PROJECT 3
GENDER DISCRIMINATION
(Animation Project - Production)

INDUSTRIAL DESIGN CENTRE
INDIAN INSTITUTE OF TECHNOLOGY BOMBAY
MUMBAI - 400076

(2013-2015)

Project done by
Mridul Basumotari

Under the guidance of
Prof. Nina Sabnani

“Gender discrimination refers to the practice of granting or denying rights or privileges to a person based on their gender”

Industrial Design Centre

IIT BOMBAY

A Report on

GENDER DISCRIMINATION

Animation Film - Preproduction

Project done by

Mridul Basumotari

(136340012)

M.Des (Animation)

Guided by

Prof. Nina Sabnani

CERTIFICATE

The Project 3 report submitted by **Mridul Basumotari** (ID: **136340012**) of **2nd year, M.Des (2013-2015)** is satisfactory and approved for submission in partial fulfillment for the award of the degree of Masters in Design.

Project Coordinator/Guide

1.

Internal Examiner:

1.

External Examiner:

1. MANISHA

Chairperson

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DECLARATION

I, **Mridul Basumotari**, student of final year **M.Des** in '**Animation Design**' (Student ID: **136340012**) of **Industrial Design Centre, IIT Bombay**, hereby declare that the content in this report is original and my research work. I have written this report in my own words and the others' are quoted. The image source and the data references are mentioned.

The topic for my project is **'Gender Discrimination'** and this report is a part of my '**Project 3**' in partial fulfillment for the award of the degree of Masters in Design.

Mridul Basumotari
ID: 136340012
3rd Sem M.Des (Animation)
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Date: 24th April 2015

ACKNOWLEDGMENT

I owe my sincere gratitude to Prof. Nina Sabnani for giving their invaluable guidance, support, patience and trust in my capabilities throughout my project.

I would like to thank Prof. Phani Tetali, Prof. Sumant Rao, Prof. Shilpa Ranade and Prof. CP Narayan for their feedbacks, ideas and insights during the course of the project.

I am also thankful to Mr. B.K Chakrabarty (Head, Department of Industrial Design Centre, IIT Bombay, Mumbai) for his efforts to ensure smooth completion of my project.

I would also like to take this opportunity to thank my parents Mr. Subodh Chandra Basumotari and Mrs. Minati Basumotari for their love and motivation that kept me going.

I thank all my friends and relatives who helped me during my research. Jaikishan Patel, Keerti Chowdhary, Jaishrish Udai, Sheena Narzary, Ravi Rao, Kaustubh Limaye, Sylvan Lobo, Joshua Mathew.

Hoping to witness a discrimination free society.

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ABSTRACT

'Gender Discrimination' have existed for generations and have affected life of both in many ways. However, according to the research and studies, this discriminatory attitude is mostly in favor of men. Men are generally the prior gender and dominates women in this world of 'Patriarchy'. There is discrimination against both, but women are perceived to be affected more in terms of education, work, salary and many other areas. These context changes in different countries. There are other extreme cases, in African and Asian countries. In these countries, there are events like dowry, eve teasing, sexual harassment, rape, female infanticide, physical violence and many more.

INTRODUCTION

When we refer to the word genders, we are basically talking about the two types of people, male and female or say masculinity and femininity. These are the terms which are given to them. There are important differences between them Physically and Biologically. Which is natural. But there are man made differences also, which is so called 'Social behavior'. Naturally, Male and females are born with different biological characteristics, not only in humans, but in all species. And this natural categorization is necessary for the life cycle of their species. So, in every species, both genders have their role to play. Both of them are equally important.

But in humans, the problem starts when one gender starts dominating the other. Here I am talking about the male dominance over the female. There are different sets of behavior for each of them, which they are supposed to follow in a society for being identified socially as their gender. The set of rules which these two genders are supposed to follow are somehow biased towards the male category. It should not be so. Even if there are any rules, it should give equal opportunity to both the genders.

I don't think there are any other species who has defined any kind of 'social construct' for them. However, there might be, I am not sure. But we as humans, are supposed to be the smartest of all species. We should have some ethics towards the equality of the humans.

WHY AM I DOING THIS PROJECT ?

I am a human being, may be I am a boy biologically or socially, but yes, I am a human first! I have a feeling in me. I can feel what is wrong and inhuman. I am a sensitive person towards things. Sensitive like girls. I also cry. Who says boys don't cry. There are girls who are strong they don't cry. We are all equal here. May be our characteristics are different, but we are human first. We all have equal human rights. 'We' both are important and have our own role to play. No one can impose things on us. I know what I want to do. They know what they want to do. So why this 'Social Construct'? Why this Discrimination?

It's not just a project. It's an initiative by me to make a change in the society as I have lived in it and I know what is not working out for me or anybody. What needs to be changed and how can I make this difference. I want to make people aware of all these things. I want them to feel the way I do. Maybe all of them will not get my point. But at least some of them will get my message. And maybe, they will also take some initiative to change the world and make it a better place to live, where all of us will live happily together in peace. I will definitely be associated with this project in the rest of my life.

PROJECT BRIEF

Gender Discrimination is something which originated long time back and still have very deep roots. There were always some type of discriminatory attitude towards the female from many years. Not only from men but women also. Due to female Infanticide alone the population of girls have become much lesser than of the boys. Every day we read in newspaper about some violence against a women. In order to address the issue through an animated film, my objective and goals will be:

To promote awareness

The project attempts to dissipate information and help bring awareness to the general mass audience by a medium of film. To nudge people to be sensitive and responsible by bringing awareness, the project attempts to help people be more sensitive of such issues and become responsible of their deeds.

Try making a change through animation

Its not like that I can instantly make a change in the concrete thinking of this society. But I can always try my best to convey my message through my medium.

Scope:

The project essentially contextualizes the issue of gender discrimination, which is a prime issue in the development of a country. The project strategize to target the section of the people which are directly liable with this issue. Primary targets are middle the people of India. The core philosophy of the project addresses the fundamental question of discrimination on a humanitarian approach. Thus the project shall handle diverse issues relating to gender discrimination in other countries as well. The content can be altered and contextualized to a specific targeted group of people and the structure can be implemented to be utilized elsewhere. The project also has the scope of addressing any other form of awareness base campaigns and NGO related programs.

RESEARCH WORK

BACKGROUND LITERATURE

As per the literature, female child has always been treated inferior to a male child and this thought is deeply engraved in the mind of both the genders. Due to this inferior treatment from the very beginning of their childhood, they fail to understand their basic 'human rights'. Asian and African countries are the most affected. In India, due to the female Infanticide, there are only 927 women per 1000 men in India. People neglect girl child and prefer a male child. Even if a girl child is born, they impose all kinds of social construct on them.

The world follows a social system, which is called 'Patriarchy' in which the male gender is basically the primary authority. They take control of property, occupy the roles of political leadership, and where the fathers are the one who holds the authority over his family. It implies the institutions of male dominance over female genders.

Feminism is a term which asks for the right of equality in genders. It defines patriarchy as a biased and unjust social rule, which is oppressive to woman. As a feminist and political theorist Carole Pateman writes, "The patriarchal construction of the difference between masculinity and femininity is the political difference between freedom and subjection." According to feminist theories, the concept of patriarchy is fluid and loosely defined. Due to this female are often dominated by male. It is a social construction and it can be overcome by revealing and critically analyzing its manifestations.

There are many types of discriminations and violence against the female gender that makes women feel inferior to men. One issue leads to other issues. Following are some of the notable issues:

Female Child Infanticide

Female infanticide is the deliberate killing of newborn female children. In countries like India and China, parents are selective for their new born babies. They don't want a girl to be born and are biased towards a boy. This practice is the reason for the death of millions of girl child and is a major cause of the unbalanced ratio of girls to boys. In India there are 921 girls to 1000 boys. Due to the patriarchal society, it creates a bias against women.

Eve Teasing

Eve Teasing is a problem in almost all the countries. During an eve teasing, a woman is passed unwanted sexual remarks and sometimes advances of a man in a public place. Sometimes it leads to the crime like rapes and murders.

Physical/Sexual Harassment

Sexual harassment is basically a form of bullying, where a person who is stronger, generally men, try to make unwanted sexual advances, request for sexual favors or obscene remarks to a woman, and threatened them not to tell anybody. There are cases of workplaces.

Child Sexual Abuse

A child abused by an adult or older adolescent for sexual stimulation is a form of child sexual abuse or child molestation. An adult person asks or pressurize a child to engage in a sexual activity, or exposure of the genitals etc. To a child to gratify their sexual desires. Child marriage is one of the prime reasons for child sexual abuse. Due to this a child can suffer from depression, post-traumatic stress, anxiety, physical injury along with other problems. Sexual abuse by a family member can result in more serious and long term psychological trauma. Most of the abuse is performed by the male genders.

Acid Attack

Acid attack is another type of violence against women. It is a form of violent attack or assault defined as the act of throwing acid into the body of another with the intention of disfiguring the face of a girl. It damages the skin tissue, often exposing and dissolving the bones of the victim.

Rape

It is a sexual assault involving the sexual intercourse by a person or a group of people initiated against the victim without their consent. It is recognized as a crime against humanity.

Dowry

Dowry is a payment of cash or gifts or any kind of property to the groom's family during the marriage of a daughter. It is common in India to pay some amount of valuable items like jewelry, cash, furniture, crockery, cash, car, or anything else which is generally required to set up their new home. Sometimes when the bride's family is unable to fulfill their requirements, the groom's family starts abusing and violence against the bride.

Education

Few people think that there is no use of wasting money in teaching their daughter. Because some day their daughter will get married and will go to her husband's family. This is because of the Patriarchy, the women have to leave their parents' home after marriage. Reports have shown that only 26.6% women over the age of 25 have secondary education

Less Job Income

There is a theory called glass ceiling theory which states that"there is an invisible barrier that prevents someone from achieving further success."The female of the same position as a male coworker gets less paid. Due to this they are unable to advance in a business or unable to achieve success.

Portrayal of women in movies, media and video games

In most of the movies women are always portrayed as an object rather than a subject. There is a test for movies and films, called 'Bechdal Test' which is named after an American cartoonist, which states that "A work of fiction should feature at least two women who talk to each other about something other than a man and should have a name." It is a simple test, but still many contemporary works fail this test of gender bias.

Similarly, most of the video games which we have played in our childhood famous like Mario, portrays women as an object or a prize to win at the end of a game. They are used as a tool to power up male player. All these images remain in our head and somewhere, unconsciously it builds a patriarchal mind-set among us.

RESTATED BRIEF

After doing a lot of research and discussion with my guide, I realized that this area is really vast. And for making an animated short I need to have a clear idea of what I want to convey through it. I wanted to focus on one aspect and make a strong movie with strong concepts. So the next step was deciding upon the most critical area of all the problems of Gender Discrimination. After doing a lot of brainstorming, I came up with the result that most of the issues were pointing towards one aspect- female infanticide. I decided to concentrate on making a movie with a prime issue of female infanticide.

What happened to those 100 million baby girls?

FEMALE INFANTICIDE

Female infanticide is the deliberate killing of newborn female children. Parents are selective for their new born babies. They don't want a girl to be born and are biased towards a boy. The practice has been the cause of death for millions and is a major cause of concern in several nations like India and China.

The discrimination starts when parents start it. They think she is of no use to them. This type of mindset is common in rich and poor. They do an ultrasound test for determining the gender of the child. Even the doctors are doing the crime.

Gender equality starts here

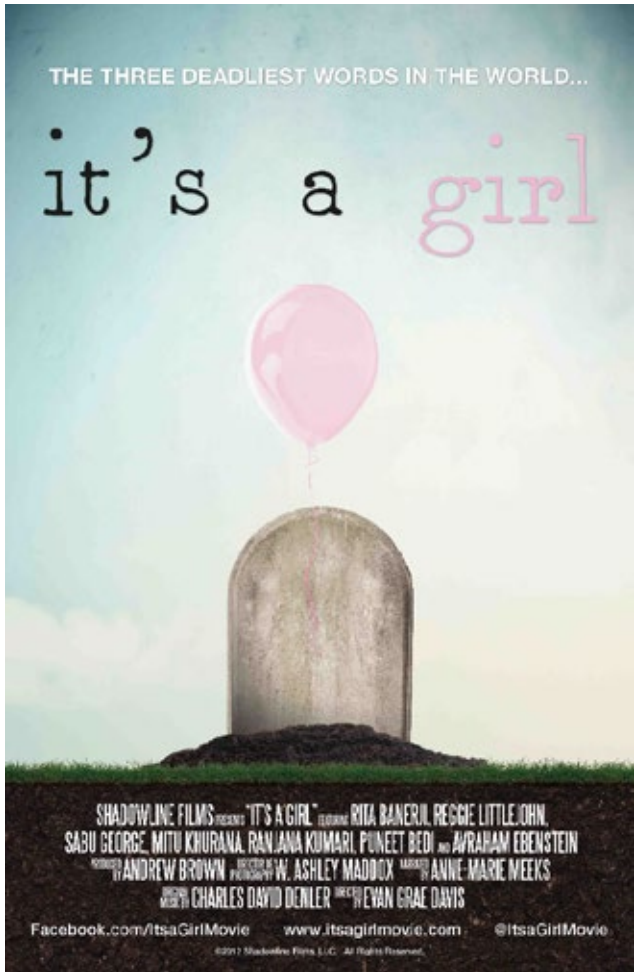
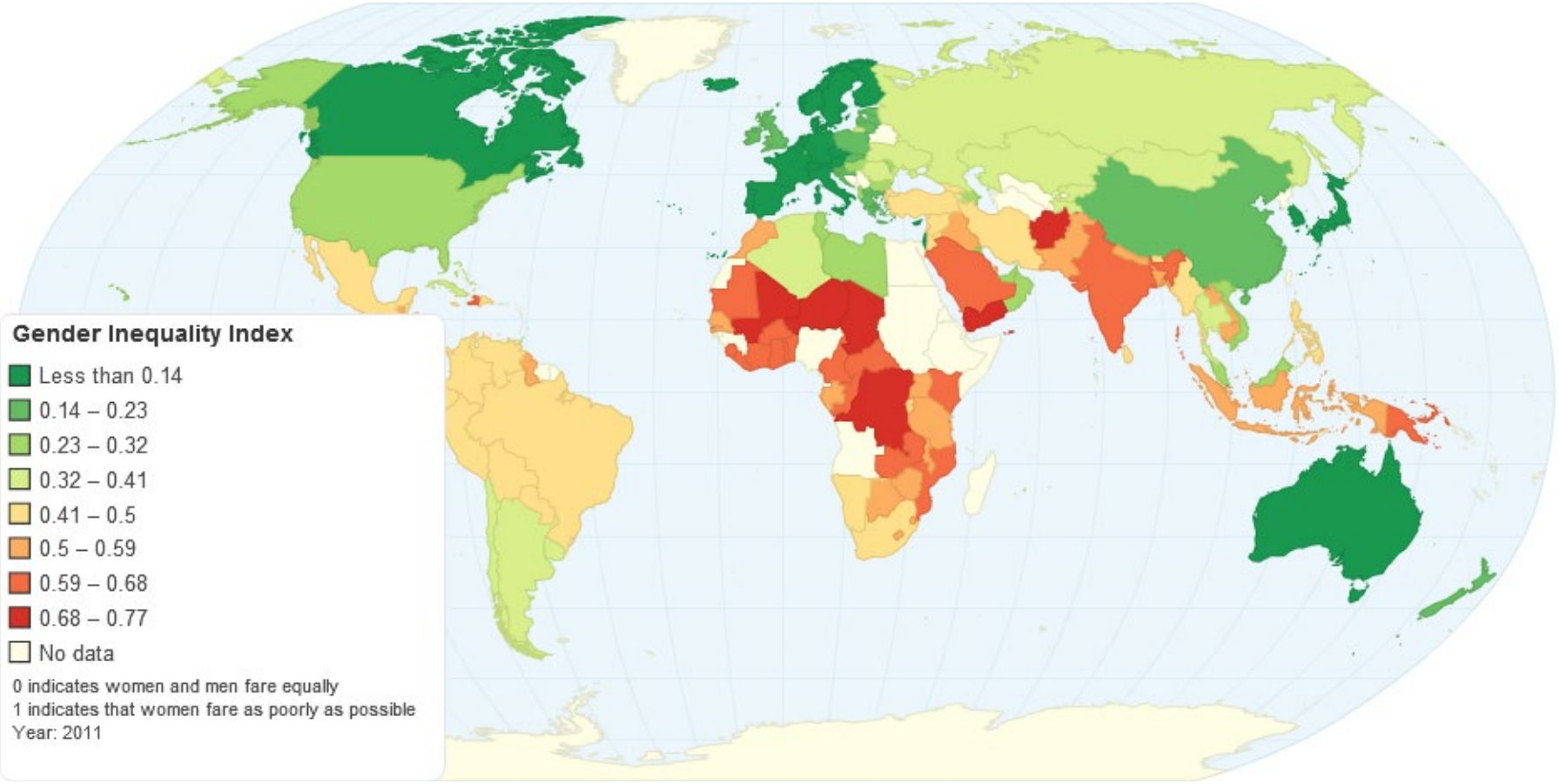


image source: www.itsagirlmovie.com

There is a documentary movie about the child infanticide "It's a girl" . Its about the stories of abandoned girls, of the women who suffers from extreme dowry related violence, of brave mothers fighting to save their daughters' lives and of other mothers who would kill them for a son.

