



# Magic Within

An animation short commenting on  
— how we are living our lives today

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# Why this subject

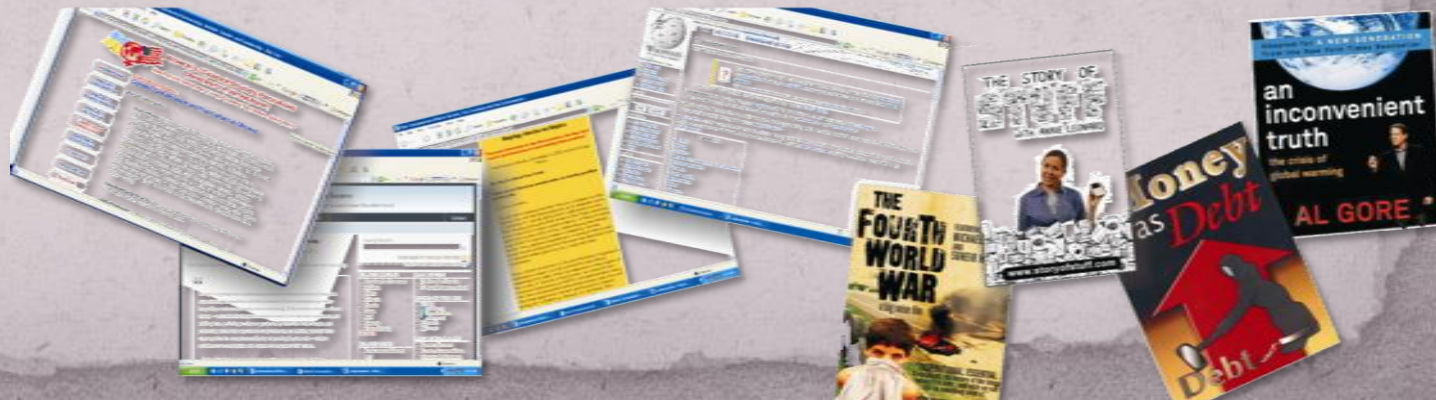
- Human eccentric behavior intriguing
- ‘Materialistic Path’
- I Believe





# Data collection

- Books
- Website
- Ecological balance of earth





# My Approach





# Mood Board

of subtext





# NATURAL RESOURCES

Transport

Appliances







# Script and story telling

- Initial story ideas
- Data collection
- Simple story
- No propaganda
- Materialism & Ecological problem act as subtext
- Abstract





# Story

This a story about a man who when faced with a difficult situation it shows him what image it has built for him. As every situation reflects a person that he doesn't want to be he takes an escape route that leads him to a fair that apparently has a mirror that shows him the image he desires to have.





# Visual Language

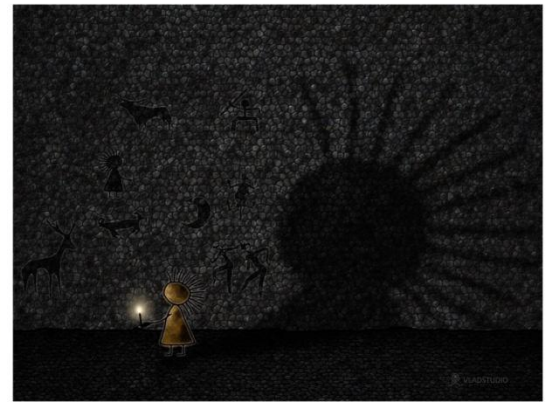
- Style, treatment and technique
- Colour palette, atmosphere, camera angle



