

# Achhi

**Design Project 2**  
**Guide**  
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## Approval Sheet

This Animation Project entitled 'Think before you think' is approved in partial fulfilment of the Masters In Design in Animation & Film Making.

Signature: Date: 24<sup>th</sup> December, 2013

Guide:

Internal Examiner:

External Examiner:

Chairman:


Place: MUMBAI

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY: 2012-2014

**D**

## Declaration

I declare that this written submission 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/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.

Signature: 

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# Acknowledgement

My sincere gratitude to my guide Prof. Shilpa Ranade for her immense support and guidance throughout the project.

I also would like to thank to all my Professors, Prof. Nina Sabnani, Prof. Sumant Rao, Prof Phani Tetali & Prof. C.P. Narayan.

I thank my friends and family for being supportive all the time and making it successful.

# Abstract

My animation film is about thoughts. Thoughts those are positive as well as negative. Though there is positivity around you, still negative thoughts pop out in your mind without any reason.

My animation film shows about '*whatever you think, that happens to you*'. And it also shows how negative thought trap you and you fight back for it and story passes the moral to be careful before you think. The story starts with a girl and her up down of positive and negative thoughts, struggling against negative energy around her. Style of animation is abstract, things are shown in symbol and every symbol in film has some meaning to it, which helps to convey the story.

# Introduction

The story is based on thought process. In thought process we get positive thought as well as negative thought, but negative thought just pop out in your mind without any reason, usually negative thought stick to your mind and it's hard to switch it off. To get over the negative thought, you need to fight back.

The story shows how positive thought convert into negative thought and these negative thoughts start churning in your mind and it makes you feel bad, anxious, sad, depressed, hopeless, guilty and angry. Because of this, whatever you try to do, you don't succeed. During such phase your inner inertia of mind leads to positivity and help in fighting back with negativity. And that reminds you to be careful before you think.

I started this project with my own notion of good and bad thoughts; it is an expression of my thinking and response to the surrounding. My inspiration was one of the Rajasthan folk tale; '*The Wishing Tree*' and I derived the story out of its moral. The moral of the story is '*be careful while thinking*' on that basis I made some illustrations, which shows the phase in symbolic manner, where each character or the symbol depicts some meaning. Though the Folk tale relates to fantasy , One can find a different context to it. They only reflect the day-to-day life, the joys and sorrows of the common man.

# Research

My topic is Rajasthan folktale; the reason behind choosing Rajasthan folk tale was, because the place is very colorful and rich in artwork. It has artistic and cultural traditions that reflect the ancient Indian way of living life. Rajasthan has a rich heritage of folklore. It has its unique style in art, craft, dance and music. To know about the place I have done research on their culture and tradition.

**Music and Dance** They are highly trained in classical music and dance with their own distinct style. Ghoomar dance from Udaipur; Kalbeliya dance from of Jaisalmer. Folk songs are here commonly ballads, which relate the heroic deeds and love story.

**Art and Craft of Rajasthan** is also famous for their handicraft, jewelry, textiles, intricate carving in stones and in wooden furniture. They have various styles of embroidery, tie and die techniques, block printing, mirror work use in textiles.

**Architecture of Rajasthan** is famous for their intricate work in forts, haveli's & temples and also decorated by miniature art.

**Religion** The main religious festivals are Diwali, Holi, Teej, Gangaur, MakarSankranti, Gogaji and Janmastami. All festivals are bright, colorful with performance art, dance, etc.

**Story telling In Rajasthan** there are various styles of telling stories like kaavad, phad painting, kathputli, shadow puppet.

**Kaavad** is a storytelling of Rajasthan in the form of oral tradition of the regions of Mewar and Marwar.

A portable, painted, wooden shrine, it is made by the Kaavad makers (Basayati Suthars) of Bassi, Chittor, for the storytellers (Kaavadiya Bhats or Ravs) of Marwar. The storytellers unfold the multiple panels of the Kaavad as they narrate stories about ancestry of their patrons (jajmans) spread across Rajasthan and adjoining states.

**Phad Painting In Rajasthan** the work of kalamkari i.e. picturisation of work on the cloth is quite famous. The walls of many houses and even hotels are decorated with these lengthy cloths called Phad. The Phad of Pabuji is well known for depiction of his heroic tale on the cloth. The tale is pictured on long pieces of cloth with bright tints, red being the prominent color. The colors used are yellow, red, orange, black and blue. In the village people exhibit these cloths and worship their hero.

**Kathputli** One of the most famous Indian puppet theatre genres is the Kathputli marionette theatre of Rajasthan. In older times, when courts and aristocrats acted as protectors of the arts, local, large epic stories could be staged as kathputli plays. There exists even a small theatre house for marionette theatre in a Palace in Jaipur. Kathputli performances consisting of short, entertaining stock numbers, which are quite popular. They include, for example, a dance scene imitating Kathak dance, the tricks of a Bengali fakir, a snake charmer, and a juggler's dance. Stylistically the kathputli marionettes reflect the style of the Rajput paintings of Rajasthan. The puppets' faces are carved of wood and painted, while their bodies are stuffed with cotton. Their dresses meticulously follow the conventions of older times.



Then I read about different types of puppet all over in India. There are four types of puppet styles we can see, rod puppet, string puppet, glove puppet and shadow puppet. After that I read some of the folk story.

