

PANKH

An Animated Music Video

Guided by Prof. Mazhar Kamran
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M.Des, Animation Design 2021-2023

Approval Sheet

The Design Project 3 Titled “ PANKH ” 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,
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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) and sources 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.

A handwritten signature in blue ink, appearing to read 'Rushabh Jadhav', enclosed within a circular stamp or seal.

Rushabh Namdev Jadhav

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Date: 23/07/2023

IDC School of Design, Indian Institute of Technology
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Acknowledgement

I would like to express my sincere appreciation to Azadi Records for granting me the permission to use their song for my graduation project. I am profoundly grateful for their enthusiasm and encouragement in support of my graduation film. Moreover, I extend my heartfelt thanks to Seedhe Maut, Sez on the Beat, and Bawari Basanti for crafting such an exceptional song that served as the inspiration behind my decision to undertake this project for my graduation. I wish to extend my heartfelt gratitude to my project guides, Prof. Mazhar Kamran and Prof. Swati Agarwal, for their invaluable guidance and inputs throughout this journey. Their support has been instrumental in shaping my project. I am also deeply appreciative of Prof. Sumant Rao, Prof. Aditi Chitre, and Prof. Abhishek Verma for their unwavering support and insightful contributions, which have played a crucial role in the development of my project. A special thank you to my friends at Studio 113, my batchmates for their valuable suggestions, which have greatly contributed to improving my film. I cannot overlook the immense influence of my parents, family, and friends in inspiring my film and providing me with encouragement and assistance throughout. Their unwavering support has been a constant source of motivation.

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Introduction

https://miro.com/app/board/uXjVPv3kK3g=

‘Pankh’ from their debut album ‘BAYAAN’, is one of my all-time favorite songs by the Delhi-based duo ‘Seedhe Maut’ and Bawari Basanti. I have a strong desire to create an animated music video for this track. The song ‘Pankh’ was inspired by the societal pressure that forces the younger generation to conform to the majority’s path. In the song, both Calm and Encore ABJ share relatable verses, recounting their own experiences growing up in such an environment.

The central message of ‘Pankh’ is to break free from these constraints, just as the artists did. They encourage the youth to spread their wings of creativity, hard work, and individuality and fly away to a place where they can freely express themselves, grow, and create.

My goal is to visually capture the struggles and challenges depicted in the song through an animated music video. By doing so, I hope to convey the powerful message of ‘Pankh,’ inspiring others to embrace their uniqueness and find their own path to freedom and self-expression.

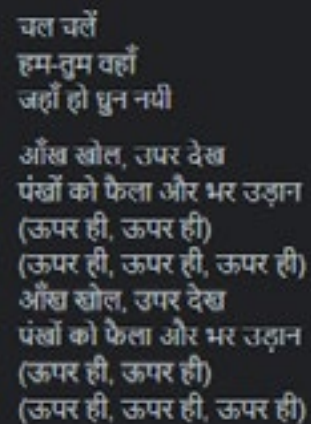
Link to to the song: https://youtu.be/x_pgqDX9eSc



Research

After finalizing my project topic, I began my journey by delving into the lyrics of the chosen song. I adopted a systematic approach, carefully studying the song and breaking it down into smaller pieces. By doing so, I aimed to gain a comprehensive understanding of the underlying meaning and themes conveyed by the songwriters. This process allowed me to scrutinize the details within the lyrics and take note of any metaphors employed by the songwriters. Through this analytical method, I successfully unraveled the various references and symbols embedded in the song, which proved to be immensely helpful in comprehending the songwriter's intentions and the message they sought to convey. Overall, this in-depth exploration of the lyrics served as a valuable learning tool, enabling me to grasp the intricacies and nuances of the song's content and appreciate the thought-provoking depth it offered.

