

Summer Internship



Studio Eeksaurus Pvt. Ltd.

An Ad-Film Production Company

5th – 30th May, 2014

Gayathri M. Jeaks

136340009

M.Des Animation, Class of 2015

Industrial Design Centre, IIT Bombay



Date: 3.6.2014

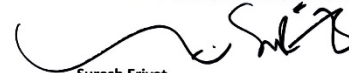
To Whomsoever It May Concern

This is to certify that **Gayathri Jeaks**, of IDC, IIT, Mumbai, was working at Studio Eeksauros Productions Pvt. Ltd. as an intern from 5th May, 2014 to 30th May, 2014.

During her internship, we found her to be a keen learner, hardworking and sincere. She worked on designing the characters for inhouse projects.

We wish her all the best in her future endeavors.

For Studio Eeksauros Productions Pvt. Ltd.


Suresh Eriyat
Director

Acknowledgement

I would like to thank Mr. Suresh Eriyat and Ms. Nilima Suresh Eriyat for giving me the opportunity to intern at Studio Eeksaurus Pvt. Ltd. I would also like to thank Mr. Arun Rane, for his invaluable guidance in each and every step of the process of animation. My special thanks to the 2D team at the studio for their corporation and willingness to let me learn with enthusiasm without feeling being inhibited.

I am grateful for the opportunity, it was a wonderful and well-rounded experience.

Gayathri M. Jeaks

5th July, 2014.

Declaration

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I declare that the views represented in this document as part of the written submission of the summer internship project are entirely my own and do not necessarily represent the views of Studio Eeksaurus Pvt. Ltd.

Gayathri M. Jeaks

5th July, 2014.

Abstract

This written submission of my summer internship includes an account of the different types of work I have done during the time I interned at Studio Eeksaurus. I interned for a period of four weeks from the 5th of May, 2014 till the 30th. As a fresher to the animation industry, my primary objective was to understand the workflow and animation process and to experience the dynamics of working in a creative studio environment.

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I. Introduction

The Company

Studio Eeksaurus Pvt. Ltd. is a multi-platform production and entertainment company based in Santa Cruz, Mumbai, with an in-house animation studio. The studio is a premiere ad film production company where their expertise include making films using 2D animation, 3D animation, claymation, stop motion, live action and also working on scripts, storyboard, animatic and character and concept designs.

Studio Eeksaurus has been around for more than 2 years, with more than 70 films to its credit and has won more than 20 international and national awards for its work.

During the duration of my internship, I was exposed to the pre-production and production stages of projects. I was involved with concept generation, character design, storyboarding and animatic, clean-up and creating supers for in-house projects. The projects were mainly live in-house projects so I had to adhere to strict deadlines and produce results based on the feedback that I got. It also gave me an insight into the production pipeline of the studio.

II. Projects Undertaken

As mentioned earlier, I had the opportunity to work on projects in the pre-production and production stages. Before the work could commence, the interns were tested on our general design ability and knowledge of software. After we went through the initial process, we were assigned projects based on our skill levels.

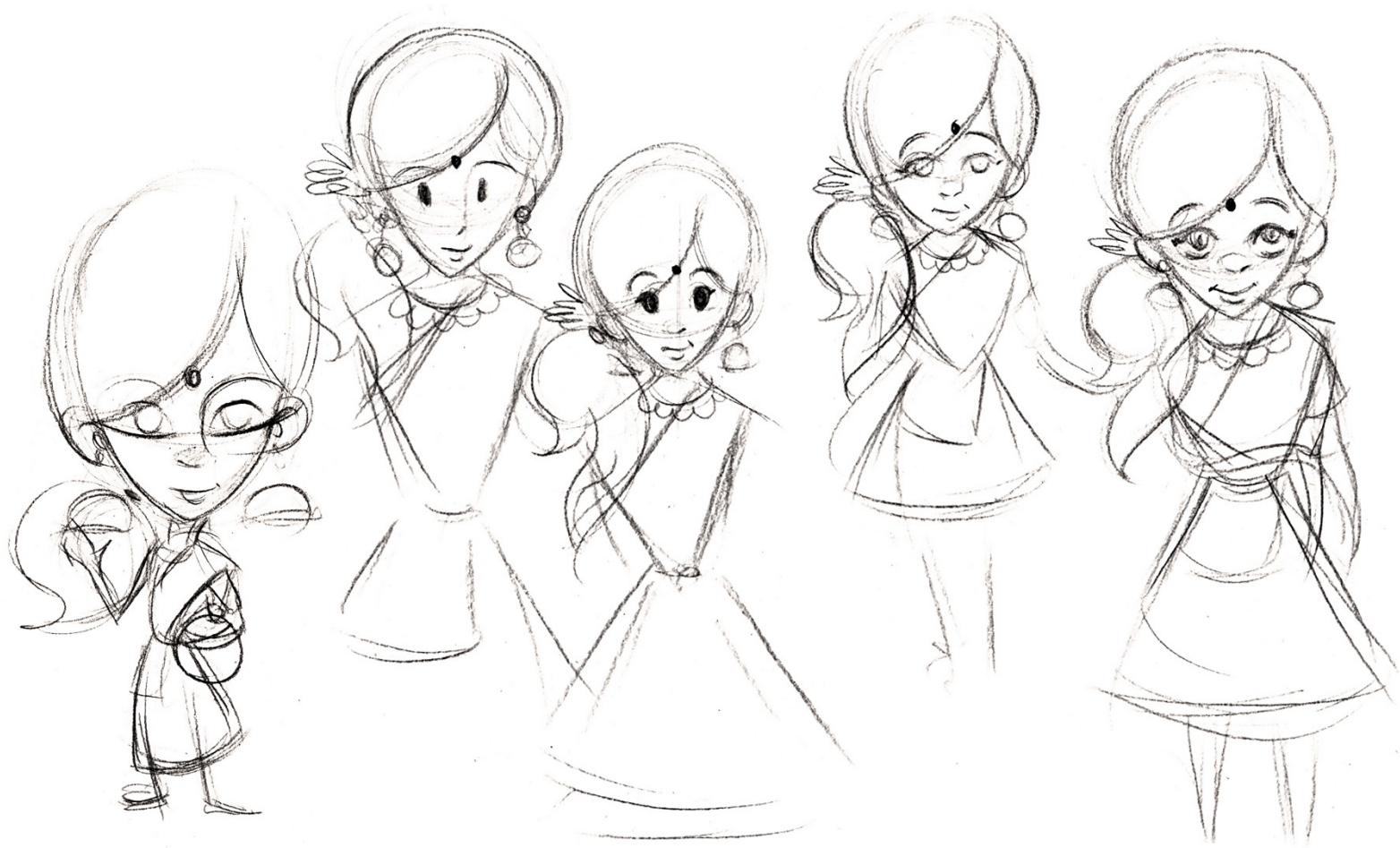
Some of the projects that I was a part of is as follows.

