Project 2

Animation on Media Revolution

Project Report

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Contents

The awareness of a certain experience or a phenomenon stimulates a thought in that respect. The realisation may further result into a representation of one's point of view. There are many ways in which the abstract can be manifested. Having never worked in motion before, I was keenly interested in doing so across a timeline. The intention was to explore the dimensions of time and space for the expression of a derived opinion.

In this case an attempt has been made to identify and understand an existential problem and generate an awareness about the same. The problem addressed is the social change that is being brought about by a technological change in media. It addresses the changes in the experiences and behaviors of the consumer with respect to media and reflect on its influences on the society. It required mapping of inferences onto the story and generate an experience that would yet come across through a magical world view. The process of arriving at the nearly appropriate manifestations and weaving them across a narrative have given it its form. The purpose is to eventually stimulate a thought and subject it to interpretations.

PROBLEM

Media revolution. (The My Media Generation)
The many-to-many experience mediated by technology that allows consumption of personalised and customised information by the consumer at any time, in any place, and on any device.

UNDERSTANDING THE SUBJECT

Background, current aspects and existing examples.
(books, internet, interactions).

INFERENCES

Derived inferences and concerns.

DEFINIG THE CONTENT

Message to be conveyed.

STORY AND NARRATIVE

Writing a story and building a narrative with reference to the derived objectives.

TECHNIQUES

Explore animation techniques that will allow its appropriate representations.

OUTPUT

An animation that would address the problem identified and express my concern effectively.

Media has been an important tool in the transmission of information, ideas, thoughts, traditions, and beliefs over the years. These thoughts that get percolated actually constitute a culture. Thus the media invariably plays an important role in human life. Any change in its nature is bound to affect the social behavior phenomenally. These changes brought about in the media technology is precisely the area of study.

COMMUNICATION

Message communication = Information transfer

sender	coding	channel	decoding	receiver
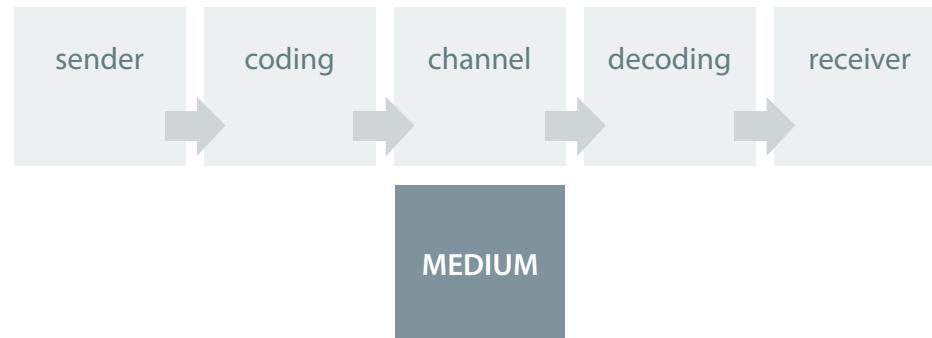
MEDIUM

THE MEDIUM

The medium is the message because it is the medium that shapes and controls the scale and form of human associations and action. The personal and social consequences of any medium result from the new scale that is introduced into our affairs by media / new technology.

Understanding Media - Marshall McLuhan

MEDIATED CULTURE

society

media

Communication media enables the sharing of information in the form of data, images, ideas, etc. We rely heavily on media for having access to any information as it is not in anyone's capacity to have authority or knowledge of all the information that is available through various sources. Hence being the source of our awareness of many things it plays an important role in moulding our mind sets and opinions of many things.

Dominant forms of media dictate aesthetic preferences, and forms of social, political and economic structuring in society as it has a collective influence on mass audience.

It plays a major role in the establishment of perceptions in the minds and imaginations of entire societies as it advocates the development of constructive or destructive ideas towards various issues at different levels in a social system like family, violence, relationships, authorities, identities, etc.

It reflects the values, convictions and patterns of thought and feeling generally dispersed through and approved by society. It thereby maps the activities of a society onto itself and in turn the society gets influenced by it.

It does not allow any culture to remain absolute, as escaping from influence of other cultures becomes impossible. This leads to a completely different, homogenous and ever-changing culture with no specific boundaries. Media invariably keeps regulating these influences as dictated by the people who have the ownership over it.

Media gives people their identity by allowing them to associate by a certain category reflected in the media, it gives them aspirations, shows them ways or models for acquiring something and gives them a way to escape from their own contexts and relate with the projected ones.

Era	Apprx. beginning date
Aural non-literate	4,000,000 – 4,00,000 B.C.
Print	
Ideographic	3300 B. C.
Phonetic	900 B. C.
printing press	1456 A. D.
Electronic	1844 A. D.
Computing	1936 A. D.
- Personal Computer	1981 A. D.
- Ubiquitous	2000 A. D.
computing	
technology	

MASS MEDIA

MASS MEDIA + PERSONALISED INTERACTIVE MEDIA

Till computing was introduced, the media was thoroughly controlled by a few and the receivers were just passive consumers.

After the advent of a Personal Computer, the technology allowed for interaction and personalisation by the consumers.

Source of historical timeline: Mass-mediated culture - Michael Real.

MASS MEDIATED CULTURE
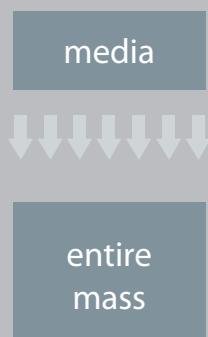
Mass or segmented media is unidirectional. Culture in the form of symbols, rhythms, beliefs, practices are transmitted from a single source to many anonymous receivers. They are developed for people by an external / internal social group. It is meant for a passive consumption by the receivers as they aren't given an opportunity to contribute to the content.

Mass mediated culture by reflecting the very existence of the social system strengthens and reinforces it. Although the power to influence it is rested in the hands of a few.

Mass Culture aims to please the average taste of an undifferentiated audience, it is characterized by standardization of product and mass behavior. This deprives it of heterogeneity, flexibility and personalisation. There is a certain limited variety available out of which the consumer makes personal choices.

It is a process through which a shared culture is created, modified and transformed i.e. the creation, representation and celebration of shared beliefs for the sustainability of a common pattern of living.

According to American studies, the archetypical case of communication is persuasion, attitude change, behavior modification, socialisation through transmission of information, influence or conditioning.

media

⬇⬇⬇⬇⬇⬇⬇

entire mass

PURPOSES OF MASS MEDIA

Consumership - Through advertising and other means it proposes certain lifestyle models that directs the selections for consumers in various aspects.

Escape - It allows the audience to break away from their own contexts and participate in unreal situations without taking any responsibilities or fear of any consequences.

Identity - The projection of certain archetypes enables the viewer to associate with certain groups and the viewer then finds his identity in conforming to respective norms.

It encourages a feeling of security amongst the viewers.

It becomes a carrier for certain traditions and leads to reinforcement of common cultures.

Standardised representations of experiences, thoughts or activities become models in themselves and form predictable patterns.

It provides a frame of reference hence establishing a relationship between the real and the represented.

It induces commonness within the audience by subjecting them to the same stimulus.

It is a platform where innovations or new understandings or opinions are floated for mass approval or disapproval.

It reinforces people's imagination and enables them to associate with imaginary incidents that they may not experience personally.

It offers an insight into human experiences.

PROS AND CONS

The technology that existed previously allowed the downflow of information from only certain sources to many receivers. This very basic method of distribution gave it certain properties that proved to be resourceful in certain cases and also raised serious concerns with regards to other.

Mass culture increases potential access to cultural riches and even if a given audience does not subscribe completely to the projected culture they still get an exposure to it.

Mass culture is almost the sole preserve of genuine, simple, basic human virtues and feelings such as friendship, heroism and family. It romanticizes certain expressions that are often overstated as compared to the real but they do get reflected in the behaviors subconsciously.

Its variety has opened the way to new concerns and new experiences as it has a platform where it can subject the audiences to something they are unaware of and stimulate a thought.

It represents things happening in and around the audience's daily lives. It makes one aware of how other cultures are parallely existing and reinforces co-existence and tolerance.

As it caters a to wide variety of people together, the content is addressed to the entire mass containing a universal context which leads to loss of individuality or an individual context. It thereby makes it rather impersonal.

It attempts at a representation of the real and not the actual portrayal of the real. As the reality can get very defined and complicated in every person's context, what is projected is a summation of the possible commonalities together so that everyone in the audience can partly relate to it.

Manipulation of imagination restricts perception of reality to standardized and trivialized stereotypes for the viewers. Audiences are conditioned by what they have been exposed to.

Mass culture concentrates and protects power in a few hands and creates totalitarian conditions and practices. They can enforce their biases and opinions onto a wider audience. It has become a most effective weapon of cultural aggression and imperialism against powerless majorities.

Is the shared symbolic and ritual life parallel to that of peoples fortified by different cultural diets? Every culture has profound and intrinsic origins based on respective philosophies. A thoughtless amalgamation of these for a commercial purpose certainly dilutes the authenticity of the emerging chaos.

CONCERNS

Symbolic expression makes possible large social organisation and the achievements of human culture. The human range of symbolic achievements gradually set humans off from the relative simplicity and limitations of primate social organisation and behavior.
Previous cultures may have been born out of necessity. With growth in human ability to understand and control symbols and through them the environment, present and future cultures become a matter of conscious choice.
Mass-mediated culture - Michael Real.

This awareness had led to a lot of contradictions against media in the age of modernity. The realisation that most people have only remained passive consumers of the opinions of others led to the question :

Whether media freedom will be the privilege of particular individuals or whether it is a privilege of the human mind?
(Marx 1975 : 155)

The only choices available to rectify the imbalance was the isolation of an individual from the system completely or a revolution of the system. The former was difficult to realise and the later however greatly depended on resources and technology. It remained governed for a large time by the media conglomerates.

There were no means by which the enormous amount of information could be created, modified or filtered by the users. Only an advent in technology and a gradual shift in the nature of the flow of information could have made this happen.

The change in computing technology facilitated participation of the audience and giving them voice compelled the system to adhere to their needs. This led to a major shift in the information flow. The role of media is changing again and so are the other aspects of social life affected by it.

Media

Mass Media (Broadcast)

Mass Media (Narrowcast)

Personal Media (Narrowcast)

Interactive Media

media

↓ ↑

individuals

Ownership

Media people

Media people

Media people and consumers themselves.

| INTERCONNECTED DATA | → | COMPUTING POWER | → | SMART DEVICES | → | BILLIONS OF PEOPLE INDIVIDUALLY |
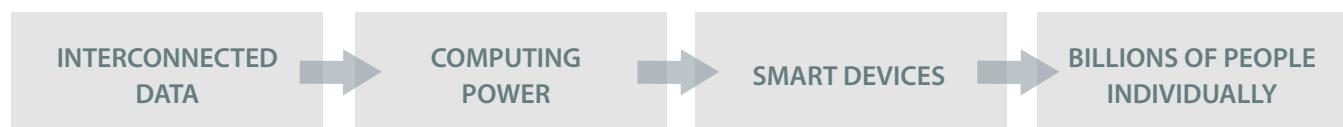
The accumulation of data in a virtual space and its distribution by various channels has made the information transfer much more efficient and faster. The information is not the property of a few and access to all sorts of shared information has been possible by means of personal computing devices.

It is a many-to-many experience mediated by technology that allows consumption at any time, in any place, and on any device.

It being interactive in nature allows the user to voice his opinion, demand and customise his needs. New content distribution models put consumers in control. Sophisticated, dynamic and networked databases on the internet, generate personalised experiences based on user inputs.

The media content intends to be more and more relevant to the receiver and faithfully caters to his precise requirements.

