



SUMMER INTERNSHIP WITH CHANNEL [V] AND RAFEY MAHMOOD



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Animation Design

ABOUT CHANNEL [V]



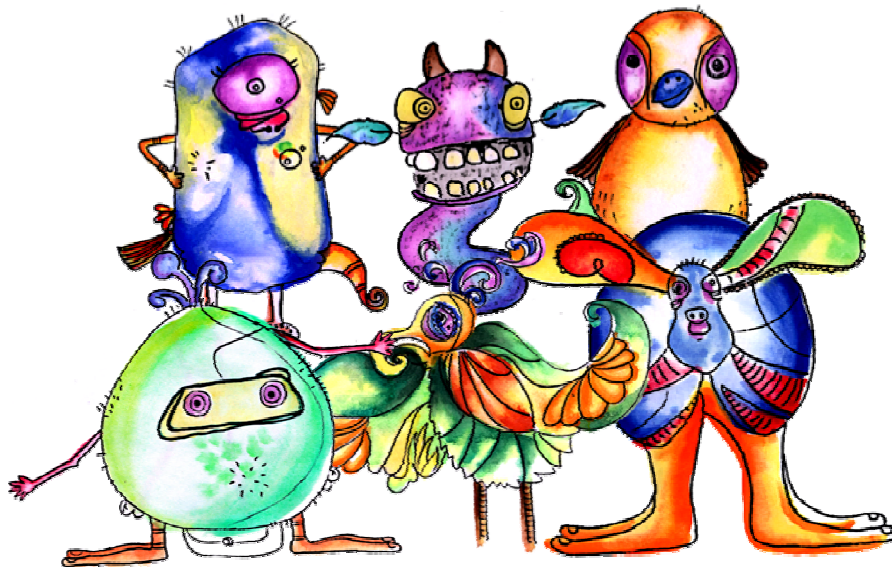
- Brand name for multiple international music television networks owned by STAR TV
- India's trend-setting music channel
- Reflects the tastes and attitudes of its huge youth audience
- Features a range of shows and animations
- Freedom of creative expression is an integral part of the channel

PROMO DEPT.



- Id's
- Animations
- Promos
- Packaging
- Graphic Over
- Logo Design
- Graphics

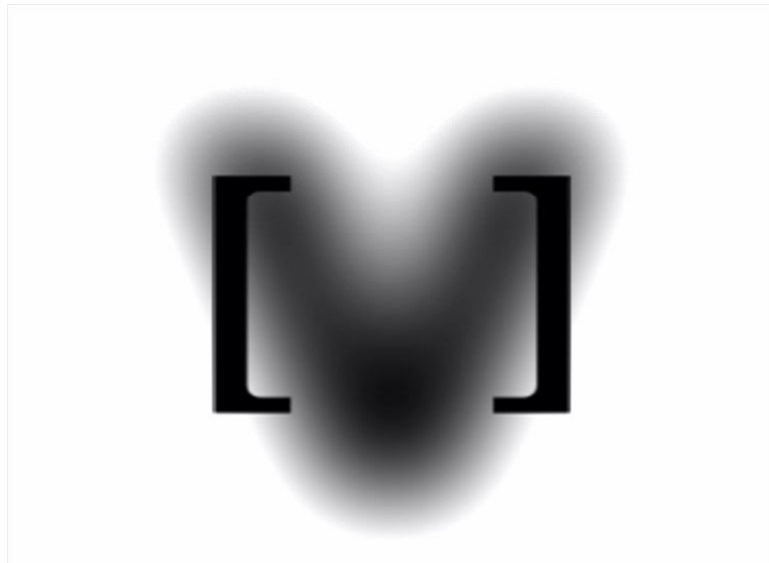
MY WORK AT CHANNEL [V]



ANIMATED ID

- Executed in the long lost form of hand drawn & hand painted treatment
- Animation represents the wackiness in channel [V]
- Soon to be on-air

