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June 18, 2010

To,
The Administrative Office,
IDC, IIT Bombay.

This is to certify that Manish Hans worked at Visual JuJu Design Pvt. Ltd as an Intern from the 17th of May to the 18th of June, 2010. During his tenure at Visual JuJu he worked as an Audio-video Specialist.

His work involved conceptualizing, designing and assisting in Production for a couple of audio-visual projects. Projects he contributed to were - a series of internal communication web videos for TATA Communications, an Internal Video for Microsoft, a research project documenting processes and attributes of various animation styles and a few concepts for prospective projects.

Manish is sincere with his work and is very willing of taking responsibility of projects. Diligence and guidance will surely help him improve both in thought and skill greatly.

We wish him the best for his future endeavors academically and even with his career thereafter.

Khariot
Fatema Barot Mota,
BUSINESS MANAGER

Summer Internship Project Report

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Submitted by : Manish Hans
Animation and Film Design
(09634801)

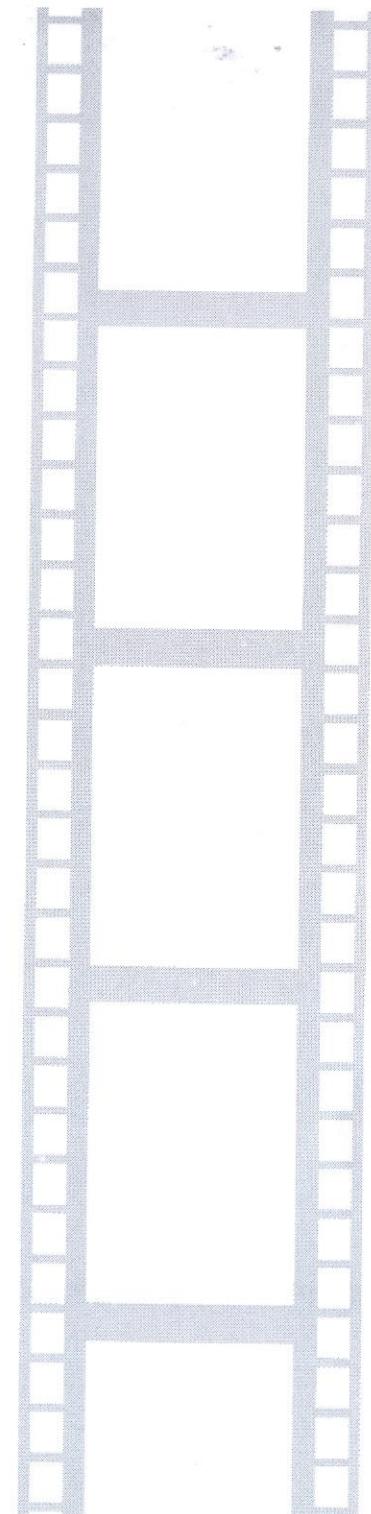
*Submitted
Manish Hans*

PREFACE :

My summer internship at VISUAL JUJU , was not just restricted to one task but it was the combination of many roles at once which in turn gave me exposure of the media world as to how from scratch to the final , things are executed step by step.

My work was not just restricted to the studio only but i get wide exposure interms of meeting clients , brainstorming with other team members , i had also given the chance to give presentation in morning meeting about the animation teachniques etc.

Over and above it was nice experience to learn so many things and taking so many responsibilities .



Acknowledgement

i would say its be little dificult for me to work in the company and contributing in their ongoing projects as well as simultaneously working on some new concepts for new projects if my guide and mentor Ms Fatema , wouldnt be so cooperative , she was very clear in her ideas and what she wanted in the projects ,her out of the box thinking realy inspired me and above all the time management skills which i think you can find in every Ex IDC'ians .

I am also thankfull to Prof Shilpa Ranade , to give me opportunity to do my internship in Visual Juju.

Prof Sumant Rao who's words inspires me “ don't let softwares come inbetween your skills and creativity - animation begins inside your head ”

and all the IDC family. Thanks.