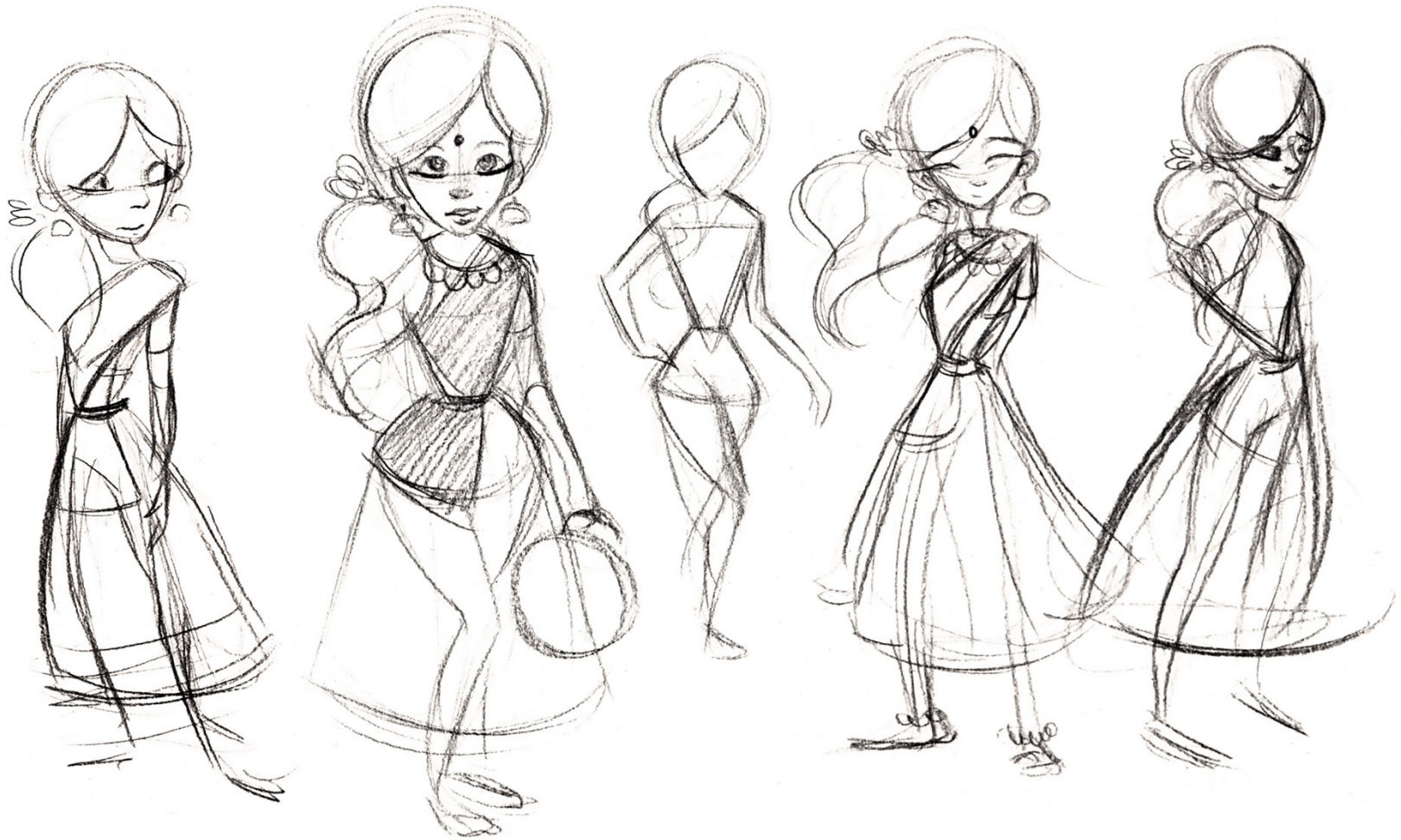
1. Sholay character explorations

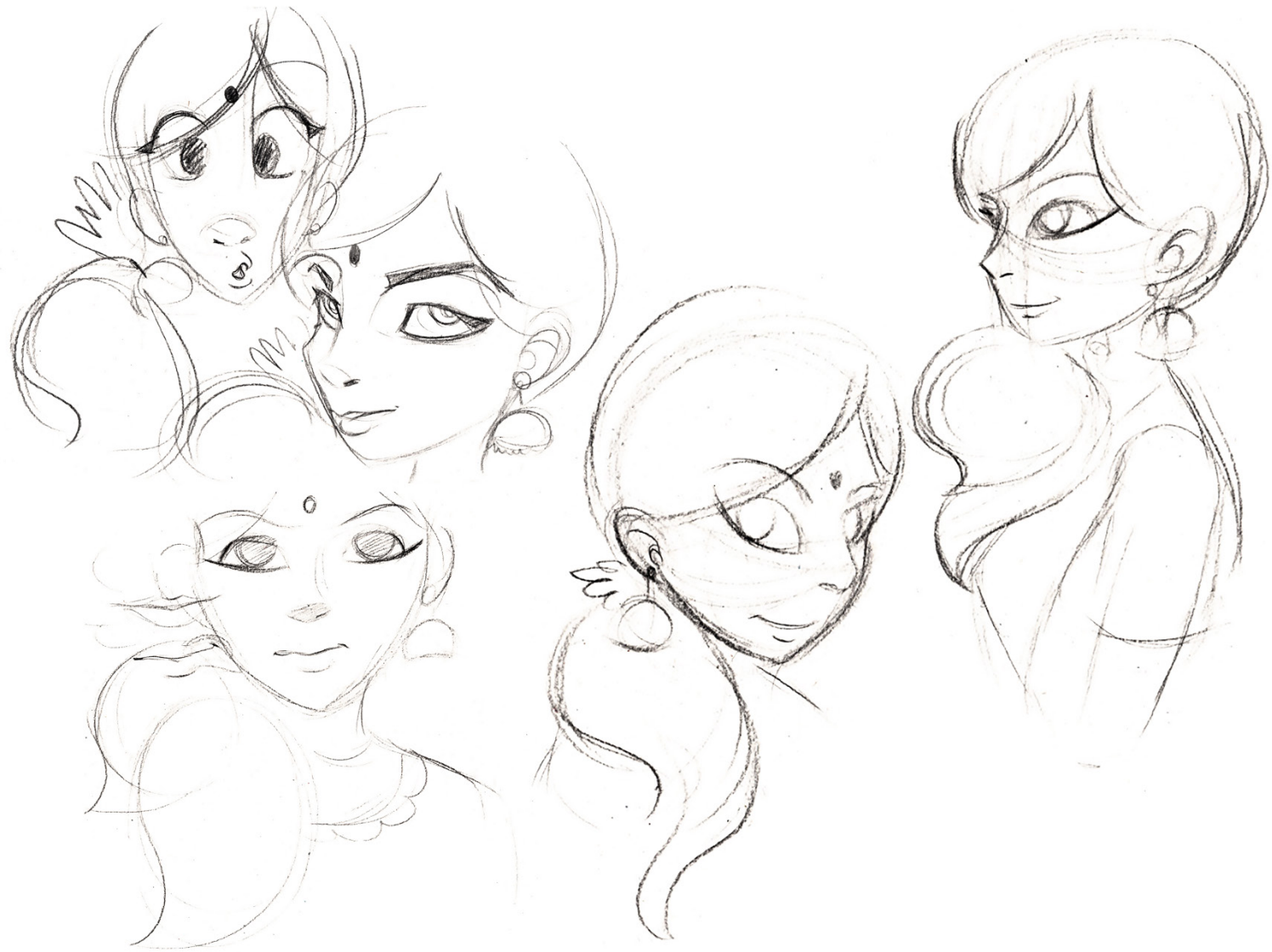
Design Brief: To create animation friendly characters based on characters from the Hindi feature film, Sholay.