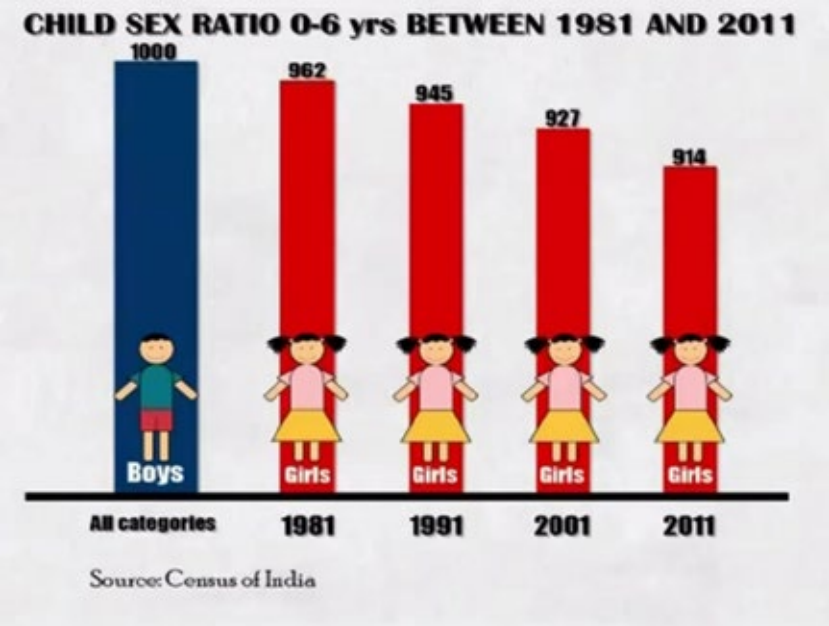
When I saw the documentary movie, there is a part where this lady tells about killing her 8 new born babies. bellow is the picture where she is standing on the grave of those 8 innocent child. And all the time she was smiling, like she is proud of killing all of them. This gave me shivers. I think people are not sensitive enough to feel about their deeds.



http://chartsbin.com/view/4319

As we can see that American, European and Australian countries have respectable gender ratios. But when it comes to African and Asian countries the figures are too much. According to the survey, there are 1029 women per 1000 men in North America, 1076 women per 1000 men in Europe but only 914 women per 1000 men in India. And this figure is still going down every year.

If you think 914 women to 1000 men is not a big figure, and the difference is only 86, then see it this way. If we compare the same amount with 10,000 boys it will be 9140, if we compare with 1,00,00,000 boys it will be 9140000 girls. This gives us the difference 8,60,000. This means that every 10 years 8,60,000 girls are killed if we compare to 1 crore boys. According to the survey, 200 million girls are missing today because of the female infanticide.



STORY

STORY/SCRIPT

Scene Starts from extreme close up of the eyes of a girl
Camera Zooms out from the eye and shows the girl
she is 2 years old.
She is playing, a ball comes into the frame
The girl is looking at the ball in surprise
She holds the ball and now playing with it.
She loose the ball. It goes away from the screen
Then a butterfly comes into the frame and sits on her head
She is trying to touch the butterfly
And she is playing with it.
It flies away. The baby girl is running after it
She is trying to catch it
She falls on the grass in front of a tree and the butterfly goes away
There she finds a swing.
She stands up and start swinging on it.
She is playing and enjoying.
She starts flying

As she is flying she becomes 8 years old
She lands in front of bag with books
She is watching it in a surprise
She walks towards it to hold it
But then suddenly a string holds her back
She falls on her back near the ball
She looks at the ball and smiles.
Again she tries to hold the ball, but the strings won't let her touch it.
It took her away from the ball
She stands up and try to set herself free from the strings.
The string breaks and she falls on the ground
She is running away from it. As fast as possible.

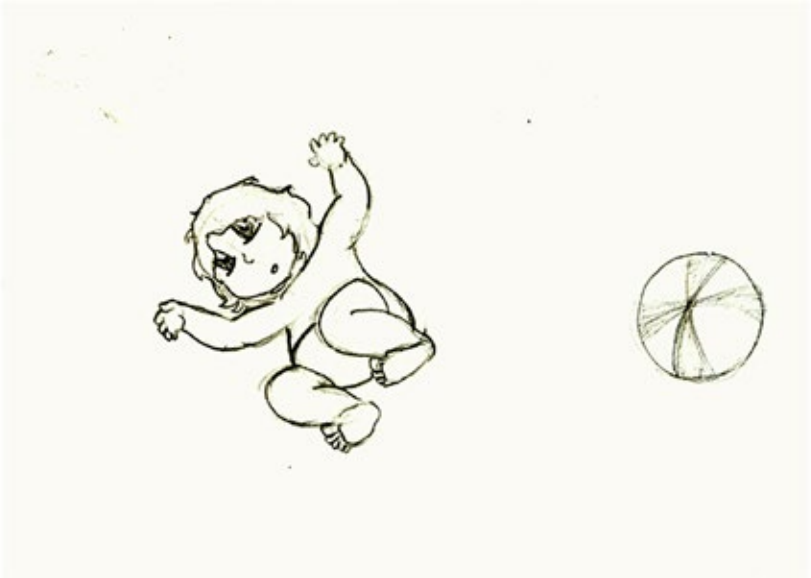
She grows up to a 14 year old girl
She stops and looks back.
Then starts dancing
Suddenly the strings come back and holds her legs
She falls down.
More strings get attached to her
The strings hold her legs and hands
Now she is dancing like a puppet
The strings pull her towards a tree
Now she is wearing a wedding dress.
She is a bride now and holding a garland in her hands
The strings make her marry the tree
The tree slaps her and the string breaks
She falls to the ground again near the ball
Again she is looking at the ball
She does not smile
She looks up at the broken strings
She ties the knot back to the strings
Stands up and walks away from the ball
The strings are pulling her and making her act like a puppet
She is trying to escape, she is trying to run
But as much as she is trying to escape, she is getting more and more tangled in the strings
And it's the end she is entirely covered up in the strings like a kakuna and falls down on the ground
Camera zooms out from the dead body to a womans womb
then zooms out to a hospital room
dead girl's father is shaking hands with the doctor
mother is crying and have strings too
camera zooms in again towards her womb
now mother is sitting next to her daughter's body
her mother helps her soul to come out of the dead body

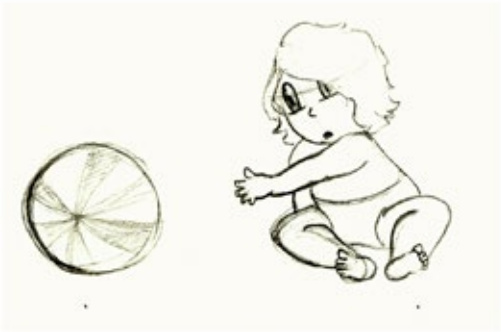
The butterfly soul of the girl is flying now
It goes near a girl child playing ball
the baby sees the butterfly coming towards her
She is trying to catch the butterfly
And she is playing with it.
It flies away. The baby girl is running after it
She is trying to catch it
She falls on the grass in front of a tree and the butterfly goes away
There she finds a swing.
She stands up and start swinging on it.
She is playing and enjoying.
She starts flying

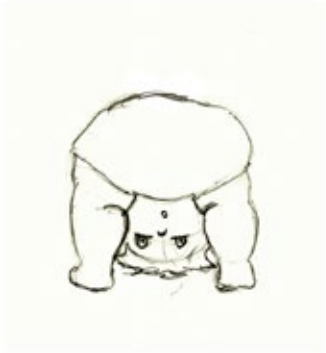
As she is flying she becomes 8 years old
She lands in front of bag with books
She is watching it in a surprise
She walks towards it to hold it
But this time she holds the book and starts reading it
The book opens and she becomes a doctor, a player and she is dancing and happy, no one is controlling her,
In the end she takes birth and she is happy and smiling on her mother's lap.
Everyone is happy in the hospital