# Mood Board

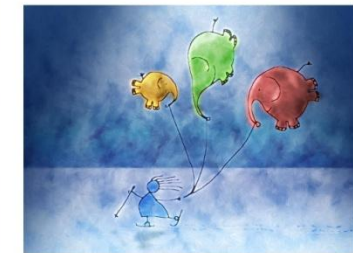
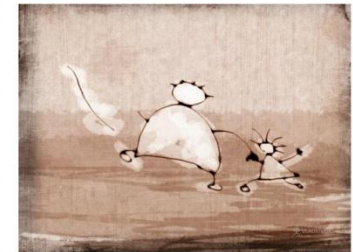
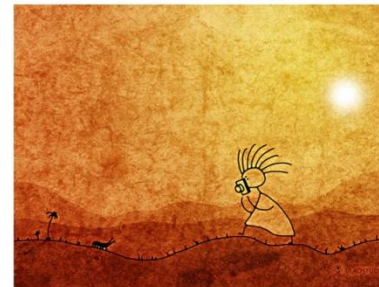
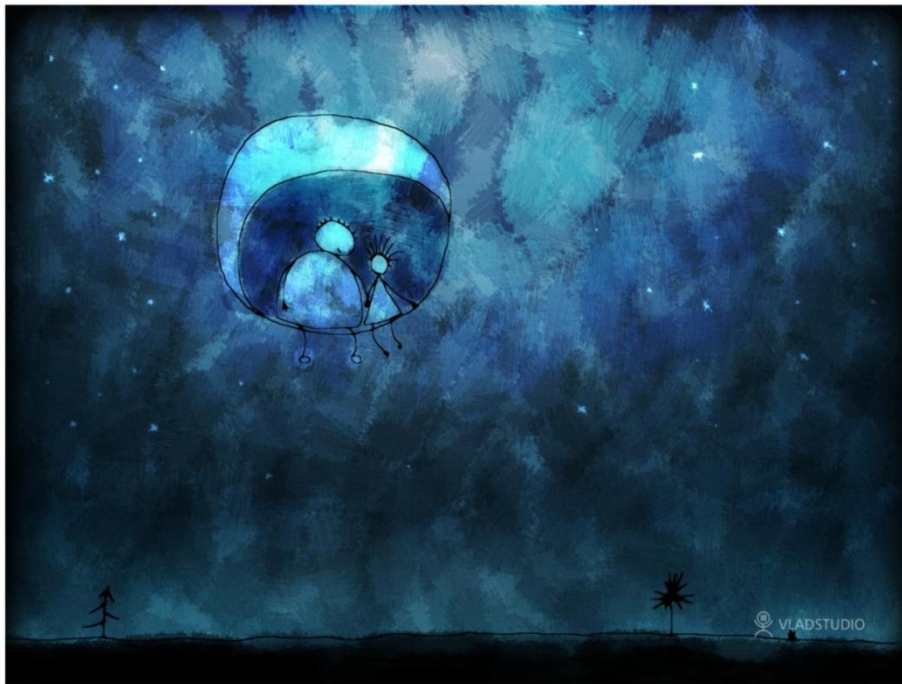
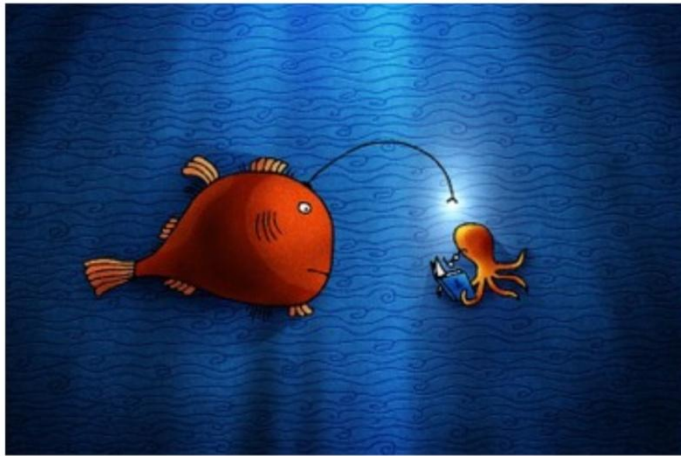


# Inside world



Mood board when he is alone in the scene: camera angles, composition, use of light and shadow to create desired atmosphere, stark black and white

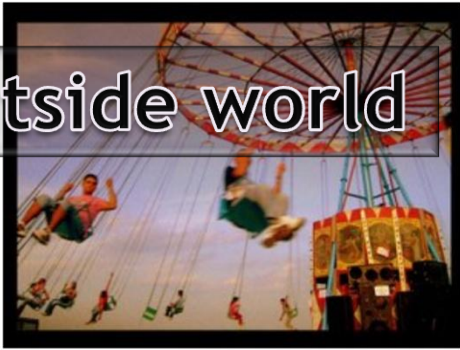




Scenes when he is along with 'JOY', though he is having fun a sense of gloominess prevails, similar camera angles and composition will highlight this too..