I was asked to develop the character of Basanti. I wanted to make her look iconic and with character and a fair amount of detail which went well with the other characters being developed.

Feedback: The character drawings by themselves were appreciated, although the details in the characters were more than what was necessary posing difficulties while animating the character in Flash.









2. Public Women's Welfare Project

Project brief: An in-house project being developed to raise awareness on women's welfare. Several parallel ideas were being developed at the same time and I got the opportunity to work in parts in some of them.

2.1 Conceptual

a. Idea generation

Design brief: To develop parallel concepts in sync with the existing concepts for the project.

We were given a list of ten concepts by the design team, where the women transform themselves to fantastical creatures or evolve themselves into dangerous beings to protect themselves from sexual predators. We were then asked to generate parallel concepts based on any two concepts and asked to write supers for them.

I chose a concept involving the woman transforming herself into a dragon and a concept where the woman becomes a superhero in an office scenario.

Concept 1: Dragon

A public bridge staircase – a lady is climbing up the stairs. A man is climbing up as well right behind her. There is plenty of space in the staircase and he acts as if there is none while trying to move ahead of her. In the act of moving ahead he brushes her butt with his arms. She felt a jolt and paused for a moment, but since he moved on ahead she brushed it aside and climbed on. The man stopped ahead and started talking over the phone. She hurriedly move past him to avoid an incident. He immediately follows her and does the same. This time he looks back at her and gives her a wicked dirty smile. She stops and stares at him, her nose flaring and eyes turning red.

Option 1: She transforms into a huge angry Theyyam figure (bhagavathy / goddess – folk ritual, Kerala) with long silver fangs, growling at the man. He falls back down terrified while she tower over him grabbing his neck and strangling him.

Option 2: She turns into a huge dragon and opens her jaws, revealing her long sharp fangs. He falls back down perplexed. She leans ahead and gobbles him up in a quick motion. The dragon pauses for a minute, crouching down with an intense expression, like something is happening

inside. It looks almost constipated and then it farts the man out, green gas surrounding him.

Super: Justice shouldn't be just a fantasy.

Concept 2: Office

We see a woman working alone late in an office. The cubicles near hers are empty. There are a few people sitting scattered around the office. A man walks up to her. By her body language we realize that he must be one of her superiors. He leans in on her cubicle and we see him talk. The conversation is not audible. Then he brushes her cheek and puts his hand on her shoulders and squeezes. She looked petrified. Suddenly she shrugs it off, stands up and burns him with the red laser streams from her eyes, like a superhero. We see him burn down and become ashes piled up at her feet.

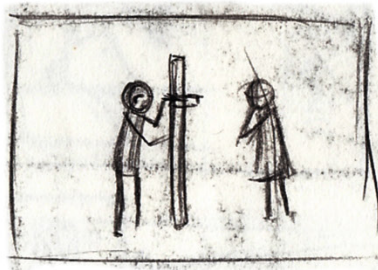
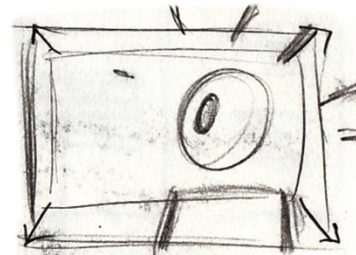
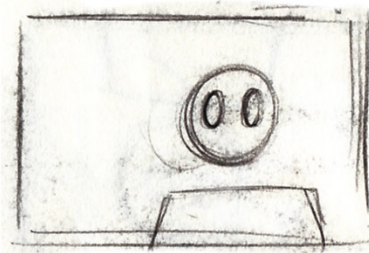
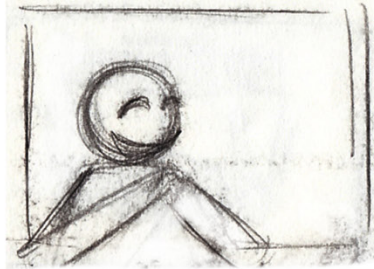
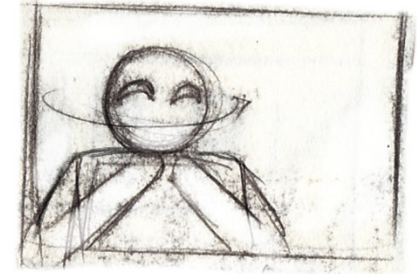
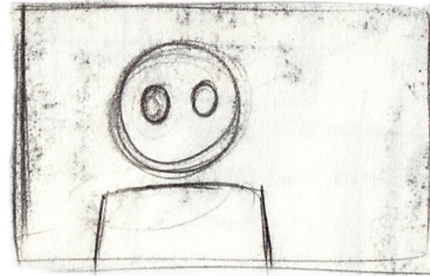
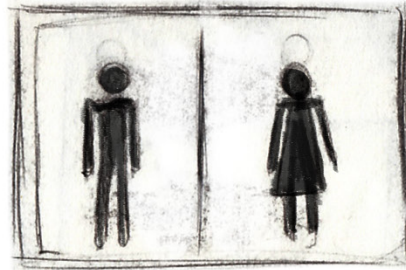
Super: When super powers are hard to come by, use your voice. SPEAK UP!

