

Summer Internship Project:

CHILSAG PICTURES

(Chilsag Entertainment Network)

Project-01 Report 2018

Shweta Inamdar
176340010
Animation Design, (M.Des)

IDC School of Design,
Indian Institute of Technology, Bombay

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ACKNOWLEDGEMENT:

First, I would like to thank IDC School of Design and the Professors for their encouragement to intern at any place of my choice.

I am grateful to Mr. Sachin Gupta for providing me the opportunity to intern at Chilsag Pictures, with a welcoming approach for creativity and learning.

I would also like to thank my fellow interns for the support and the rest of the staff at Chilsag Pictures to make my internship memorable and full of new teachings and experiences.

CERTIFICATE:



Chilsag Entertainment Network

Date: 15th June 2018

To Whomsoever It May Concern

Subject: CERTIFICATE OF INTERNSHIP COMPLETION for Ms. Shweta Inamdar.

Dear Madam/Sir,

This is an **Internship Completion Certificate** for **Ms. Shweta S. Inamdar**, studying M.Des (Master of Design in Animation and Film-making) at IDC School of Design, IIT Bombay, Mumbai.

We state on record that Ms. Shweta S. Inamdar has successfully completed an Internship Program in the role of **AD (Assistant Director)**, at **Chilsag Entertainment Network**, for the duration of **6 (Six) weeks** from 07th May to 15th June 2018. The location of the internship was the Chilsag Entertainment Network's branch in Andheri (W), Mumbai.

During this tenure of the Internship Program, Shweta Inamdar was found to be attentive, hard-working and her conduct and character were uniformly good. We wish her all the best in all her future endeavors.


SACHIN GUPTA
Director,
Chilsag Entertainment Network

Chilsag Mumbai Branch: 106.Kartik Complex, Link Road, Andheri (W), Mumbai- 400053

ABSTRACT:

The motive of interning at a theater based film production company was to get a clearer view of the film and theatrical process of storytelling. The current film, animated or live action have their storytelling roots in theater which I found intriguing and chose to explore with this opportunity.

Chilsag, being a relatively natal production house, it was a unique experience to see the process of film-making extremely up close. Even though most of the projects were in the post-production phase, there was so much to learn. A typical day involved actors coming in to audition and a meetings with music composers and discussion about the promotional ideas and about the new upcoming storylines.

However, another important aspect that I learned was about my own preference of how I would put forward a story. The daily commute in a relatively new city, the informal work environment and some other factors gave me a new outlook towards work, creativity and a wiser awareness about my surroundings.

ABOUT CHILSAG PICTURES:

Chilsag Entertainment Network started as Chilsag Chillies Theater Company in 2003. Mr. Sachin Gupta, the founder and current director had a vision of a theater group in Delhi which have their doors open to talents from all backgrounds, age and creativity.

Sachin Gupta studied acting at Lee Strasberg Theater Institute, New York. He is a national award winning director for the critically acclaimed play- 'celebration of life'. 'Natya Bhushan' has been conferred upon him by the then Chief minister of Delhi, Mrs. Sheila Dikshit. He has 14 original plays, and 4 screenplays to his credit and continues to write and direct various short films.

Chilsag Pictures started in 2012 and the first feature length film under this banner was the critically acclaimed 'Paranthe wali gali', released in 2014.

Recent projects include short films – 'Pihu' released in June 2018 and 'Pakhi' a feature length film set to release in the later half of 2018.

PROJECTS AND WORKING at CHILSAG:

PROJECTS AT CHILSAG:

The projects at Chilsag were in the Post-Production phase- two feature films- 'Pakhi' and 'Mansukh Chaturvedi Ki Aatmakatha'. and two new short films. One of them – 'Pihu', released in June 2018. A few new projects were starting soon and they were in the research stage during the internship period.

MY WORK AREA:

A designation of Assistant Director was allotted for the duration of 6 weeks of internship. Majority of the work was for the projects which were in Post-Production. Those projects were 2 feature films and 2 short films.

It also involved research work for an upcoming film which is in initial stages of pre-production. Discussions for the same were carried out with Mr. Sachin Gupta and all the other interns.

Promotional content creation for strengthening the social media presence of the production house. Handling the Instagram account and creating notification posts for the release of new films or similar information.

Other graphic content creation for the Company website was also a project undertaken. the graphics were created for icons on the website.

