



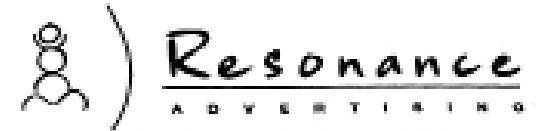
Summer Internship Project (P1)

Girja Likhite

Animation 08634802

Industrial Design Centre, IIT Bombay

Certificate



Evaluation Report

24/06/09

Name: Ms. Girja Likhite
Duration of Internship: 20th May to 24th June (36 days)
Evaluating Authority: Mr. Achyut Palav
Director, Resonance Advertising

Evaluation Remarks :

- Regularity & Punctuation: Very Good
- Capacity of carrying out orders: Very Good
- Skills on job: Very Good
- Individual Initiative: Very Good (The candidate has the desire to learn & has understood the contents of the job)
- General rating of the candidate: Very Good

Girja Likhite has proved to be a worthy candidate in the above period. She has exhibited considerable understanding of the job & has taken initiative to make various jobs a success.
We wish her the very best in her future endeavors

Achyut Palav
Director
Resonance Advertising

Acknowledgements

First of all I would like to thank Sreekumar Sir for giving me such a wonderful opportunity to work with Mr. Achyut Palav. I am honestly grateful to him for having faith in me and encouraging me every now and then.

I would sincerely like to thank Mr. Achyut Palav and Mrs. Shraddha Palav for making me a part of their projects and most importantly for being very much positive about my work since day one as well as for having trust in my competence throughout as they always trusted my decisions and were always open to my ideas and inputs.

I would also like to thank Achyut Sir for personally teaching me minute details of calligraphy in different scripts with enormous amount of interest and also for giving me a lot of knowledge about various tools along with numerous techniques discovered by him while creating this art of calligraphy and painting with ink. He encouraged me to make use of these techniques not only for calligraphy but also for illustrations.

I am really grateful to him for giving me a whole new vision, which I am sure is always going to help me for my further projects in future.



Introduction

Name of the organization: Resonance Designs

Director: Mr. Achyut Palav

Duration of Internship: One month (20th May to 24th June)

My internship with Mr. Achyut Palav mainly includes study of calligraphy, in which I learnt two basic scripts which are Devnagari and Roman, plus various techniques and use of different tools for creating this art from Achyut sir himself.

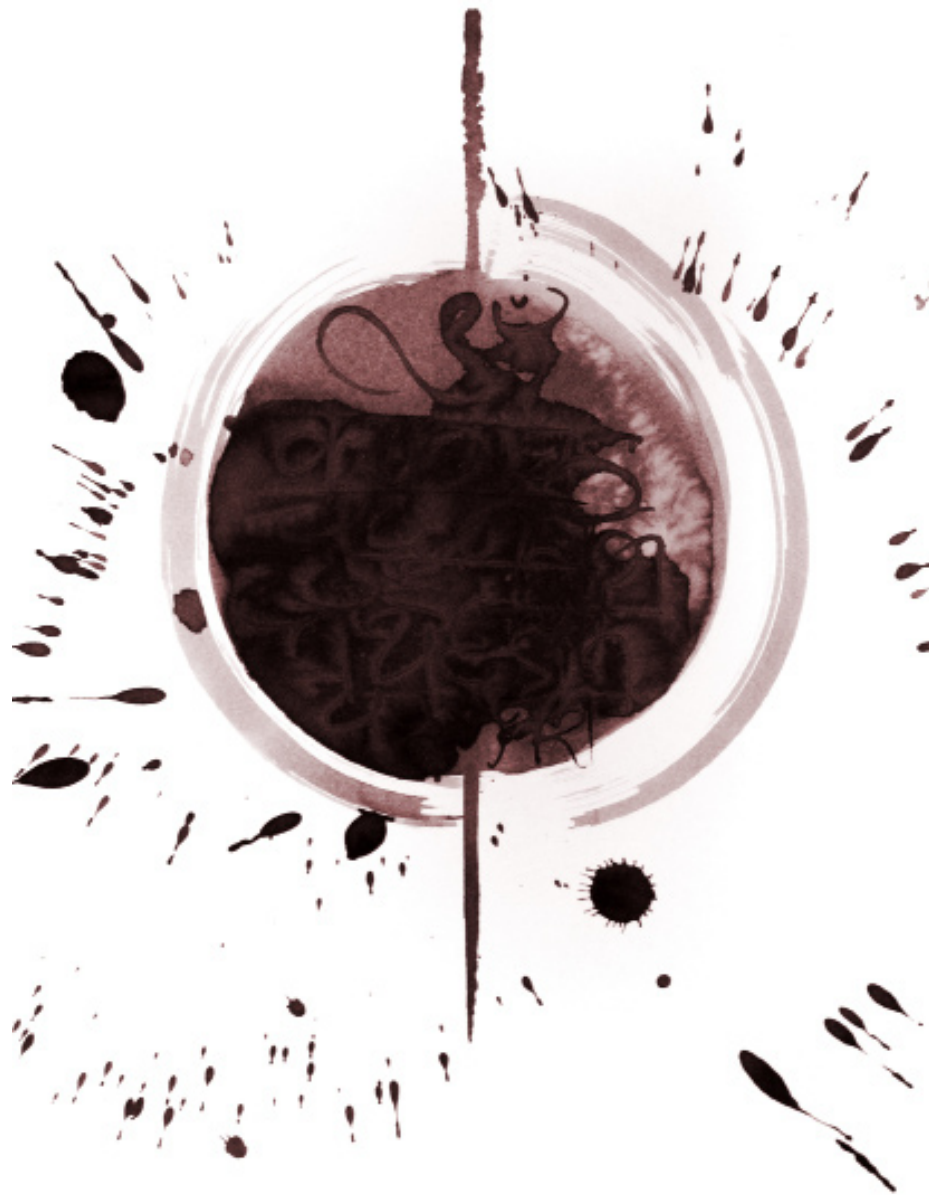
I also got to work on some of the on going designing projects in the Resonance designs and advertising, where I did some character designing, identity designing, CD cover designing, etc.