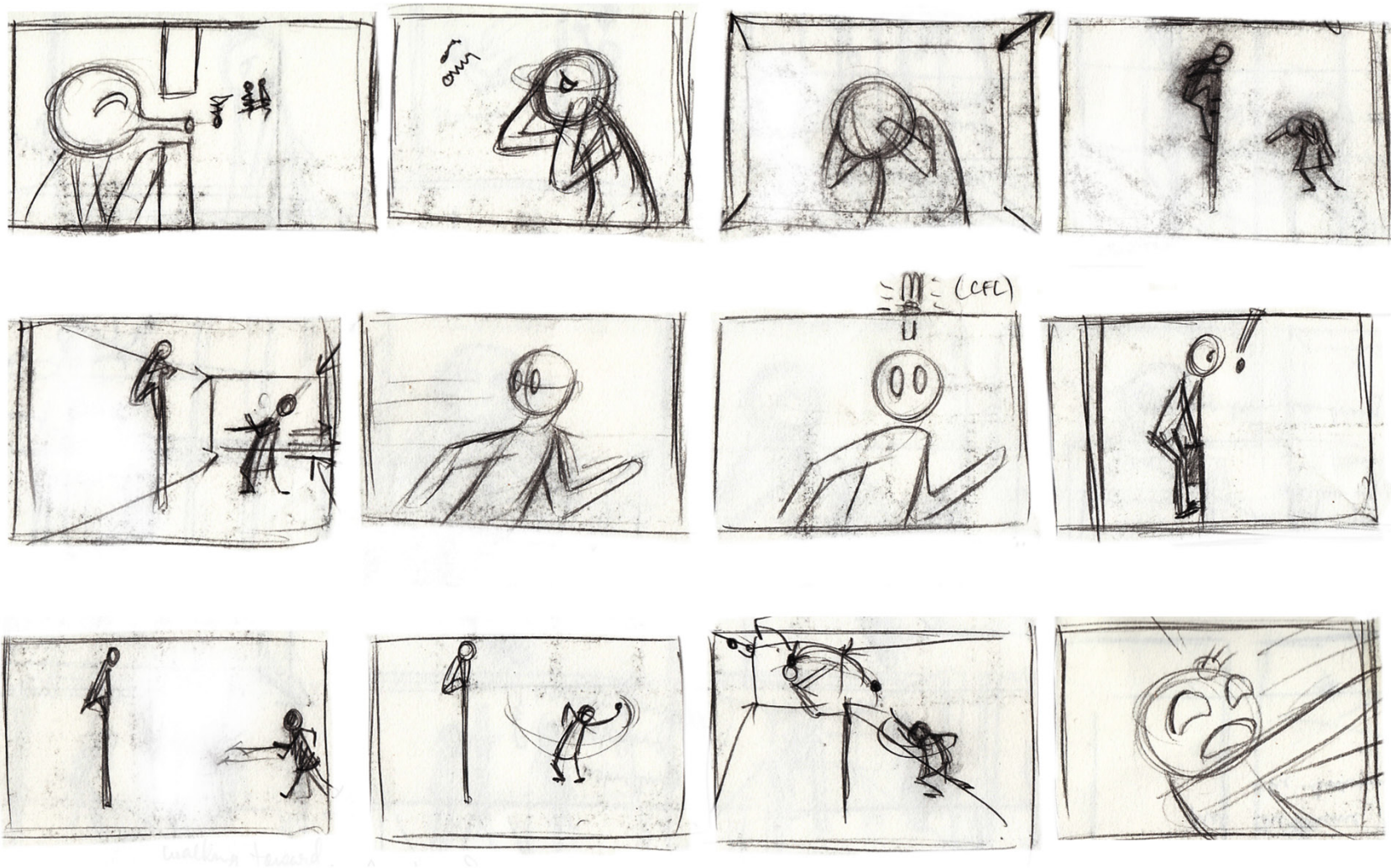
b. Storyboarding

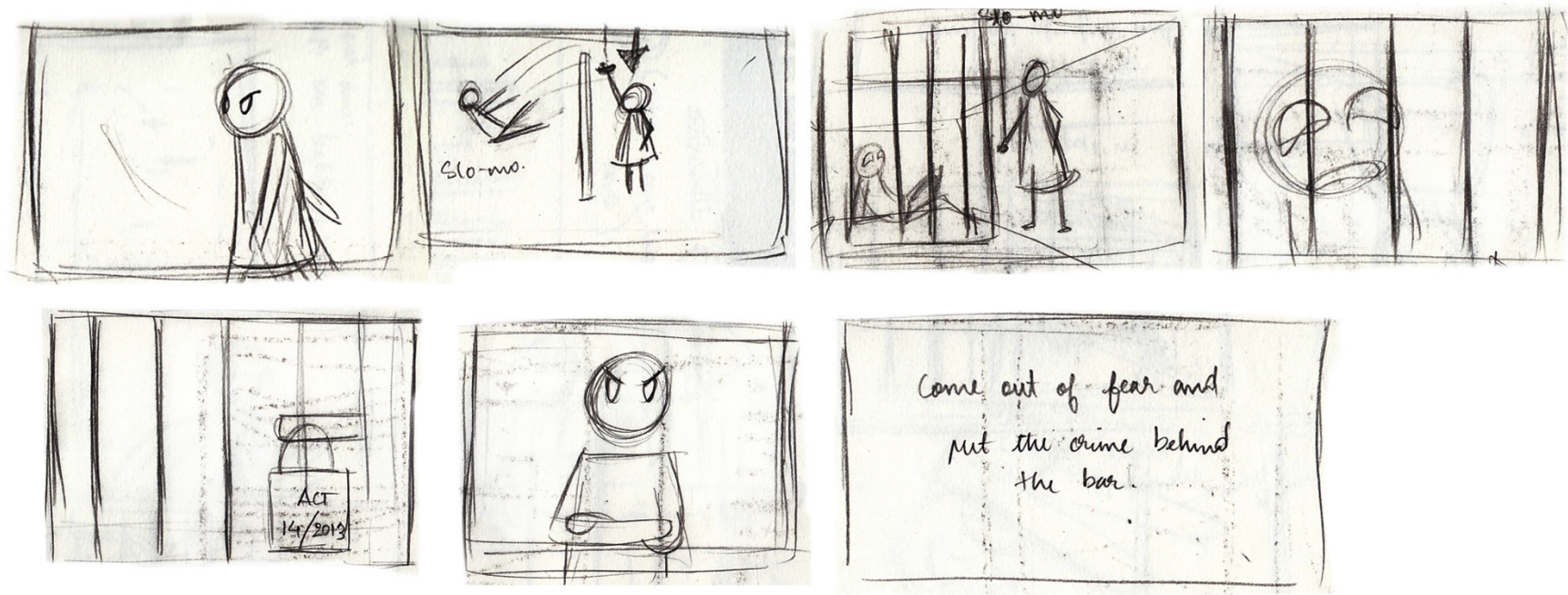
Design brief: Storyboard a given concept.

