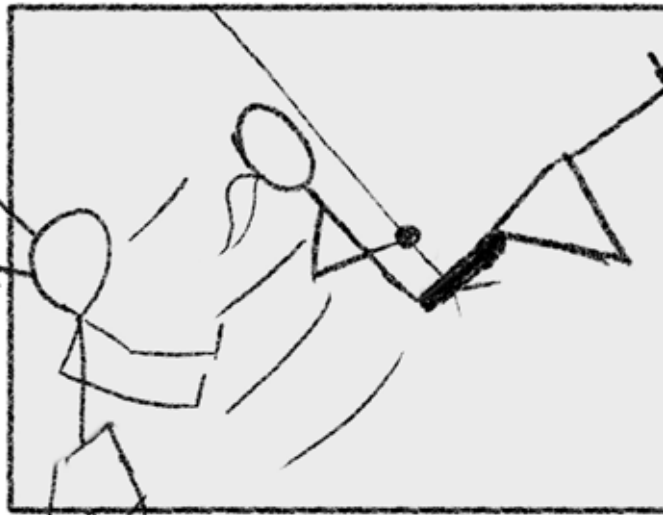
The blank screen cuts to the title of the second segment "Vidi". It stays there for about four seconds before cutting to the blank screen, which later cuts to the next scene.



Back to the Bani & Manu's story, Manu, as he pushes Bani, is unhappy.



Bani is very happy and become ecstatic as she goes higher.



