

Summer Internship Project

Work under cinematographer Santosh
Thundiyil and director Suresh Eriyat on
commercial project

Project 1 Report
Year 2018

Mayur Bhatasing Chaure
Communication Design
176450011

IDC School Of Design
Indian Institute of Technology, Bombay

Abstract

I wanted to work with Cinematographer and i got opportunity to work with gifted Cinematographer from Indian film industry, Mr. Santosh Thundiyil. After getting post graduation diploma from FTII Pune in Cinematography they started their career as Cinematographer with Bollywood film “*Kuch Kuch Hota Hai*”(1998) then he give so many hits like *Krish, Rustom, Kaal* etc. in Bollywood and also he did many regional films, advertisements and documentaries. He get Film Fare award and Asianet award for best cinematography.

Director of this project was Suresh Eriyat, he is well known Indian Animator, Director and Producer, he did his post graduation from NID Ahmedabad in Animation. He started his own studio, Studio Eeksaurus, under this studio he did lots of TV commercials, short films. Mr. Suresh Eriyat got two National awards, one for “*Fisherwoman and Tuk tuk*” (2016) And “*Tokari*”(2018). Along with this he got too many National and International Award for his work. He known for his experimentive style and techniques.

I am feeling very glad that i worked with these two maestros. It was great experience with them to understand how film industry is works.

Acknowledgement

I would like to thank Mr. Santosh Thundiyl, Cinematographer for giving me opportunity to work with them. I would also like to thank Director Suresh Eriyat, Studio Eeksaurus Production, Santacruz Mumbai, for giving opportunity to work with post production team on same project. It was great experience to work with two well known personality from Indian film industries.

Introduction

Project was commercial advertisement of Maruti Suzuki Allianz Automobile Company. It contain companies many services and facilities which they are providing to customers. The overall representation is on Stage, the essence of visual like theater, with moving set and properties and cut outs, overall flow is according to jingles. On this project there was many hands and heads worked together. There was several teams like camera, light, dancers, direction, production, art team, costume, makeup, actors, choreographers, company and ad agency team etc. they were very well coordinated with each other without that this project was impossible.