We were given eight concept briefs and was asked to storyboard any one of them. I chose a concept involving public toilet icons, where the male icon is harassing the female icon. I did a brief research on street harassment and why the women don't complain and also noted down personal experiences before starting to storyboard.

Feedback: There were concerns with the duration of the animation if the storyboard were to be animated.







2.2 Live Project

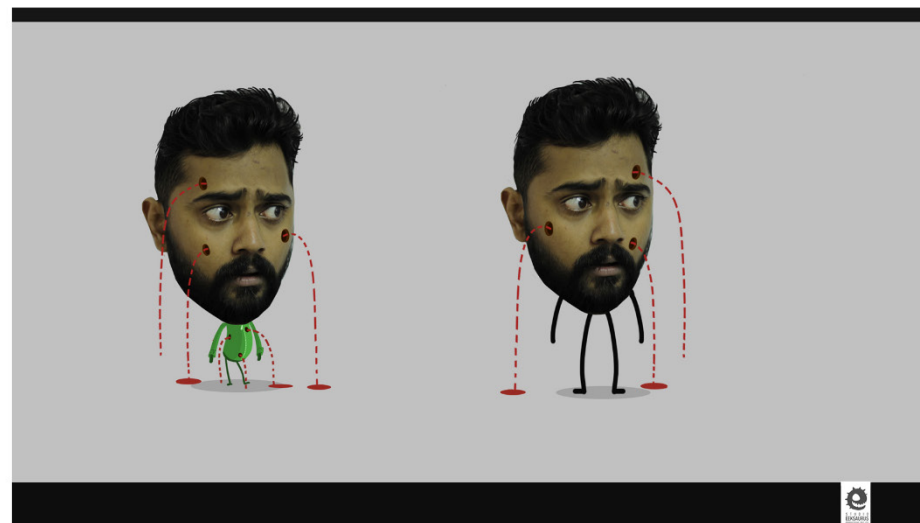
Project brief: As part of the Public Women's Welfare project, certain scenarios were created where the women use hypothetical products to save themselves from sexual predators.

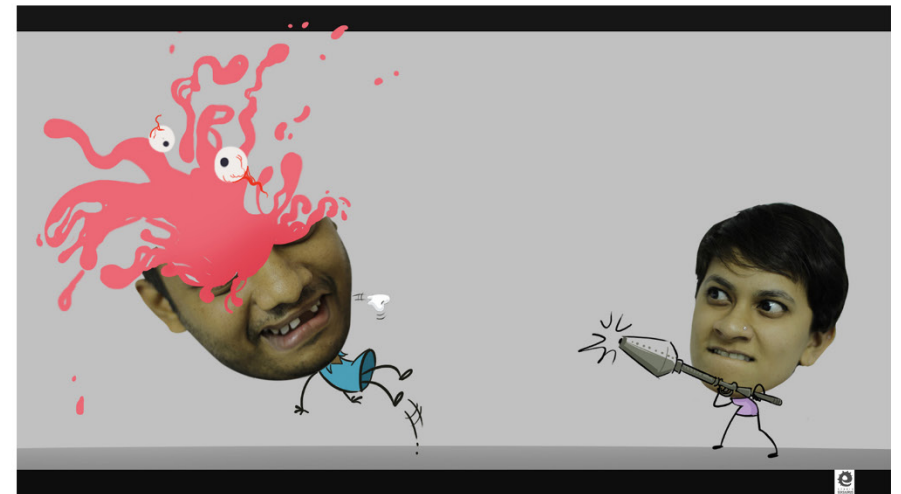
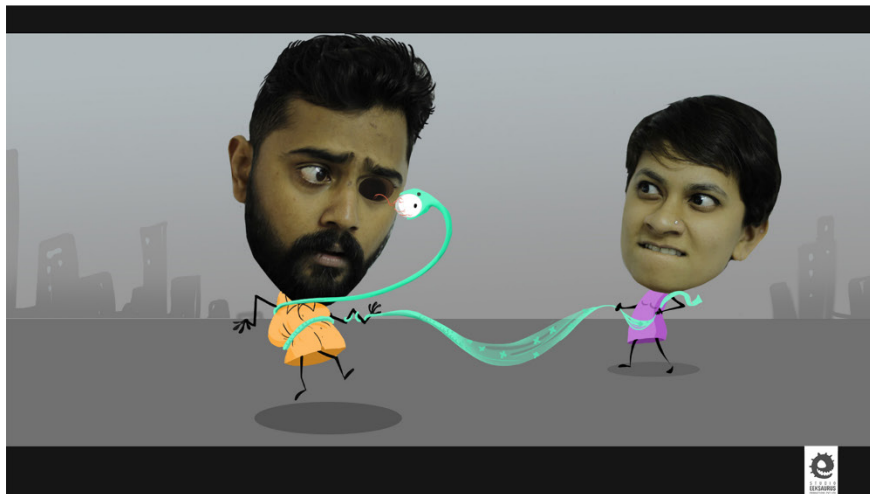
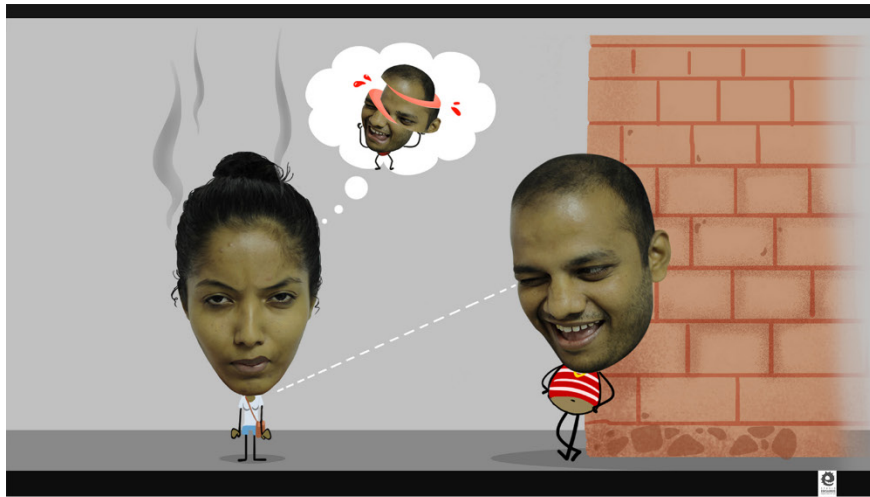
a. Creating the scenario

