

Just One Dress

A short film unleashing Life Stories

ANISHA VERMA

22M2269

COMMUNICATION DESIGN

M.DES 2nd Year


Project Supervisor

Prof. Bharat Parmar



Approval Sheet

This communication design project titled "Just One Dress" by Anisha Verma, Roll Number 22M2269, is approved in partial fulfilment of the requirements for Master of Design Degree in Communication Design, Indian Institute of Technology Bombay.


Project Guide: Prof Bharat Parmar

External Examiner: 

Internal Examiner: 

Chairperson: 

Date: 23.11.23

Declaration

I declare that this project report is based on my work carried out during the Autumn, 2023, at the IDC School of Design, IIT Bombay. This project was supervised by Prof. Bharat Parmar. I declare that this written report represents my ideas related to the production of this film. Where ever I borrowed others idea I have mention the source. I also declare that I have adhered to all the principles of academic honesty and integrity and have not falsified, misinterpreted or fabricated any idea, data, facts or source in my submission. I understand that any violation of the above will be subjected to disciplinary action by the institute and penal action from the source if the work has not been incorrectly cited if permissions have not been taken where necessary.



Anisha Verma

22M2269

Communication Design

IDC School of Design, IIT Bombay

Acknowledgement

I am grateful to Prof. Bharat Parmar, my project guide, whose support instilled confidence in me throughout this project. He has given enough freedom to think and execute the project and showed the right directions during difficulties. The IDC professors' review, advise, and critic during stage presentations helped me shape the project. I express my gratitude to Prof Deepa Ma'am for encouraging me during my stage presentations. I am grateful to all people involved in the production of this movie who lend their effort during their own Project deadlines. Thanks to all my beloved IDC friends for their support at various occasions during the project Last but not least, I would like to thank my family. Thanks to my parents for the care, they have taken for me.

Anisha Verma

Abstract

The "Just One Dress" project is a live-action short film inspired by a real-life experience of a friend. Her story became the foundation, evolving through ten iterations to shape the desired narrative. After rough storyboarding and auditions, the chosen protagonist had to cancel at the last minute. Faced with a challenge, I stepped in as the protagonist since others were occupied with their own projects. Throughout production, I directed all scenes, grateful for the support of friends and juniors who made the movie a reality.

The report covers the ideas generated, the iterative journey from screenplay to post-production, and concludes with feedback from learners and personal insights gained during the process.

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Introduction

Never having made a film or analyzed one from a Cinematographer's point of view, the learning curve was steep. Terms like foreshadows, set arrangements, and the intricacies of Premiere Pro were alien to me. The risk was significant - my entire project (P2) hung in the balance as I navigated the uncharted territory of filmmaking. The possibility of characters bailing on shoots and the reliance on others added layers of uncertainty.

Despite these hurdles, fueled by a hunger for experience, I pressed on. Through this movie, my goal is to spotlight those often overlooked yet treasured moments, inviting audiences to reflect on their own lives. The narrative embraces life's complexities, infusing humor into relatable tales, and each frame is a canvas painted with my impressions of the often unnoticed but profoundly impactful details of life.

Motivation

I'm an individual who finds joy in life's little moments, relishing its simple pleasures. While others are engrossed in solving endless problems, I believe that, no matter how many hurdles we overcome, more will inevitably follow. The key to a happy life, for me, lies in savoring the small things. This philosophy inspired me to create a feel-good movie, capturing the essence of general life's stories and experiences.

Coming from a Fine Arts background where I expressed myself through painting and drawing, I wanted to try something different. Making a movie seemed like a wild idea because I had zero experience, didn't know how to use Premiere Pro, and hadn't watched a ton of movies to analyze. Despite all these challenges and the risk of messing up my academic program at IDC IIT Bombay, I took a leap of faith to make a live-action movie before finishing my Masters. Starting it was a breeze, but finishing it turned out to be a big deal. Still, I went for it, fueled by faith and the desire to take on something new.

Goal and Approach

Through this movie, I aim to bring attention to those often overlooked but treasured experiences that many people encounter without truly cherishing them. The narrative seeks to resonate with audiences facing similar struggles, emphasizing the beauty found in subtle life changes. In weaving relatable tales filled with shades of grey, the film embraces the complexities and flavors of life, all while infusing a touch of humor. My impressions of these everyday moments are woven into the storyline, creating a tapestry that invites the audience to reflect on their own lives and find joy in the small, often unnoticed, but profoundly impactful details.

