

Project 1: Internship at Mtv



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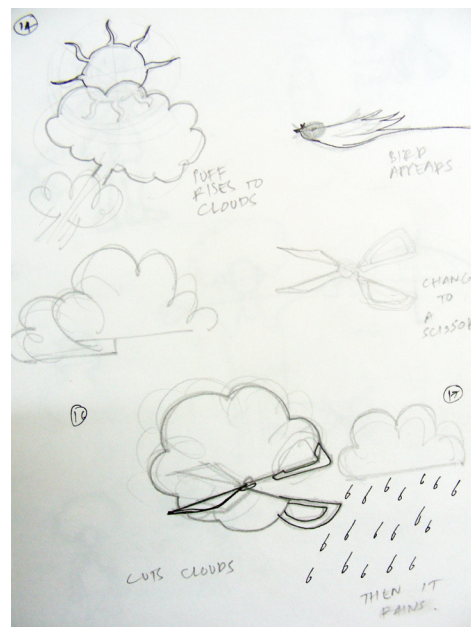
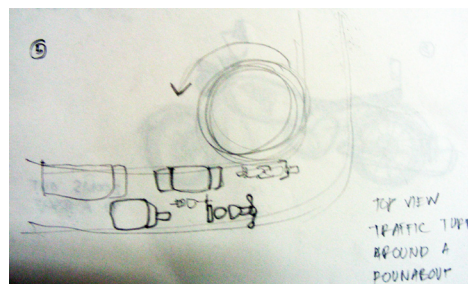
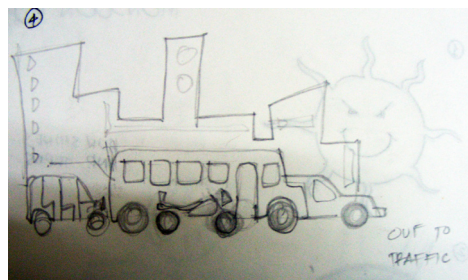
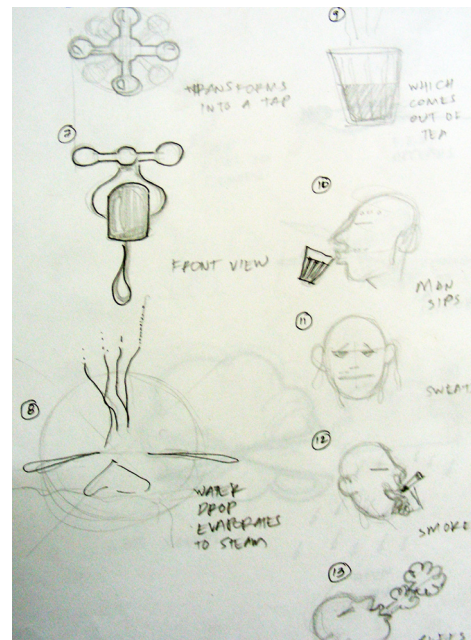
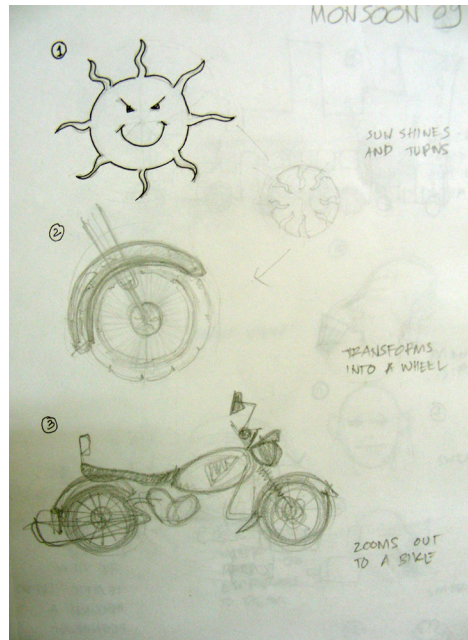
Index