MY WORK AT CHANNEL [V]



ANIMATED ID

- This was my first task in Channel [V]
- Idea behind the ID is "capturing [V]"
- Brackets of the logo tries to click the picture of V

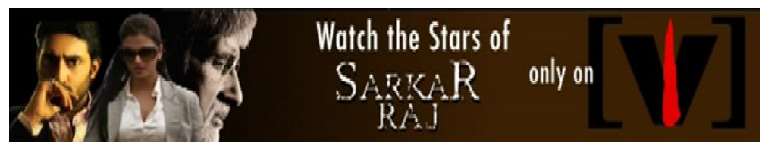
MY WORK AT CHANNEL [V]



PROMOTIONAL VIDEO

- Task was to make a promotional video of Get Gorgeous 5 for the online streaming
- I tried to make it look like an authentic amateur video
- Video got its publicity by the social networking websites

MY WORK AT CHANNEL [V]



GRAPHIC OVERS

- Graphic Overs are the promotional strips which covers lower part of the screen
- Task was to make GO's for the forthcoming movie "Sarkar Raj"
- Tilak has a special significance in GO's

MY WORK AT CHANNEL [V]



SHOOTS

- I experienced the atmosphere of a live shoot
- Interaction with the director, DOP & technical staff
- Learnt about studio lighting & other technical details

MY WORK AT CHANNEL [V]



gangster
QAWWAL

CASTING

- New show which debuts a Gangster Qawwal, talking about Mumbai problems
- My task was to cast an actor in the role of Gangster Qawwal
- Content of this project cannot be disclosed as it is still in pre-production stage

MY WORK AT CHANNEL [V]



BAI EDITS

- Already existing "Bai" animation was edited using Final Cut Pro
- It was made 2-5 sec shorter
- Used to show sponsors of a particular show
- Learnt FCP in the process

ABOUT RAFEY MAHMOOD



- FTII graduate, Rafey is one of the leading cinematographer in the film industry
- His works include Haasil, Raghu Romeo, Mixed doubles, Mithya and numerous commercials
- Recently won best short film award at New York Festivals



MY LEARNING IN CINEMATOGRAPHY



Project

- Bose Commercial
- Kodak Vision Series test shoot for the company's internal use
- Pre-production work and shoots of Rajat Kapoor's forthcoming film "A Rectangular LoveStory"



