



**IDC** School of Design  
अभिकल्प

# When Ink Turns Red

An animated short film

By Palash

Guide : Swati Agarwal

Co- guide : Aditi Chitre

# Declaration

I declare that this written document represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea, data, fact or source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

A handwritten signature in black ink, appearing to read 'Palash', written in a cursive style with a long horizontal stroke extending to the right.

Palash Verma

22M2209

M.Des Animation Design

IDC School of Design, IIT Bombay May 2024

## Approval Sheet

The Design Project 2 Titled "When the ink turns red" by Palash Verma, Roll Number 22M3209, is approved in partial fulfillment of the requirement for the 'Master of Design' in the Animation and Film Design at Industrial Design Center, Indian Institute of Technology, Bombay.

Project Guide : Swati Agarwal

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Swati Agarwal (20002707)  
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Chairperson :

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External Examiner :

Date :

# Acknowledgements

I am grateful to professor Swati Agarwal , Aditi Chitre for their unwavering support and guidance throughout this project,from its inception. Their experties. Their expertise and encouragement were instrumental. I would also like to thank all the people who shared their stories with me and help me with her experiences with anger related problems, which significantly improved the project.

My sincere gratitude extends to everyone who helped me make this project possible, specially to Elvira Mishra for sound from Ph. D

# Abstract

"When Ink turns Red" is a 2D animation short film that explores the human mental state of anger issues, depicting the annoying state of being angry all the time and the struggle to keep calm. Set in a violent household, the story follows a boy, who expresses his life through drawing on paper. The animation uses children drawings to make impact on viewers mind, creating a visually unique and emotionally resonant portrayal of anger issues .

## Introduction

Anger issues refer to a difficulty in managing feelings of anger in a healthy and constructive way. People with anger issues may experience intense and frequent feelings of anger that are difficult to control, leading to outbursts, aggression, and sometimes violence.

Anger is a natural emotion and can be a healthy response to perceived threats or injustices. However, when anger becomes excessive, frequent, or uncontrolled, it can have negative consequences on a person's physical and mental health, relationships, and overall well-being.

## Research

### Secondary Data Collection

research papers- <https://doi.org/10.2307/1130929>

Movies and video-

- headspace anger management (youtube)
- Pour 585 (Patrick Smith)
- Raging bull (Martin Scorsese)
- Thief (Skeptic Boi)
- Morning (Sean Willets)
- Call (Lee Chung Hyeon)
- Matilda (Danny DeVito )

## Primary Data Collection

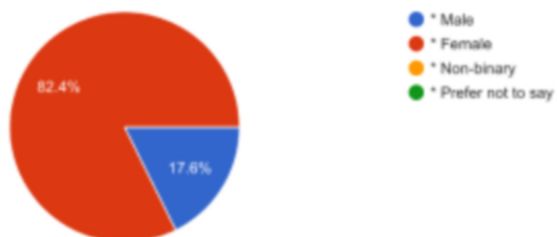
### Age

34 responses



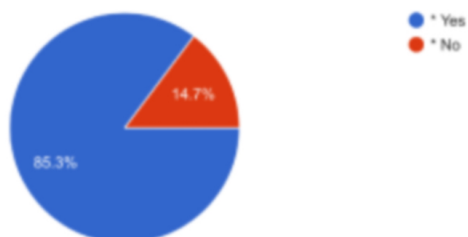
### Gender

34 responses



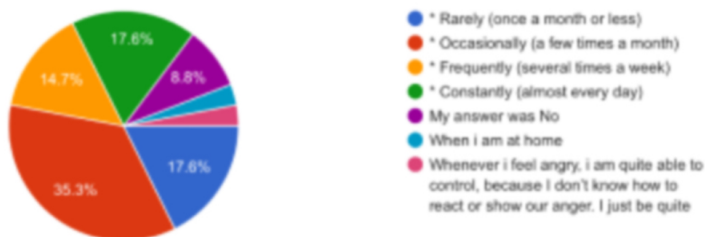
### Have you ever experienced anger management issues?