Most importantly after learning the art of calligraphy from Achyut sir, he wanted me to create some animation for him with the use of calligraphy, based on a poem by Achyut Palav himself. So, I also got an opportunity to use the art of calligraphy in my animation.



About Achyut Palav

Achyut Palav is among the greatest exponent of the art of calligraphy. He completed his education in Graphic Design from Sir J.J Institute of Applied Arts, Mumbai. He was also the ex-faculty member of the same college. He finished a research scholarship program from Ulka Advertising for a thesis on the Modi Script of the 15th to 17th century, in 1994. Achyut Palav started his career in Calligraphy in 1963. And after 25 years of his journey, he has now grown to become one of the finest calligraphers in the world. Palav has expressively used the Devnagri & English scripts in his work over the years. But his true love has been delving and exploring the vast possibilities and depths of the Devnagri scripts, which he has taken all over India and around the world to spread awareness about this traditional and rich script. Till now he has also won a National Award and many other awards and honours for his work.



Why Calligraphy?

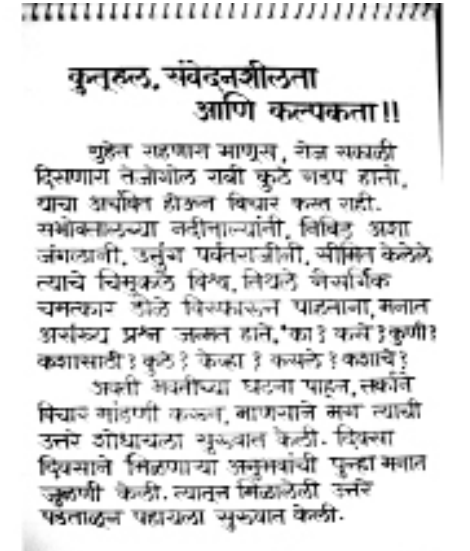
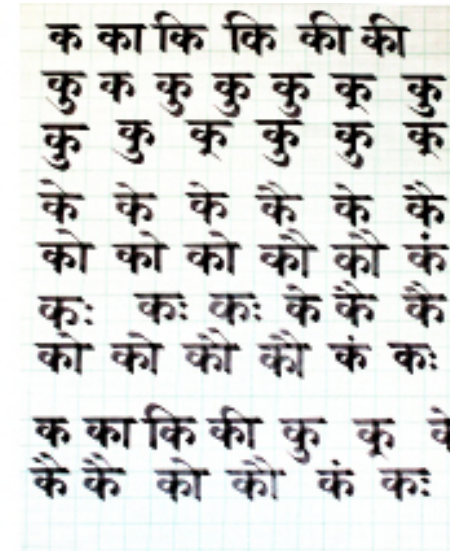
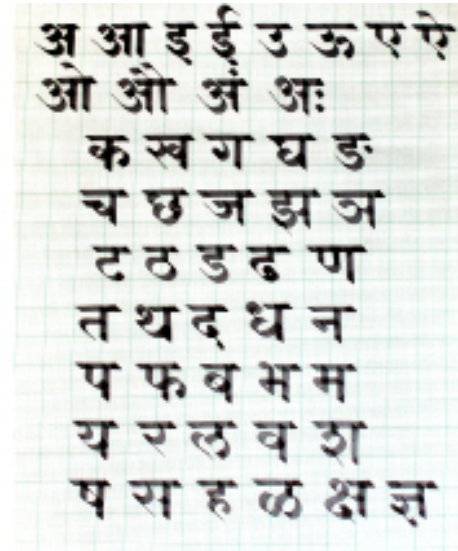
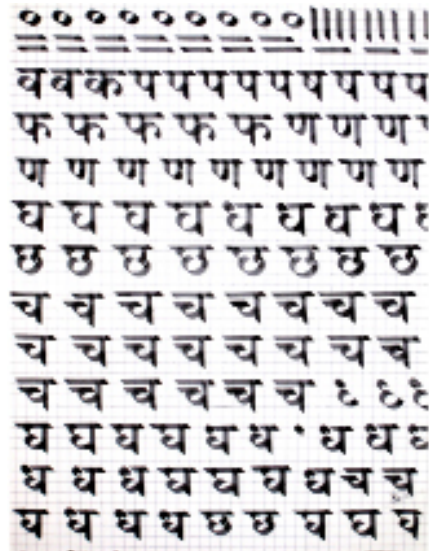
I was always interested in calligraphy and Achyut Sir's Calligraphy fascinates me the most because it is much more than just beautiful writing. Actually it is a performing art, where letters come to life. His art is not just a beautiful piece of calligraphy but a stunning painting which speaks for itself. These painting are surprisingly expressive and full of positive energy.. the letter forms hidden inside them actually speak to the viewer.

