



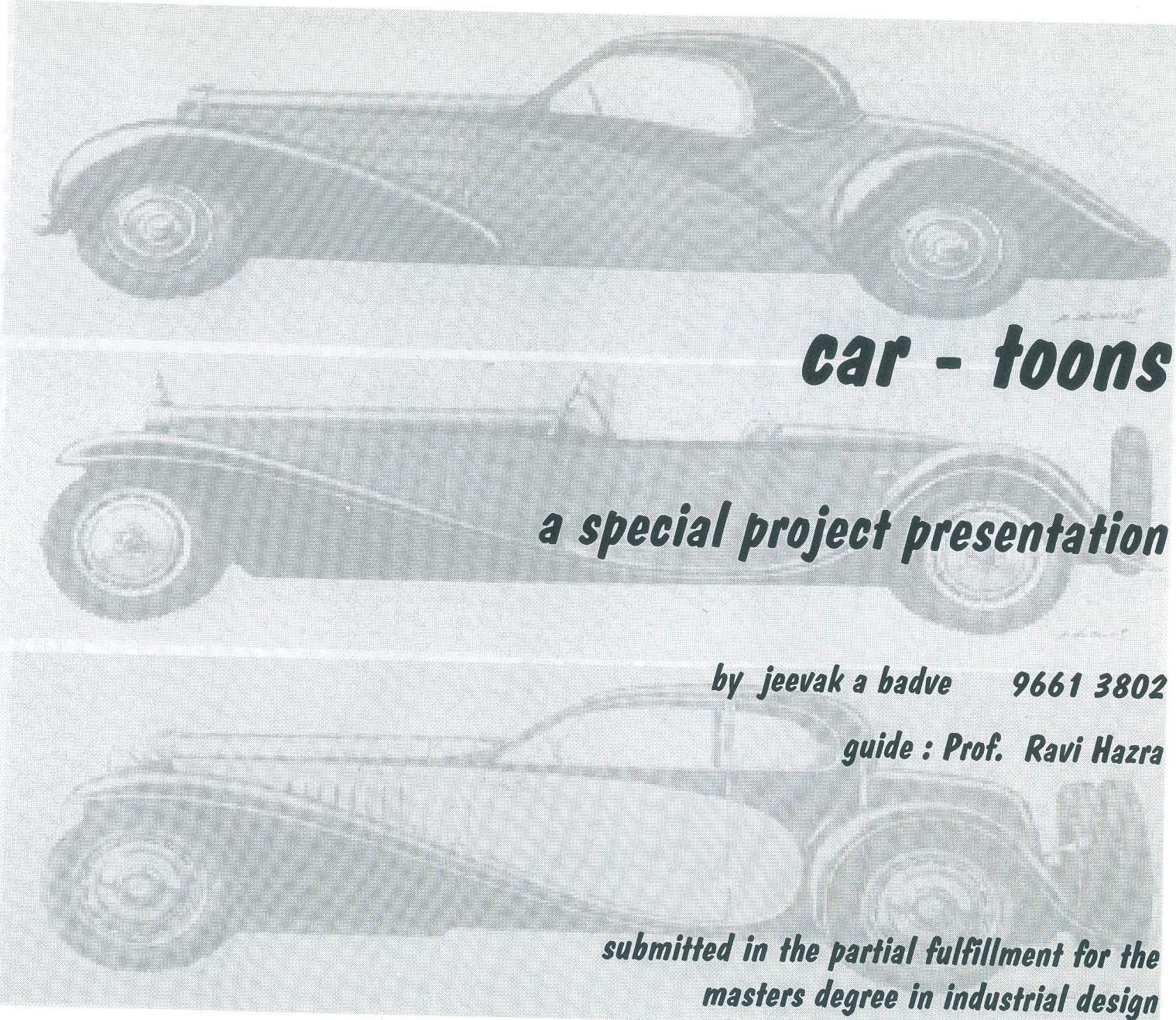
-TOONS

→ Jeerak Badre

MSR -

Mr. V. Venkatesh

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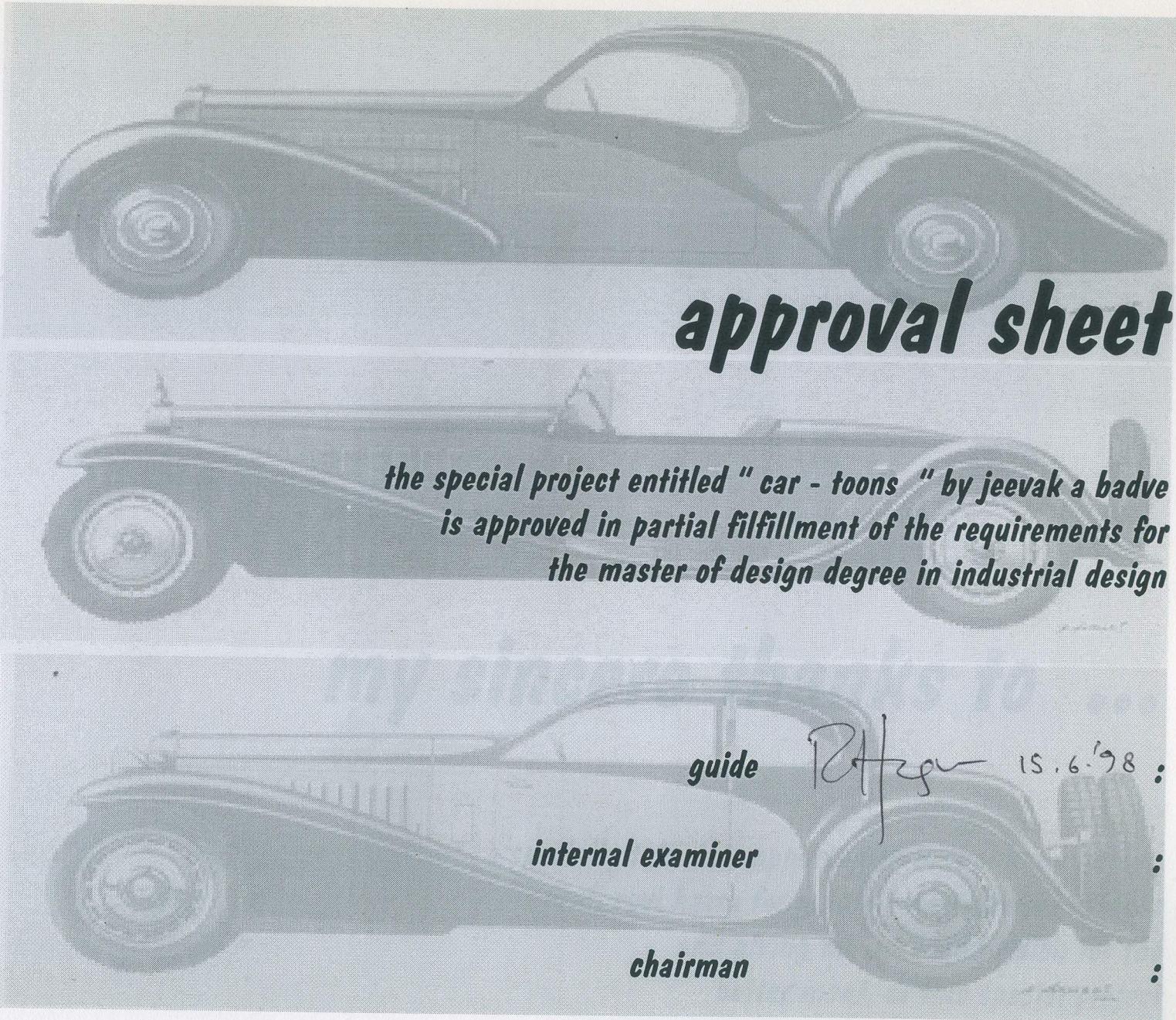
car - toons

a special project presentation

by jeevak a badve 9661 3802

guide : Prof. Ravi Hazra

*submitted in the partial fulfillment for the
masters degree in industrial design*