Design brief: To create an initial scenario to lay foundation for the project.

Photographs of people making different expressions were taken. I was instructed to clean up the photographs so that they can be turned into characters who are harassing and who are being harassed.

Software used: Photoshop CS5





b. Character turnarounds and expressions

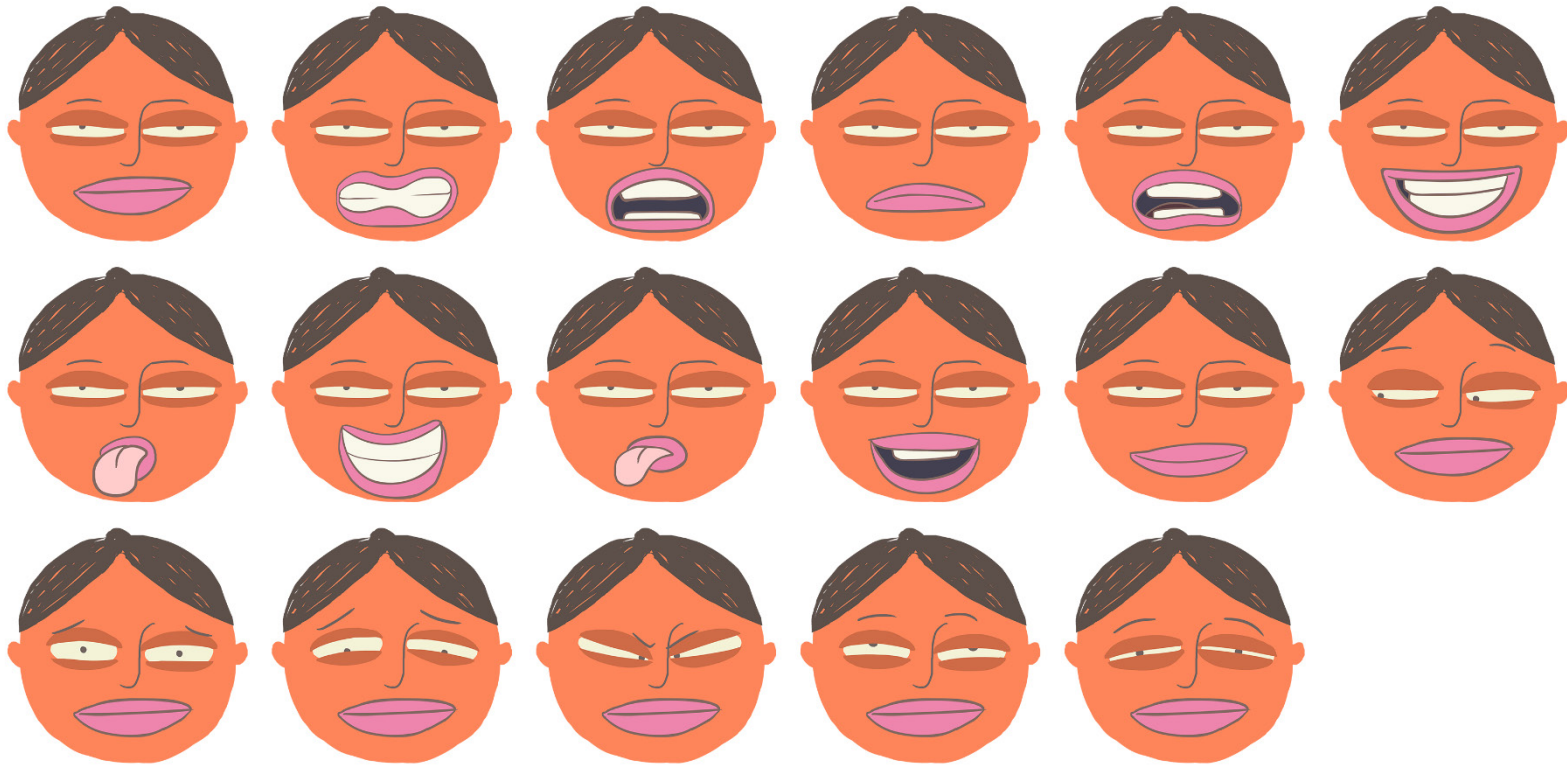
Design brief: To draw character turnarounds and expressions and prepare them for animation in Flash.

The design team gave us rough sketches of the characters to be used in the projects. We had to further develop them and draw partial turnarounds and expressions. I had to make the required turnarounds for three characters. Each character had to have a hand drawn feel to it and I was instructed to separate the parts of the character into symbols or groups according to the usage of that part in animation. Symbols for character expression were also made.

Software used: Macromedia Flash 8







c. Inclusion of characters in the animatic

Design brief: The cleaned up characters were asked to be put into the animatic.

The characters which were prepared already, were put into the animatic taking care of including the right symbols so that there would be no confusion during animation.

