Summer Internship Project Report

Submitted in partial fulfillment of the requirements of the degree of

Master of Design

by

Vinayak Pancholi
(136340004)

Guide:
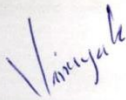## Mr. Satish Mane
(Sava Design Studio, Mumbai)

Animation and Film Design
Industrial Design Center

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY
2013-2015

Declaration

I hereby declare that this report is submitted by me in the partial fulfillment of the requirement for the award of MASTER OF DESIGN. 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/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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Signature

Name of Student: Vinayak Pancholi

Roll No.: 136340004

Certificate

bring ideas to life

Date : 05.07.2014

This is to certify that **Mr. Vinayak Pancholi** student of Industrial Design Center(batch 2013-2015) Indian Institute of Technology Bombay, Mumbai has completed his internship at Sava Design Studio. He worked on title animations and opening credit sequence of R J Production House Pvt. Ltd. film "*Gadad Jambhal*" for a duration of 4 weeks(from 5th May, 2014 to 31st May, 2014).

Yours truly,
Sava Ideas

Satish Mane
Founder &Director
SAVA IDEAS

Acknowledgement

I would like to express my gratitude to my guide Mr. Satish Mane for this vitally important guidance during my Summer Internship Project at Sava Design Studio. His invaluable insight of the commercial design industry helped me to narrow down my future efforts for my career constructively. From corporate branding to visual effects, critical exposure to behind the scenes working of commercial design studio has been an excellent and rewarding experience.

Abstract

Due to my interest in visual effects and motion graphics for films and broadcast I started looking for studio offering commercial post-production services. While researching for studios offering interesting projects that could creatively push my knowledge and experience I came across a project currently undergoing at Sava studios.

The specification of internship projects required both design ideation and technical skills to accomplish. These project consisted of two parts:

[1] Logo animation of R.J. Production House pvt. ltd.

[2] Creating opening credit sequence/promo sequence of "Gadad Jambhal".

The first required extensive technical knowledge of motion graphics and 3D software packages whereas the second required design ideation to match the theme of the film.

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Company Profile

Sava design studio is a communication company specializing in Films, Events ,Branding, Web design & Development. They have worked on varied projects starting from Branding and Advertising , 2d animation, 3d modeling, motion graphics, corporate films, ad films, domain / hosting solutions, website design, e-commerce solutions, corporate identity. Sava studio offer film production services which includes pre production, film shooting, film editing, creative film making services.