approval sheet

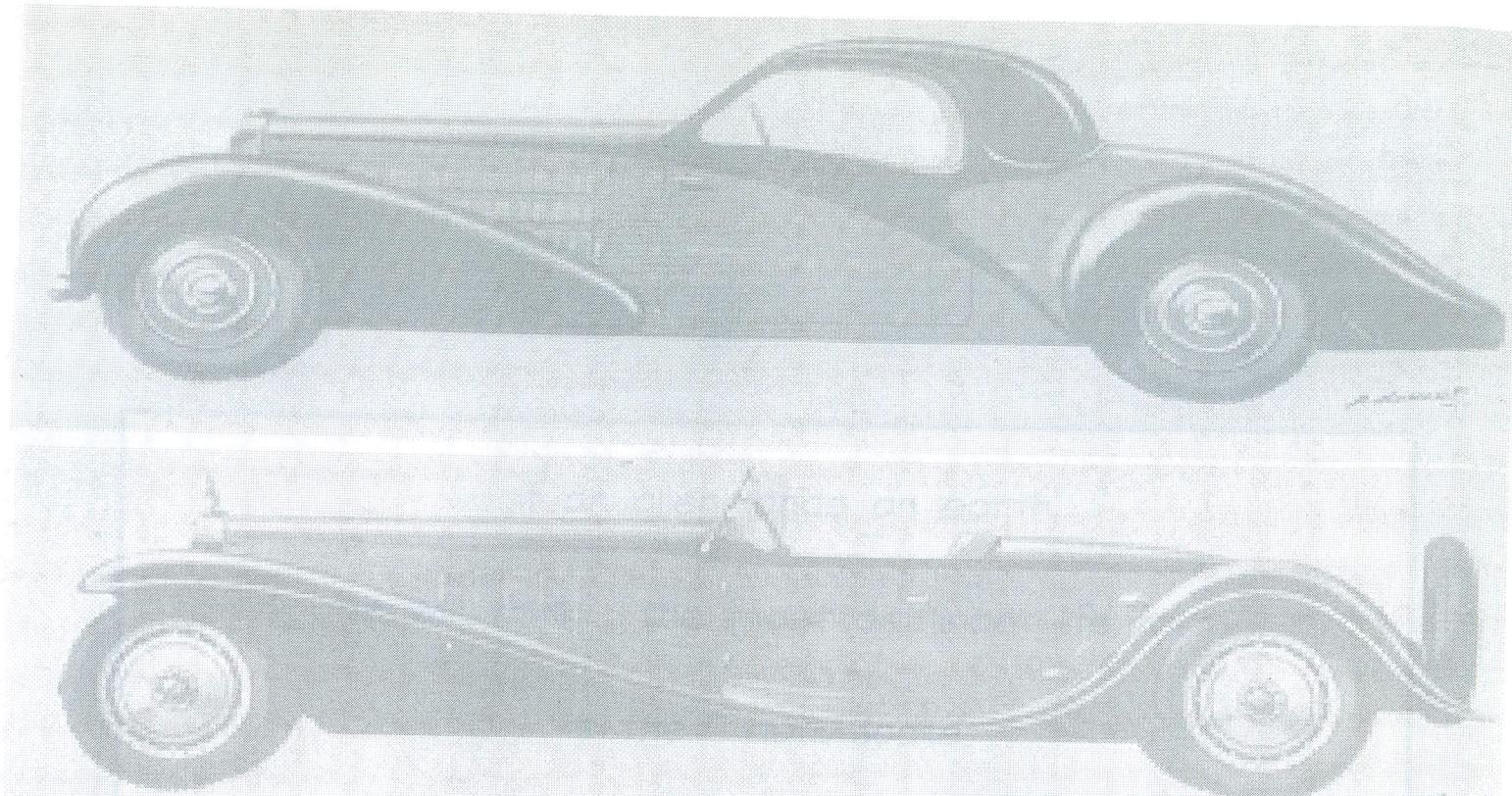
*the special project entitled "car - toons" by jeevak a badve
is approved in partial fulfillment of the requirements for
the master of design degree in industrial design*

guide

R.H. 15.6.98

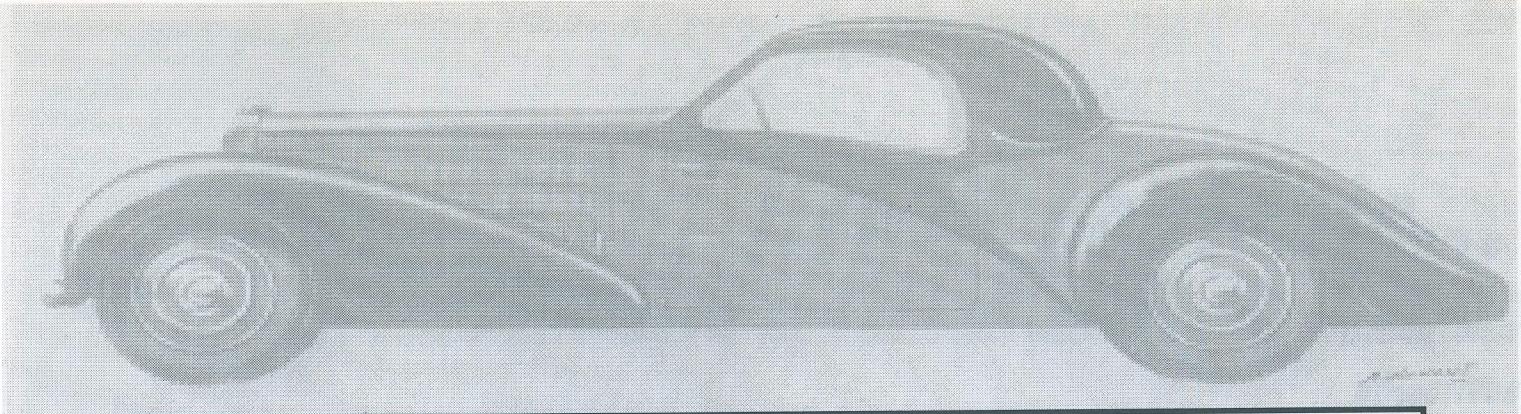
internal examiner

chairman



my sincere thanks to ...