Software used: Macromedia Flash 8

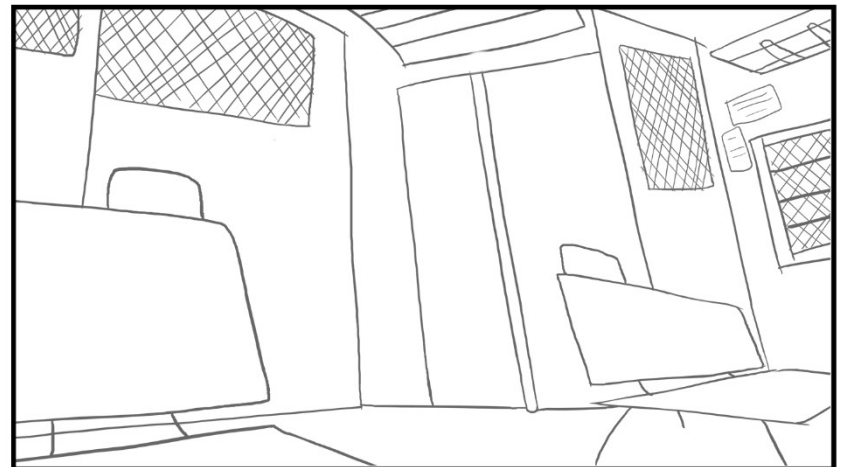


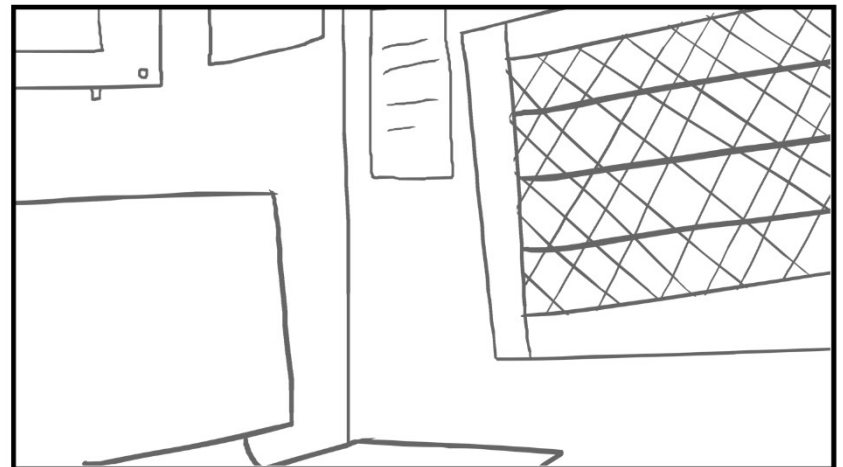
d. Background clean-up

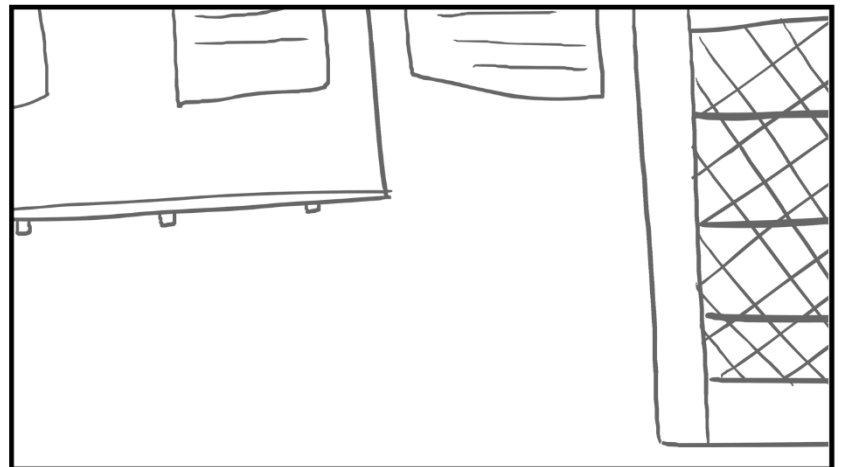
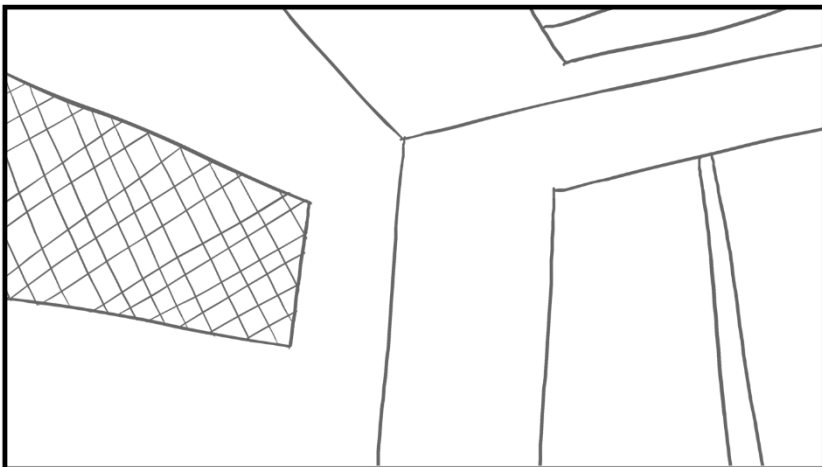
Design brief: Clean-up rough backgrounds from animatic in Flash for production. The backgrounds were required to have a hand drawn feel to it.

I was given the rough backgrounds which were made in Photoshop. They had to be converted and imported into Flash for clean-up.