34 responses



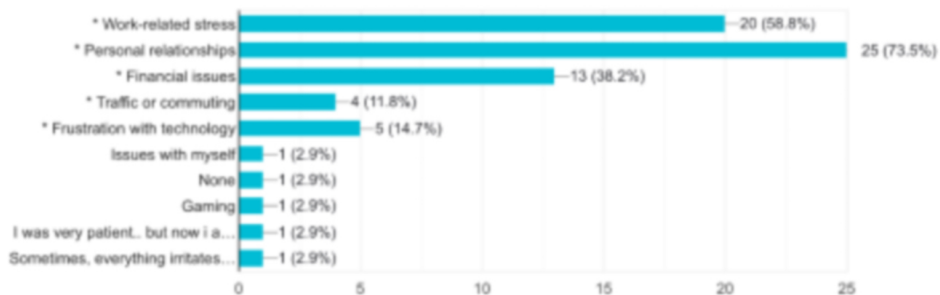
If you answered "Yes" to the previous question, please specify the frequency of your anger management issues:

34 responses



What triggers your anger? (Select all that apply)

34 responses



How do you typically express your anger? (Select all that apply)

34 responses



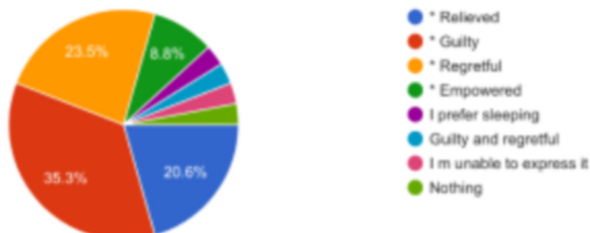
Have your anger issues ever resulted in physical altercations or harm to others?

34 responses



### How do you feel after expressing anger?

34 responses



### Have you sought professional help or therapy to manage your anger?

34 responses



### Are there any coping mechanisms or strategies that have been effective for you in managing anger? (Please describe)

34 responses

No

Self harm, exercise

Meditation

Meditation. A 10 sec gap before I would react to the stimuli helps me analyse the context and react in a better way.

Being alone for few moments

Distracting yourself with other thoughts

Avoiding situation

Road trip, locking yourself in room and giving some time, calling someone whom i consider mentor to guide me, masturbation and sleep

Nope

It's All about self realisation. Thinking about the decisions I made in anger vs, in a normal condition tells that mostly you take wrong and rash decision. Self realisation is the key

I don't know

Just realizes your past results that when you get anger on others. Or write all the reason in a paper and read it again and think are this right reason to angry or I am over thinking and make my self stressfull

Keeping silent

No idea

Diverting my mind in other activities like, listening to music, watching series.

Drinking water and ignoring most of the time

Yes, i prefer to go away from that person on whom I am angry

None

Not yet

I put earphones in my ears and start cleaning- be it kitchen or my almirah

Pets

Sleep

Keeping quiet, not speaking with anyone while I am angry.

Watching animal videos, nature videos really calm me

Drinking water whenever mood starts getting negative

Introspection and counting backwards

Prefer to be in my own space and work

Talking to mother or my loved one's helps

I don't know

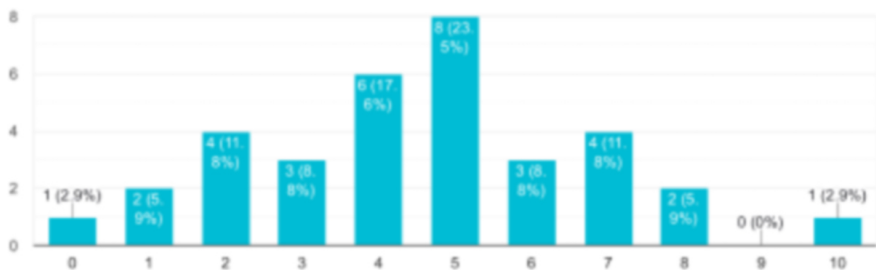
Just be quiet and go with the flow, i think about the issue at most an hour then be okay and leave it

Patience

## Being Calm, doing breathing exercises

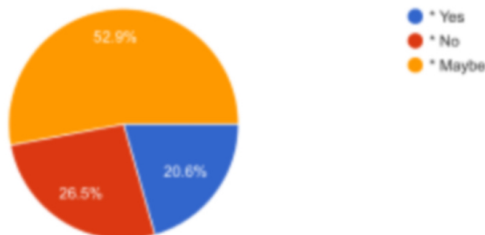
On a scale of 1-10, how would you rate the impact of anger issues on your personal and professional life? (1 being minimal impact, 10 being significant impact)

34 responses



Would you be interested in participating in further research or studies on anger management?