The Hook:



चल चलें
हम-तुम वहाँ
जहाँ हो धुन नयी
आँख खोल, ऊपर देख
पंखों को फैला और भर उड़ान
(ऊपर ही, ऊपर ही)
(ऊपर ही, ऊपर ही, ऊपर ही)
आँख खोल, ऊपर देख
पंखों को फैला और भर उड़ान
(ऊपर ही, ऊपर ही)
(ऊपर ही, ऊपर ही, ऊपर ही)

Subsequently, I took the initiative to engage in personal conversations with some of my friends, delving into their childhood experiences and the challenges they endured. To my dismay, a recurring theme emerged among them – the weight of unrealistic expectations imposed upon them by their families. Many of my friends shared their struggles of having to comply with the decisions made by their families regarding their career paths and future endeavors. Regrettably, some expressed remorse for not having spoken up or asserted their own desires, as they now bear the weight of a life that feels shattered due to the choices made on their behalf. The profound impact of surrendering to familial pressures looms heavily over them, with pervasive feelings of what could have been, had they only found the strength to stand up for their own dreams and aspirations. These conversations unveiled a prevalent sentiment that resonates with many, highlighting the importance of empowering individuals to assert their voice and carve their own paths, ultimately leading to lives of fulfillment and authenticity. It is evident that the struggles faced by those who acquiesced to parental expectations serve as a powerful reminder of the significance of advocating for self-determination and charting a course guided by personal passions and ambitions.

The Lyrics:

अब उड़ चलें
हम-तुम कहाँ? "यहाँ"
"यहाँ"

उठो बनो बड़ा, पढ़ो लिखो दिल हो ना हो
बोलो जो वो बोलो
जो ना माने पीटो बेटा लाओ ला डंडा
क्या बात है?
क्या बात है?

पाँव छुओ नलो क्या बात है?
गये कहाँ संस्कार तेरे?
जीता गलतफ़हमी में तू सोने घुमे आगे-पीछे संसार तेरे
पहले धन छाप बेटे, उन्हें घंटा खेद है
होती light नहीं उस शहर में जहाँ पंखा fail है बोल धम्मा
पूरे दिन गली फ़ोन में नज़र
लाडसाहब की लालसा भी गुम, चल जाग जा
टूटे दिल बाजे फ़ोन में गज़ल
आज रात की बात है कल ज़ाम है बे हँस जा
ये ध्यान है जड़ हैं मर रहे लोग (फैंस जा)
ले बहन वो पहन make up लगा (धम जा)
भेजा ये पैर दो हाथ पकड़े कम क्या (कम)
पंख हैं तो पूरे फैला बस क्या
हर कोई बाँसुरी बजाते हैं बस में
चले बस ना किसी का
एक ही बस में बैठा सभी बस्तों में लिये टूटे सपने
बचने को जगह नहीं बची मेरे बच्चे, ढकदो
ये लाश ये आँसू खून ये जान मत लो
है सारी शाधन झूठ ये बात रट लो
उठा भरोसा साफ है सब यहाँ खाली छोड़ हैं
बाहर उड़ान भर लो

पता चला मुझे सही बात बढ़ जायेगी
तू गुप ही रहता
चल चुप हूँ मैं बता फिर तू क्यों है सहता?
घर पे सुनता school पे सुनता
बता मुझे कि तू क्यों है सहता?
सब से सुनता ठर के सुनता
बता मुझे कि तू क्यों है बहका?
खुद से तुझे लोग बोले सस्ता
उन्से खुद पे load लेके भूल ना रास्ता पर आम

तेरी पलकों पे लेटा लिखूँ आधी नींद में
इतना तो जायज है (शापद से)
प्यार से ज़ादा ही प्यार
साधू की नीयत से न्यार
अक पंथी के पंखों से हल्का से हल्का ये रिश्ता हमारा
इतना सा कहना मैं चाह रहा
कि मुझपे नहीं है कोई छा रहा
मैं जी लिया काफी बेचारा सा
Industry देती है चारा
जिसे मैं घंटा नहीं खा रहा था
क्या कहा था इनसे जब शुरू में करने था जा रहा?
चलना है मंज़िल तक मैं चलता ही जा रहा (चलेगा?)
किसी की आँखों में मैं तारा
किसी की आँखों में आबारा
बस तेरी आँखों का सहारा था