*"If you want to start filmmaking, there are no excuses.
Perfection is the enemy of progress, and you'll learn more
by DOING!"*

-New York Film Academy

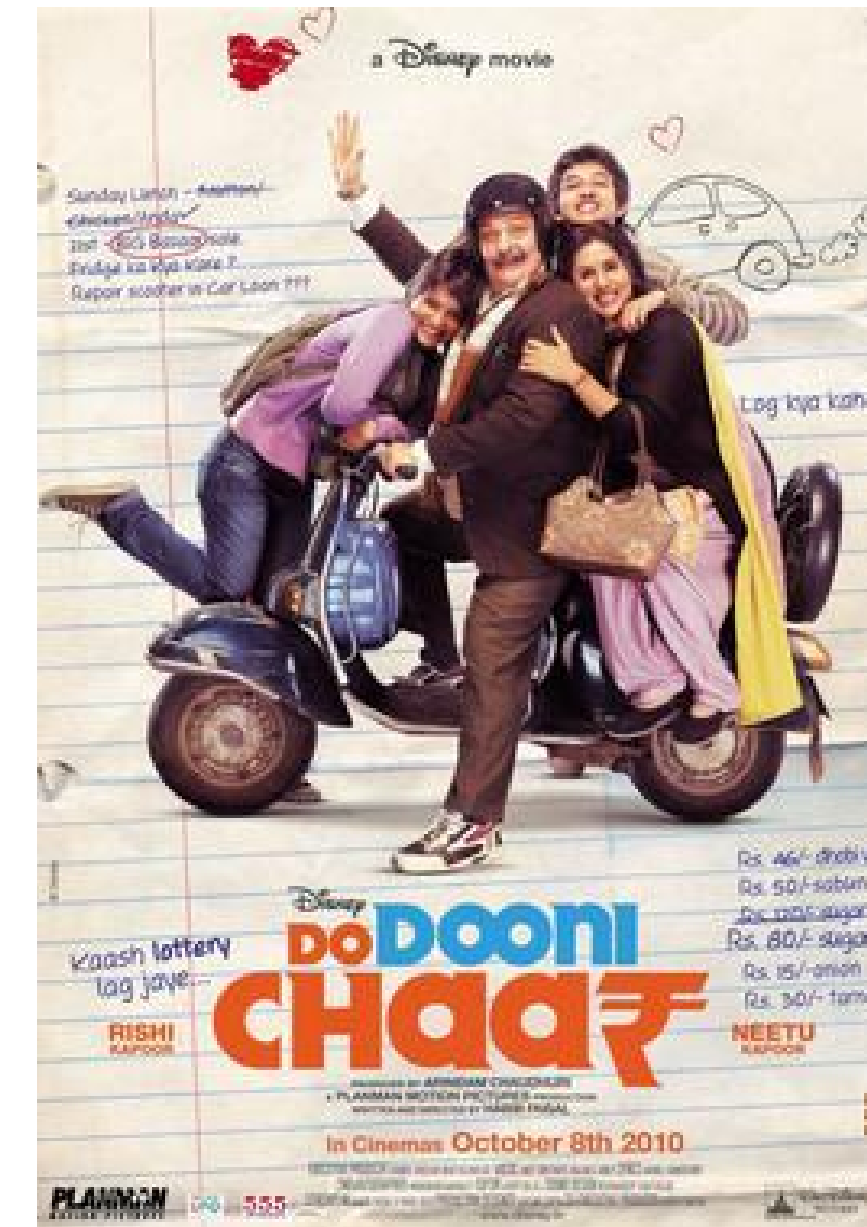
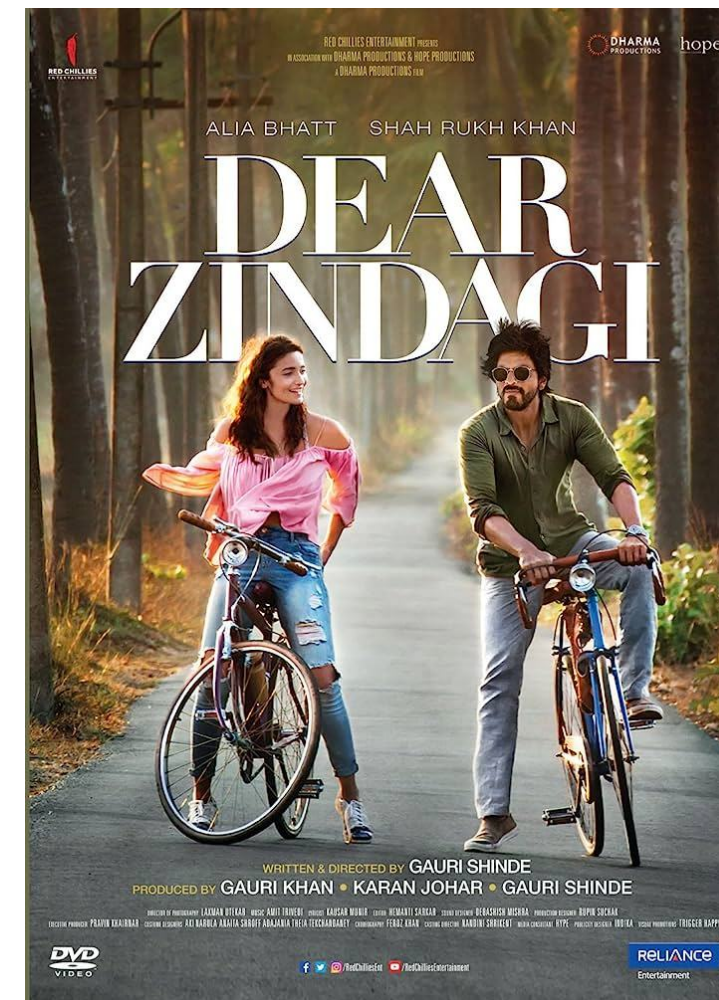
Constraints and Risks

