



# Summer Internship Project

with  
ExplainerMovies  
Animation Studio, Delhi

Keerti Chowdhry

136340001

Animation Film Design

batch 2013-15

# Objective

- ▶ Proper understanding of Animation Production Pipeline
- ▶ Gain experience in the Animation Industry
- ▶ Learn skills and tools on a professional level



# About the Company



ExplainerMovies

Explainer Movies is an animated explainer video production company based out of Delhi NCR.

It's a small team of talented and creatively driven people that specialize in making corporate/explainer videos from scratch.

Landmark Project: Google Startup Grind

# Process of the Company

- ▶ ExplainerMovies make videos from scratch
- ▶ Research > Script & Visualization > Storyboard > Graphics > Animation
- ▶ Client Interactions at 4 stages. Only 2 rounds of edits allowed per stage

# Projects Undertaken

- ▶ **Video1** was an introductory video for a Contest launched by the company.  
It was to be a short Info-graphic video.  
Storyboard, Graphics, Animation
- ▶ **Video2** was a fullfledged explainer video made for a company called EasyLaw.  
It was a 75 seconds long character animation video.  
Research, Concept, Script, Storyboard, Graphics

# Video1:

## 'Startup Dhamaka'

- ▶ Storyboard etc. were internal.
- ▶ Had to be released very soon.
- ▶ Had to be visualized in terms of shapes and graphics
- ▶ Look and feel had to be bright and eye-catching

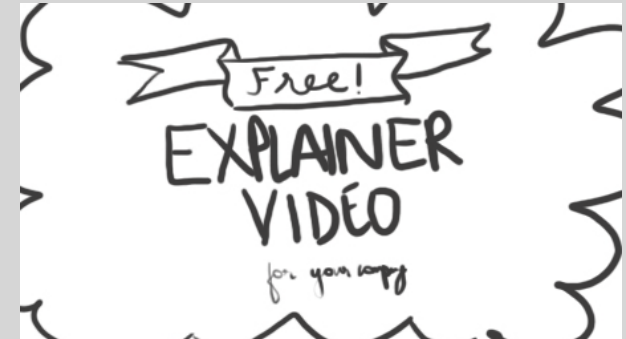
# Video1: Storyboard



VO- Introducing....



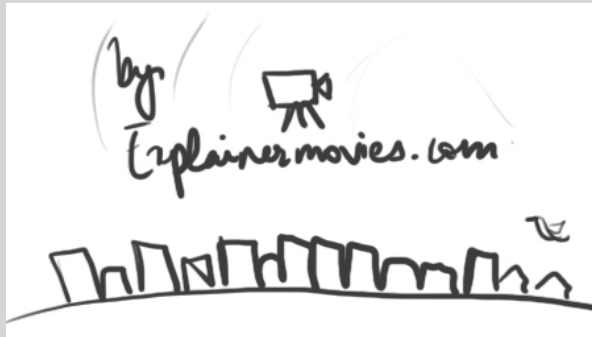
VO- Startup Dhamaka!



VO- This May, win a free explainer video for your company



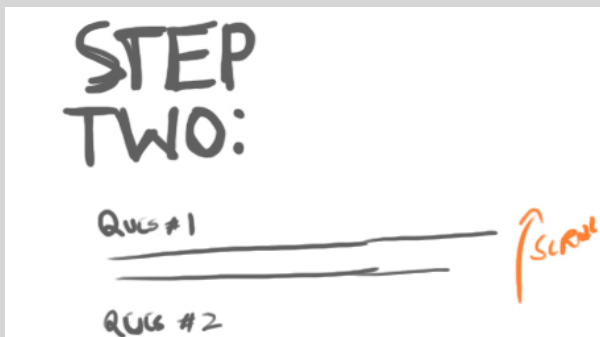
VO- Made exclusively



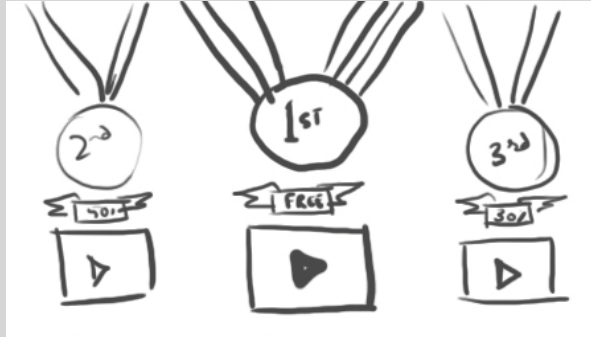
VO- for you by explainermovies.com



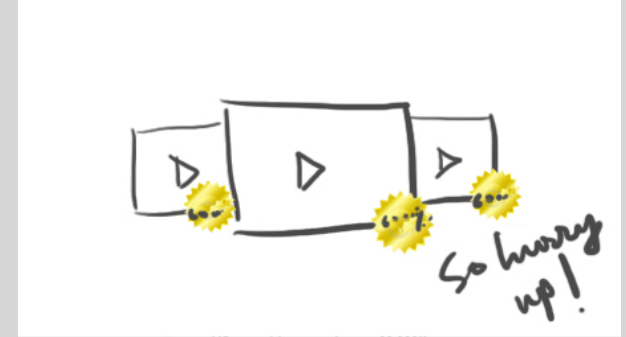
VO- To participate, simply log on to [www.explainermovies.com](http://www.explainermovies.com)



VO- And answer 5 easy questions. And that's it!



VO- The winner gets a free explainer video, the first runner up gets 50% off and the second runner up gets 30% off