चल चलें हम-तुम वहाँ
जहाँ हो धुन नहीं
आँख खोल, उपर देख
पंखों को फैला और भर उड़ान
(ऊपर ही, ऊपर ही)
(ऊपर ही, ऊपर ही, ऊपर ही)
आँख खोल, उपर देख
पंखों को फैला और भर उड़ान
(ऊपर ही, ऊपर ही)
(ऊपर ही, ऊपर ही, ऊपर ही)

Secondary Research data

I conducted extensive research on the topic of Societal and Parental pressure on Children by exploring various sources such as news articles, news coverages, and campaigns available on the internet. During this investigation, I encountered numerous incidents that were directly linked to this pressing issue.

Parental and societal pressure on children concerning their academic and career-related progress, along with unrealistic expectations, has been a prevailing issue in India, with several incidents exemplifying the severity of the problem. One such incident occurred in 2019 when a 17-year-old girl in Hyderabad committed suicide after failing to clear the entrance exam for medical school. Her parents, who were both doctors, had placed immense pressure on her to follow in their footsteps and secure a medical seat, disregarding her interests and emotional well-being (source: The News Minute).

Similarly, in 2020, a tragic incident in Kota, Rajasthan, shed light on the intense competition and pressure students face to excel academically. A 16-year-old boy preparing for engineering entrance exams jumped off the seventh floor of a building, succumbing to his injuries. The incident highlighted the extreme expectations imposed on students in coaching hub cities like Kota, where thousands of young aspirants move every year to prepare for competitive exams (source: NDTV).

Additionally, societal expectations often play a significant role in influencing career choices. A case in point is the pressure faced by students to pursue traditional careers, particularly in the field of engineering. Despite having a passion for music, a young musician from Bengaluru was coerced by his family to enroll in an engineering course, leading to a constant struggle to balance academics and his true passion (source: The Times of India).

These incidents demonstrate the detrimental effects of parental and societal pressure on the mental health and well-being of children. Unrealistic expectations and narrow definitions of success force children to conform to preconceived notions of achievement, disregarding their unique talents and interests. To address this issue, it is crucial for parents, educators, and society to promote a more holistic approach to success. Schools and colleges should focus on fostering an environment that prioritizes individual growth and well-being over relentless academic competition. Open conversations about mental health and providing access to counseling services can help students cope with pressure and develop resilience in the face of challenges.

In conclusion, the incidents of academic stress, unrealistically high expectations, and tragic consequences in India highlight the urgent need to redefine success and encourage a more nurturing and supportive environment for children. By recognizing and celebrating individuality, we can empower the youth to pursue their true passions and potentials, leading to a healthier and more balanced society.

The #ReleaseThePressure campaign by Mirinda, launched in 2016, was a powerful and impactful initiative aimed at addressing the mounting pressure experienced by students during the exam season in India. Recognizing the detrimental effects of academic stress on the mental well-being of young individuals, Mirinda sought to create awareness and foster a supportive environment for students. Through thought-provoking advertisements and social media engagements, the campaign encouraged students to open up about their struggles and seek emotional support from their parents and peers, rather than succumbing to the burden of expectations. Mirinda's campaign effectively tapped into the prevailing sentiment among students, offering a reassuring message of understanding and empathy while emphasizing the importance of embracing one's unique abilities and enjoying life beyond the constraints of exam scores.

The #ReleaseThePressure campaign resonated deeply with students, parents, and educators alike, sparking important conversations about mental health and the need to reevaluate the emphasis placed on academic achievements. By addressing this critical issue, Mirinda demonstrated its commitment to the well-being of young minds and instilled a sense of empowerment among students to prioritize their emotional health. The campaign's impact extended beyond its launch year, leaving a lasting impression and inspiring further initiatives to alleviate the pressures faced by students in pursuit of academic excellence.