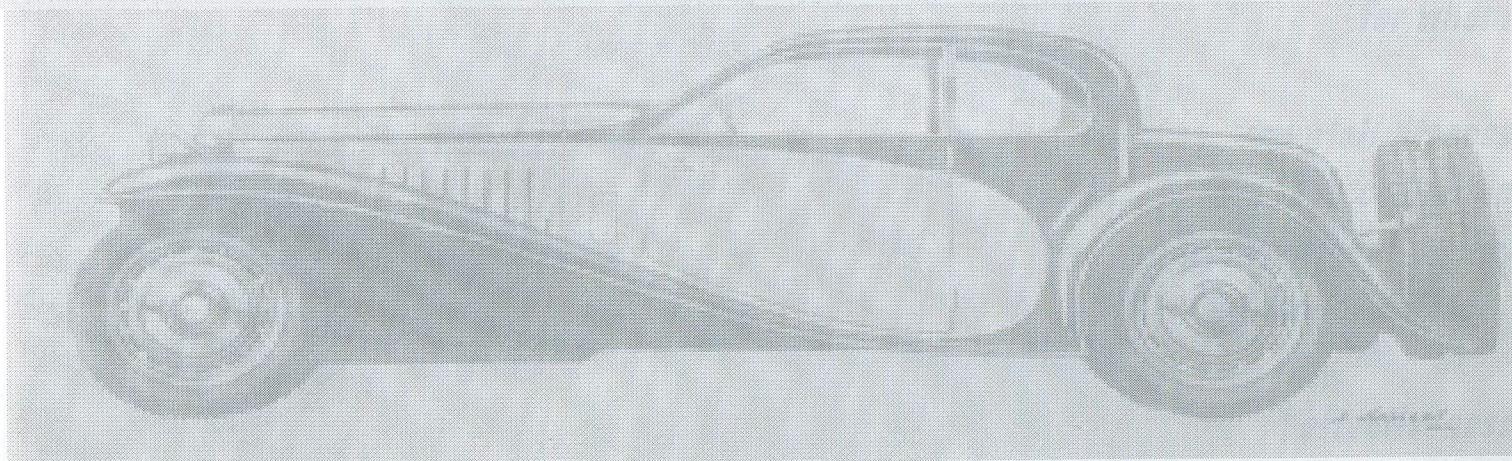
*i specially take this opportunity to thank my guide ,
Prof. ravi hazra for guiding me at various stages
and giving me an added vision for the
better ment of this special project*