BOSE COMMERCIAL



Shutter Speed 1/60s

F stop f/5.6

Focal length 55mm

E Compensation +3

ISO Speed 400

BOSE COMMERCIAL



Shutter Speed **1/60s**

F stop **f/5.6**

Focal length **35mm**

E Compensation **+3**

ISO Speed **400**

BOSE COMMERCIAL



Shutter Speed 1/60s

F stop f/5.6

Focal length 42mm

E Compensation +3

ISO Speed 400

BOSE COMMERCIAL



Shutter Speed 1/60s

F stop f/5.6

Focal length 55mm

E Compensation +3

ISO Speed 400

KODAK TEST SHOOT



BRIGHT SCENE

Objective

Latitude

Sharpness

Granularity

Contrast

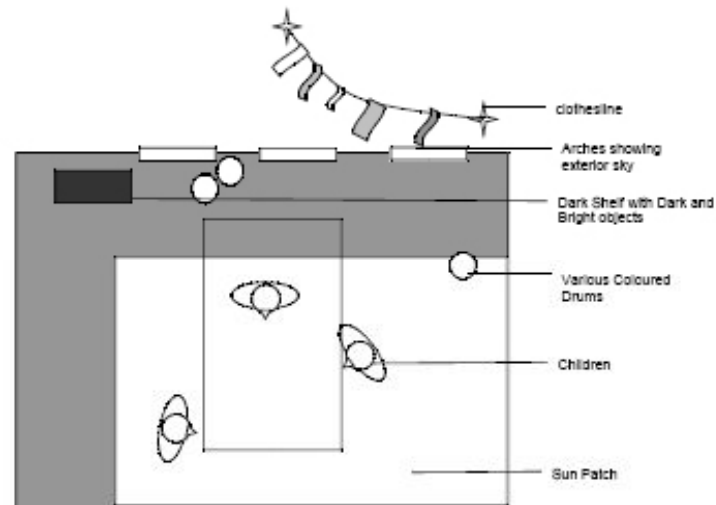
Color Saturation, Hue, Fleshtone

KODAK TEST SHOOT

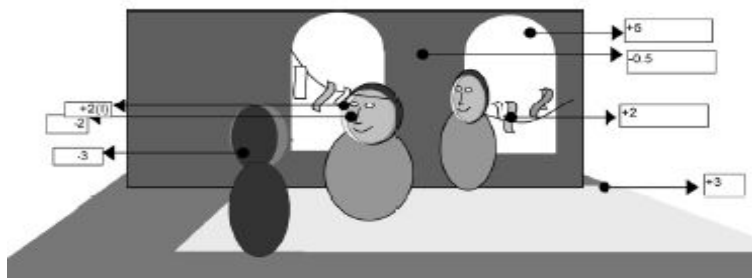


BRIGHT SCENE

Scene Plan



Lighting Aim



Kodak Test: Vision 2 250D Vs Vison 3 250D

DOP: Rafey M

Date: 2nd June 2008 Location: Mukesh Mills, Mumbai, India

Scene 1: Bright Situation



Shot 1
f-stop: 16.0
Lens : 20mm

Sun (incident from top left of camera) 32.0
Key (right of camera): 16.0
Fill: from behind camera: 8.0

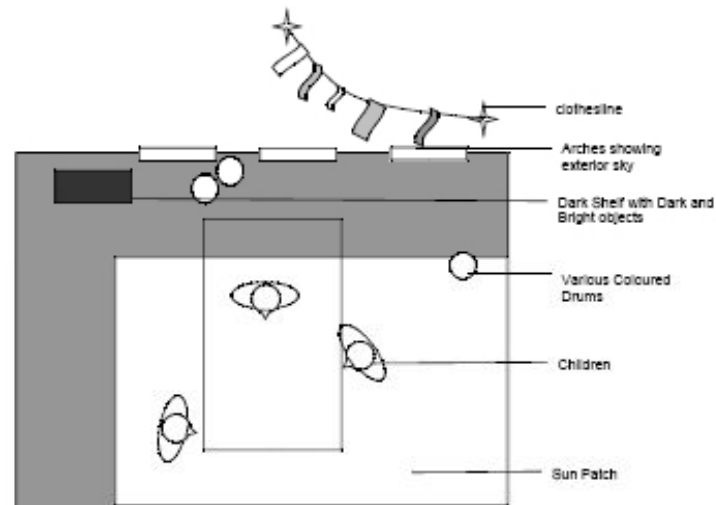
Note: Reflected (1 degree Spot) readings are mentioned on the picture in over and under values

KODAK TEST SHOOT

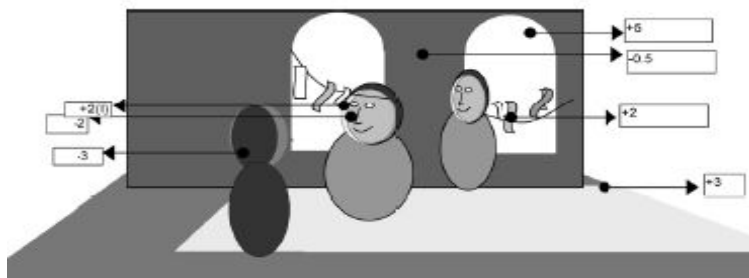


BRIGHT SCENE

Scene Plan



Lighting Aim



Kodak Test: Vision 2 250D Vs Vision 3 250D

DOP: Rafey M

Date: 2nd June 2008 Location: Mukesh Mills, Mumbai, India

Scene 1: Bright Situation



Cross light (incident from left of camera) 22.0

Key (right of camera): 16.0

Fill: from behind camera: 5.6 1/2

Note: Reflected (1 degree Spot) readings are mentioned on the picture in over and under values