<https://youtu.be/z7NikXE0T8M>



Articles-

<https://www.indiatoday.in/education-today/featurephilia/story/parent-s-expectations-and-academic-pressure-a-major-cause-of-stress-among-students-1743857-2020-11-25>

<https://bau.edu/blog/effects-of-parental-stress-on-students/>

<https://psychcentral.com/lib/parental-pressure-and-kids-mental-health>

<https://www.longdom.org/open-access/parental-expectations-effect-of-perceived-academic-stress-on-students-performance-91672.html>

<https://mind.help/news/academic-pressure-parental-expectations-taking-a-toll-on-students-mental-health/>

Research papers-

https://www.researchgate.net/publication/339096621_Parental_Pressure_and_Students_Self-Efficacy_1

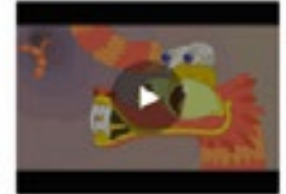
<http://article.sapub.org/10.5923.j.ijpbs.20150501.04.html>

Movies:



Keywords:





MoodBoard:



Initial Concept:

Song starts on failure

The concept portrays a journey of self-discovery and empowerment, where the protagonist faces both positive and negative energies within themselves. The storyline commences with the character feeling trapped and overwhelmed by negative energy, symbolized by something chasing them. However, a glimmer of hope arises in the form of positive energy, offering a guiding light towards a way out.

As the character seeks a way out, they enter various classrooms with different subjects, signifying the challenges and complexities of life's decisions. The running clock represents the pressure of time, signifying that the character feels time slipping away. Throughout the journey, elements representing obstacles and setbacks come crashing down upon them as they strive to move forward.

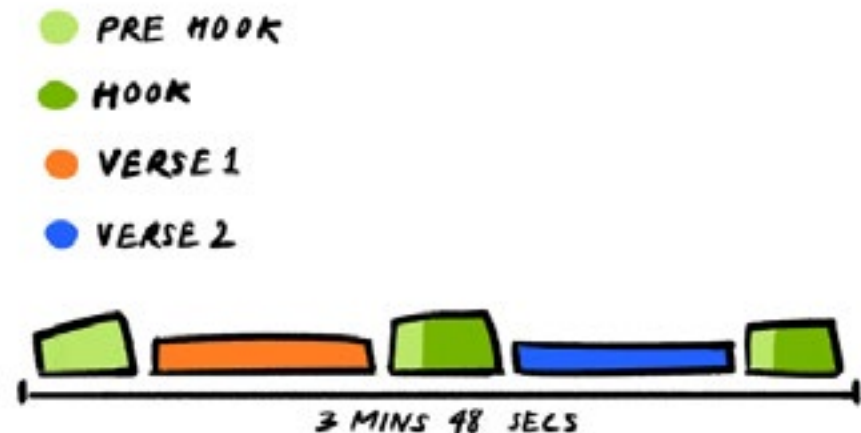
Entering a mathematics maze represents the complexity of problem-solving and decision-making. The struggle and feeling of getting lost signify moments of self-doubt and uncertainty. However, the character's determination and resilience enable them to find a way through the maze.

The journey takes a deeper emotional turn as the character faces

moments of self-doubt and under-confidence, leading to a struggle for breath. A split-screen depicts an internal dialogue where self-talk serves as a catalyst for personal growth and strength. With each step on the abstract stairs, the character gains resilience and becomes stronger as they embark on the path of self-improvement.

The climax of the journey is the confrontation with negative energy, symbolizing overcoming inner fears and doubts. The protagonist emerges victorious, having defeated the negative forces that once held them back.

Finally, the character finds a way out, and on the left, they experience visions of their better self, representing self-realization and growth. These visions pull them out of their figurative chair, instilling a newfound confidence within. As the character confidently walks away, the bell ringing



Final Concept:

Inside the classroom, the kid realizes he has failed the exam. Tears drop from his eyes as he converts into a minimal version of himself while falling down. He wakes up in a huge, dark hall with multiple doors. One door is open. A positive guiding energy asks the kid to escape through the door, but as he reaches for it, the door shuts. A huge monster standing right behind him roars at him. The kid falls.