Software used: Macromedia Flash 8







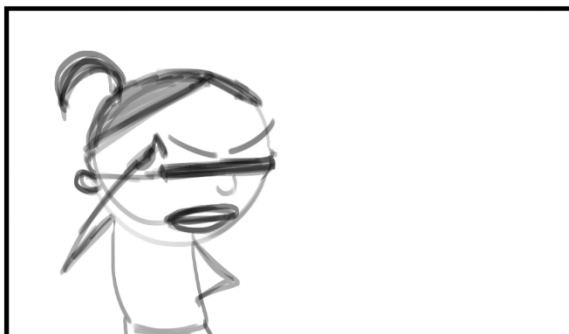
e. Creation of Supers

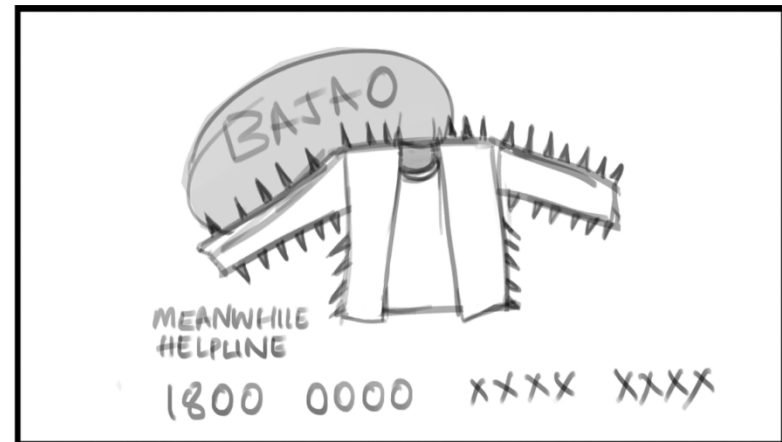
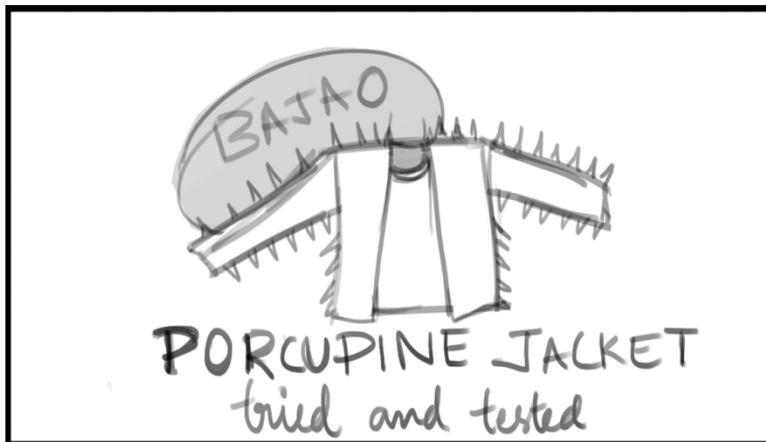
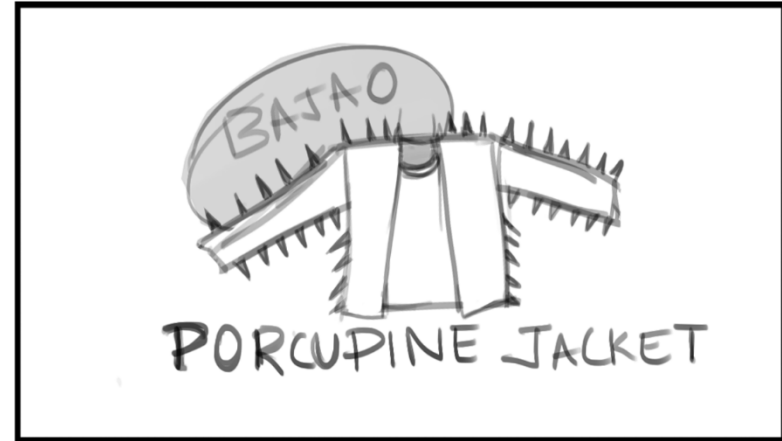
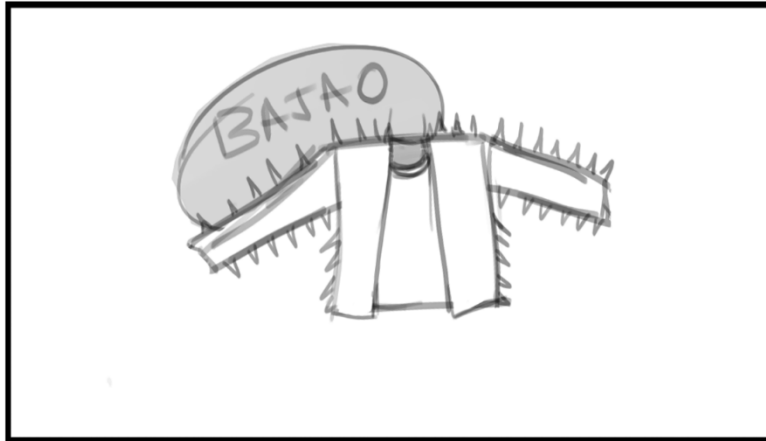
Design brief: To create supers for the hypothetical products being developed as part of the Public Women's Welfare Project. They had to look futuristic in design and has to be incorporated into the animatic.

We were a team of two who worked on this project. We were given a brief of two products to create motion graphics for, they were – laser glasses called 'Lasers for Lechers' and a protective jacket with retractable claws called 'Porcupine Jacket'. We had to further develop the products based on the brief given and had to create graphics for the products and animate them. The other intern worked on the graphics while I was responsible for the motion graphics in AfterEffects. After the motion graphics was done, we included the supers into the animatic using Premiere Pro.

This project helped me understand the design process better, as we had to improvise our designs rigorously based on the feedback that we got.

Software used: Photoshop CS5, AfterEffects CS5, Premiere Pro CS5







Keep calm , Be armed





3. Generic work for the studio

3.1 Studio Eeksaurus – Tata Docomo Logo

Design brief: To create Studio Eeksaurus logo advertising Tata Docomo Photon Max, to be uploaded on the studio's Facebook page.

I had to create the logo from the production stills that was shot by the studio for Tata Docomo Photon Max advertisement. The logo was created by masking the various stills showing Tata Docomo in the Studio's logo.

Software used: Photoshop CS5

Feedback: The logo was accepted and uploaded on Facebook.



3.2 Indian Street Cricket - Slates

Design brief: The studio has a separate channel on YouTube called 'India Mein World Famous'. The brief was to create slates for a video to be uploaded on that YouTube channel.

I had to create slates from the production stills of a video on Indian street cricket. The slate will be shown as the still image when the video will be clicked on YouTube and elsewhere. I had to make the stills look interesting and it had to convey what the video was about.

Feedback: The slate was accepted and uploaded with the video on YouTube.



III. Experience

The overall learning experience that I received from interning at Studio Eeksaurus had been great. It was possible because of the excellent design team at Eeksaurus who were willing to help, and give relevant and constructive feedback and criticism when necessary.

I had a first-hand experience on how a production studio worked and the kind of decisions you make to bring out a completed project. I also understood, to a certain extent, the design decisions the art director makes in order to speed up the process of animation. This was made so that the tight deadlines of the projects can be met without any compromise on the quality of animation and design in general.

I hope to weave in these experiences into my own projects to make better decisions and produce wonderful outcomes.