An art that I always wanted to learn.

Learning Calligraphy

Initially I was more interested in learning Devnagari script because of its strong connection to our culture and Indian tradition and I feel its a base of most of the Indian scripts. The beauty of Devnagari script gives us vast possibilities in creating dynamic calligraphy.

During the first week of my internship I mainly learned basics of devnagari script, along with the technicalities of the tools used. The exact angle to be followed and basic shapes and forms which make all the letters, including vertical and horizontal lines. After a lot of practice I learnt how each letter in devnagari script is to be drawn with perfect technical details, as it is essential to understand the basic structure of each letter before starting the exploration of this art of calligraphy.



Here is some of the practice while learning devnagari script.

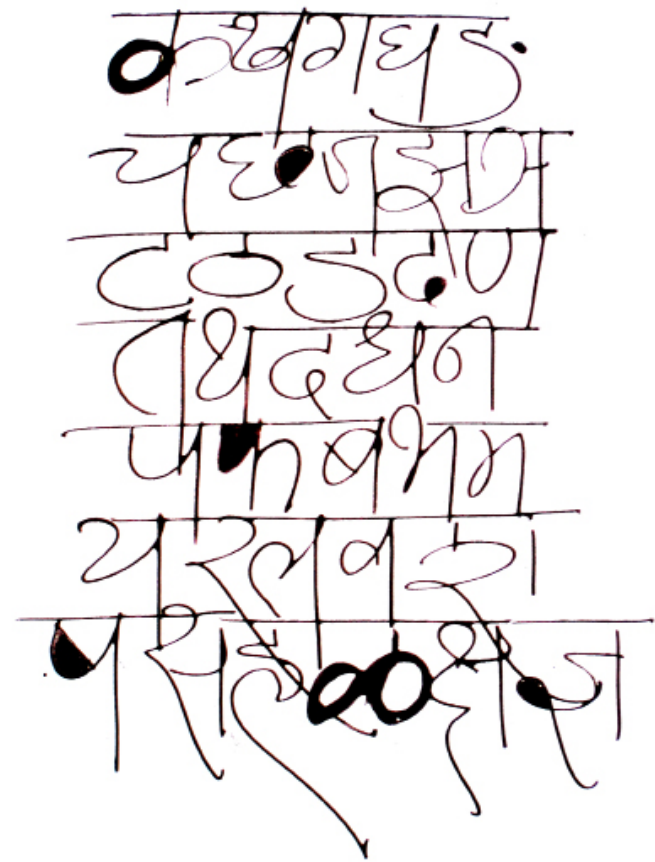
स्तोत्रम् ।
चरितं रघुनाथस्य शतकोटिप्रविस्तरम् ।
एकैकमक्षरं पुसां महापातकनाशनम् ॥१॥
चरितं रघुनाथस्य शतकोटिप्रविस्तरम् ।
एकैकमक्षरं पुसां महापातकनाशनम् ॥१॥
ध्यात्वा नीलोत्पलश्यामं रामं राजीवलोचनम् ।
जानकीलक्ष्मणोपेतं जटामुकुटमण्डितम् ॥२॥
सासित्पुणधनुर्बाणपाणिं नक्तंचरान्तकम् ।
स्वलीलया जगत्प्रातुमाविर्भूतमजं विभुम् ॥३॥
रामरक्षां पठेत्प्राज्ञः पापघ्नीं सर्वकामदाम् ।
शिरो मे राघवः पातु भालं दशरथात्मजः ॥४॥
कौसल्येयो दृशो पातु विश्वामित्रप्रियः श्रुती ।
घ्राणं पातु मखन्नाता मुखं सौमित्रिवत्सलः ॥५॥
जिह्वां विद्यानिधिः पातु कण्ठं भरतवन्दितः ।
जिह्वां विद्यानिधिः पातु कण्ठं भरतवन्दितः ।
स्कन्धौ दिव्यायुधः पातु भुजौ भमेशकार्मुकः ॥६॥
करौ सीतापतिः पातु हृदयं जामदग्न्यजित् ।
करौ सीतापतिः पातु हृदयं जामदग्न्यजित् ।
मध्यं पातु खरध्वंसी नाभिं जाम्बवदाश्रयः ॥७॥