The society shows the kid his failing reports. The kid runs away, falling into different different situations where he has to face the fears of his real-life problems. When the hook starts playing, the door opens again. The kid tries to run towards the door, but he falls as heavy loads of books fall on him. The door closes again. The monster again tries to attack the kid. The kid screams out of fear and runs away. He reaches a point where the floor is filled with all his failed reports.

The kid gets an idea. He sits down and starts folding all his failed reports into different shapes. He sticks them together until the whole structure looks like wings made of paper. The kid looks at the monster and starts running towards it. He starts flying with the help of the wings, flying high towards the roof. There opens a circular way out. The kid escapes in slow motion, with happy tears streaming down his face. He wakes up in the classroom, confused. He looks down at his table and sees the failed report folded into one of the wings' shapes. He smiles. The end credits roll.

Concept Art Exploration:

This marks the inception of my journey, creating a fan art album artwork for the song. My intention was to adhere to this concept and the elements depicted in the artwork, as I firmly believe that this singular illustration encapsulates the essence of the entire plot. Through meticulous attention to detail and artistic expression, I strived to convey the overarching theme and message of the song in this visual representation.





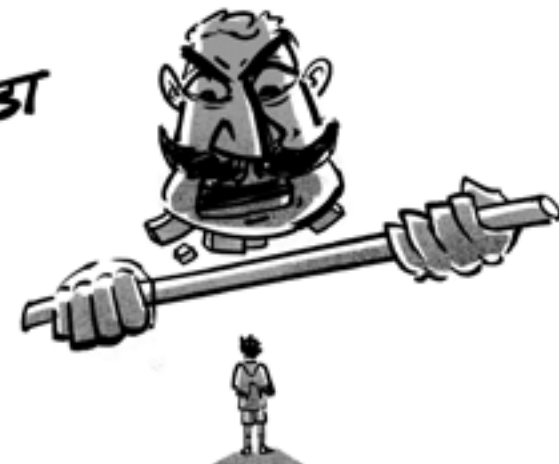
(VERSE 1)
SNAP TO REALITY

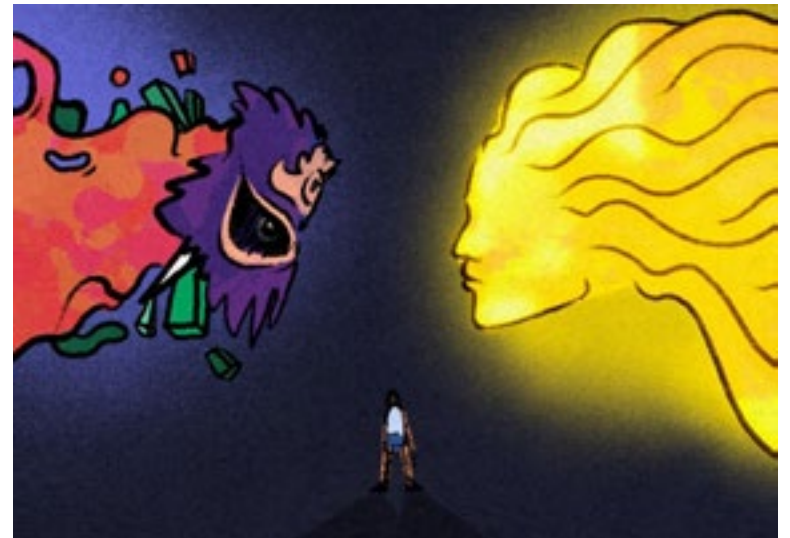
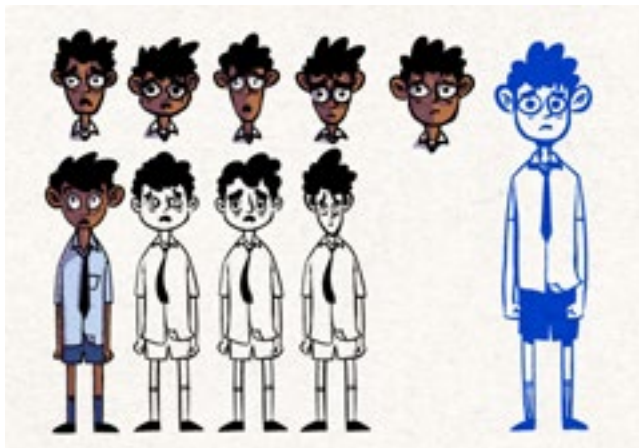
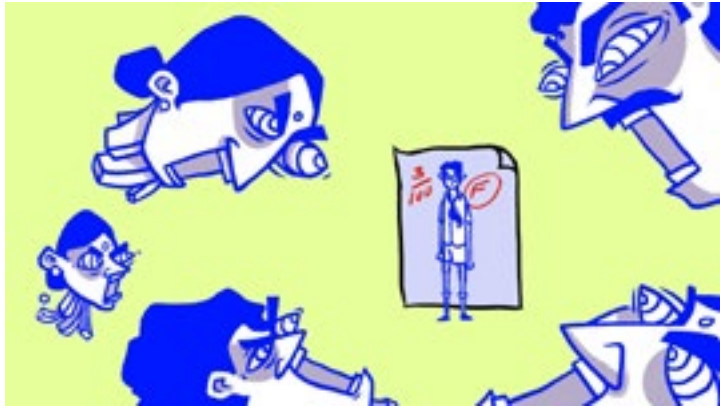
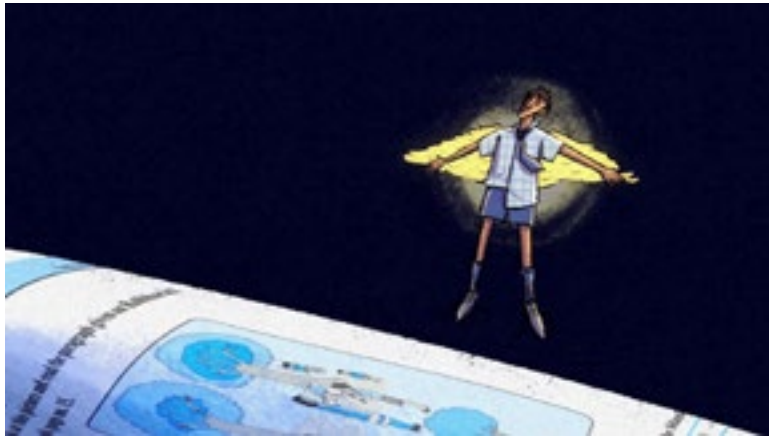