KODAK TEST SHOOT



DARK SCENE

Objective

Shadow Details

Hue/ Fleshtone

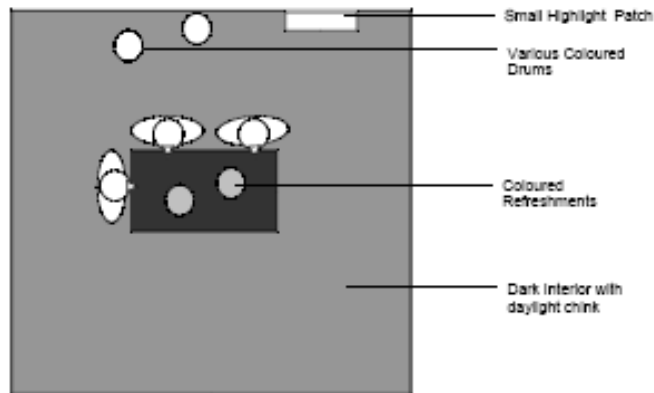
Under Exposure

KODAK TEST SHOOT

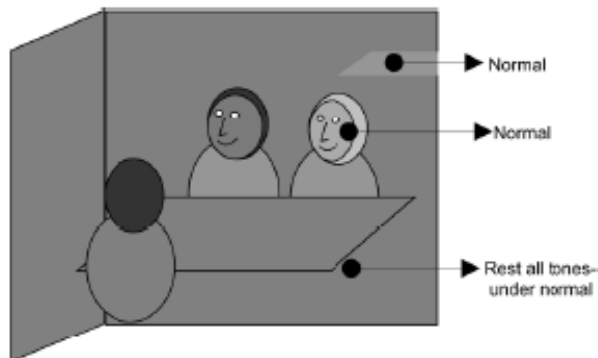


DARK SCENE

Scene Plan



Lighting Aim



Kodak Test: Vision 2 250D Vs Vision 3 250D

DOP: Rafey M

Date: 2nd June 2008 Location: Mukesh Mills, Mumbai, India

Scene 1: Dark Situation



Shot 1
f-stop: 4.0
Lens : 40mm

Back cross(key)
(incident from right of camera) 4.0

Over all fill : $0.7 \frac{1}{2}$

Note: Reflected (1 degree Spot) readings are mentioned on the picture in over and under values