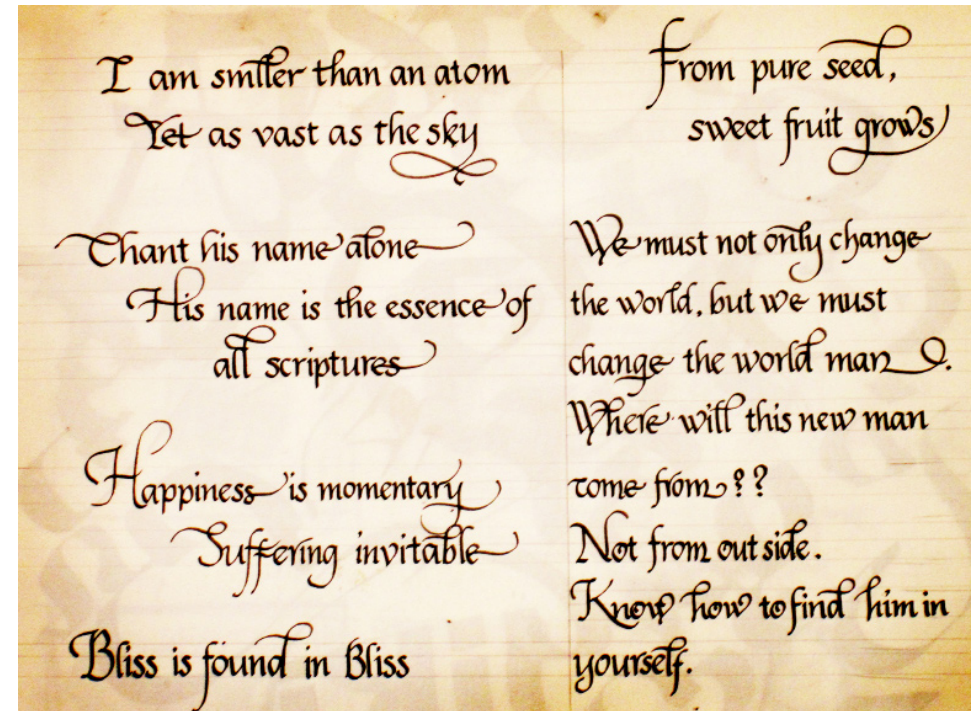
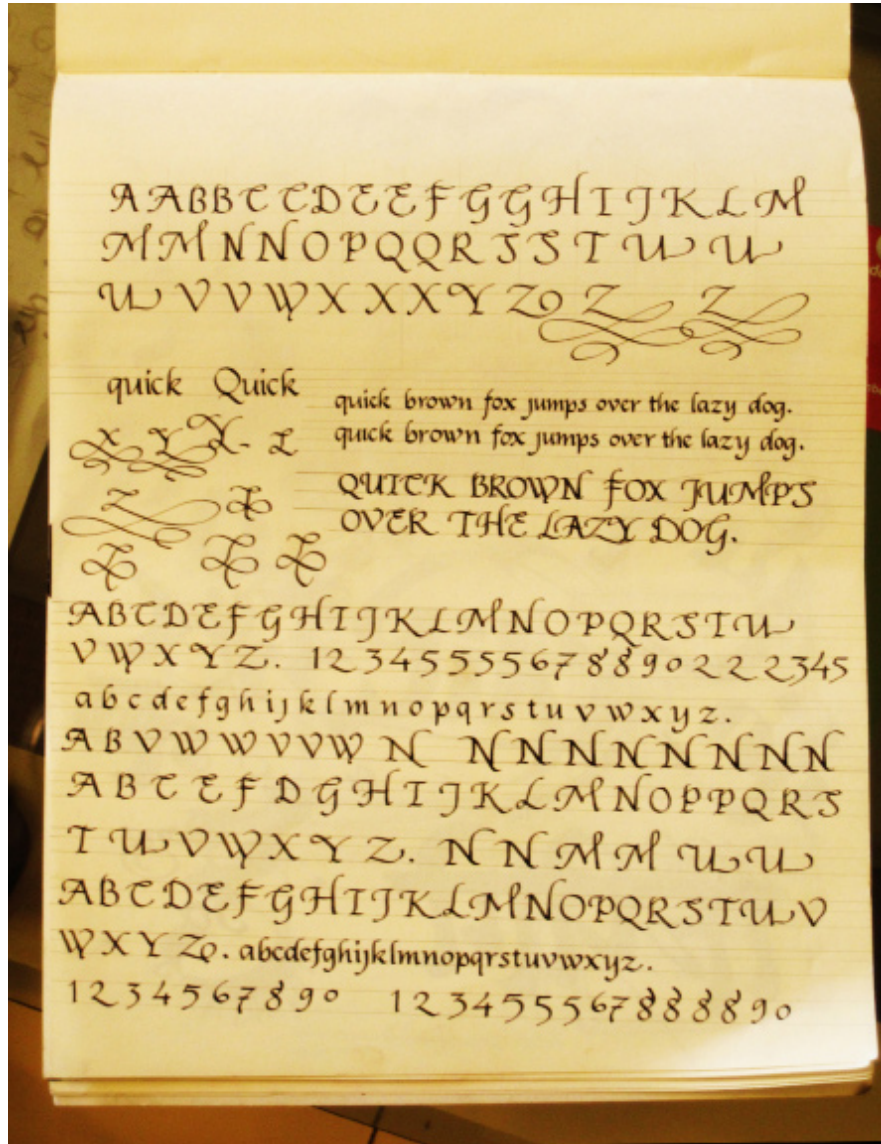
After basic calligraphy, Achyut sir taught me different styles of devnagari script. For example, Manuscript ... The calligraphy style that was followed to write ancient manuscripts and shlokas.