Then I read about folk tale, where stories are repeated but does not lose its interest. The tale through fantasies, make-beliefs and trust acceptance helped primitive man to satisfy his curiosity about the mysteries of the world. Folk tale also has the scientific reason behind it. Folk tales contains fantasy element that can't happen in real, but these element has another hidden meaning behind it, for example weather and climate have their own stories and are often connected with particular stages of the crop. Animals are grouped into different categories according to their intelligence and other habits like the lion and tiger have a majestic air while horse is swift, sleek and intelligent. The folklorists bring in the religious customs, beliefs, food habits, modes of the dress, superstitions, etc., and thereby leave a picture of the cultural-complex of the region and its people. In ancient time there where no schools so folk tales was the medium through which people used to get knowledge. The stories all over the India containing same content or moral of the story but portraying accordingly to the part they belong to with their touch to it.

While doing the research I started reading existing Rajasthan folk tale from book and Internet. Initially, I thought I'll take the existing story and will animate it. After reading stories I sort out the selected story for my project.

Selected stories are 'Elephant flying', 'Dhoola and maru', 'The Wishing Tree'. But then I thought I wouldn't be able to learn the process of making story. So I planned instead of taking the original story I'll take the moral of story and construct the story based on it. After having discussion with my guide I started working on the folk tale "the Wishing Tree". I got this story on internet([http://www.kidsgen.com/stories/folk\\_tales/the\\_wishing\\_tree.htm](http://www.kidsgen.com/stories/folk_tales/the_wishing_tree.htm))

The folktale is about a traveller. One day, a traveller was passing through a desert and he got tired and thirsty. Then traveller starts thinking, "I wish I could rest under the tree for a while." Suddenly he saw a tree, got surprised and sat under the tree. Then he wished, "I could get water to Drink" and by next second his wish got granted and water appear in front of him. As he started spending time under the tree he wished for more things and all his wishes got granted and then he went for a power nap. After some time he got up from the sleep and started thinking, "Whatever I'd wished are getting true, so is there a demon who is doing all this?" and next he thought of demon, demon appeared in front of him and he started running away. While at that time he wished this demon disappear and As he turn back demon got disappear. At the end the traveller says I should be careful before I think. Hence, the moral of the story is "*Be careful before you think*".

Then I thought I will animate this story but by adding some element to it. Like One day a traveller was travelling in desert. After a walk he was tired, thirsty and hungry, and he thought I wish I could rest for a while under a tree. Suddenly, he saw sand under his feet started moving in a small wave and get convert into form of snake and that start building into tree in front of him. He was surprised as he was in a desert, and just a few

seconds ago there was no trace of even bush. But at the same time he was glad that he had a place to rest for a while. As he was traveller then he thought I wish I had water to drink.

Just then suddenly trees and leaf started shaking and a fish fall down, and as fish fall down a pond was there with fresh and cold water. He got surprised and drank water. After a few minutes, the traveller thought, 'I wish I had something to eat' in an instant two beautiful bird came down from tree with delicious food. The traveller ate as much as he could. After eating food the traveller thought, 'I wish I had someone to massage my feet'. Instantly kathputli hanging on tree convert into a young woman and started massaging his feet and legs. As he was traveller he fall asleep. After a long nap when traveller woke up, he saw the woman still sitting beside his feet. Now the traveller started thinking I am sure this is a magic part of desert. Otherwise, how can thing appear. Suddenly a group of bat created a demon and traveller got scared and started running away. And thought I wish this demon disappears. Suddenly, when he turned around there was no demon. Traveller got puzzled was this all a dream? I must be careful of what I think, thought the traveller and went on his way.

So in proposed story I added element like snake, fish, and birds, Kathputli. But story was going linear then I drop this idea. Then again I went back to original story and started analyzing it. Tried working from another dimension like what if we change the gender, there desire will also change and situation would be different.

Then on this basis my Guide referred to me a poem, "*A dream is a seed*" by .In the poem it shows the dream of seed i.e. related to a dream of child. The way kid desires for something and he is trying to achieve it. And every night when child sleep he starts thinking that who I'll be.

This says whenever you desire for something your wish will come true. On this note you can see when you are a kid you are open for all possibility what you want to be and how you want it to be. For that your surrounding and atmosphere matters a lot. So every single child has a seed within him/her. Whatever or whenever you desire for something that starts happening with you. Around this plot I saw a movie "The Secret" that talks about good and bad thoughts. What is the secret behind happiness, that is good thought but bad thought is a thought can pop in with out any reason and that bad thought can lead you to negativity. To over come with thought you should identify the good and bad thoughts. Where good thought makes you happy, joyful, love, gratitude, satisfaction and passionate whereas in another side bad thought make you angy, hateful, feary, guilty, revengeful and depressed. "The Secret" is a book, which also talk about thought process. There are great piece of word by great people talking about thought process. Words are 'Whatever you are thinking and feeling today is creating your future', your thought and feelings create your life', All that we are, is the result of what we have thought- Buddha. 'When you visualized then you materialized'. After looking at the analysis on it , *I found our thought is a seed, the way you are going to nourish it, it may give fruit or poison.*

After analyzing all the thought related to the moral of the folk tale, I made illustrations. I have a habit of keeping dairies in which I do illustrations.

