Animation Design Project-2

"i think, maybe, i'll do it tomorrow"

Rushabh Jadhav | 216340004

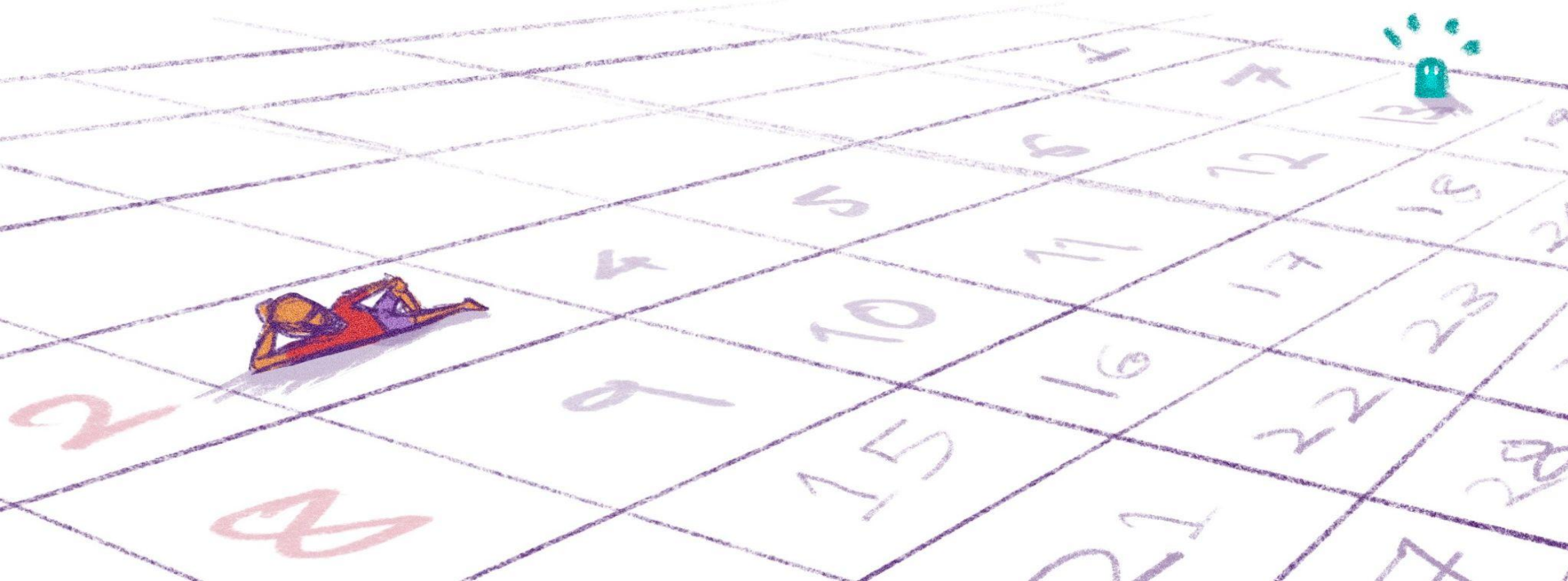
M.des Animation design (2021-2023)

Guide: **Prof. Mazhar Kamran**

Co-Guide: **Prof. Aditi Chitre**

IDC School of Design अभिकल्प विद्यालय

IIT Bombay



Approval Sheet

The Design Project 2 Titled " i think, maybe, i'll do it tomorrow. " by **Rushabh Namdev Jadhav** , **Roll Number 216340004**, 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.

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Declaration

I declare that this project report submission contains my own ideas and work, and if any pre-existing idea or work has been included, the original author(s) have been adequately cited and referenced. I also declare that I have adhered to all the principles of academic honesty and integrity and have not misinterpreted, fabricated or falsified any idea, data, or fact source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and may evoke penal action from the sources.

Rushabh Jadhav 216340004

IDC School of Design IIT Bombay

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Acknowledgement

I sincerely extend my gratitude to Prof. Mazhar Kamran and Prof. Aditi Chitre for their invaluable support and guidance through the course of the project. I would also like to thank Prof. Sumant Rao, Prof. Prosenjit Ganguly, Prof Abhishek Verma, Prof Shilpa Ranade and Prof Swati Agarwal who helped me get over crucial stages in between the project.

To my classmates , seniors , batchmates and everyone who showed concern and gave suggestions, I extend my gratitude for providing the support which was the bedrock of this project.

Index

1. Introduction
2. Inspiration and research
3. Mind Map
4. Story and concept
5. Mood board
6. Inspirational sketches
7. Storyboards
8. Character explorations
9. Production
10. Challenges and Learnings
11. Conclusion

Introduction

This short film is inspired by the bizarre events that occur in my life when I procrastinate on all important tasks. Even though procrastination is a serious universal problem that I am dealing with, I find it amusing and interesting how I can become an extremely productive person simply by doing all the unimportant things but the main task that needs to be done. When I'm nearing the end of this madness and the panic sets in, I realise how consistently I've been doing every other unimportant activity just to avoid working on that one major task. This A-Z madness is very interesting to tell as a story to me. And this short film is an attempt to tell a story about the events that occur while procrastinating in a fun way while also making people think about it.

What is Procrastination?

Procrastination is the action of unnecessarily and voluntarily delaying or postponing something despite knowing that there will be negative consequences for doing so. It is a common human experience involving delay in everyday chores or even putting off salient tasks such as attending an appointment, submitting a job report or academic assignment, or broaching a stressful issue with a partner.

Why do people procrastinate?

Decision paralysis:

- More freedom to make our own choices and carry them out has made us more easily confused about what is important and what is not, as well as with what is good and bad, which has demotivated us from taking any action at all.

Ignoring the value of time:

- People start to use more attentive time management techniques as soon as they understand that life is limited. We are prompted to consider our ideal course of action for the remainder of our stay on Earth.

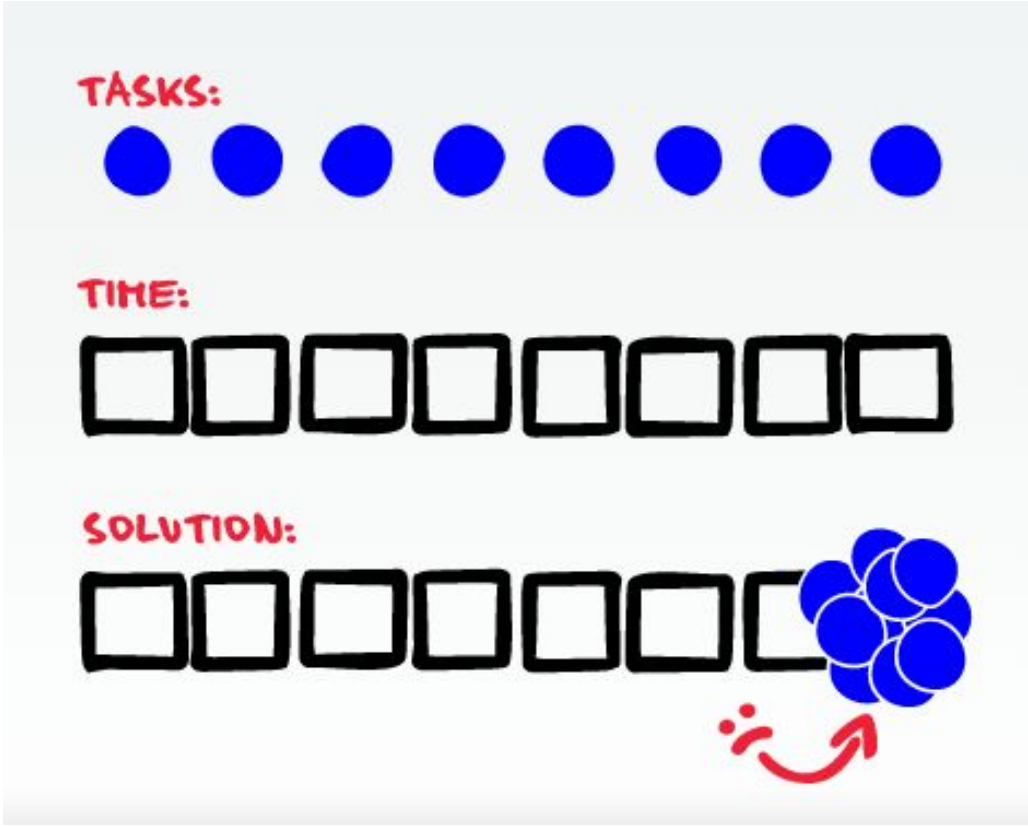


Image Source: www.procrastination.com

What Procrastination is not?

Procrastination is not laziness

People that procrastinate frequently put off doing things, wait until the very last minute, or perhaps even just sit around doing nothing. But procrastination is not the same as being lazy. Lazy people simply do nothing and are content with that. Procrastinators, on the other hand, have the desire to do something but are unable to start.

Relaxation is not Procrastination

Relaxing replenishes our energy reserves. Procrastination, on the other hand, drains it from us. The less energy we have, the more stressed or even depressed we may become, and the more likely we are to put off our responsibilities.

Image Source: www.procrastination.com

The Science behind Procrastination:

Science explains procrastination as the fight sparked between two parts of the brain when it's faced with an unpleasant activity or assignment: It's a battle of the limbic system (the unconscious zone that includes the pleasure center) and the prefrontal cortex (a much more recently evolved part of the brain that's basically your internal "planner"). When the limbic system wins, which is often, the result is putting off for tomorrow what could (and should) be done today—which offers temporary relief from that unpleasant feeling of needing and, for whatever reason, not wanting to do something. The prefrontal cortex is a newer and weaker portion of the brain that allows you to integrate information and make decisions. "This is the part of the brain that really separates humans from animals, who are just controlled by stimulus," Pychyl says. The prefrontal cortex, located immediately behind the forehead (where we tap when we're trying to think), gets the job done. But there's nothing automatic about its function: You have to kick it into gear ("I have to sit down and write this book report!"). The moment you're not consciously engaged in a task, your limbic system takes over, and you give in to what feels good, which is anything but that book report—you procrastinate.

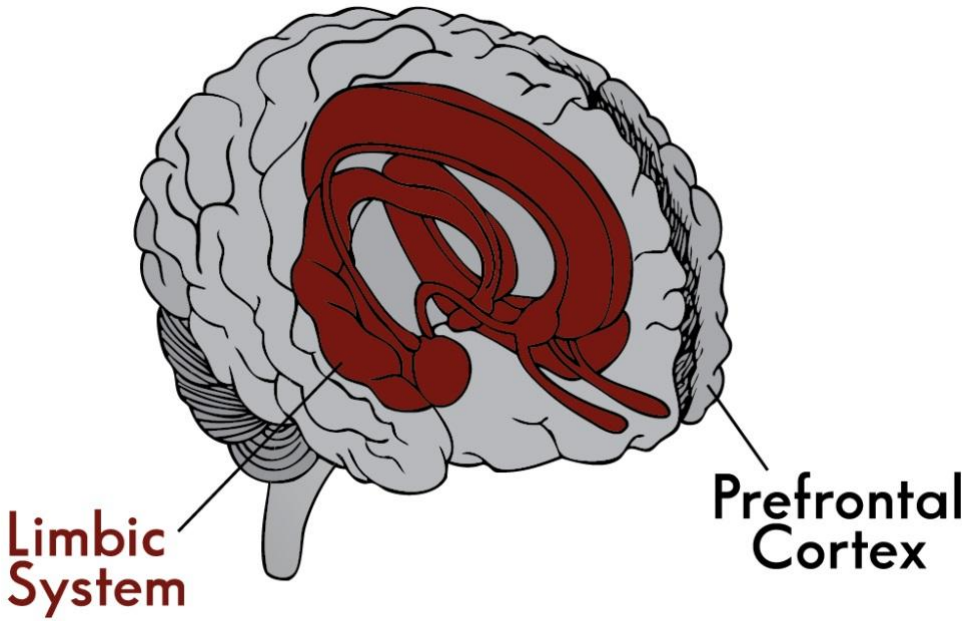


Image source: utahfamilytherapy.com

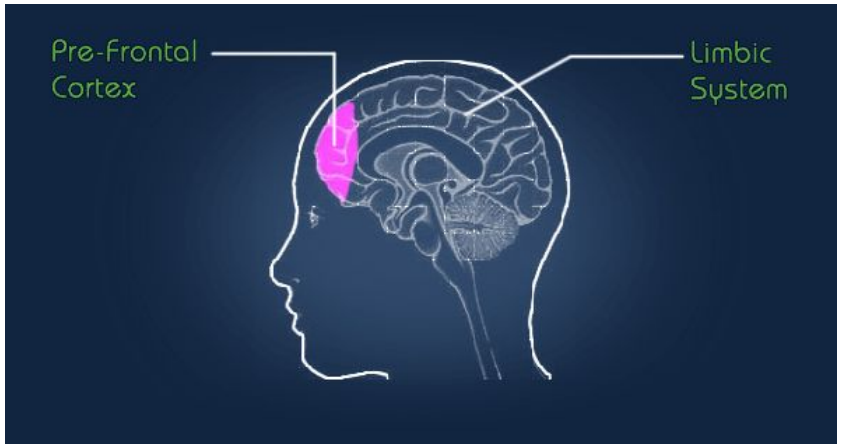


Image source: ramadanprep.weebly.com

Source:

https://www.realsimple.com/work-life/life-strategies/time-management/procrastination