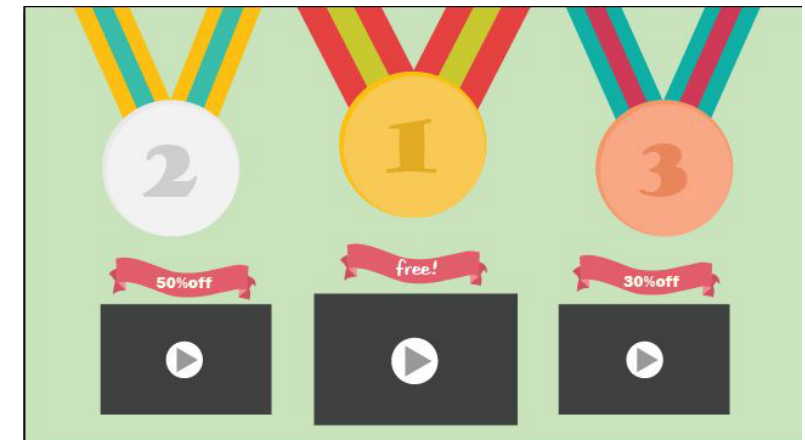
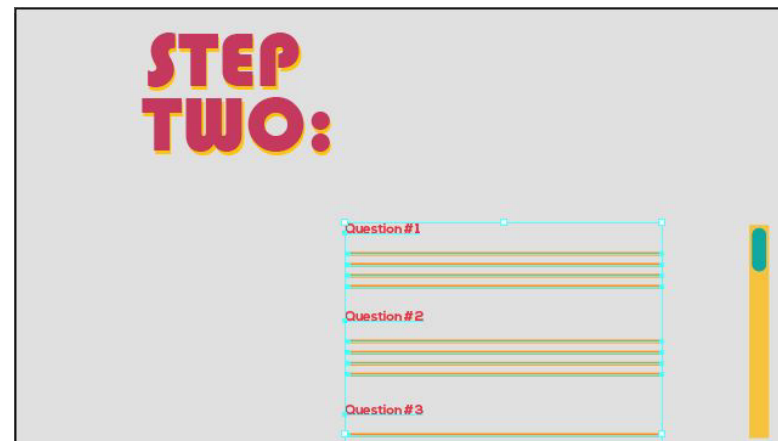
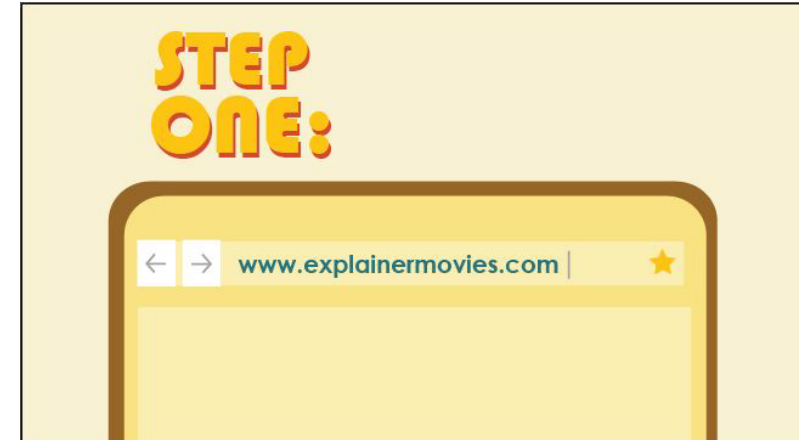
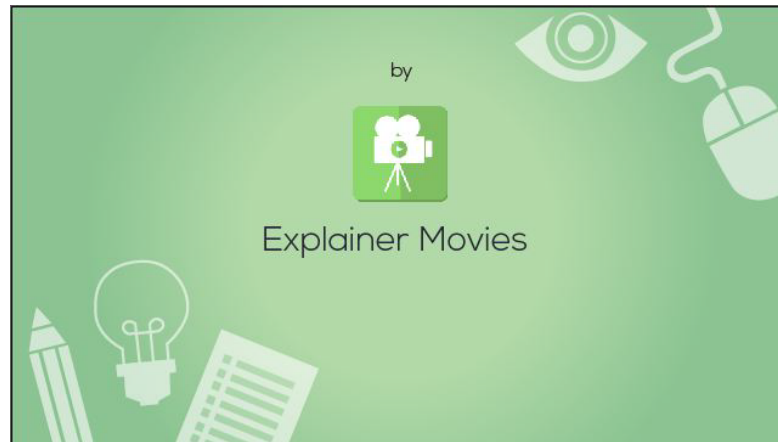


VO- on videos worth upto 60,000!!  
So hurry up!

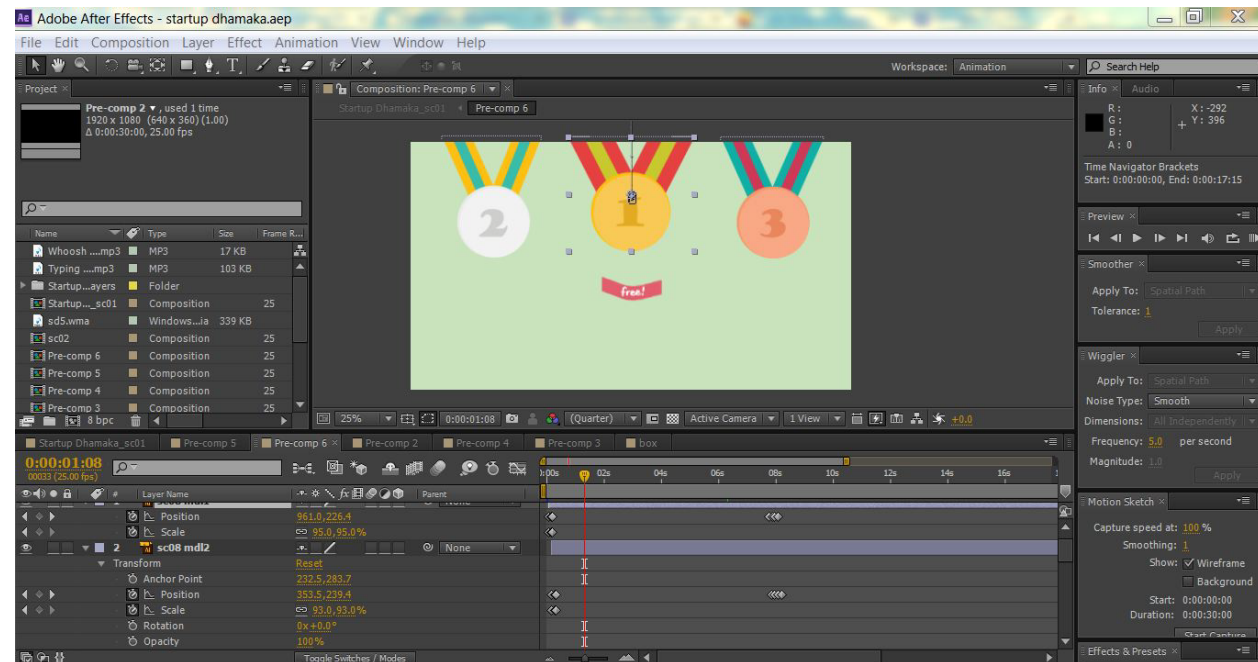
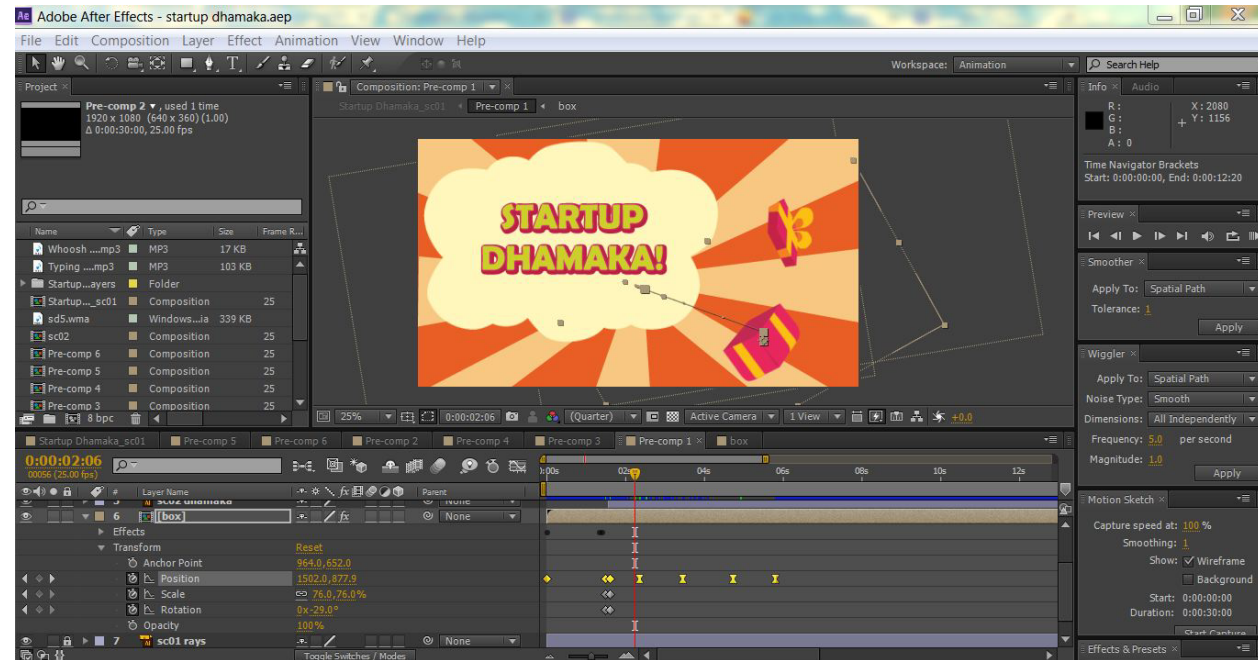
# Video1: Graphics