One of my illustrations is related to thinking process. It shows that girl is having some problem trying to confront it, but got stuck in and negativity is starting empowering her. It also shows the churning happening inside her and trying to get ride of by throwing out frustration. These all things has been shown in symbolic colour i.e. black. Black bone fish is entering inside her that means a negative thought is approaching to her, she is not able to avoid the thought. In illustration there is curved rectangular shape and it has Outline with red triangle and surrounded by wavy line that means inbuilt negativity inside her mind, and inside of that curved rectangle there is a flower which looks like a machine, is crying and the container is filled with the crying water that means she is bottling it up. And there are big snakes, which are trying to make more negative thoughts. While this churning is happening inside her mind she is throwing out all her negativity in the form of red bonefish, this means she is frustrated, annoyed, irritated and angry in the situation. This was the base of my illustration.

Now, I thought I'll mix both the idea i.e. the moral and essence of folktale, 'The wishing tree' and the visual illustration with its meaning will create a story around it. Visual forms are abstract, the way my illustration style has it. According to study and research on Rajasthan folk tale in animation it has essence of the folk tale and style of using symbol and having hidden meaning in it. In Rajasthan story telling they have one thing in common that is narration while they are performing. Even in this animation there is narration behind the situation with background music.

# Story

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A story starts with a girl swimming in a sea. While swimming she got a thought that she playing with fish and at next second she saw fishes are playing with her. She is having good time while swimming. Suddenly she got a thought, she think shark is eating her friendly fishes she gets sad and when she looks in front she sees a huge fish (shark) coming and eating all her friendly fish. She gets shock and in actual shark is eating fish, after eating shark throw out fish bone and that fish bone are red in colour. Red bonefish get active negatively and start attacking her. She get trap in negative thoughts and get lost into it.

One of the fishbone enters into her eye and then goes into her thought process i.e. a seed where your thoughts are nourished. After that, the same fishbone goes inside the seed, then into the seed thought processes were machine are working. It also goes into working machine and inside there is a small flower (inner in- ertia of mind) and that fishbone start attacking the flower. Flower was already surrounded with inbuilt negativity. Because of the fishbone entering in that area, the inbuilt negative get activate and starts spreading the negativity all over the thought process inside the seed, in the form of small snake. Then, that small snake start attacking the confused mind because of that attack, confused mind get converted into negativity and that give more power to negative thought to grow. That thinking generate into a huge snakes and that huge snakes spread all the negative energy. That leads to negative all over the thinking process. Suddenly inner inertia of mind gets activated and starts fighting

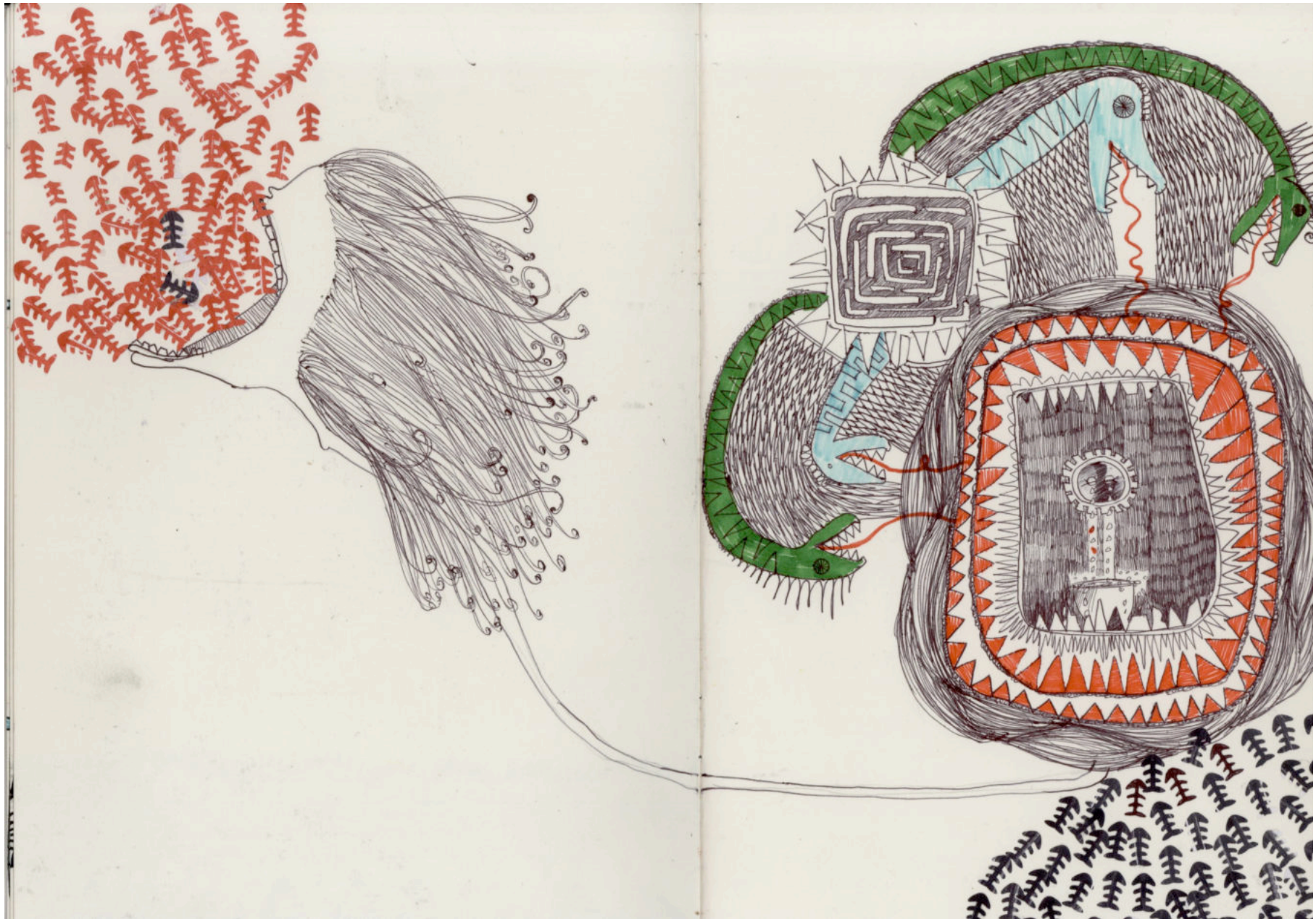
against negativity. After that girl throw the entire negative thought in the form of white fishbone into sea. And that white bonefish start getting skin and all fishbone start getting back to live and happy fish.