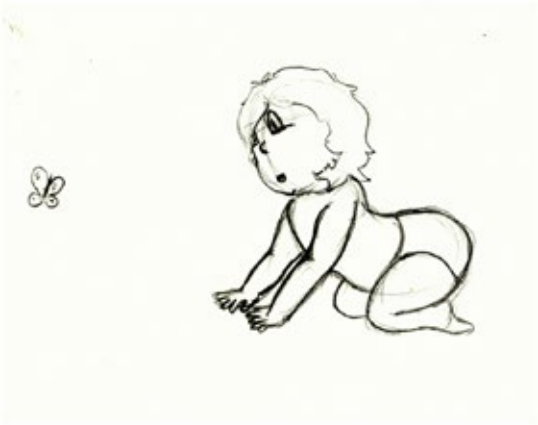
- The End

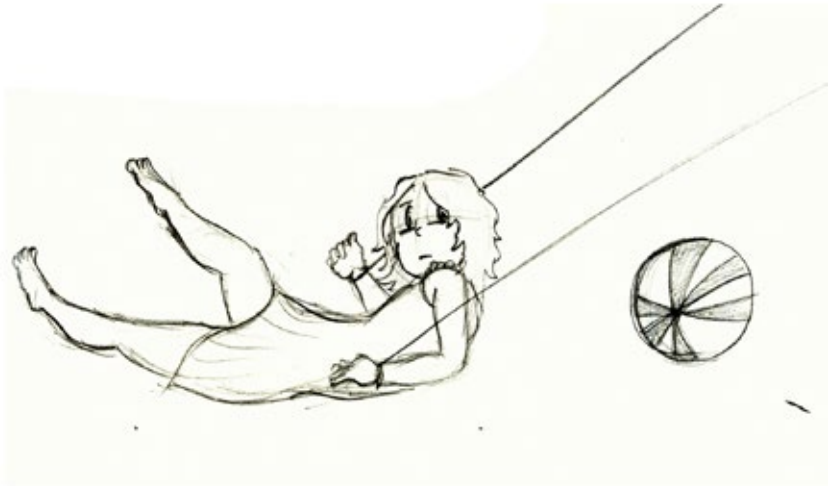
STORYBOARD

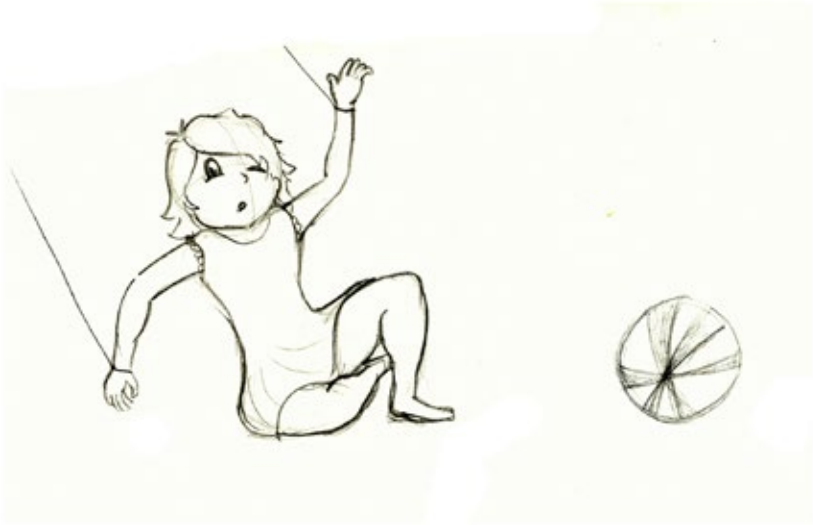


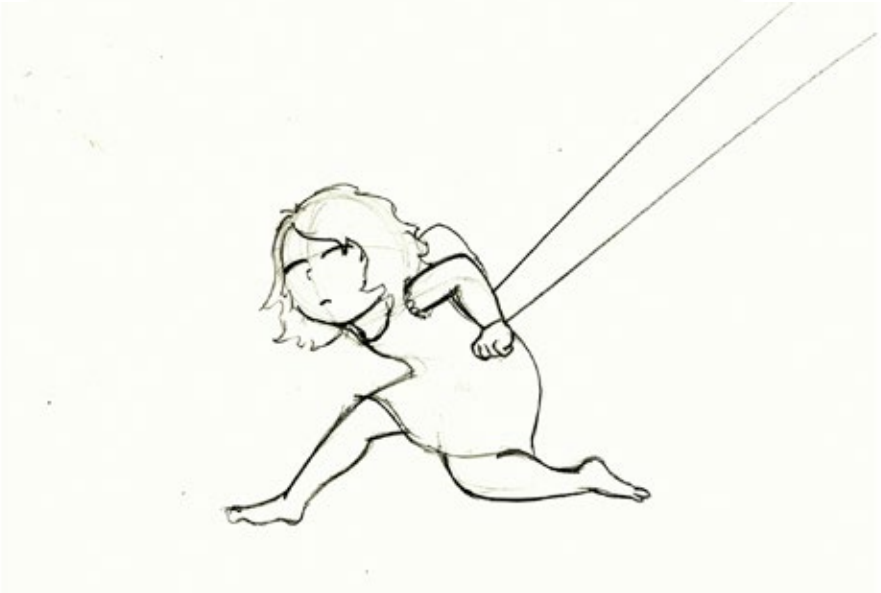


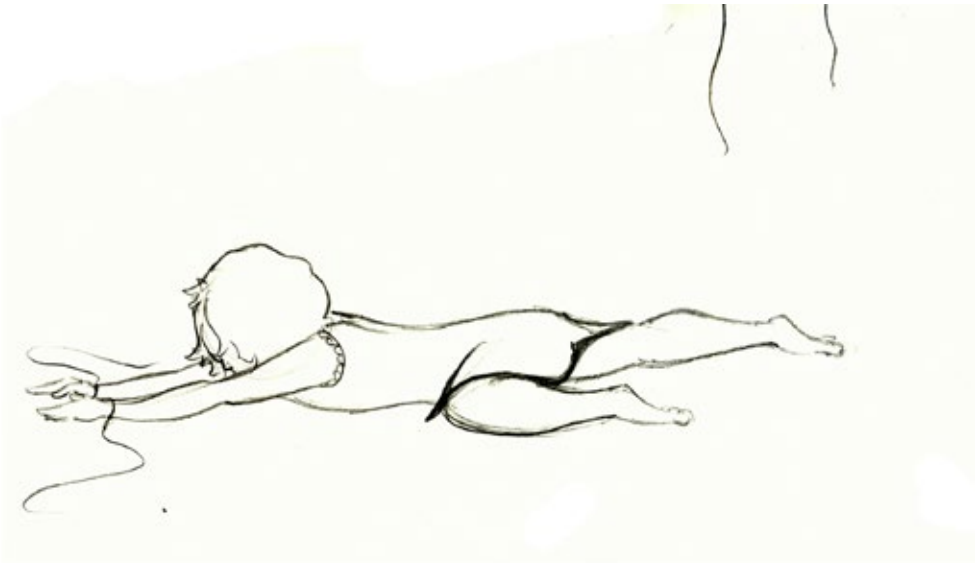


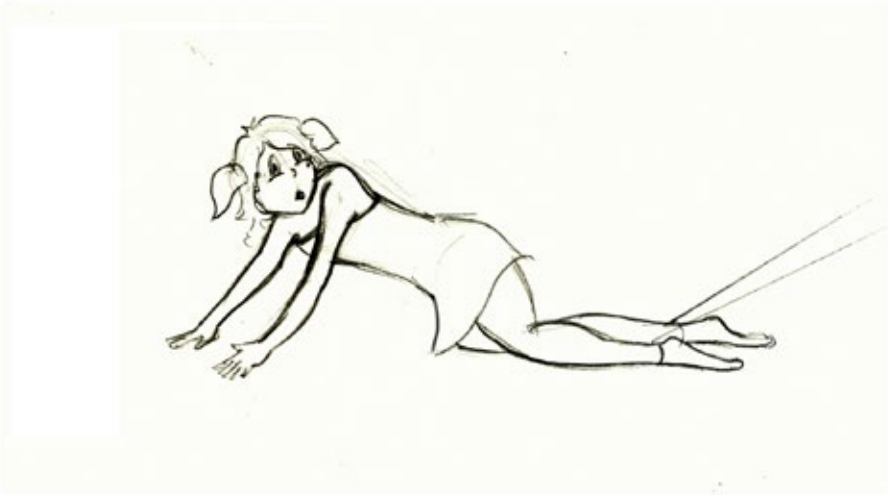


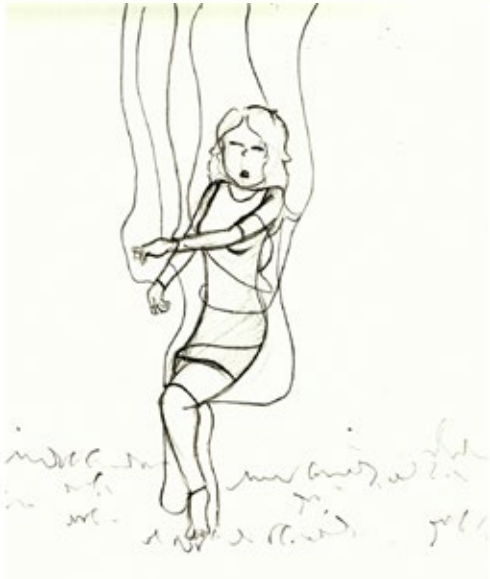








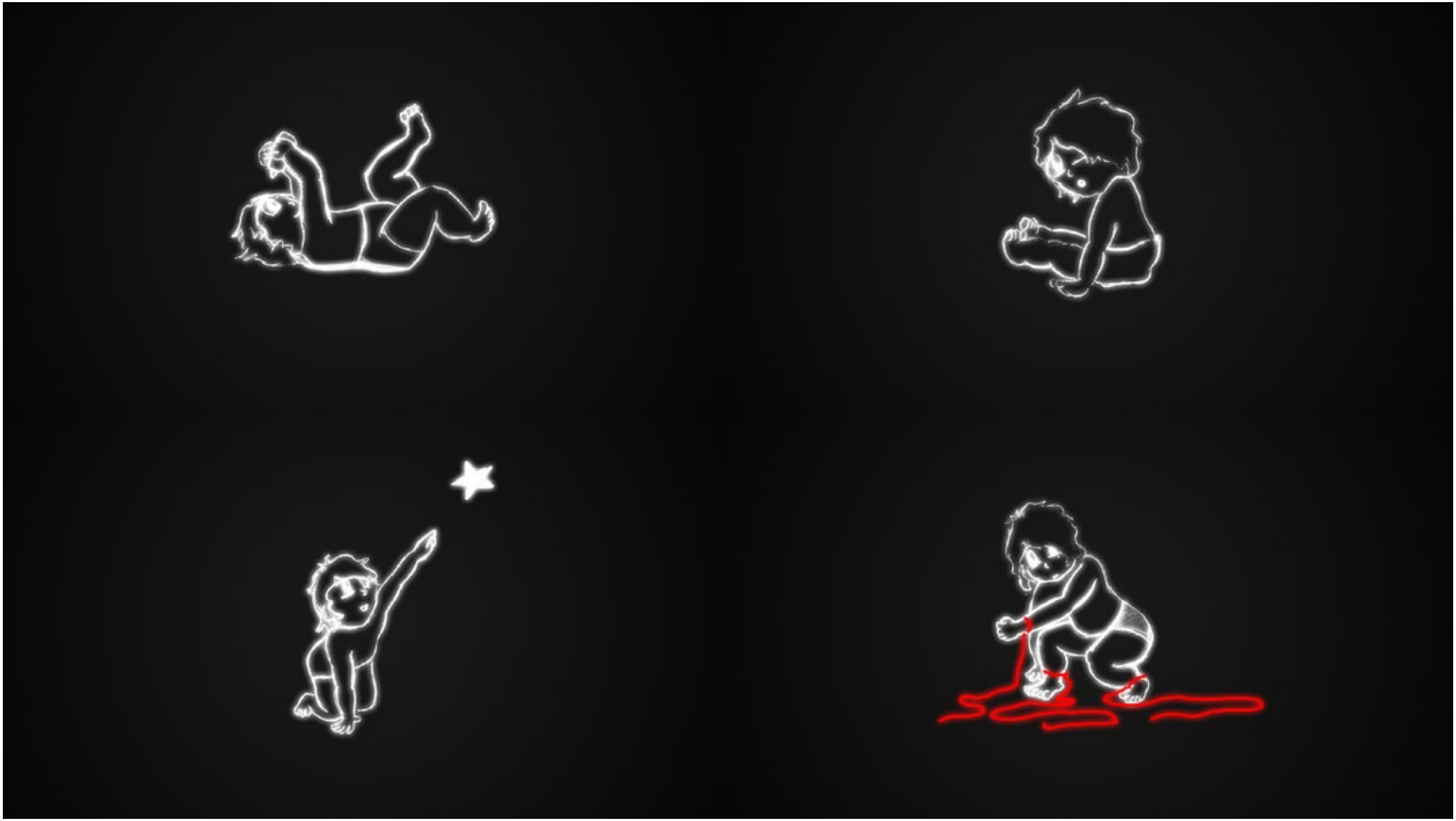




INITIAL CONCEPT ARTS

initial explorations for look and feel

initial explorations for look and feel



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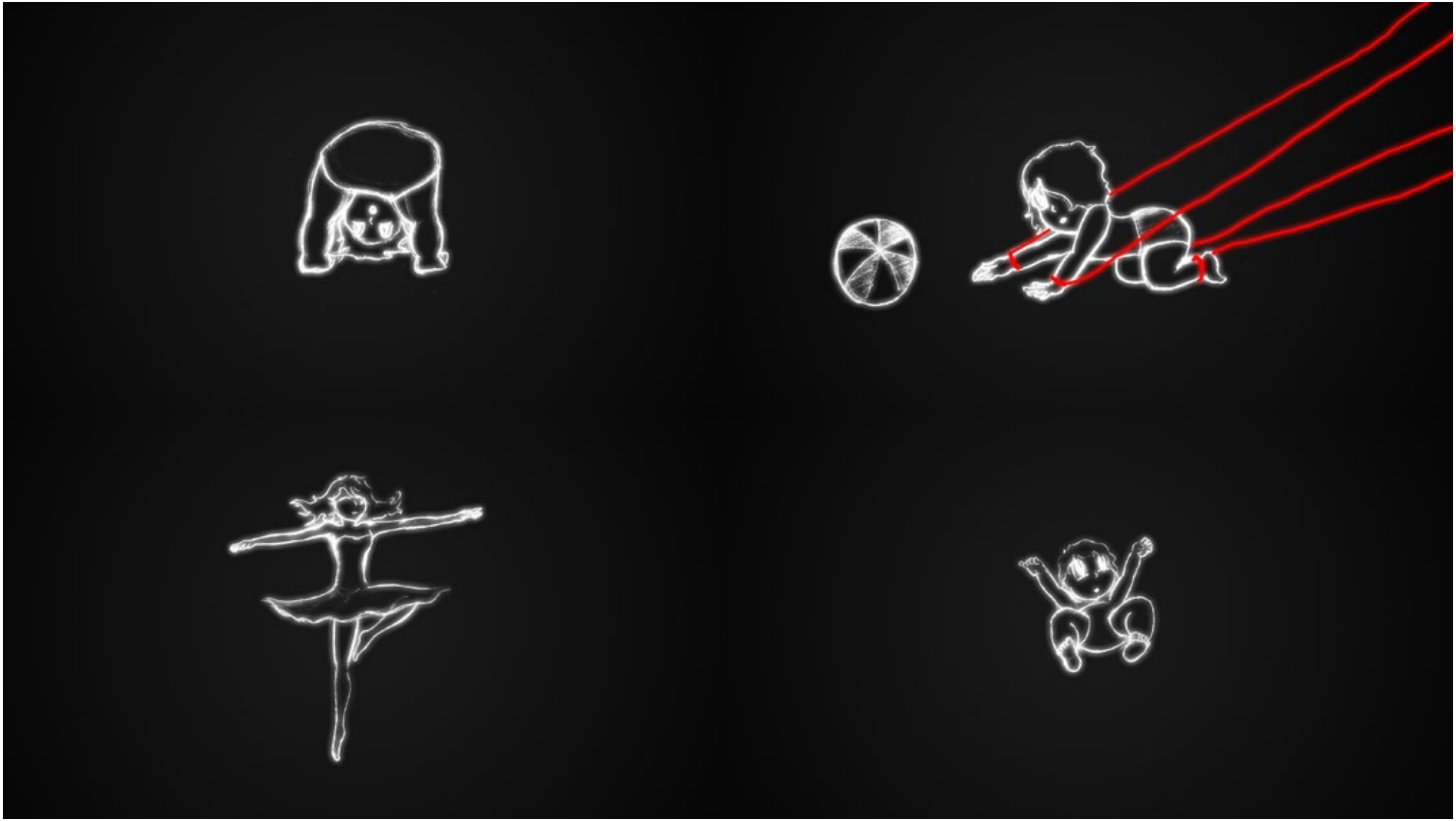

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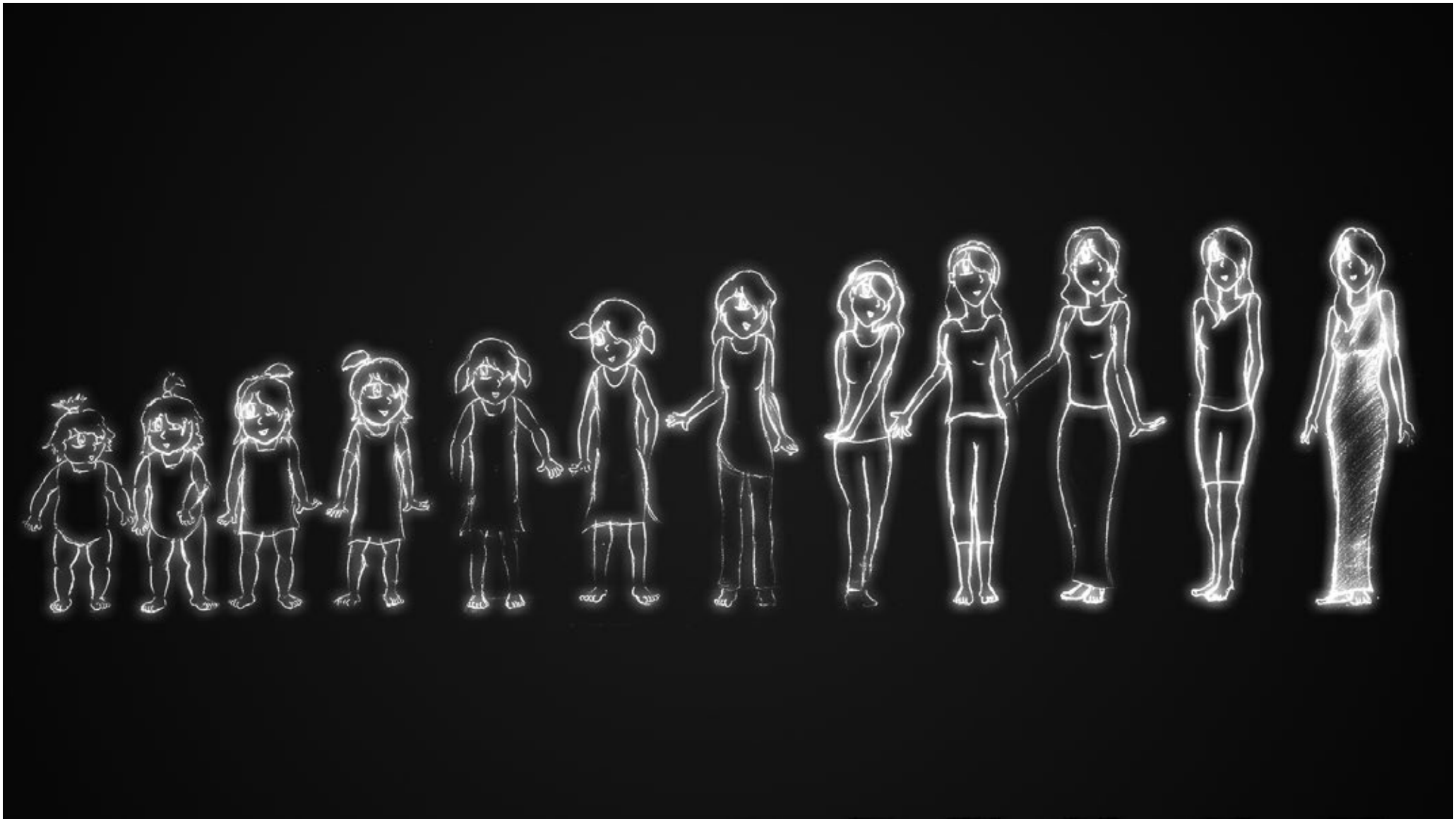