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Minor Projects

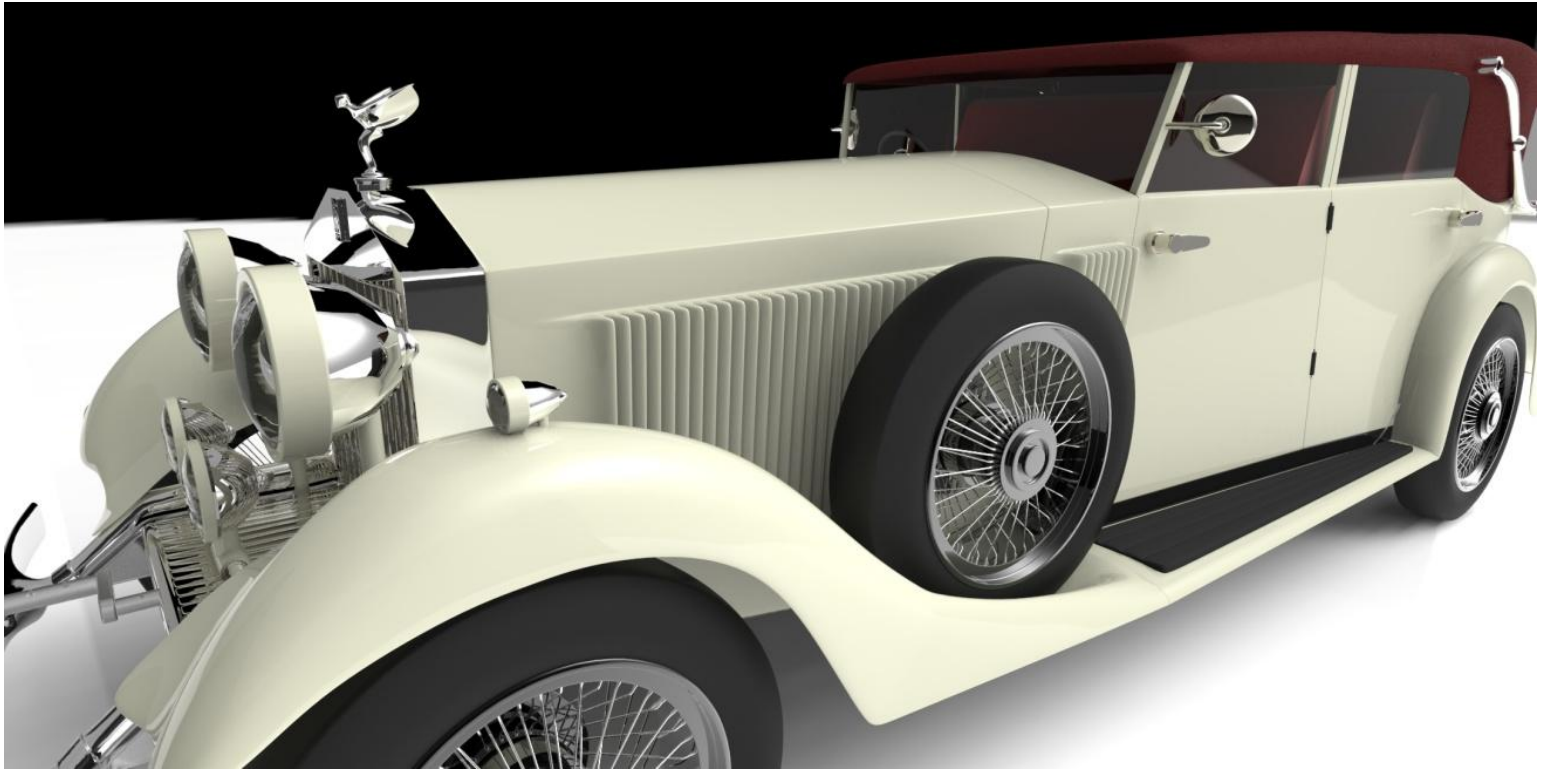## 3D Modeling and texturing projects

In order to accomplish the logo animation I had to learn basic 3D modeling, animation and texturing. For that I modeled automobiles, as they are perfect examples for non-organic modeling.

Above model primarily helped me learn NURBS and polygonal modeling along with use of replicator tools.

The tail lights and environmental lighting help me understand lighting and material concepts and appropriate global illumination settings.

Vintage model helped me learn box modeling techniques, organic modeling and replicator tools for rims.