# Video1: Graphics



# Video1: Animation





# Video2: EasyLaw.in



- ▶ A website that puts people in touch with legal experts
- ▶ Have a web portal that required explaining
- ▶ Wanted a witty, interesting video.

Research  
Reading Questionnaire  
Visualizing  
Formulating script  
Storyboard  
Deciding graphic style  
Graphics

# EasyLaw Web Portal

www.easylaw.in

Select Location Login Register

EasyLaw.in Q&As ARTICLES DOCUMENTS EXPERTS PROJECTS Q HOW IT WORKS POST

*Looking for Lawyers, CAs, CSs or other Experts?*

Type your question or details of your project here.

Get "FREE" Answers to simple Questions

Get "FREE" Quotations for your Projects

? Ask Questions Or Get Quotations

Popular Topics for Questions

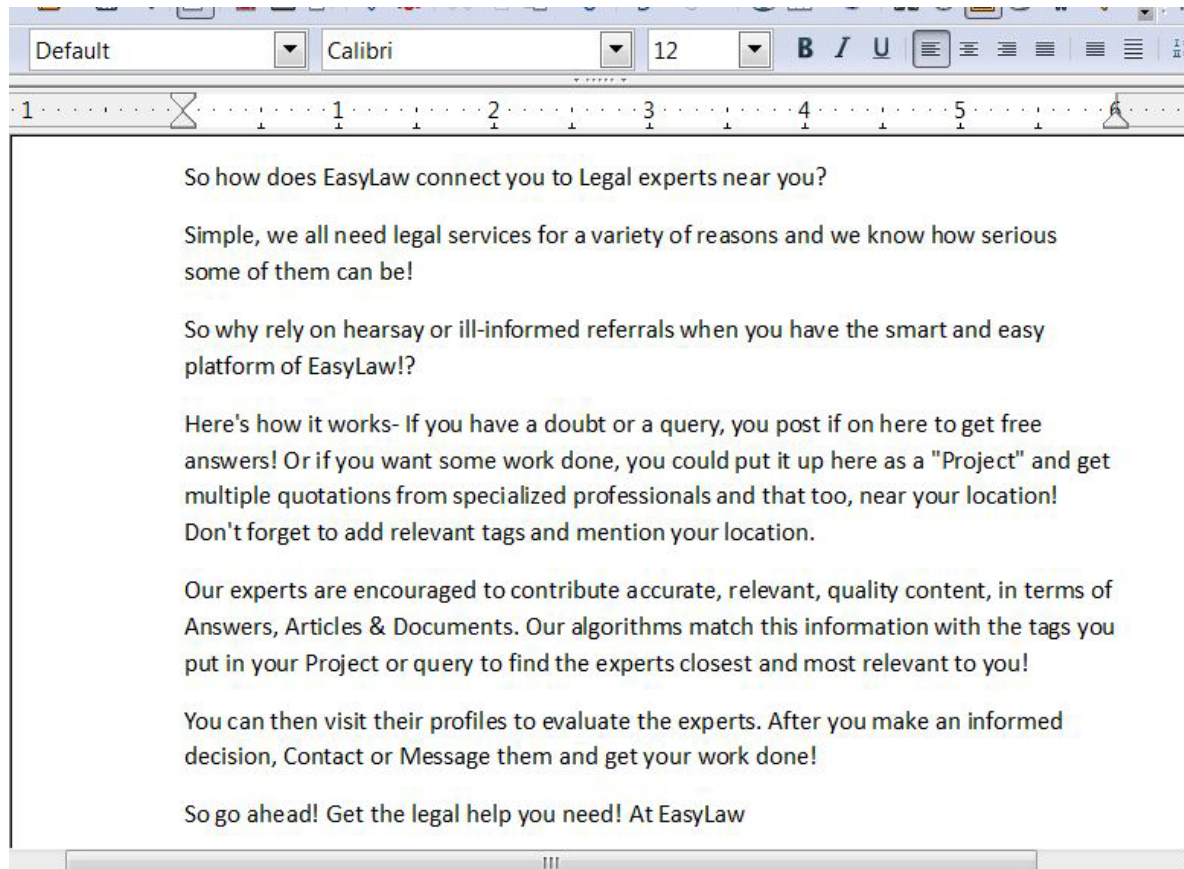
advocate advocate / lawyer advocate and mediator advocate family law agreement business law chartered accountant company law company secretary court marriage criminal law divorce divorce law family law hindu marriage act income tax marriage certificate marriage law marriage registration private limited company property law

Popular Topics for Projects

advocate agreement agreement drafting agreement vetting authorised capital chartered accountant company formation company law company secretary contract drafting contract law efilling with mca employment law llp marriage law marriage registration memorandum of association partnership partnership agreement private limited

# EasyLaw Script

The script for EasyLaw had to be written with simplicity.  
Should also cover all points.