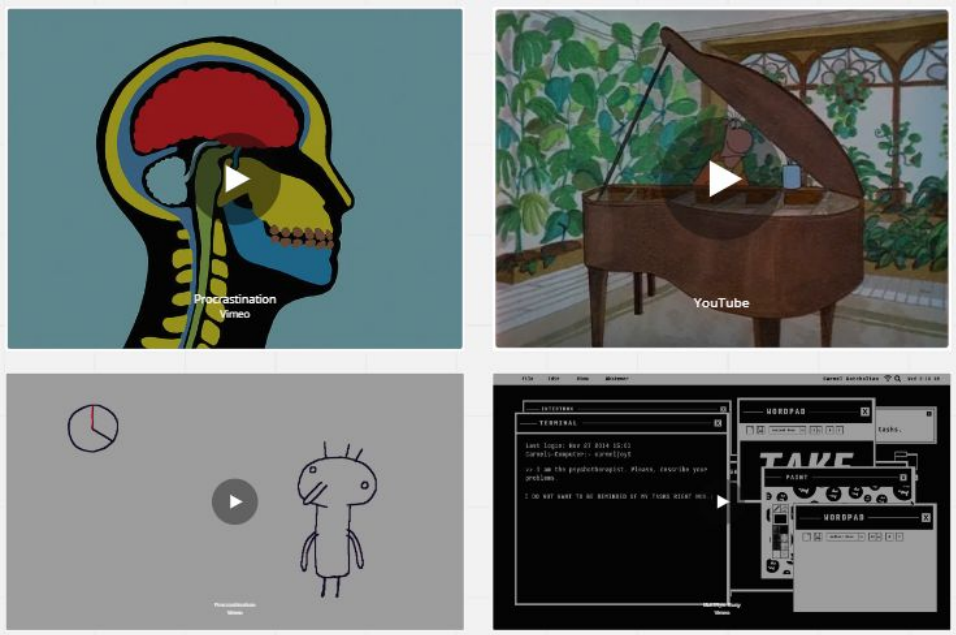
https://mcgraw.princeton.edu/undergraduates/resources/resource-library/understanding-and-overcoming-procrastination

https://procrastination.com/what-is-procrastination#why-people-procrastinate

https://share.upmc.com/2015/07/the-science-behind-procrastination/#:~:text=The%20limbic%20system%20is%20a,wins%20out%2C%20leading%20to%20procrastination.

Inspirations

A variety of animated and live-action films served as references and inspiration for the emotion, as well as the movement and pacing of the film.



‘Procrastination’,
by Johnny kelly

‘Getting Started’ 1979,
by Richard Condie

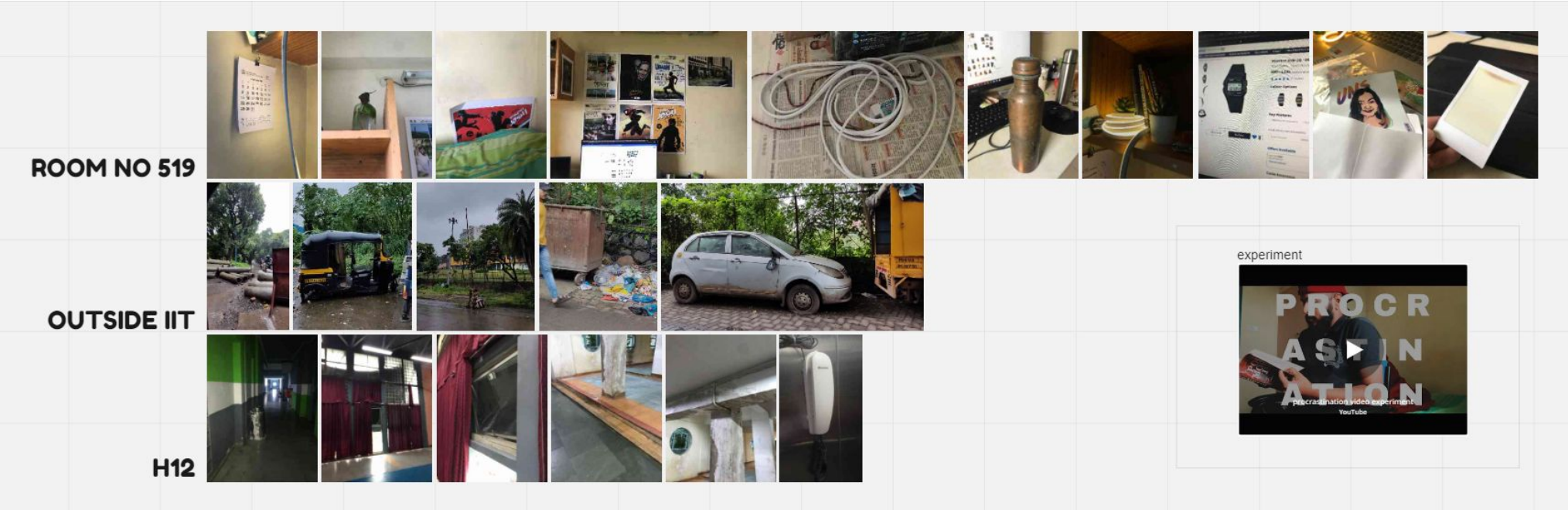
‘Procrastination’,
By Nata Metlukh

‘I’m Busy’,
by Carmel Gatchalian

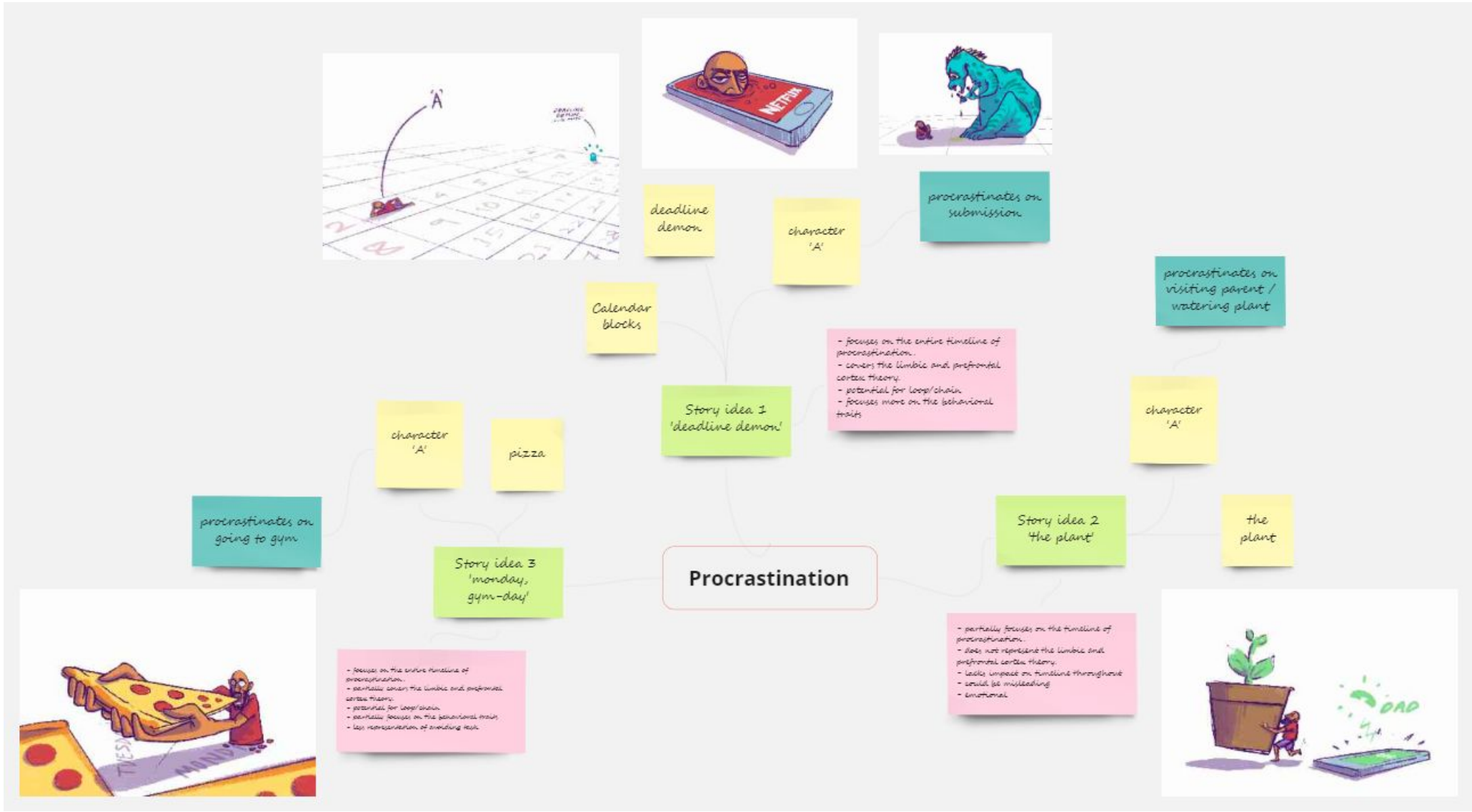
Inspirations and research

Primary research

I looked around myself, in my hostel room and inside and outside the campus, and I came across many objects, elements that have something to do with Procrastination and have some interesting stories in relation with Procrastination. I took pictures of these objects and tried to go back and think about the times I procrastinated in relation with that particular object/activity. I tried to recall my behavioural traits and also the consequences I faced after that. I also did a small experiment of recording myself playing the role of one of those noted down behavioural traits and its aftermath.



Mind Map


Procrastination
Story idea 1
'deadline demon'
deadline demon
character 'A'
Calendar blocks
- focuses on the entire timeline of procrastination.
- covers the limbic and prefrontal cortex theory.
- potential for loop/chain.
- focuses more on the behavioral traits
procrastinates on submission
Story idea 2
'the plant'
character 'A'
procrastinates on visiting parent / watering plant
the plant
- partially focuses on the timeline of procrastination.
- does not represent the limbic and prefrontal cortex theory.
- lacks impact on timeline throughout
- could be misleading
- emotional
Story idea 3
'monday, gym-day'
character 'A'
pizza
procrastinates on going to gym
- focuses on the entire timeline of procrastination.
- partially covers the limbic and prefrontal cortex theory.
- potential for loop/chain.
- partially focuses on the behavioral traits
- less representation of overdoing task

Story and concept

Initial story ideas

“The deadline monster”

On the surface of a monthly calendar, on one of its blocks (squares) is a human character ‘A’ chilling. Gets a text msg saying “the assigned task is to be submitted on 30th of this month”. Inside the block of that date (30th) pops out a tiny cute looking creature. ‘A’ looks at it from far away, ignores it and then continues to chill. Followed by performing multiple activities day-by-day (watching netflix, playing video games, partying, swimming, singing, etc.) one after the other. Where simultaneously the mysterious cute looking tiny creature is coming closer to ‘A’ and day-by-day is transforming into a giant vicious demon until it is now just one block away from ‘A’ and is ready to eat it. After noticing the creature’s new vicious nature ‘A’ starts to work on the task in panic. Right at that moment ‘A’ receives another text msg saying “the deadline for the submission has been extended to 30th of next month”. And after this, the vicious demon goes back to being the cute little creature again at the 30th block.