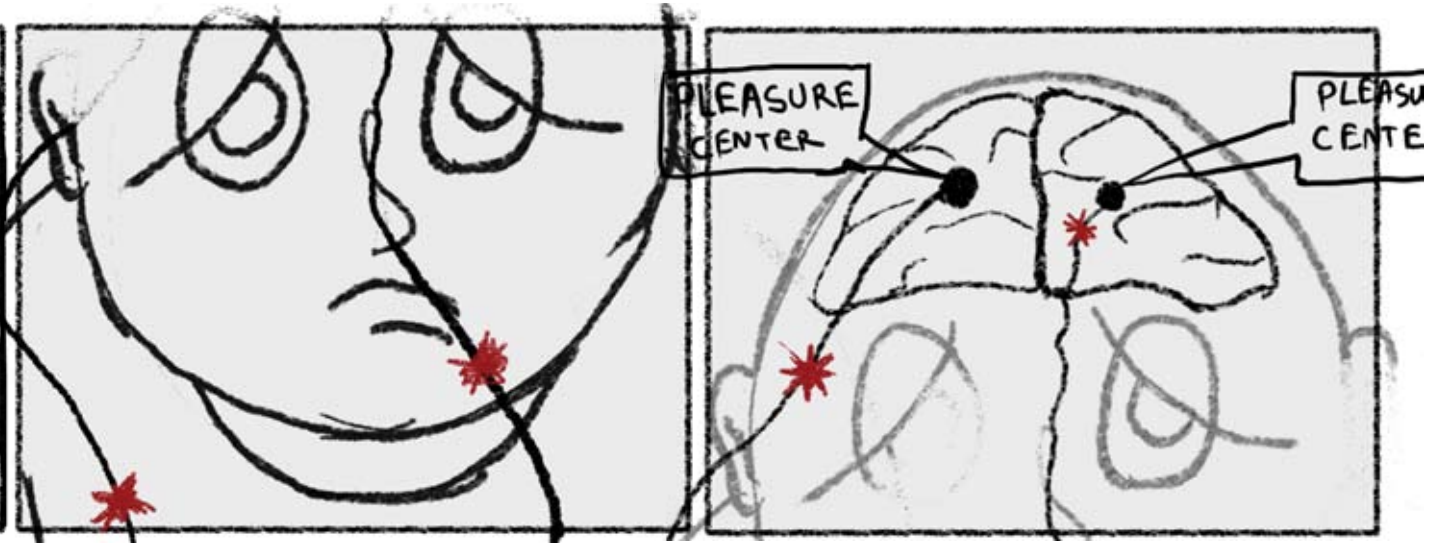
As he continues pushing her to swing,



Suddenly Manu gets an idea and gives a wicked smile



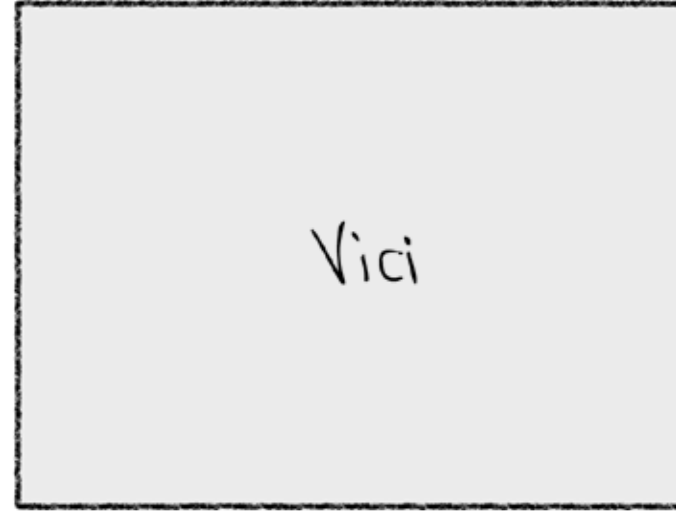
The scene changes with a film frame slide, Dukheeram pushes the button.



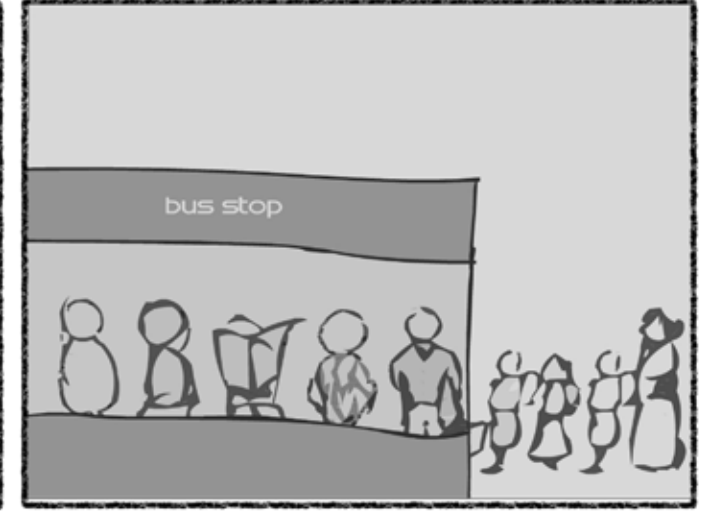
We follow the electrical pulses travelling from the box to the pleasure centers inside the man's brain.



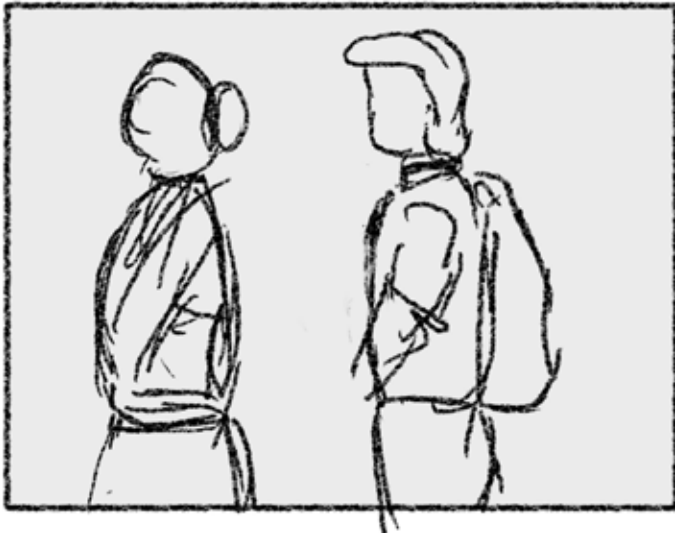
Dukheeram giggles.