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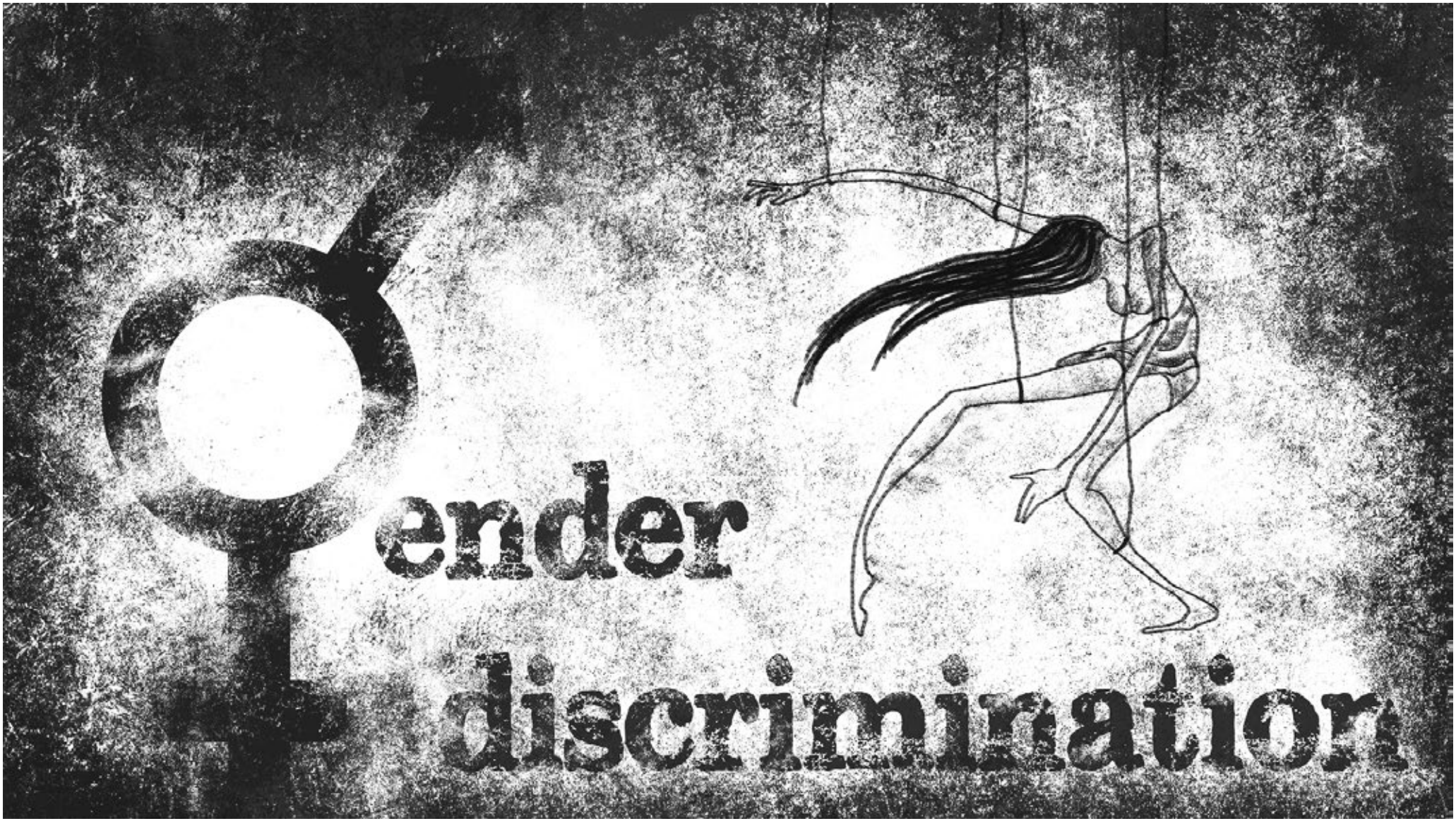
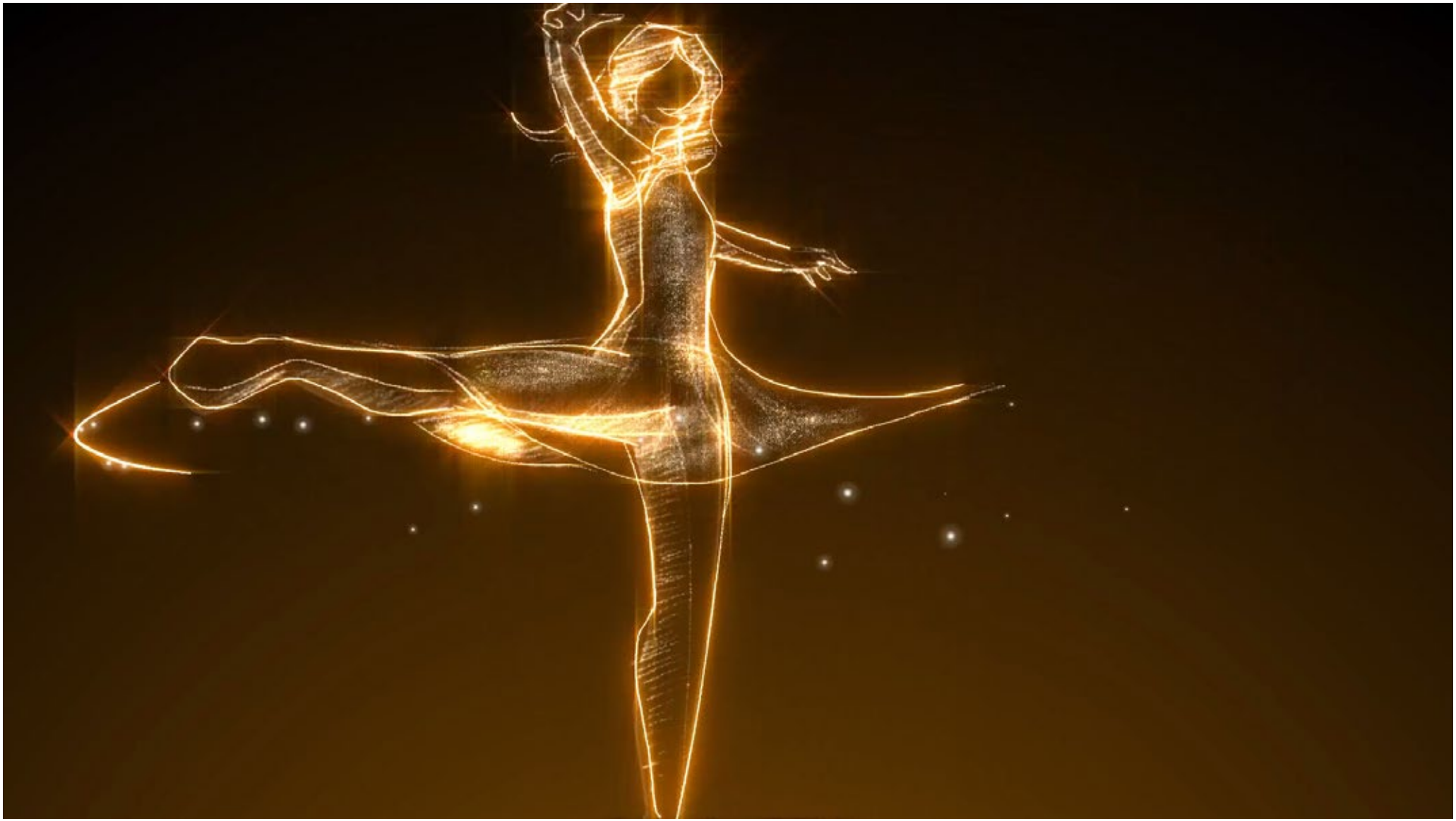

Gender
discrimination

Initial Poster for the movie

Style: Pencil Sketch

Style: Pencil Sketch with shades

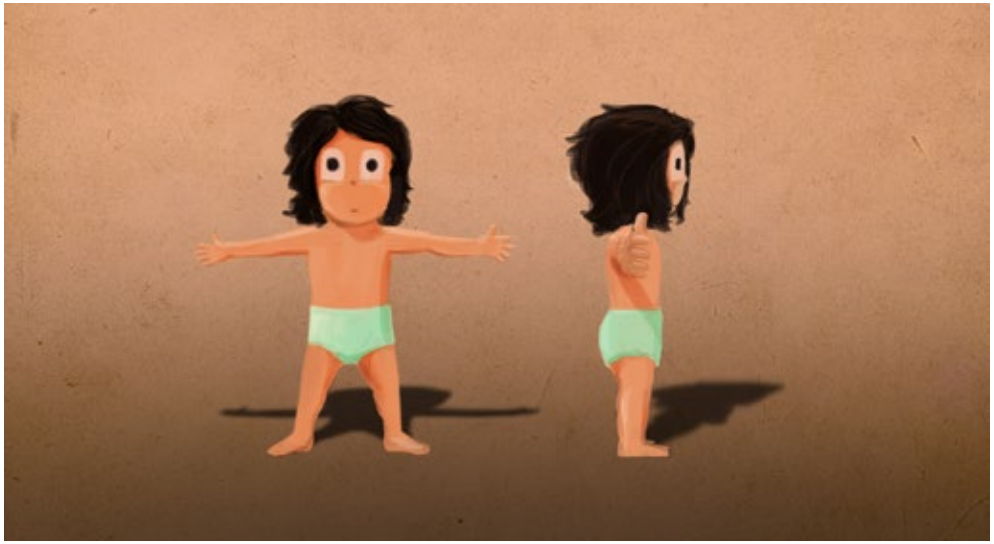
Style: Pencil Sketch with shades



Style: Magical glow

Style: Water color with pencil

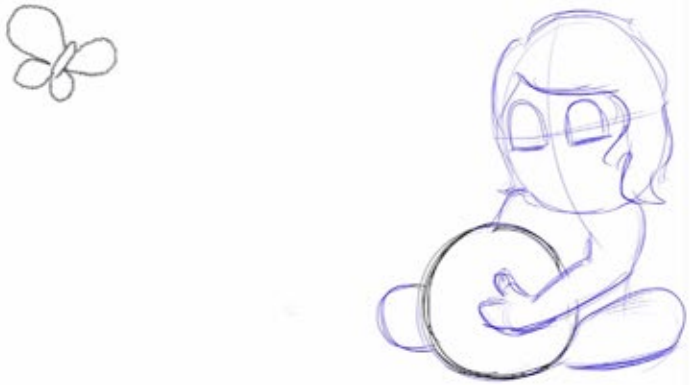
Style: Digital Painting

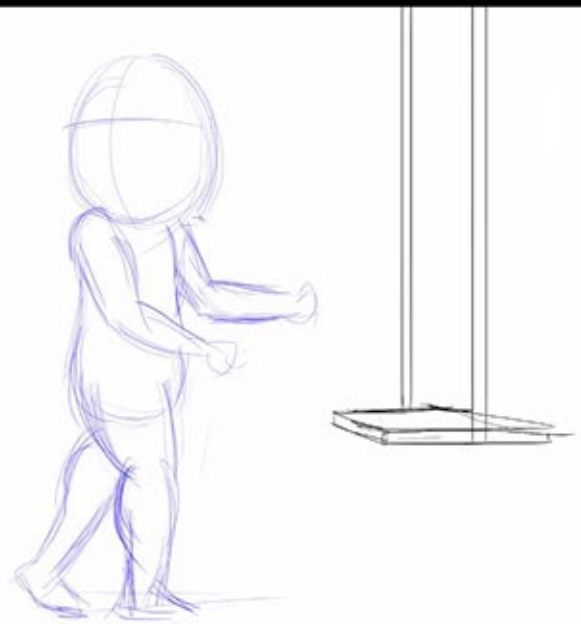


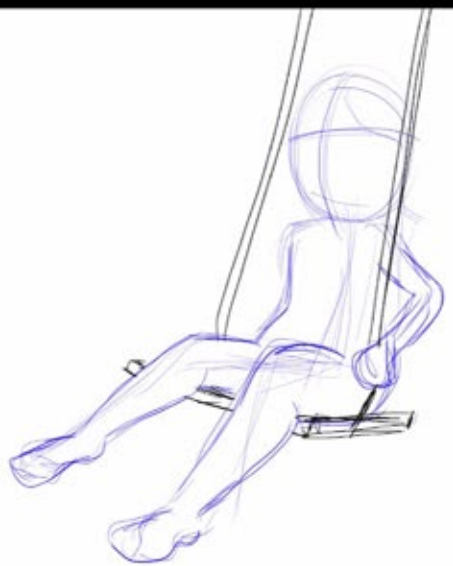
few more variations and initial explorations.