Company Profile

Visual Juju provide solutions in the world of Moving Pixels / Motion Graphics. Be it tools for Marketing (TVCs, viral videos, promotional videos), Human Resources Department (training videos, induction videos, message to employees), Operations (animated diagrams of complex processes) Customer Communication tools (Tutorials, Video Newsletters) .

Headed by Ms Fatema Barot Mota (M-Des IDC 2006-07 batch), though the company is comparatively new but had some very good projects under its portfolio. Delivering projects on time and strict time management is what i liked most about the company.

Research on Different Animation Styles

Obiective :

The main objective of this exercise is to make an internal library for the company . So that in future if any project comes which require different style of animation , they have some refrence to get the ideas.

The Work Plan :

My guide and bussiness manager Ms Fatema at visual juju , was very clear about the assignment and i had strict time slot to complete the task . I had given the freedom to explore the style research on it and at the end of the day make nice report with necesary refrences. keeping in mind that the presentation should help in building the database of the company and also of mine.

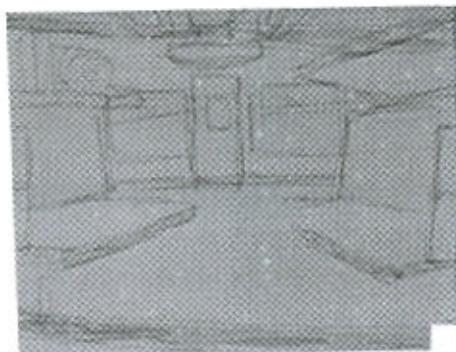
In total i made 7 detailed reports on animation styles like - 2d 3d , cut-out , flash animation etc, Each report start with detail of that particular animation , when and how is it started , whats unique about it , whats its merit over other style of animation and at the end whats the demerits etc.

Cleartrip

Concept 1:

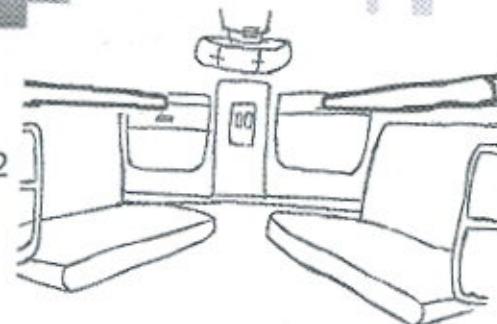
initialy the concept i worked on is the conversation between two strangers meeting on a train.

step 1

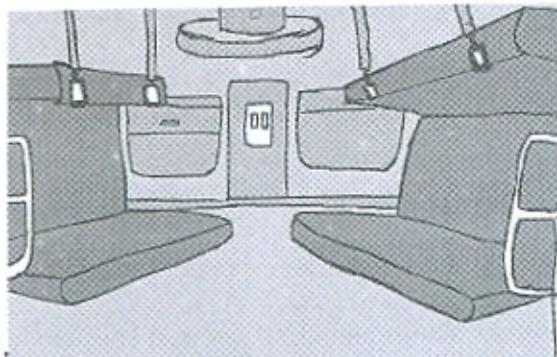


i started with making very rough sketches of train interiors

step 2

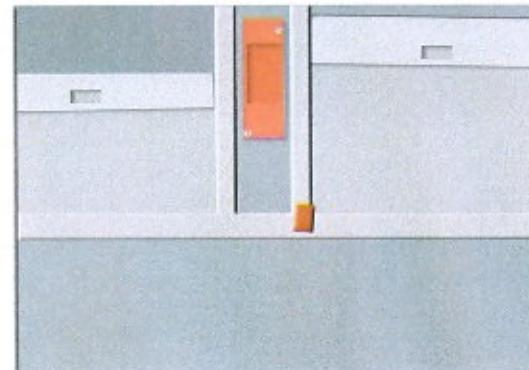


step 3

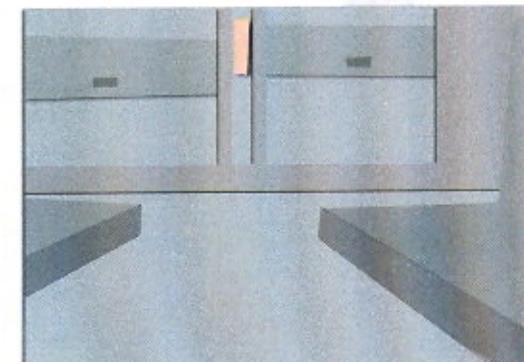


the idea was to keep lines as rough as we can , but at the same time it should not look to dirty.