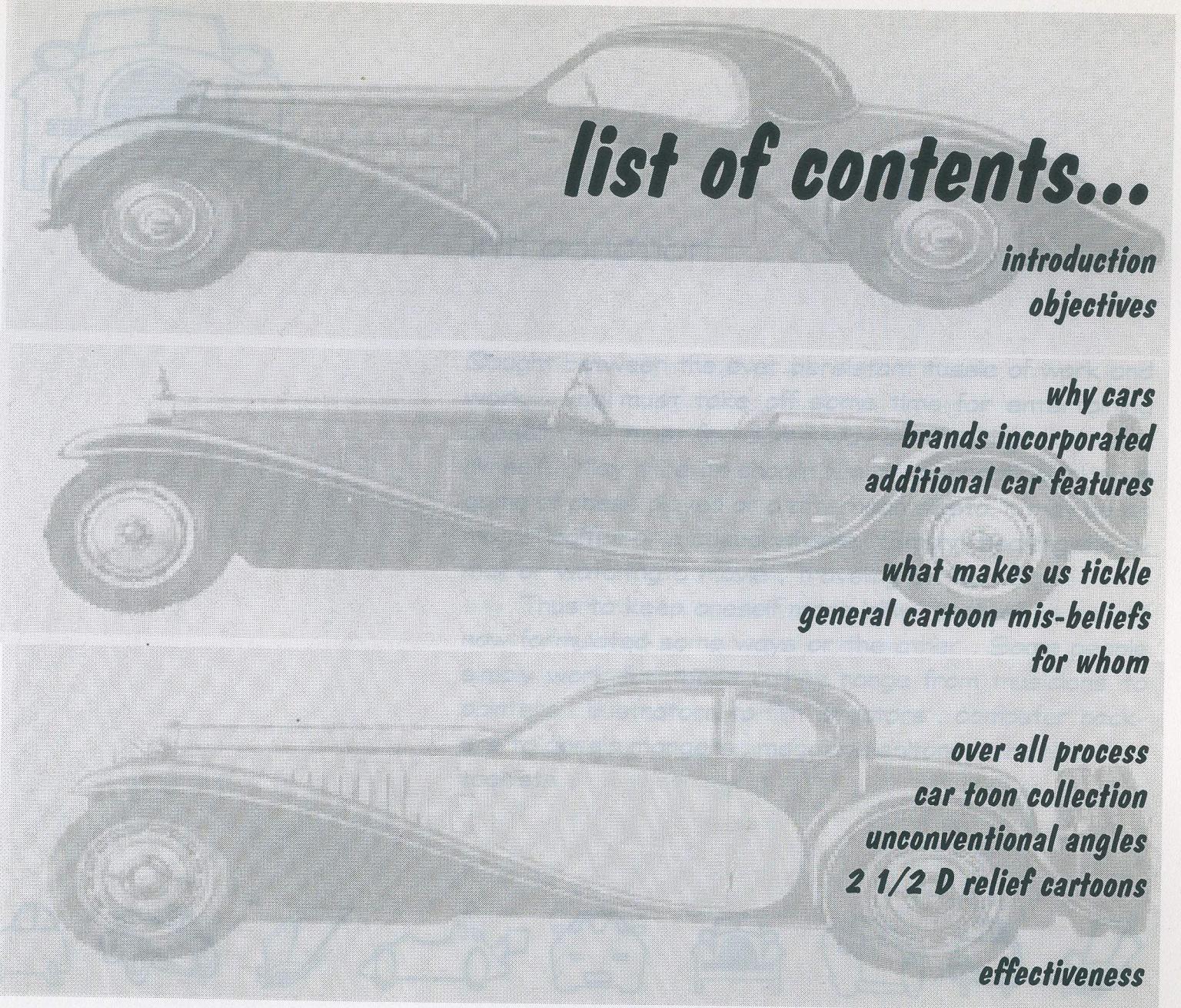


If an alien lands on earth

he will think , the most dominant life form

is the " automobile "





list of contents...

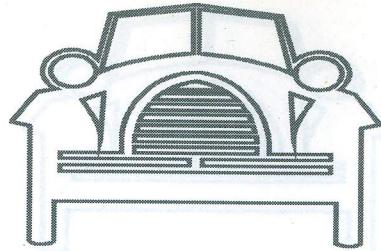
*introduction
objectives*

*why cars
brands incorporated
additional car features*

*what makes us tickle
general cartoon mis-beliefs
for whom*

*over all process
car toon collection
unconventional angles
2 1/2 D relief cartoons*

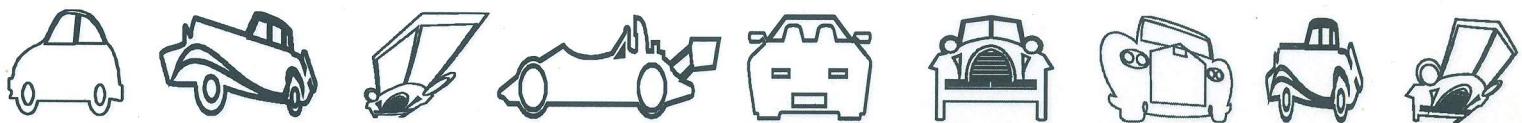
effectiveness

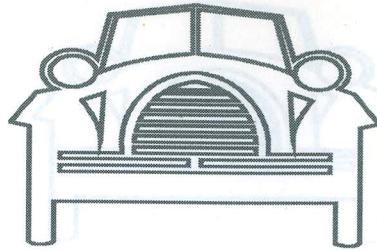


Introduction

Caught between the ever persistant tussle of work and work , one must take off some time for entertaining oneself . He must find some way or the other to muse himself . May it be an chaplin film or an practical joke , a game of chess played or a afternoon siesta, it may be an mug of coffee or a casual whistle . Simply checking the e-mail or watching a movie , traveling or learning .

Thus to keep oneself more 'alive' each of us has till now formulated some ways or the other . Some people simply work for these . they range from musicians to painters , illustrators to film directors . computer hackers to gossip mongers , magazine editors to humble cartoonists .



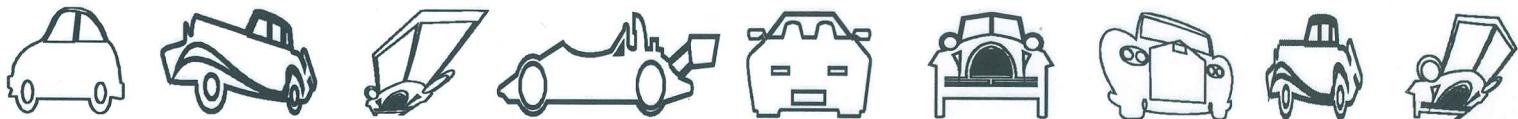


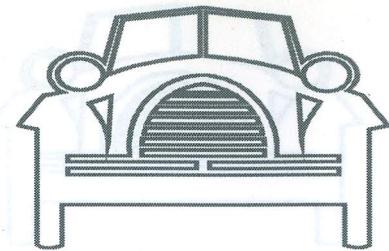
objectives

It is interesting to note the reason why from all the As we have seen , to get some meaning out of the never ending circle we have to produce a scheme to surpass it and live by . Thus the main objective of this procedure is to derive some pleasure out of the daily object which is omnipresent .

If we do not provide a vent for the stress accumulated during the normal process of work, we will be over burdened . Looking at the simple objects in an other point of view can derive some means of pleasure , where pleasure is a relative term .

It also makes an effort to look in an abstract way , the things which we normally tend to over see ,and thus give it a fourth dimension .