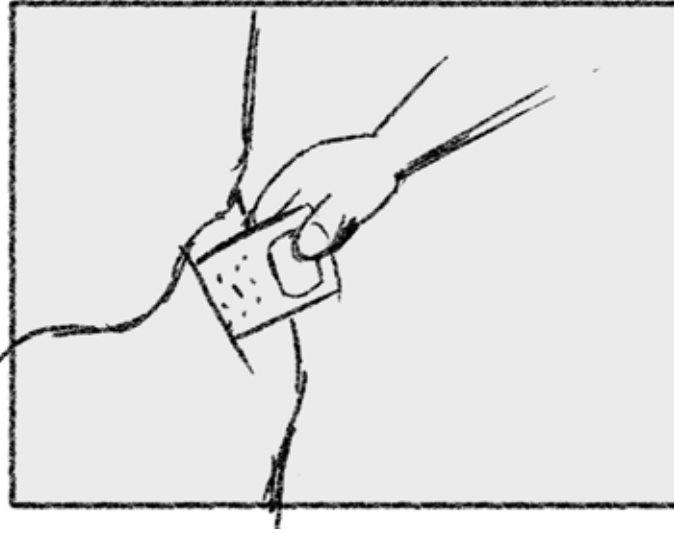
Scene changes to a blank screen with film frame slide. Title of the next segment "Vici" appears and stays for about four seconds.



With another film frame slide, the scene changes to Rahul's story.



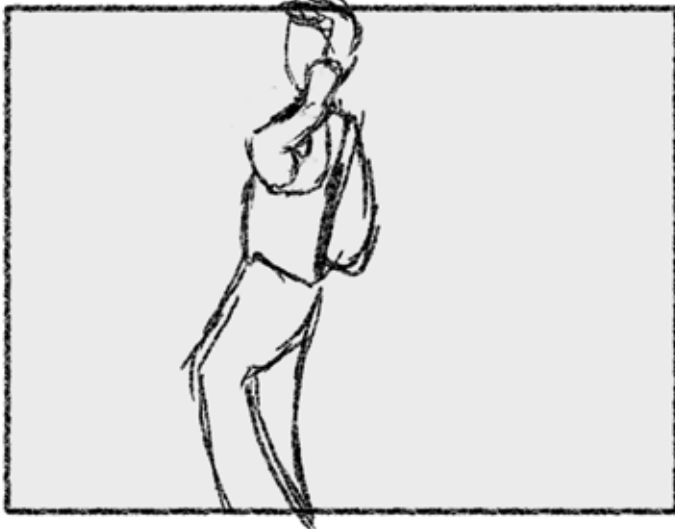
Rahul is standing very uncomfortably in glaring sun, sweating. Looks for a while, fidgeting.