I have never made a film before. I have never watched a movie from a Cinematographer's POV. Never observed foreshadows, background characters' actions, and how sets are arranged. I didn't know how Premiere Pro works. I didn't know the Jargon terms Cinematographers use for Filmmaking. I was unfamiliar with the fact that even if you are a one-man army, you need a team to make a film. I didn't know about film Crew positions.

The biggest risk I took was that my whole project (P2) could go south because I was taking a gamble. Knowing about cameras and shooting scenes wasn't the only thing needed to make a film. You also need folks who can act. Another risk was what if one of the characters had to bail on the shoot for personal reasons? How would I finish the rest of the movie? I was relying a lot on other people.

Right now, filmmaking isn't my career plan, but it's an experience I'm hungry for before finishing my M Des. I was super determined to dive in, take risks, and create a film.

Inspirations



Themes

My idea is to create a lighthearted, humorous movie that captures the unnoticed and underappreciated moments in people's lives, either those around me or based on my own experiences. I aimed to tackle a sensitive issue, something not often discussed openly, and bring it into society's conversations.

I deliberately steered away from making a serious film that prompts deep contemplation. Instead, my vision was to craft a movie that combines drama with comedy, offering an entertaining yet thought-provoking experience for the audience.

- **Subtly encouraging vagina owners to use the Menstrual Cup:** Making a movie about menstrual cups is important because talking about periods is often seen as awkward or taboo. Just like the movie "Dear Zindagi" (2016) subtly dealt with depression, a film on menstrual cups can help break down these awkward feelings and make conversations about periods more normal. By sharing real stories, the movie can make the topic relatable and encourage people to consider using menstrual cups, just like "Dear Zindagi" did for depression. It's about making an everyday thing like periods less awkward to talk about and more normal in our lives.
- **1,398 kms- Burden of Freedom:** I moved from Delhi to Bombay for my Master's program, and the number 1,398 signifies the distance between the two cities. The movie "Mumbai Delhi Mumbai" (2014) inspired me. Drawing from my own journey, I aim to capture the emotional and cultural shifts when someone moves to a new cosmopolitan city.
- The story revolves around a Delhi girl in search of freedom, enrolling in a prestigious institute in the lively city of Bombay. She makes bold choices, risking success and relationships, only to realize that freedom comes with responsibilities and boundaries. It's a tale of self-discovery in a new and vibrant environment.
- **What is the right time to Enjoy?:** The idea is based on a famous sentence by Indian parents- "bs ye kr lo, fir maze he maze hai". Since childhood, we have heard the same sentence from doing school homework to getting a job. Everyone can relate to this because this journey is full of mixed emotions. It holds strong potential because it has dilemma, conflict and childishness.
- **Young siblings mimic elder cousins:** This is a story about two siblings growing up together. The older cousin has a double responsibility because whatever he does, his younger cousin follows. It's about how the elder cousin guides and shapes the path for the younger one throughout their lives. It's a tale of mentorship, influence, and the unique bond between these two cousins as they navigate the journey of life together.
- **Passing a legacy to the next generation:** The story goes to our grandparents, their values and practices. I have a joint family, and we all live under the same roof. The joint family culture is dying slowly and I want to bring the lovely memories that children make with their elders. It's about celebrating our grandparents, their values, and the special things they passed down to us.
- **Other clothes are better:** Based on my floormate's real-life struggle of purchasing a dress for a fresher's party. Despite many hurdles like time constraints, lack of money, and zero dressing sense leading to a series of comedic mishaps and unexpected encounters. It's a feel-good tale about friendship, giggles, and the wild things we do for the right outfit.