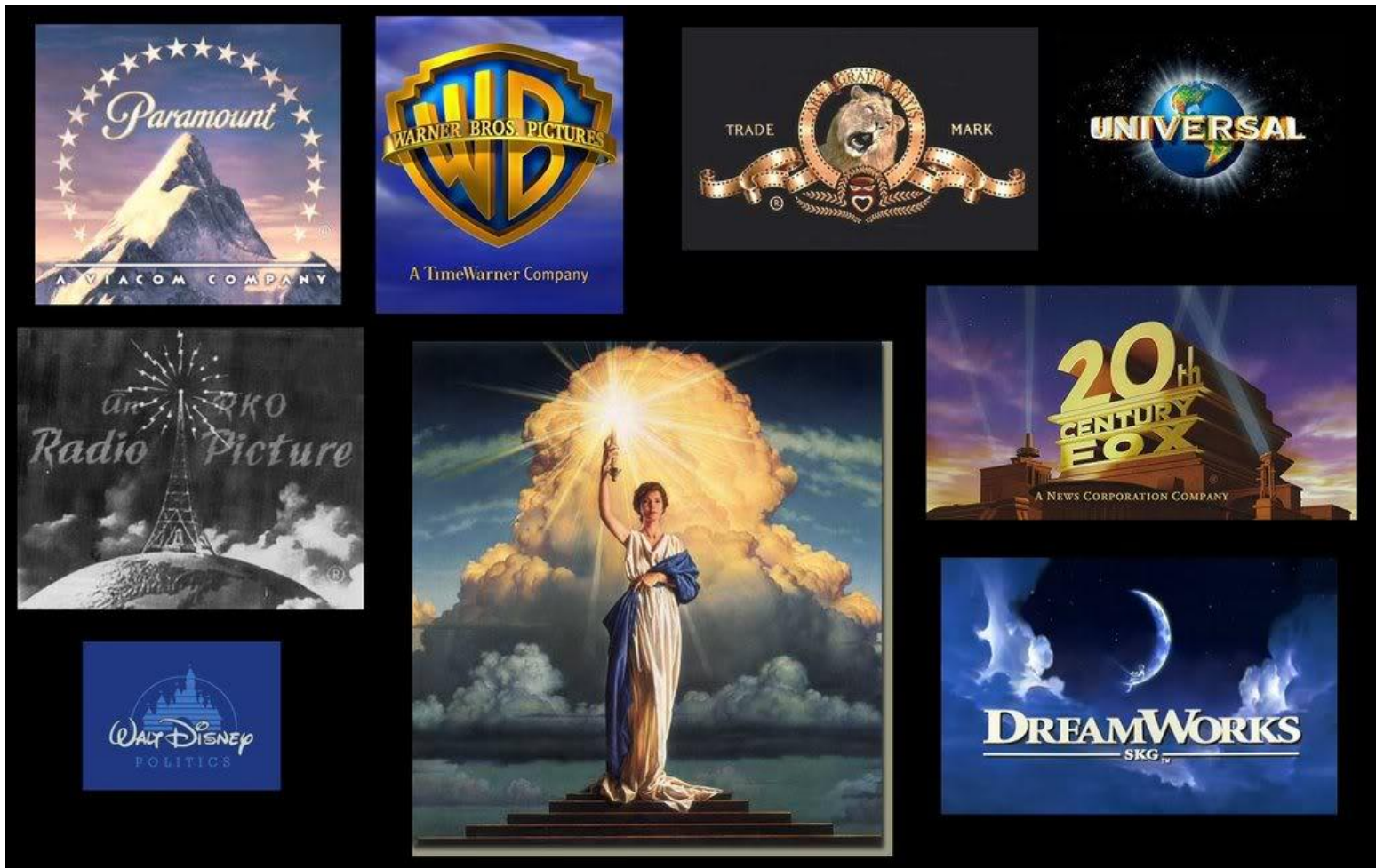# R.J. Production House Pvt. Ltd. logo Animation

Requirements

The clients wanted the title to have following features:

- Futuristic feel
- Globalization
- Elements related to film production
- No restriction on medium of animation
- Animation length 45 sec. approx.