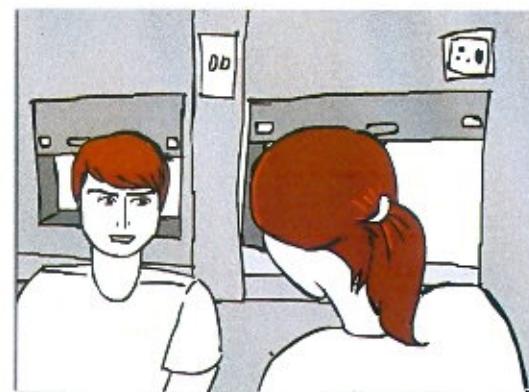
the screenshots made in photoshop again looked very clean so i have to drop this idea .



window screenshots : in photoshop.



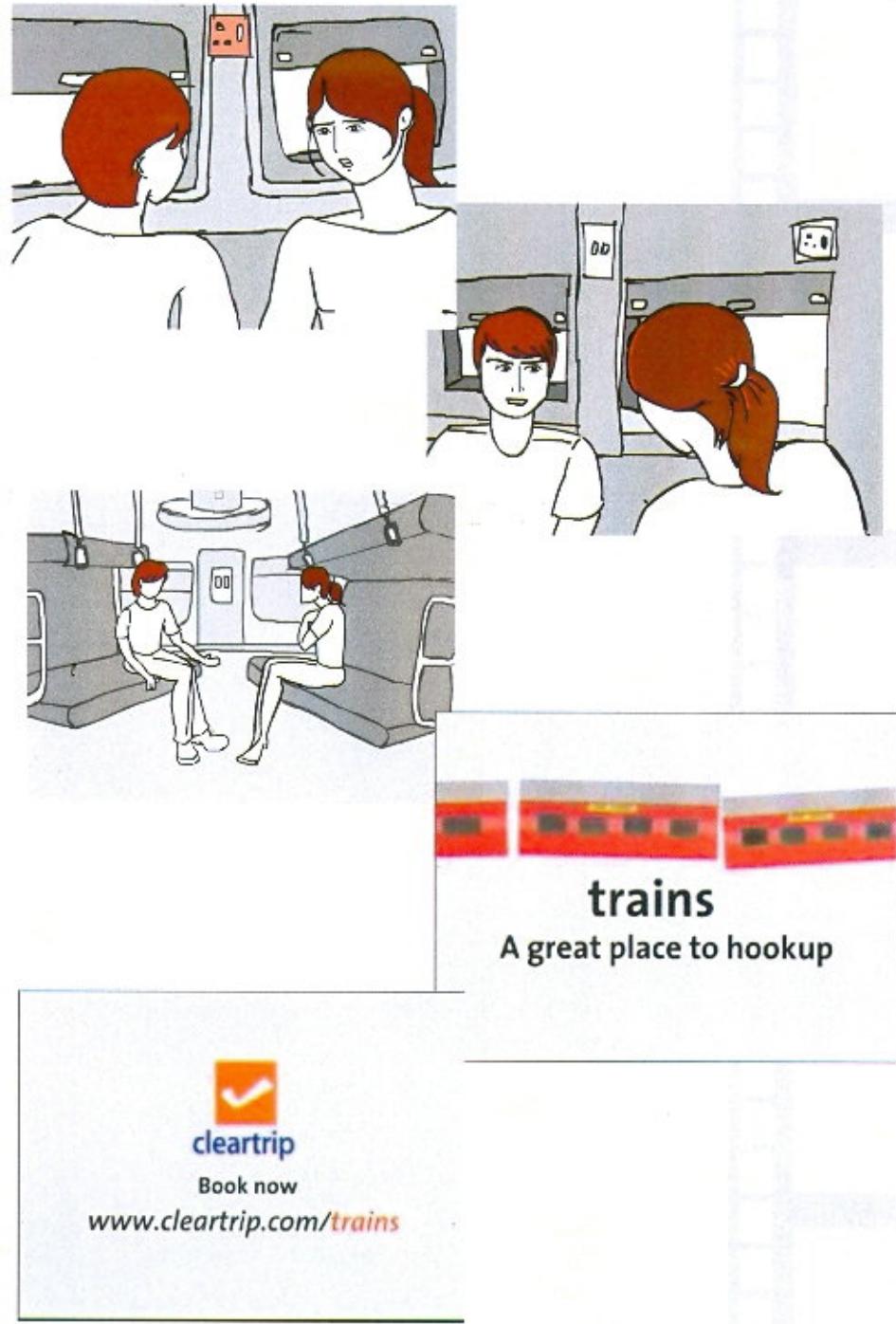
the screenshot in flash look somewhat interesting. as its rough lines giving that veryfeeling of indian railways.