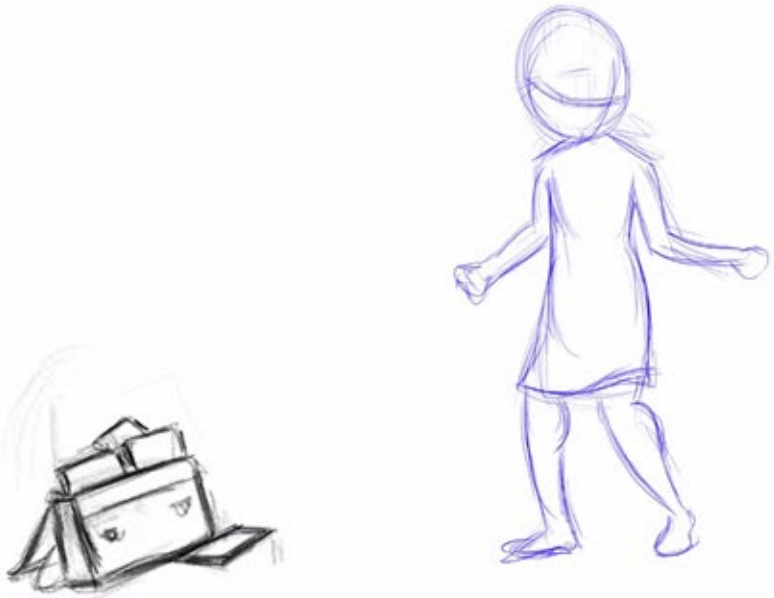
ANIMATIC

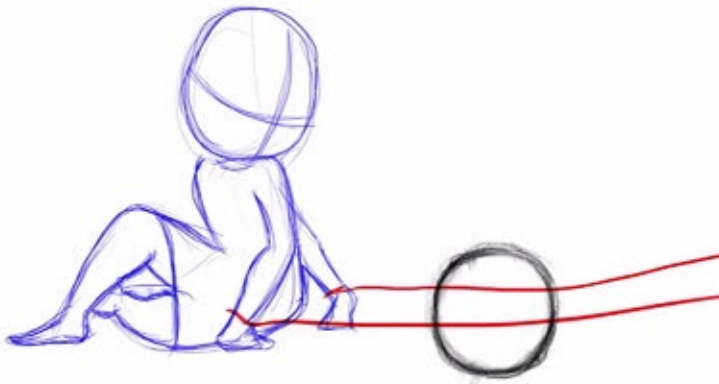
BEING GIRL

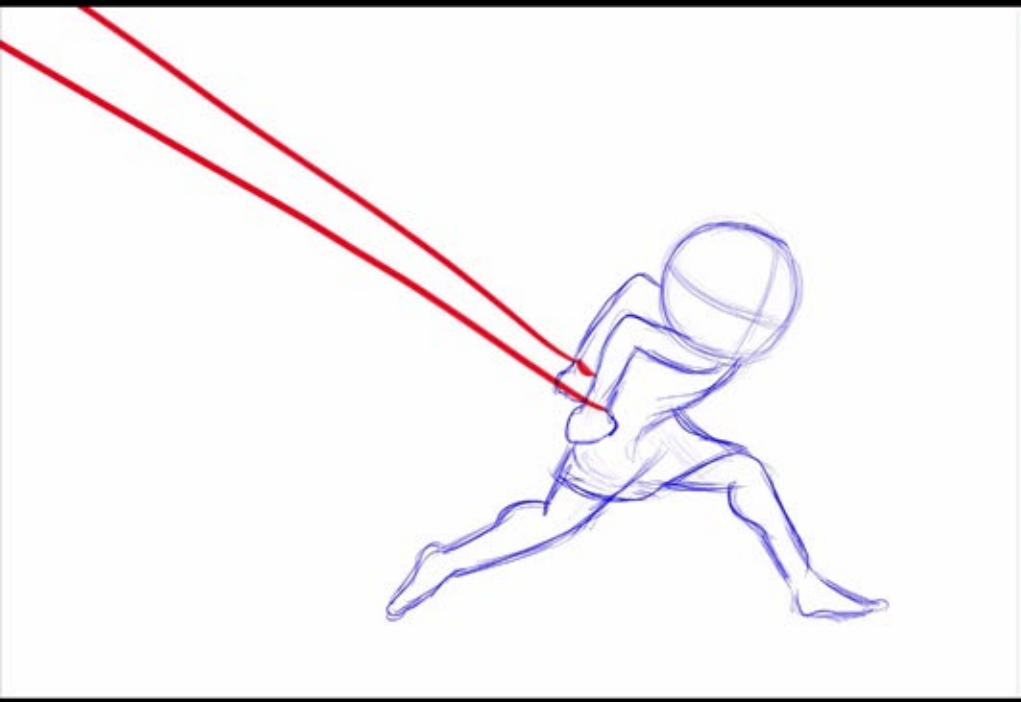


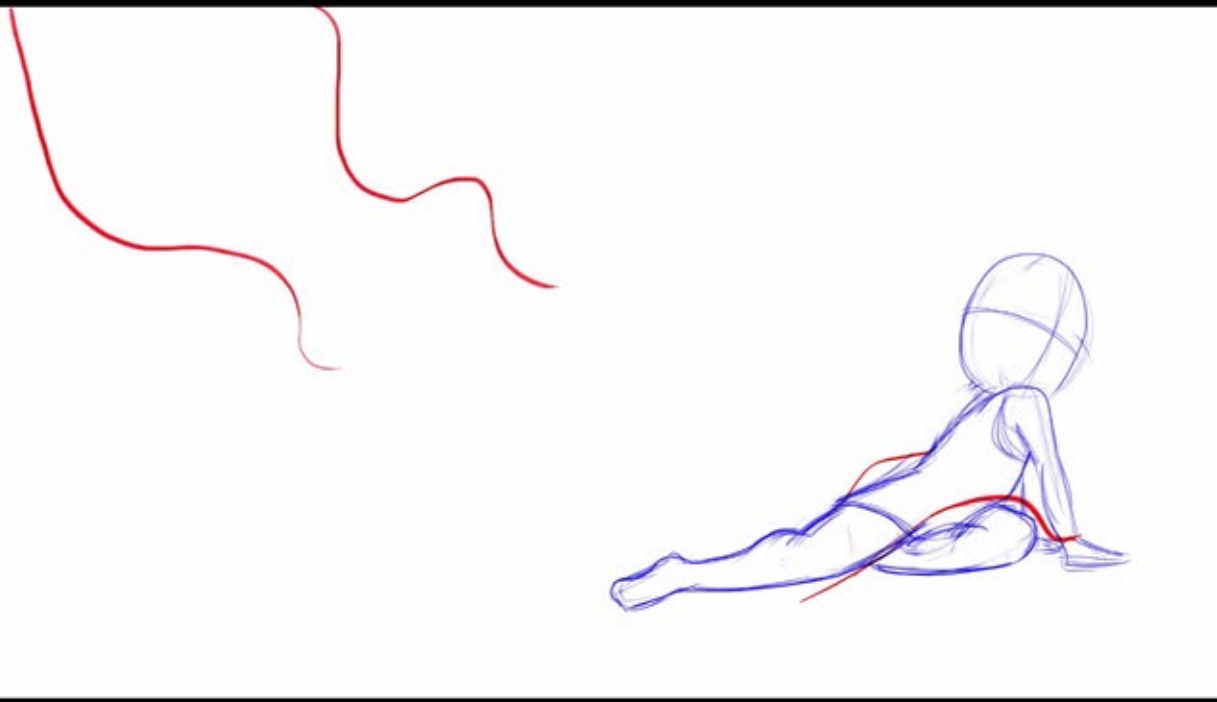


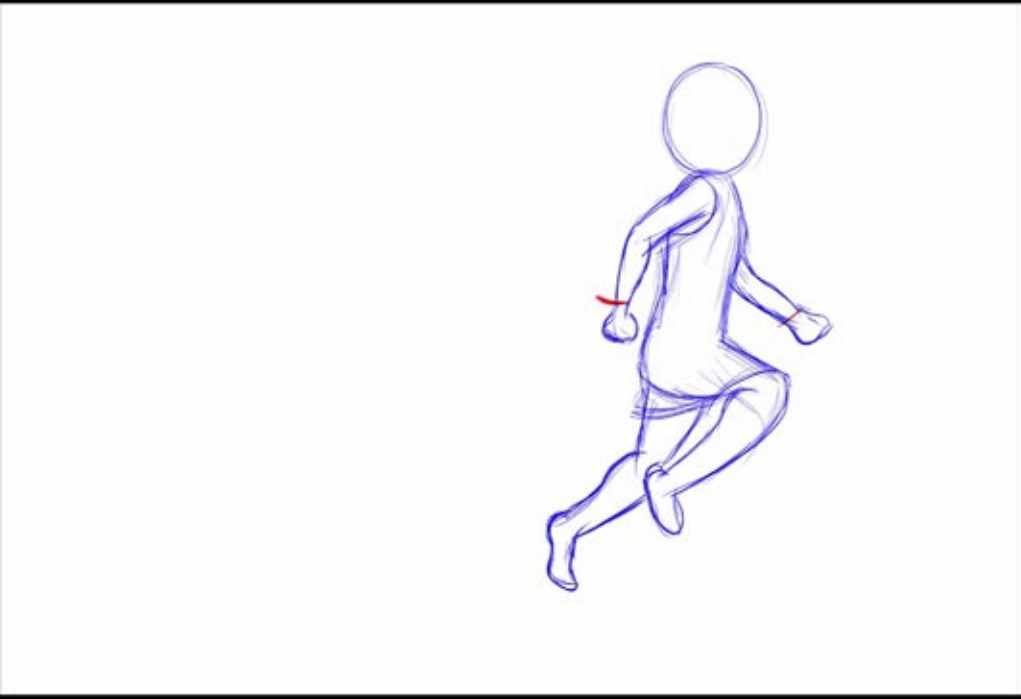


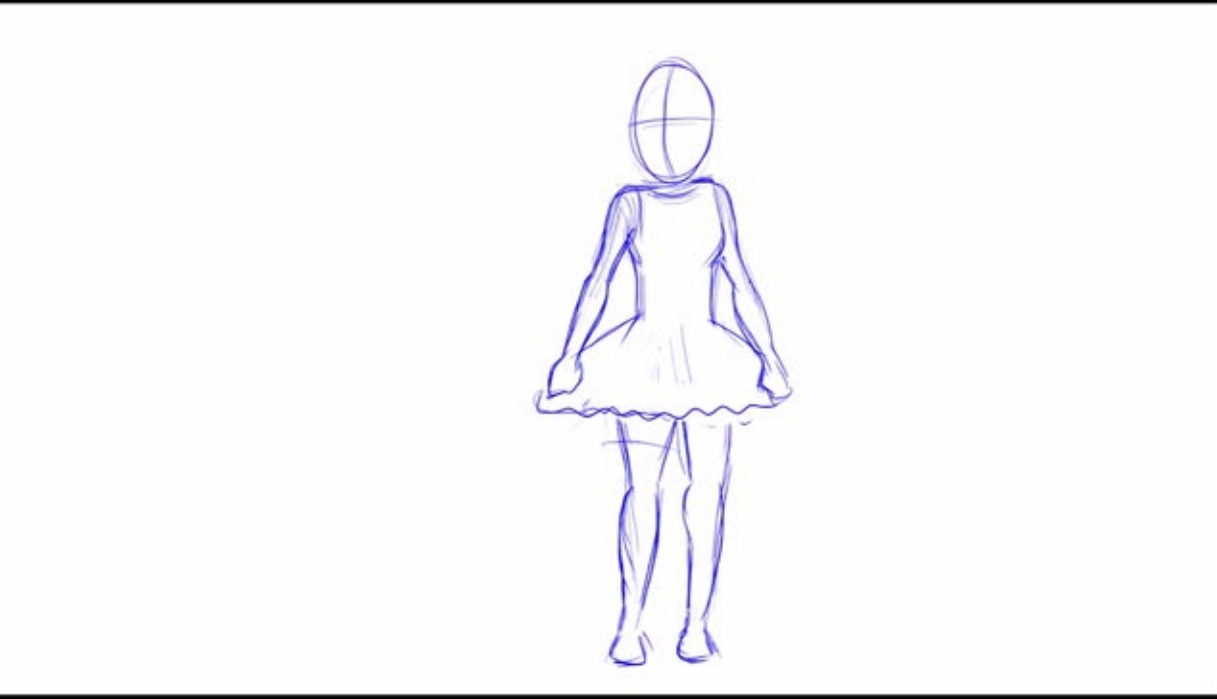


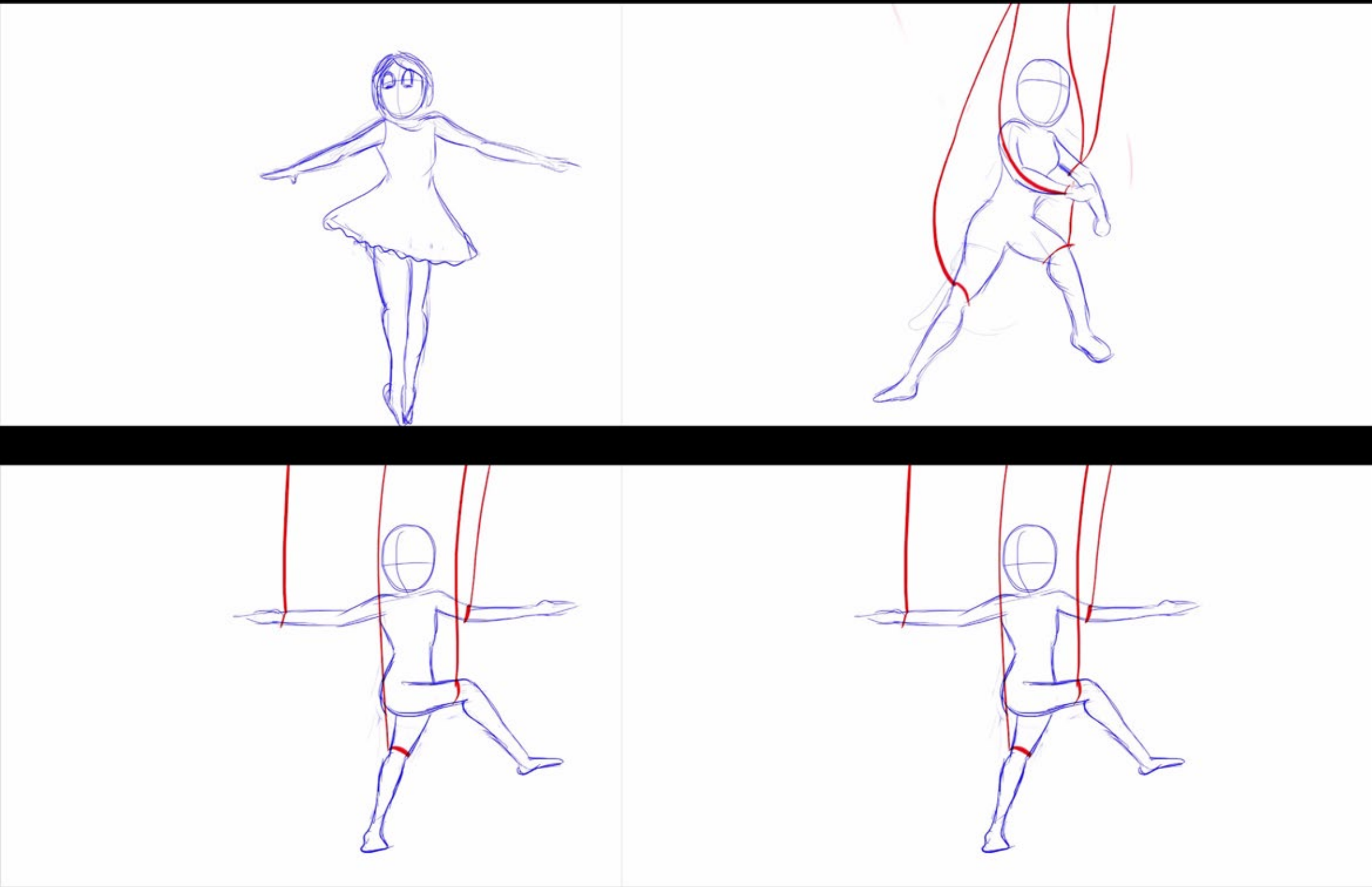


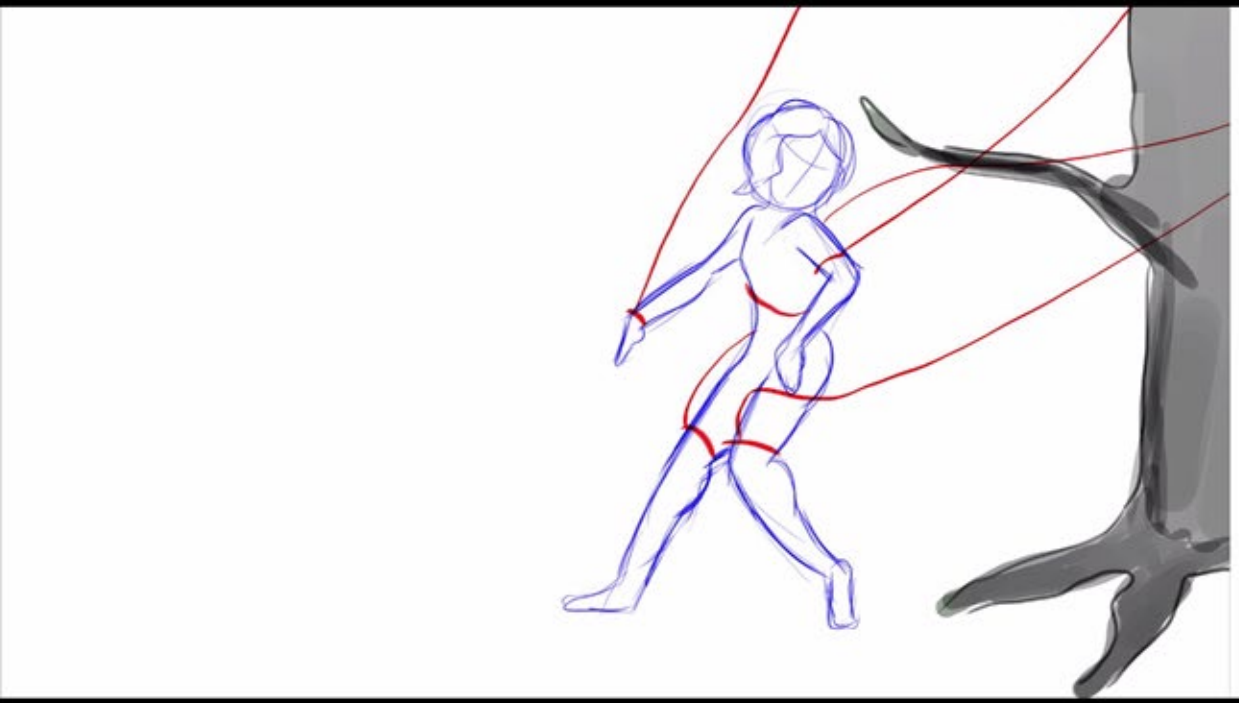


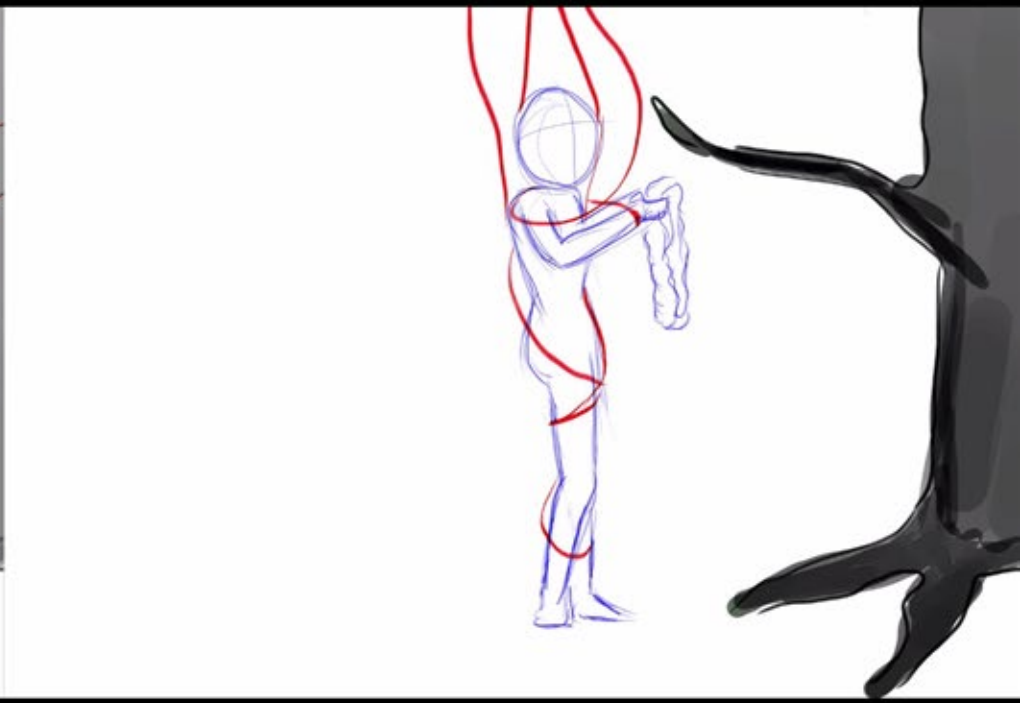


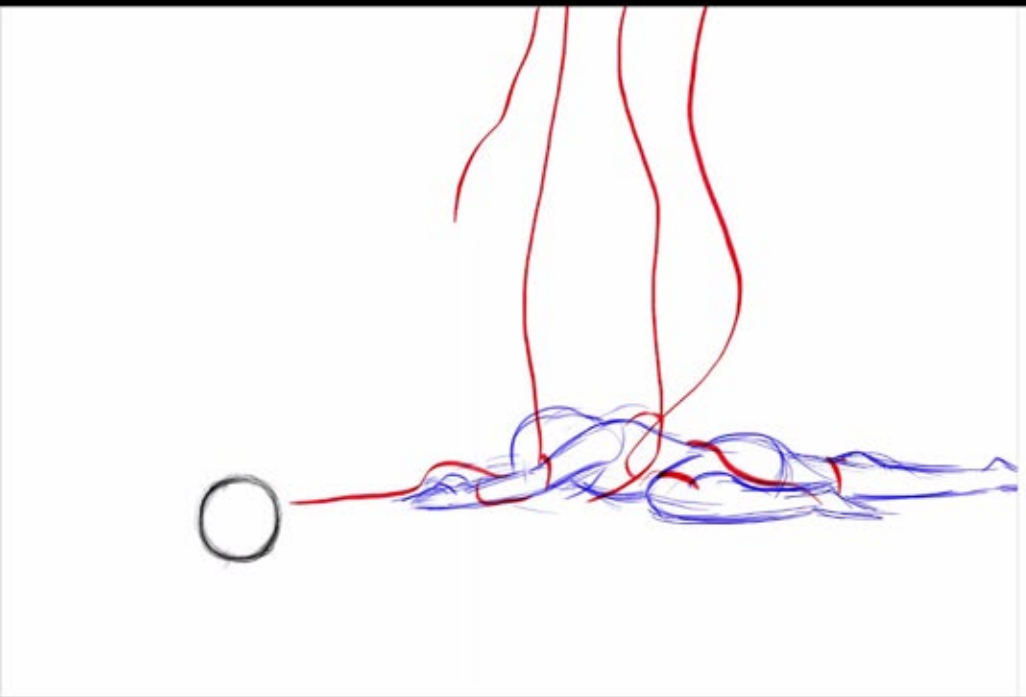


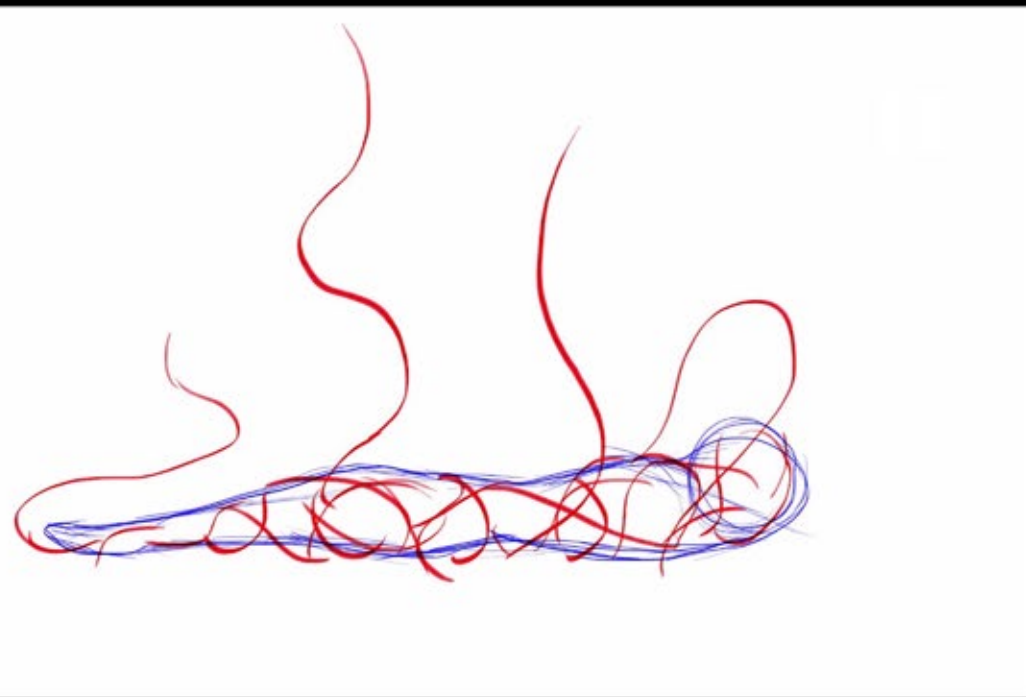


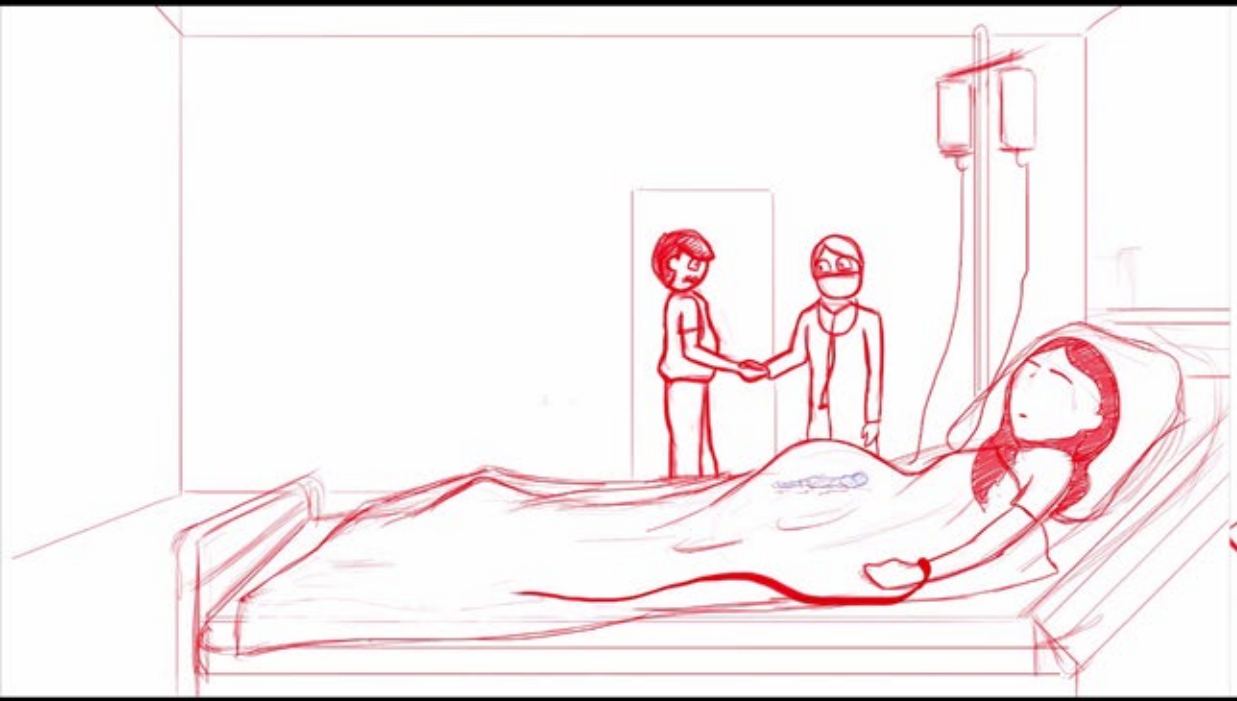