It connects media providers and media seekers through an organisational and technical infrastructure.

Here any information is addressed to an individual in particular unlike mass media where one was only a part of a much wider audience. It hence becomes possible to filter out only the necessary information and reach it across him in no time. Preferences are defined more and more and hence the content as well is kept flexible so that the user can alter it as per his own choice and convenience. We are now a part of the so called 'My Media Generation'.

BASIC NEEDS

Three aspects of socialization motivate and drive the My Media Generation:

COMMUNITY

Enable individuals separated by time or distance to establish communities of interest where they exchange ideas, content, tools, and information in order to enhance the experience of being a part of a community.

SELF-EXPRESSION

Self-expression is their way of showing the outside world who they are and what they value.

PERSONALIZATION

Today's youth thrive on selfdirected, self-programmed usage of technology and media. They actively search for, modify, or create products and services.

MEANS

MUSIC DOWNLOADING

Express specific identities, create personalized music experiences for themselves.

INTERNET

Email, online communities, chat rooms, and interest-specific Web sites, personal home pages, and blogs allow customizing Web content to suit their interests.

MOBILE PHONES

Enable community, self-expression, and personalization in a variety of ways.

Truly_Madly_Final_booklet[1] - Survey by Yahoo and OMD.

Freedom for this generation means fewer limits and restrictions on what they can do and when they can do it. It is absolutely at their discretion and they decide their preferences.
They expect that their access to people, media, and information will be unfettered and always-on.

INTERPERSONAL FREEDOM

Friends are reachable 24/7 through a variety of channels, with each medium having its own specific application. Because of the availability of databases it is possible to find people with similar interests and interact with them irrespective of the physical distance.

MEDIA FREEDOM

Unlike the old days of waiting for a program or song to "air," young people have taken media programming into their own hands. They have very defined choices and do not compromise as it is easily accessible whenever they want it.

INFORMATION FREEDOM

News and information have been released from the confines of newspapers, magazines, and TV, to be available at any time. Also, with the advent of blogging, information doesn't have to come from media conglomerates, allowing for new voices.

FREEDOM FROM ADVERTISING

One is freed from the irrelevant advertisements featured on mass media. Instead relevant goods and services are advertised individually to people through individual devices. These preferences are known from their respective databases.

derived from Truly_Madly_Final_booklet[1] - Survey by Yahoo and OMD.

EXAMPLES

iPods and MP3 players allow the consumers to make their own music playlists wherein they store their assorted music.

Personal video recorders allow them to customise television line-ups which they can watch at a time convenient to them.

Satellite radios pump commercial-free music.

These consumers pull stock-market updates, text messages, wallpaper, ringtones, and short-form video into their mobile phones.

They come together in online communities. They can interact with people sharing common interests across the world irrespective of their physical distance.

Generate their own content, mix it, and share it on social networks. Anybody is free to post his own opinion which is accessible by anyone world over.

http://www.ist-nm2.org/ Firms like these are creating new production tools for the media industry that allow the easy production of interactive non-linear broadband media genres. They encourage interactive projects in educational, informational or entertainment content.
For example they have come up with documentaries on a certain subject that allow the consumer to choose the nature of the

content with respect to its length, age group and level of complexity, etc.

Amazon and epinions use algorithms to create recommendations based on your previous responses. Everytime a user logs in he is first exposed to the content that is assumed to be more relevant to him.

News, entertainment, even advertising will increasingly be directed at individuals, based on their previous consumption or behavior. Gmail is known to run advertisements that correspond to the mail you are reading. Banks, network services, restaurants, etc. address their customers personally on their cellphones.

http://www.thesimsonline.com is an online virtual society that allows people to have a chosen identity, profession, assets, properties and peers. The space actually allows people to socially interact with other such fictitious characters in the unreal environment.

http://www.onlinecaroline.com is actually like a created online woman character that wishes to befriend you and interacts with you as an actual person. The conversations are very real wherein she discusses her day-to-day affairs and also responds to the interactions by the user. The narrative is developed organically by participation of both the user and the web.

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CONCERNS

According to previous studies we have realised how much a change in technology can influence social structures and behaviors. With the advent of the new media technology it is only worthwhile to not only acknowledge the shortcomings it has compensated but also forsee any spectacular change that it may lead to as an undercurrent of the process.

On account of convenience, choice and an opportunity to voice our opinions people are getting conversant with the revolutionary system day by day and are filtering, modifying and creating content as per their individual choices. However without our knowledge we are also surrendering to all the disadvantages it camouflages under an extremely friendly face.

When you can create and shape your own media experience, you tend to exclude topics and viewpoints you wish to ignore. That just reinforces what you have already believed, and it's a recipe for extremism.

Without shared experiences, we're going to have a hard time understanding one another and agreeing on things.
Cass Sustein, Professor, University of Chicago.

Since it provides content extremely relevant and defined for a specific user, the user will be exposed to things that he already knows he needs. He might have very specific categories that he would conform with. It would probably lead to very defined identities and it will be difficult for any individual to relate to the mass audience.

Cultures and traditions are transmitted by various symbols through media. In this case however since the choice is completely individual, he may constitute a different culture altogether. There may be no shared culture but specific tribes of people with very peculiar and similar interests.

Exposure to someone else's media content can be conveniently avoided and hence a person wouldn't be able to relate on any common grounds with respect to culture in the form of symbols, rhythms, beliefs, practices.

Too much media will cut us off from the life around us. As time spent with solitary media is that much time spent less with other human beings.

CONCERNS

In my own environment I have realised that people interacting with the new media including myself have unconsciously succumbed to the conveniences it brings. The following has been observed in my immediate surrounding:

At IIT since all the computers are connected a huge chunk of information is available for access on the servers. We generally have a need for a specific information and use the search engines to only find exactly what we are looking for.
For example we can download any specific e-book, paper, documentary, software, music, movie, soap, etc. from any server available anytime. It was observed that students interact much less with the mass media as they can get the required content whenever they want it.

There are distinguished communities depending on different areas of interests. This gives physical proximity a lesser preference and other commonalities become the prominent criteria.

Students around prefer resorting to only what they are familiar with than to experiment experiencing content they assume to have no association with.

They are good at multitasking and information overlay. They have adapted to the new technology with ease and are customising information according to their own individual choices and priorities.

We have been brought up on mass media and are now gradually changing to the My media. However generations yet to come may be introduced to it from the very beginning. What sort of social organisation would it eventually lead to?
Considering we change our patterns of interacting with the new media there are possibilities of it leading to some serious concerns:

There might be a change in the system of language creation or symbol creation.
The sensory experiences might get heavily replaced by intellectual experiences.
A human rich environment might just get replaced by a media rich environment.
Substitution of the physical by the virtual would lead to alienation of space.
It would eliminate the occurrence of discovery out of random exposure.
It will be defying natural laws of cognition.
In the name of convenience it might just deprive us of the knowledge that deserves to be carried forward.

This if keeps rising will become a concern of a larger social reality. **It is hence important to regularise our use of the My Media and more important to be willing to be consciously exposed to other content occasionally as well.**

CONTENT

My media has contributed greatly towards more efficient information accessibility and distribution. However, the nature of its interaction and experience may lead to mono mindedness and it will be difficult for individuals to relate to the mass audience. It may also cause cultural structures to change invariably.
An attempt has been made to create a scenario that would represent the extreme consequences of the system through an example of an identity established in that environment.

Aspects essentially covered will be:
The information chaos.
The convenience available in channelising it for personalised needs.
The evolution of very singular identities and their inability to relate to the mass audience.

It is a fictional story that contains an exaggeration of consequences of My Media. Since media has always had a lot of influence on cultures and thereby identity, it is just an imagination of what extremes the new form of media could lead to. Animation as a medium allows the representation of abstract ideas visually and also enables creation of unrealistic situations, characters and environments.

It is an imaginary depiction of identity, lifestyle and social behavior then.

IDENTITY AND CONTEXT

The earlier inferences and objectives have led to the idea of depiction of an identity that is formed by extensive influences of My Media. The idea was to imagine a given character, define his identity, his environment, his social interactions, activities, associations and culture in a context where he has all he My Media resources at his disposal.

The stories would have scenarios of certain situations that he would encounter depicting his behavior and reactions to those stimuli.

Creating a close to real identity for the character is difficult to define and mapping those characteristics onto his media content would add to a lot of complexities.
Hence an abstract symbolic representation of his identity has been chosen for a direct visual identification of the character and his characteristic features.
Here colour is the identifying element.
So characters and their identities would be recognised by colours and the shape of forms around them.

Certain features of the protagonist would be:

A young adult of about 20-22yrs who bears a very peculiar and unrecognizable identity that is an outcome of his very specific and personalised choices.
Expressionless, rather quiet, solitary, lonely, occupied and content which is because his human rich environment would have been replaced by a media rich environment.
Well acquainted with his solitary media rich environment and is affluent with multitasking.
The content in all the media surrounded by him resembles to symbols and patterns of his own identity as he has the freedom to filter out all the irrelevant information and customise his own content precisely according to his own tastes.
There is a lot of information chaos in the air, but he comfortably enjoys only the content filtered for his needs in his own space.
The social group that he interacts with bears the same wierd identity as his as the media bridges any physical distances and allows him to interact with people of his own community.
When exposed to external media content he gets extremely restless as he cannot comprehend the alien symbols and fails to relate to that world on any grounds as he hasn't had any exposure of it previously.

First person narrative:
Since the subject is about interactive media, one of the concepts would be to let the user himself interact with a similar system where he chooses whatever he wants and enable him to weave a narrative that would get the point across. The story however in this case would need multiple channels in between that would lead to the possible narratives.

Second person narrative:
Human identities will be represented by certain characters that have been influenced extremely by the media shift. It could be a certain place inhabited by different people all influenced by My Media and portray the kind of social interaction between them if there is any.

Before and After:
Here the shift from the traditional media to the new media is underlined. It starts with the character interacting with the traditional media and then switching to the new media on account of inconveniences. In the process he completely abandons mass media. After getting thoroughly acquainted with the new media there happens to be a system malfunction. Unable to fix the problem, he decides to take the last resort and goes back to the old media. He is so conditioned to his own content that he finds the traditional media incomprehensible and gives up on it. Or rather, maybe by then the traditional media would have stopped streaming any general content since everyone would have adapted to the personalised one.

Interactive second person narrative:
Establish a character in a given environment. Say the character is kept in a secluded room surrounded by high end gadgets. The viewer participates with the narrative structure and directs his activities. So as the viewer would make him watch TV, listen to music, chat, write mail, buy stuff, etc. the character would be exposed to content similar to his identity. The repetition in the kind of the content that keeps streaming over and over again across all media would lead to saturation or monotony but any attempt at testing with some other content makes the character very disturbed and irritated. He is stable once he is back with his own content.

STORYLINE

After iterating and having thought over the narratives and taking opinions from people around I shortlisted the possibilities and chose one.
The first person narratives involved many layers that would require to change for different viewers. The connections hence could be infinite. As for the interactive second person narrative, the situation seemed very clinical and forced onto the viewer. Hence a second person narrative where the viewer witnesses such an identity in an imaginary context has been chosen to get about the subject.

The story is placed in a time that we might encounter very soon. It happens when probably everyone in the society gets acquainted to the My Media and the new technology completely takes over the method of channelisation of any information to all the users.