(HOOK)
DREAMY SPACE

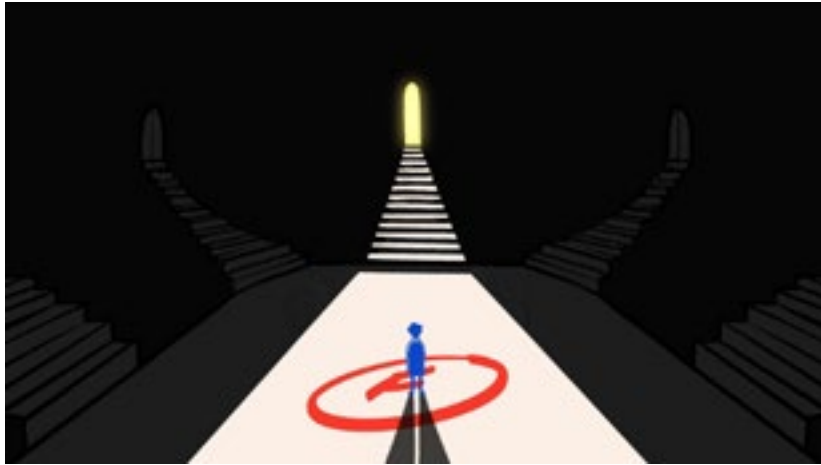


डंडा



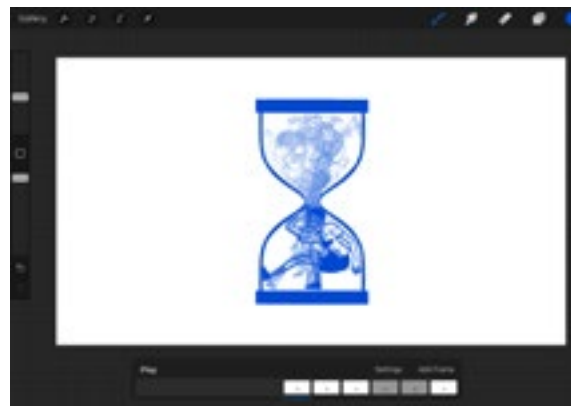
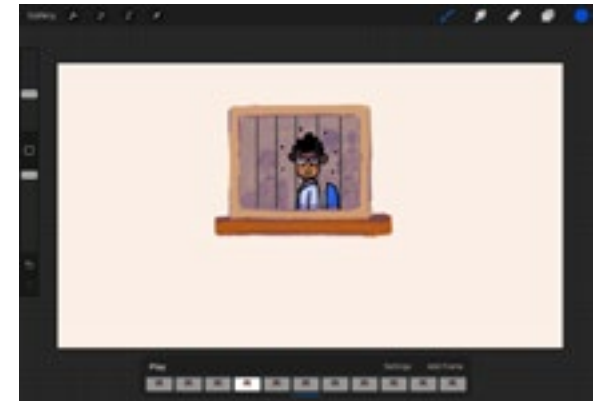
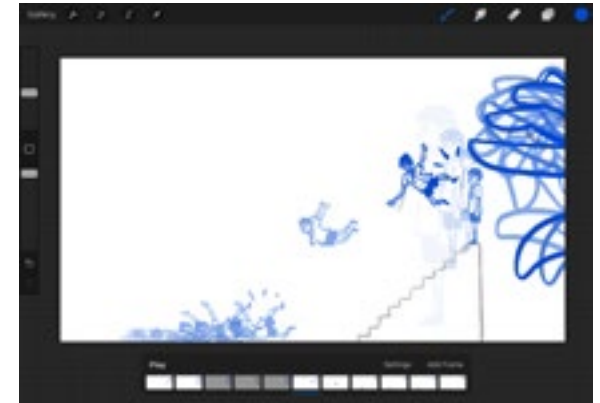


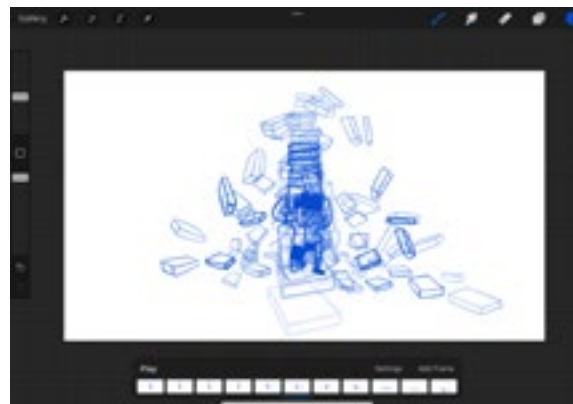
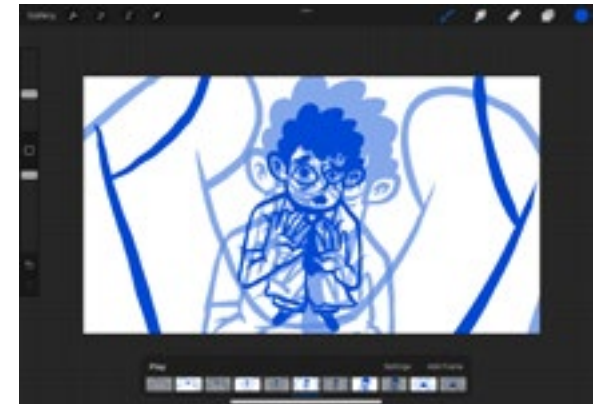
Final Design Style:



Production:

I initiated the production process by meticulously crafting frame-by-frame 2D animations using the Procreate App on my iPad. The platform's versatility and precision allowed me to bring my creative vision to life with intricacy and attention to detail. Additionally, I utilized Procreate to create the animatic, a crucial step in the animation process that outlines the sequence of scenes and their timing. By seamlessly integrating the animation and animatic creation within the same app, I ensured a cohesive and seamless workflow, optimizing my efficiency and productivity throughout the project. Procreate's user-friendly interface and powerful features facilitated the realization of my artistic vision, enabling me to produce high-quality animations and a well-structured animatic to guide the subsequent stages of the production.