But in actual girl was floating in sea and surrounded with her friendly fish. But, when she open her eye she found that everything was normal, there was no shark and his friendly fish are alive. Then she starts thinking what was happen with her was in real or not. I should be careful while I think and she goes back start swimming and play with her fish. At the end your thought and feeling create your present and future so it is in your hand the way you can leave your life. After that girl throw the entire negative thought into

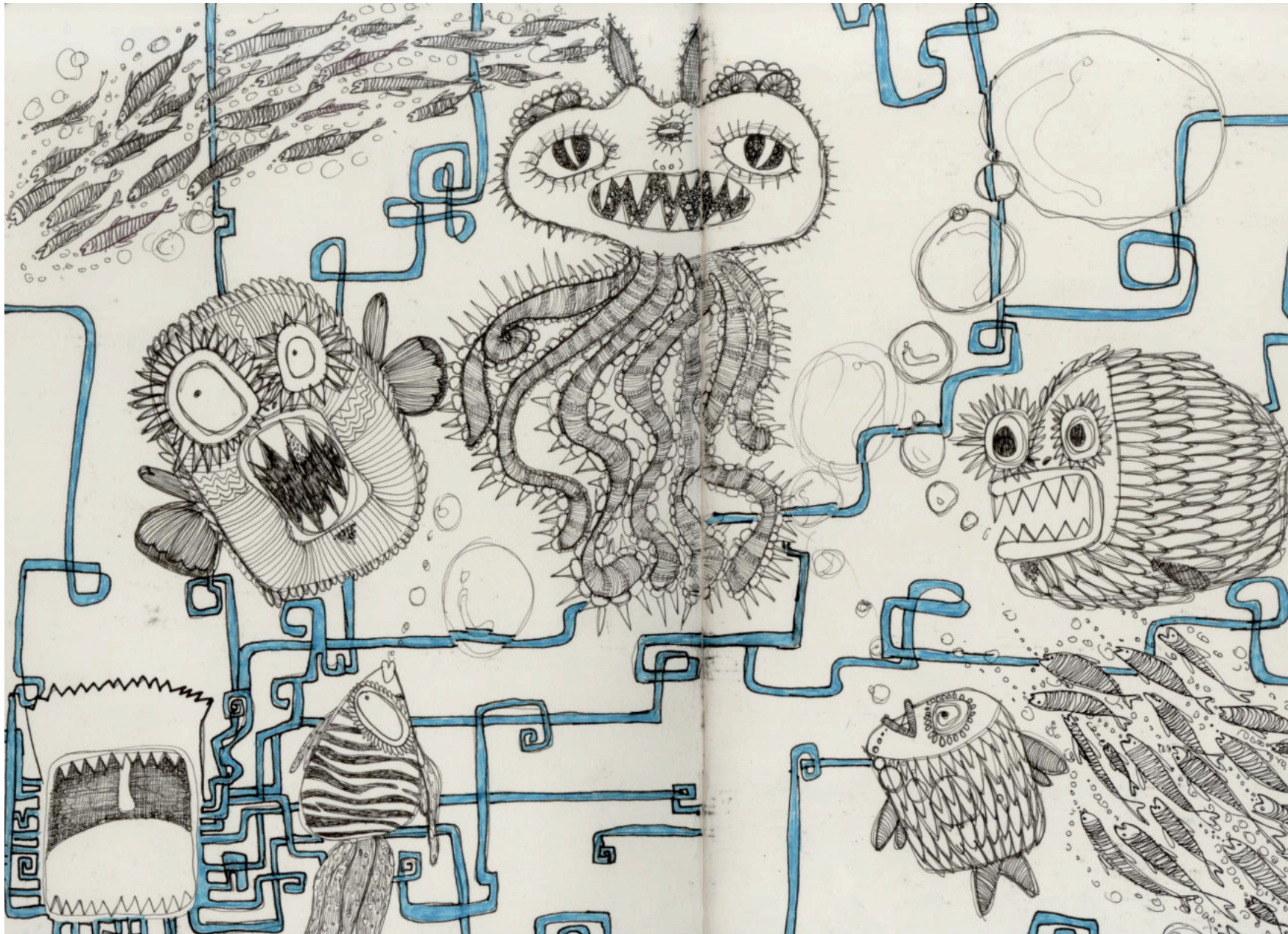
## Illustration

My illustration style is more of integrated work, abstract, semi surrealistic and more black and white style. I'm always been curious and passionate about drawing. Illustration when the basic shape transfers into intricate work. I'm inspired by nature, culture, and old tradition of art form to create my illustration. I basically use a simple tool that is black/ blue pen on paper if necessary I add one or two colour in it to make it dominant. I like to explore different style. Style of illustration inspired me from the little thing that I notice every day and try to add different elements into it and that make a unique style. Try to discover a new style by using objects that may not seem a part of the living world, it is a imaginary.