The story is about two neighbours. They are two extremely different people with extreme identities. They have absolutely nothing in common - their language, cultures, interests, communities, activities, etc. are all different. Their physical appearance, their environment and identities are very peculiar.
They are both absorbed into their completely personalised, customised and secluded solitary environments. They are very well acquainted with their own spaces and their respective media keep them from the rest of the world.
Suddenly on account of an accident their media content gets exchanged.
The story portrays their reactions and experiences of this unfamiliar content.
The predicament causes them to face each other and they have nothing in common to relate with. They escape every potential interaction & prefer the comfort of their own space. Once the error has been rectified, they feel relieved and get absorbed again into their respective worlds.
That remains constant and it would remain until there occurs another accident where people are again compelled to come out of their individual worlds.

CHARACTERS

The story involves two characters wherein the identities of both the characters are very different from each other. The difference had to be perceived individually as an animation does not allow a long time to establish the identities of the characters. They had to therefore look very different for easy recognition.

As colour is chosen to be the most obvious characteristic features of their identities, a difference in their form was needed to complement the same.

The characters are green and orange. The green guy is a young chap who is very contemporary looking and fits the cool definition with respect to his media content and activities. He is fun loving but likes his privacy to enjoy the same. The orange guy on the contrary is a little wise, old, conventional sorts. He is mostly busy with his profound knowledge. Doesn't relate with many and is sceptical of intruders.
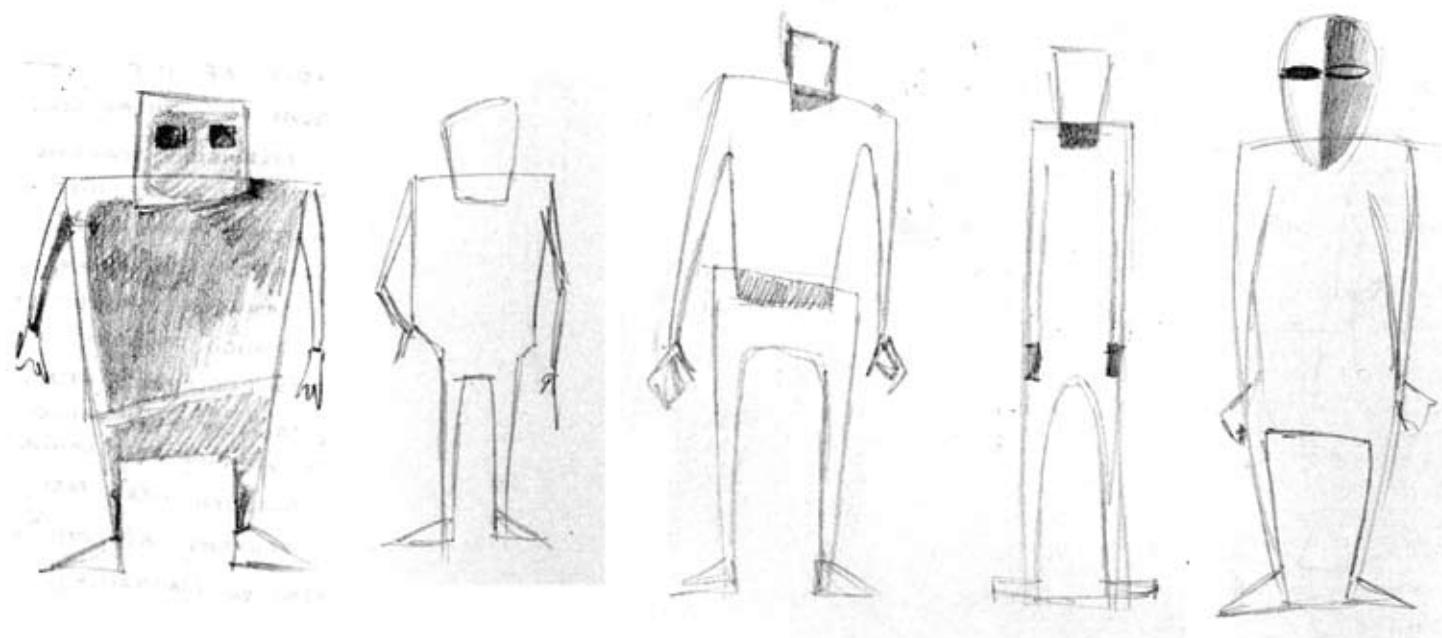
CHARACTER SKETCHES
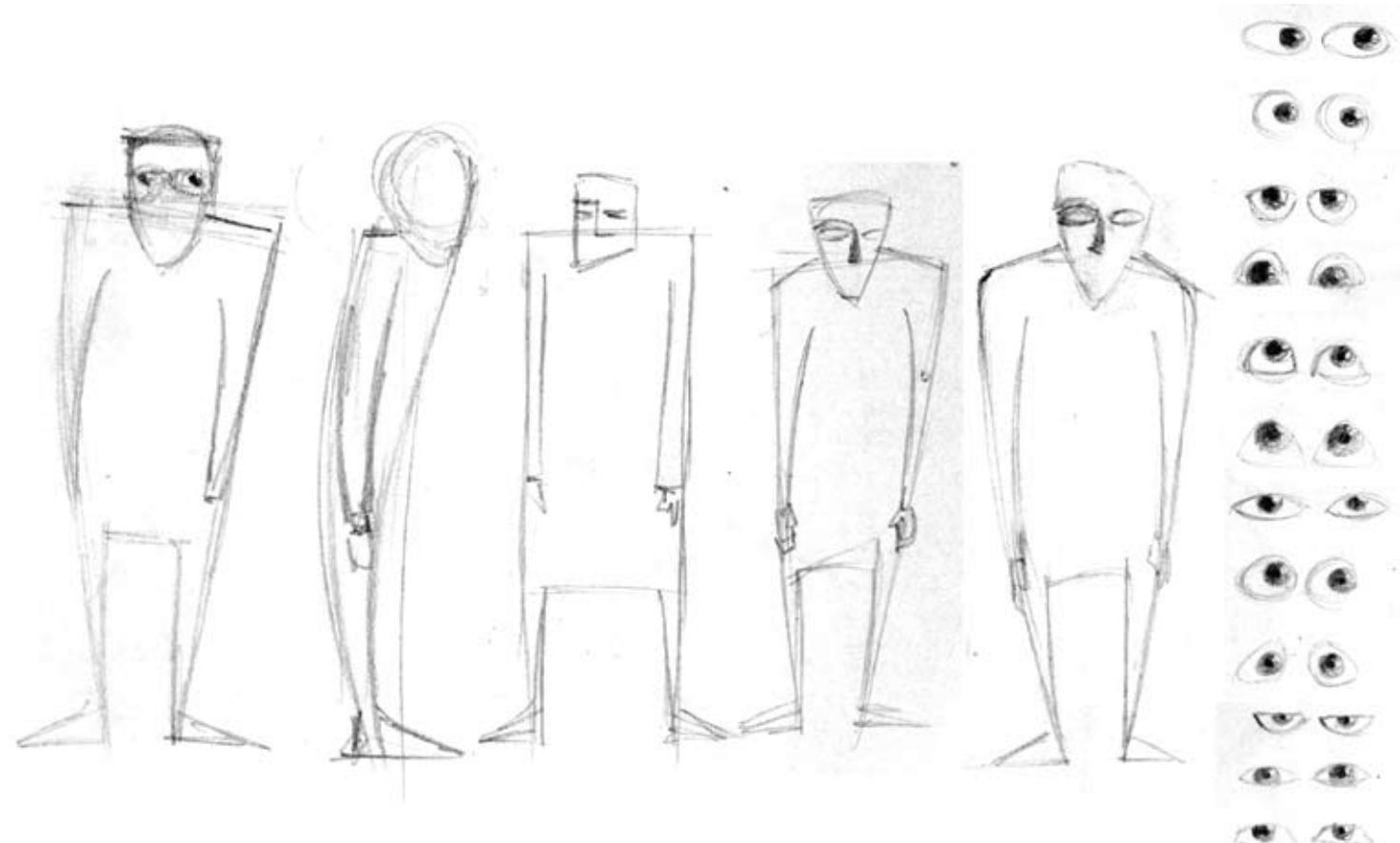
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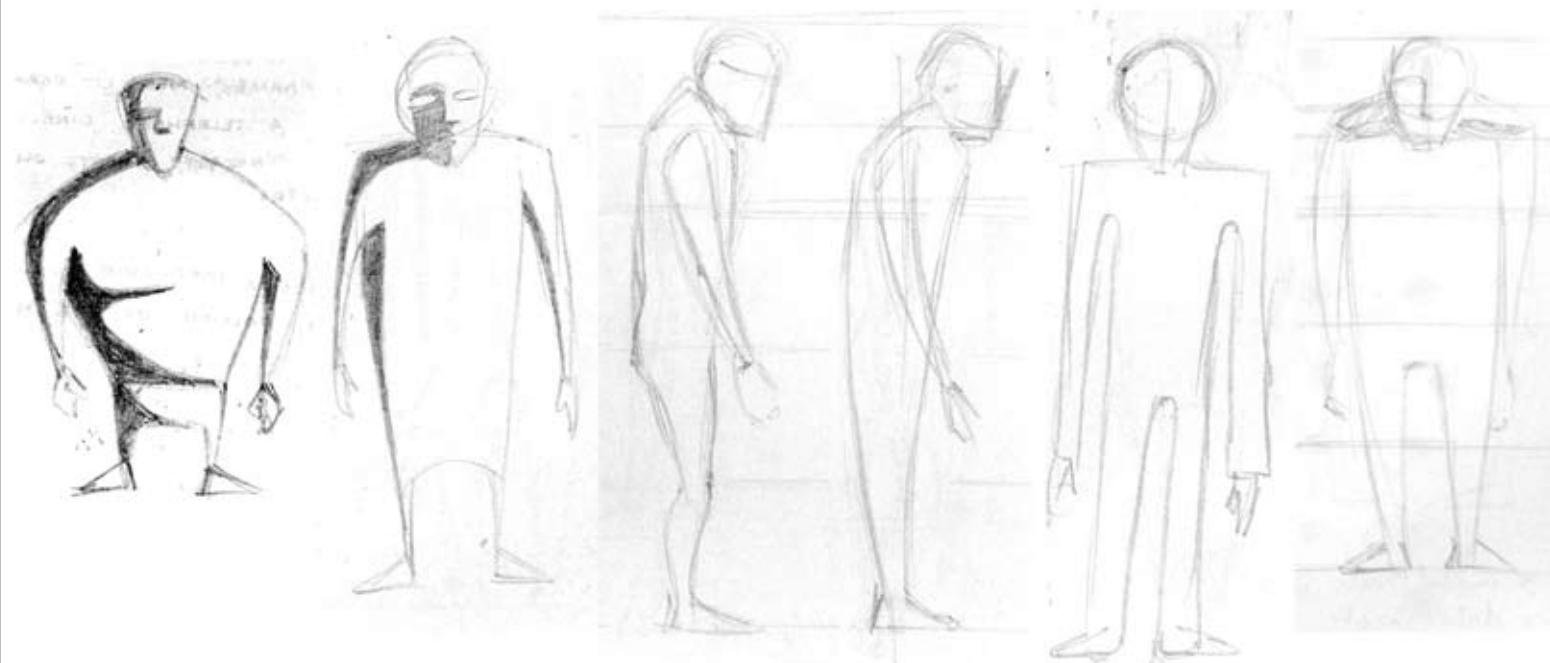
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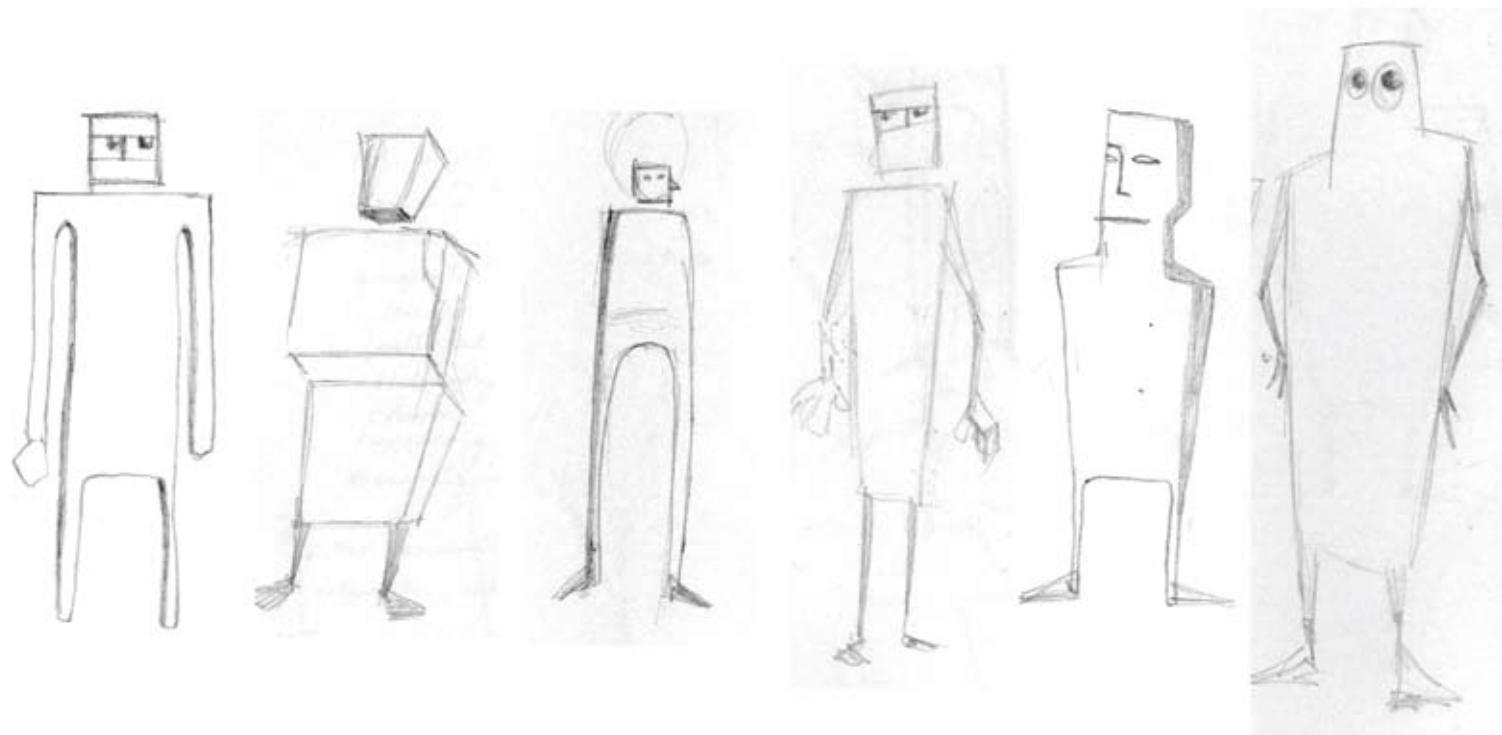
GREEN GUY