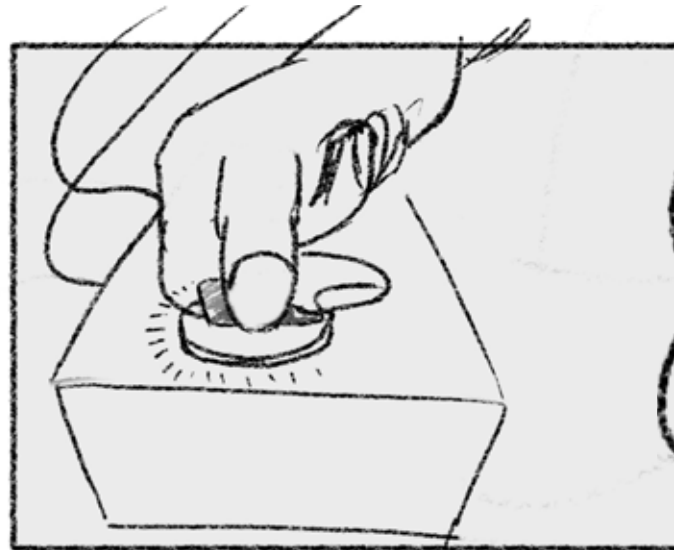
and then take out his iPod,



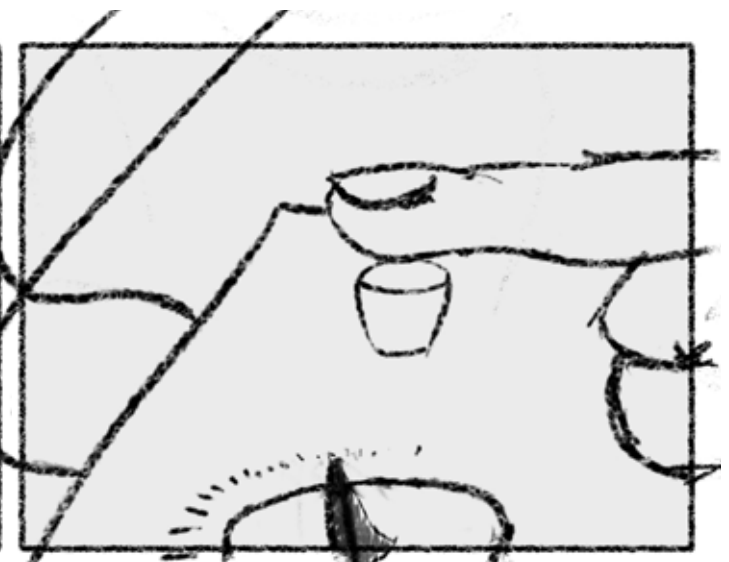
plugs in, closes his eyes and starts listening to music.



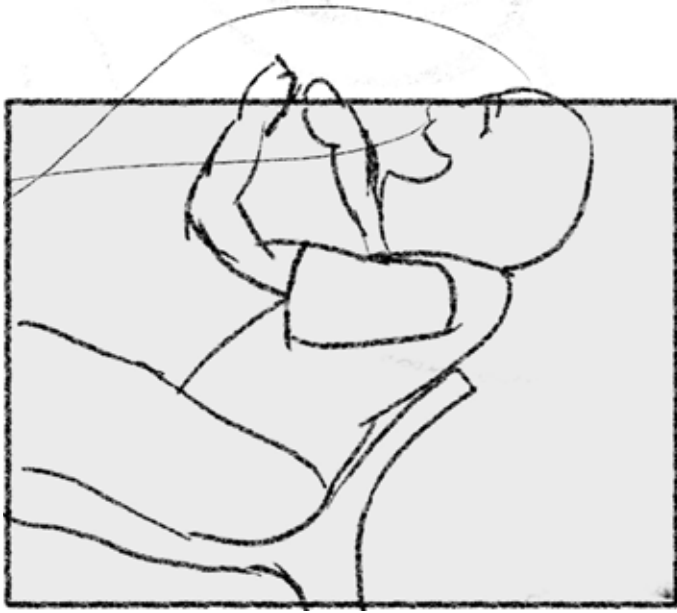
As the music starts, he starts to dance, and then starts singing. And with this music, the montage begins where we all the chief characters in all three stories enjoying in the 'Pleasure Zone'.



