

Concept of Story Book

Submitted in partial fulfillment of requirements

Of the degree of

Master in Design

By

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Summer Internship Project

Organization :Paperboat Animation Studios

Concept of Story Book

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Animation & Film Design

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TO WHOMSOEVER IT MAY CONCERN

I hereby certify that Mr. Jamshed Nassin KV has completed his Internship in our Organization for a period of one month from 19th May 2014 to 19th June 2014. During his Internship he worked on Concept of Story Books.

His work was excellent & satisfactory.

Jennifer Lobo
HR,
Paperboat Animation Studios.



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Acknowledgment

My sincere thanks to Mr Aashish mall and Mayank patel of Paperboat Animations studio. Who gave valuable feedbacks on the work which I done. They could help me with vast experience they had. I am also thank to the entire Paperboat Animations studio team.

I thank to all my faculty to gave enough input in developing concept while on the last academic year. I thank specially to Prof Shilpa Ranade for giving an opportunity to get as an intern at Paperboat Animations Studios.

I also thanks to all my friends and family to give enough support. Also thanks to other inters who worked in the studio for giving enough feedback and providing fun throughout the period.

Finally I to all story tellers and illustrators who done marvelous books which I used to refer by me for this project.

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Abstract

Concept of Story Books Design consist a set of design from scratch to a final book. It Consist of pure story telling with both text and Illustrated image. As an animation designer it's challenging and also enjoying to do each and every step of designing a book.

When doing Story Book we need special concentration on story, style of illustration, page size, shape, color, font ,spacing etc. The book I done had a story which I took from my own experience. Saying a story in few words and a few picture is a tough job to convey the entire story to the reader.

Even I am from an engineering background I enjoyed the process of Illustrating for a book and it led me to make a successful entertainment design which can drive reader through the story with a great visual experience.

Preface

My summer internship was at Paperboat Animation Studios, Mumbai under the art director Aashis Mall. I was given the freedom and opportunity by them to explore and experiment in designing and story telling.

I was lucky to be a part of Paperboat Animation Studios. The freedom given to me helps me to come up with a good design and a story. Frequent discussion and feedback section helped me to finish the project successfully.

Organization Information

Paperboat animation studios is a design studio located in Mumbai, who do almost all of the design area like animation, live action, print, applications design etc. Talented and experience designers worked there to bring this company to its glory.

Guides

Aashish Mall

An alumnus of Art Collage in Indore and ZICA Animation Institute, Mumbai, Aashish has directed numerous short animation films. Some of these have been screened in various international film festivals. His short film saraswati received UNICEF best film award at Bangkok, channel V best promo at Singapore including Anifest and Digicom awards. He has a vast experience of working at various organizations like Hurix, Aniright, TataElxsi and UTV.

Mayank Patel

An alumnus of Art collage Surat, Mayank animated the Karadi Tales television serial for the Disney channel. During the last decade he created innovative designs and animations for various medias, including Dream blanket and Mahabharata for Cartoon network.

Introduction

Making a Story book from scratch was the task given to me during at my internship period. The illustrated book is also a method of story telling. So story telling is the primary thing which I was concentrated.

Story can be write in different method and different ways. But the challenge to me was the story which had a lots of details to be convert in to a illustrated book. So I need to breakdown the story in to different pieces. By using only few sentences and Illustrations I need to give the reader the same feeling of reading a well detailed story.

The illustration and the design I used is look like simple, Because I want the reader to enjoy the book in a relaxed manner. I consciously choose and designed every step of the design to make a nice and good book like this. I looked through each and every part of design by extreme care, for example page size,color,font illustration,negative space etc.

Story Development

As I am developing and designing concept for story book I need a story first of all. On the first day when the meeting happened with my guide, Mr Aashish Mall asked “whether you want to be an animator or a story teller”. The answer is to be a storyteller. So the task one is to come up with a nice story.

I was working on my story. I had already different stories in my mind. But there is an incident in my life which I already thought it is a nice story. But it is too realistic and is not suits for a story book with illustration. So I thought I need to make story and the concept in to the way which go hand in hand.

For the development of story I go through a lots of books in the studio library. After research on story and story book I wrote my finalized story. On the next day we had a pitching. After hearing my story my guide and others gave me some valuable feedbacks. So I decided to rewrite the story.