The character would be rendered in transparent photo colours giving them the organic human feel. The patch would have certain pattern as a fine detail. This would keep boiling inside the character outlines which would be inked in black. The eyes are however rendered in pencil.
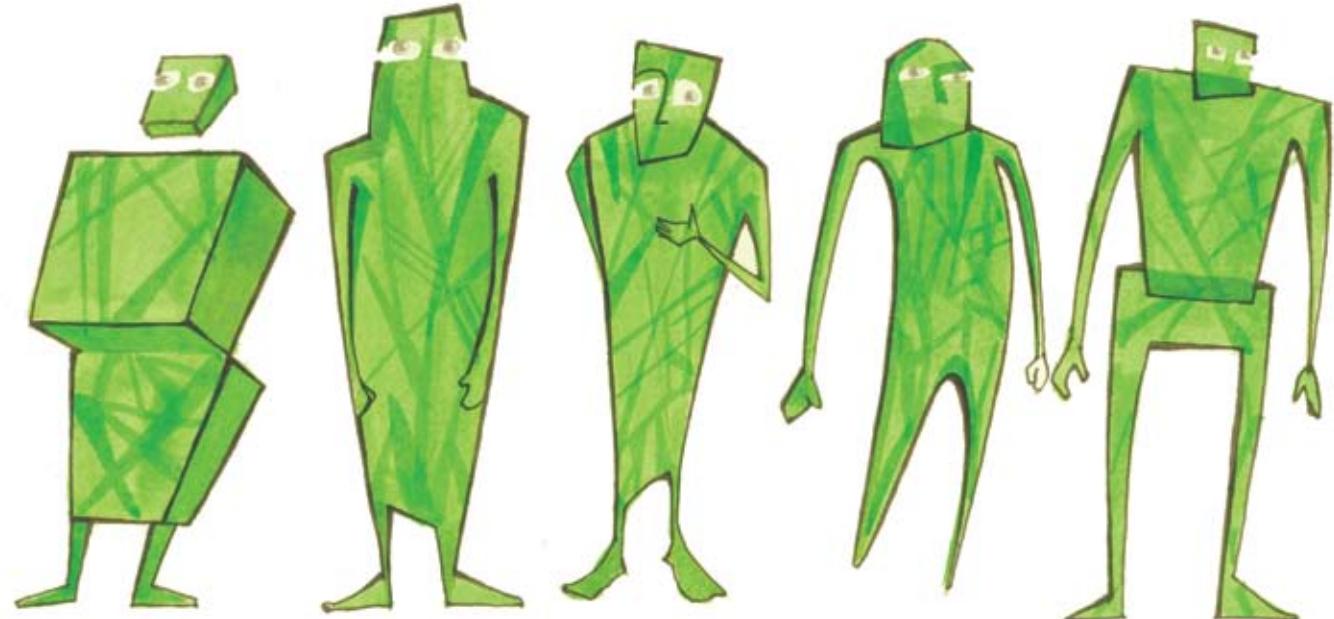
GREEN GUY
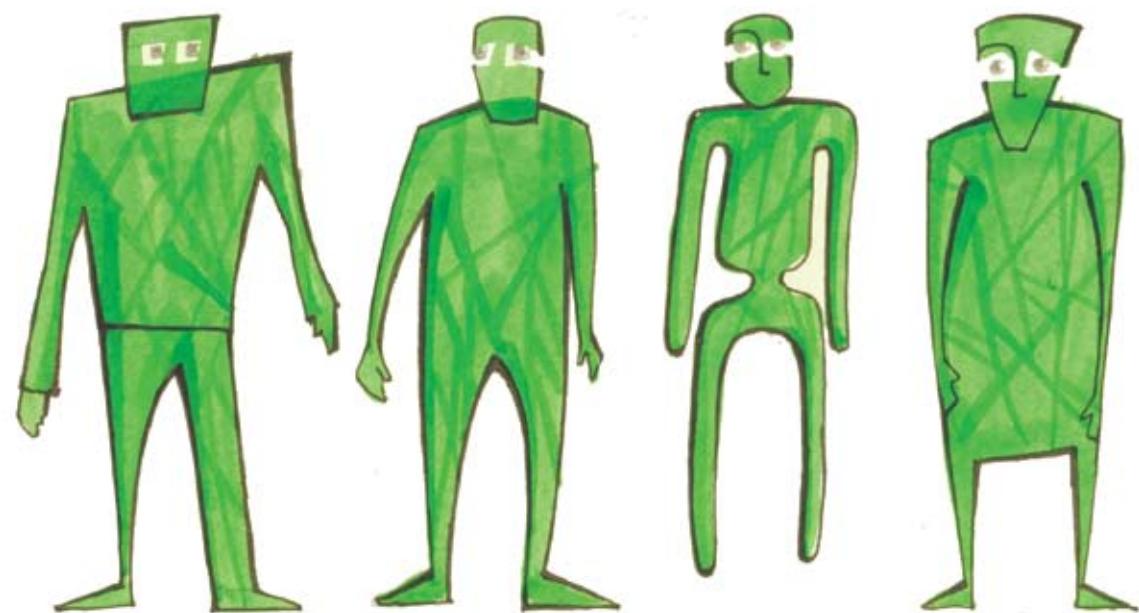
ORANGE GUY

The orange character would also be rendered similarly except for the change in the colour and the patterns.
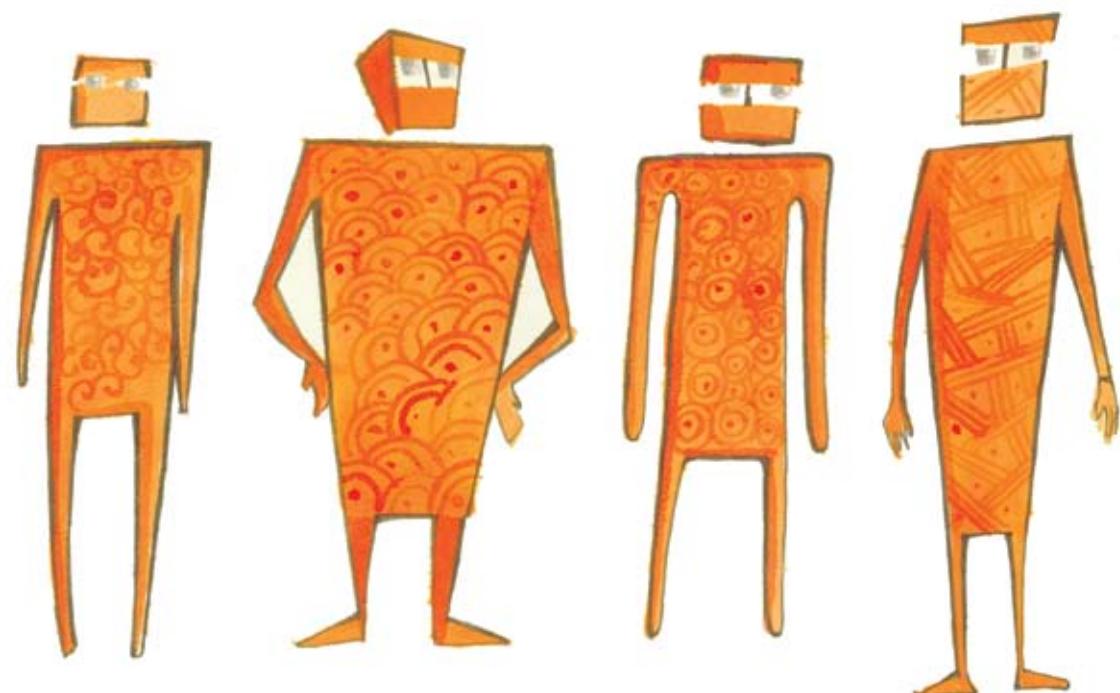
ORANGE GUY
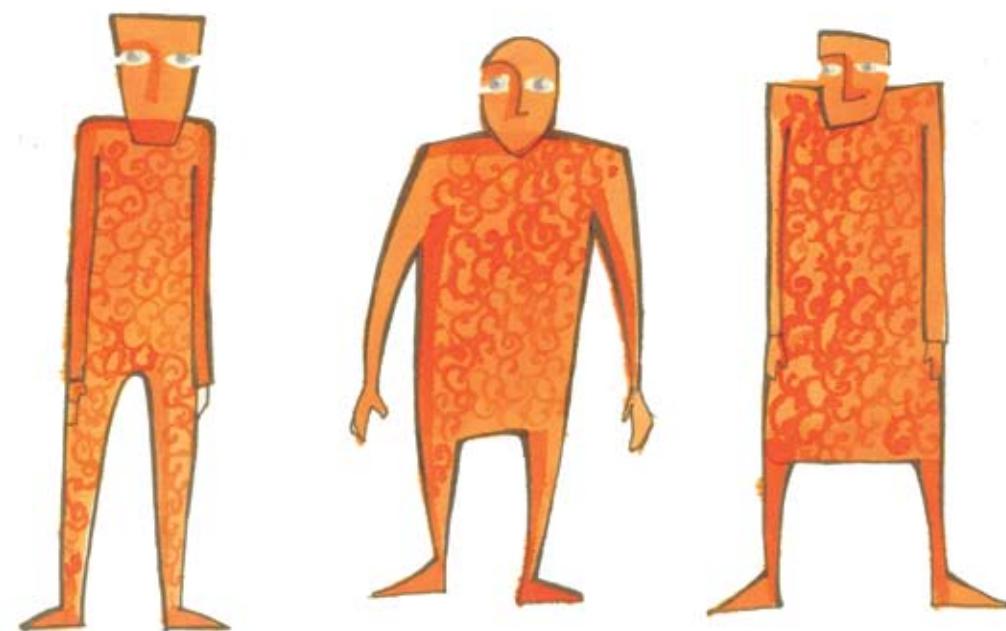
ENVIRONMENT DESIGN