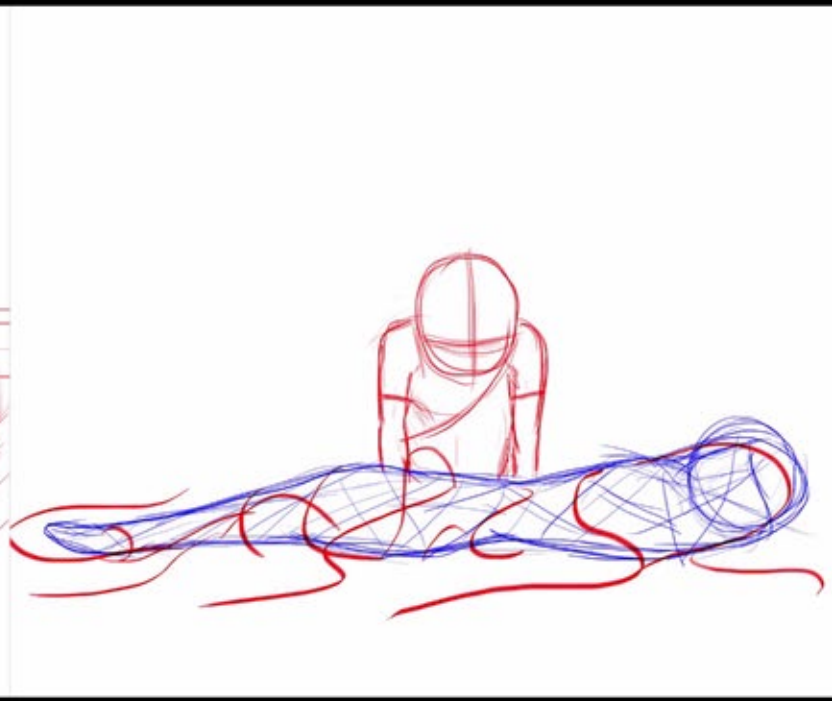


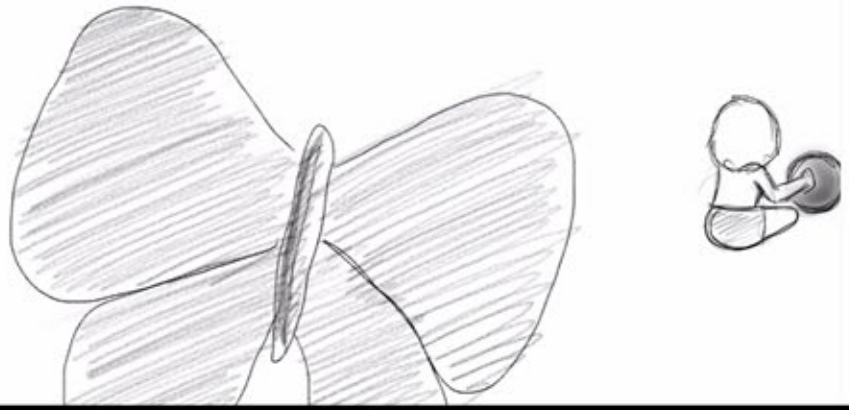


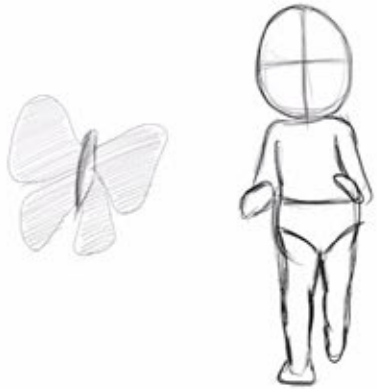


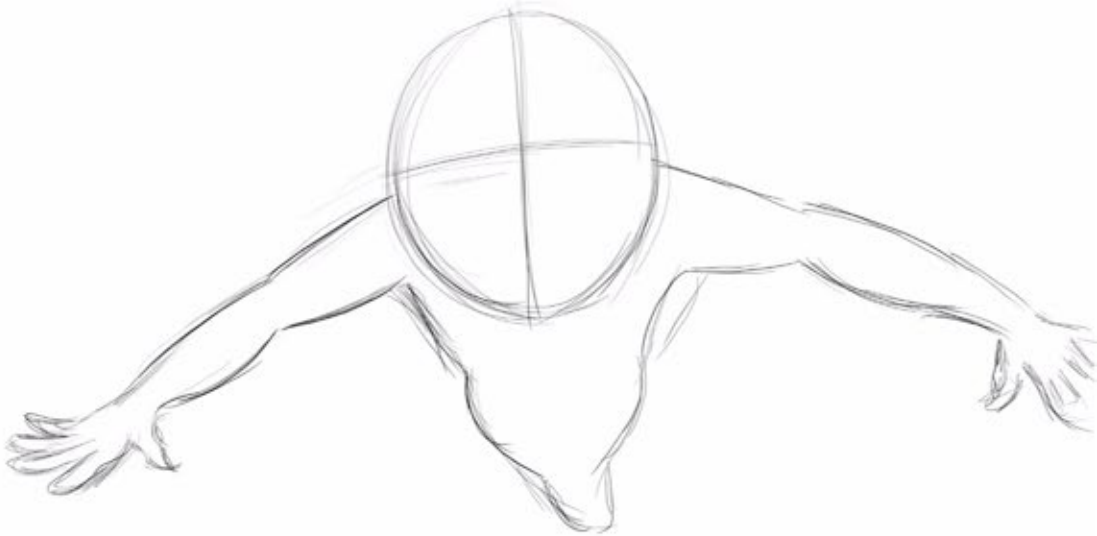


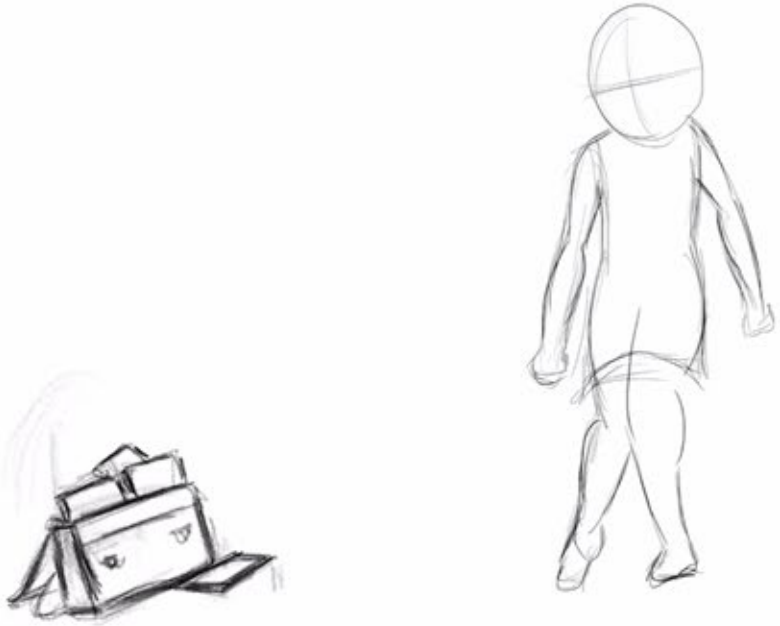


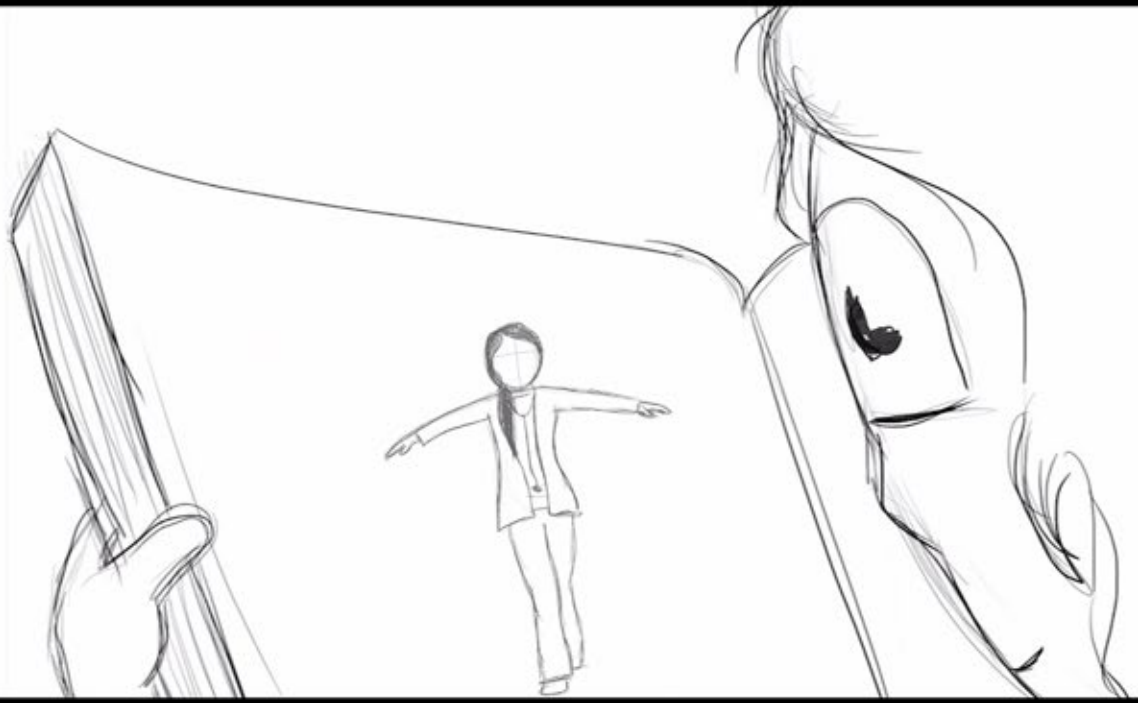






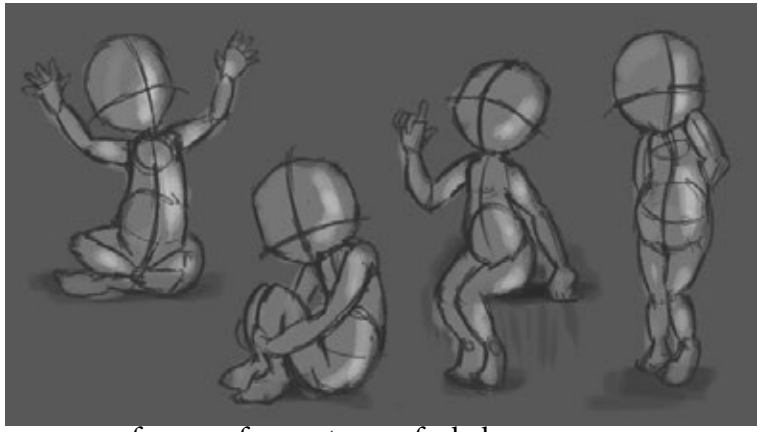






THE END

CONCEPT ART REFERENCES



reference for postures of a baby

refrence for color scheme/contrast and character

reference background and environment for darker theme

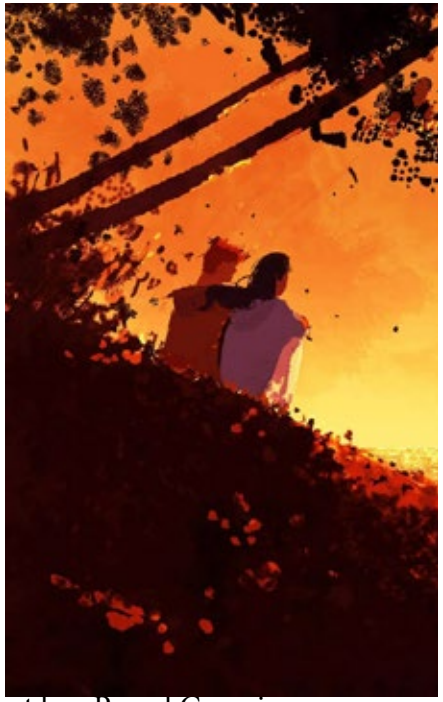