Given is some calligraphy I did for a client called 'Manashakti' .. These shlokas from Ramaraksha were then printed in a booklet that was inside the CD cover we designed.

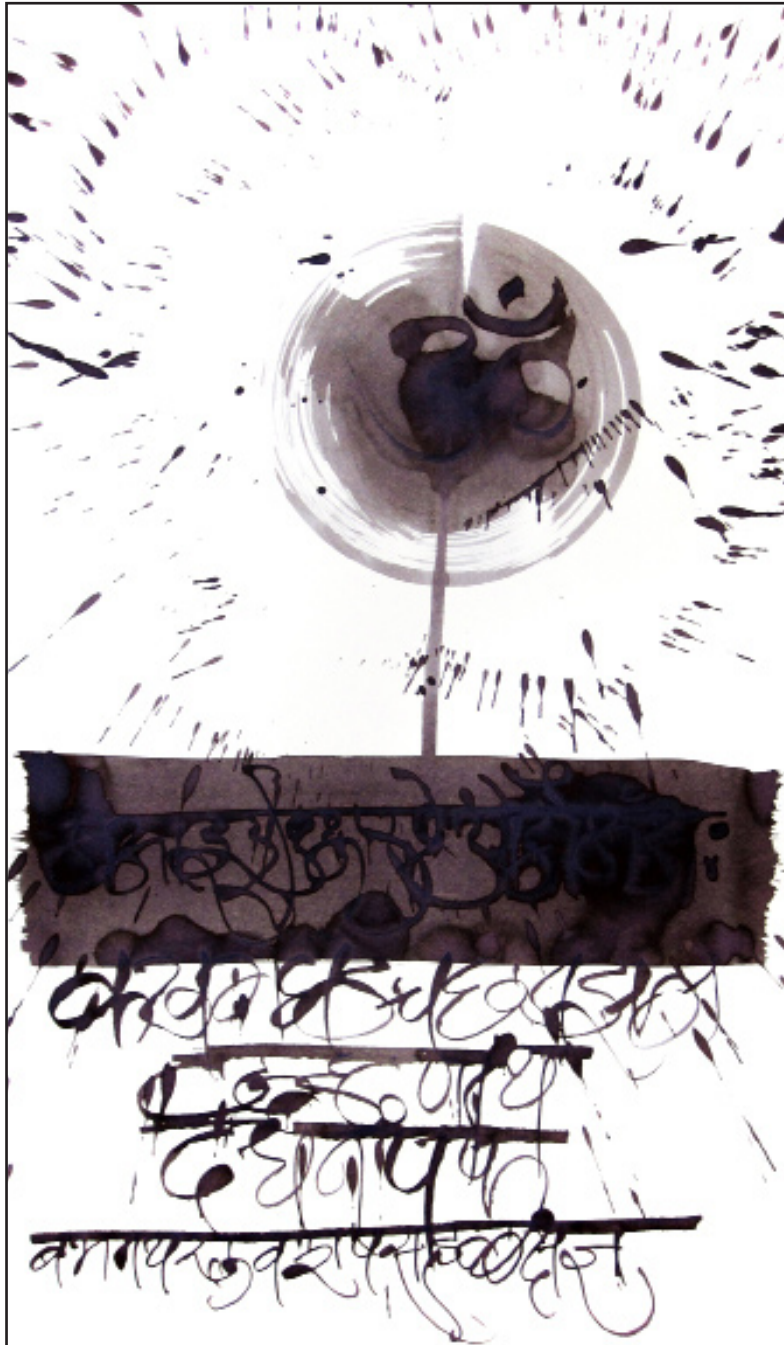


I also explored various different styles by using different tools .. and by creating interesting layouts made up of basic devnagari letters.