The character lives in a one storeyed house all by himself. The lower level is a huge living room which is left rather inhabited. It is empty and vacant with evidently unused furniture and has a furniture that leads to his den upstairs.
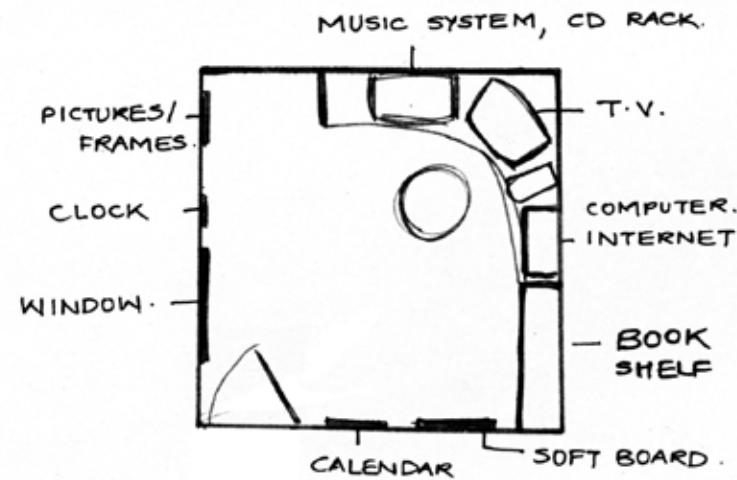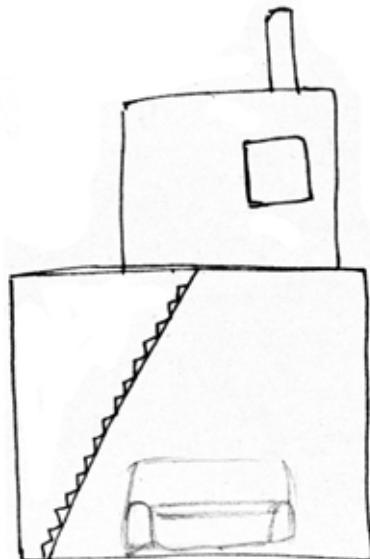
His drawing room or study room or media room is where he perpetually lives. The tiny square room is filled with gizmos and gadgets all around and the room is stuffed with books or CDs and other content.

MUSIC SYSTEM, CD RACK.

PICTURES/ FRAMES.

CLOCK

WINDOW.

T.V.

COMPUTER. INTERNET

BOOK SHELF

CALENDAR

SOFT BOARD.

HIS PRIVATE CELL

His room upstairs is cluttered with a lot of media devices and other information contents on books and CDs. As the character is going to be rendered in green, as his identity, everything in his room that is a part of any information is also coloured green so as to signify the resemblances between him and his media content.

His physical environment is otherwise just clean, neat, empty, bland and lifeless. His room and all the objects around him are therefore rendered in flat grey scale. Also the objects are designed in congruence with the form of the character.

Initial representation of his den
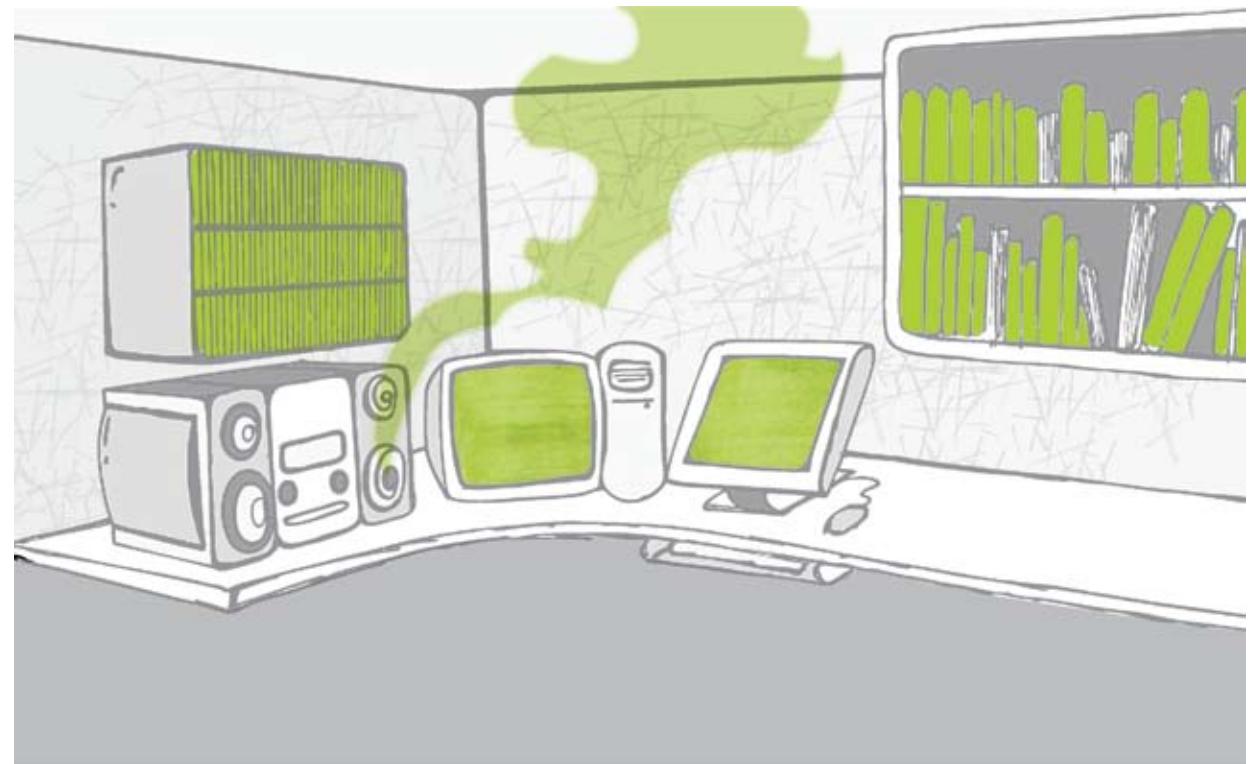
OUTDOORS

Since it needs to be established that a lot of his physical surrounding has been replaced by virtual spaces, the interiors are rendered flat in greyscale. As he is generally in the confines on his room, his experience of the outside 3D world needed an obvious added dimension.

Hence the backgrounds for outdoors are made in paper pop-ups to give an effect of an extrude. Since the paper is kept white, the planes are shown in shades of grey following the scheme for his physical environment. Hence even if every house is inhabited by different characters, their exteriors are just plane and boring.

The street where the characters live.

A huge cloud of unstable information chaos hovers on the sky.

Sound: Transmission signals

Pan down to a street of houses where different coloured information enters down different houses.

Sound: Transmission signals

A slow zoom into the houses.

Sound: Transmission signals

The camera zooms into the green house where in a room sits a green guy reading a newspaper.

Sound: Newspaper turning.

Cut to the close-up of the newspaper which is fairly blank except for the green text and pictures. He then folds the paper away.
Sound: Newspaper turning.

He takes a green CD from a shelf and removes a green CD out of it

Sound: Click of the CD case opening.

7

He mounts the CD onto his CD tray and inserts it.

Sound: CD tray goes in.

8

He turns to his desktop where he chats to some other green person while he listens to music.

Sound: Music, keyboard and mouseclicks.

9

He turns to his television.

Sound: Transmission signals

10
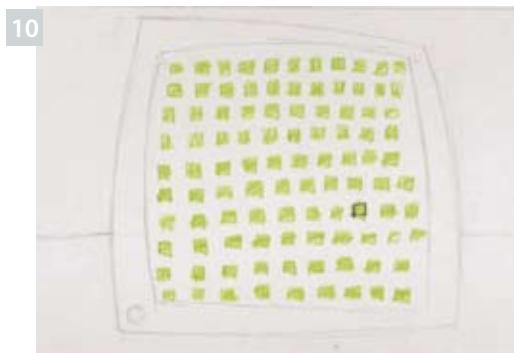
Cut to close-up of his television screen which has many small thumbnails of movies playing.

Sound: Lot of programmes playing together.

11

He clicks on one of the thumbnails and that frame enlarges to full screen. It turns out to be a soap.

Sound: TV conversations. (unknown language)

12

An advertisement suddenly pops up selling him customised music.

Sound: A stereotypical advertisement.

He gives it a thought.

Sound: Clock ticking.
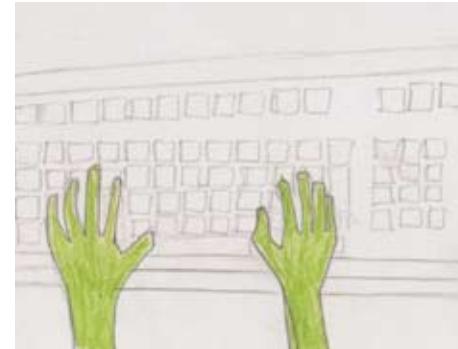
He finally decides to purchase the set of CDs and orders for it online.

Sound: Keyboard.
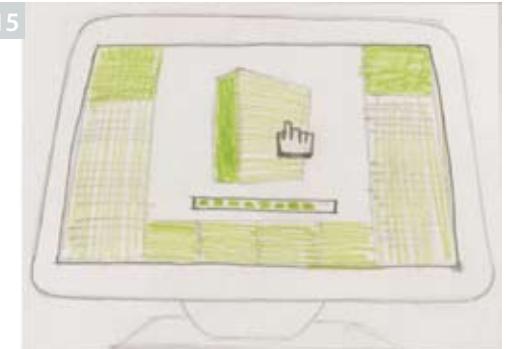
Cut to the computer screen where the order is being registered.

Sound: Clock ticking.

The next scene and he is reading a green book on his table. The doorbell rings. He is astonished, apprehensive and shuts his book.
Sound: Page turn, doorbell and book shutting.
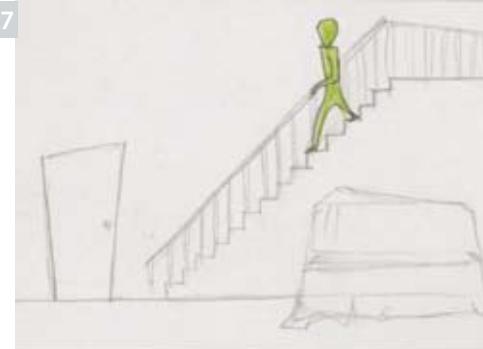
Cut to him walking downstairs slowly.