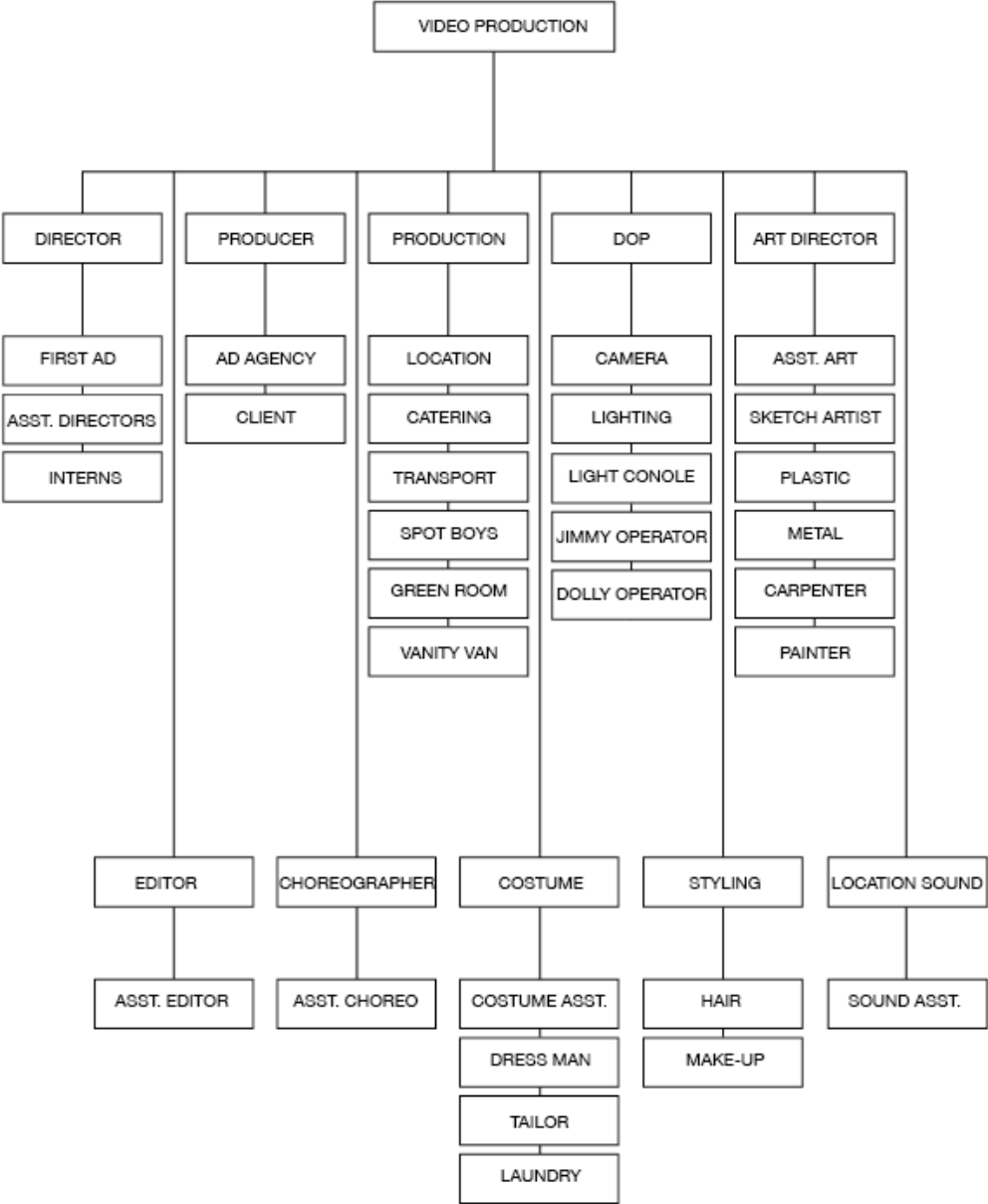
Stages of Project

- Pre Production
- Video Production
- Post Production

Major Stakeholders of Project

- Client - Maruti Suzuki Allianz
- Creative Director - Anupama Ramaswamy
- Agency - Dentsu India
- Project Head - Subrotin Day
- Studio - Studio Eeksaurus
- Director - Suresh Eriyat
- DOP - Santosh Thundiyl
- Producer - Nilima Eriyat
- Editor - Tintu k Philip

General Hierarchy



1. Pre Production

1.1 Approach by Ad Agency to Studios

- Script was sent by Agency to Studio on 3rd week of July with example they likes
- Same was sent to other studios across the country including Rocket Science lab (Bangalore) who made benchmark ad.

1.2 Approach by Studio

- After Suggestion and Discussion Studio suggested musical approach with moving set human interaction like musical theater on the stage.
- The new philosophy is in sync with Maruti Suzuki positioning themselves as a peoples brand.
- A presentation that explaining the design direction is sent to Agency with existing ads for reference
- All terms being agreeable shoot date for September end.

1.3 Postpone shoot

- Shoot dropped in September due to lack of funds by Maruti Suzuki.
- Three month later in November the Agency gets back to studio for continue the process.
- Final go ahead received in first week of March and tentative dates decided for shoot 15, 16, 17 April.

1.4 Preparation for shoot (Production Design)

- Studio have in house design team, pre production always happens simultaneously.
- 17 variation of storyboards and animatics for the look and feel and 3D previsualization were the major work areas.
- Sets (layout and look) and prop design were a result of storyboarding.

1.5 Hiring externals

Process of deciding and hiring external crew for production started.