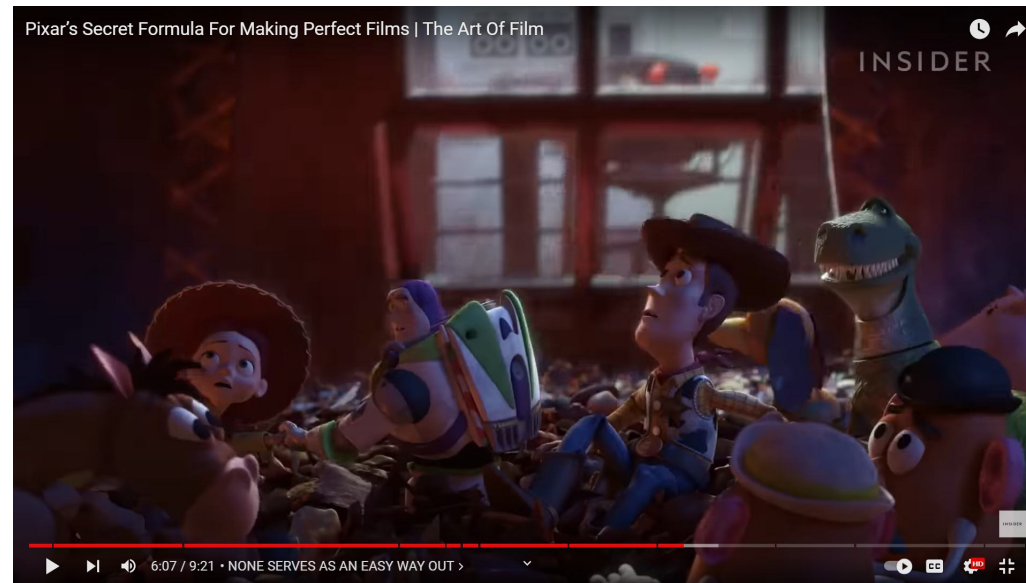
Final Theme

Experience of purchasing a dress

- A girl wants to purchase a dress of her own and doesn't want to borrow it from anyone
- Conflict- After many effort to purchase a dress, she failed. Her Fresher's party is tomorrow
- What will she wear finally? The dress she just purchased? How will she look in the party? Makeshifts another dress from her wardrobe dresses?

Research & Interviews

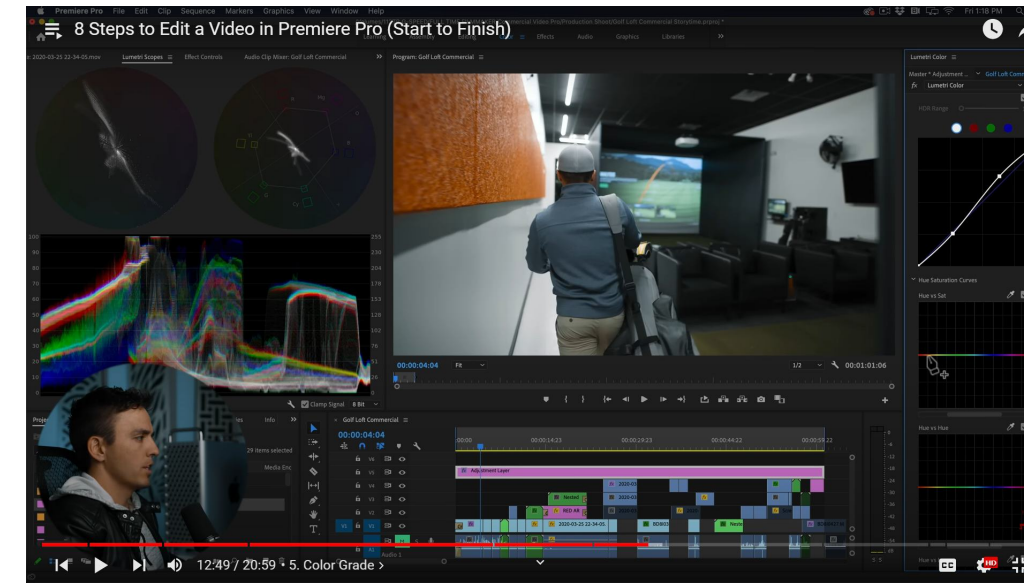
After a deep chat with my guide, Prof Bharat Parmar, he recommended some cool movies and shared short films and YouTube channels like Story Prism. Inspired by this, I began chatting with folks about their shopping adventures and what they'd do if they hit a snag with their outfit right at the last minute.