34 responses



Is there any additional information or comments you would like to share regarding anger issues?

22 responses

No

None

Support of the people around helps.

Nope

No comments. This question marked as required makes me angry!

Read above points which I wrote

NA

Just love the nature it will come handy

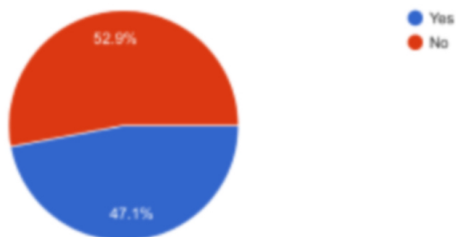
Different types of anger display depend on different individuals

Anger issues can be control mentally ?

Meditation and some space can help to get over the anger issues in my opinion.

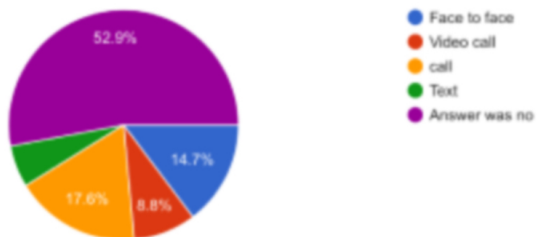
If you are interested in further research about anger issues are you up for a personal interview ?

34 responses

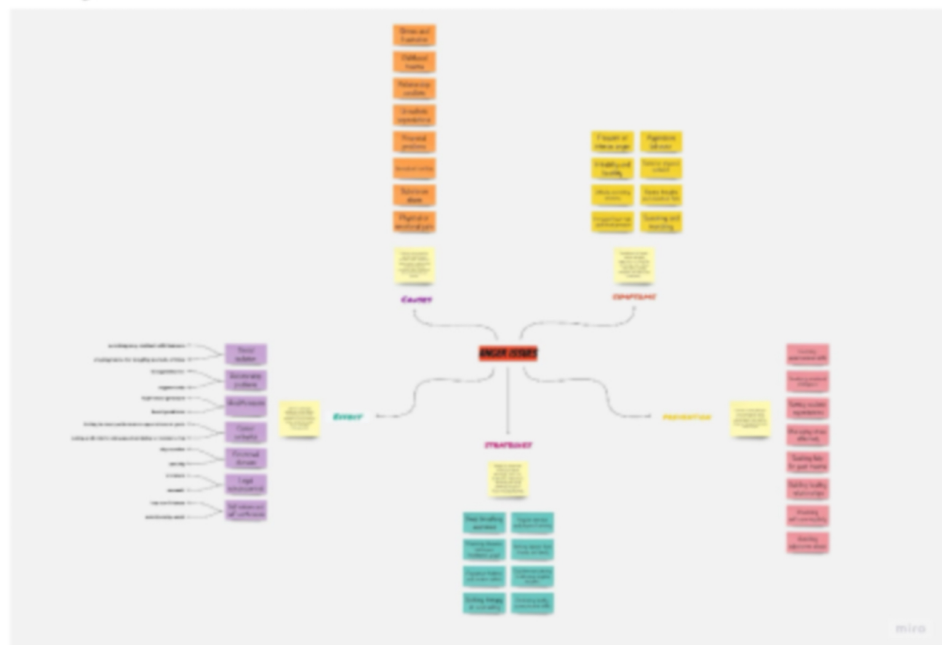


If you choose yes for interview please select the mode

34 responses



## Analysis



## Concepts

The central idea revolves around illustrating the cause-and-effect dynamics of anger over an extended period. It underscores how one person's anger can shape and influence the lives of those around them. The narrative explores diverse situations that can kindle anger in individuals, each contributing to the unique manifestation of this emotion. The profound impact of sustained anger is highlighted, portraying its potential to erode the character of an individual into adulthood and inflict enduring wounds upon their soul, resistant to healing.

Addressing this issue becomes paramount, emphasizing the need for proactive measures to ameliorate such conditions. It is essential to ensure that individuals do not bear the brunt of someone else's shortcomings, fostering an environment where the destructive consequences of unchecked anger are mitigated.

### Final Concept

The narrative strives to illuminate the often-overlooked reality that individuals living in fear of someone else's anger may, in turn, incubate their own, potentially more intense and volatile, emotional responses. The depiction of these consequences may initially appear commonplace, yet the unfolding situations can take unexpected and divergent turns. The storyline unfolds as a poignant exploration of the cyclical nature of anger, where the seeds planted by one person's wrath can sprout into a more formidable and aggressive force within those who initially experienced fear.

