

Man's Dependency on Nature

SPECIAL PROJECT

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AIM

This project deals with two parts, first is to understand man's dependency on nature. How man is always trying to break the cycle and create an imbalance in the nature by various conscious and indirect ways. Pollution, population, deforestation and poaching of animals being few among them. Hunting animals for various purposes has created a state of extinction of various species, including tigers. Our focus is try to represent this thought of mans dependency on nature through a scenario of a tiger being hunted down. For this we are using various mediums to present the idea in its most effective manner.

The second part of this project is to understand how multiple ideas can be generated from the same content by shuffling the parts of the story.

APPROACH

The brief given to me by my guide was to understand man's role in the ecosystem and his dependency on the environment. We needed to create awareness about this fact through an audiovisual medium. The principle idea behind this was first represented in the form of a print ad. Then the same was further explored through an audiovisual presentation where animation was chosen as a medium.



NATURE AND MAN

For millions of years, humans lived in a predator-prey relationship with all species and equilibrium existed on the Earth. As we lost sight of our origins, we began to develop tools and ways of living that insulated us from predators, the elements and the uncertainty of hunger. We became arrogant, and developed religious and state institutions that justified our behavior and helped us to live with the atrocities committed every day in the name of god, king, country, ego and sport. Humans stopped looking to nature for answers, and instead came up with answers that suited the moment.

We all know that we exist because the ecosystem exists and we are an important part of this system. But we have forgotten that other creatures like us are equally important to complete this chain and create a balance in nature. We have heard a lot and read a lot too about how man's own deeds are creating imbalance in the nature. But still we continue to use and abuse nature, knowing that one day everyone has to pay a terrible price for it.



Humans are completely dependent on the surrounding resources for their survival. We breathe because the atmosphere provides us with the required elements to do so. But we have taken this fact for granted and we are continuously consuming the resources for our lavish living. We are continuously heading in the direction of breaking this ecological balance and if any of the links from this chain breaks, the whole earth will be wiped off.

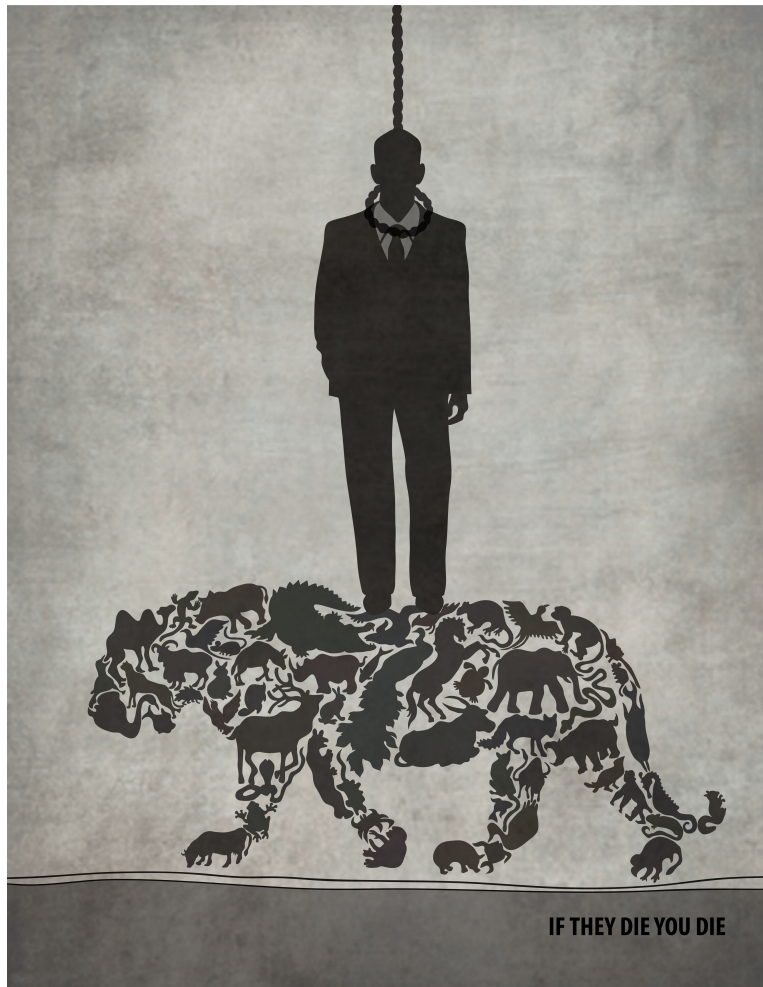
Many species of animals have gone extinct because of natural calamities, but behind these natural catastrophes humans have played a major role. Unfortunately, the number of species of animal on Earth today are plummeting. When humans initially spread across the world, many species went extinct, including all of the mammals, birds and reptiles, which were wiped out entirely by 9,000 years ago. These include the mammoth, mastodon, auroch, saber-toothed tiger, cave bear, short-faced bear, dire wolf and others. Today, with booming human populations, global warming, and widespread deforestation and poaching, the destruction of thousands of species is continuing.