Acknowledgement	3
Monsoon	4
Process	5
Storyboard	6
Animatic, Production list	7
Character Design, Reference Artwork	8
Final Character Design	9
Shoot	10
Animation, Sound	11
Consumer Products	12
Cover Pages	14
End pages	16
Promos	17
Logotype	18

Acknowledgements

I am grateful to Mr. Harikrishnan Panickar for giving me an opportunity to work with Mtv and also for being my mentor during my stint there. I would like to thank Ms. Nupur Bhargav for guiding me through the stop-motion process, putting my script through and making my project real. I got a lot of exposure and saw a lot of new things while assisting Gayatri Dixit, Avinash and Puru, i would like to thank them for the opportunity. Pramod did a great job with voice over and the sound edit, the project would not have been the same without his involvement. Co-trainees, Sangram, TP and Nupur for showing keen interest in my work giving tips and company during *chai* breaks. I am thankful to the entire staff of Mtv for a wonderful one month experience.

Back in IDC i would like to thank Rakesh Nanda and Palash Vaswani for ideas, showing enthusiasm and tech-support. And my family for everything.



'Monsoon'

A 10 second Ident for Mtv.

I had the opportunity to propose an Ident for Mtv. I could work on a script of my own and get a budget sanctioned for the film. I proposed a stop-motion animation for the same

Mtv requires idents for itself which are aired, they act as fillers and also promote the channel. With the monsoon knocking at the doors i thought of doing a film which gives a feel of monsoon. It did not have a story as such but just a crazy sequence of some sort.

Initial Explorations

The initial script was a morph of visuals seen in the monsoon season, i intended to depict the relief brought to man by monsoon.

The idea was rejected because they had already done a lot of morph animations in the past and so had other music channels.

I explored the possibility of a man who was being prepared for the monsoon by a pair of scissors.

This script was finalized and a ten second Ident for Mtv was proposed



Process

Following was the process that project went through when it got executed.

1. Storyboard/ script

Required for approval of project

2. Animatic

Mock up of the animation

3. Character Design

Required for approval of project

4. Reference artwork

Required for approval of project, gives idea of the final artwork

5. Production list

List of items required for production

6. Budget

Amount granted for the production

7. Shoot

Stop-motion animation and shooting the frames (*One shift/ 8hrs*)

8. Postproduction

Correction on Adobe Photoshop, Editing on Adobe Premiere, After Effects

9. Voice-over

Recording the voice for the character

10. Sound edit

Background music and ambient sounds

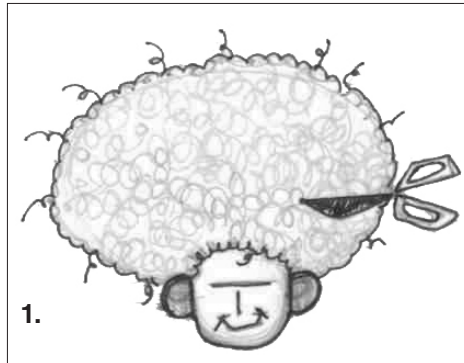
11. Final edit on FCP

Audio-video sync

12. Online dump

Making the film ready to be on air

The Storyboard



Video

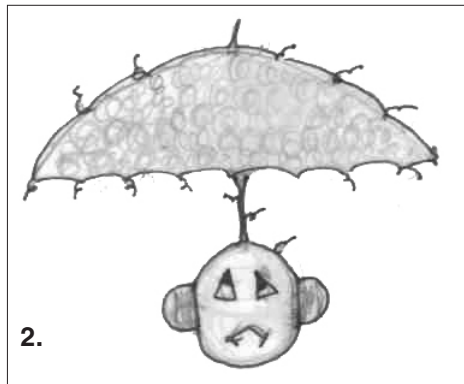
A man with dense, curly hair is listening to music.

A scissor appears in the frame and starts cutting hair, the man looks shocked.