Story Synopsis

Sooraj a south Indian student is studying in Mumbai. He is new to there and he don't know much about the Mumbai. On a Sunday he woke up late and he missed the break fast. He hate the hostel food because they serves

everyday aloo and dal. While brushing his teeth he got an idea, eat from outside, some good food. He found 300 rupees in his pocket. Information given by his friends is to go to MA Ali Road for good food.

So he decided to go there. But he found difficulty to get inside the bus because they wrote the number in worm shape. And the local train make him sick. So he decided to take an auto. By traveling in auto he enjoyed the Mumbai very much. He saw the soul of Mumbai and Mumbaikar.



Finally reached at a restaurant name Clean Land. He was charged 100 rupees by the auto driver. With the two hundred rupees in his pocket he got inside the hotel. By the next moment itself he understood the dishes are little expensive, any way he managed it and ordered dish for 190 rupees.

After a long time wait the food came but the quantity is so less. The bill came in seconds and it shows 315 including drinking water, service charge etc. He checked his wallet, other than 200 rupees he found two ATM with him. He didn't used these cards for long time, so he didn't know it is working or not. Any way he gave a card to the waiter but came back saying it's not working. He was so tensed. Any way he went for the next.... This time he dreams about the way he cleans the dishes, if he can't pay the money. He realized why they put the name clean land for the hotel then.

But ATM worked and the minimum balance helped him this time. He went outside and he can't realize what was actually happened in the last few hours. He was standing there on the same spot with the same hungry in stomach and same money in the pocket few hours back.

He found a roadside food shop there. He went there and order two aloo paratha. And It's a pleasant Sunday.

It's a Pleasant Sunday

" Is a story written based on my own experience. A friend of mine and me were new to Mumbai. Once we went for a trip through Mumbai and landed in big big traps. Which is much worse than what I showed in this book. But after that journey we started loving Mumbai. "

by -Jamshed-

It's a Pleasant Sunday

written and illustrated by
Jamshed Nassin



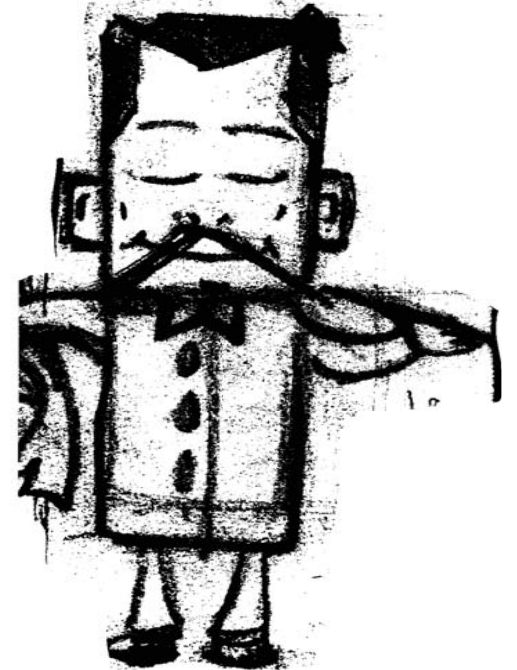
Second Cover

The the final idea was like this.



Style Exploration

After conforming my story I need to find a style for the book. For that I referred a lots of illustrated books. Few books and their style actually pleased me. From my previous experience I found the book with story which I had now need much simple and minimalistic drawings. So I decided to work on my book with only contrasted character on colored page.