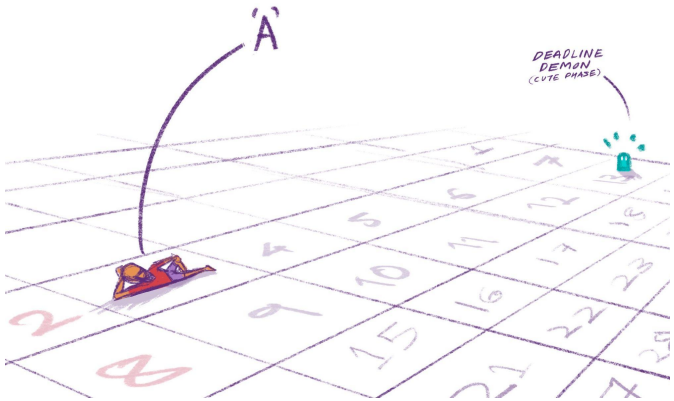
“The Plant”

Character 'A,' who lives away from home, brings a new plant into their room. Receives a call from one of their parents, who requests a visit because they are ill. Waters the plant while on call promising the parent a visit soon. Several days pass while 'A' continues to put off answering their parent's phone calls. Until one day, when they receive a phone call with bad news. All at the same, they realise the plant has died due to a lack of watering.

“Monday, Gym day”

Character ‘A’ sitting on a giant pizza. The pizza has only 6 slices with one empty space for the missing 7th slice where it is written “Monday". ‘A’ looks at the missing slice and says to itself “Monday is the best day to join the gym” and starts eating every other slice while repeating the same thing “Monday is the best day to join the gym”, as it is eating every slice one by one it reveals the name of each day below every slice. ‘A’ eats out all the slices and looks at the ‘Monday’ space and again says “Monday is the best day to join the gym” and falls asleep. Wakes up, and again finds itself sitting on a giant pizza with 6 slices with a missing 7th slice. ‘A’ looks at the empty space and says “Monday is the best day to join the gym”.

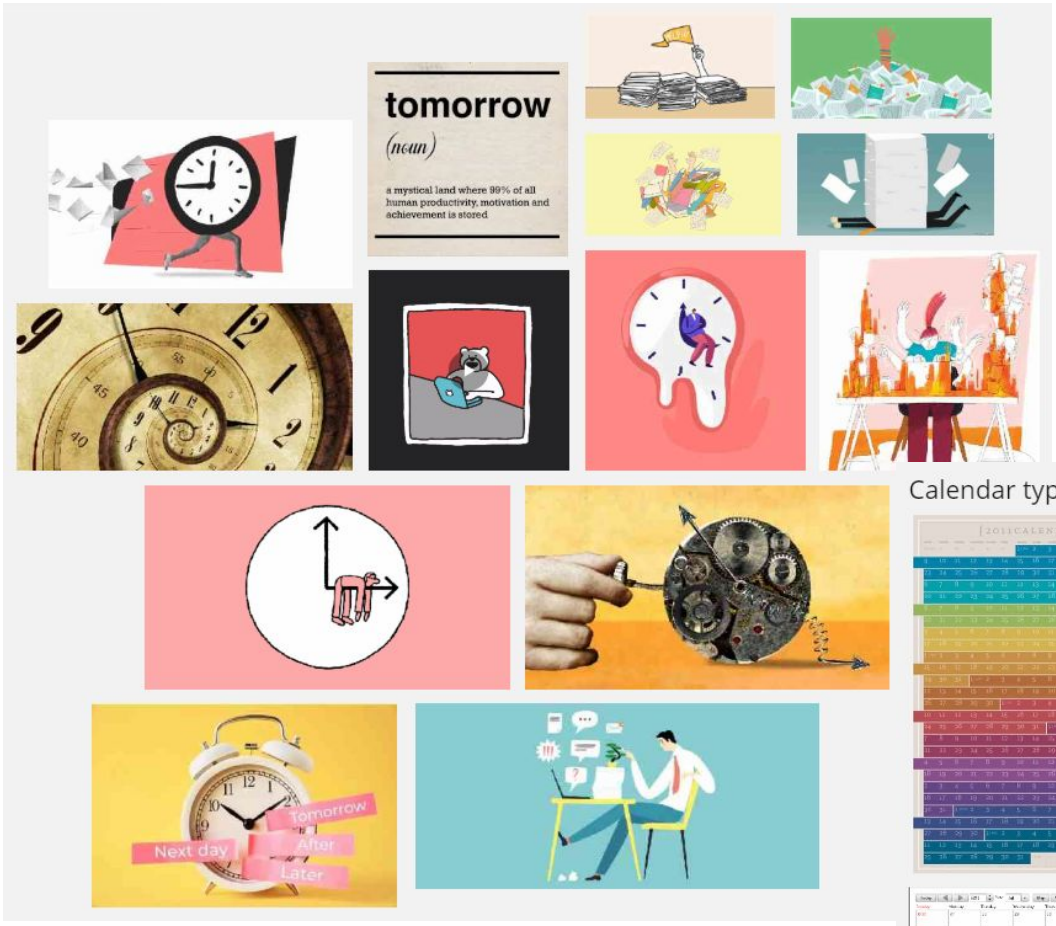
Initial Concept sketches

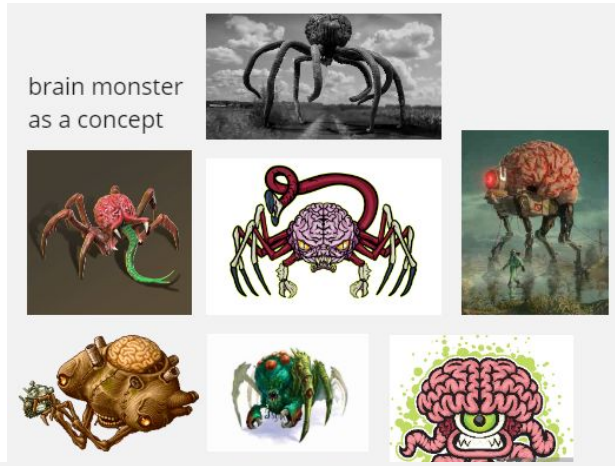


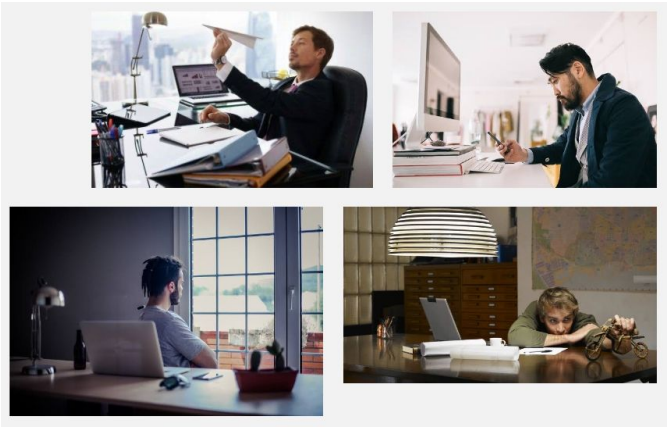
Mood Board

Image source: Google

- Tasks
- Calendar
- Clock
- Time
- Chaos
- Randomness
- Overwhelming
- Panic
- Deadline
- Ignorance
- Scrolling
- Drowning
- Monster
- Consequences







monsters ref

Image source: Google

Story and concept

Final Story

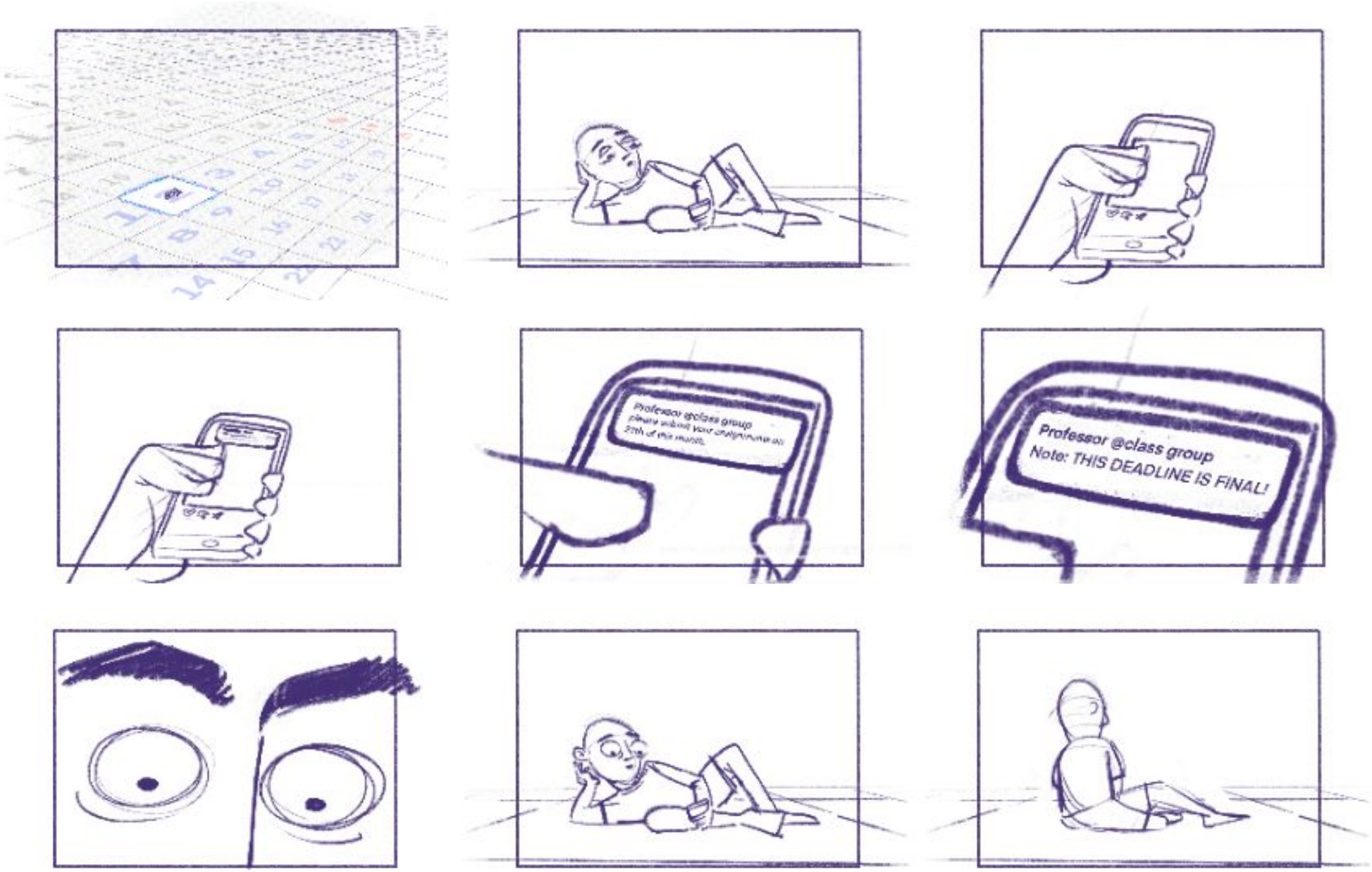
“The Deadline Monster”