reference background and environment for brighter theme

reference background and environment for brighter theme

art by : Pascal Campion

art by : Pascal Campion

art by : Pascal Campion



art by : Pascal Campion

art by : Pascal Campion

art by : Pascal Campion

reference for lighting (art by Pascal Campion)

reference for lighting (art by Pascal Campion)

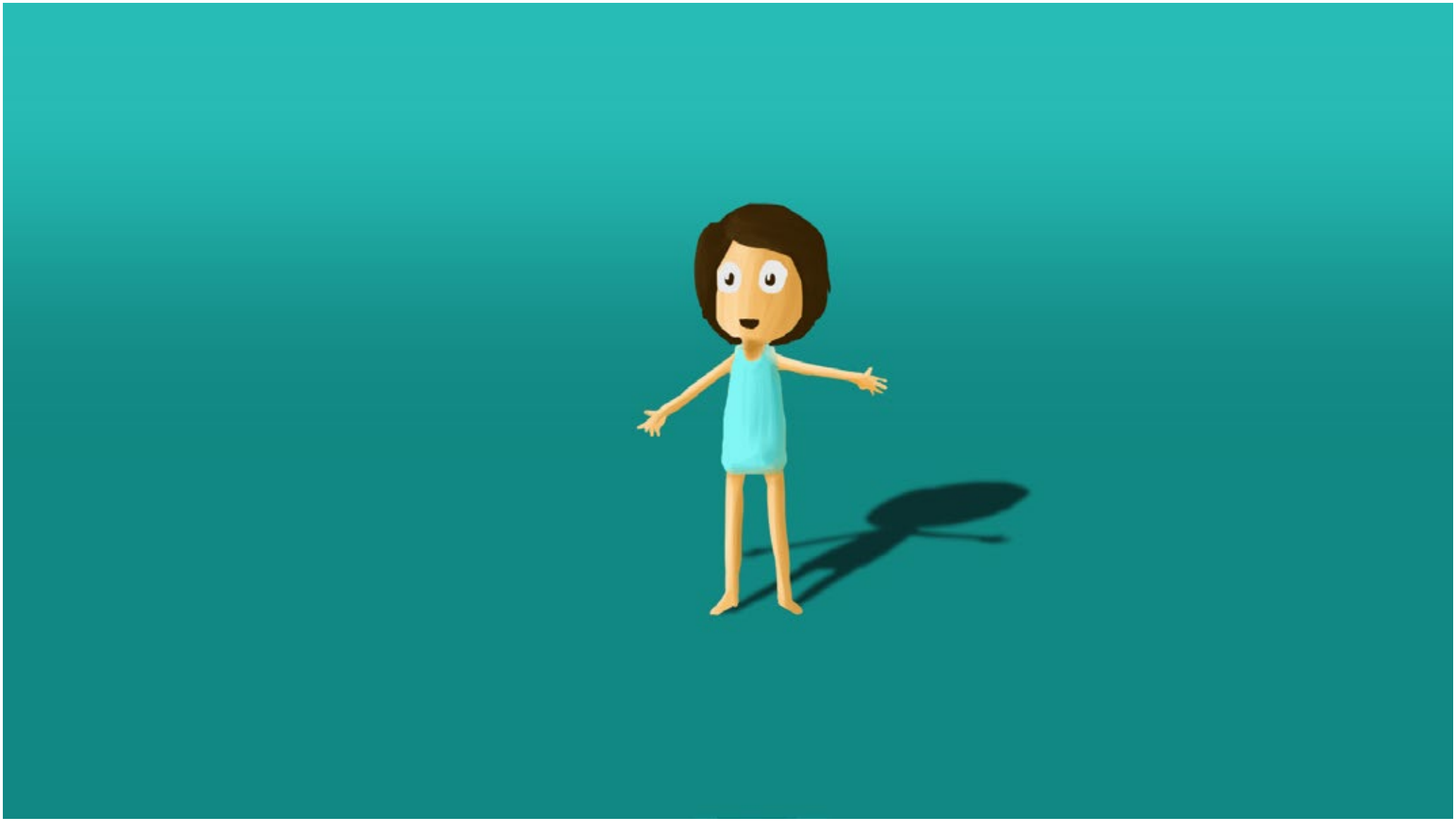
reference for dance postures (artwork: David Lloyd)

reference for dance postures (artwork: David Lloyd)

reference for dance postures (artwork: David Lloyd)