Sound: Footsteps.
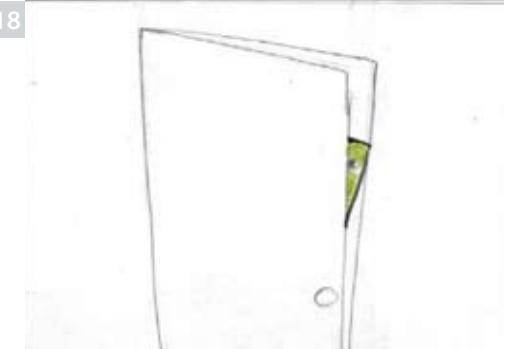
Cut to the outside of his house. The door opens slowly and he carefully peeks outside and notices something lying down.
Sound: Door slowly opening.

19
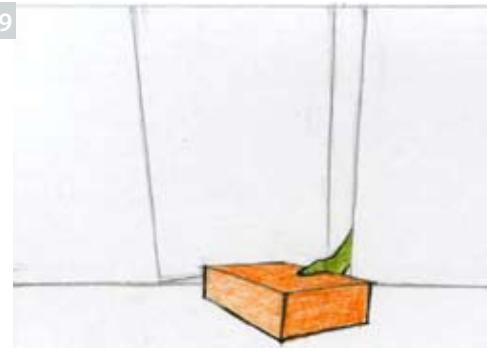
He bends down and grabs on to the parcel lying down as soon as he can and slams the door back.

Sound: Door slamming fast.

20
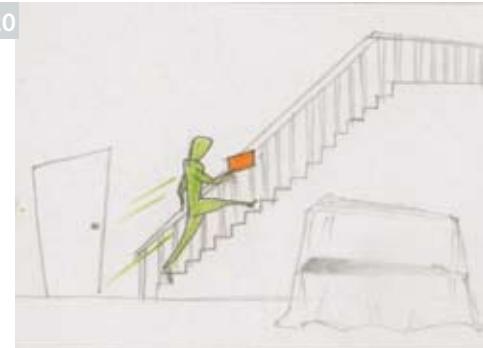
Cut to him sprinting upstairs back to his room.

Sound: Fast footsteps.

21

Cut to him entering the room shutting the door behind him and panting heavily.

Sound: Door shut and panting.

22

He looks at the strange looking green parcel in his hand.

Sound: -

23

Completely surprised and curious he shakes the parcel takes it close to his ear and hears nothing.

Sound: -

24

He curiously unwraps the parcel at his table and starts going through the content.

Sound: Books pages being flipped over scurryingly.

Cut to his astonished eyes scanning through the unfamiliar content.

Sound: Pages turned over tensely.
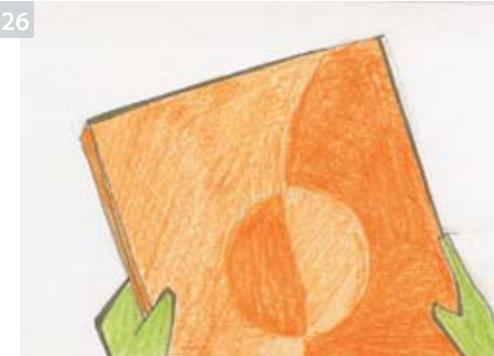
He picks a certain book, the cover of which looks somewhat familiar.

Sound: Picking up of the book.
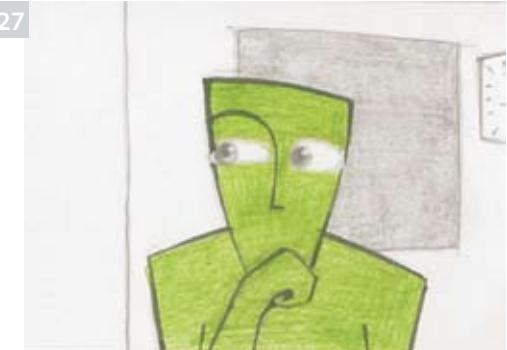
He wonders what exactly happened and thinks of what to do next.

Sound: Clock ticking.
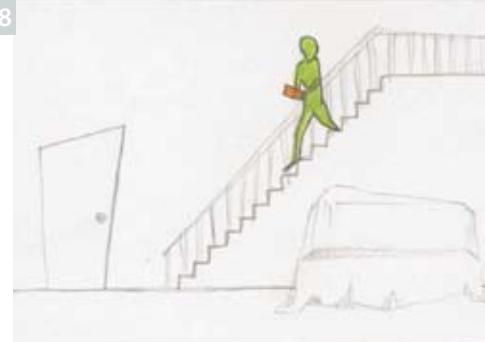
He walks downstairs carefully again with the orange parcel.

Sound: Footsteps.
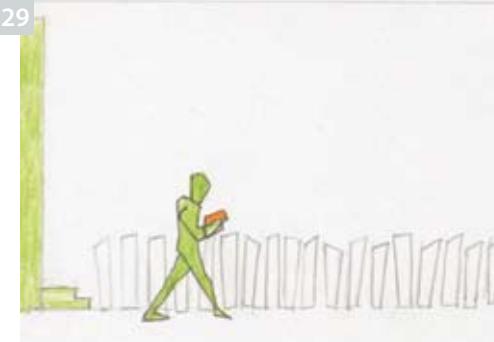
He walks out of his house across the fence.

Sound: Transmission signals, outside chaos.

Cut to the front angle and we see an orange guy walking parallely in the same direction. They both notice each other and stop abruptly.
Sound: Transmission signals and footsteps.

P.O.V. of the orange guy who sees the strange green man with an orange parcel.

Sound: Transmission signals
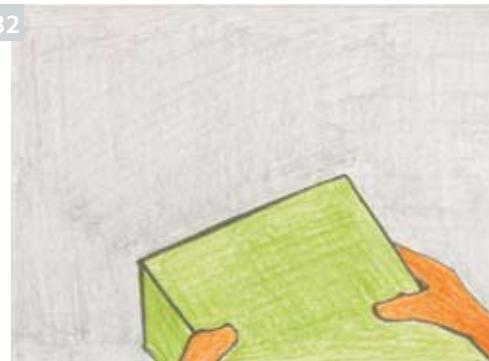
He looks at the green parcel in his own hand and notices the resemblances.

Sound: Transmission signals

P.O.V. of the green guy who sees the strange orange man with a green parcel.

Sound: Transmission signals

He looks at the orange parcel in his own hand and notices the resemblances.

Sound: Transmission signals

After some hesitance they both walk towards the letterbox with their parcels.

Sound: Transmission signals and footsteps
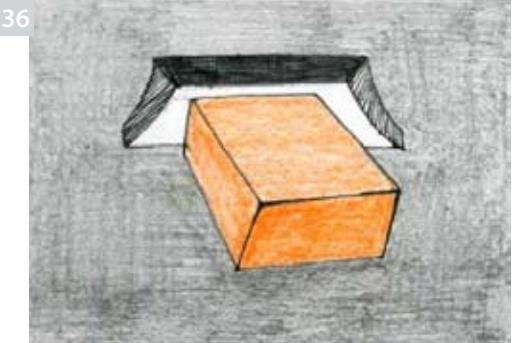
Cut to the inside of the letterbox with the orange box dropping in.

Sound: Thud.

37
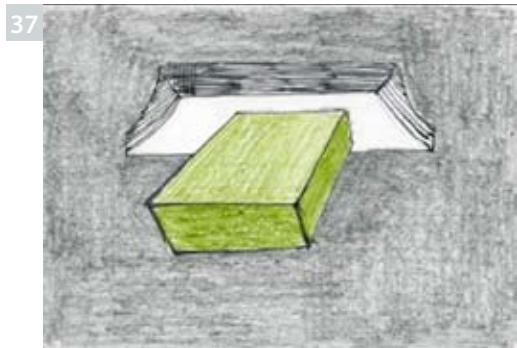
The green box drops in as well.

Sound: Thud.

38
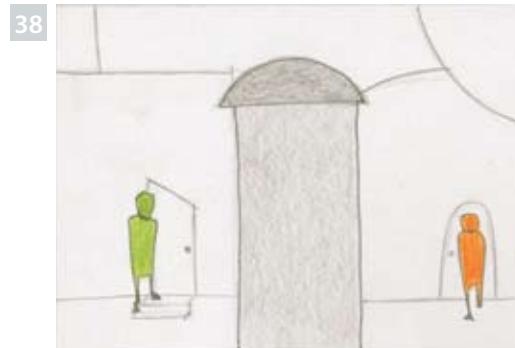
Both the green and the orange guy return back to their dens hurriedly and shut their doors quickly.

Sound: Footsteps and doors shutting.

39

Cut to the next scene where he is pinning up something on his noticeboard. The doorbell rings. After a pause he walks out of the frame towards the door.
Sound: Doorbell and footsteps.

40
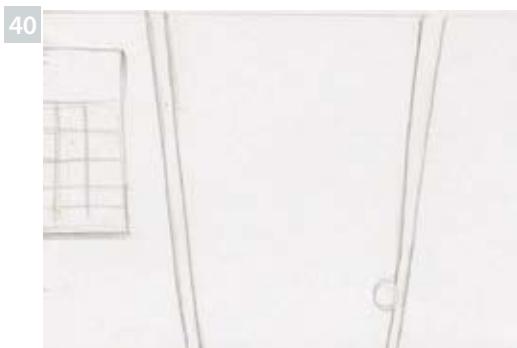
The camera pans to the right following him and stays on the door as we hear him run downstairs and back up.
Sound: Footsteps.

41

He appears again shutting the door behind him this time with a green parcel.

Sound: Door open and shut.

42

He reaches his desk and unwraps the parcel again to find the expected set of green CDs.

Sound: Shuffling through CDs.

43
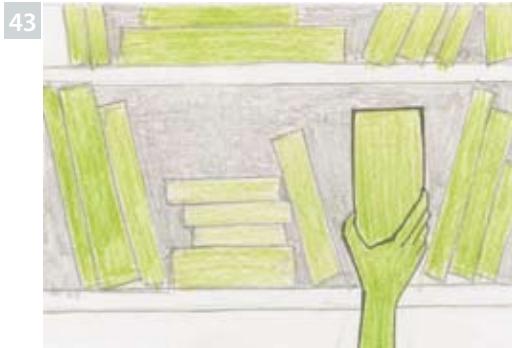
He puts the set back onto his rack.

Sound: Placing the box on the shelf.

44

The camera pans as he looks for some other book and he pauses noticing an orange book that's left with him.

Sound: Clock ticking

45
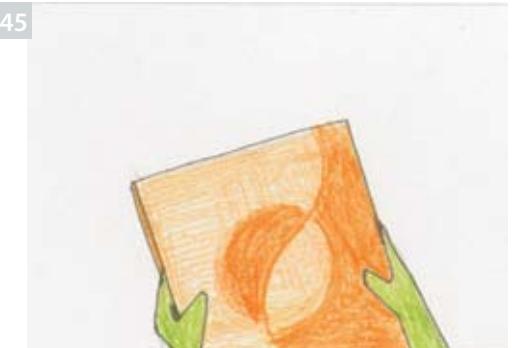
He removes that book and realises the somewhat familiar book is left behind with him.

Sound: Clock ticking

46

He is again put to thinking about whats to be done with that book.