Challenges faced

The process of creating an animated music video presented me with a unique set of challenges that I had not encountered while making a short film. I quickly realized that making a music video is an art in itself, requiring a different approach to storytelling and filmmaking. Throughout this journey, I gained a deeper understanding of the profound impact of music and rhythm in conveying emotions and enhancing the visual narrative.

In crafting the music video, one of the key lessons I learned was the importance of synchronizing the visuals with the rhythm and beats of the song. Unlike a conventional film, where storytelling can be more linear, a music video demands meticulous planning of shots to align with the song's tempo and cadence. This synchronization is crucial in amplifying the emotional impact of the visuals, immersing the audience in a multisensory experience.

Moreover, working on the music video taught me the art of playing with the lyrics creatively. Instead of conveying the literal meaning of the words, I discovered the power of using metaphors and symbolism to evoke emotions and leave a lasting impression. This allowed me to infuse depth and artistry into the visuals, enabling viewers to interpret and connect with the song on a more profound level.

Overall, the challenges I faced while creating the animated music video served as valuable learning experiences. They highlighted the

significance of understanding the synergy between music and visuals in storytelling and emphasized the need for meticulous planning and creativity in crafting a captivating and meaningful music video. Through this process, I have grown as a filmmaker, deepened my appreciation for the art of music videos, and honed my ability to use metaphors and rhythm to evoke powerful emotions in my audience.

Conclusion

In conclusion, the decision to choose the topic of societal and parental pressure on children for my graduation project and create an animated music video has proven to be an immensely rewarding and enlightening experience. Throughout the journey of researching, planning, and crafting the video, I have delved into the complex dynamics of how societal expectations impact the youth, leaving an indelible mark on their emotional well-being and aspirations. This process has not only broadened my knowledge on the subject but has also sparked a profound sense of empathy and connection towards the challenges faced by young individuals in today's world.

As I dived deeper into the project, I realized the power of visual storytelling and the importance of creative expression in addressing pertinent social issues. The music video allowed me to convey complex emotions and experiences through powerful imagery, metaphors, and rhythmic synchronizations with the song. By exploring the struggles faced by children under societal and parental pressures, I aimed to foster a deeper understanding among viewers and encourage meaningful conversations about the ways we can collectively create a more nurturing and supportive environment for the youth.

This project has not only enhanced my filmmaking skills but has also instilled in me a sense of responsibility as an artist to use my platform to shed light on important societal matters. It has reaffirmed my belief in the transformative potential of art to inspire change, foster

platform to shed light on important societal matters. It has reaffirmed my belief in the transformative potential of art to inspire change, foster empathy, and ignite meaningful dialogue. Moving forward, I aspire to continue utilizing my creative abilities to address pressing issues and advocate for a more compassionate and understanding society.

In essence, this graduation project has been an invaluable journey of self-discovery, growth, and social consciousness. It has provided me with a powerful medium to explore and communicate critical themes, connecting me with a diverse audience and igniting a shared sense of compassion and empowerment. As I embrace the culmination of this project, I am both humbled and motivated by the profound impact that art can have in illuminating societal challenges and inspiring positive transformation.

Film Link:

Click on the link below to watch the film.

https://drive.google.com/file/d/15Wy8cmYK9pyeG_Fx6wBfgoz5_MCn4uWZ/view?usp=drive_link

(The film is currently in its final stages of production, and there may be a few more changes before its completion. In the meantime, I hope you enjoy this version of the film.)

Thank you.