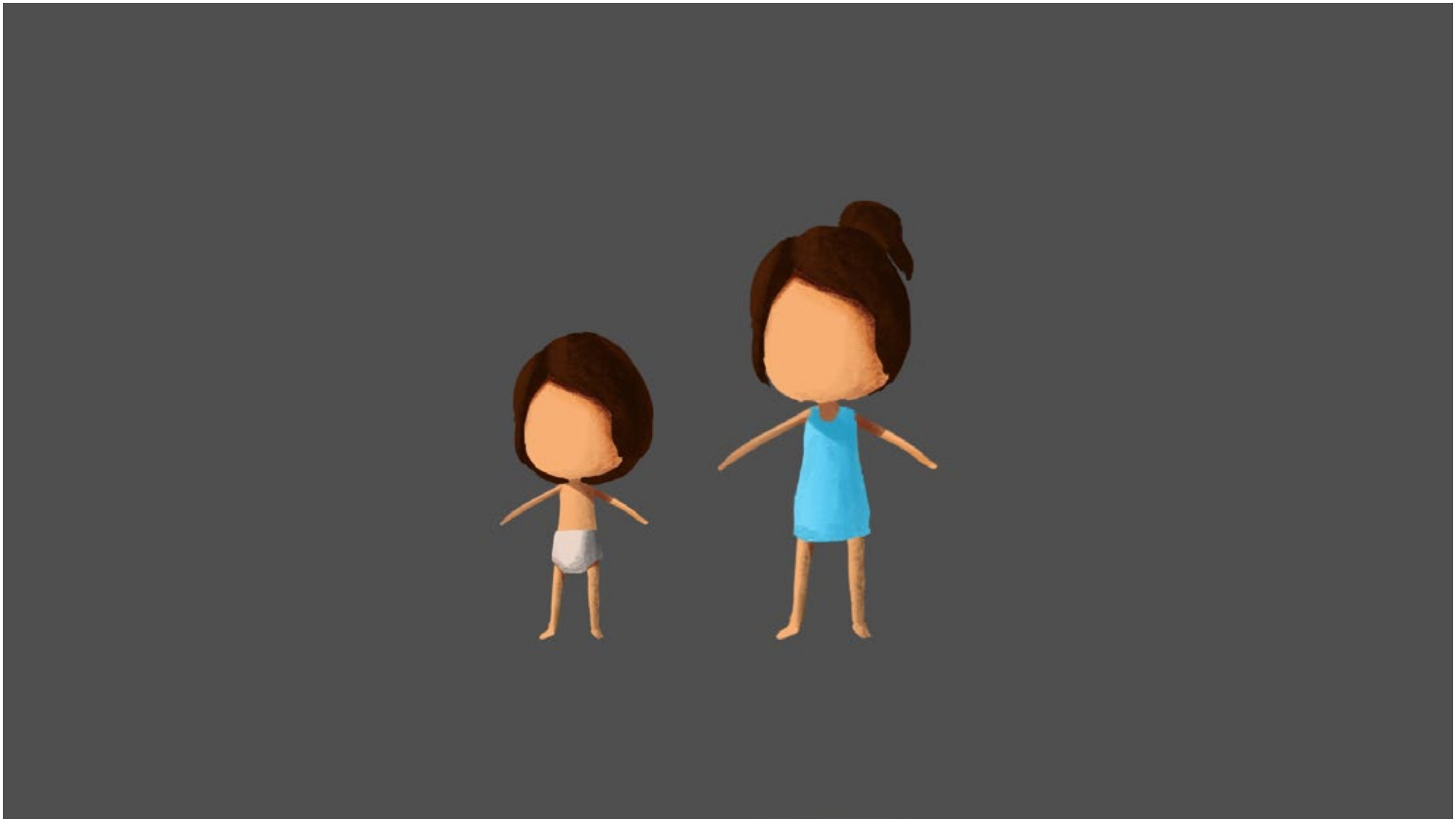
CONCEPT ART AND CHARACTER DESIGN

dance postures explorations



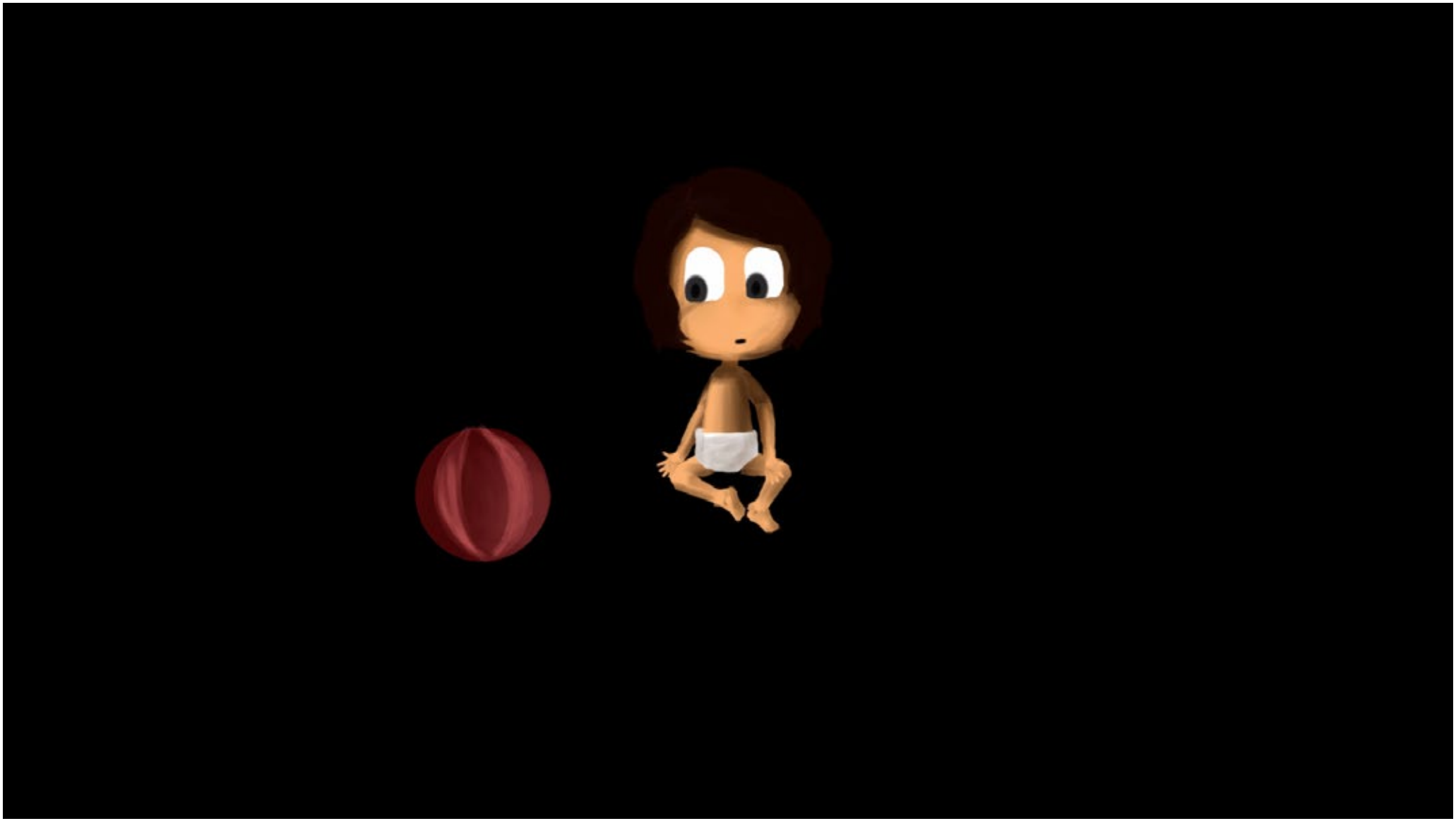
character explorations

concept art

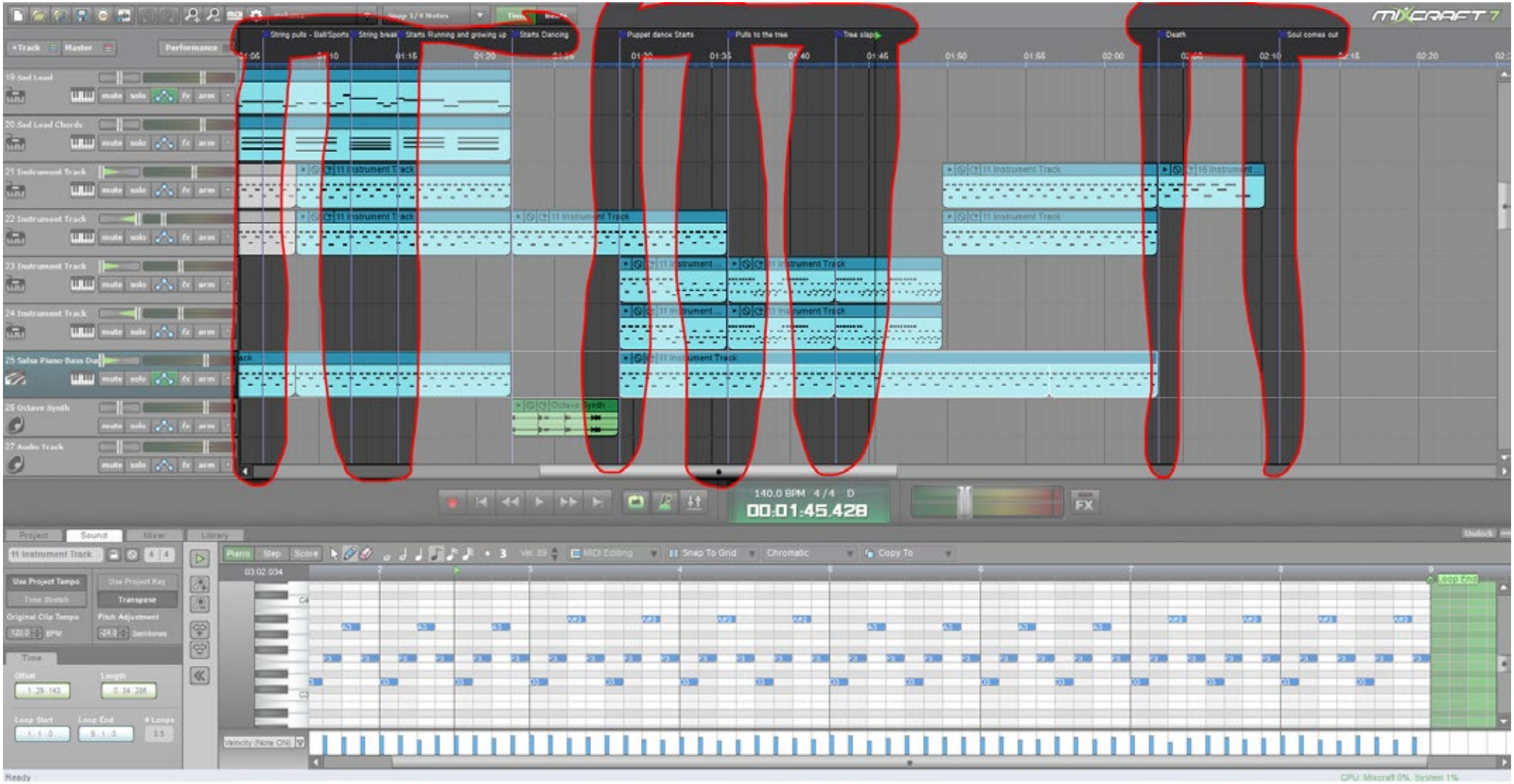


character explorations

being girl



SOUND AND MUSIC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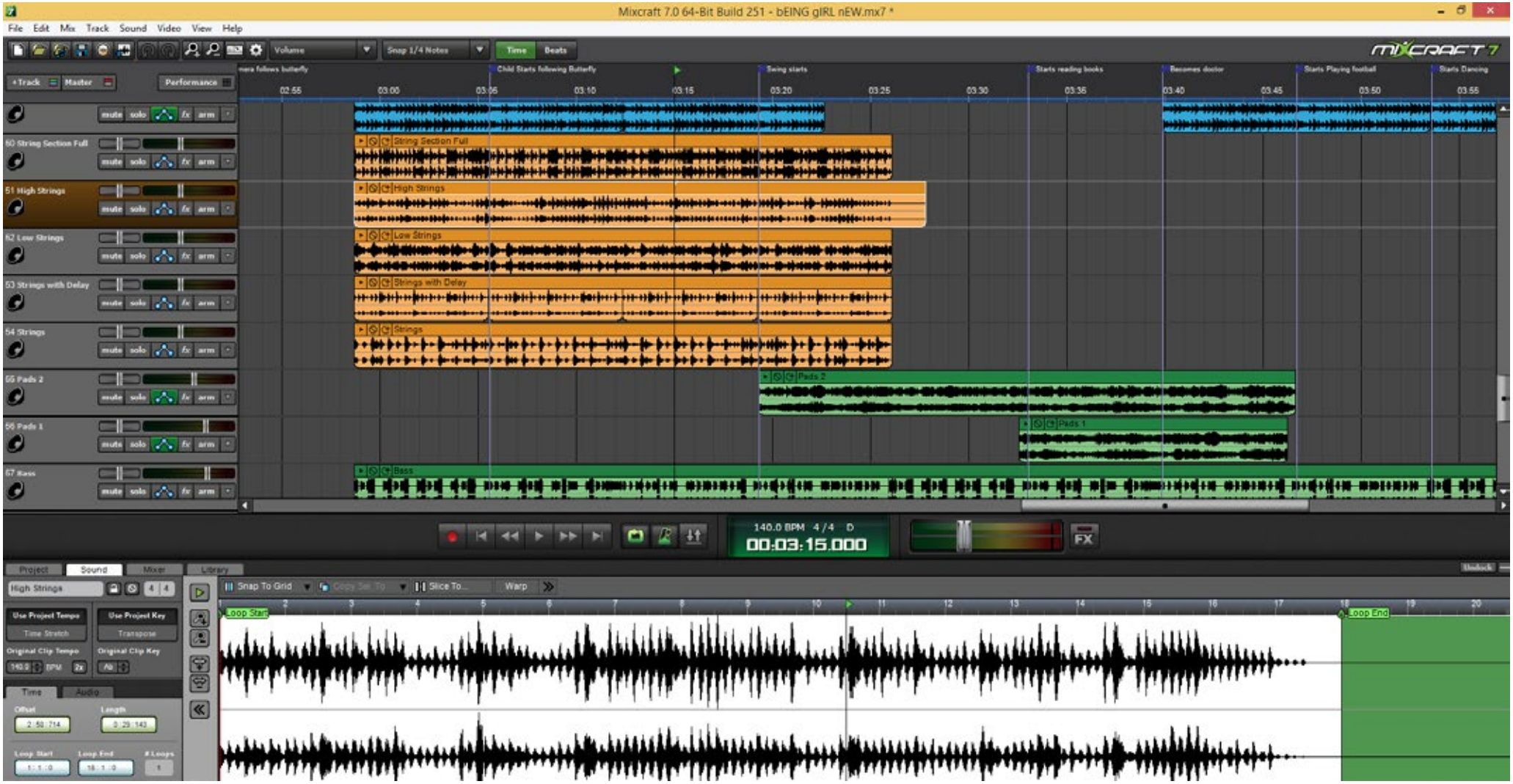
FX

MUSIC

My movie does not have any dialogs and it has only one character, so i thought I'll put only background scoring in the movie, and will make it a musical video. It does not have any dialogs, Foley sounds, any sfx sound, there is just one part where I am using a screaming sound. That part of the movie is most intense. everything goes silent, the music stops and just the scream.

The movie is entirely a music video. First I took a reference soundtrack from a website which gives free soundtracks for students. I wanted to get a very dramatic music, which has both sad and happy feeling. But my soundtrack was not up to that level, because I realized that I can not put a music just like that in my movie. If I want to make a movie completely my own, I should compose the music too. And simply putting someone else's song in my movie will not help.

So I composed the music for my movie. But before that, I did the timing for it. I put marker on a software to get the timing right. According to the timing I divided them in the beats. Then I composed the music using instruments like Keyboard, Flute and Violin.


Mixcraft 7.0 64-Bit Build 251 - bEING gIRL nEW.mx7 *
File Edit Mix Track Sound Video View Help
MIXCRAFT 7
Volume
Snap 1/4 Notes
Time
Beats
Performance
Child Starts following Butterfly
Swing starts
Starts reading books
Becomes doctor
Starts Playing football
Starts Dancing
60 String Section Full
51 High Strings
52 Low Strings
53 Strings with Delay
54 Strings
55 Pads 2
56 Pads 1
57 Bass
140.0 BPM 4 / 4
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FX
Project
Sound
Mixer
Library
High Strings
Snap To Grid
Slice To...
Warp
Loop Start
Loop End
Use Project Tempo
Use Project Key
Time Stretch
Transpose
Original Clip Tempo
Original Clip Key
Time
Audio
Offset
Length
Loop Start
Loop End
Loops

REFERENCES

for written content:
http://www.itsagirlmovie.com/
http://www.wisegeek.org/what-is-gender-discrimination.htm
http://childreninneed.com/magazine/gender.html
https://www.youtube.com/user/feministfrequency

for artworks:
https://www.facebook.com/pascalcampionart?fref=tsv
https://in.pinterest.com/explore/ballerina-drawing/