Pixar



Story Prism



Full Time Filmmaker



Standard Story Company

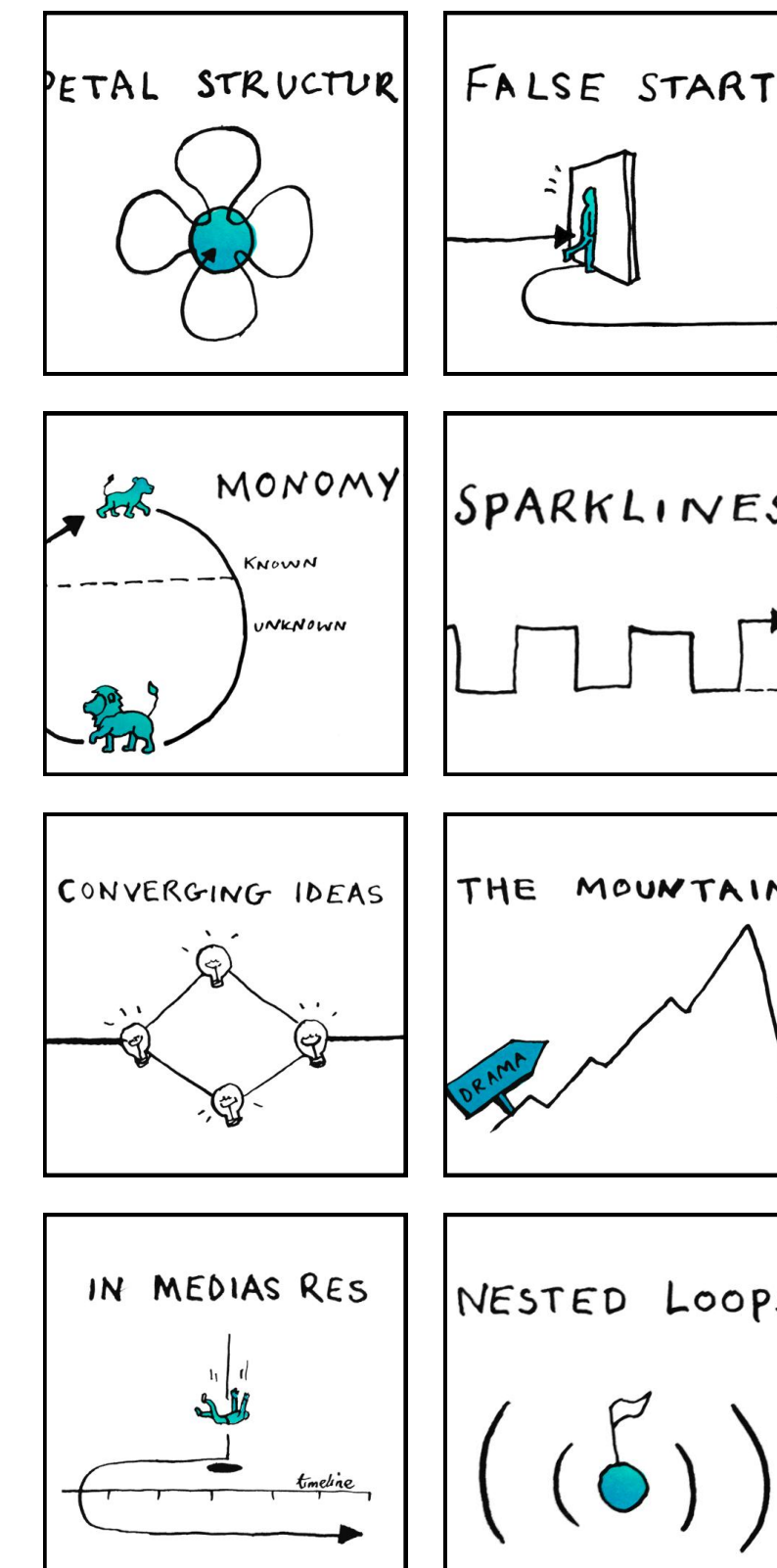
Logline

A thought-provoking girl seeks a dress for her college's fresher's party but unwittingly purchases the wrong one, leading to a series of comedic mishaps and unexpected encounters.

Screenplay writing

As I crafted the script, I realized that every good movie needs three key elements: a main character, a clear goal, and a challenge that pushes the character to do the last thing they'd ever want to do in order to reach that goal. It's these unexpected twists that keep the story engaging and the audience hooked.

I first understood the plot of movies and series that matched my genre and logline, such as Dear Zindagi, Gullak and Tripling. The next step was understanding how screenwriters like Gauri Shinde, Akarsh Khurana and Varun Grover approach a screenplay.