- DOP - Santosh Thundiyil
- Spot Editor - Babu
- Art Director - Ajay Verekar
- Production manager - Prabhat Gupta
- 1st AD - Sagar Rao
- 2nd AD - Shweta Sandeep
- Choreography - Tanushree and Rahul
- Stylist - Nikki and Lajja
- Hair and Makeup - Shreya

1.6 Casting and Music

- Casting and audition for actors in Ad films was done by Bliss Casting and the studio would get tapes to go through.
- The 3 minute music done by Clinton Cerejo.

1.7 Final Set

- The final version of set was put forwarded by art director, DOP, Director
- It was stage with circular moving background.
- Background were replica of city, school, garage, showroom and jungle.

1.8 final PPM

- With all work done the goes to New Delhi for final PPM on the 6th of April.
- All the work shared with agency and company, plan and scheduled is discussed.
- Barring a few hitches the client is happy with the Studio's Approach and Director's vision.
- Some confusion seems to have occurred as the Client requires the as for showroom and is to be played mute. An idea of musical fell flat.
- Client suggested the studio visit showrooms to realistically represent studio and atmosphere.
- Client was very particular in representing the Maruti staff in ad true to life
- A shoot date is set for May 1 st week.

1.9 Changes And Delay

- Director suggests using playcard to make up for the sound cannot play it's part.
- This also encourages the original idea of incorporating extras to be part of the ad.
- Changes were made to props and layout based on a finer study of Maruti Suzuki showrooms.
- Making exact replicas of uniforms were impossible as Remonds had no readily available cloths of such specification. This delayed the shoot by one month.
- Fina date for shoot is now 1st week of June.

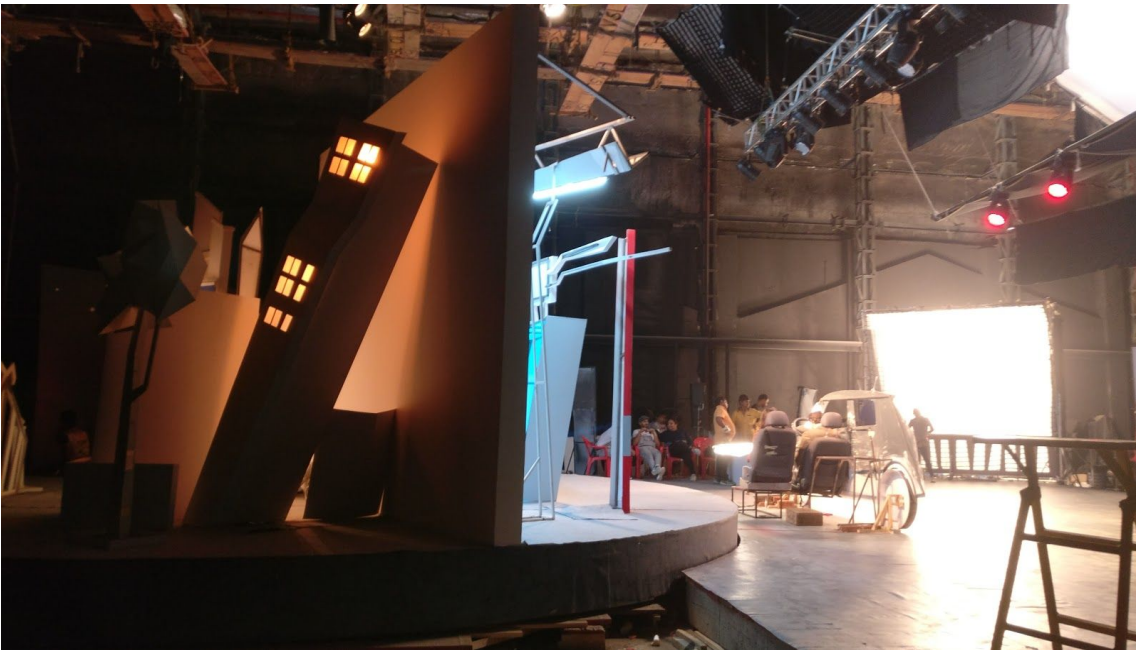
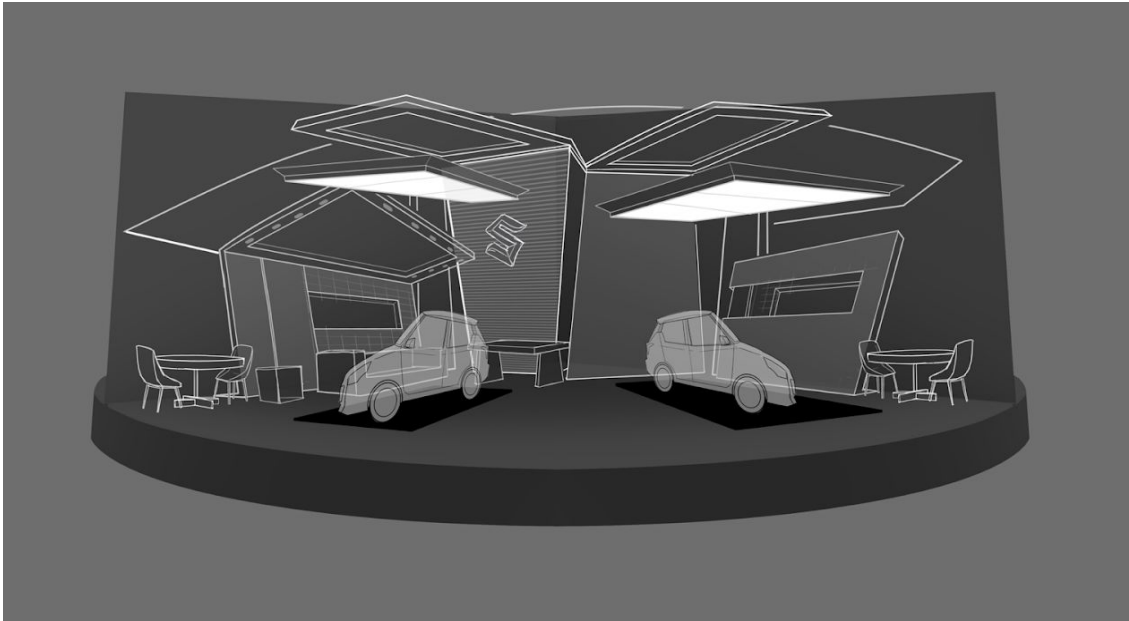
2. Video Production