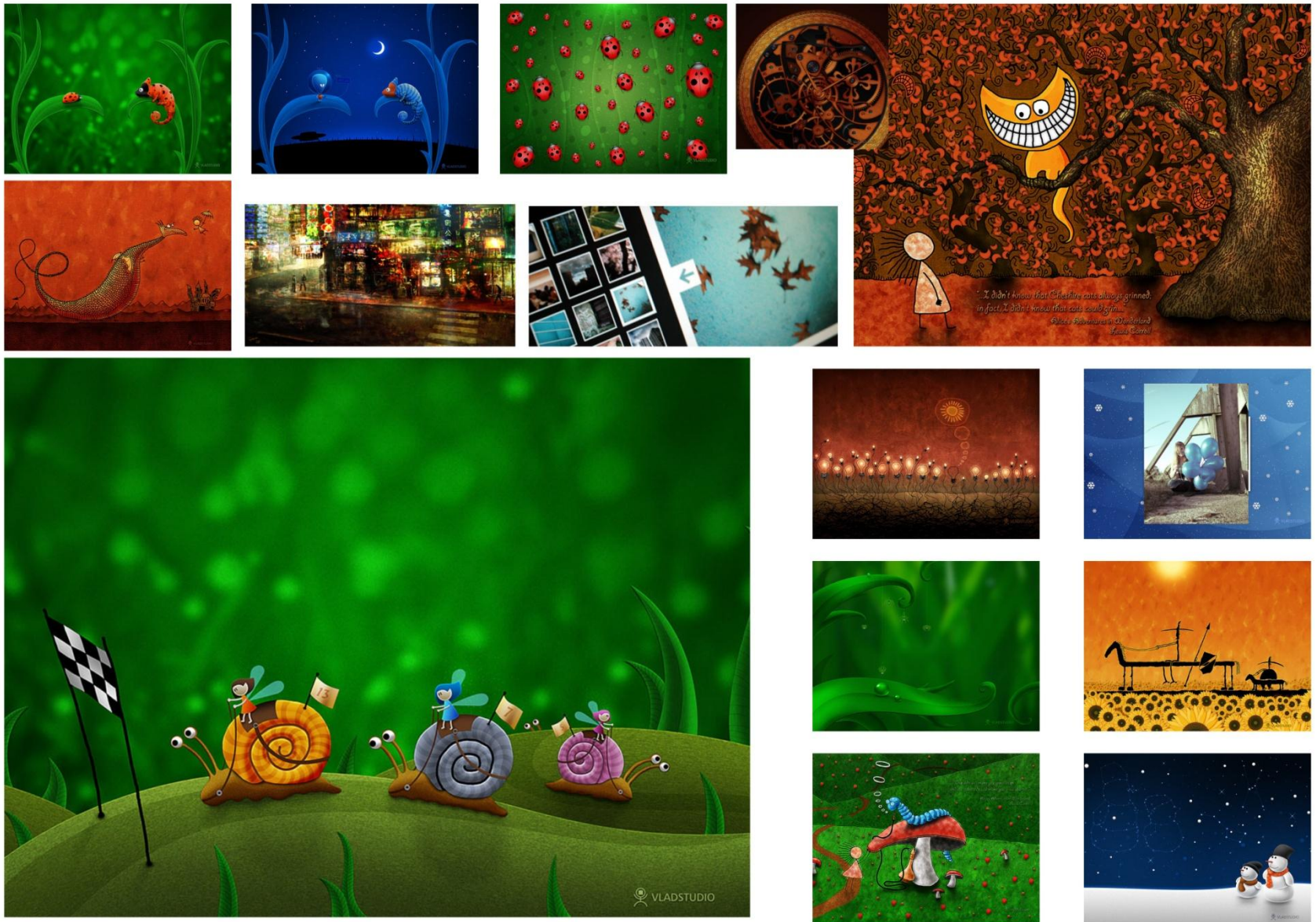


# Outside world



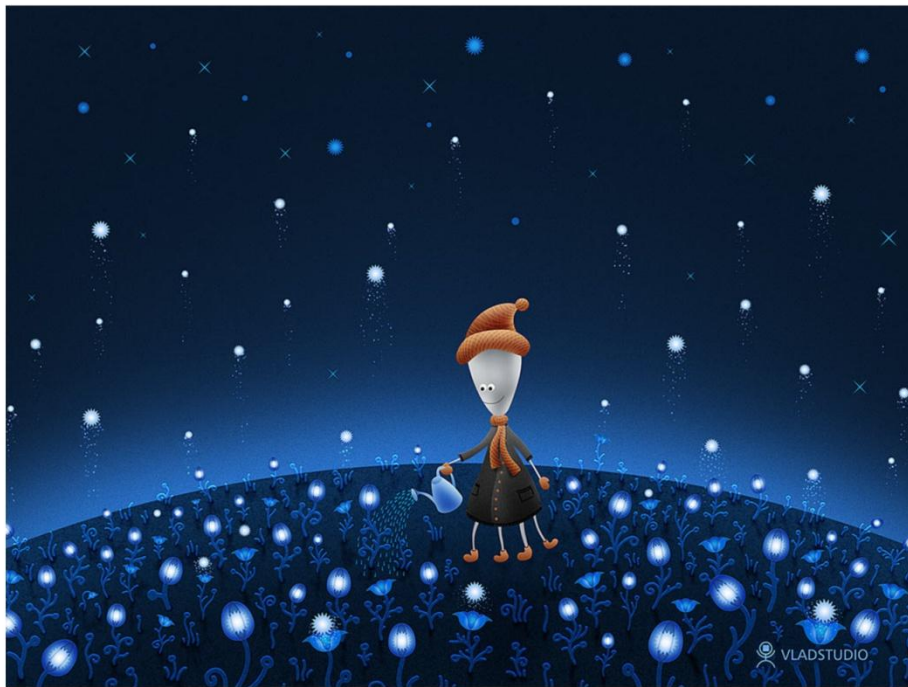
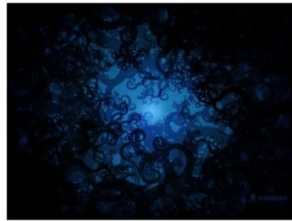
Mood board when he is alone in the scene: relatively bright colours will be used, to create a bubbly, happy, fun atmosphere for the outside world