Source: [Norsensus](#)

Current Version

v10 Fit In- Cherry Revision - Gray Revision
🔄 Last synced Oct 12 @ 2:55pm

v9 Fit In- Cherry Revision - Tan Revision
🔄 Last synced Oct 12 @ 11:38am

v8 Fit In- Cherry Revision
🔄 Last synced Oct 10 @ 4:51pm

v8 Girl with a Dress - Salmon Revision

v7 Girl with a Dress - Buff Revision
🔄 Last synced Sep 27 @ 1:33am

v6 Girl with a Dress - Goldenrod Revision
🔄 Last synced Sep 26 @ 7:11am

v5 Girl with a Dress - Green Revision
🔄 Last synced Sep 26 @ 4:47am

v4 Girl with a Dress - Yellow Revision
🔄 Last synced Sep 26 @ 3:14am

v4 Girl with a Dress - Yellow Revision
🔄 Last synced Sep 25 @ 7:50pm

v3 Girl with a Dress - Pink Revision
🔄 Last synced Sep 18 @ 5:14pm

v2 Girl with a Dress - Blue Revision
🔄 Last synced Sep 18 @ 5:10pm

v1 Girl with a Dress

Script

In crafting the film, I orchestrated a total of 11 scenes, with three set in outdoor locales - Kanjurmarg Station, R City Mall, and Lord of the Drinks. The bulk of the shoot, however, unfolded within the familiar confines of Hostel 15.

Despite my initial commitment to a detailed script, practical constraints, such as time management with the actors and ensuring their schedules remained unaffected, prompted some last-minute script adjustments. Adapting on the fly, I made strategic changes to navigate these challenges, a move I consider a prudent decision in the dynamic world of filmmaking.

1.

1 INT. COLLEGE CLASSROOM- INTRO OF THE PROTAGONIST AND THE DESPERATE BOY 1

SURBHI is a thought-provoking, studious and confident girl who comes from a small town and is never exposed to urban college life.

ARYAN is her classmate who has a crush on Surbhi.

SURBHI
Isko individually krne ki jageh, ye
function define kr de.- def
calculate_average. Kyu faltu me
apna kaam badhana?

Smjh gya?
(Desperate boy Aryan
ignoring all her
instructions, looking in
her eyes and drowning for
her.)

Surbhi packs her bag and come out of the classroom

She then rides on her bicycle to go back to her hostel.
While taking turn and observing dresses of others, she was
about to hit an auto.

SURBHI
(to herself)
Bach gai...aaj chot lagna afford
ni kr sakti

2 INT. MESS EVENING TIME 2

Surbhi scrolling her phone and doing online window shopping
while having evening snacks. (tensly)

Surbhi's roommate Bhumika came and sat in front of her with
her food plate.

BHUMIKA
Or? Decide kr lia?

SURBHI

2.

I have talked to a girl who has the best dressing sense in the entire Hostel.

BHUMIKA
No way! Tune Ananya ko kaise mana lia?

SURBHI
Yr sch batayu to mjh bhi yakeen ni ho rha h. Kl bs vo ek baar ek aachi se dress decide krwa de, fir to parso sirf m he chamkungi.

BHUMIKA
Thoda exam ke liye bhi padh lio. Fresher's party raat me hai, usse pehle din me exam hai yaad ho to.

SURBHI
Hn yr raat ko padhungi.

3 INT. SURBHI'S HOSTEL ROOM

3

Morning scene

Camera moves from window to Surbhi. (shows morning and Surbhi on Ananya's room)

4 INT. ANANYA'S ROOM

4

Surbhi all dressed up for shopping knocks Ananya's room. Realized it was already open.

Surbhi enters her room, sees a fancy dress lying on her chair and her makeup material all around her room.

Ananya was sleeping on her bed with her casual wear on.

SURBHI
Good Morning Ananya. Kb tk nikalne ka plan hai humara?

Ananya turn sideways

ANANYA

3.

Surbhi Gupta, deekh ek dress aayegi 2-3 hazar ki or pehanni hume 3-2 ghante he hai. Kyu faltu me paise waste krne? Ye meri favourite dress hai, kl Siddharth ke Bdy pr sirf ek ghante ke liye he pehni hai, tu ye phn ja na. Ye tjhpr bahot aachi lagegi.

SURBHI
(Angrily)
Koi ni Ananya, tu so, m deekh lungi.

Surbhi leaves her room slamming her door.

5 INT. INTRO TO HER BESTIE-JUBHU

5

Surbhi reaches the corridor of Jubhu's room.

She sees Jubhi on the left and a cleaning staff didi on the right.

First she noticed Jubhu's dressing sense and questions herself if she should take her? But she doesn't have any other option. (Camera moves top to bottom to show Jubhu's dressing sense and then Surbhi's expressions)

When she moves forward, she heard their talking.

JUBHU
Didi ye kachra kabhi to utha lia karo, ek time aayega ye mere room tk ghus jayega. Pocha bhi aache se ni lagate aap log.

Surbhi doubts her one more time after seeing this drama. (Gives a fake smile)

SURBHI
Kaha chali bn than ke?

JUBHU
Are tu abhi tk gai ni? Ananya ne ditch kr dia?