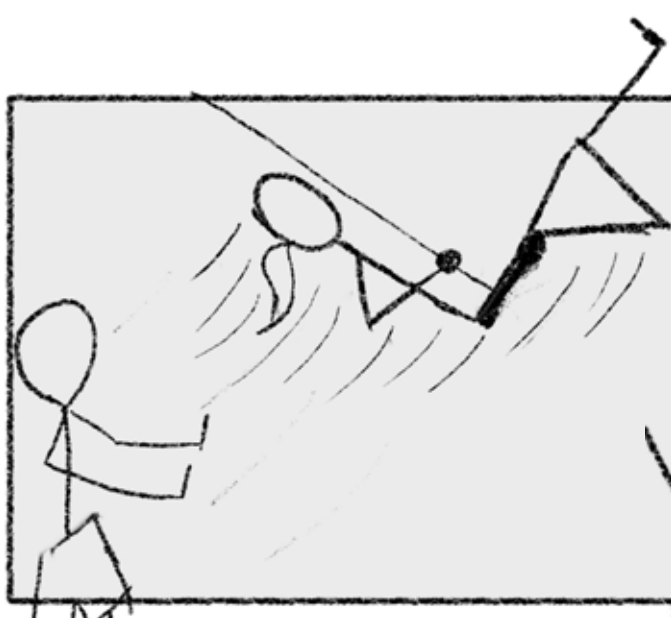
Dukheeram turns the knob to increase intensity.



He pushes button.



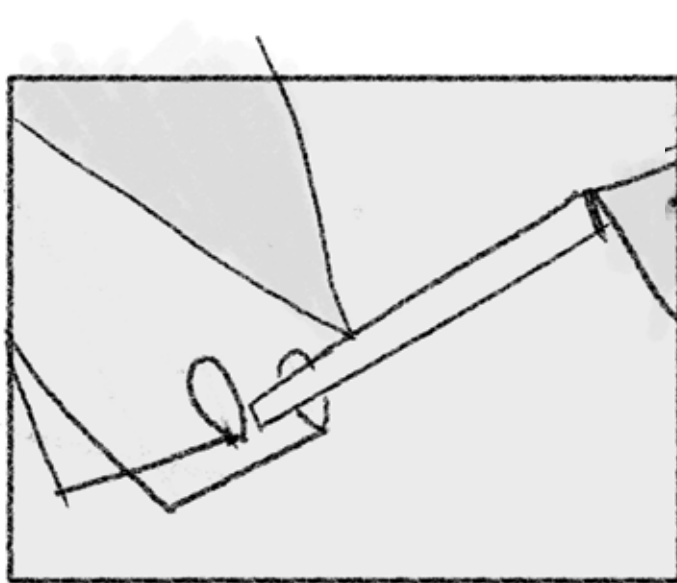
he laughs harder.



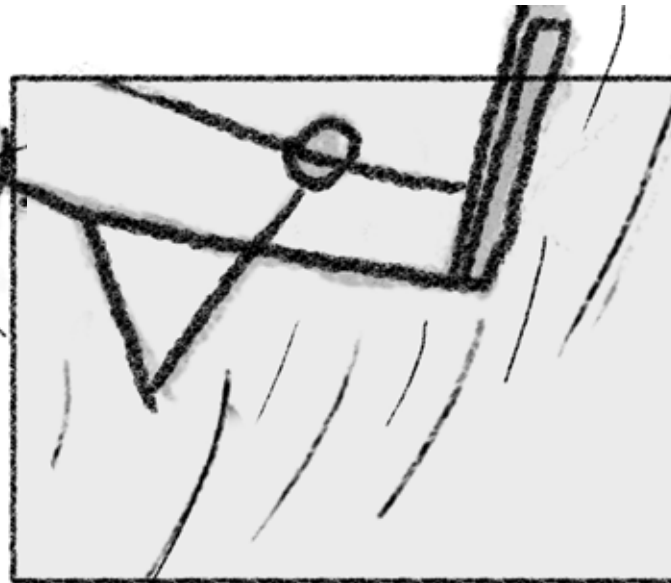
Manu starts pushing Bani harder.



As Bani start going higher and higher, the laughter on her face is wiped out.



Manu pushes even harder.