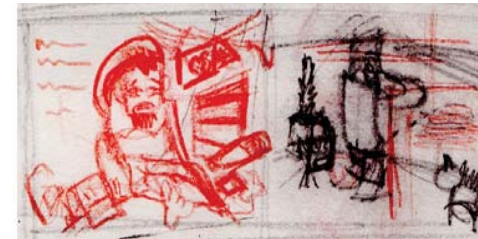


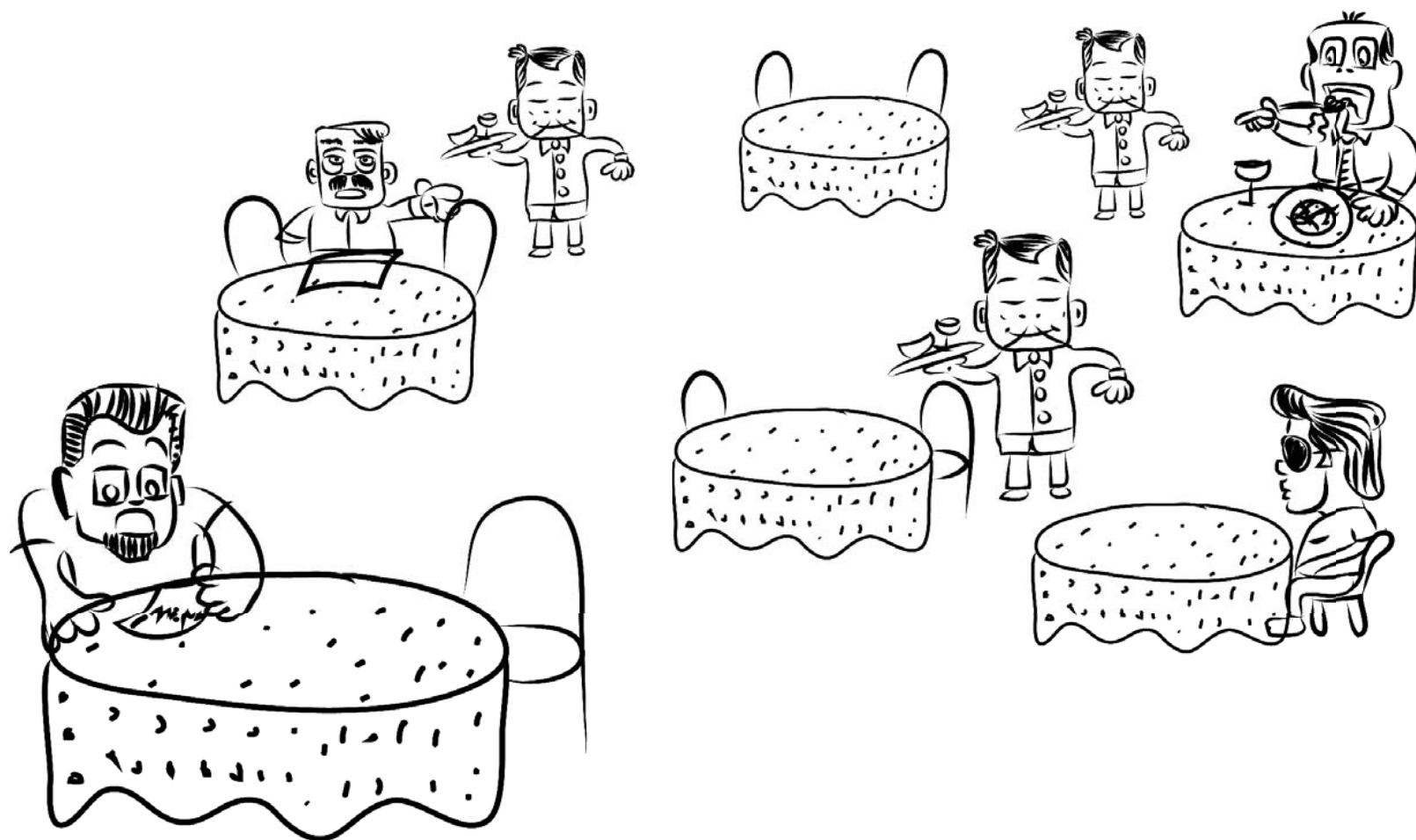
Waiter character Exploration

Thumbnail and Page layout

After getting an over all idea of the character, I started thumbnails for the page layout. For each page I drew many thumb nails. I always try to keep my composition simple and interesting. I want the readers eye need to move smoothly through every part of the page.

While thumb-nailing the size of the page became an issue, So I went for a research on that and I found that my book had only few pages. So I can make my book with simple stapling instead of hard or soft binding. It is economically good. Also good for handling a book with a story like mine. I also found little





I get enough time to explore and study different styles and concept of story book.

At the beginning of process I am pretty happy when the Illustration and story in a good form. Later I had a feeling that I can improve little bit more by doing a different style or I can even push the same design to a different level.

So I decided to explore and experiment in different styles and concept for making some extra ordinary books.



Conclusion

Making a story book is little challenging in the sense we are visualizing a different world. So the concept developed for different books will need a unique style. That was my primary aim in this Internship.

I could explore and develop new concept for story books. The development from rough sketches to the final story book is a difficult task. This gave me a thought that I need to earn more knowledge on developing concept. So I need to do more exploration, practice and experience.