# EasyLaw Script & Visualization

The actions/animated visuals are described clearly and written alongside the Voice Over or Script.  
This is how it's shared with the client.

ExplainerMovies

## EasyLaw- Script & Concept

Total Word Count: 192  
Estimated Duration: 75 seconds (approx.)

### Voice Over (VO):

So how does EasyLaw connect you to Legal experts near you?

Simple, we all need legal services for a variety of reasons and we know how serious some of them can be!

### Animation Visuals:

The scene opens with the logo of EasyLaw popping into the center of the frame. As the Voice Over (VO) says 'connect you to legal experts' a graphic of a young man pops up (our main character later on) and gets connected by a line to graphics of a bunch of experienced looking legal experts.

When the VO comes to the part, 'we all need legal services for a variety of reasons', the previous elements vanish and graphics of several legal documents float into the frame. They have titles like- 'Divorce Procedures', 'Registering a Company', 'Copyright Violations', 'Drafting a Will' etc. When the VO mentions the part of 'how serious' they can be, we show, in a quick humorous sequence- a most dire situation. We show the same young character (from the beginning scene) in a legal problem. A couple of well-suited people are brandishing a document at him, that's probably titled 'Copyright Violation'. Suddenly, the main character's money starts flying out of his pockets over to the suited characters. Even his clothes fly off towards them, leaving him in his striped underwear embarrassedly covering himself. With smug grins they take everything from him.

### VO:

So why rely on hearsay or ill-informed referrals when you have the smart and easy platform of EasyLaw!?

Here's how it works- If you have a doubt or a query, you post it on here to get free answers! Or if you want some work done, you could put it up here as a "Project" and get multiple quotations from specialized professionals and that too, near your locations! Don't forget to add relevant tags and mention your location.

### Animation Visuals:

The last sequence turns out to be in a thought bubble of the main character. The thought bubble explodes and the character snaps back to reality with a worried look on his face. When the VO mentions 'hearsay', a distinguished looking gentleman walks in from left side of the screen towards the main character. A tag appears above the Gentleman's head. It says, 'Accomplished Lawyer (In a completely different field)'. When the VO mentions 'ill-informed referrals', a fat, opulent, sari-clad auntiji walks in from the right side of the frame. A speech bubble with the text- 'My Uncle's Son- He's a Lawyer' pops up above her and the guy she's referring to enters the frame after her. He's a skinny, slouching fellow with a bucktooth and a kiddish helicopter hat- and looks completely unlikely of being a capable lawyer.

The main character spreads out his arms and pushes these three people out of the frame. This is when the EasyLaw logo appears above him. For the 'Here's how it works' section, we shall make a graphical representation of the portal on your homepage and demonstrate with the main character how questions go on the left side- 'Ask Questions' button will get highlighted- answers from experts pop up, and then how the projects go on the right side- the 'Get Quotations' button will get highlighted, quotations from experts would pop up.

Next, the character is shown at the inner page adding tags and location details on his project. His project is titled 'Register My Company' and he can be seen adding tags like 'Company Law', 'Companies Act 2013', 'Register' etc. along with his location.

### VO:

Our experts are encouraged to contribute accurate, relevant, quality content, in terms of Answers, Articles & Documents. Our algorithms match this information with the tags you put in your Project or query to find out the experts closest and most relevant to you!

You can then visit their profiles to check out their specialization and skills. After you make an informed decision, Contact or Message them and get your work done!

So go ahead! Get the legal help you need! At EasyLaw.

### Animated Visuals:

Graphical icons of the experts appear on the screen. They can be seen contributing different kinds of documents and answering questions. Some of these contributions start blinking and we pan to show that there are corresponding tags that are blinking in the question asked by the main character. Profiles of 3 experts appear in front of the character and he checks them out- the VO mentions 'visit their profiles to...'. Here he sees various criteria- like skills, EL Score, expert location, expert endorsements, etc. and selects one with highest scores/ endorsements. As soon as he opts for one person, a 'Contact' button and a 'Send Private Message' button appears.

The selected Expert pops out of his profile picture and shakes hands with the main character. Camera pans up to blank space- logo and web address of EasyLaw appear.

# EasyLaw Storyboard

Scene 1.

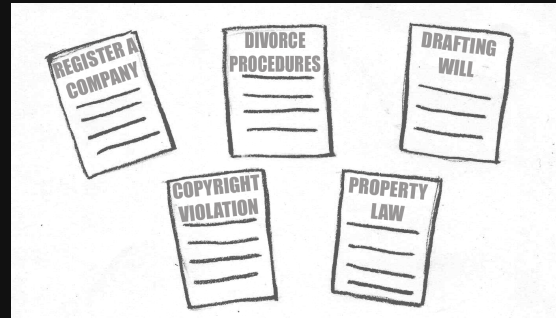


**VO:** So how does EasyLaw connect you to Legal experts near you?

**Action:**

The scene opens with the logo of EasyLaw popping into the center of the frame. As the Voice Over (VO) says 'connect you to legal experts' a graphic of the main character pops up and gets connected to graphics of a bunch of legal experts.

Scene 2.

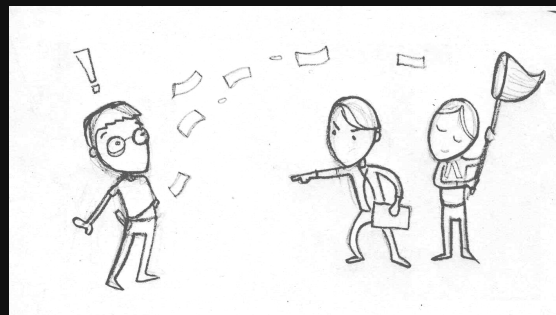


**VO:** Simple, we all need legal services for a variety of reasons

**Action:**

The previous elements vanish and graphics of several legal documents float into the frame. They have titles like- 'Divorce Procedures', 'Register a Company', 'Copyright Violations', 'Drafting a Will' etc.

Scene 3. Shot 1



**VO:** and we know how serious

**Action:**

The main character appears, but is being hassled by a couple of well dressed people. All his money is flying out of his pockets and they're catching it happily.

Scene 3. Shot 2



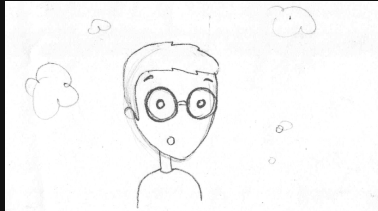
**VO:** some of them can be!

**Action:**

Not only all his money, but even his clothes fly off, leaving him shocked and embarrassed. While the people wear evil grins.



Scene 4. Shot 1



VO: <pause>

**Action:**

The previous scene goes away with a poof, revealing that it was the main character's thought. He faces the camera looking perturbed.