SURBHI
(angrily)
Hn ab tu chalegi mere sath

JUBHU
Ye to ni ho payega

4.

SURBHI
(Cutely)
Please

JUBHU
Mera chalna ni baby, tera dress
kharidna. Zara yaad kario

SURBHI
(Remembering her past
shopping experiences)

When she goes to shopping with Neha:

SURBHI
Neha, ye side kch kch zyada ni ho
gya?

When she goes to shopping with Saloni:

SURBHI
Ye dress kitniiii cute hai. But ye
party wear nahi lg rhi h na?

When she goes to shopping with Yashi:

SURBHI
Ye dress thodi zyada he upar ni ho
gai? Slut bulayenge sb mjh. Ye ni
leni!

When she goes to shopping with Yashi:

SURBHI
Kafi deep neck na!

IN A COLLAGE OF 6 FRAMES

SURBHI
Kahi or chale?

When she finally got a dress that overcome all these
issues.

IN THE SAME COLLAGE OF 6 FRAMES

ALL SURBHI FRIENDS
Bhenji lg rhi hai

6 INT/EXT. STRUGGLE FOR PURCHASING DRESSES

6

5.

Fast forward cut scenes

Camera angle on a platform, while Surbhi and Jubhu are on
other platform with empty bags across the train. Both happy
and excited.

...Lift view from morning to evening

Surbhi shows dress- Jubhu rejects...repeats

Camera angle on a platform, while Surbhi and Jubhu on other
platform with empty bags across the train. Both
disappointed and tired. (because they didn't purchase any
dress)

7 EXT. COMING OUT OF KANJURMARG STATION

7

Surbhi sees a small shop nearby.

Surbhi and Jubhu looked at each other. (Let's give it one
last try)

SURBHI
Bhaiya ek baar ye dress dikhana.

Surbhi and Jubhu both selected a dress which looked more or
less the same- one with belt and other without belt.

JUBHU
Bhumika ko v-call lagte hai. 3rd
person opinion matters.

Bhumika suggested the one Surbhi picked.

Surbhi noticed a ripping thread voice while removing the
dress, but ignores it.

Surbhi while focusing on the call, gave wrong dress to the
shopkeeper to pack.

They both called for auto.

Shopkeeper bhaiya folds the dress and kept it back in the
shelf.

8 INT. SURBHI'S HOSTEL ROOM

8

6.

Bhumika, along with her 4 classmates was studying in the room.

Surbhi Gupta enters the room alone.

BHUMIKA
Dikha kya kharida

Surbhi took out the dress (excited)

EVERYONE
Bahot sexy dress lai h yr

SURBHI
Haina, yr m ye sandal or earrings
soch rahi thi iske sath pehanne ke
liye.

While showing her sandal broke.

SURBHI
Ye bhi aaj he hona tha. In earrings
me ab vo chamak nahi rahi

Surbhi goes outside and throws the earrings in the dustbin

While coming back, she noticed a nice new pair of sandals outside Komal's room. {Nobody likes Komal because of her pimple face and buck teeth}

Surbhi knocks her room. Komal comes out.

SURBHI
Hey Komal! What are your plans for
the fresher's party?

KOMAL
I am not going to the Party.

SURBHI
In that case, can I borrow your
sandals for tomorrow?

KOMAL
Yeah sure.

SURBHI
Thank you so much

While walking away, Surbhi realized she is not doing it right. She turns back to Komal and asks.

7.

SURBHI
Why aren't you going to the party?

KOMAL
This pimple skin doesn't let me go
anywhere.

SURBHI
Komal you should never feel ashamed
with what you have. And trust me
you have very pretty skin. You must
go to the party. You deserve the
fun yr.
Will you go to the party with me?

KOMAL
Yeah okay sure

9 INT. SURBHI'S HOSTEL ROOM

9

Surbhi while folding realized that she picked the wrong dress.

SURBHI GETS A PHONE CALL FROM ARYAN

10 INT. PHONE CONVERSATION

10

SURBHI
Hey Aryan! Wassup

ARYAN
All good, all good. Aacha listen I
know we don't know each other much
but I was wondering if you would
like to go to Fresher's with me?

Surbhi paused and panicked.

SURBHI
Can you please hold on a minute?

In the mean time, one of Bhumika's friend says

Desperate times call for desperate
measures. Or ye bandha to h he
desperate terko lekr. Isko lekr
chali jaa dress badalwane!!

Again after a pause,

8.

SURBHI
Yeah sure. I will be more than
happy to with you. What are you
doing right now?