Other tasks included editing, designing posters and animation for the credits sequence of a short film. A series of comics was also undertaken as a part of film promotion.

PROJECTS:

PIHU: A SHORT FILM

About:

Pihu is a short film written and directed by Sachin Gupta, released in June 2018, on youtube. The duration of the film is 12 minutes and it is based on a play by Chilsag Chillies theater company- 'Don't miss my party'

Plot:

The story is based on the fear we feel for losing our loved ones, depicted by the titular character, Pihu (Sanaya Irani) who experiences this in an incident. It is a love story woven through a tiny incident, which forms the climax of the film.

Summary:

The film opens with an endearing banter between a father and a daughter- Pihu, who is excited for a trip with Danish, assumed to be her boyfriend, and her dad. The trip shall however begin the next day when Danish shall finally arrive back home after a stay away at Indore for six whole months.

The film takes a serious turn when it is revealed that the train Danish had supposedly boarded meets with an accident and he is completely out of range of any communication.

A flash back reveals how in a sweet moment, a promise is made to meet in six months, and not a day extra. This revelation devastates Pihu and we see her world crumble.

Just then we hear Danish call out that he did keep his word after all and it all is well again as we hear he chose a different transportation, to make it in time to meet her.

PROJECTS:

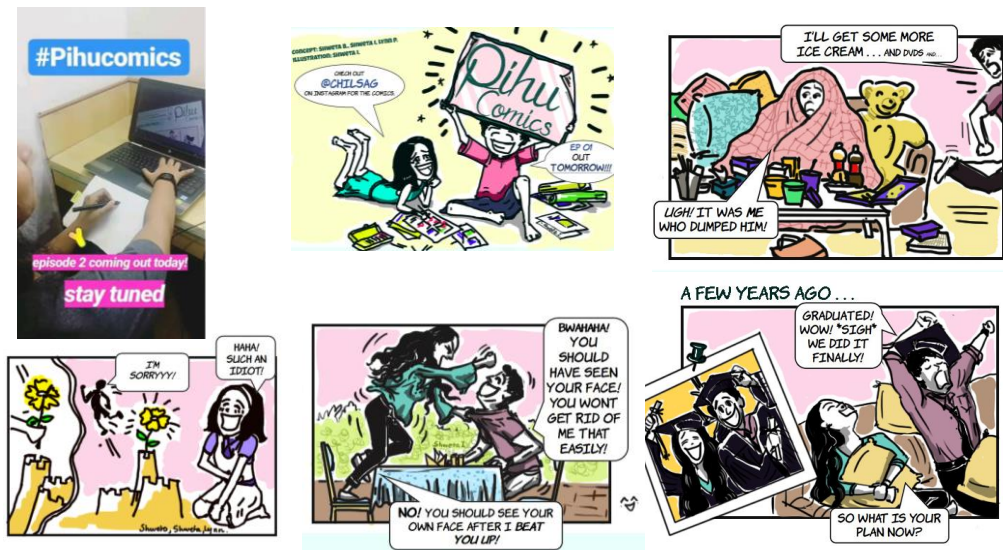
WORKING FOR PIHU:

A) PROMOTIONAL CONTENT CREATION:



Comics:

A 4 part comic series as a prologue to the story before the release of the film. This was done to develop an interest and a familiarity with the characters in the film, as a part of promotion.



A few snippets from the comics. Instagram: @chilsag

Initial Teaser:

Gauging by the popularity of Sanaya Irani, the first teaser was a short glimpse of the actress from the short film- as a first look for the fanbase. The duration of the initial teaser was 7 seconds.



Screenshots. Instagram: @chilsag

PROJECTS:

WORKING FOR PIHU:

A) PROMOTIONAL CONTENT CREATION:

Final Teaser:

The final teaser editing involved introducing the film's soundtrack along with the release date and the other details of the film, within 30 seconds. It was released on the social media, promoted both by the lead actress and the official page of Chilsag.



Screenshots- Pihuteaser . Instagram: @chilsag

Release date posters and promotion:

The release date, 21st June was announced with a regular feed of posts (as a countdown) on social media and a release date poster was generated for the same.



Release date Pihu poster . Instagram: @chilsag

PROJECTS:

WORKING FOR PIHU:

B) OPENING AND END CREDITS DESIGN:

Opening credits:

The opening credits show through a series of pictures of an incident mentioned in the film later- the character's father burning a cake. It was added with a thought of indicating the relationship of the protagonist with her father in a sweet and endearing manner.