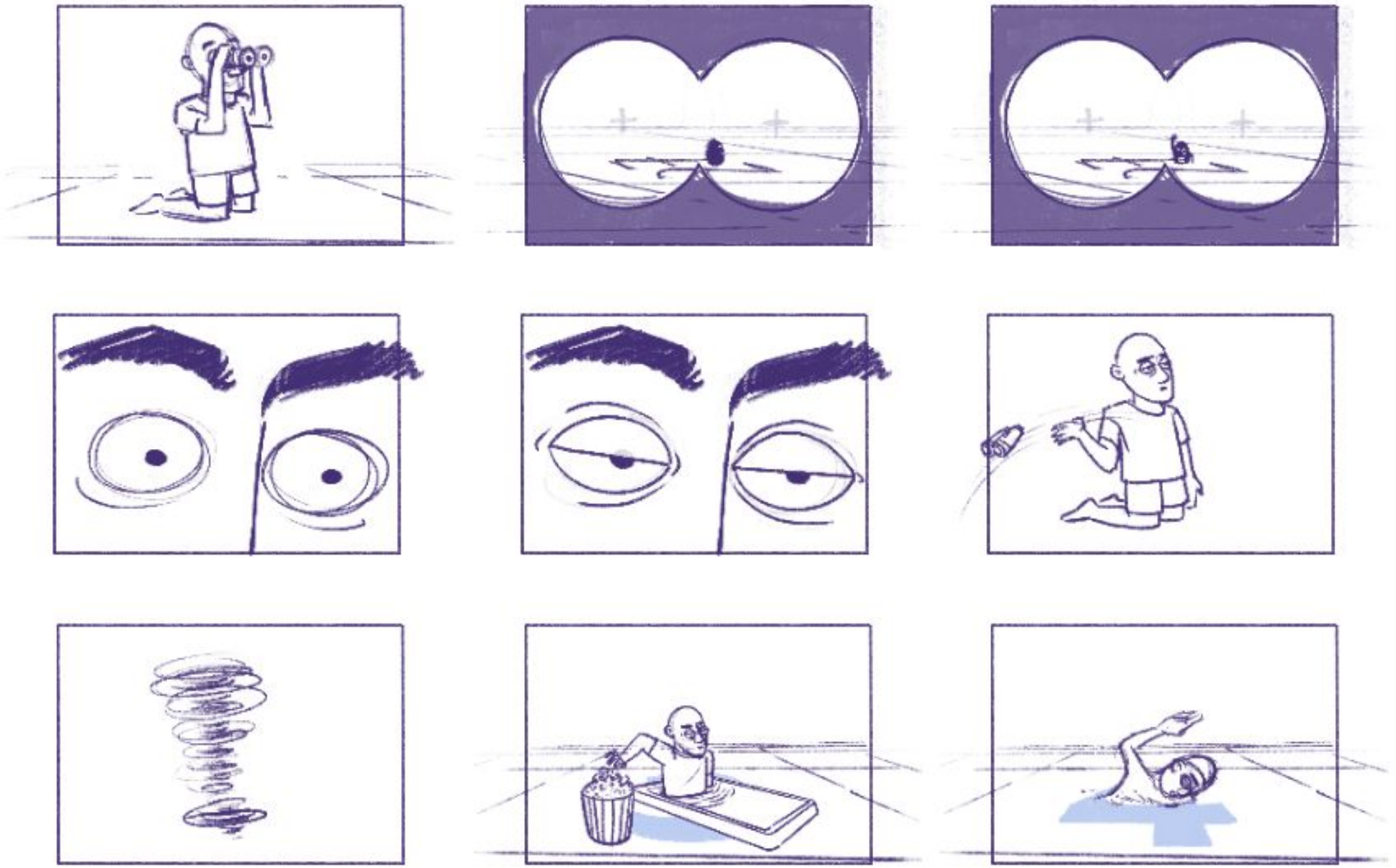
Rushabh, while chilling on a huge seamless infinite calendar on one of the blocks (date), gets a text message from his professor mentioning the deadline for the submission.

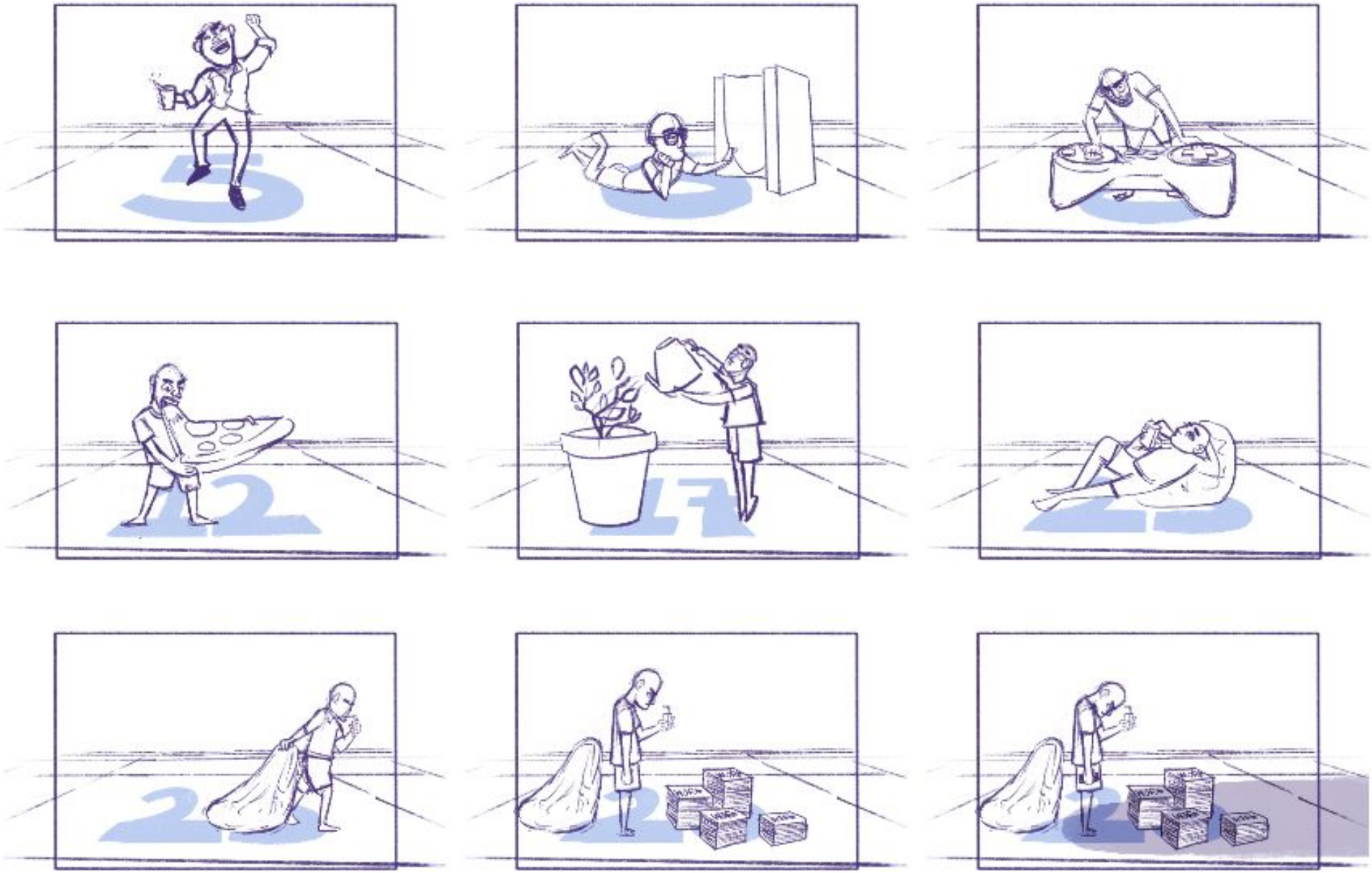
A small cute monster appears on the deadline date, looking at this harmless innocent creature, Rushabh chooses to ignore it and not work on the duly submission but rather performs every other activity until the creature is one block away and now is transformed into a huge viscous monster.

Looking at the horror of this vicious monster, Rushabh gets scared and for his life starts working on the deliverables in panic and rush. Just when the monster is about to eat Rushabh, He gets another text message saying “the submission date has been extended to the 27th of next month. Right at that moment, The monster again gets back to its initial stage and is thrown back at the next submission date.