By weaving these intricate threads of cause and effect, the narrative underscores the complex interplay of emotions and the potential for escalation in response to prolonged exposure to anger. It serves as a powerful reminder that the repercussions of living in constant apprehension are not confined to the immediate environment; rather, they have the potential to ripple through individuals' lives, shaping their emotional landscapes in profound and often unforeseen ways.

### Stories

#### **Shadow's can**

FADE IN:

EXT. EMPTY PARKING LOT - NOON

A shadowy figure approaches a vending machine with extraordinary magical powers. It eagerly inserts a coin and presses the button for a can, but nothing happens.

The shadow becomes frustrated and starts attacking the vending machine with all its might, but to no avail. The vending machine remains unscathed, and the shadow becomes even angrier.

It continues to attack the machine relentlessly, but the machine refuses to budge. The shadow grows increasingly exhausted, and just as it's about to give up, it notices something on the ground.

The coin the shadow had inserted had fallen to the ground. The shadow picks it up, places it back into the machine, and presses the button again.

This time, the vending machine dispenses a can, and the shadow grabs it eagerly. It cracks open the can and takes a refreshing sip.

The shadow smiles, satisfied, and leaves the parking lot, feeling much better than before.

FADE OUT

### **"Shattered Threads"**

Once upon a time in a world made of yarn, there was a boy with a tempestuous anger brewing inside him.

When his fury ignited, sharp blades emerged from his being, slicing through the threads that represented connections and relationships.

As time passed, his anger grew, severing every thread, until he found himself surrounded by remnants of what once held him together.

Alone and consumed by rage, his final outburst marked the end of his existence, leaving him forever separated from his last thread, forever lost in a world he could no longer mend.

Blade emerges for the last time and ends everything in his existence.

### **"The Crimson Abyss"**

In a small town, there lived a boy with uncontrollable anger.

Whenever his fury ignited, an impenetrable red aura formed around him.

The once-bustling streets became deserted, friends distanced themselves.

Isolated in a growing sea of rage, he lost his connection to the world.

As his anger consumed him, he stood alone, trapped in an endless crimson abyss.

In silence, he realized the devastating consequences of his anger, forever trapped in his own fury.

### **"Defeated "**

Once upon a time in the peaceful forest, Rabbit was known for his lightning-fast speed.

But after an embarrassing loss to Tortoise in a race, everything changed. Ridiculed and teased by his fellow animals, Rabbit's anger began to consume him.

Burning with rage and disappointment, Rabbit isolated himself from everyone.

His once vibrant and lively personality faded away, leaving behind a dark and brooding presence.

Days turned into weeks, and weeks into months, as Rabbit roamed alone through the forest, haunted by his failure. The fire of his anger continued to grow, fueled by the echoes of laughter and mockery that followed him everywhere.

Lost in his bitterness, Rabbit's heart turned cold, and the forest around him mirrored his desolation.

The once vibrant trees wilted, and the cheerful melodies of the birds became mournful cries.

In the end, the forest became a reflection of Rabbit's own torment. No redemption or resolution awaited him, as his anger consumed him entirely. The tale of the once-swift Rabbit became a somber reminder of the destructive power of unchecked anger.

(Fade out.)

## **"Defeated".2**

### **The Rabbit's Fury"**

Once upon a time, in a lively forest, a confident rabbit faced a humiliating defeat in a race against a slow tortoise.

Mocked and teased by the other animals, the rabbit's anger grew, turning into a burning rage that consumed him from within.

Unable to contain his fury, the rabbit chose isolation, distancing himself from everyone who had witnessed his failure.

Leaving behind the forest forever, he embarked on a solitary journey, carrying his disappointment and anger as burdens.

The short film ends on a somber note, highlighting the destructive consequences of unresolved anger, leaving viewers with a reflection on the rabbit's fate.

#### Final Story

Doorbell rings and the door opens. Father enters the house angry.

Mother asks some questions about his early arrival and father gets angry.

In a while father gets irritated and furious he takes out his belt and starts beating mother. Their child is just listening to everything and drawing just drawing.

Father gets tired of beating mother and takes a cigarette break and continues beating her again.

Boy can't control anymore he gets up with a pen and fought back to his father

## Exploration

### Storyboard



### Concept art