Ideation

I began my research by looking at several movie studios logo animation over the web to understand the constituents of a logo animation. Both modern and classic title animation have multiple medium as their key constituents. Mediums such as live action, 2D, 3D, effects simulations, motion graphics were combined over the timeline to create a seamless idea depicting both the identity as well as their commercial philosophy.
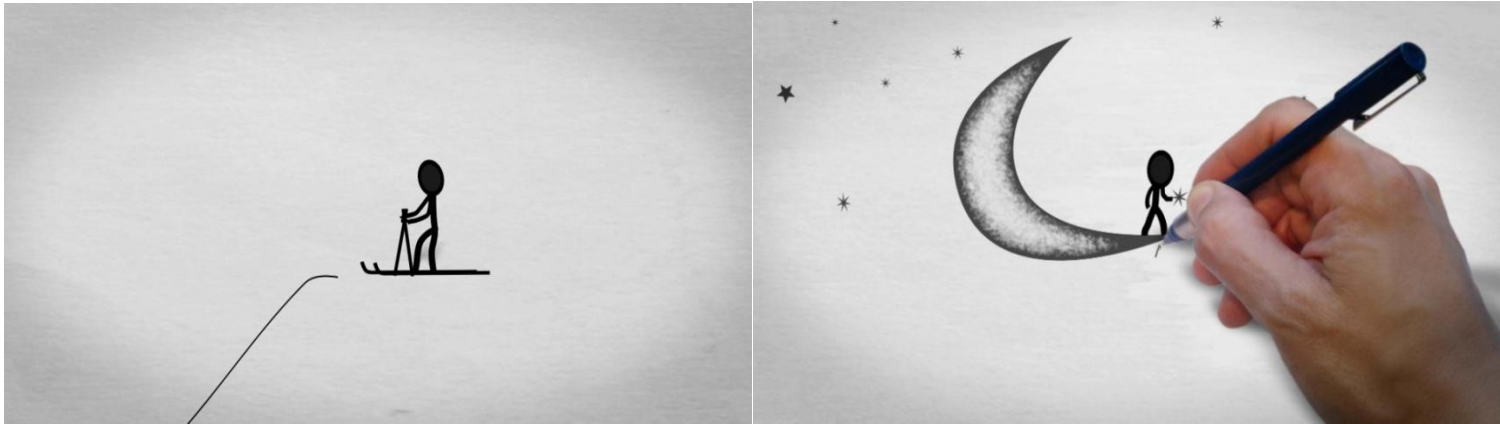