window screenshot : in flash

After finalising the setup and look of the train interiors i made the animatic .

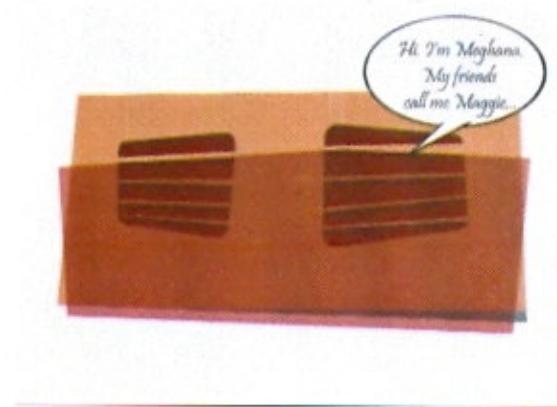
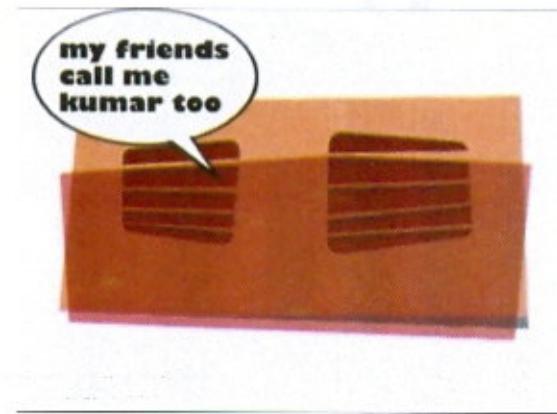
The frames given here the main events of the animatic.



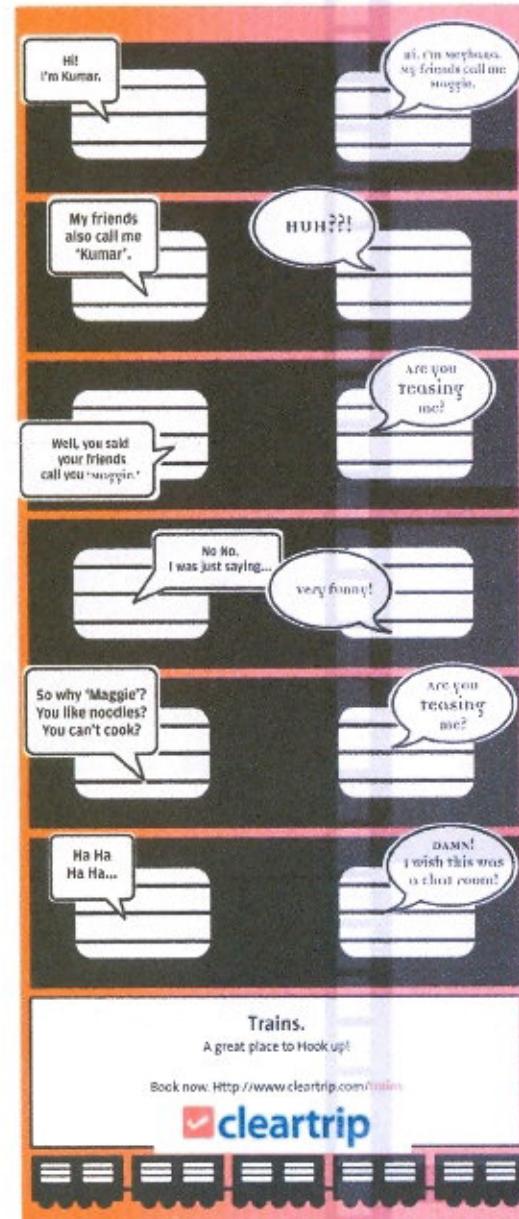
Concept 2 :

The idea here was just to make exterior of the train compartment and show the conversation by speech bubbles.