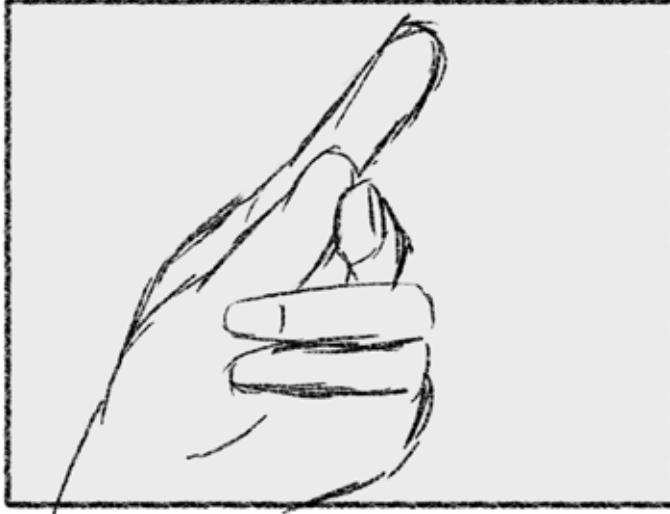
The jhoola goes ever higher.



Bani who was happy to start with, is now very scared.



But Manu who was unhappy is now smiling and having a good time.



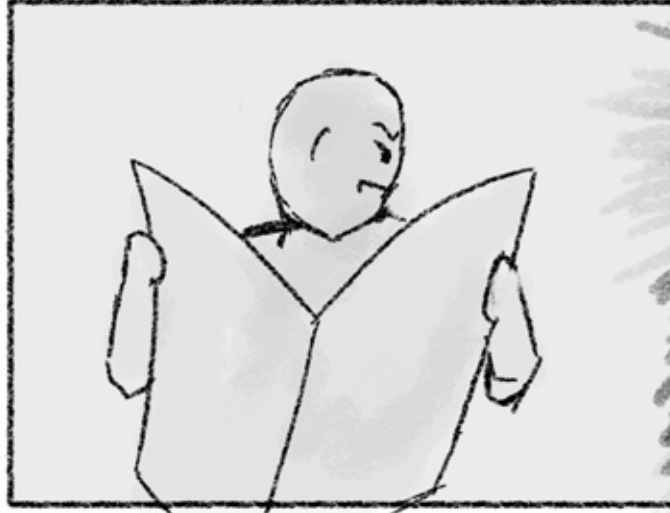
Here, Rahul is singing out loudly



and dancing on the place.



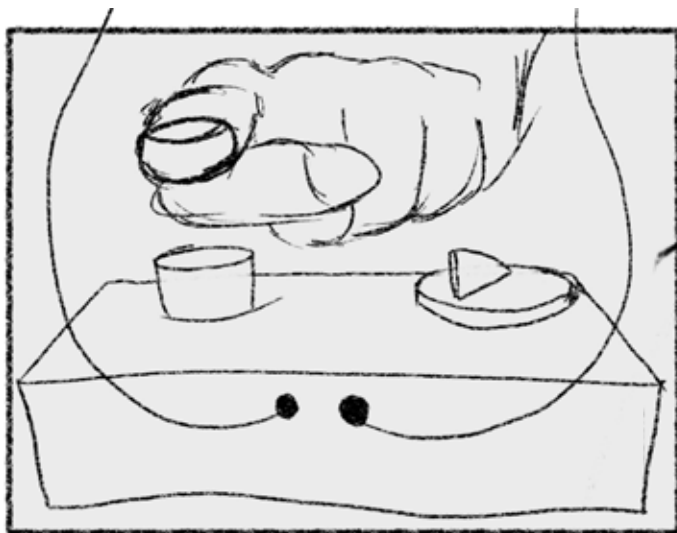
More people are turning back and looking at him, both irritated & amused



Specially people standing in shade are irritated.