Sound: Clock ticking

47
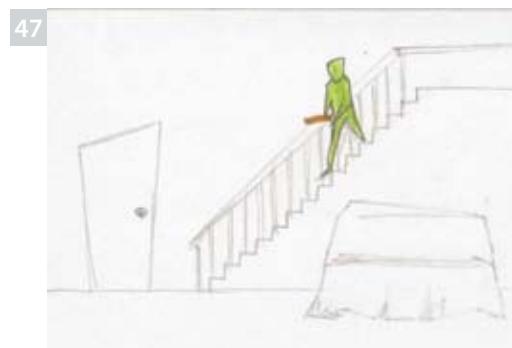
He walks downstairs again with the orange book.

Sound: Footsteps

48
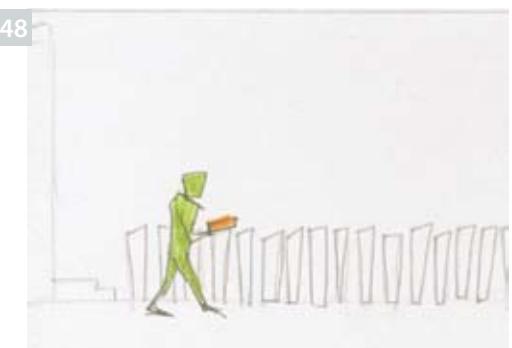
He goes outside walking across the frame left to right.

Sound: Transmission signals, outdoor chaos, footsteps.
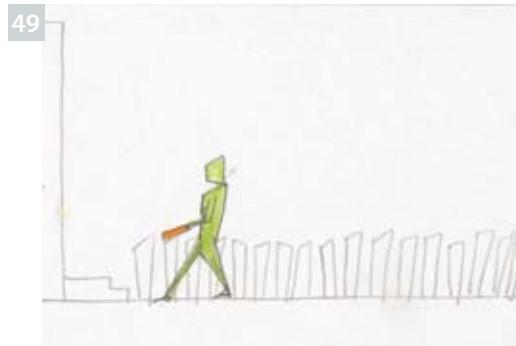
49

He walks in the frame behind the fence from right to left.

Sound: Transmission signals, outdoor chaos, footsteps

50

Cut to him ringing the orang man's doorbell.

Sound: Doorbell.
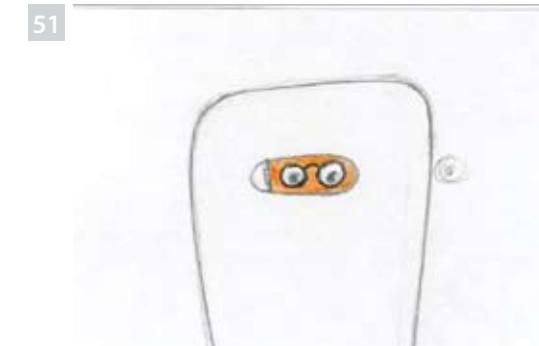
51

The orange guy peeps outside sceptically through a tiny window in his door. He looks around finding no one and shuts the window back.
Sound: Window opening and shutting

52

He opens the door and something on the floor takes his attention.

Sound: Transmission signals

53

He bends down to reach it.

Sound: Transmission signals
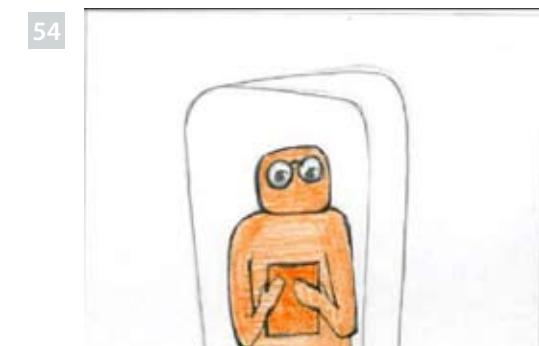
54

and gets back up with an orange book in his hand.

Sound: Transmission signals

55
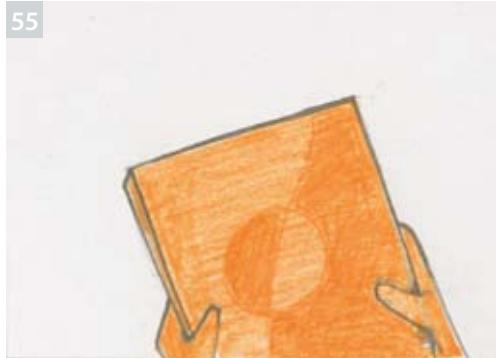
He looks at the book in his hand.

Sound: Transmission signals

55

and leaves for indoors.

Sound: Transmission signals and door shut.

56
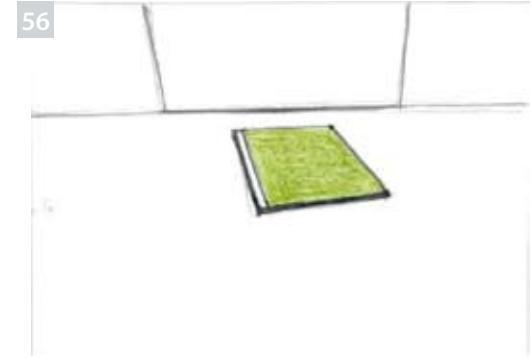
A pan down to the door and a green CD is slid outside slowly through the doorslit.

Sound: Transmission signals CD sliding out.

57
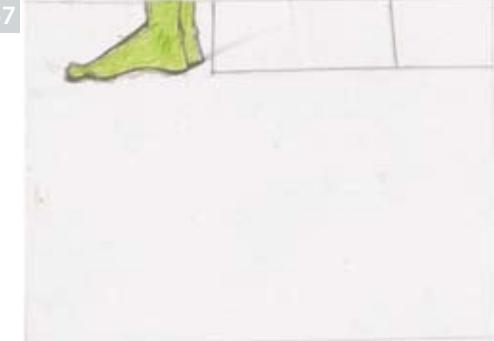
A pan to the left reveals the green guy's hiding against the wall.

Sound: Transmission signals

58
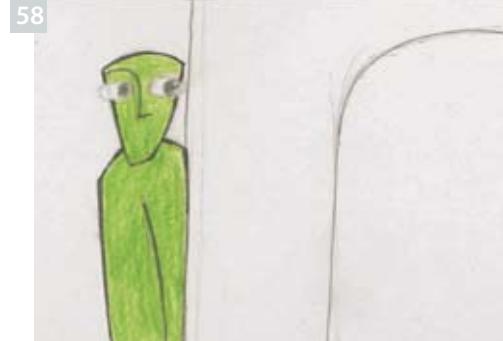
Panning upwards we see the green guy standing still amazed and puzzled.

Sound: Transmission signals

59

Cut to the green guy back in his room staring at the green CD that seems to have a graphic similar to that on the orange book.
Sound: Clock ticking

60

He mounts the CD on his system and inserts the tray.

Sound: CD tray inserting

61
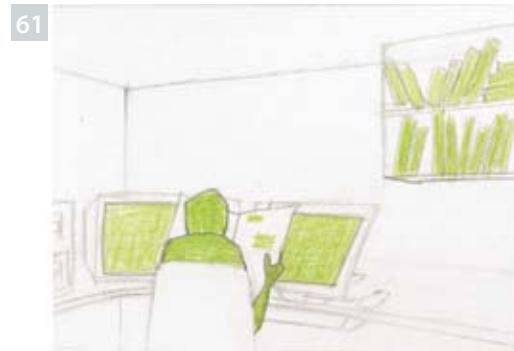
Familiar music plays and he gets back to his activities same as before- chatting, reading, lost in his own world again.
Sound: Peculiar kind of music.

62

A slow zoom out takes us out of his window.

Sound: Transmission signals

63

Again the sight of different houses with different information pouring in.

Sound: Transmission signals

64

A pan upwards to the information chaos that seem to linger along ceaselessly.

Sound: Transmission signals

INDOORS MODELLED AND
RENDERED IN 3d MAX8 AND
TEXTURED AS INK AND PAINT
TO GIVE IT A VECTORISED
EFFECT.

42
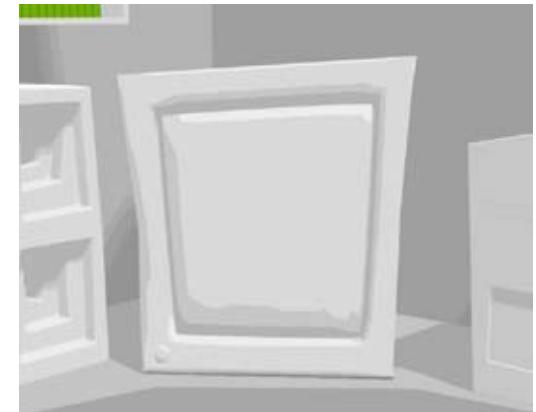
INDOORS MODELLED AND
RENDERED IN 3d MAX8 AND
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TO GIVE IT A VECTORISED
EFFECT.
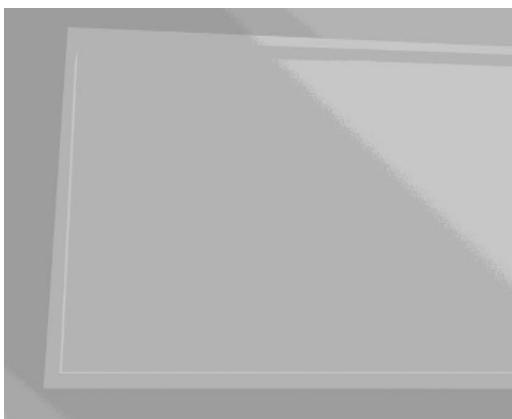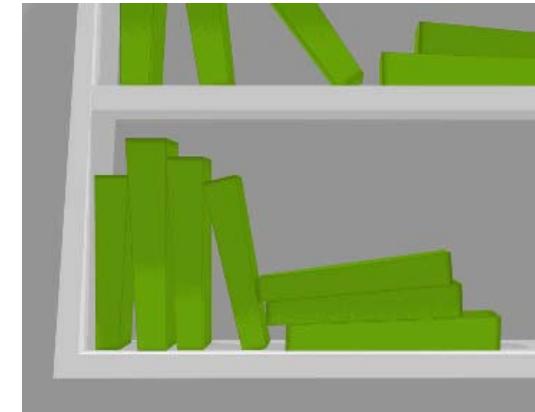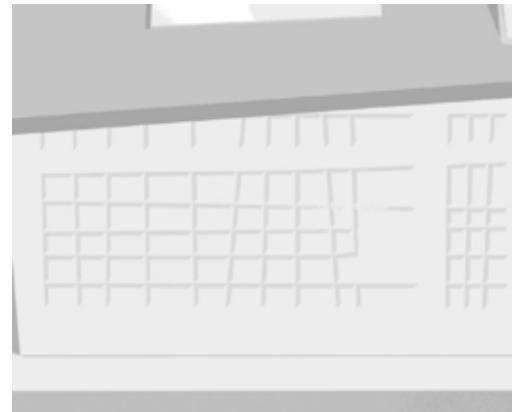
THE OUTDOORS AND

THE INFORMATION CHAOS

ANIMATING COLOURED WAVES

ENETRING HOUSES

STOPMOTION OF

INFORMATION CHAOS

PAPER POP-UP

BACKGROUD

2nd STORYBOARD

After having done the story board once, there were many iterations on it that led to the drawing of altogether another storyboard. This time carefully keeping in mind the navigations, continuation and camera moves.

SOUND RECORD AND EDIT

The required sounds were recorded in the studio and edited in Adobe Premiere.

ANIMATIC

This followed a timed animatic with division of the frames in accordance with the audio.

EXPOSURE SHEETS

Filling of the exposure sheets scene by scene.

MODELS

Making of the outdoor paper pop-up sets and shoot.

TITLE SEQUENCE

Stopmotion of the beginning sequence which involved animating a collage physically.