2.1 Set and Location

- Set were set up in Monarch Studio near Ghodbandar



- Set was a big platform for activity and the back platform is moving in circular motion, for moving background.
- Back Moving Platform



- Were side by side property and set designing work was in process.
- There was lots of work to do but number of artist was less further it was became reason for delaying in shoot.
- They used material like sunbord, plywood, wood, steel etc.



- Picture showing artist working on set

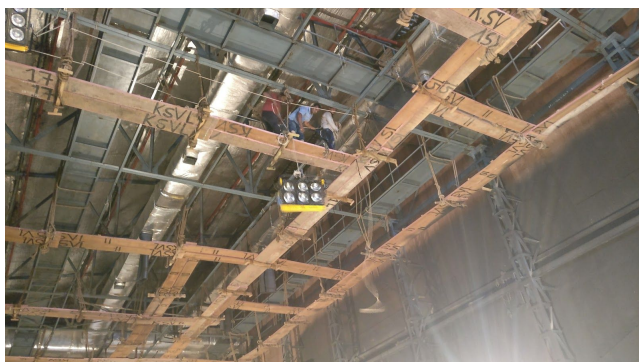
2.2 Rehearsal and Practice

- Group of Broadway Jazz dancer were rehearsing there moves and synchronizing with jingles.
 - Choreographers were working on it with first AD and adding and changing the choreography.
 - Two day were dedicated for practice of dancers. Till art team were working on Set.
-
- Dancer's Rehearsal.