Audio

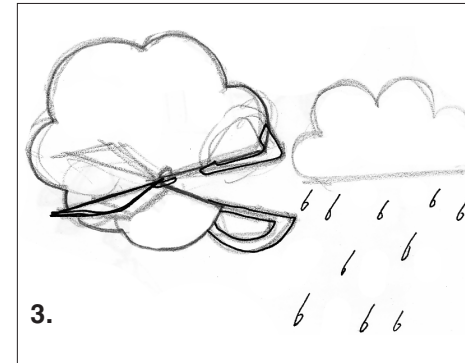
(Music playing)

(Clip-clip-clip)
(Music in the background).



The scissor styles his hair into an umbrella.

(Clip-clip-clip)
(Music in the background)



Video

It soars towards the sky.

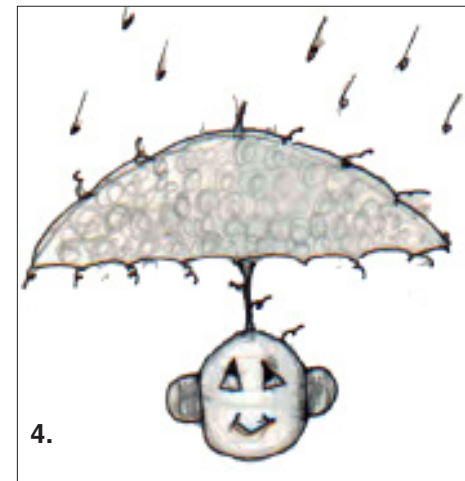
Clouds tremble, collide each other.

Scissor cuts clouds, it starts to pour.

Audio

(Thunder, lightning)
(Music in the background)

(Clip-clip-clip)
(Rain)
(Thunder, lightning)
(Music in the background)



It rains on the umbrella, the man looks happy.

Mtv logo appears.

(Rain)
(Thunder, lightning)
(Music in the background)



Animatic

An animatic is a series of still images edited together and displayed in sequence. The storyboarding stage was followed by simplified mock-ups called “animatics” this gives a better idea of how the scene will look and feel with motion and timing.

Editing the film at the animatic stage can avoid animation of scenes that would be edited out of the film. Animation is usually an expensive process, so there should be a minimum of “deleted scenes” if the film is to be completed within budget.

Production List

A production list is a list of items that are required for the shoot, it is important to have a production list so that all items can be fetched before the shoot (stop-motion) and so that it can be finished in time.

Budget is sanctioned according to the production list

Production list for the shoot

1. 2mm thick foam sheets
Red, blue, green, brown, orange, black and white
2. Scissors
3. Fevibond
4. Blue-tack
5. Double sided tape
6. D-SLR camera with tri-pod
7. Lights (1 baby, 1 multi)
8. Reflector
9. Table
10. White Chroma cloth



Character Design

The character in this particular animation needed to be a hairy one, because his hair had to be cut off dramatically.

One of the options was an Indian Sadhu and the other was a character who was styled somewhat like Jimi Hendrix.

The character came with dense curly hair, a bandanna, big headphones, some zits on his face and huge spectacles.

Reference Artwork

A reference artwork is a piece of art which indicates the material or the style which would be adapted in the final animation. In this case a piece of art was copied from the net, this indicated the material that I would use to make the final stop-motion. It also gave an idea of how the final artwork would look like.

The material was 2mm thick foam sheets in different colours.

Final character design





Shoot

A chroma studio was issued to me for 8 hrs (one shift) along with lights, camera and a photographer. The lighting was such that there was little shadow of the foam, the artwork was lit-up evenly and had a plain white background.

The animation was done on the table itself and shot frame-by-frame.





Animation

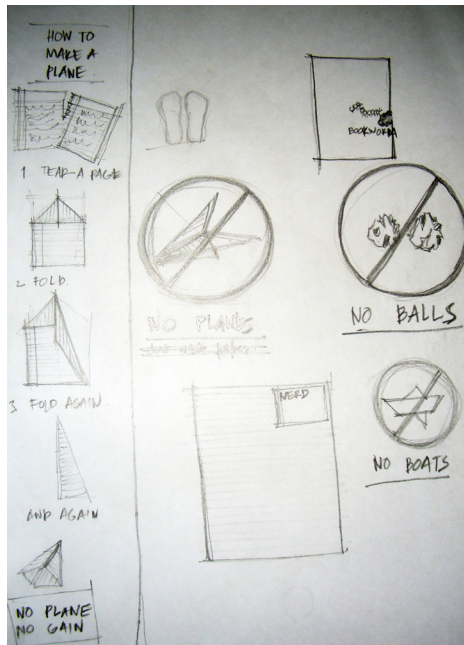
The figures on the left are some snap shots from the film. 12 frames were shot per second and the film was at 24 frames per second. The material foam allowed easy animation as different parts could be moved, replaced in the stop-motion.