Screenshots: opening credits for short film.

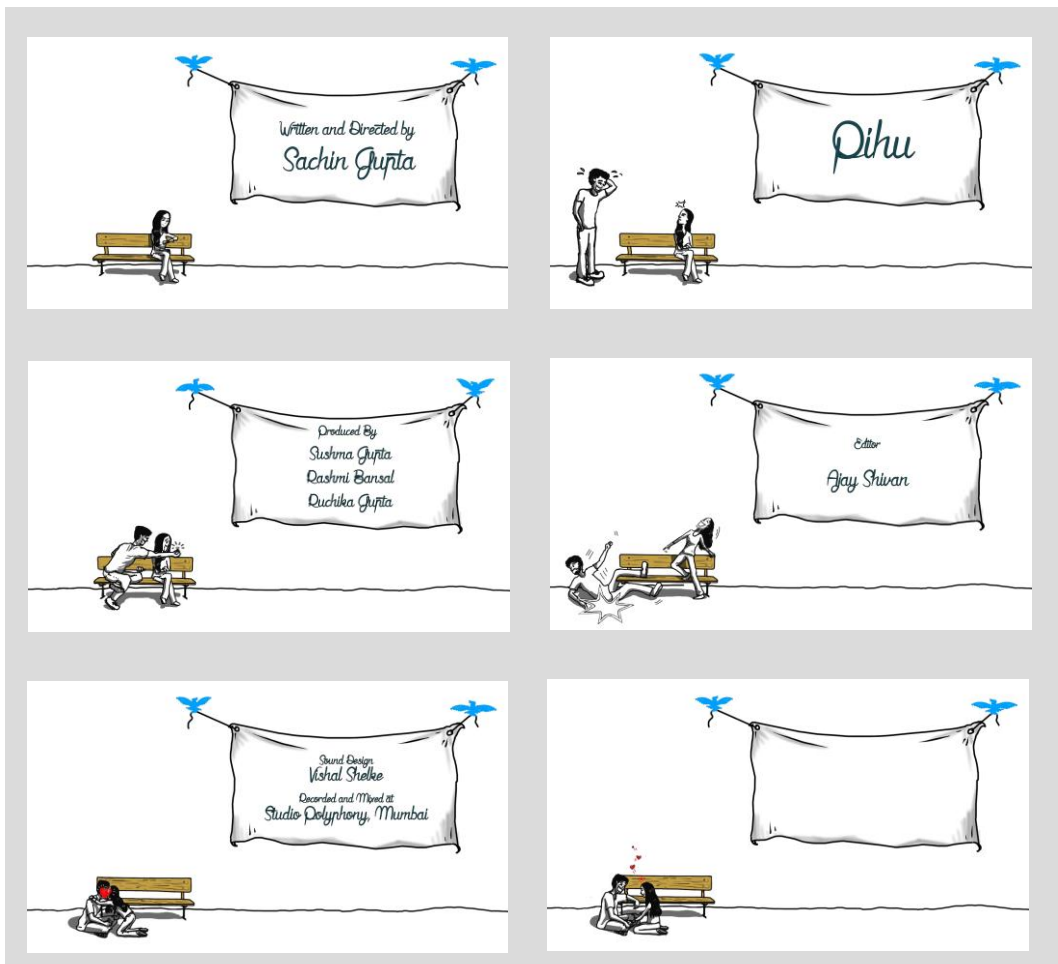
PROJECTS:

WORKING FOR PIHU:

B) OPENING AND END CREDITS DESIGN:

Ending credits:

The ending credits, maintaining the style of the opening graphics, act as an epilogue- a follow up on the story with a marriage proposal for the lead. The epilogue acts as a 'what next' resolution for the story and ends with a roll credits after. Minimal animation used in the process.



Screenshots: ending credits for short film.

OTHER PROJECTS:

- Logo re-design for Chilsag Pictures.
- Graphics for the website- yellow black themed. (tentative)
- Content creation for the Social media: different dimension posters for the website.
- Graphics for event posters.
- Social media accounts management- Instagram etc.

Logo re-design for Chilsag Pictures:

Creating a distinguished identity for the newly established social media presence, setting itself apart from the theater company, but retaining the roots of theater, just the same.