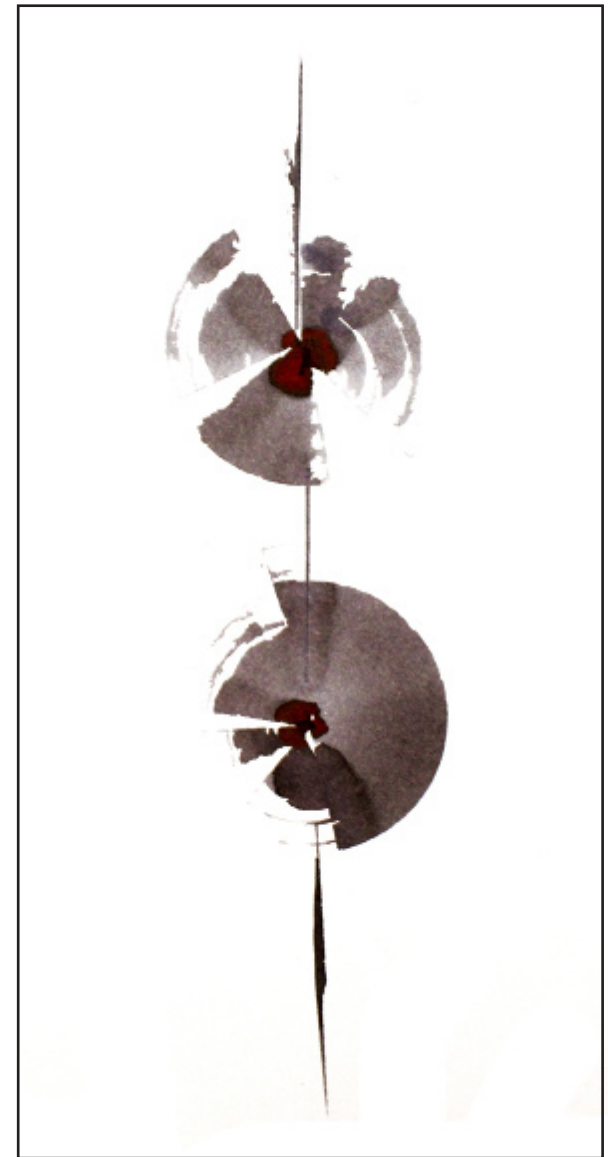


Similar to devnagari script, I also learnt Roman Calligraphy from Mr. Achyut Palav. He taught me construction of each roman letter, capitals as well as small, as it should be technically. After which he taught me how to make it look more and more beautiful with graceful strokes while writing paragraphs or poems.

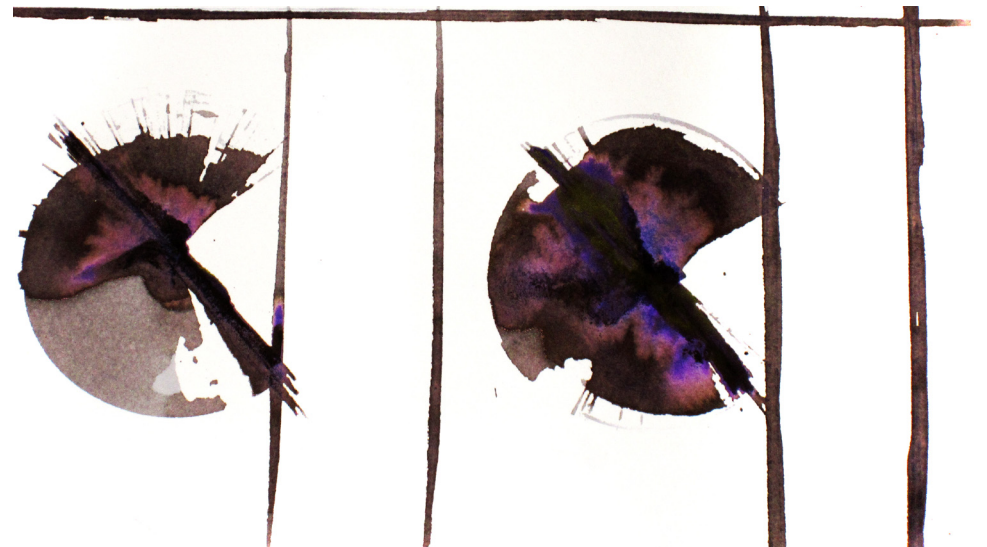


Learning Techniques

These are some of the explorations I did after learning various techniques used to do calligraphy with the help of various tools, including sponge, bow pen, steel pens, etc.