These scenes will be loaded with things practically making it cluttered with lots of unnecessary objects in the scene yet keeping the focus on the main character. Similar atmosphere.





I would like to add a touch of glow in these scenes subtly to add to the 'pretty picture' quality to the silly consumer trinkets

# Style board



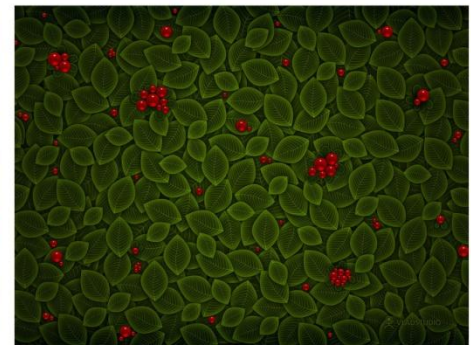
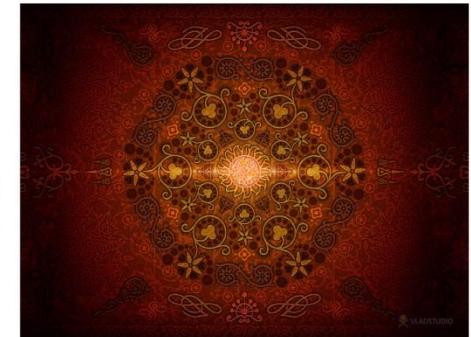
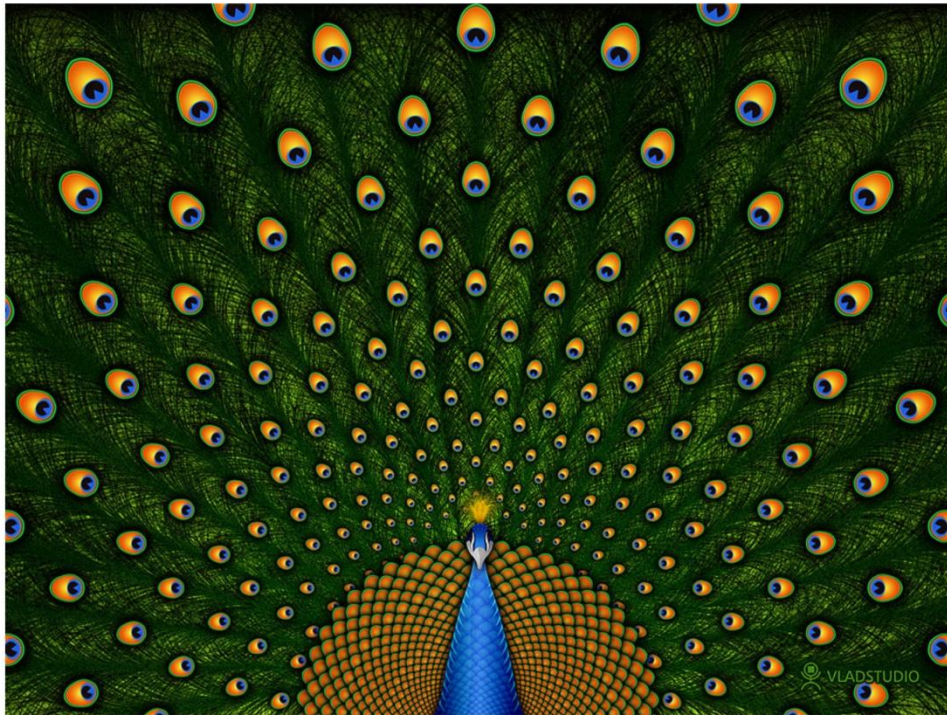
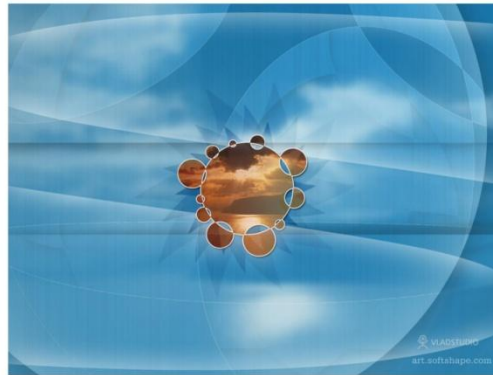
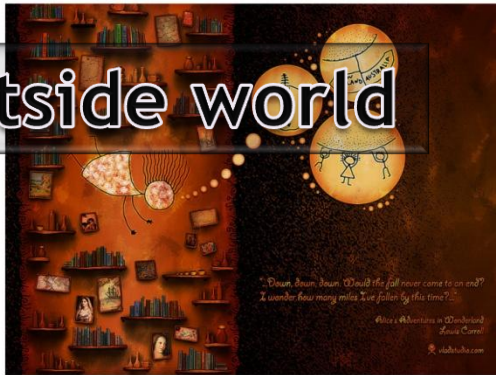
# Inside world