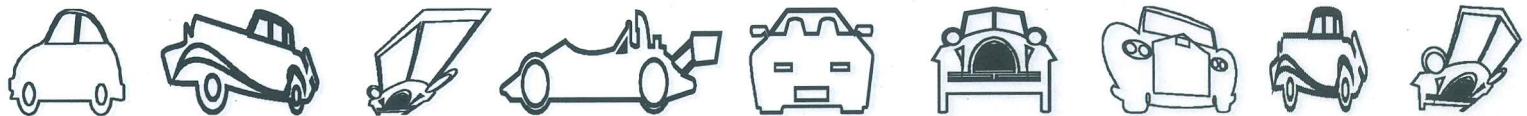


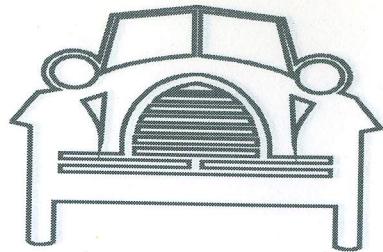


why cars ...

It is interesting to note the reason why from all the things and elements present , should one choose the topic of cars . The reason is even more simple , it is the only thing omni present , next to the God . ~~comes with the~~ Also it is interesting to note that most of the population is directly or indirectly dependent on the manufacture of the automobile . ~~go to the parking slots and~~ ~~will~~ Also the present global penetration of single models also creates an peculiar phenomenon , which needs to be commented upon . ~~background~~

Even the common man is linked with the vehicle , and the recent trends indicate some trends prevailing among the leading companies to either strict geometric parameters to bio - forms , taking the threads from the natural world .



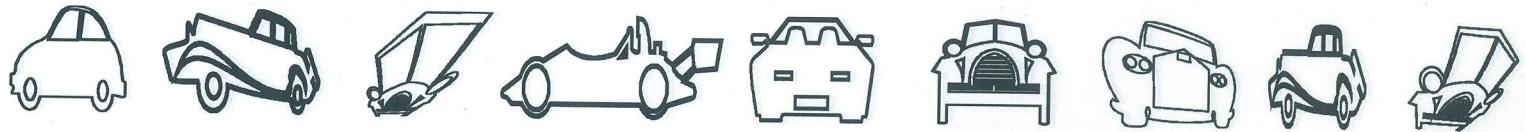


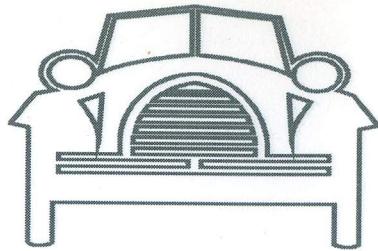
brands incorporated

The vastness of the brand names available in over the globe is unimaginable. The huge car manufacturer giants have their offices literally all over the world.

Go on to any mega city, and you will be dazzled with the relentless flowing of the cars, from all walks of life. You will see the punto, and the next instant an BMW Z23i zooming past it. go to the parking slots and you will find a honda civic parked besides an ford taurus, forgetting what truman did in 1945.

different ethnic background people work out on the assembly lines inside these car churning factories. The differences are set apart. you can find an korean inside sindelfingen studios, much to our amazements and more to the surprise.





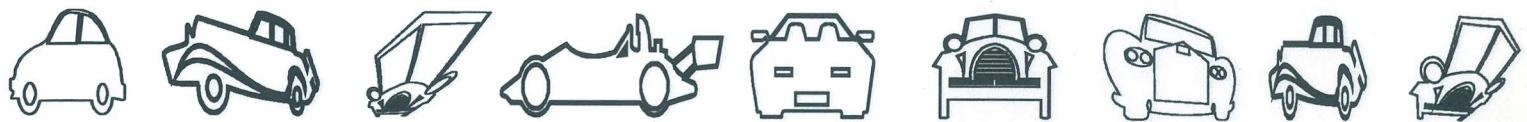
additional car features

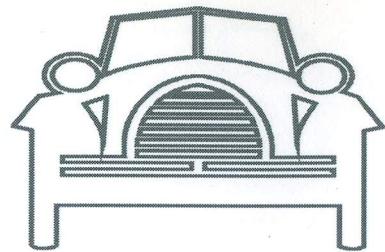
The car of today will push you back, given its gull wing opening doors. It even has the capacity to increase its size according to the space available. It may be centrally driven or have horse mounted seating styles.

The front head lights may be provided with extra wipers more near to the eye brows of a face. The windshields may be climate controlled or the system may be accompanied with child proof locks.

The car may have innumerable burglar alarms to intelligent arrival indicators. The seats may be memory retaining or the display may be head up on the windshield. The air bags may surpass the passenger number or the car may even be either left or right handed.

Want to see the future, turn the pages.