Some of the Artworks, while exploring techniques



Few explorations



Projects worked on:

Character Design of the mascot for A Social Campaign on
'Say No To Plastic'

Client: Thane Municipal Corporation

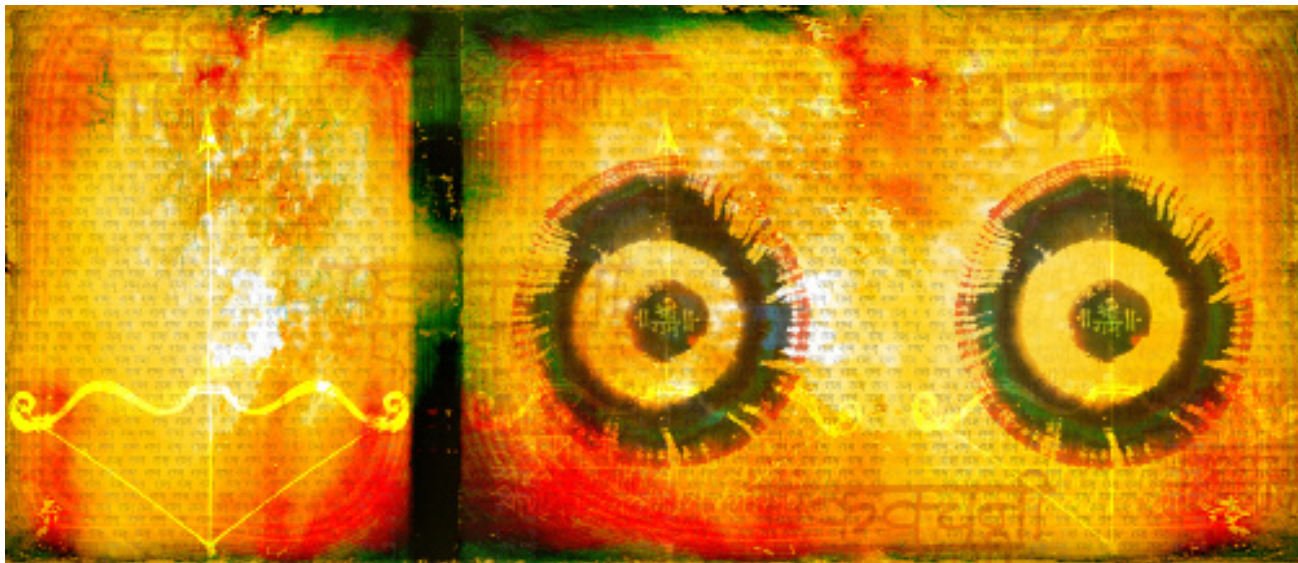
Brief: It was a social campaign by Thane municipal corporation to make people aware about the increase in the pollution because of the never ending use of plastic and how it is harmful to our life.

To convey this message effectively our team thought of creating a mascot for this particular ad campaign. Each ad suggested that the monster of plastic has now reached Thane city and if we fail to take any action against plastic to save our beautiful Thane city of lakes.

I was assigned to create the character design of this mascot.



Front cover



Inside cover

Projects worked on:

CD cover design of 'Ramaraksha - Ekavachni, Ekabani'

Client: Manashakti

Brief: Here we had to re design the CD cover of already existing CD which was based on Rama and his stories from Ramayana... basically it narrated Ramaraksha and the marvellous characteristics of God Rama through small stories from Ramayana.

I did entire designing of this CD cover including illustration of Rama and most of the calligraphy that was used in the artwork.

Projects worked on:

Animations Based on a Marathi poem by Mr. Achyut Palav himself. This was the main project I was working on. Achyut Sir wanted me to create an animation based on a poem written by him.

Brief: It is a very beautiful poem in which he has very nicely explained characters of various letters through small small incidents.

For example,

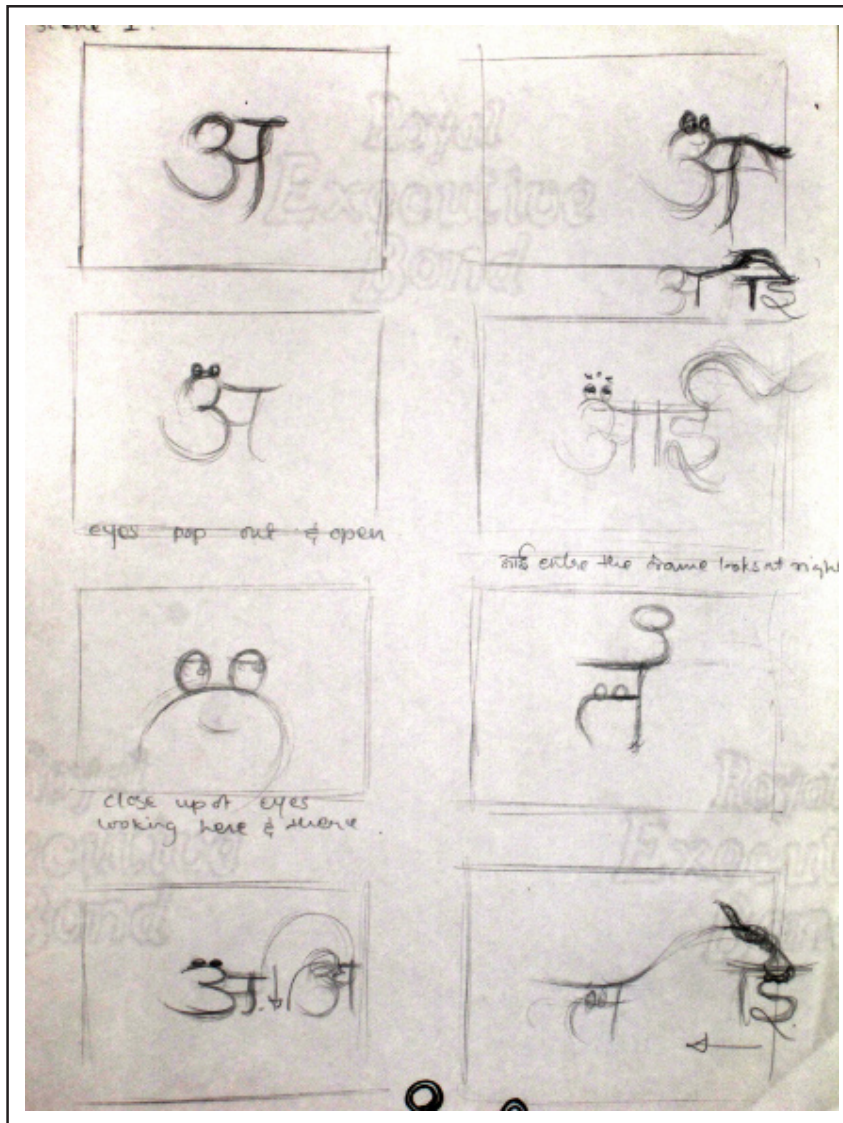
अ चा खेळ.. उ चा डिस्को.. तर ल ची लज्जतदार लावणी..
क चे भ च्या भानात कर्कश्य ओरडणं आणि भ चे भोकाडा पक्षरणं..