Initial Storyboards

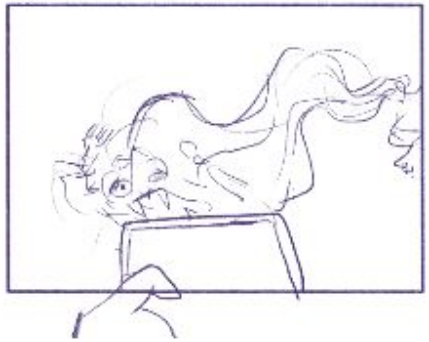




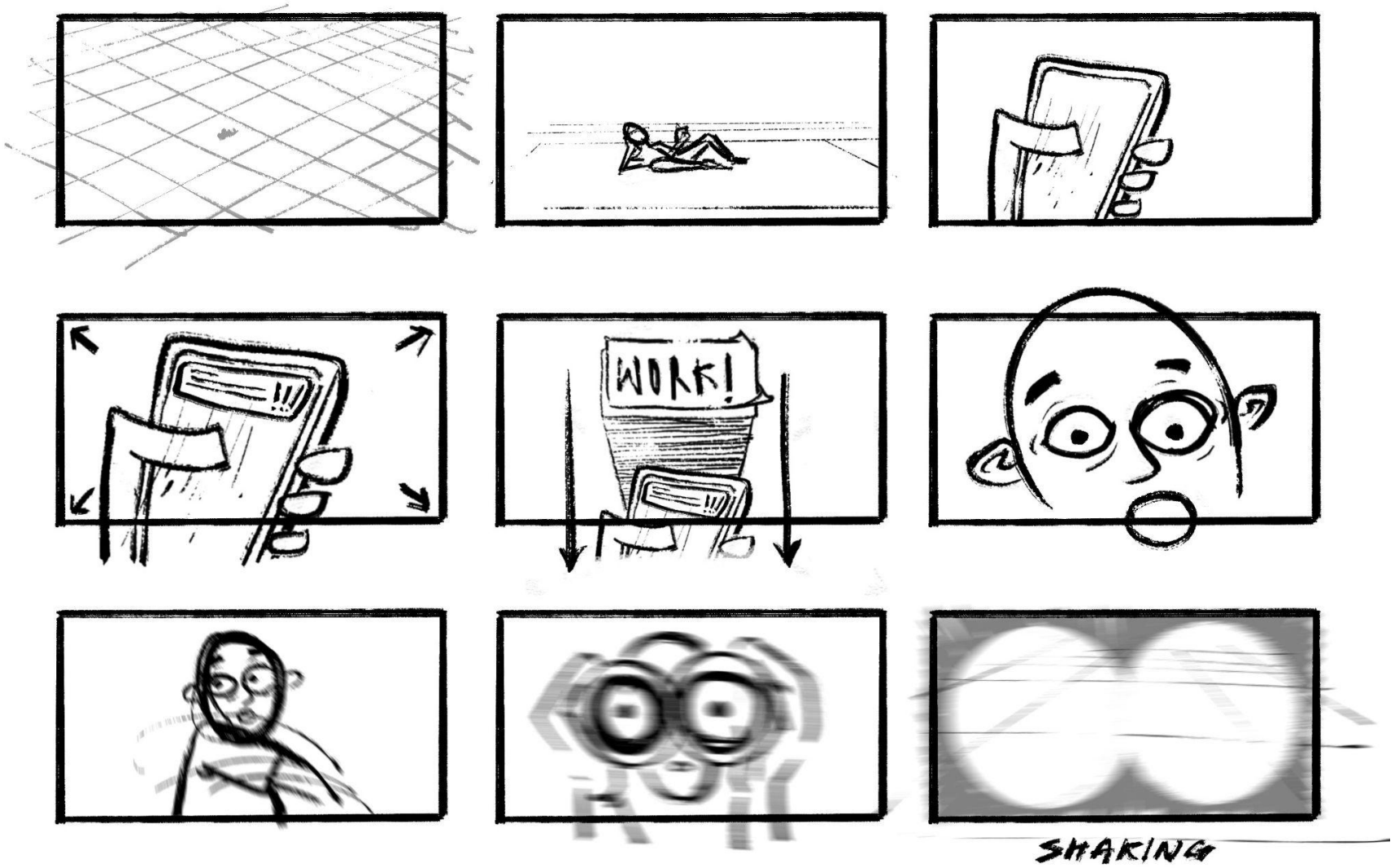


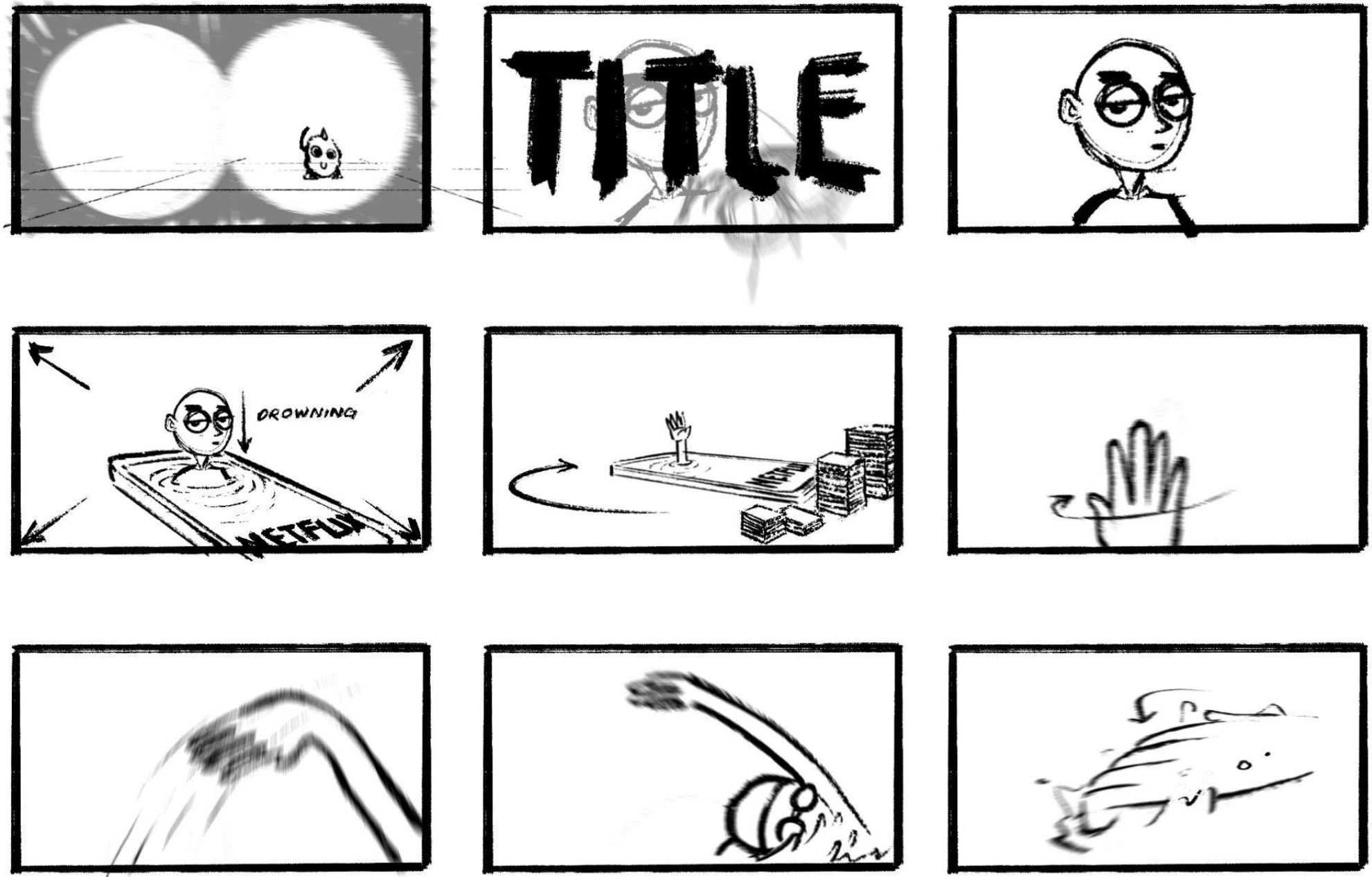
PANIC!
PANIC!

Professor @class group
Note: The deadline for the submission has been extended till 27th of next month



Storyboard

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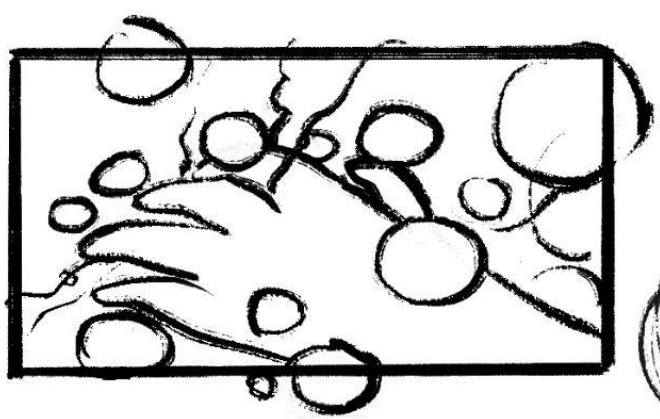

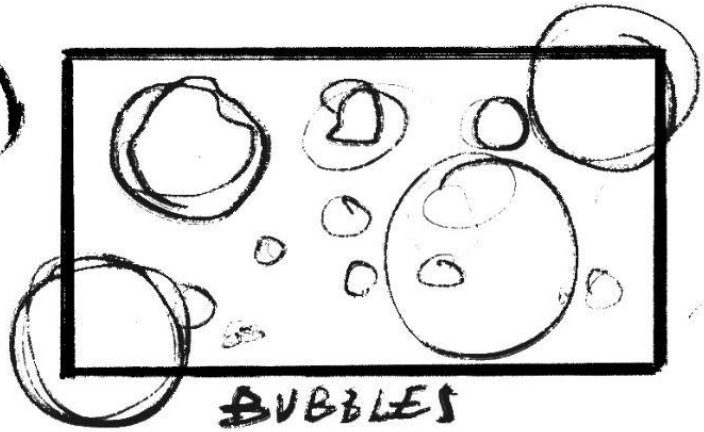

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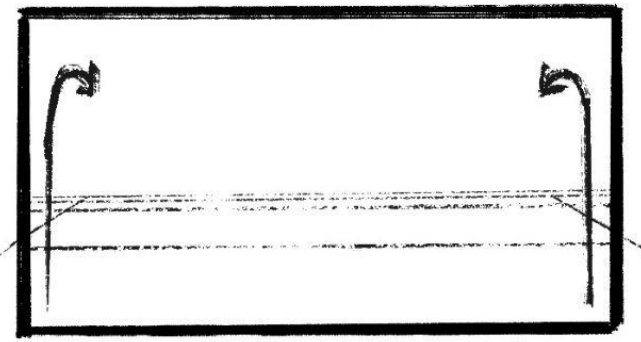
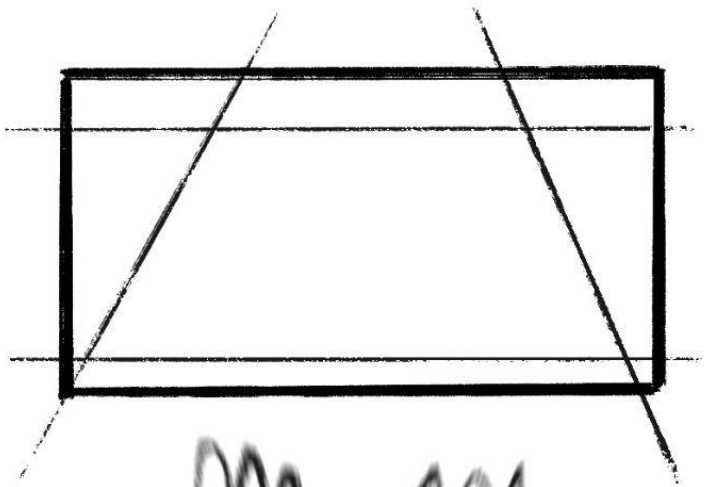
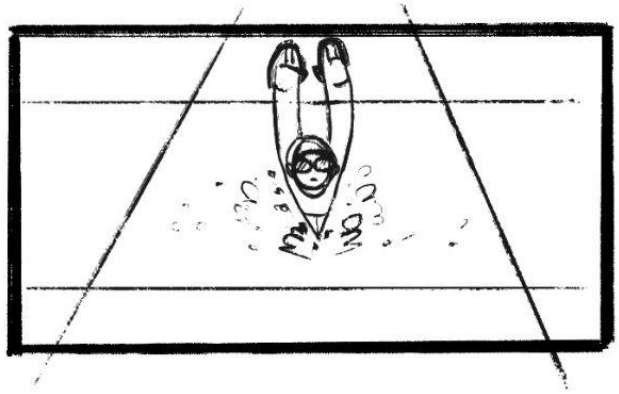
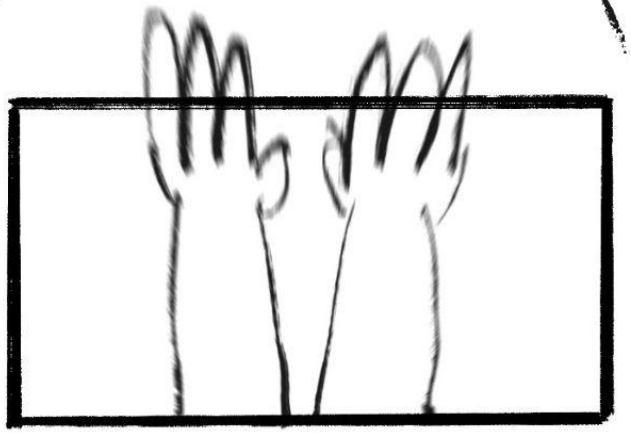