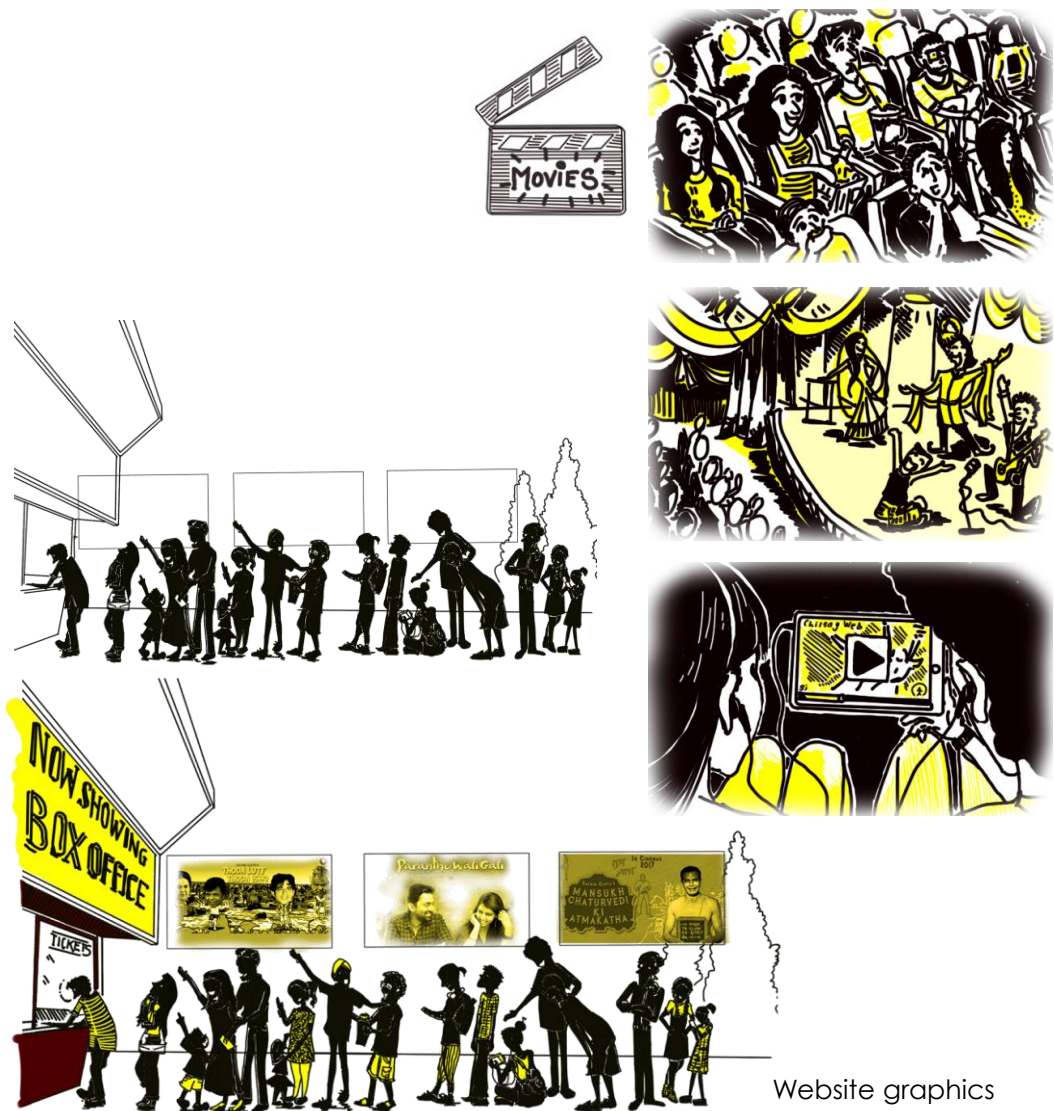
Black and white- for the simplicity. A handwritten font with the Chilsag Chillies logo retained for visibility and recognition.



OTHER PROJECTS:

Graphics for the website:

Graphics generated for icons, banners and links to specific pages. Eg. Web series, Plays and Dramas, Movies, Main page of Chilsag etc. The graphics were based on a theme of doodles and hand drawn cartoony visuals for an informal and approachable feel.