Meaning

The poem illustrates a scenario that takes place during an exhibition of these devnagri letters. 'A' and 't' go for this exhibition with 'Aa[-' and 'ta[-' respectively, where they come across various letters creating a big chaos, in which 'ba' is busy playing his 'band'.. 'D' is completely engrossed in his 'Disco'..

Similarly every letter is busy in their own world.. Just like mischievous little kids in a classroom. But, as soon as professor 'I' enters the class everyone starts running here and there in order to grab their positions .. And finally they all manage to take their respective places given to them in the table.

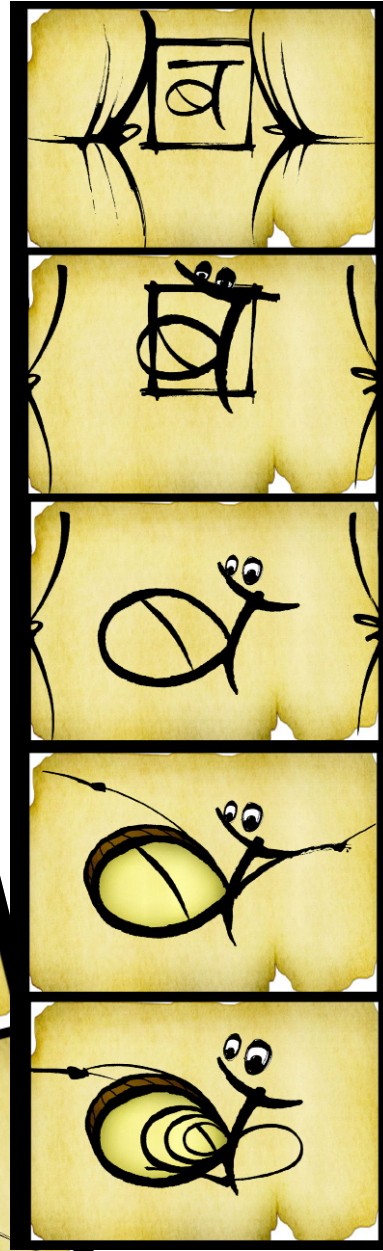
ॐ											
अ	आ	इ	ई	उ	ऊ	ए	ऐ	ओ	औ	अं	अः
क	ख	ग	घ	ङ							
च	छ	ज	झ	ञ							
ट	ठ	ड	ढ	ण							
त	थ	द	ध	न							
प	फ	ब	भ	म							
य	र	ल	ळ	श							
ष	स	ह	ळ	क्ष	ज्ञ						



Some pages from the storyboard



अ म्हणाला आईला
त म्हणाला तईला..
चला जाऊ अक्षरांच्या प्रदर्शनाला



ख चा खेळ..

क चे भ च्या भानात कर्कश्य ओरडणं
आणि भ चे भोकाडा पसरणं..



ल ची लज्जतदार लावणी..

Conclusion

During this one month of internship, I got a chance to learn a lot of things from Mr. Achyut Palav.

Not only calligraphy but an art that inspires me to develop a lot of new creations. I learnt to explore new techniques by using any kind of tool I came across.. Then it could be a sponge, a straw or even an injection syringe!

I am really grateful to him for giving me a whole new vision, which I am sure is always going to help me for my further projects in future. Specially I would definitely like to explore all these techniques in some of my future animation works!