Scene 4. Shot 2

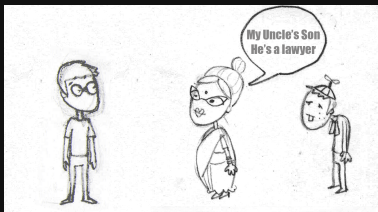


VO: So why rely on hearsay

**Action:**

Camera zooms out slightly. A distinguished gentleman appears in the frame. A tag appears above him that says, 'Accomplished Lawyer (in a completely different field)'.

Scene 4. Shot 3

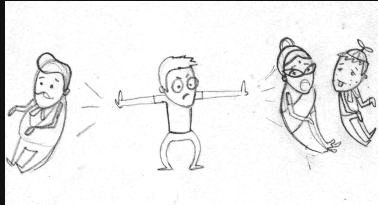


VO: or ill-informed referrals when

**Action:**

He turns his head and on the other side a fat decked-up auntiji appears, with a geeky kid in tow. A speech bubble above her says- 'My uncle's Son- He's a Lawyer'.

Scene 4. Shot 4



VO: you have the smart and easy platform of

**Action:**

The character outstretches his arms and pushes these three people out of the frame.

Scene 4. Shot 5

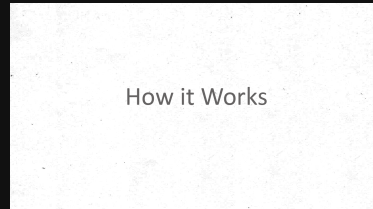


VO: EasyLaw?

**Action:**

The Logo of EasyLaw appears in the character's hand.

Scene 5.

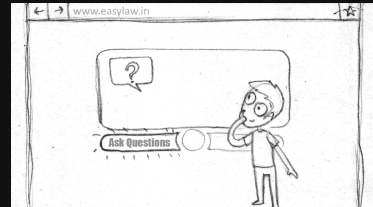


VO: Here's how it works

**Action:**

Text appears on screen.

Scene 6. Shot 1

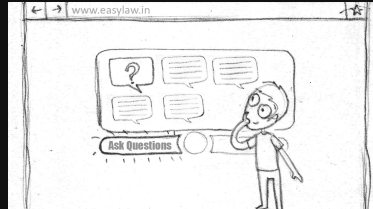


VO: If you have a doubt or a query,

**Action:**

This scene explains that when a question goes into the portal, the 'Ask Question' button should be pressed, which gets highlighted.

Scene 6. Shot 2

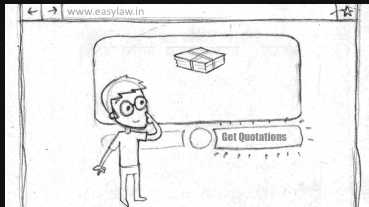


VO: you post it on here to get free answers!

**Action:**

Icons of answers populate the screen, indicating that putting in questions would get answers in return.

Scene 6. Shot 3

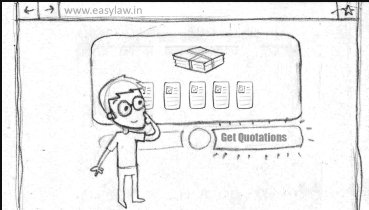


**VO:** Or if you want some work done, you could put it up here as a "Project"

**Action:**

The character comes to the other side of the screen. This time we show that putting in a Project would require pressing the 'Get Quotations' button, which gets highlighted.

Scene 6. Shot 4



**VO:** and get multiple quotations from specialized professionals and that too, near your location!

**Action:**

The character looks on as we show how several quotations appear on the screen as a reply to the Project. Then he presses the 'Get Quotations' button and is taken to an inside page.

Scene 7.



**VO:** Don't forget to add relevant tags and mention your location.

**Action:**

The inside page is now visible. He can be seen making a Project titled 'Register My Company' And adding tags like Company, Company Law, Companies Act 2013. The 'Location' would be entered as Connaught Place, Delhi and the map would show accordingly. A graphical version of the inner page will be created, to accentuate the important elements of the page.

Scene 8.



**VO:** Our experts are encouraged to contribute accurate, relevant, quality content, in terms of Answers, Articles & Documents.

**Action:**

Graphical icons of the experts appear on the screen. They can be seen contributing different kinds of documents and answering questions.

Scene 8. Shot 2



**VO:** Our algorithms match this information

**Action:**

Some of these contributions get highlighted suddenly and start blinking. The ones that will blink will be C.A.s and C.S. Professionals.

Scene 8. Shot 3

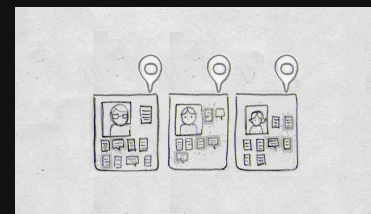


**VO:** with the tags you put in your Project or query

**Action:**

The camera pans quickly to the right side to reveal the Project created by the main character. The tags he had put are blinking too.

Scene 9. Shot 1

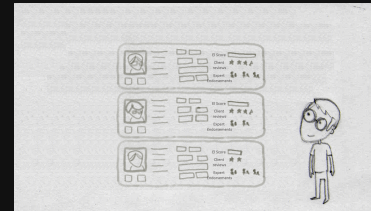


**VO:** to find the experts closest and most relevant to you!

**Action:**

Some of the CA & CS Experts with the most number of highlighted contributions appear on the screen. They have Google pins on top of them, to indicate that they have been sorted geographically too.

Scene 9. Shot 2

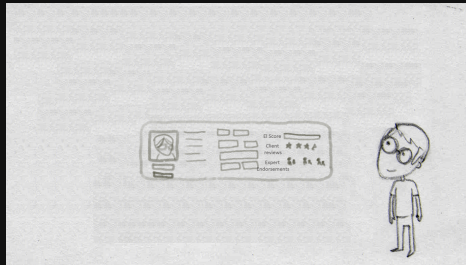


**VO:** You can then visit their profiles to evaluate the experts. After you make an

**Action:**

Now the Experts' Profiles expand in front of the character and he looks closely at each. Three parameters for EL score, Client Reviews and Expert Endorsements can be seen on each profile. Their other personal details would be mentioned too. The main character steps forward and selects the one with highest scores and ratings. Reference from actual Experts' profile page would be taken.

Scene 9. Shot 3

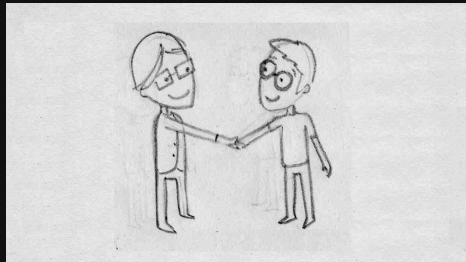


**VO:** informed decision, Contact or Message them

**Action:**

The buttons for 'Contact' and 'Message' get highlighted under the Expert's profile picture, in accordance with the VO.