Sound

A quirky music track was chosen as a background for the film. Expressive sounds were recorded for the character, the other ambient sounds were that of rain, thunder and the scissors while cutting.





Mtv Consumer Products

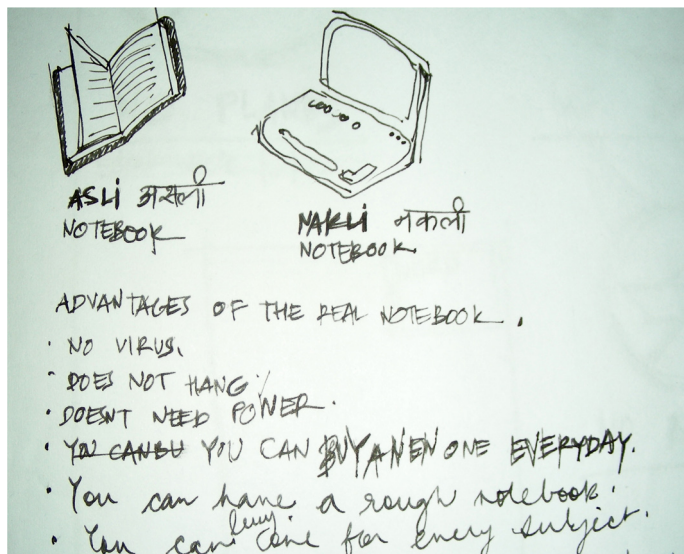
A stationary company called Bilt has collaborated with Mtv, together, they produce stationary products like notebooks, registers etc.

I was given a task of doing cover pages for the same.

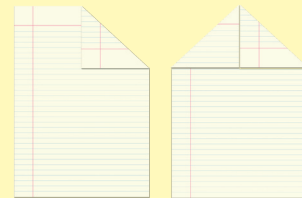
Brief

Mtv represents youth, music and fun so i was asked to do 'cool' looking cover pages for the notebooks, the notebooks also had some fun pages which would be inserted within the regular pages.

It was very important that the design looked like they belonged to the Mtv space.