Study of other commercial studio logo animation aided me to break down animation into parts

Before I joined Sava studio, the team was already working on several design concepts for this project.

Camera panning sequence of R.J. logo animation

Stickman dream sequence of RJ logo animation

The task of creating next design iteration concept was given to me. Based on my research I found out that usually a title animation is broken into three parts:

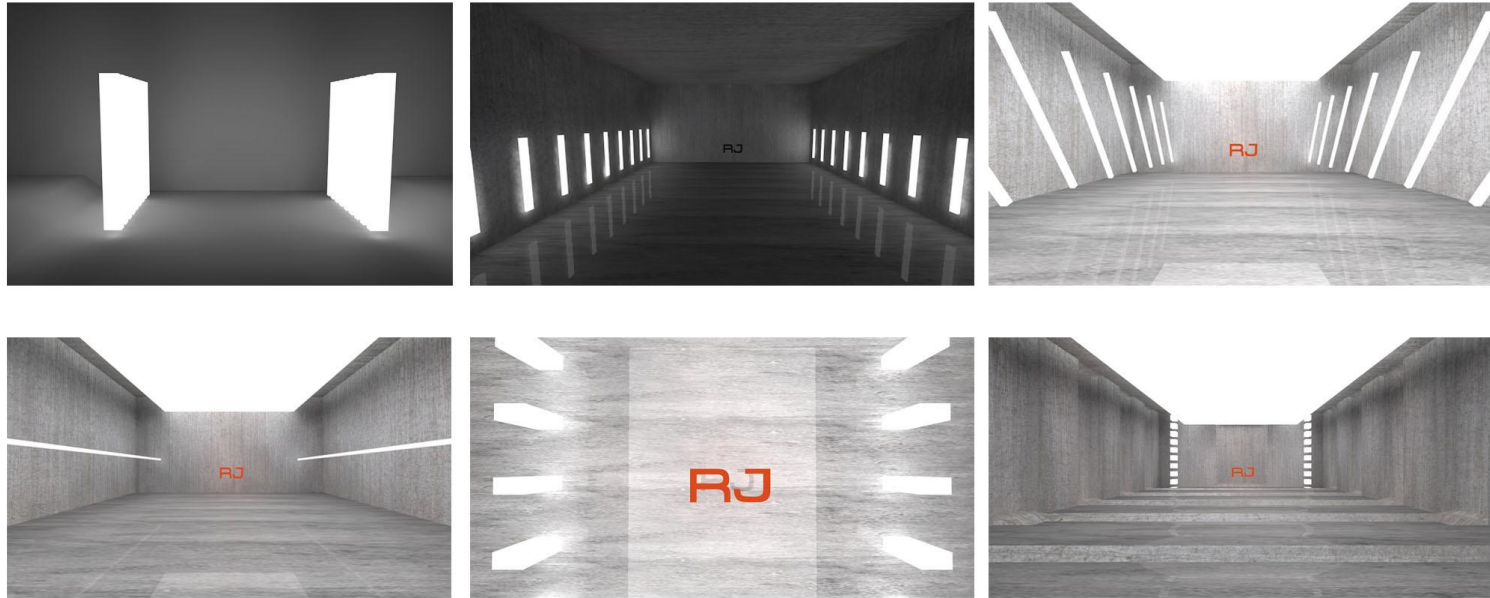Opening: The initial movements starting slow and gradually gathering pace.