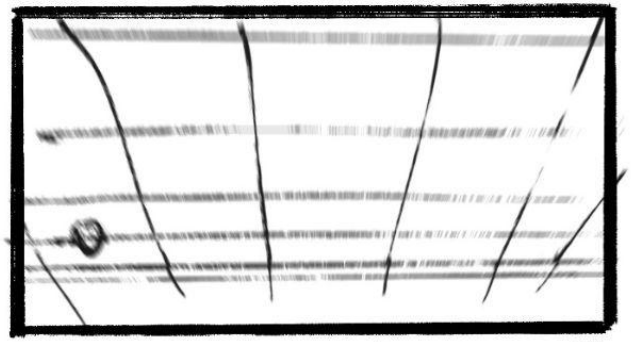
CAMERA MOV UPWT
TILT



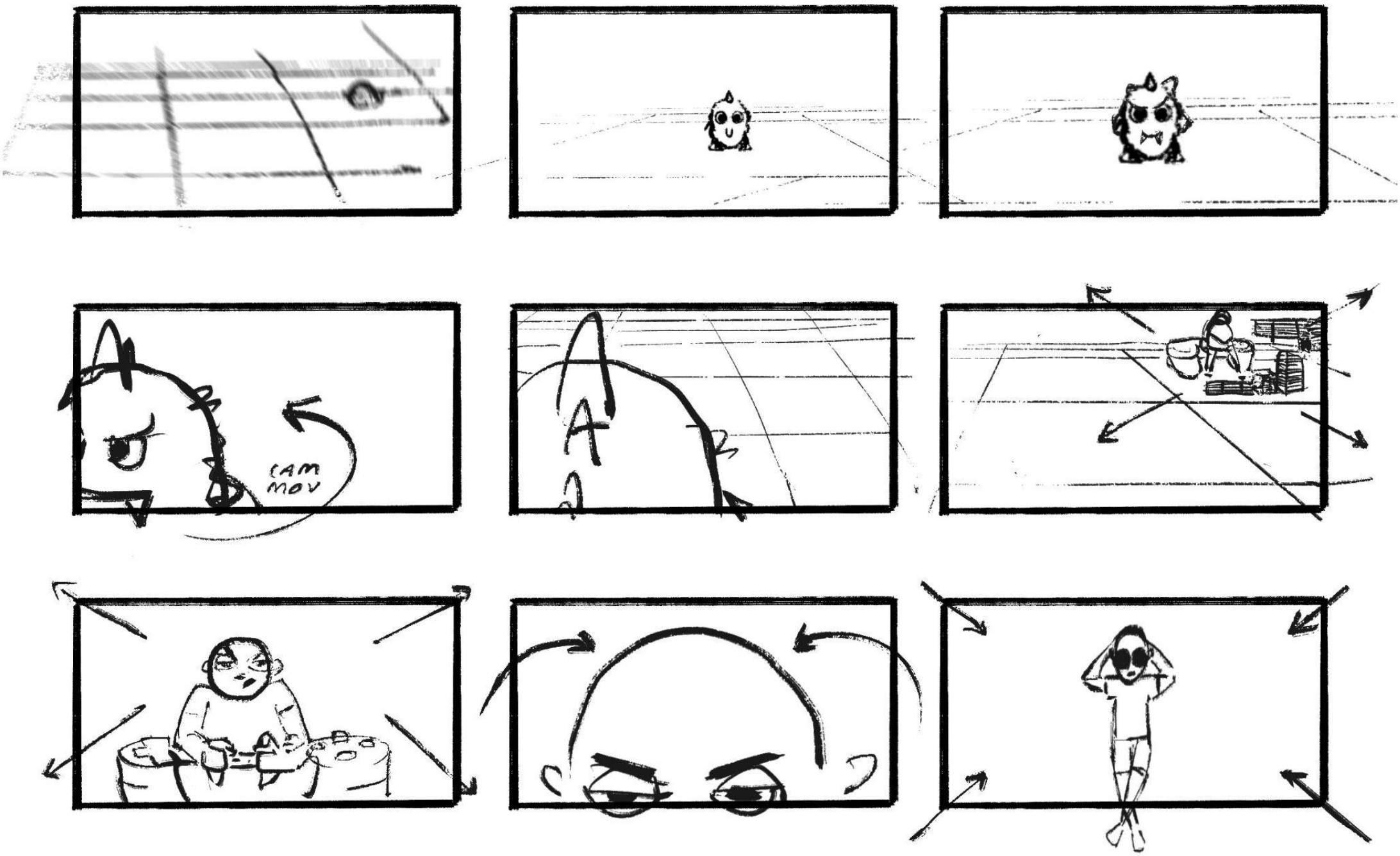




CAMERA MOV
UP TILT



CAMERA 180°
TILT (UP)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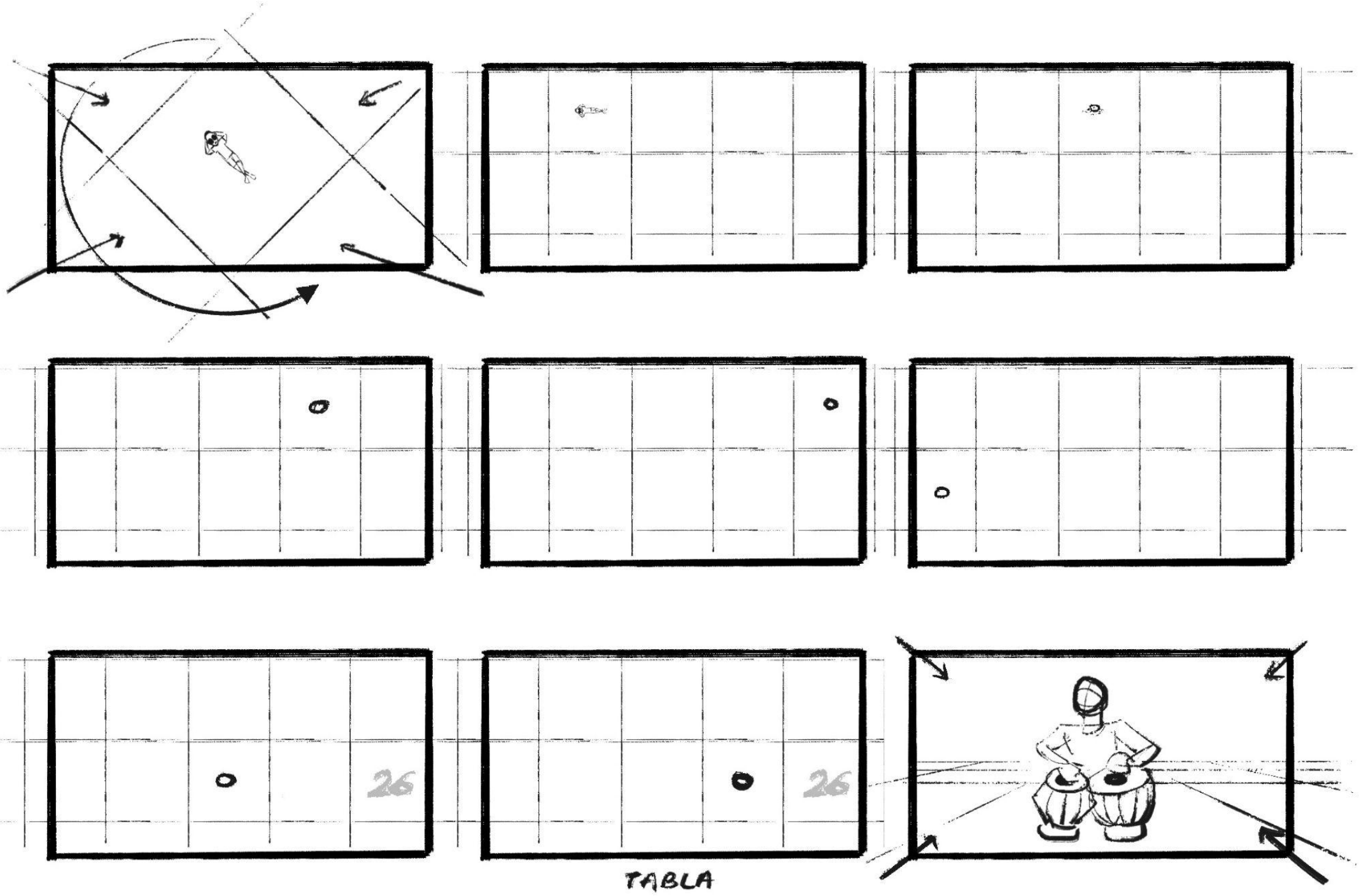
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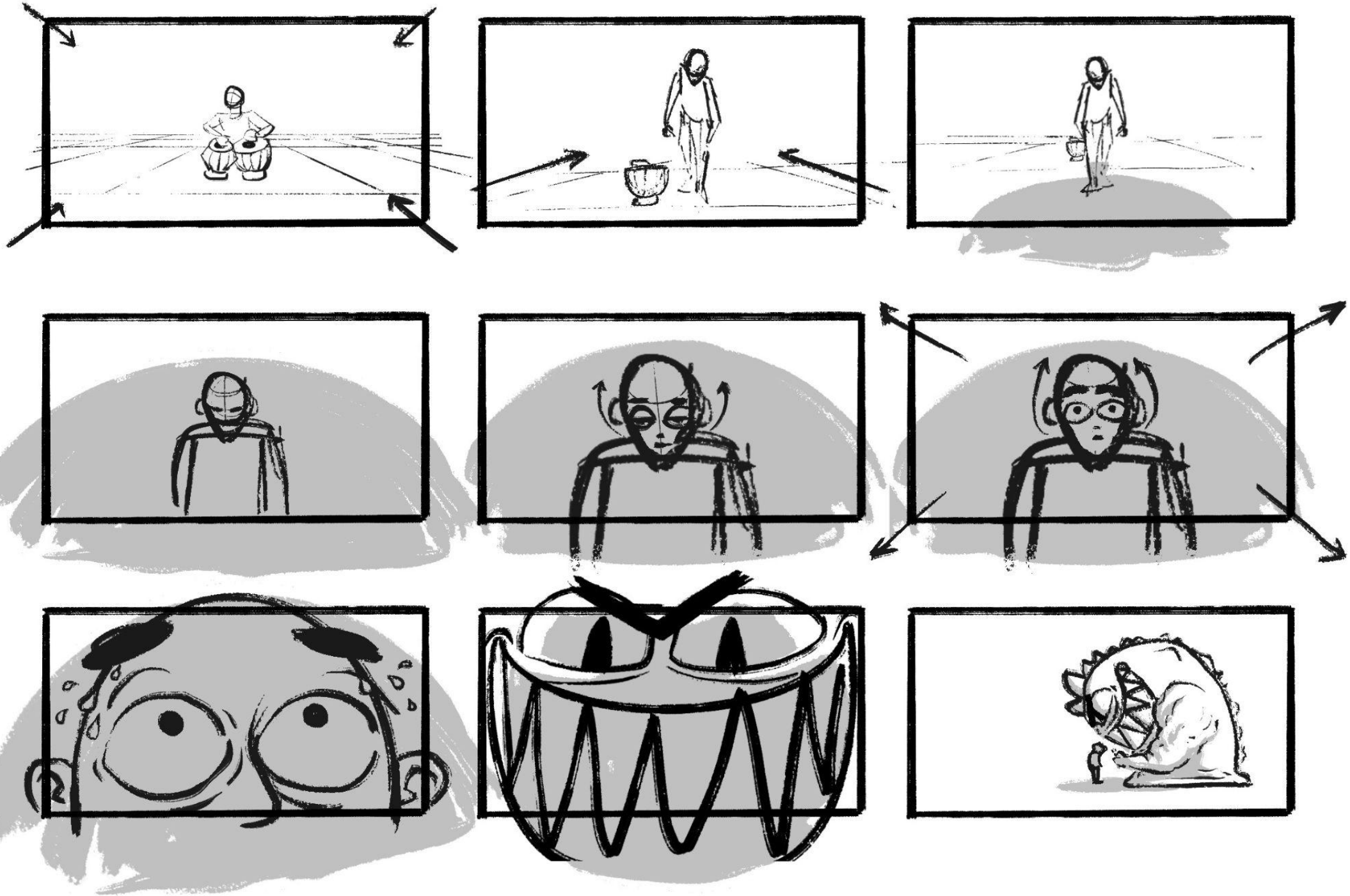
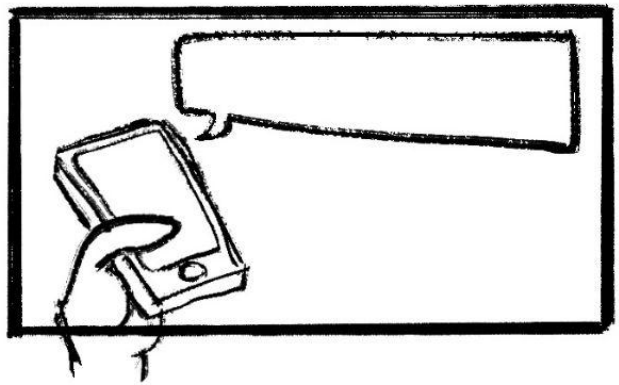
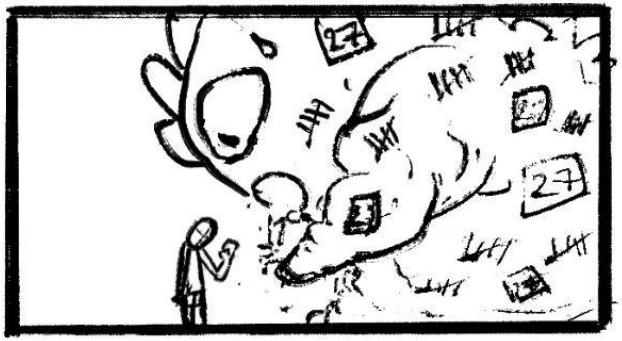
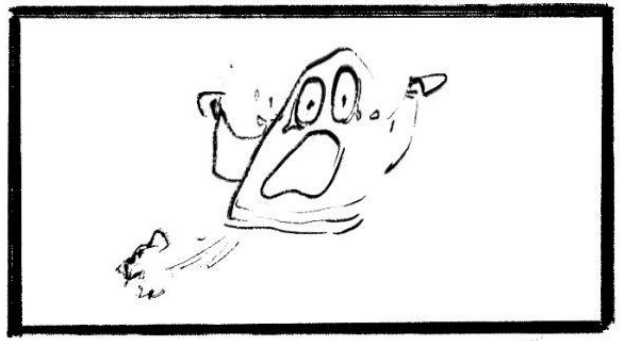
TABLA