Scene 9. Shot 4

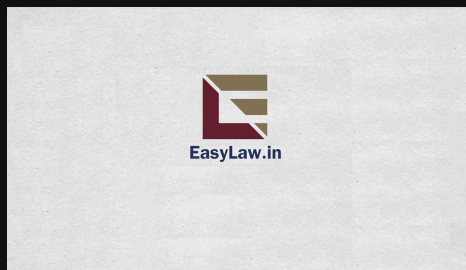


**VO:** and get your work done! So go ahead!

**Action:**

The Expert pops out of the picture and shakes hands with the main character. They both smile happily.

Scene 9. Shot 5



**VO:** Get the legal help you need! At EasyLaw.

**Action:**

The camera pans above them to blank space. Logo and Web address appears.



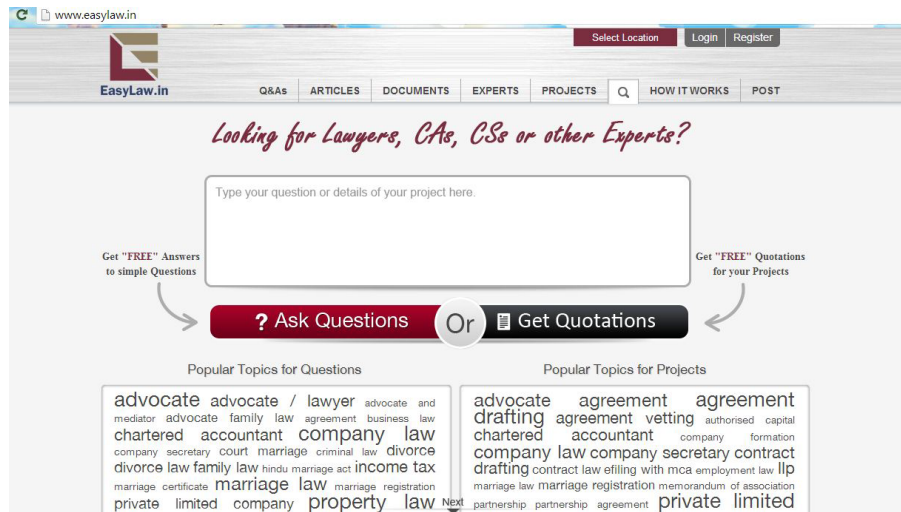
# EasyLaw Character Design



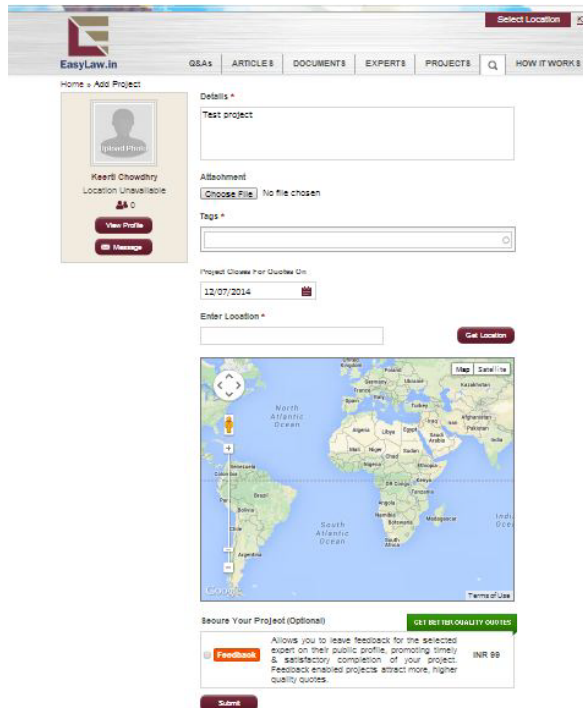
Character had to look neither too cartoony nor too serious.

I tried to keep the colours in congruence with logo & site.

# EasyLaw Graphics



# EasyLaw Graphics



The screenshot shows the 'Add Project' form on the EasyLaw.in website. The form includes a user profile section for Keert Chowdhry, a 'Details' section with a 'Test project' title, an 'Attachment' section with a 'Choose File' button, and a 'Tags' section. Below these is a 'Project Close For Quotes On' date field set to 12/07/2014, an 'Enter Location' field, and a map of India. At the bottom, there is a 'Secure Your Project (Optional)' section with a 'Feedback' button and a 'Submit' button.

EasyLaw.in

Home » Add Project

Keert Chowdhry  
Location Unavailable

Details \*

Test project

Attachment  
Choose File No file chosen

Tags \*

Project Close For Quotes On  
12/07/2014

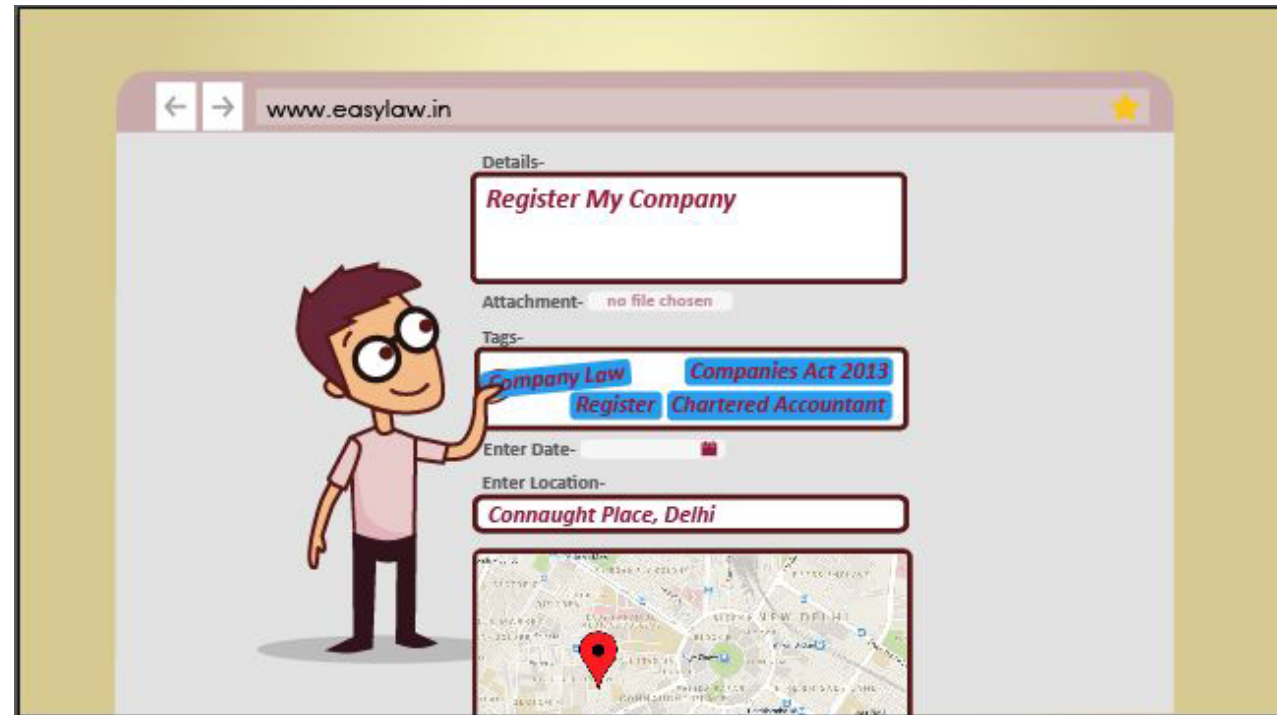
Enter Location \*

Get Location

Secure Your Project (Optional)