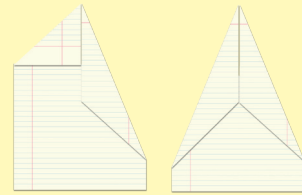


No Plane No Gain



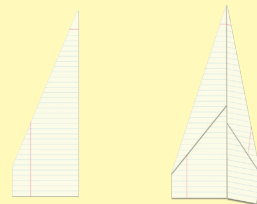
Step 1
Make a fold

Step 2
Then make another fold



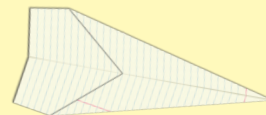
Step 3
And another

Step 4
and another



Step 5
And another

Step 6
and another



Step 7
And another, then throw it away



No Plane No Gain



Step 1
Make a fold



Step 2
Then make another fold



Step 3
And another



Step 4
and another



Step 5
And another

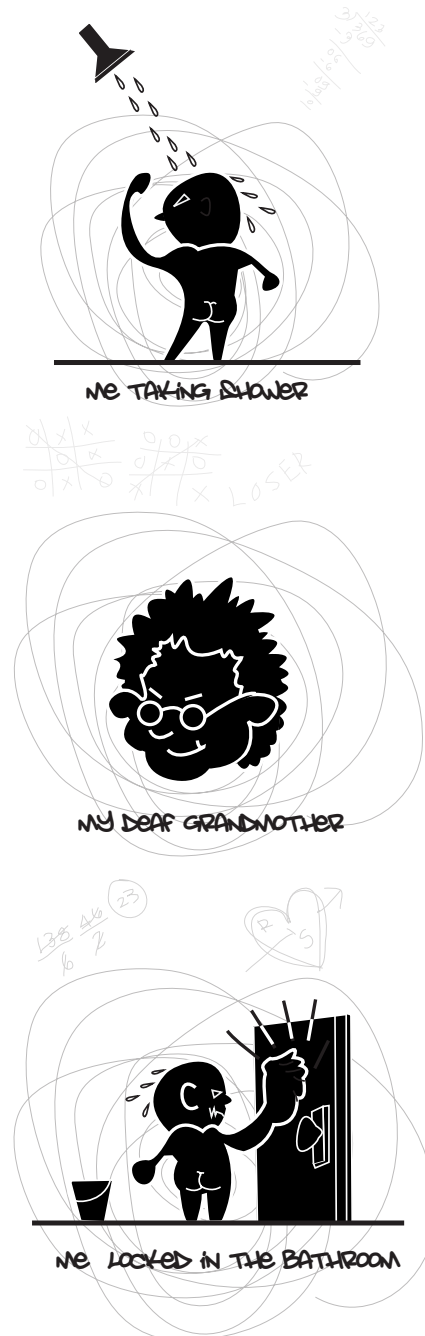


Step 6
and another



Step 7
And another, then throw it away





Dear 'Teacher,

Sub: Leave Letter

I am writing this letter to elucidate you about my absence from college yesterday.

'The reason being I have a grandmother who is deaf.

So when I was taking a shower in my bathroom she shut me up from outside and never opened it because she could not hear me.

I thought of breaking down the door but I very recently attended the non violence lecture on Mahatma Gandhi.

Hence I was absent yesterday.

**'Thanking you for
your understanding,**

Yours faithfully,

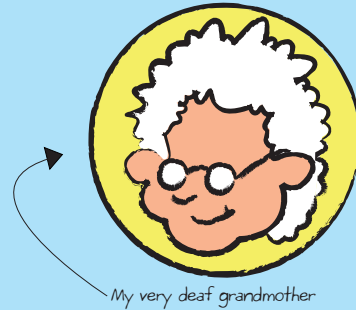
P.S. My mom let me out when she came back from office.

Dear Teacher.