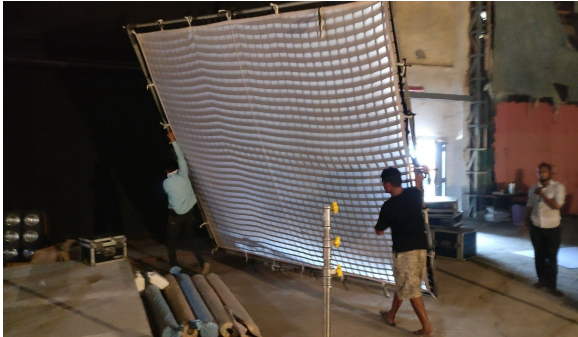
2.3 Light settings

- After DOP and his Assistant planned light next day light came in early morning There was huge team come up with large trucks one is full of equipment and one is generator.
- In light team there was three groups one group is always being on roof and one is always down there and one is always waiting near truck for any call for any instrument.
- They always connected with walky talky.
- One coordinator who coordinate with DOP and Director and all will follow his instruction.
- In this team around 30 people was there. They always ready for any new set up of light.
- One of the fastest team on set.
- One of the risky job on set is light setting, There is always chance of the being fall from roof and getting electric shock.
- There was one more light team, their work was setting the LED pars, moving heads and Controlling them through the controller. According to requirement.
- Light setting took one and half day.



- Light setting.

- Lights and Instruments



Honeycomb filter with Skimmer



Dino



Drum lights



LED Par And Moving heads



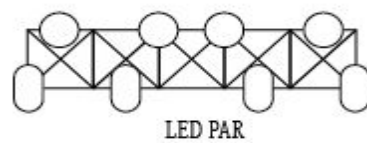
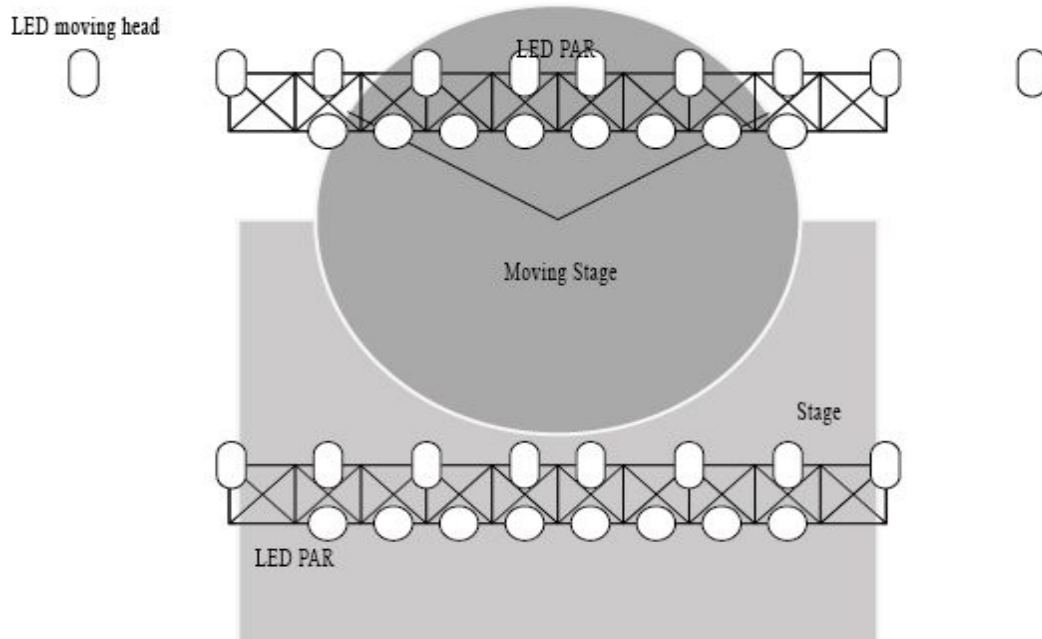
Butterfly frame