This report is to hammer again and again the fact that we humans should stop this painful act of torturing nature for our own leisure activities.

This project also deals with creating awareness about saving one of the most magnificent animals in the world who is also one of the most endangered. A cat of beauty, strength, and majesty, the '**TIGER**' is master of all and subject to none -- except humans. Of the eight original subspecies of tigers, three have become extinct within the last 60 years; and there are less than 50 South China tigers left on this planet -- few, and possibly none, survive in the wild.

Man has illegally killed this magnificent animal over decades for sport, food, trade, medicinal purposes, and to protect their livestock. Though man is very powerful and capable of causing the extinction of tiger, they are also capable of helping the tiger to survive. Many people are supporting conservation organizations in order to help the surviving population of the Siberian tiger. These conservation organizations are trying to stop the annihilation of the Siberian tiger by strengthening anti-poaching patrols, establishing a compensation program for farmers, and educating people.



THE BRIEF

The process started with a brief which was this print ad that my guide was working on. It was an awareness ad for saving tigers. This print ad was interesting as a concept and its visual was explored in various ways. The basic outline of the ad showed mans dependency on nature and how slight imbalance will destroy everything.

So initially the same concept was supposed to be explored in audio-visual medium. Animation was the appropriate technique for representing the idea.

So the basic script was as below-

A hunter who is moving through elephant grass in search of a tiger, spots the tiger, but we see there is a man who's standing on top of the tiger and is hung by a rope. The hunter spots the tiger and then shoots. We hear the tiger's last roar and later the hung man falls and dies. In the end the tag line says ' You Kill You Die'.

So to create this film 3d animation was chosen as the suitable technique because we could maneuver lots of things and play with the idea more.

EXECUTION AND EXPLORATIONS



So once we had the visuals in place the sound design was done and the film was finally completed.

The film looks good conveys the message properly; we like it too, but does the film hold the viewers interest till the end?

Should we even bother about it, should we be satisfied with the film or should we do some thing more?

These were the question which occupied our thoughts once the film was made.

What generates interest? Can the same content be made much more interesting and impact full? The answer to these questions will be given only when we understand what interest is. So we look back to examples where viewer is kept interested in the content.

This is mostly experimented in game shows and award functions where the method of non disclosure is used to keep the viewer guessing and waiting till the final event is disclosed. That's done quite simply by dragging the time, stretching it to an extreme which is probably not the best way of doing it.

So we see another examples like flash backs in films ,where either the film starts with a flash back so the viewer doesn't know what's happening and then later the connections are made by showing the flashes again and thus the viewer guesses or we can say cracks the uncertainty and relishes the content. Now this works too because non disclosure or in other words uncertainty is used to a greater extent.

Now if we play with the time probably we can get the answers to our above questions

So what we did next was very simple we divided the film into parts – the events that are occurring after one another



FOREST HUNTER SPOTS TIGER MAN ON TIGER PREPARES TO SHOOT HANGED

As above picture shows we have 6 chunks /parts

1. THE FOREST
2. THE HUNTER ENTERS
3. HUNTER SPOTS THE TIGER
4. WE SEE THE MAN STANDING ON THE TIGER
5. THE HUNTER PREPARES TO SHOOT
6. THE MAN IS HANGED & THE FILM ENDS

Now we change this arrangement by shuffling the parts and we come up with something like this.

FOREST HUNTER SPOTS TIGER ROPE TO TIGER PREPARES TO SHOOT HANGED

In this film we keep everything same but we reveal the man standing on top of the tiger which is the core element of our film, in reverse i.e. we show the rope first then the man and then the tiger. This reveals the fact a bit late then the previous film where we showed the tiger, then a man standing on top of him and the rope which he is hung to.



Like this we came up with 5 different ideas of the same content by shuffling the parts on the timeline. This resulted in 5 different films from which now we can pick which one has more impact and is interesting too.

Exploration through Print

Now the same idea was explored through print. Where many variation of the same concept were created and then was left for interpretation.

The visuals were as follows





Interpretations

The visual had similar interpretation by most of the viewers and few of them had weird interpretations too.

The first visual had a hung man standing on top of the tiger but no text. This visual had the following interpretation.