Feedback

Submit



The screenshot shows the 'Register My Company' form on the EasyLaw.in website. A cartoon character is pointing at the form. The form includes a 'Details' section with the title 'Register My Company', an 'Attachment' section with a 'no file chosen' message, and a 'Tags' section with buttons for 'Company Law', 'Companies Act 2013', 'Register', and 'Chartered Accountant'. Below these is an 'Enter Date' field, an 'Enter Location' field with the text 'Connaught Place, Delhi', and a map of India.

www.easylaw.in

Details-

Register My Company

Attachment- no file chosen

Tags-

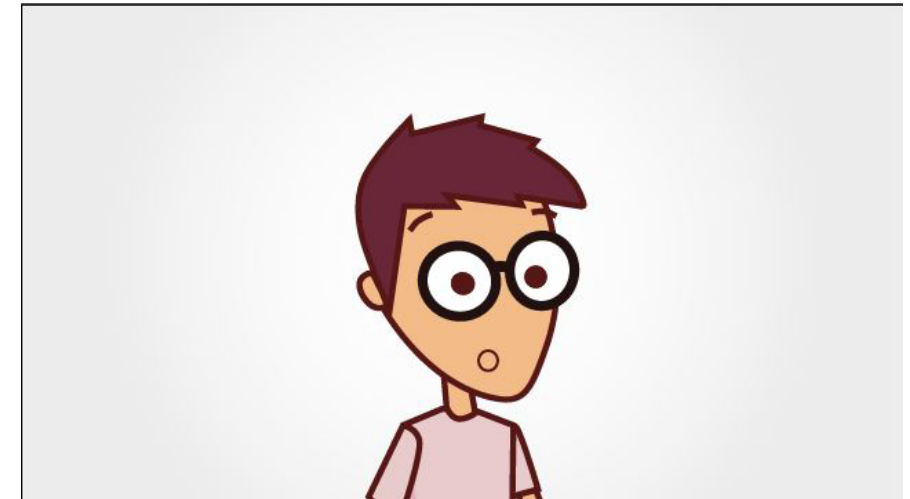
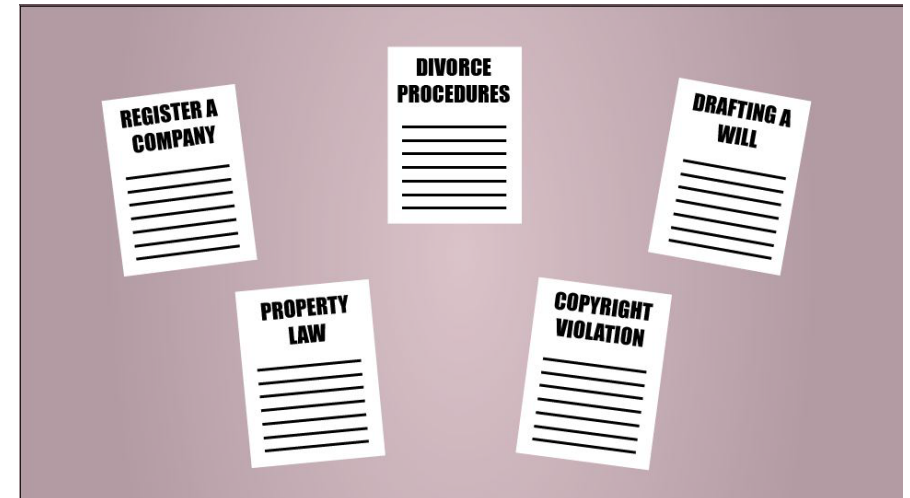
Company Law Companies Act 2013  
Register Chartered Accountant

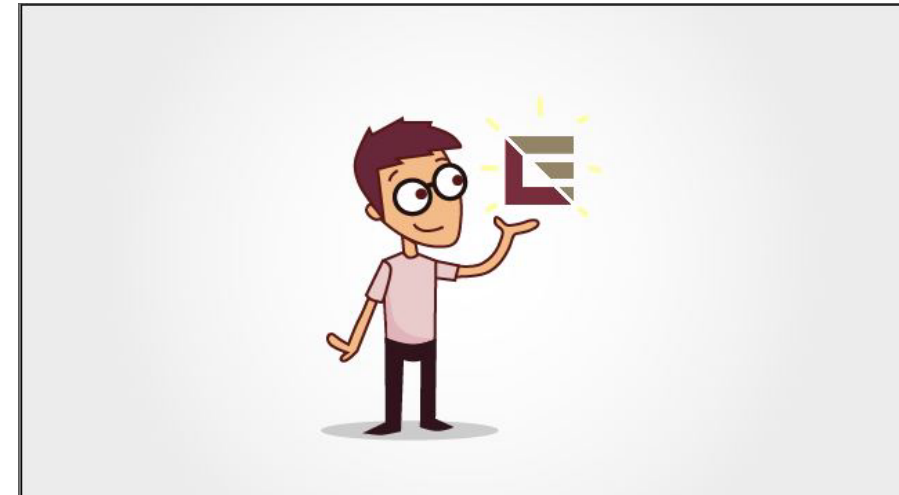
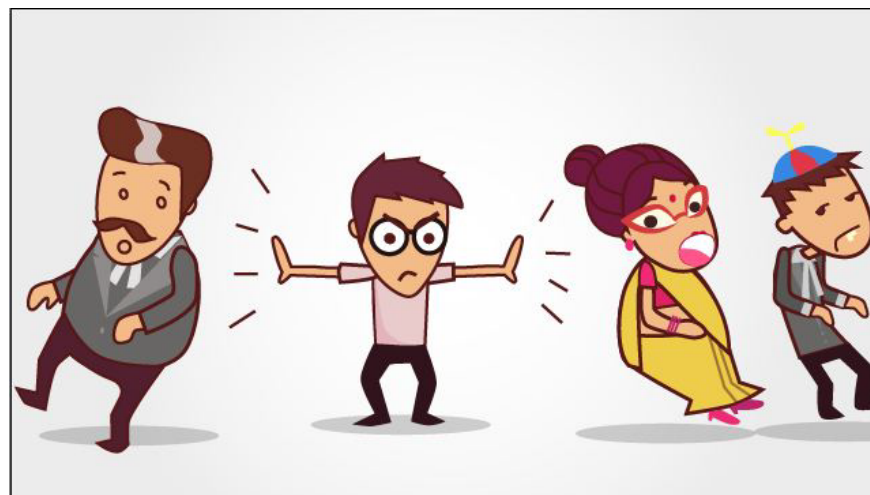
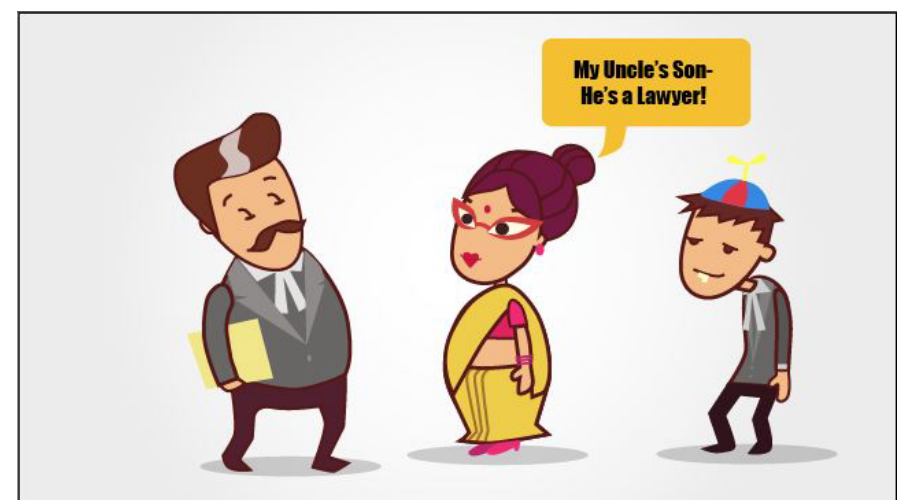
Enter Date-