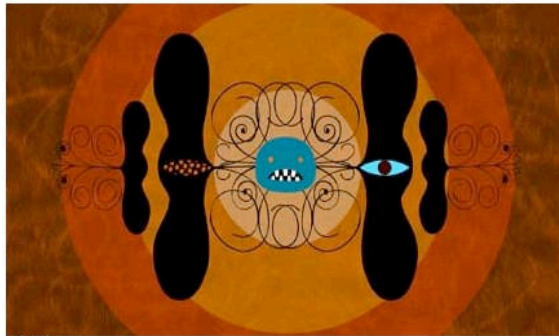








## Inspiration



Watch

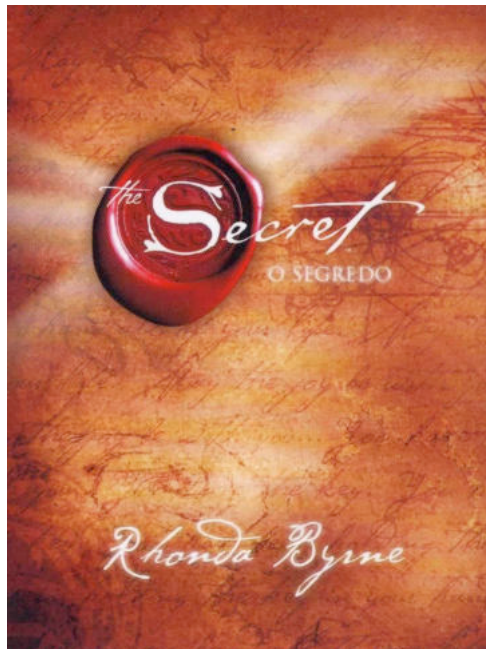
### Eye Liner

(2011, 3' 53", 2D computer animation, DVD, HD digital file, 16:9)

Using luminescent layers of organic abstract animation, *Eye Liner* delves beneath archetypes of the human face. Mysterious geometric patterns, rendered in cerulean blue and rust, evoke a fantastical earth-and-sea relationship between bold shapes and ethereal backgrounds. *Eye Liner* simultaneously echoes facial features and challenges traditional notions of appearance.

"Watching *Eye Liner* is like being on some wonderful drug that you don't have to come down from when the film is over." -Chel White

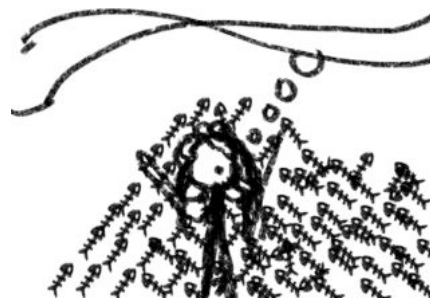
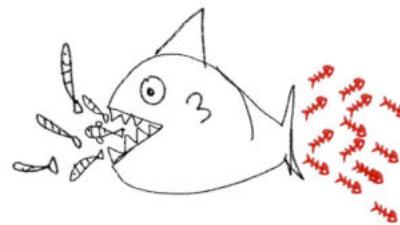
I watched this film as it is done in abstract way. I had like the way film is stylized, the color scheme element used in it.

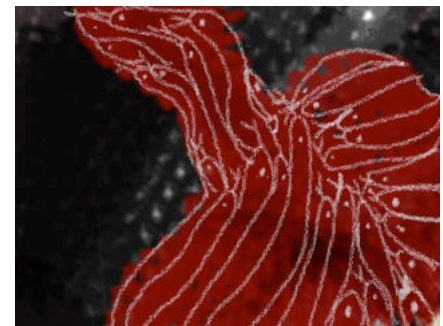
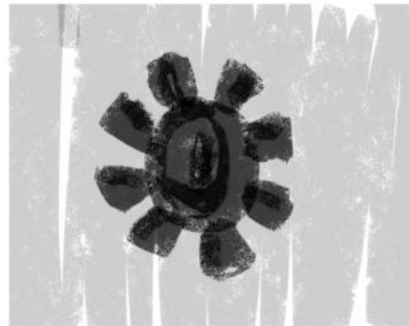
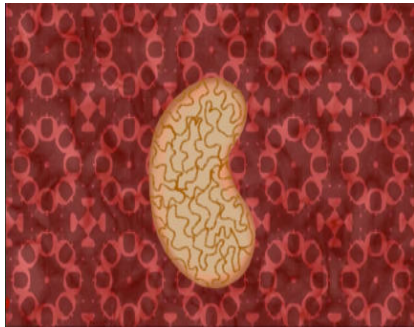
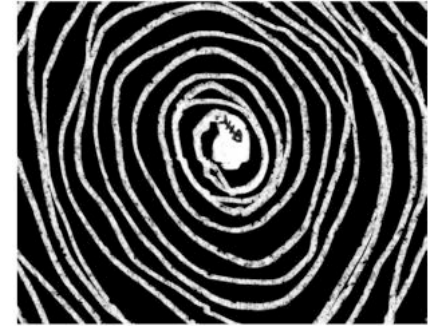
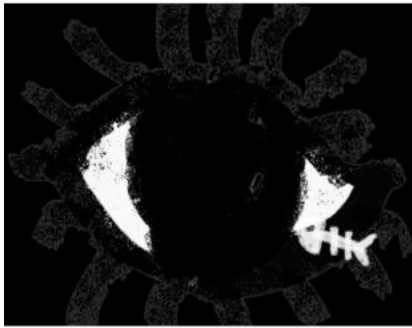


This help in the content of negative and positive thinking. This book tells about your thinking process. And secret behind being happy, it also helps how to over come with your negative thinking. Hence my story also leads to same topic.