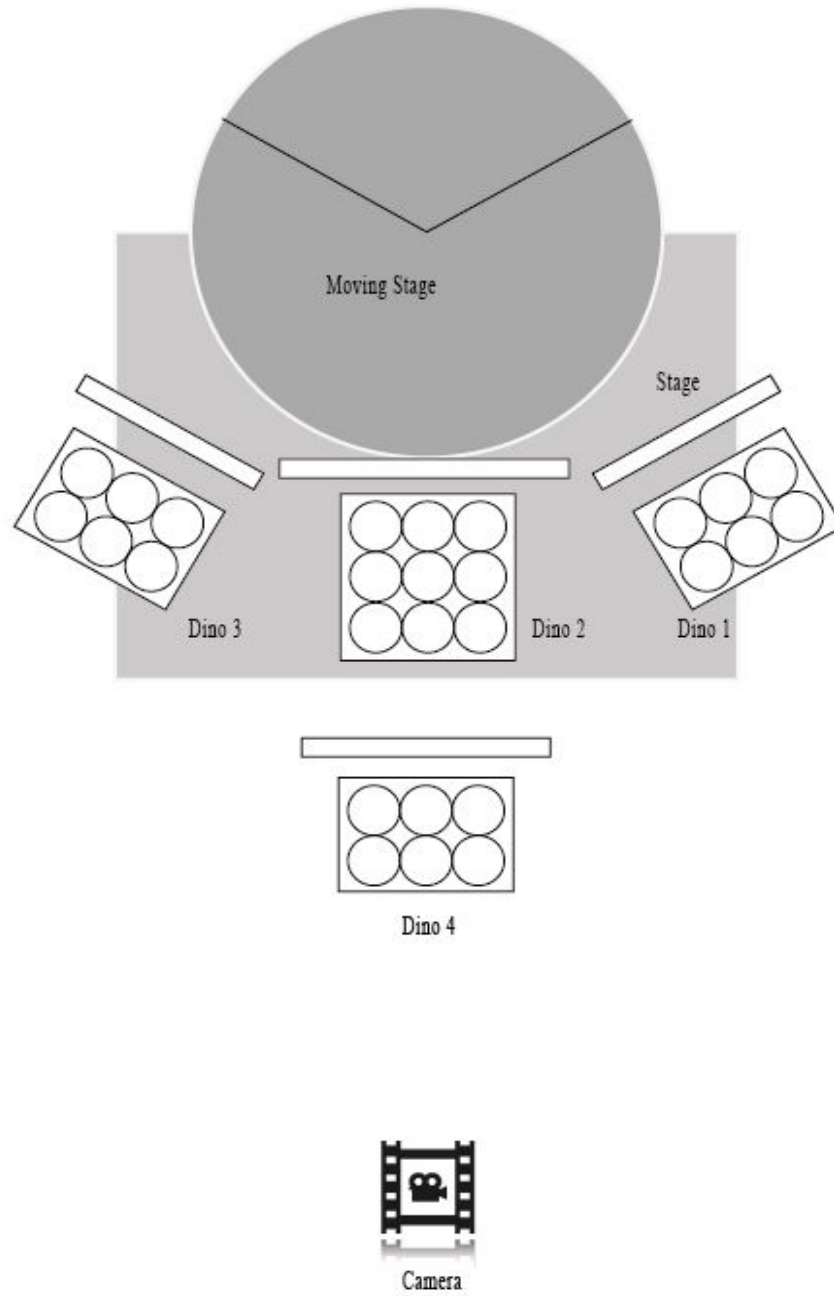
Light Cutter

There was types of lights used in project like Dino, LED Parken, Moving head, Drum lights ect. And instruments like light cutter, filters, goal cost, butterfly frame, boom, gelatin were used.

2.4 Light Planning for LEDs



- Light Planning For DINO



In this project light were planned according to make feel of theater.
LED Par placed like in theater. Dino were used as main source of light.
There are two type of filter one is Honeycomb and Opal, In shoot honeycomb filter used.