ARYAN
(overacting and excited)
Kch ni kr rha tha. M kya he karunga

SURBHI
Aacha agr tum free ho thodi deer
ke liye to pass me ek shop h, vaha
chl sakte ho? Mjh ek dress exchange
krwani hai

ARYAN
Hn hn 10 min me aaya

They both went to the shop where a lady was purchasing the
same dress for her daughter. Surbhi fought with her and got
the dress.

SURBHI
(to Aryan)
Thank you so much Aryan for coming
with me. Will see you tomorrow in
the evening.

11 INT. HOSTEL CORRIDOR- WHILE GETTING READY

11

Surbhi wears the dress (again observed stitches ripping
apart sound)

Bhumika suggested that the earrings she is wearing are not
suiting.

BHUMIKA
Vo circle wale zyada aache the

Surbhi runs towards the dustbin where Jubhu was combing her
hair.

JUBHU
Nice dress Surbhi
(pause)
Deekh aaj maine finally un didi se
ye sara kachra saaf krwa dia
(proudly)

SURBHI
(sarcastically)
Thank you so much

9.

12 INT. PARTY HALL

12

Surbhi enters the party. Ananya was also there. Aryan was
talking to Ananya, but later went to Surbhi.

-Black Screen-

Cast & Crew



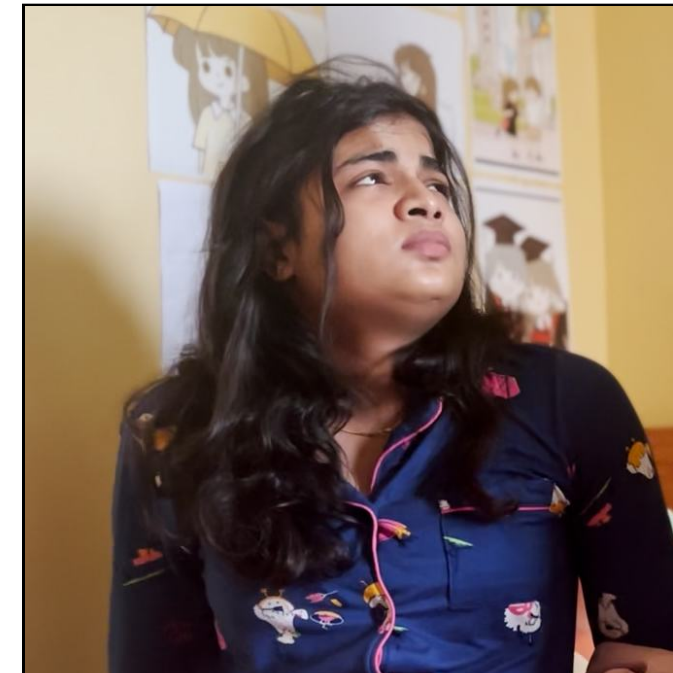
Anisha Verma
(Protagonist & Director)



Liza Doiphode
(Best friend)



Pooja Saha
(Roommate)



Ameya
(Fashion Ideal)



Souvik
(Desperate Guy)



Varun
(Shopkeeper)



Sunanda
(Komal)



Yash Bharani
(Producer)



Sukunsh
(Cinematographer)

Equipment and Technology

In bringing this film to life, I chose StudioBinder for screenwriting due to its simplicity and collaborative tools. The intuitive platform offered industry-standard formatting, making script creation a breeze.

For shooting, I opted for the iPhone 13, leveraging its advanced features to capture each scene. Pixabay served as my source for stock audios, enhancing the overall audio experience. In the editing process, I worked with Adobe Premiere Pro, using its powerful tools to shape and refine the final product.

Final Output: Stills from the film

The movie can be viewed at the link: <https://youtu.be/Y2MkpJBHN1A>



Challenges & Learnings

Venturing into filmmaking without any prior knowledge was a challenge in itself. Initially, I believed that writing the script would be the most daunting task, thinking the rest would be more about physical effort than mental strain. However, as I delved into the process, I realized that scripting was just the tip of the iceberg. Shooting, editing, and sound design demanded an equal amount of effort and attention to detail.

The biggest hurdle in making this movie hit when the lead actress backed out at the last minute, threatening to derail all my plans. Thankfully, my friends Yash, Liza, and Sukunsh came to the rescue, suggesting that I step into the protagonist's role. Their unwavering support saved the day, proving that with determination, even unexpected challenges can be turned around.

Another challenge was resource hunting for script writing software, stock audios, and reliable YouTube cinematography channels. It took time, but finding the right tools and sources was crucial for the project's success.

Realizing the workload ahead, I opted to shoot the film using an iPhone for its portability and ease of use in outdoor locations. Dealing with a professional camera in a mall was tricky due to permission issues. Managing the project timeline also proved challenging, with some shots taking up to four days due to unexpected scheduling conflicts. Navigating through these situations taught me not just about filmmaking but also about embracing patience when things are beyond our control.