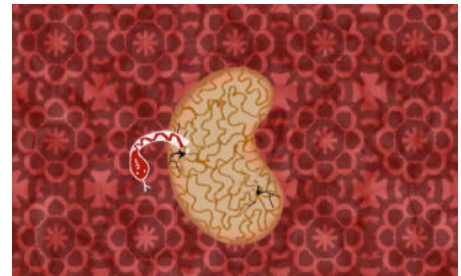
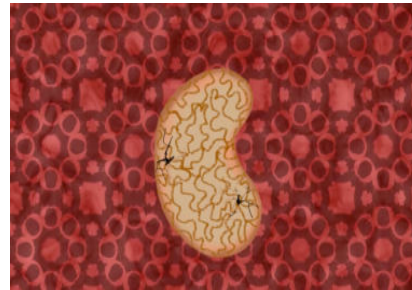
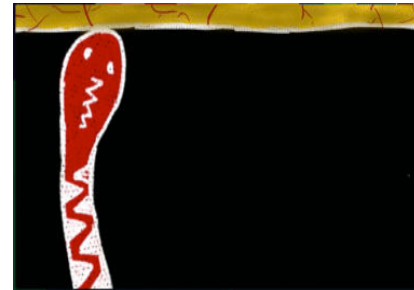
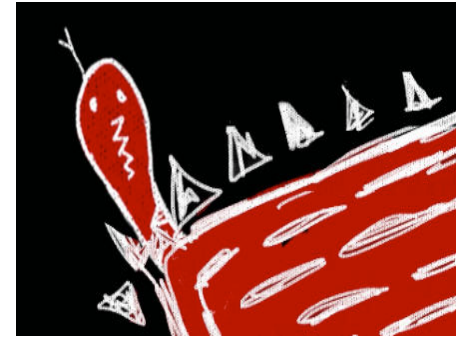


## Story Board









## **Narration –**

Kahani Yu hai, ki yeh har waqt ki baat hai

Ek hai aachi, Uske hai kai dost jin sab ka naam hai sacchi

Aapas main kheltey, rehetey jute- ikkhate par phir jo hamesha ghata, us din bhi khatka

Daudi aayi udhar se Jhuti sabhi sach ko khane, bhaage sab titar-bitar aapni jaan bachane

Ek unme pali thi chalak, bachi Jhuti ko faang

Badi ghabriye thi aachi bechari, dekhne katle aam.

Roop Jhuti ka, kuroop sach, Achhi ke pass aayi, woh saham se sahmi aur ghabrat se ghabrayi

Sama gayi thi kuroopan who, Achhi ko cheer suljhan me hai uljha dala, ulijan ko bhi dadha dala, woh Achhi ka bhej

Sama gayi thi woh Jhuti , leke kuroopan ka bhes pees rahi thi chakki andar, maze main upjati klesh

Achhi ke andar bhav nahi, katte uggne lage Paane lagi woh khud ko us bakes main, jisme rehta jahlira klesh

The klesh ke angina chechre, woh pale much main jehar

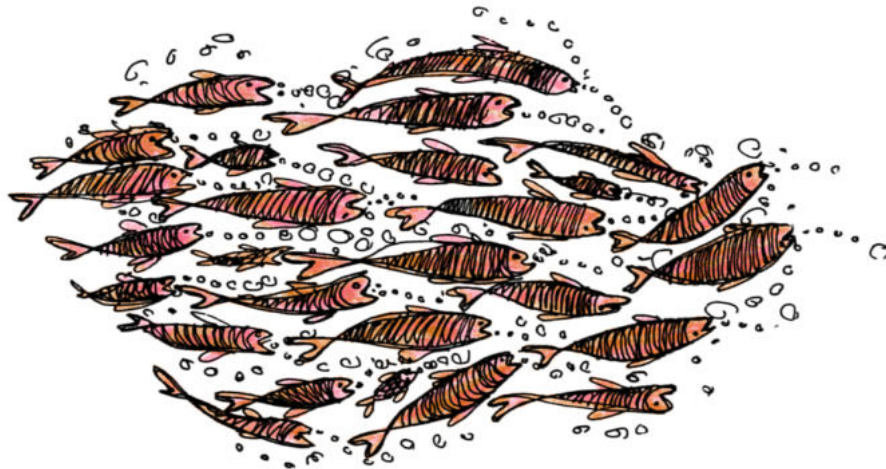
Uglne laga who vish ki chutki, bhare tha sara neher. Pareshaan thi baadi Achhi, ki klesh ka sardar KRODH much cheere bahau aagaya

Sach ke beej jalane ko, usne tha pran uthaya, thodta raha, marorta raha, jab tak jee chaaha bikherta raha

Par shayad aap log bhool gaye, ek Sachi bachi nikli thi. Wooh aayi sab kuch cheer, KRodh se nipatne nikli jhooti soch, kuch naya ko karne

Achhi ghabrarat se bahar aayi, shaman se rahat paayi paya bada sukun Kar dala sab naya anokha, berang se yeh rang salona, bas Sachhi ko sun...