- It shows the balance of ecosystem, we human being depends upon nature for our survival.
- You will be hanged brutally if you try killing the tiger
- Whoever will kill tigers, tiger will take them to their death.
- Existence of man depends upon existence of tiger
- If the tiger disappears (becomes extinct), the human dies(is punished)

Other interpretations

- It is not possible,
- Image represents a circus trick,
- Some one trying or feels like killing himself when his pride is lost.



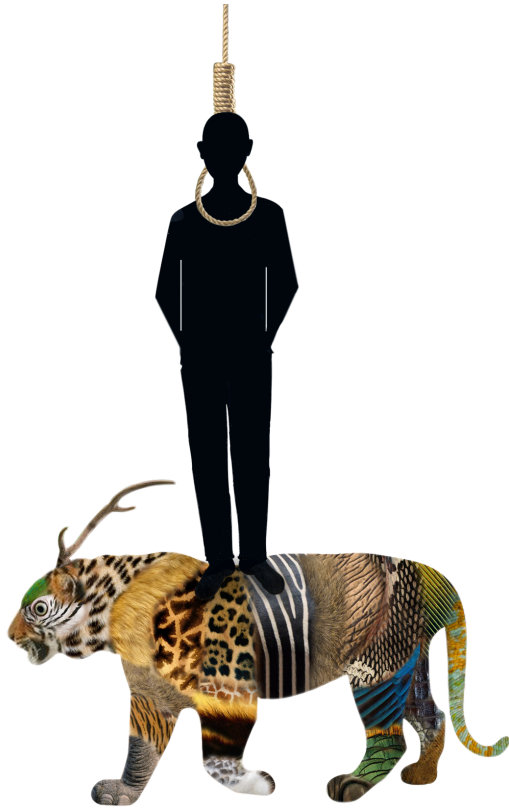
If they die, you die



The second visual shows a hangman's noose, a text which says if they die, you die, and a wooden tiger toy below.

Interpretations

- Save the tiger
- Deforestation should be stopped
- Ecological interdependence
- Situation is critical
- In this world everyone has some needs and every one depends on someone else. It is kind of cyclic path for resources.
- Save your future, animals are helpless, they will perish and so will we. The tiger here shows us an animal on the brink of extinction and rope signifies suicide.



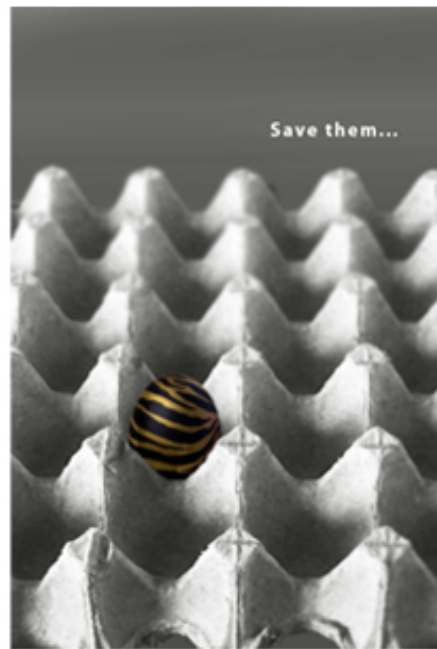
The third visual shows a man hung on noose and standing on a creature which represents a combination of various animals .This visual has no text.

Interpretations

- The lower animal form broadly signifies wildlife; the man is standing on top of wildlife represents humans and their exploitation of nature. the noose represents that by exploiting nature humans are endangering their own survival.
- Killing animals = killing humanity and killing yourself
- Animals punishing humans for his cruelty
- Up you die and down you are torn.
- Once nature slips away humanity vanishes.

Few more explorations

The thought of saving tigers was explored further through the following visuals by using egg as a metaphor and then playing around with the image.



UNDERSTANDING

We still don't know which film is better or which film is more interesting, either we can leave this for the viewer to judge or we decide which one is better. As a film maker or a visual communicator I would show what is best according to me. And according to me the last variation works for me, where the end of the film is revealed first, which is a disturbing visual at the start (the visual of man getting hanged) and the viewer won't be able to relate to it at the beginning of the film but as the film progresses he will go back to this visual, recall it from his memory and link it to the rest of the content thereby disclosing the final event to himself, thus relishing the experience.

I believe apart from creating an interesting film the more important outcome of this project was to come with more ideas rather than being stuck to one initial idea. Even through print we could come out with various ways of depicting the same idea by combination of different visuals.

Such methodology definitely helps in approaching an idea and gives the designer more creative freedoms and options to explore.

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