Simple line drawing



# Outside world



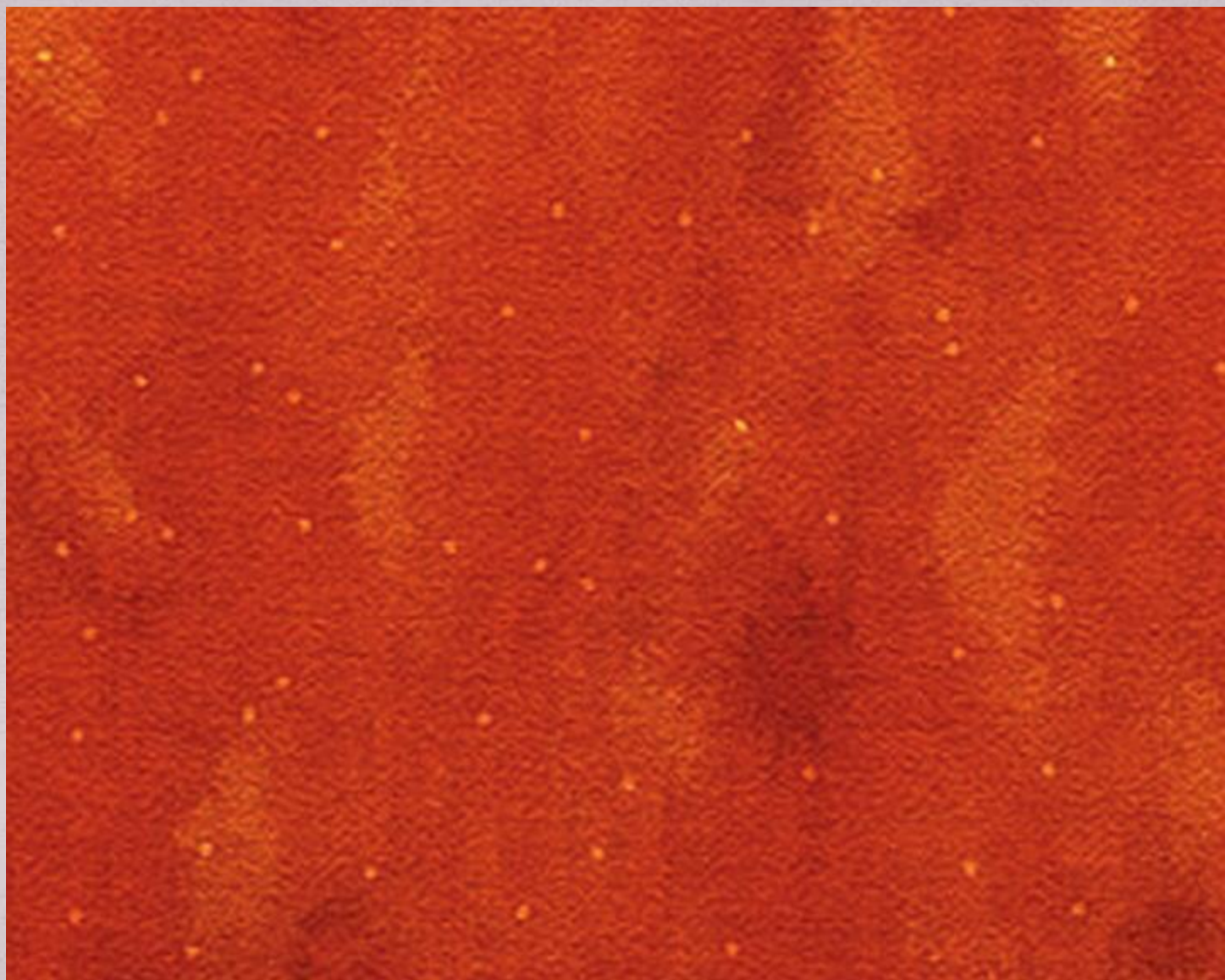
Cluttered

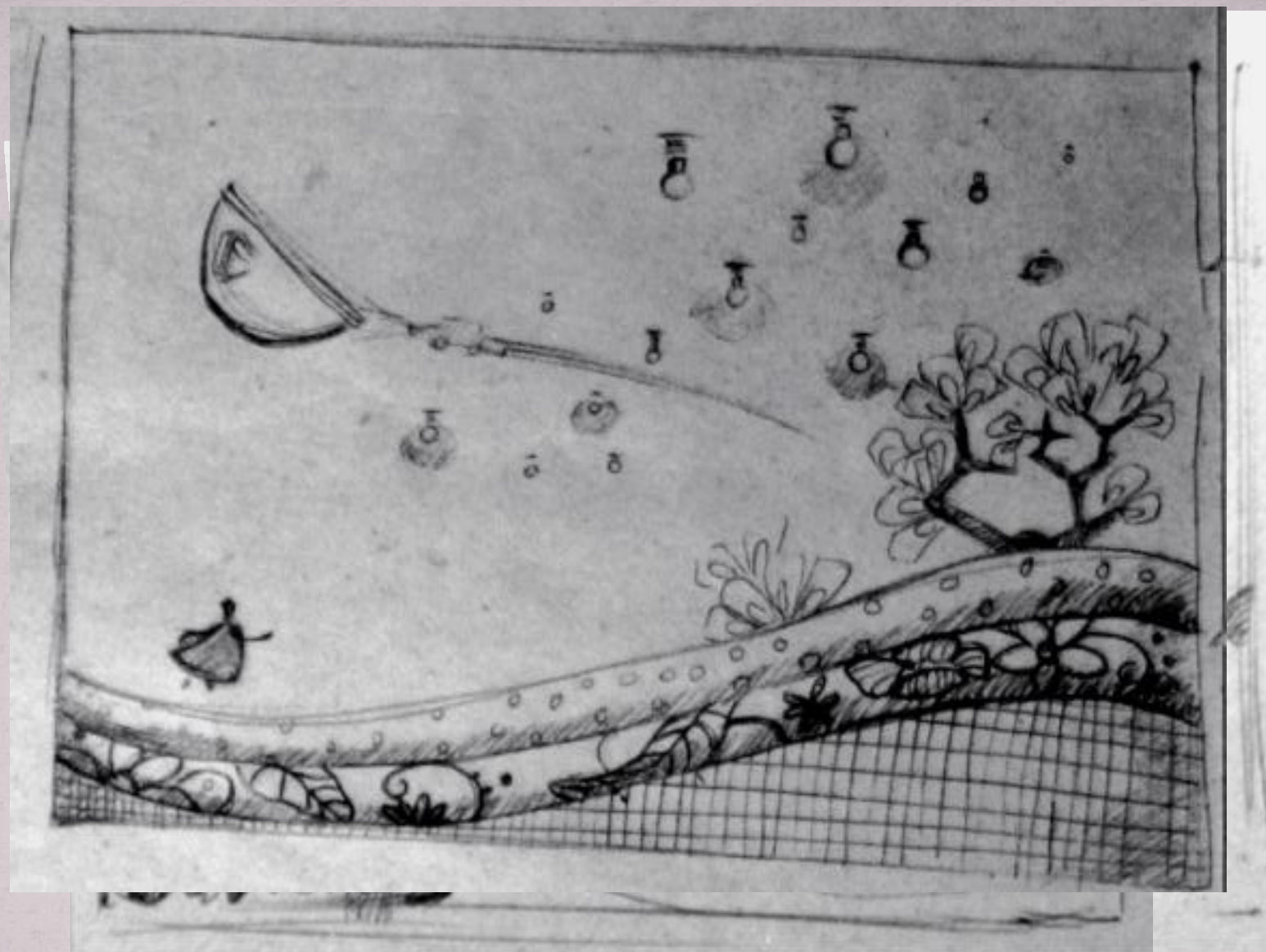