DRAWING FRAMES

Drawing of the character sequences on the lightbox line testing.
Inking the drawings in black.
Painting the media content and the character on the frames itself.

COMPOSITING

Compositing of the title and end sequence in After Effects and the rest of the animation In Toon Boom.

COMPILATION

Compilation of all the clips together in Adobe Premiere.
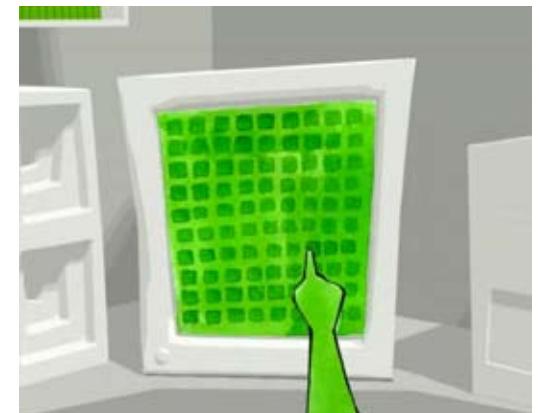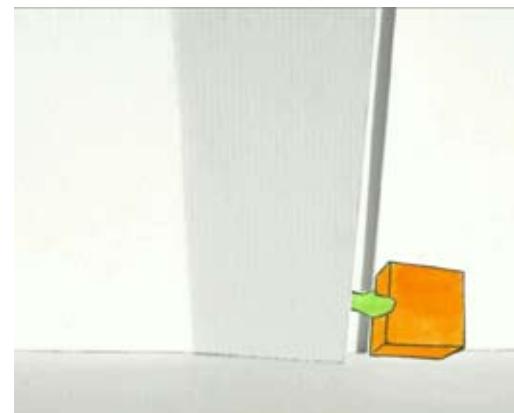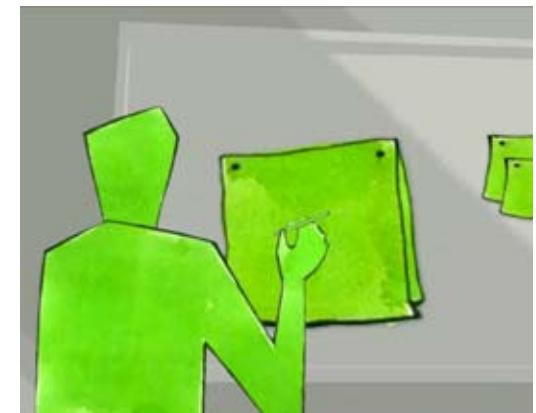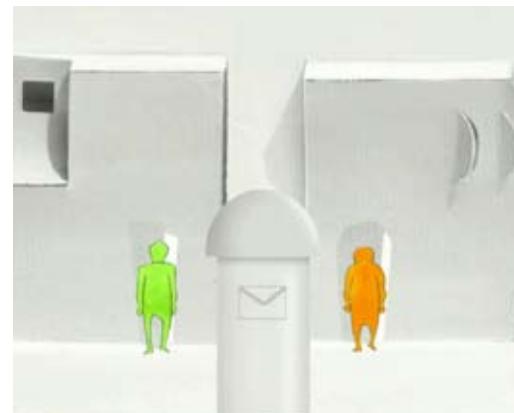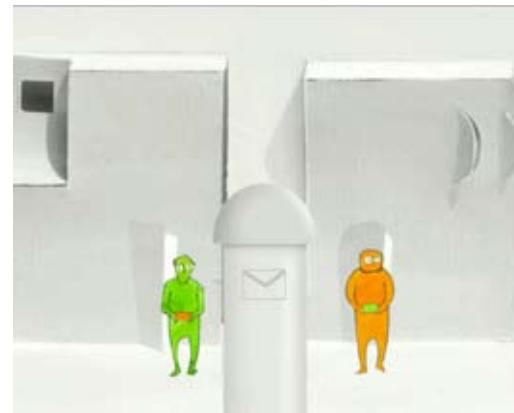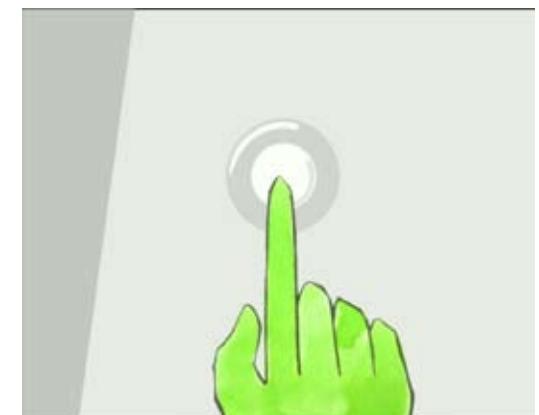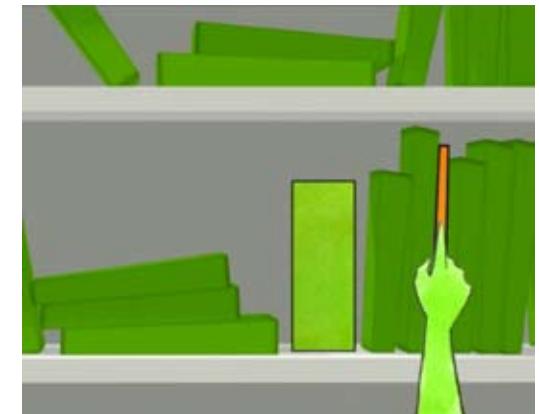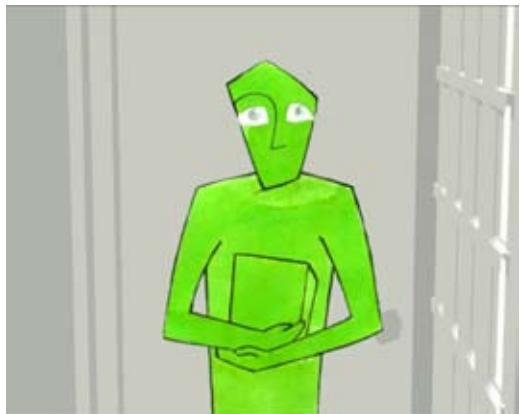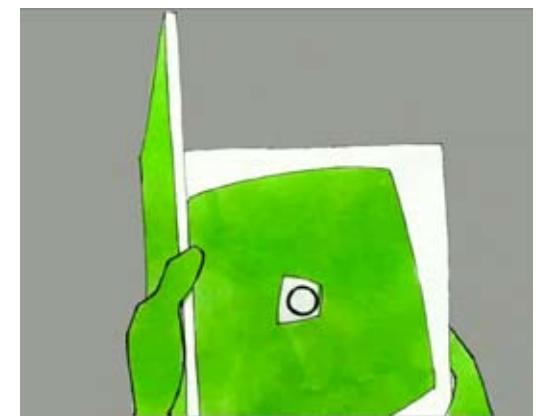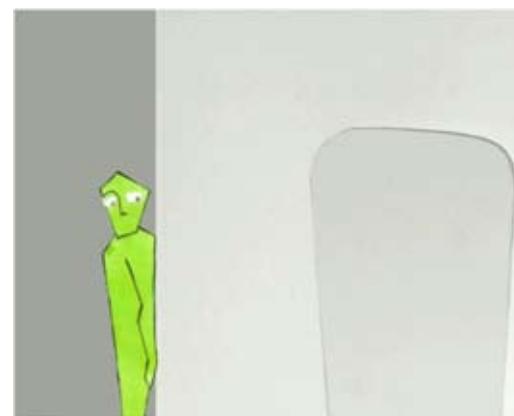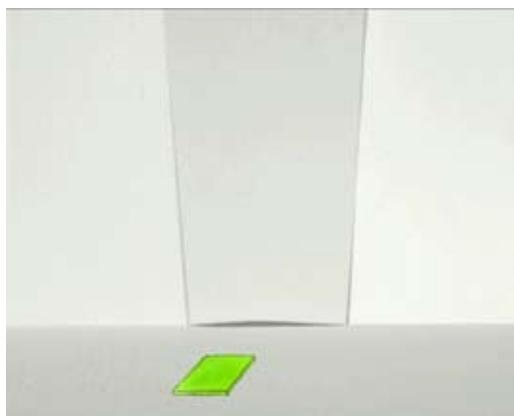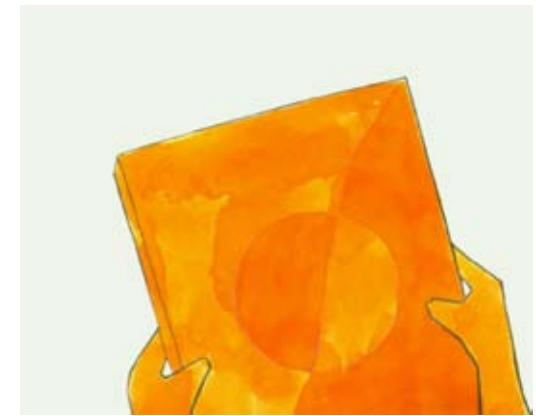
It has been a challenge to address story-telling as a design problem. I found it difficult to have observations, inferences and weave them across a story in a magical manner where it doesn't look forced. There was a very clear underlying aim of making the audience aware of the cultural change that the advent of My Media is leading to. However It was consciously decided to not be preachy and dictate the audience in any manner. After all we are addressing people that prefer making choices of their own. On the contrary the story is just a subtly put situation that the audience is free to receive and interpret in his own way. It only manages to state a problem and does not really incorporate a solution in it. It is for the viewer to think it over and come down to his own conclusions. However it is difficult to be certain if the viewer exactly interprets it and reacts in a desired manner.

It is obviously expected that people who have already been introduced to My Media would be in a better position to relate with the subject of the movie. However it would be interesting to know other connotations that different viewers may attach to it. The entire process of having a pre determined message and packaging it in the format of a fictional story has been very fascinating. I have started perceiving works by people differently by paying further attention to the context and the manner in which the film maker has addressed his concerns.

With this attempt I have realised that it would need quite a few projects to understand it completely. It seems to be a ceaseless process and I am keenly looking forward to it.

BOOKS

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Mc Luhan, Marshall - Understanding Media
The MIT Press, Reprinted edition October 1994.

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Truly_Madly_Final_booklet[1] - Survey by Yahoo and OMD.

http://www.ist-nm2.org/

Why Mobile Media Are So Different Mobile Muse

The rise of lifestyle media Achieving success in the digital convergence era -by Browning and Deborah Bothun.

How I was played by Online Caroline

Generation-M-Media-in-the-Lives-of-8-18-Year-olds-Report-Appendix

Polymnia - personalised leisure and entertainment over cross media intelligent platforms.

http://www.orkut.com

GUIDE	Prof. Shilpa Ranade for her guidance throughout.
FACULTY	The IDC faculty for their valuable assessment and inputs at reviews.
BACKGROUNDS	Anand and Ashwin for the 3D backgrounds.
	Ruchi, Sachin and Rupesh for help with the cutout background and its shoot.
SOUNDS	Anand and Vaibhav for help with the sound recordings.
COMPOSITING	Chitra for help with Toon Boom and other stages while animating.
PEOPLE	Prof. Ravi, Dr. Ajanta Sen, Prof. Sumant Rao, Hemant, Vaibhav, Mandar, Girish, Ruchi, Rajeev, Subodh, Anand, Aditi, Hari, Joe, Dipu, Atul, Poonam, Rakshit, Pushkar, Dharmraj and Suresh.
SOFTWARES	Adobe Photoshop CS2, Flash for line tests, 3D Max 8 for backgrounds, Canon A610 Powershot for set shoots, Toon Boom and After Effects for compositing.

55