KODAK TEST SHOOT



MIXED LIGHT

Objective

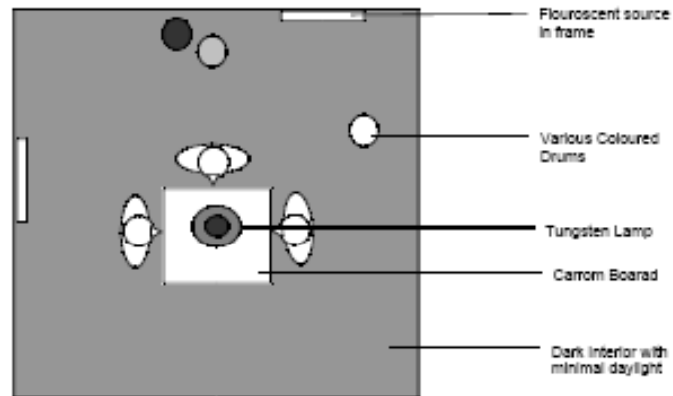
Mixed Light Tone Renditions

KODAK TEST SHOOT

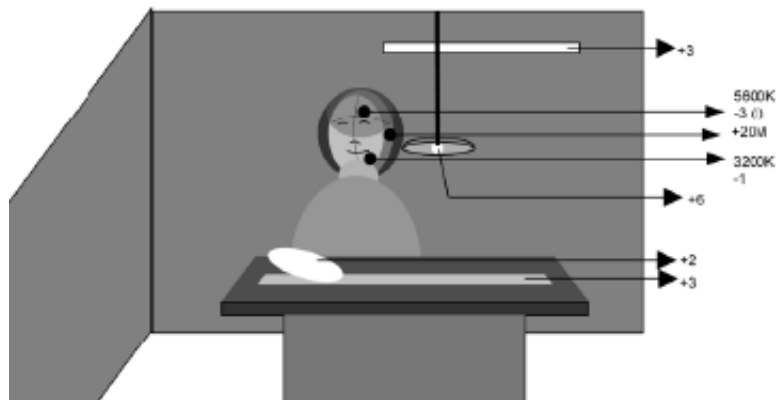


MIXED LIGHT

Scene Plan

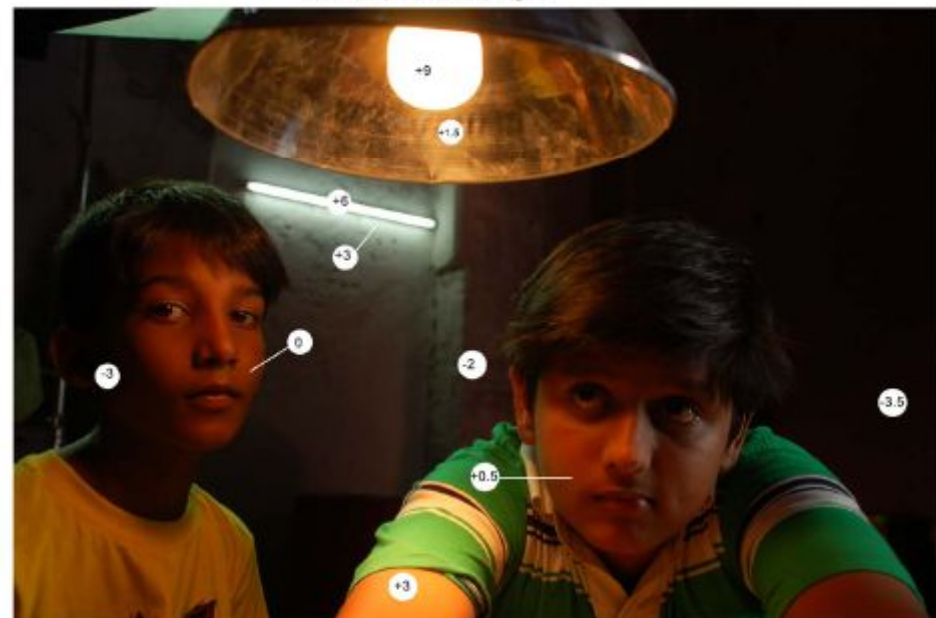


Lighting Aim



Kodak Test: Vision 2 250D Vs Vision 3 250D
DOP: Rafey M
Date: 2nd June 2008 Location: Mukesh Mills, Mumbai, India

Scene 3: Mixed Light



Shot 2
f-stop: 2.8 +
Lens : 40mm

Green Cross Light (incident from top left of camera): 5400K 23G 2.8
Daylight Cross Light (right of camera): 5300K 2.8
Bounce of Toplight on Carrom Board (incident on face) : 2600K 1.4
Incident light on hand placed on Carrom Board: 2600K 8.0

Note: Reflected (1 degree Spot) readings are mentioned on the picture in over and under values

RECTANGULAR LOVE STORY



PRE-PRODUCTION

Study on 3 strip Technicolor

It involved a brief study on 3 strip Technicolor and applying the same on the stills

For the Screen test of the movie, pictures were taken and converted to 3 Strip Technicolor format on the spot

It became a reference for the shot, background, clothes etc.