## Character Design

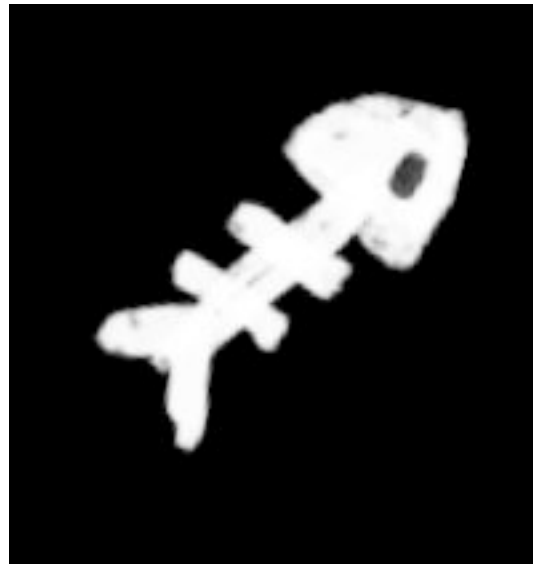




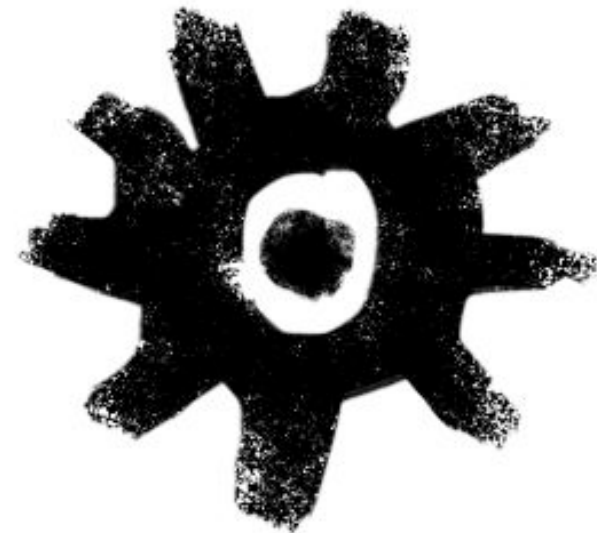
## Final Element



Negative bone fish



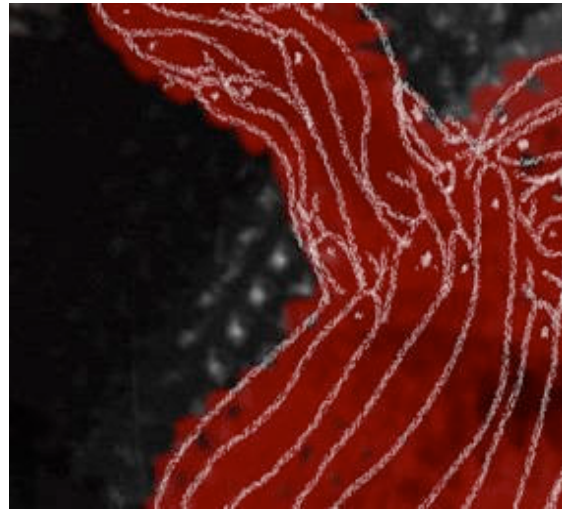
Positive bone fish



Flower- Inner inertia of mind



Confuse mind



Small snake - inbuilt negativity



Big Fish - empowering negativity

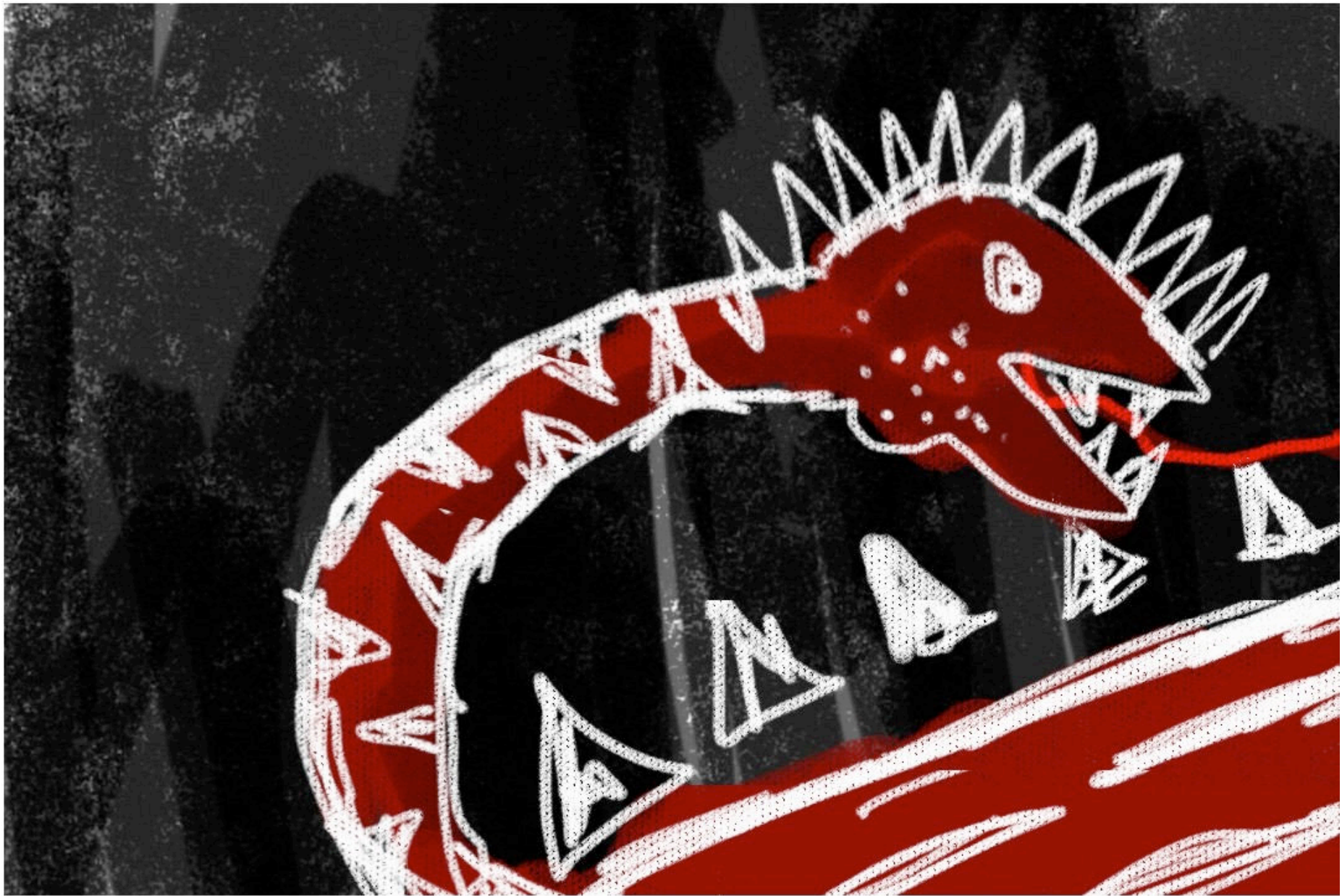
## Look and feel

I wanted to give a hand drawn, sketch effect in the film. The original illustration is done in detail style by pointed pen. So I thought instead of using same thing I have done in scribble style with digital drawing. Color scheme is red, white, crimson, black with gray tone, blue and tones. Colors are specifically use to indicate the meaning of the element example there