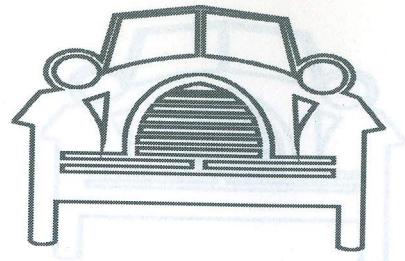
what makes us tickle beliefs

the general beliefs about cartoons is that they should what exactly makes us to give off the reactions when exposed to such gadgets . here , what happens actually is in we tend to associate the term cars with a more narrow picture , with all the conventional pictures in our mind . we tend to follow a paved trail on which we go on following till the end . most of our presumptions are based on what other people feel or had felt .

getting a peep in to this other world of cars , of their own , can make us aware of the limitations which we follow .

The radiation grill should be always placed in the front , or should it . we now know the umpteen possibilities . have a glance at the testarossa . want to know about the future , turn the pages ...





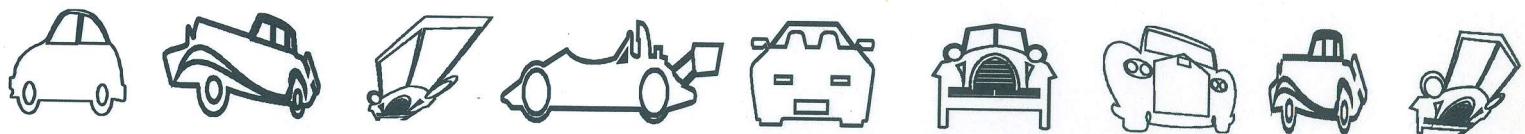
general car toon misbeliefs

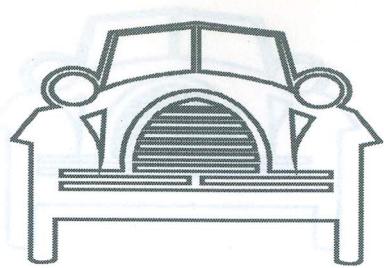
the general beliefs about cartoons is that they should make us laugh or atleast bring a smile on to our lips . but the case does not end right here . what happens actually is in the remote part , called grey cells . The laughs forms the subordinate level , whereas the pleasure derived forms the super ordinate level .

The pathway to reach such a platform ie not merely the drawn cartoons . but any process which tingles out those senses which need to be jerked . Thats what it is

“ Let me do “ find purpose Filtering down to abstractness complex in the roots the means will follow “

Thus looking at the prevalent cars with an different point of view can even make us aware of the aspects which range from abstractness to real life ones .





for whom

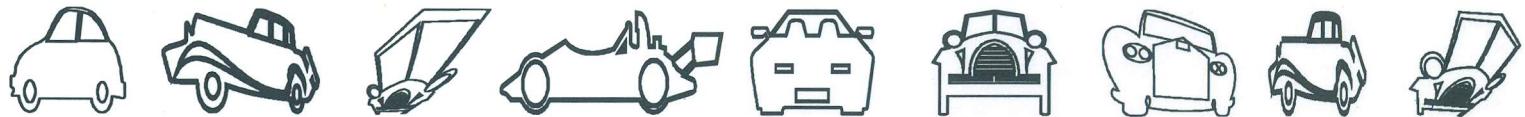
The Whole this exercise is executed , taking in to mind that the end user is associated with the cars themselves . The person is an car lover and aztec , ethos , f 355 form the lingo of these gentlemens .

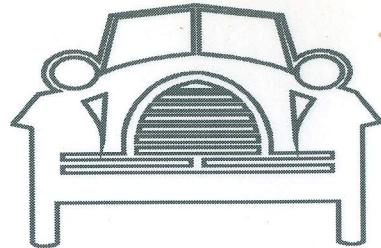
These may serve as a collectors items , to be cherished in the auto dens , all over .

The layman , need not venture out on to these , as certain levels may be too obvious to them .

Little do they know , " Filtering down to simplicity is complex in the roots .

So car admirers all over , enjoy ...





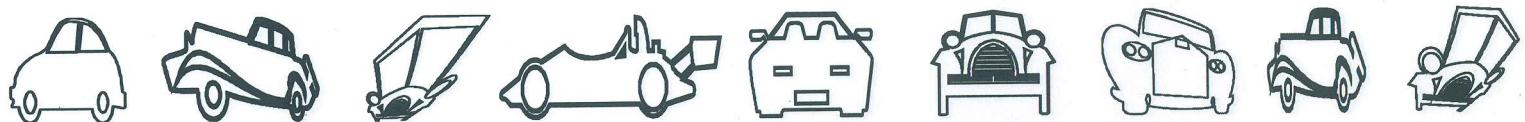
overall process...

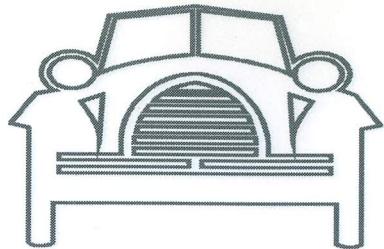
The over all process is divided between 3 phases in tell us the facts about the cars

The first one being the direct documentation of already published but selected cartoons related with the now prevailing issues of deisgn. They do touch the inner feelings which you must have already enduered.