Over here the font style is used differently for a girl voice and boys voice .so as to give the impact of voices of two differnt genders . and in the animatic windows keep shaking giving the idea of moving train.



Concept for Printing on magazine etc



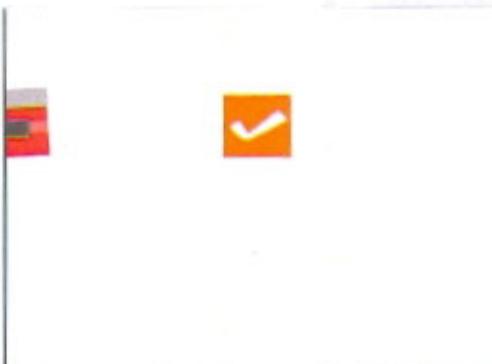
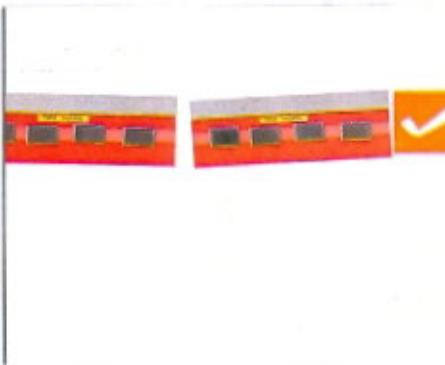
End animation

This was the second part of the animation , After the main conversation gets over. where company logo appears and main advertisement happens. over here too i tried to make rough animation of train movement and bringing the company logo on the main screen.



Conclusion

The response was very positive from my guide . The end part of the animation were the train brings the cleartrip logo on the screen was liked by many and few things were suggested for the storyline.



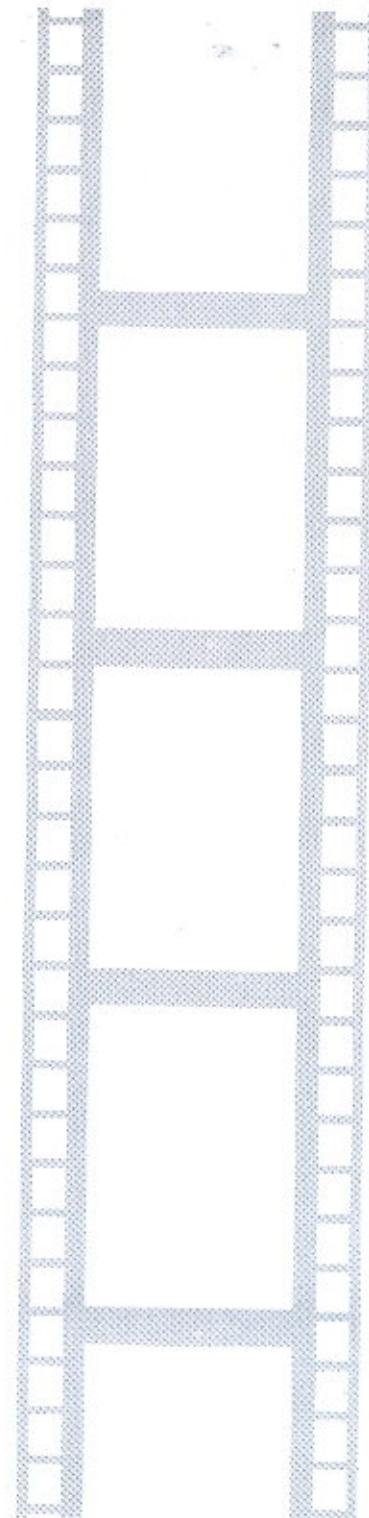
TATA Communications

Objective :

Here i edited the interview videos of top managers of tata communication which they used for internal purpose only . The chalenge here was to listen the whole video and take only the relevent talks during the interview. Listening carefully , cutting pasting and transitions were the main tools used in Adobe Premier . I edited 16 videos of the same fashion about 5 mins each although there actual lenght was much more.