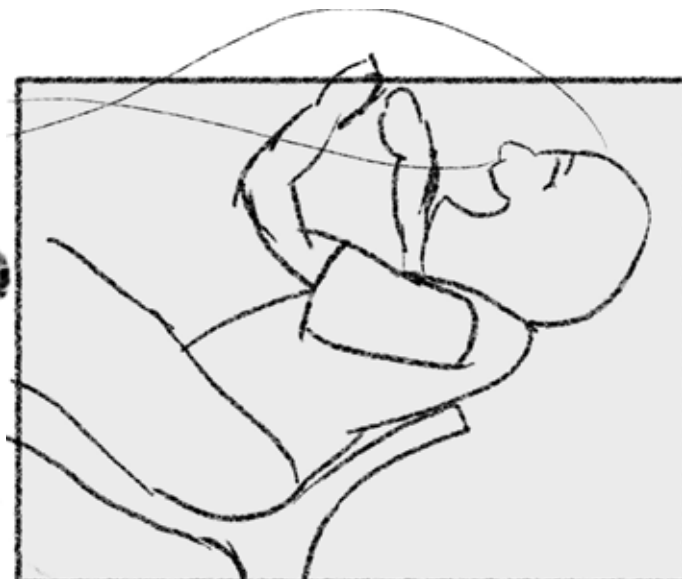
But Rahul is in his comfort zone now and having a good time, enjoying every moment of it. We also start to listen the song which the boy is listening and singing.



Dukheeram again pushes the button.



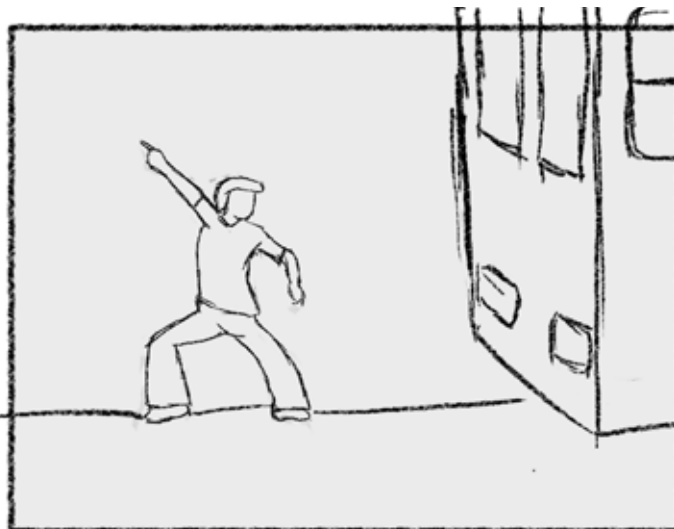
He laughs hardest ever. Water starts to trickle from his eyes.



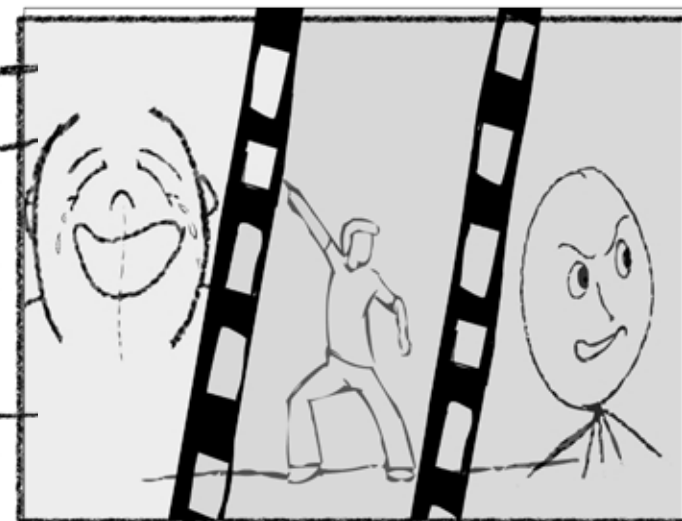
Laughing he topples the over and fall down.



As the scene fades, the song continues and we see the title of the movie "Pleasure"



As the titles end, we see a bus is covering the whole frame, it then starts and leaves the frame and we see that all the people in the queue have left, except for Rahul, who is still dancing, singing and having his best time. The music still continues to play.