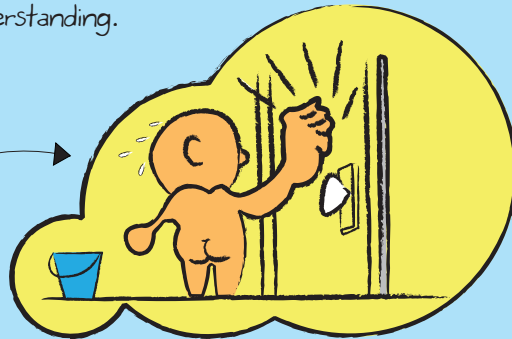
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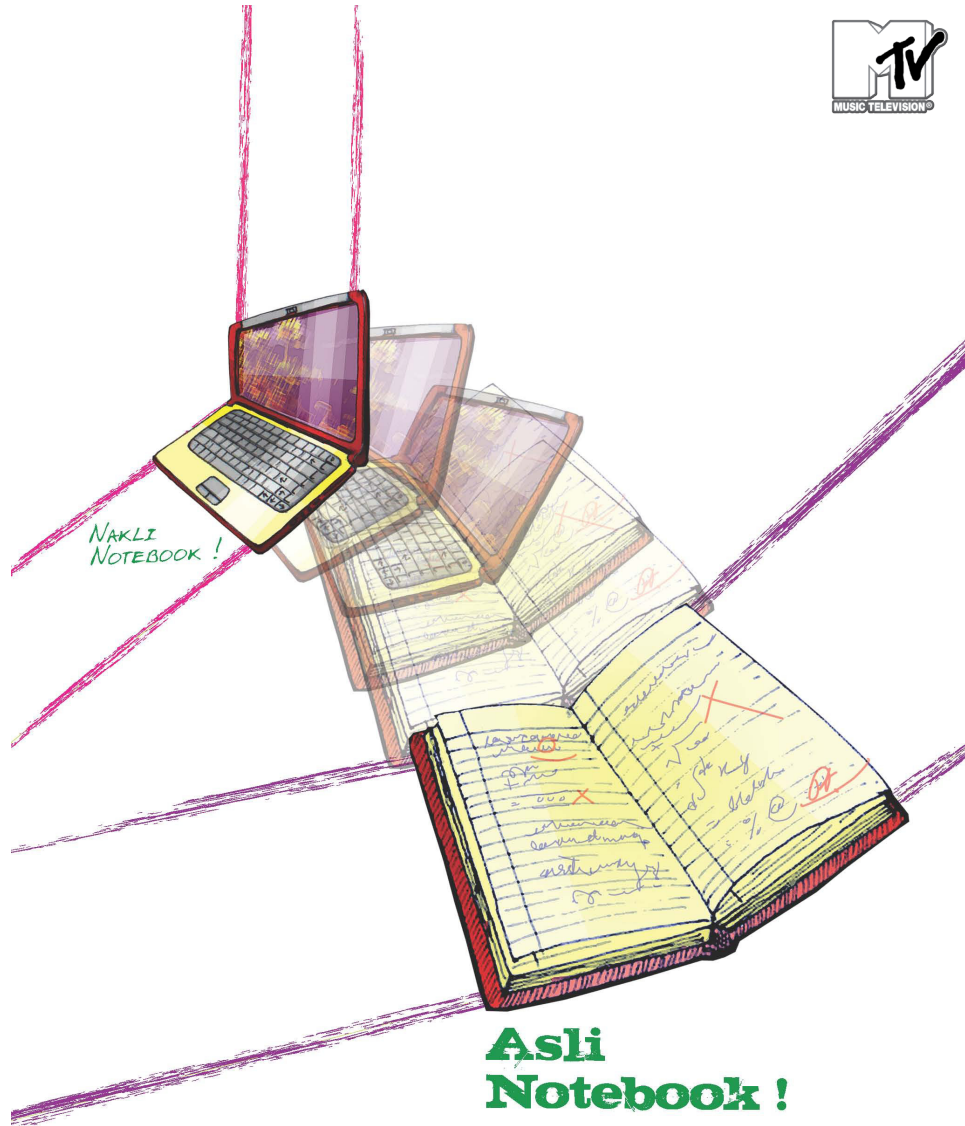


So when I was taking a shower in my bathroom she shut me up from outside and never opened it because she could not hear me. I thought of breaking down the door but I very recently attended the non violence lecture on Mahatma Gandhi. Hence I was absent yesterday. Thanking you for your understanding.

Yours faithfully,



P.S.: My mom let me out when she came back from office.



Print Promos

While at Mtv, I got an opportunity to assist in print campaigns for Mtv programmes/ game shows. I was a part of two such campaigns during the shoot.

The first one was a game show called 'The Fast and the Gorgeous'

Mtv has an inhouse studio where the shoot was conducted. The shoot was completed in two shifts (8+8 hrs). It involved shooting seventeen models with a formula one racing car.

The second one was a game show called 'Connected'

This shoot was also completed in two shifts. The game show is about twins competing twins, so the set design had mirrors facing each other and the models posed within, the result was a complete maze of mirrors and the models looking lost in it.

Learnings

1. Working within stipulated time and budget
2. Set design
3. Photography
4. Lighting
5. Working as a team with a different people doing different jobs
6. Working with models and products
7. The amount of work required for pre-production.
8. Editing on Photoshop and postproduction.



Logotype

Viacom 18 required a logotype designed for an monthly award. This would be awarded to the employee who has shown outstanding performance.

The award was called GEM (Gone Extra Mile) of the month.

Gone extra mile depicts progress and movement so a skateboard was selected as a metaphor and the logotype was designed with it.