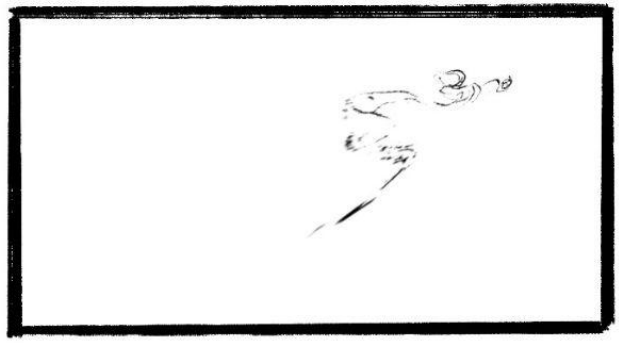


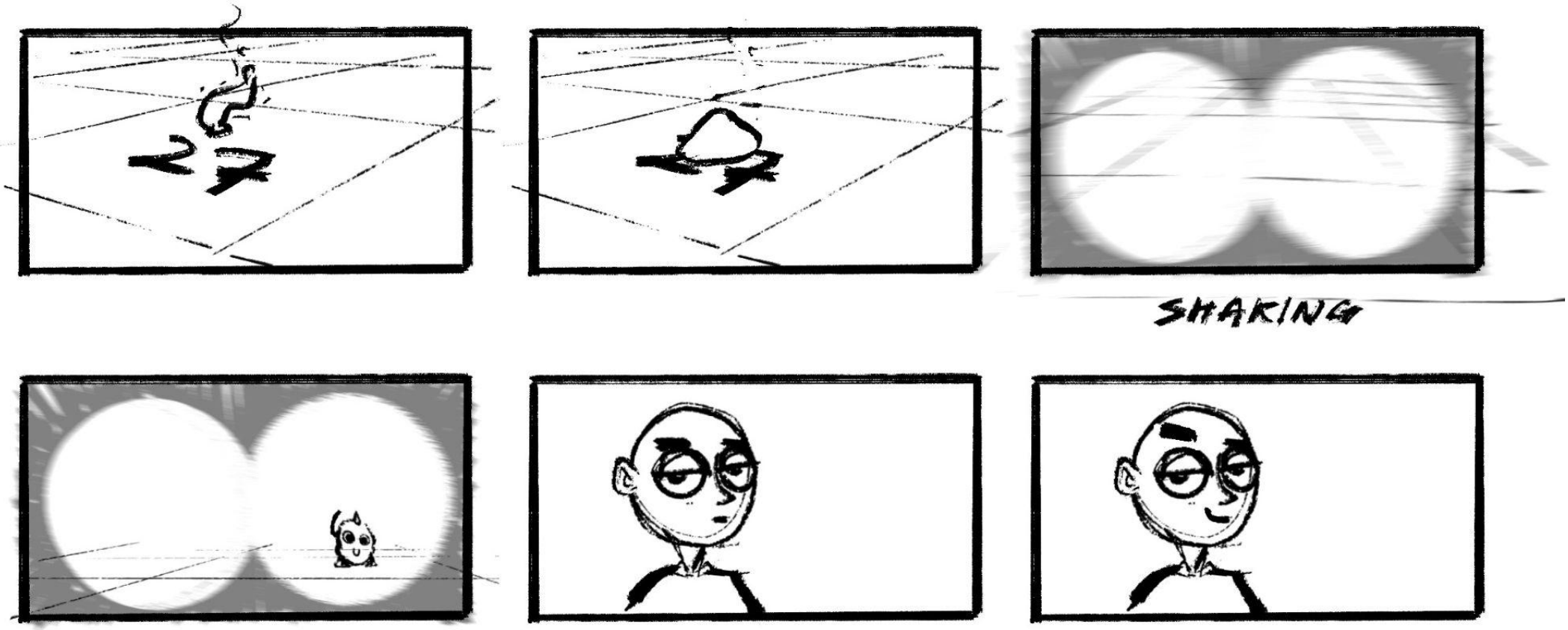
PANIC!
PANIC!