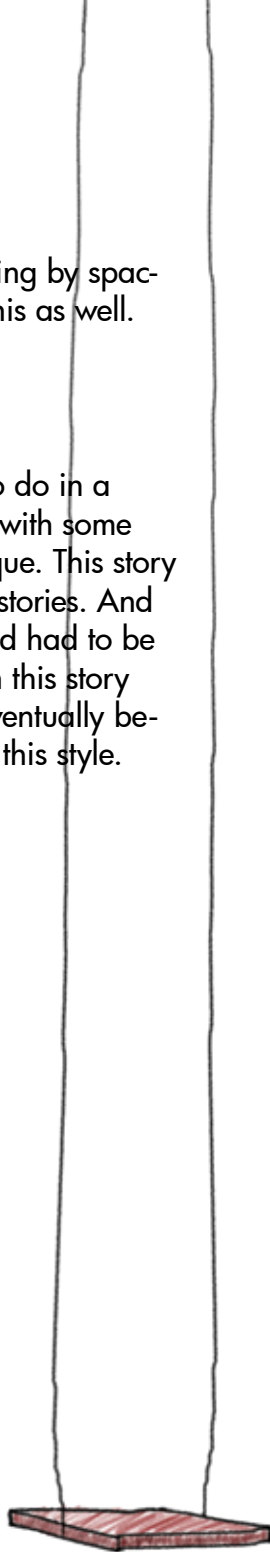
Dukheeram and Manu slides into the frame with Rahul, also enjoying. The frame stays like this for some times and then as the music ends, it turns dark.

Styles & Techniques

As described in Screenwriting, it was required to establish the fact that there are three stories. This, in terms of storytelling, I was doing by spacing each story in sufficient time to sink in and using transitions and segment titles as separators. I felt a necessity of a visual means to do this as well. Thus I decided to do each story in different style, and thus, if required, using different technique.



The first story, Bani & Manu's story, I decided to do in a minimalist style. The characters drawn as stick figures, with some colour, in traditional frame by frame animation technique. This story has many facial expressions compared with other two stories. And expressions are the most important part of the story and had to be done properly. By the use of this style, the characters in this story looked cute and wicked enough, at the same time. It eventually became a lot easier for me to animate the expressions in this style.



Styles & Techniques



For music lover Rahul's story, I earlier had thought of doing it in live action. Having shot with real people acting at a real location. But later I vetoed against it, because although as a student I could do mistakes, this mistake was hurting the overall movie. Being such a short movie, it would have come as a bit of a shock to see the real thing in between animation. Although it would have been easier to shoot it in few hours and later cut it in less than few hours, and the fact that, I would have had a live action movie making experience, I decided not to do it. Instead I decided to give the story a textured flat vector look. I had seen this style in few animations and wanted to try it. This style could be very well animated as cut-out puppet animation technique. Thus it became very easy for me to animate the most important feature of this story, the dance. It not only became easy for me to animate the dance, it made the dance look funnier.



The Dukheeram's story, In 'Pursuit of Happiness', there were very few elements in it. There was Duhkeeramm himself sitting on a chair, with a gadget on a table in front of him. I did this story in 3D. Once I had the characters and the props ready, it was only a few hours work to animate the whole story. Thus the decision of making three stories in three different styles solved two purposes for me. First, it provided the visual aid to establish the three stories in the mind of viewer. They could easily see that there are three different stories. And secondly, it helped me to have more styles and techniques in my portfolio, with just one movie.

Music & Sound Design

With the montage at in 'Vici', music was an important part of the movie. I wanted to keep the music for the third segment only. First two segments did not required any music, just sound effects.

I sought help of a composer, Susmit Limaye for this. We largely used the sound effects from the sfx bank. But few sounds needed to be recorded such as the characters talking, the falling chair etc. We recorded these at a studio.

Music part of this was critical, not only because of the montage, but because it would pull the viewer into the 'Pleasure Zone'.



I wanted the music to be typically Indian filmy, something to dance upon and with something to sing, no lyrics, just some musical element that could be mouthed.