Enter Location-

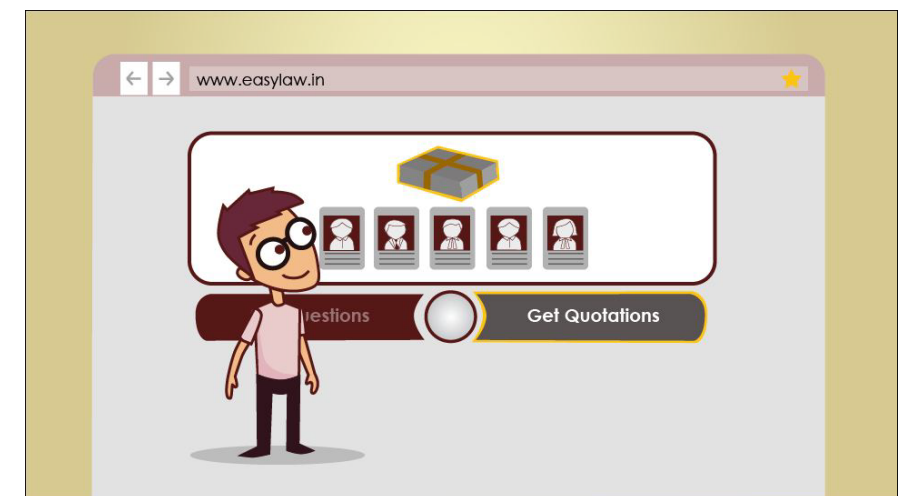
Connaught Place, Delhi

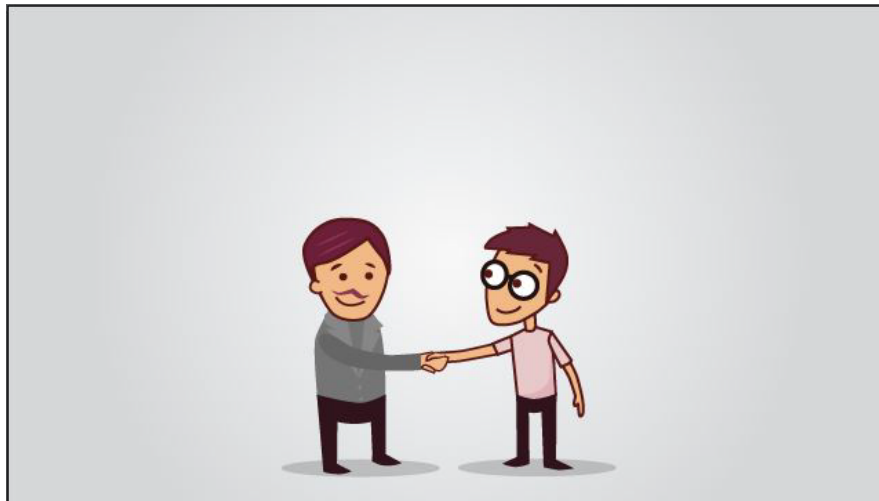
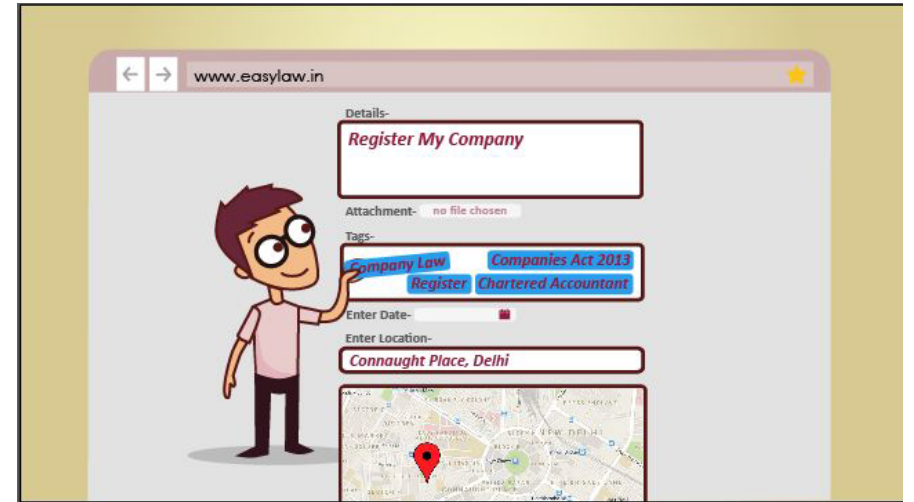
# EasyLaw Graphics





How it Works





# Conclusion

- ▶ Valuable learning experience
- ▶ Actual timelines and standards of the industry
- ▶ Understanding of the structure of a working studio

**Thank you**