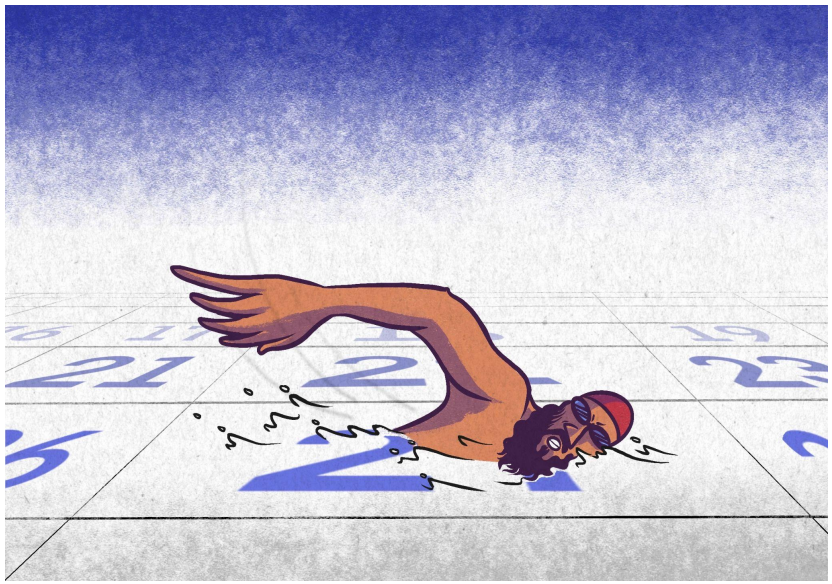


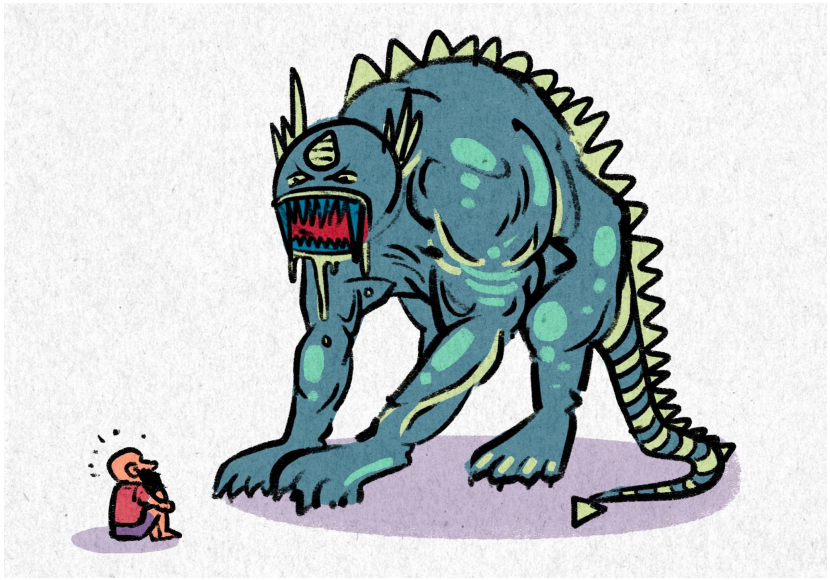



SHAKING

Inspirational Sketches

Inspirational Sketches

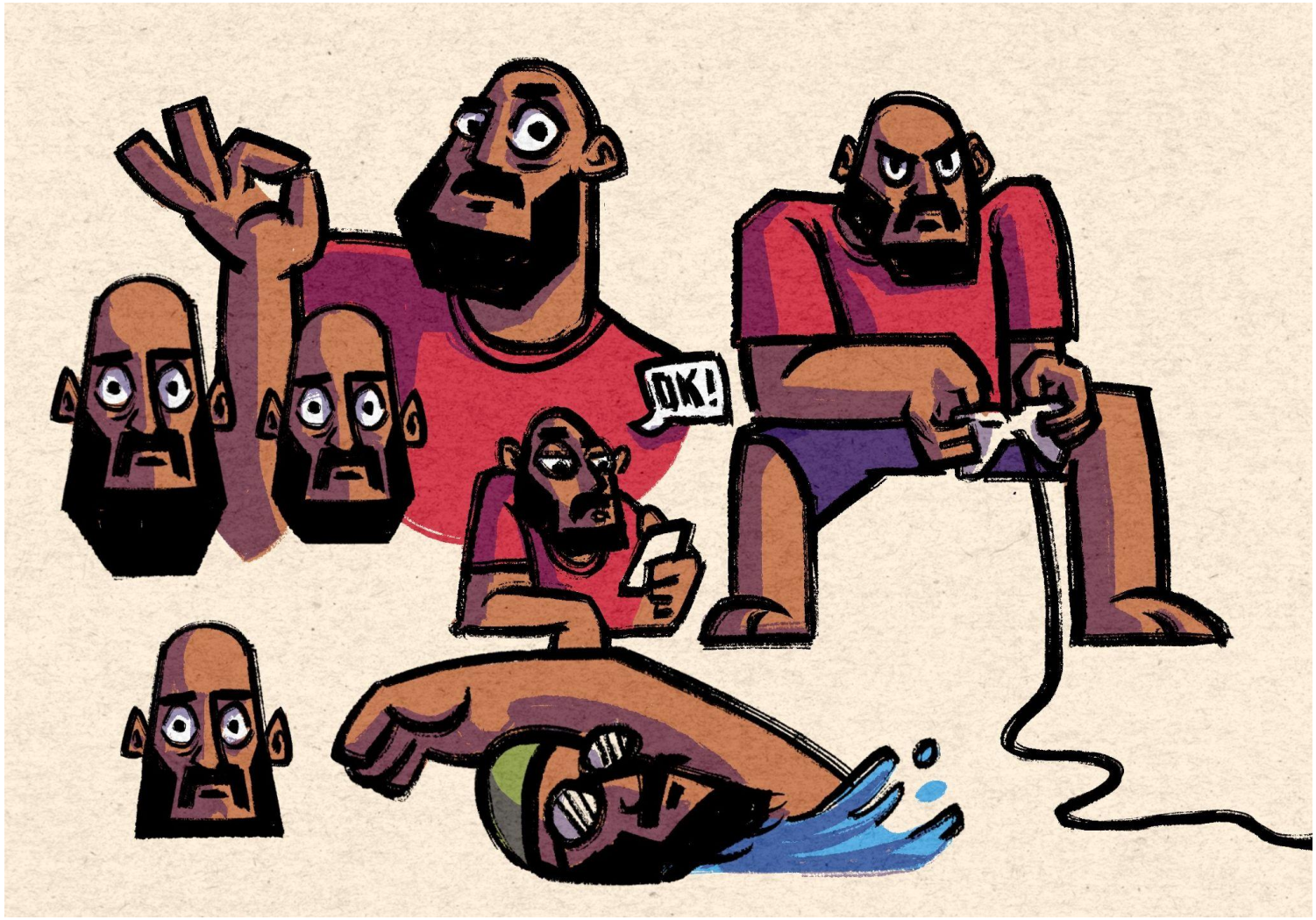


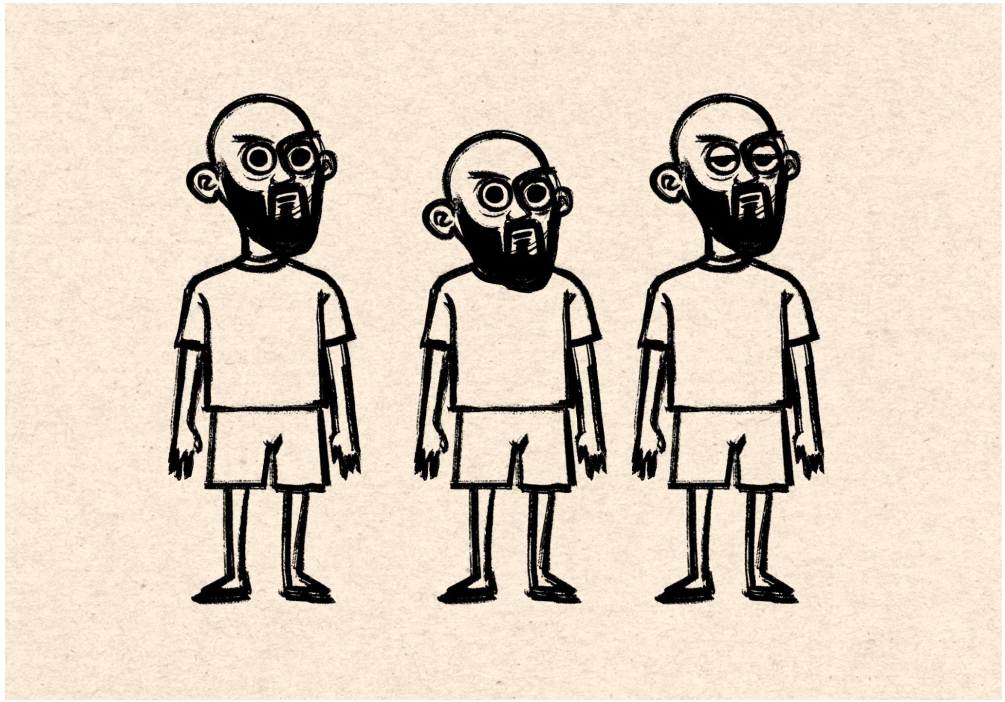


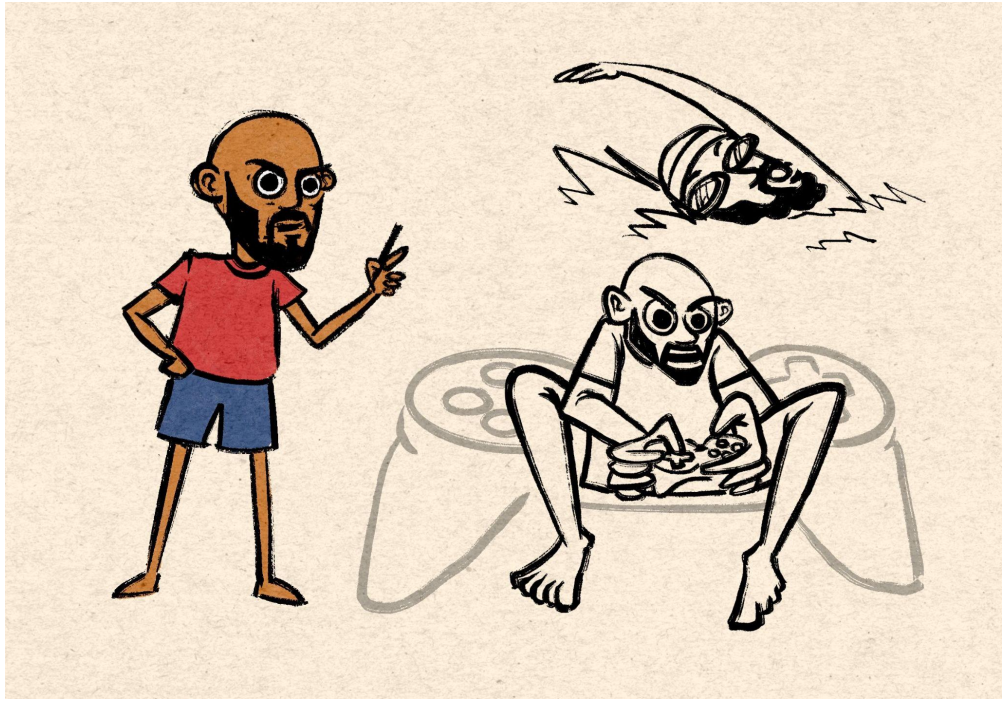
Character explorations

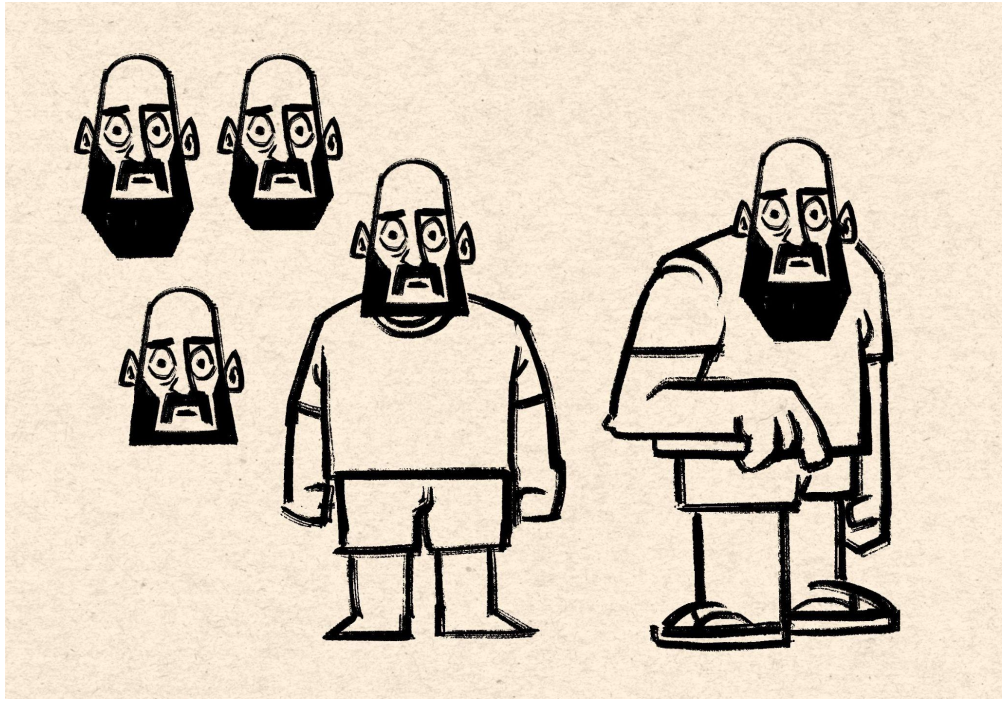
Rushabh

Rushabh is a 24 year old masters student who struggles with completing his assignments and tasks because he always loses against **procrastination**. Deadlines do not scare Rushabh until they knock on his door and then the panic sets in.









Deadline Monster

Deadline monster is a fictional terrifying monster which is visual metaphor for scary deadlines showing scary consequences. This creature comes to life when some work has been assigned to one. Being born as a very cute creature, it evolves itself into a vicious huge monster as and when one skips a day of working on the assigned task.

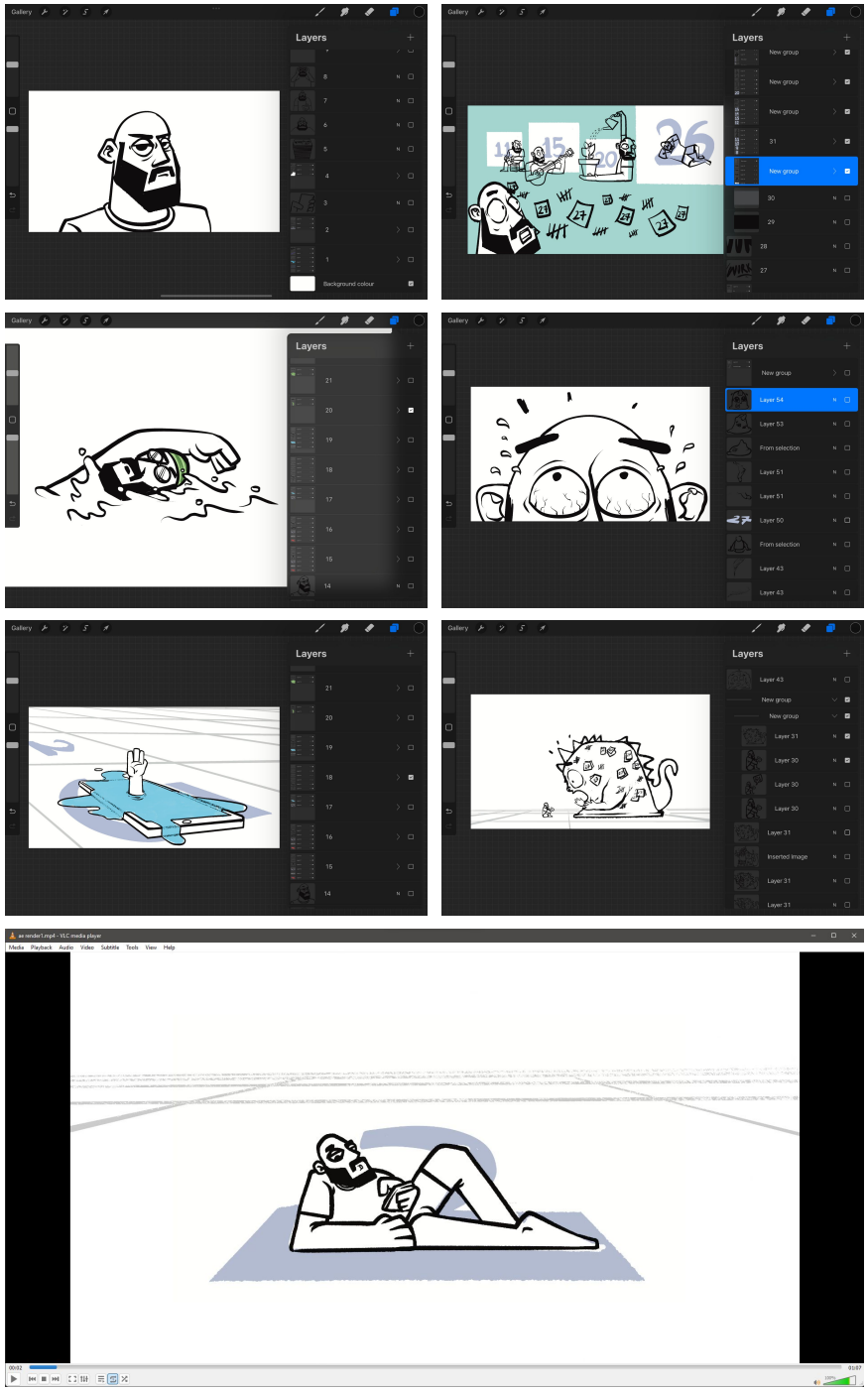
27

Production

Technique

All visuals including backgrounds were created in Procreate. The Animatics and Animation as well was done in Procreate.

Compositing was done in Adobe After effects.



Challenges and Learnings

When I first thought about the deadline monster and a story revolving around this abstract space on a Calendar, I was fascinated by it and confident about making this film. But as I progressed, creating small pieces for the appropriate compact storyline, I became increasingly aware that I was drifting away from what I had in mind. The visualised storyline appeared to be impossible to fit into the required pipeline at times. But, as time went on, I kept looking for the dots to connect properly and was eventually satisfied with what I had in the end.

Another challenge was the time constraint; when the animatic was created using the storyboard, the pace appeared to be very fast. This is where I found myself in a difficult decision-making situation, having to decide whether to cut out some crucial portions. What I learned was to understand what is absolutely necessary and must be included in the film and what is not.

Because this is a 2D animation film, I realised that the production process would be much more difficult than anticipated. I discovered that this, too, can be tackled if an appropriate strategy for making the animation process simple is devised.

Conclusion

There were many ups and downs throughout the process, and the film that one initially envisions will not look anything like it, but I learned that this is frequent in this process. Now I have a better understanding of how the entire process of creating a story and then effectively presenting it works. I believe that time management is the most important factor in this process. A well-visualized good film is unlikely to be satisfactory if time is not well managed throughout the process.

I see a significant difference between the initial storyline and where it is now. and I believe I can make a good film if I adhere to every step of the process with zeal. I extend my gratitude towards everyone who expressed interest, gave suggestions, and became a part of this film.