# Style explorations













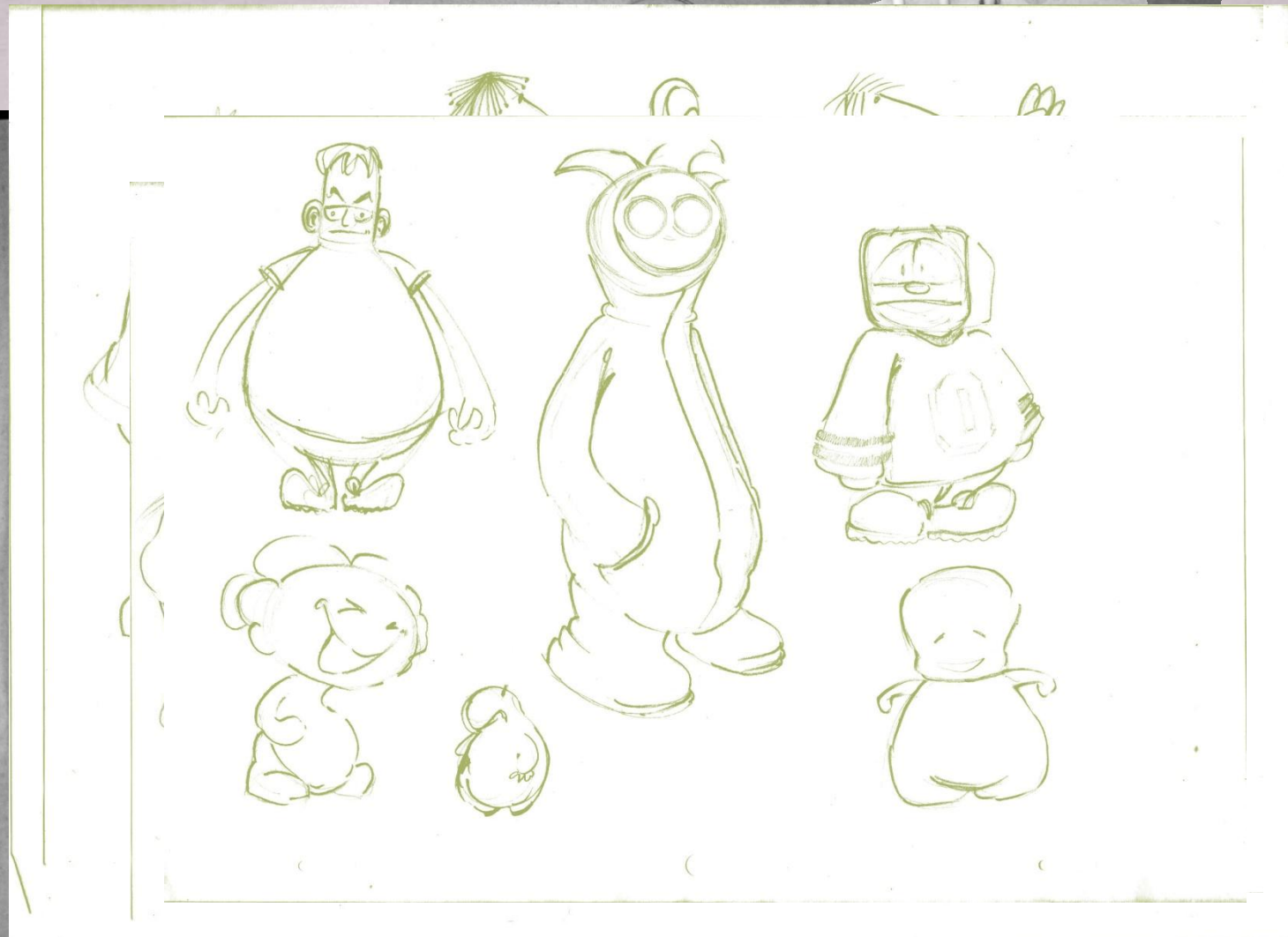
# Character Design

- Protagonist
- Wife, Baby, Boss