Logo Revelation: It picks up the pace from initial sequences and lead to the unveiling of the title.

Freeze frame: It is a small amount of time given so that audience could read the revealed title.

Opening: For the opening I created a dark chamber with increasing light intensity and a steady camera pan towards letter 'RJ' in the middle of the chamber. The texture I used has a concrete feel to it but the light reflected off the ground gives it a abstract modern look.

The square moving upwards behind the 'RJ' logo denotes the 35mm tradition film used in earlier cinematography.
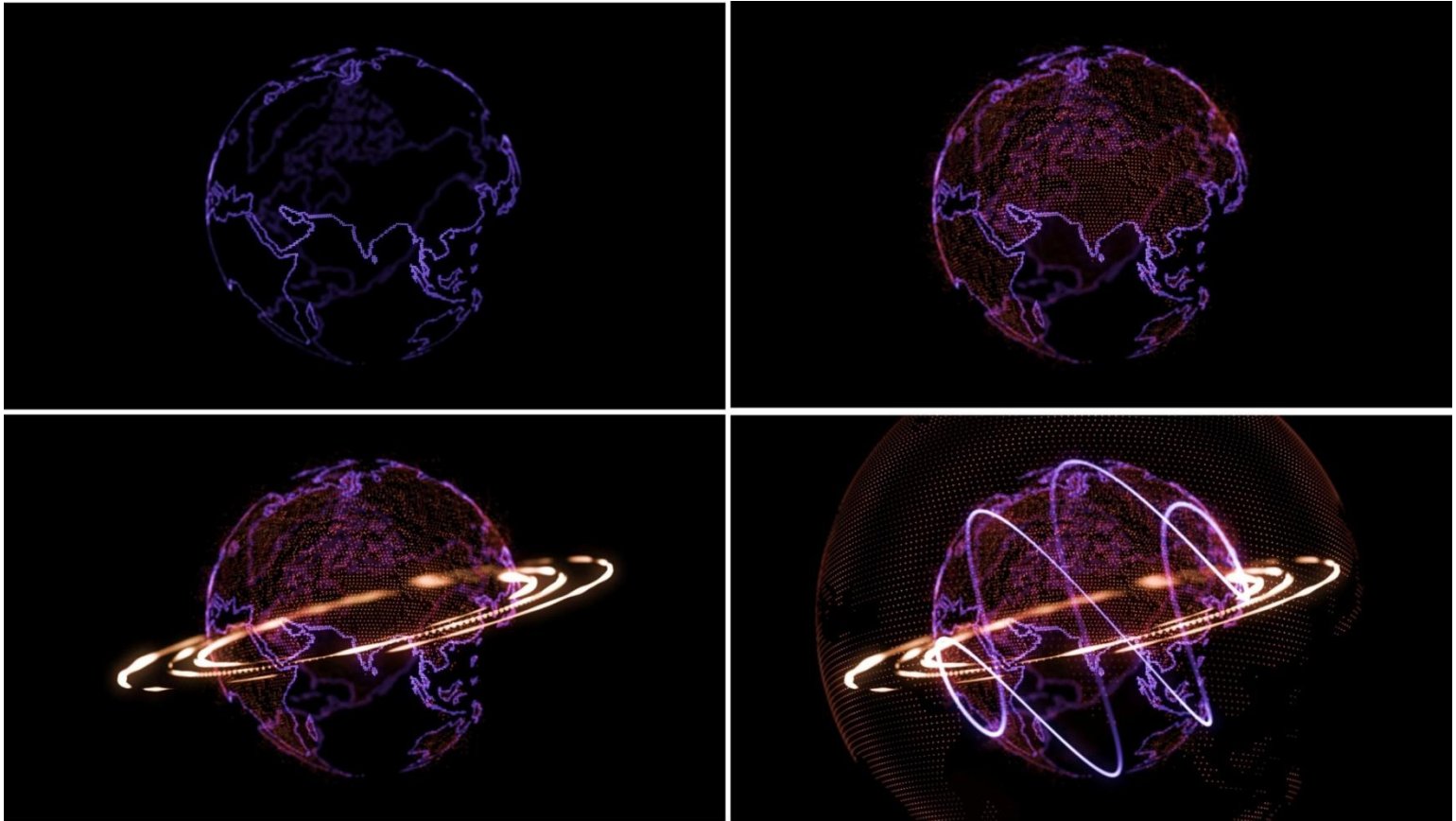
After several iterations the final look was approved