Man taking reading of light through the light meter



Pulling chain for LED par

2.6 Camera Team

- Under the camera team there was 13 people.
- Including one DOP, two Assistant cameraman, per camera three camera assistant, one focus puller, and three intern.
- DOP take major decision, like where camera will move and what lens to be used, from where to take shot, what type light should be there etc.
- Also DOP Decides who will provide Camera and other Instruments.
- Assistant cameraman will follow DOP instruction and will give instruction to other crew members.
- Camera assistants duty is change the battery of camera, change the lens, pick the camera, transport the camera, roll the camera and play the previous shots etc.
- One more person is there who transport recorded data And take care of all raw data, called Transporter.
- Focus puller work is take measurements from camera to objects and then change the focus according to distance.



- Camera team setting camera on Panther Dolly.

2.8 Camera and Instruments

- In this project DOP used two Arri Alexa SXT plus. It is German made camera.
- It's weight around 8 kg without lens and change according to lens size.
- Camera were on daily rent basis with camera provider sent their camera assistant.
- In Mumbai Arri alexa camera rent is 45,000 rs to 500,00 rs for one day with assistant.
- And lenses charges is different.



- One Arri Alexa mounted on Tripod



- Two Arri Alexa mounted on Panther Dolly

- Lens were used in Project one was zoom lens Optima 24-290mm and ultra prime block lens 24 mm, 50 mm, 85, 135 mm, 20 mm 32 mm.
- Other instruments like Panther dolly, Jimmy, track etc. were also come from same camera provider.
- Panther Dolly is made in Germany, it is very smooth to move and it's work on hydraulics system and easy to operate through remote control.
- With Panther dolly three operators also provided by agency for take care of track and movement.
- Jimmy also used in this project for take shot from top. It is also come with operator.

24-290mm Optima zoom lens



Arri Prime lenses
20,24,32,50,85mm



Handheld Monitor

Jimmy



Panther Dolly



2.9 Running out of time

- Shoot delayed and running out of time because of the Set were not completed on time.
- Also dancer were not get enough time to practice with actual props, because of this they take time for practice during shooting time.
- Due to the lack of time they took some shots on green screen or chroma.
- Lots of pressure on Art team cause on their work. They were working on set all day and night.
- In this situation some of the part of set made different than actual design.

3. Post Production

Post production happened in Studio Eeksaurus.

The Editor handover the final cut in DPX format which is analysed shot by shot and correction measures identified are split amongst post production team.

Work flow of post production is

- Rotoscoping image frame by frame
- EDL(edit decision list)
- Grading
- Export
- Render
- Online
- Rotoscoping
- Color touch
- Final output

3.1 Alpha pass and matte painting

- Separating element in matte layers and painting realistic background keeping in mind camera motion, blur and and out of focus. It is painted representation of a landscape, set.

3.2 Clean up painting

- Identifying irregularities and unwanted part in frame and masking, cleaning over them in software like photoshop.

3.3 Rotoscope

- Frame by frame elements are separated as wire frame layers so that the foreground elements are separated from background, this is enables editing each element individually using software like Nuke.

3.4 Motion tracking

- Recreates exact movement of camera whether it be 2D or 3D.

3.5 Colour keying (chroma)

Blue or Green screen to separate foreground elements from screen and insert a realistic background.

3.6 Compositing

A creative process of combining filmed element and rendered element from multiple sources to final output.

Key learning

1. Camera and lights

Understanding the camera and different equipments of camera like lenses and accessories like Panther dolly, Jimmy, automatic focus puller also assembling the equipments.

Understanding different lights and their use, use of different equipments in lights like boom, skimmer etc

Understanding how light is very important in shooting. Sense of effects.

2. Process and Pipeline of every work

In this project there was structure in every stage. Everyone follows hierarchy. Understanding this system, understanding different types of jobs and works in this process. Get sense of How economy flow in the projects, how its distributed.

3. Worked with skill people

While working with camera team, I also explored other fields like lights, art team, production team, post production team, editor, composers, and it was a great learning experience.

References:

Wikipedia

Arri.com