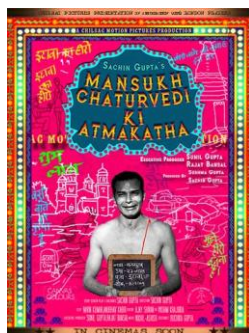
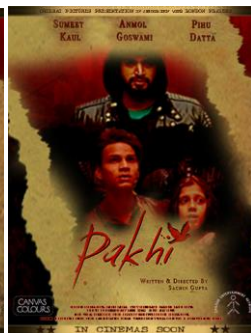
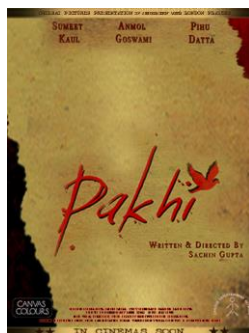
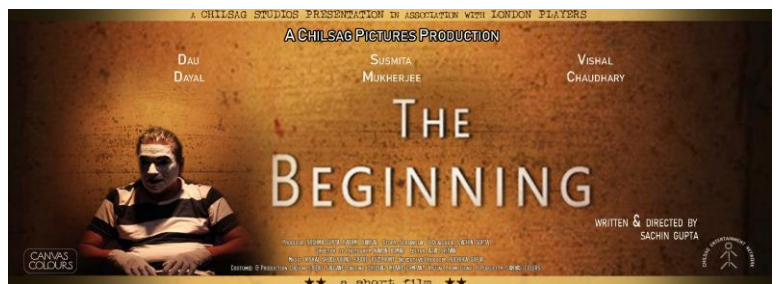
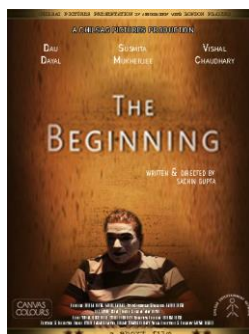


Website graphics

OTHER PROJECTS:

Different dimension posters for the website:

Redesigning posters for the website in different size specifications- banners, icons for the link to the film page etc. the resizing was done with a process of recreating the elements of the image almost from the scratch- like the backgrounds and textures used.



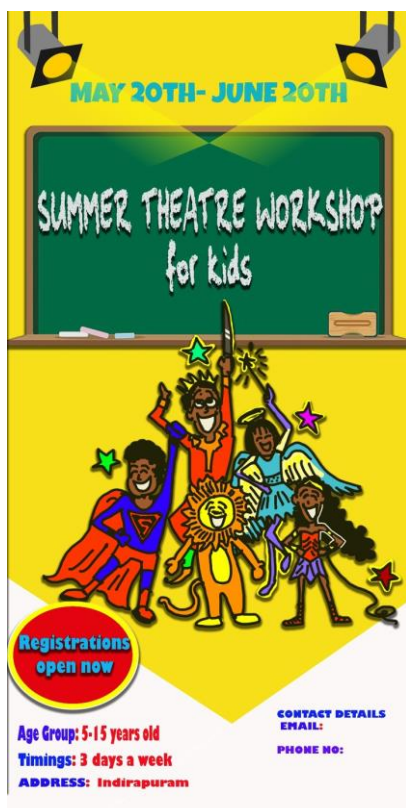
Poster Re-assemble for different dimensions

OTHER PROJECTS:

Graphics for an event Poster: Theater summer workshop:

A doodle for a summer workshop for kids by Chilsag Theater Company depicting Superman, a kid in an animal costume, a fairy, a King with a sword, and woderwoman.

Basic concept- representing kids and 'you can be anything you want to be' through theater and drama.



Poster doodle

A FEW INSIGHTS

Working at Chilsag Entertainment, I got a closer view of the theater and film industry. – auditioning actors, working with composers, directors, writers, and meeting the actors themselves.

I was able to make an attempt at everything- PR, Marketing, Promotion, Story discussions, Graphic Design, Animation (slightly) and getting to see my name in the credits of a film.

I got to witness quite an unconventional working environment.

I am aware that I now have a slightly better understanding of the Mumbai city than before. – figuring out public transport and the strangest experiences (rat in the bus story and the craziest cab rides) included.

Now I am aware that I have a slightly better understanding of people and most importantly, about stories- I am positive that I shall be a better storyteller than before, with all the experiences in my bag, whichever media I shall attempt.

REFERENCES

- www.chilsag.com