The second phase concentrates on the collection of diffrent views of the cars , all from an unconventional angle , They may be the extreme close ups of the present features , which are made redundant in to design .

The final part being the assemblage of the knowlegde of the cars to bring in a represantation of the final form in to a simple form , which is a 2 1/2 relief process.



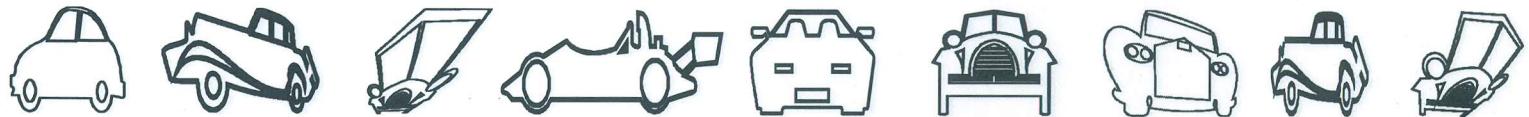


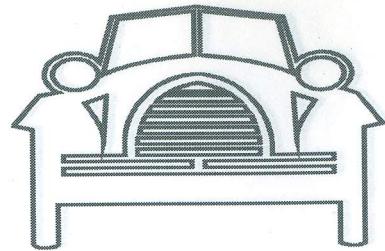
car toons collection...

The images perceived by an individual are more or less A simple look at the life history of a car will more than tell us the facts about the cars . Many of the picture on the image They may range from typical garage problems to the maintenance problems . The fights between the rivals at the traffic signals and the waiting for the car parking slot . The ego of the neighbours new car and the lustrous chrome of the fender .

The malfunctions of various systems inside the car which now a days cause major problem . The redundancy of the over provided elements inside the car .

The day to day problems involving many a various processes ranging from delivery of goods to bringing of children from the school .





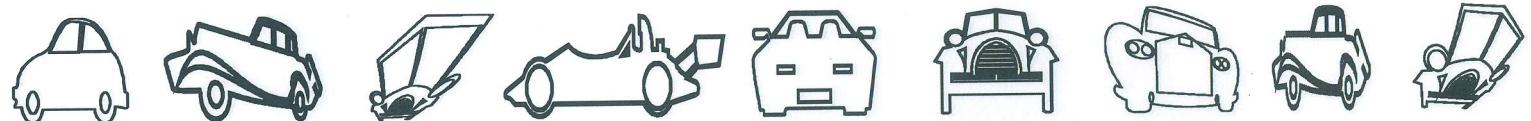
Unconventional angles

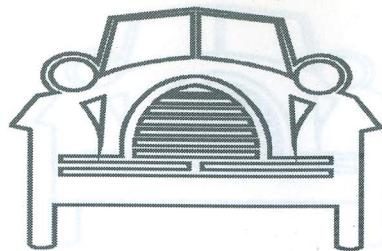
The images perceived by an individual are more or less within a certain point of view. Even in a small change of the perception angle, the totality of the picture or the image changes rapidly.

Also extreme close ups taken of the cars themselves reveal an 6th level sensory linkage with some hitherto different principles, which tell some more terms of them all.

The juxtapositioning of different views of the cars can itself form a funny picture which also gives off some leads to some logical discrimination between the automobile giants.

The exponential growth of the means involved in making of the car itself also gives some peculiar traits to the over all process.





2 1/2 D relief car - toons

Coming to the point, as to what purpose will the project

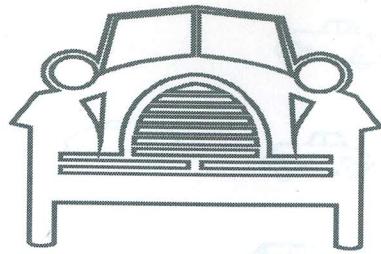
Creating some cartoons , not in 2D (we already have plenty of them , say some them drawn by renowned cartoonists) and also not in 3D (they will take away the essence in the making of them and will drag towards the sculptural side) but in 2 1/2 D , ie. in relief was chosen .

The relief activity was chosen with cedar or deodar wood in mind , exploring the grain structures of the natural wood .

The profiles of world renowned cars were studied and labouriously transferred on the wood to get an altogether different appeal of the cars .

playing with such a platform , makes us available to use different techniques , such as superimposing one over other or interchanging the positions , etc .





effectiveness ...

Coming to the point , as to what purpose will this project lead to , remains . It can be classified broadly in accordance with individual parameters . Some may be casual observers who may remain neutral to the scene , while some may take a further step , to extract an abstract meaning from them .

They may lead to the anatomy of design , as the breaking up of complex forms in to basic factors realise the process of design and development . They may indicate certain key behaviours in automobile design .

Some elements can be played with , as addition , subtraction or distortion . They tend to bring out the respective characteristics from the car and keep it on a separate platform for us to compare .