RECTANGULAR LOVE STORY



PRE-PRODUCTION



Normal Color

3 Strip Technicolor



RECTANGULAR LOVE STORY



PRE-PRODUCTION



Normal Color

3 Strip Technicolor



RECTANGULAR LOVE STORY



PRE-PRODUCTION



Normal Color

3 Strip Technicolor



RECTANGULAR LOVE STORY



SHOOTS



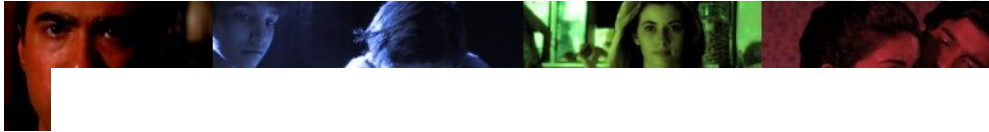
RECTANGULAR LOVE STORY



SHOOTS



RECTANGULAR LOVE STORY



SHOOTS



EXPERIENCE WITH RAFEY



LEARNING

Lighting Style

Functions of Lighting considered for filming -

- *Selective Visibility*
- *Establish time and place*
- *Mood and Atmosphere*
- *Composition*

The tools used to produce the proceeding functions are -

- *Intensity*
- *Angle*
- *Distribution*
- *Quality*
- *Color*



EXPERIENCE WITH RAFEY



LEARNING

4 Basic Lights

Key Light -

- *The subject's main light source*
- *Produces the brightest results of the four lights.*

Fill Light -

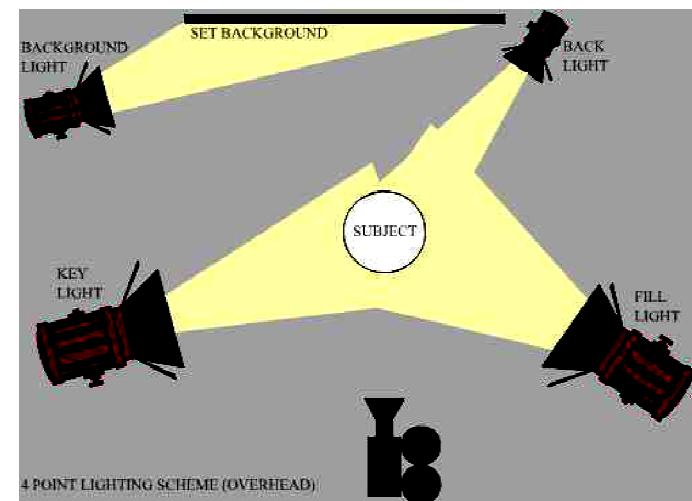
- *Light used to reduce subject shadows and contrast*
- *Relatively soft*

Back Light -

- *Light placed behind the subject*
- *Separates the subject from the background*

Back Light -

- *Light placed behind the subject*
- *Separates the subject from the background*



EXPERIENCE WITH RAFEY



LEARNING

Lighting in Outdoor Shoots

- *Sun is used as a key light but sometimes used as backlight too*
- *Bounce cards are often the most practical way of creating Fill light*
- *Reflectors are used to fill in shadows*
- *Outdoor lighting can be very difficult as the contrast between the sun and the shadows it casts is far to extreme even for a high quality film*
- *High power daylight lamps or diffuser b/w sun & the subject are used to tackle this problem*



EXPERIENCE WITH RAFEY



LEARNING

Stop, Light Meter & Gray Card

Stop -

- *Measurement of the change in light from the source*
- *Increasing by one stop is doubling the amount of light, Increasing by two stops is quadrupling the amount of light.*

Light Meter -

- *Tool used to measure both the actual amount of light and the relative amount of light (stops)*

Gray Card -

- *Flat object of a neutral gray color*
- *Consistent exposure by placing Gray Card in the scene to be photographed & taking a reading of it with a reflected light meter*
- *Provides a reference for white balance too.*

THANK YOU