are two bonefish one is in red color and another is in white colour. Red colour bonefish means the negativity, anger, and white bonefish means peace, positivity, purity and happiness. Color scheme is also help to show the mood change of the character. I have use texture brushes for illustration to get the feeling of roughness and abstract stroke in uneven pattern.



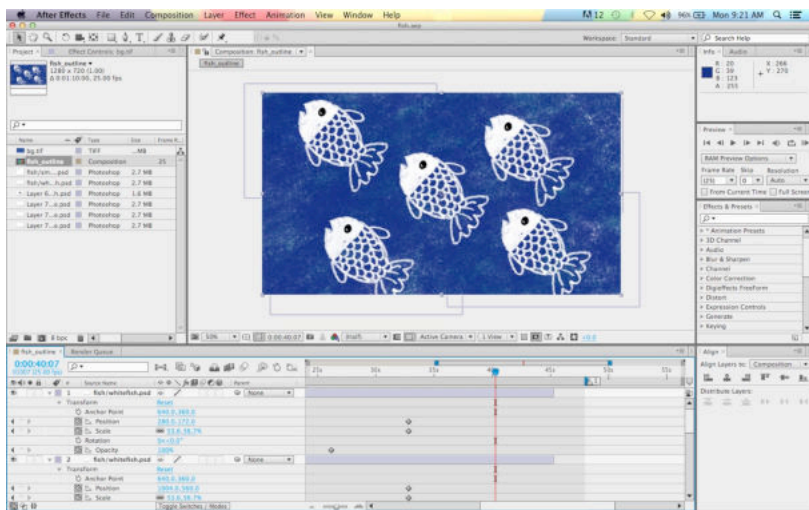
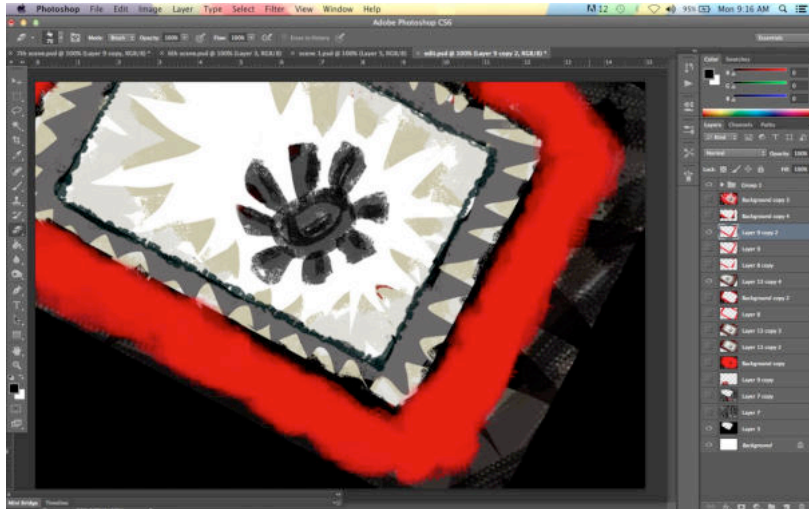






## Production Technique

Firstly I'm drawing all my illustrations on Adobe Photoshop and will be animating in Adobe After Effect and for compositing I'm using Adobe Premier Software. Following are some of the images while working.







## References

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