Also i edited the startup animation for each individual videos and the ending animation which was same for all.

The software i used for start animation and ending was Adobe Aftereffect and adobe premier for basic editing as well as final rendering .



This is the start up animation , where all the setting and the overall timing has to remain constant , only change was the portrait of the person and his name and designation as shown in screenshot 1 and 2.

screenshot 1



screenshot 2



Microsoft - Make a leap Video .

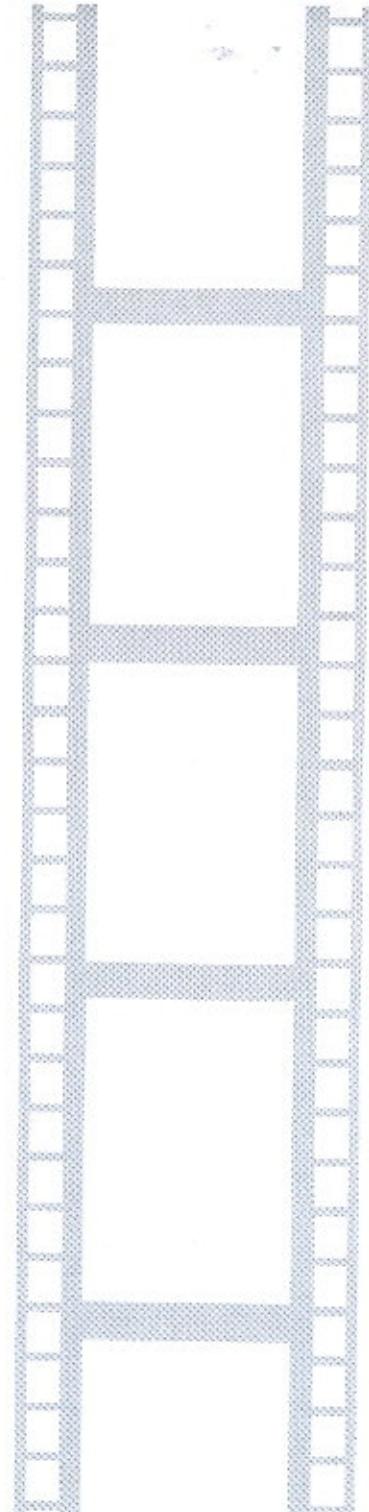
Objective :

As a client microsoft approached Visual juju to make fun video of there employees in the office . employees doing difrent fun activities , playing in office chit chatting etc.

Also since they were adopting new technology called Cloud Computing worldwide they wanted some fun video from every part of the world.

Microsoft india wanted us to make video which has some flavour of Indianess and should be fun to watch .

Here i have given the responsiblty to think about the ideas which are very indian and could be implemented in office.



some initial ideas

After making list of certain ideas , i discused them with Fatema she liked some of them and some we droped or little modified. Since the shoot is scheduled to happen in their Gurgaon based office, we planed to buy props from there local market only.

Here i felt extremly thankful to Fatema as she given me every opportunity and at the same time didnt let me become nervous . i got the opportunity to interact with client , which was very important as an exposure.

some ideas were

- 1) Girl throwing a Bharatnatyam jump in (Corporate clothes itself)
- 2) The Team in Padmasan with colourful Indian patterned clouds arranged in the background
- 3) A group of 3-4 holding Rasgullas and saying “we’re all” and the popping them in their mouths
- 4) All say cheers with chai cutting glasses in hand
- 5) Hang a Dahi-Handi, show employees reaching for it from top shot.etc

Props design for the shoot

I made some clouds as a part of shoot , the decoration and colour used were very indian.

And rest of the things we buy from the local market of gurgaon.



Some screenshots from the actual video.