Logo Revelation: For this part I used several layers of motion graphics and particles systems to create the map of world on a neon sphere.

The globe has a 3D sphere as a base model containing normals(perpendicular from each point) data, which is crucial for points to align properly.

Globe was created using several layers of particles with glowing concentric light streaks.

Freeze Frame: A simple five second freeze frame at the end of the animation.

"Gadad Jambhal" title sequences

Film story: The film is based on a tribal community whose lives are darkened by the shadows of superstitions. The story revolves around the lives of the wicked chieftain Narsu (leader of clan), the orphan Aamsha, a simple tribal boy and his lady love Bhangi. It also emphasizes the miserable condition of village inhabitants who are victims of superstitions forced on them by Narsu.
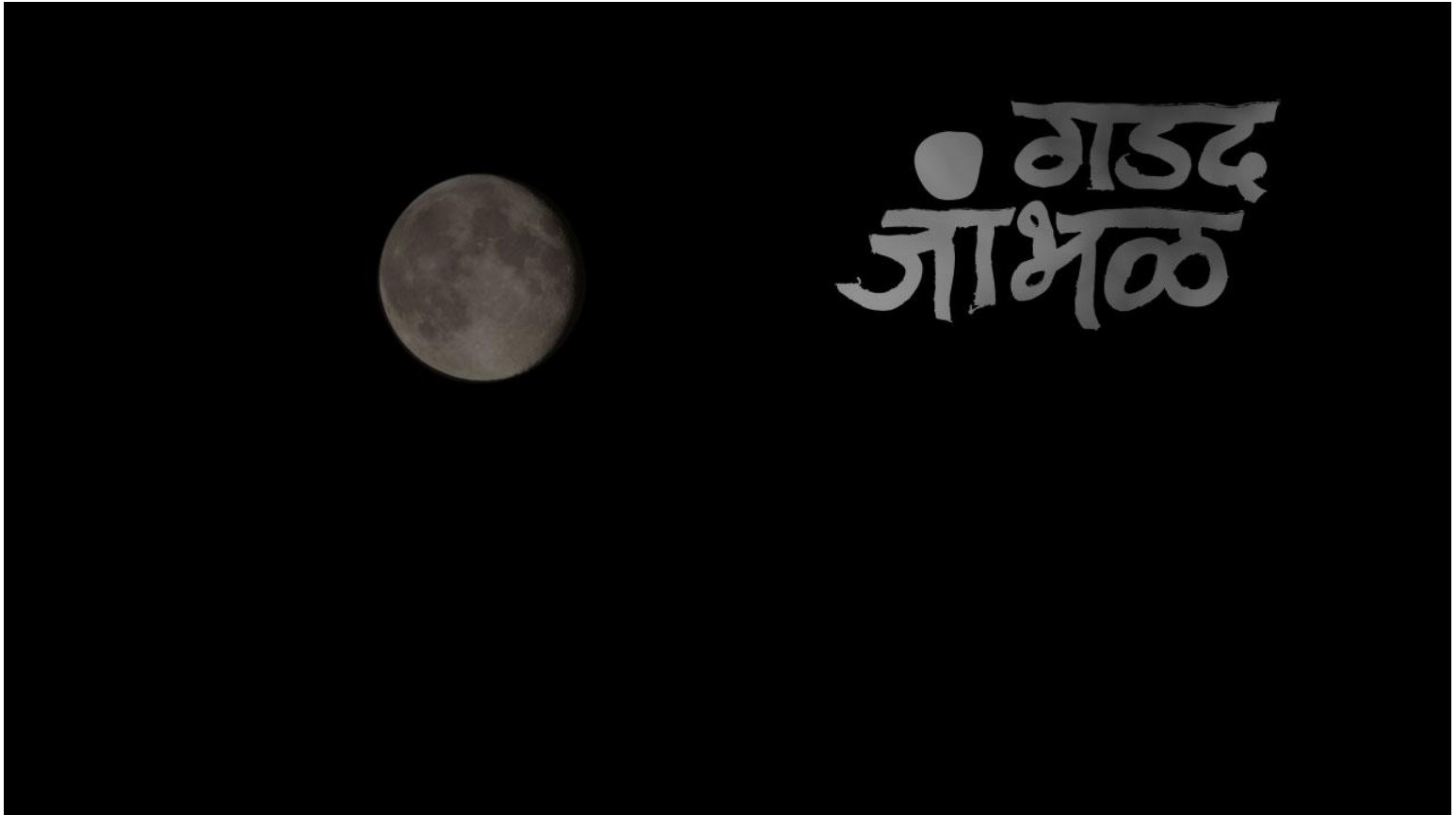
This story is about the journey of Aamsha and Bhangi from the darkness of superstitions to an awakening bright dawn.

Ideation

Based on above brief description, the sequence needed to have a dark, sinister theme to it but at the same time set with rural or tribal elements.

Concept 1:

Simplistic shot of moon with storm clouds going underneath and afterwards smooth transitions of film and other titles.
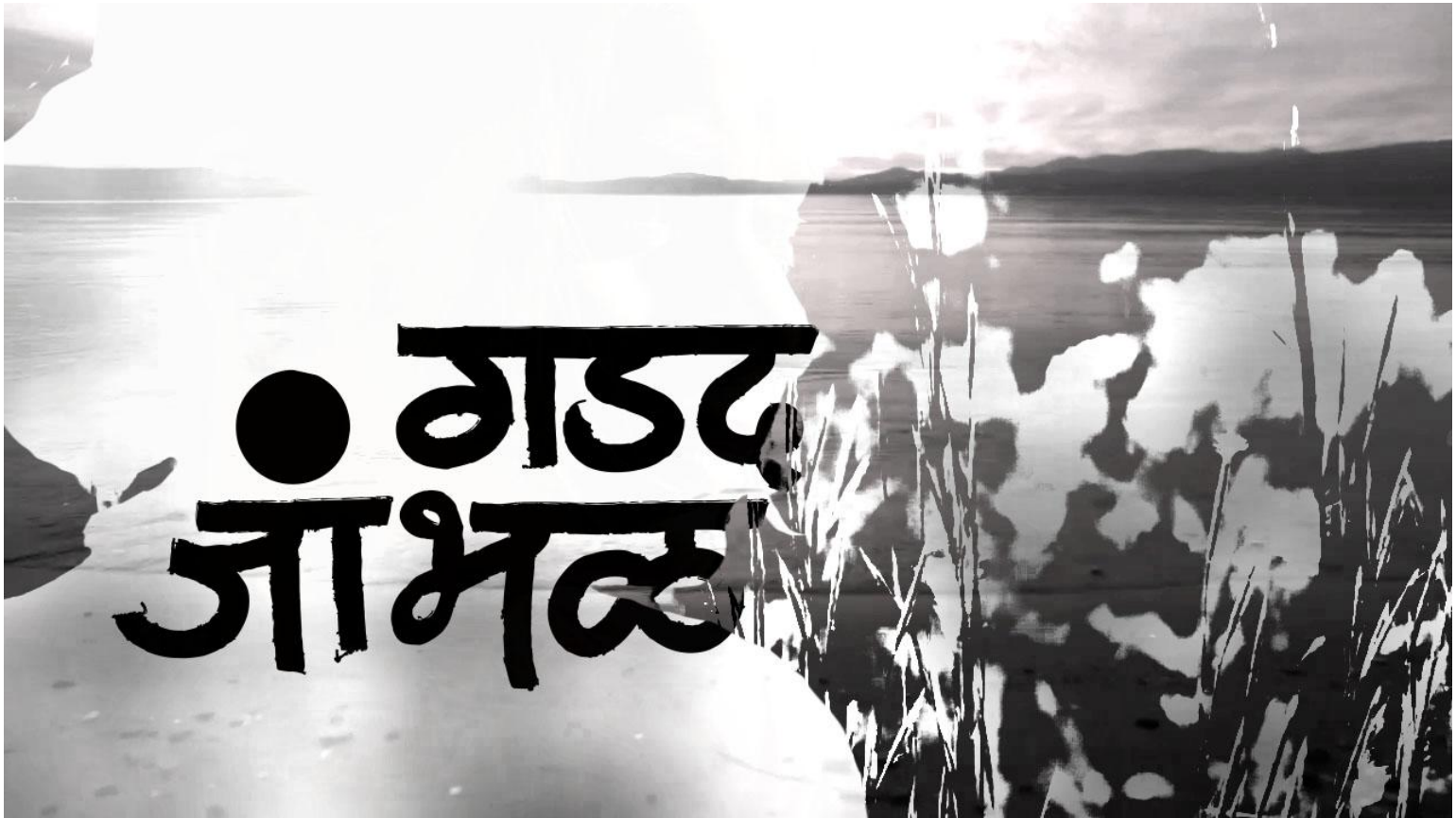
Night sky gave a natural feel whereas dark clouds give a sinister and brooding sense to the scene.

Concepts 2:

Using the official films shots, free stock footages of natural scenes, desaturated color theme and various keying techniques I devised three sequences each for the film title, name of director and producer.

Desaturated theme along with moving silhouettes of shrubs gave dark and abstract looks to beautiful natural scenes.

Scene was created using several layers of matt over still as well as stock footages with falling water drops as transitions.

Learning/Conclusion

The techniques I learned while creating the title animations immensely refined my approach towards animation design projects. This internship has allowed me to be part of commercial production environment with live projects. The projects I worked on also enhanced my technical skills substantially. Use of scripting for animation, 3D polygonal modeling, lighting & texturing, use of replicator tools to create easy and impressive motion graphics has optimized my production workflow.

Overall working in a professional setup has been an excellent and rewarding experience, and it will immensely help me with my future animation projects.

Bibliography

"Best Movie Studio Logos"- https://www.youtube.com/watch?v=GjN7x90Jmvc

References

http://rjproduction.in/movie-rj-film.html

https://www.google.co.in/