# Initial explorations







**Protagonist**





MODEL  
SHEET  
(04)





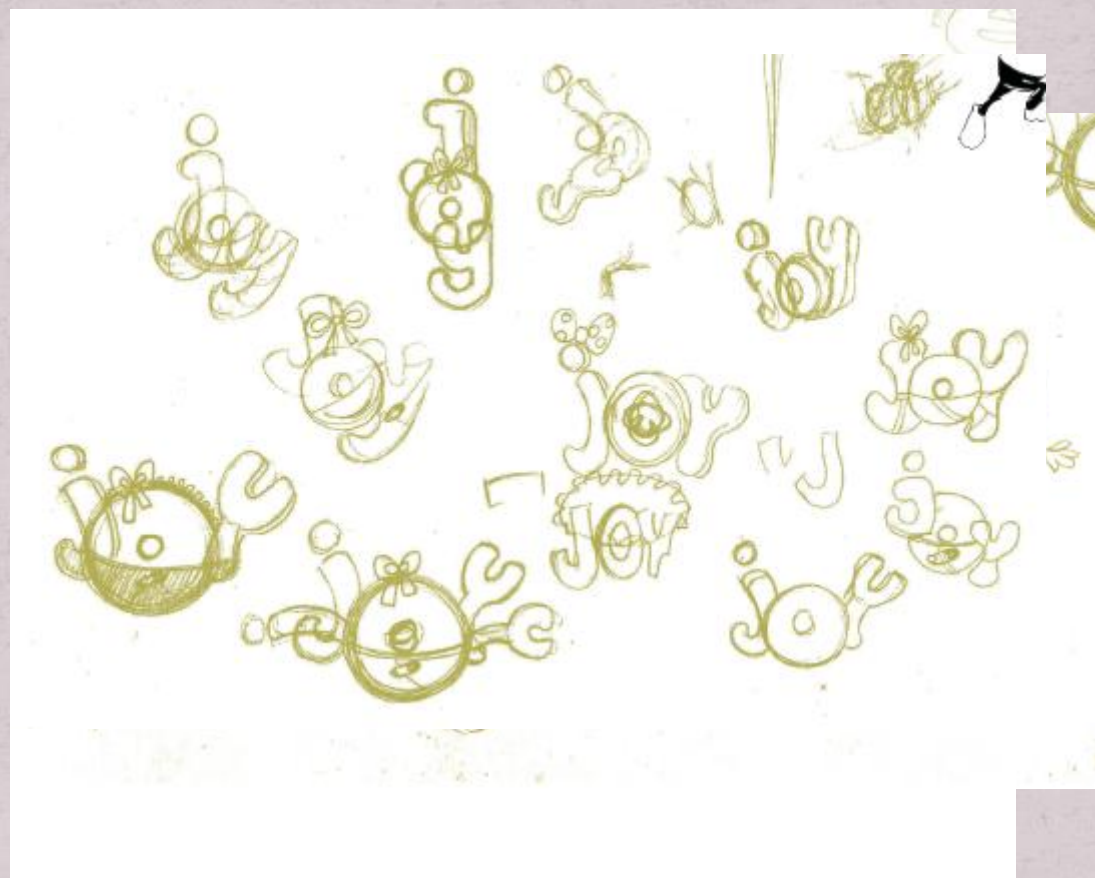
# MODEL SHEET

(OF CHARACTER JOY)

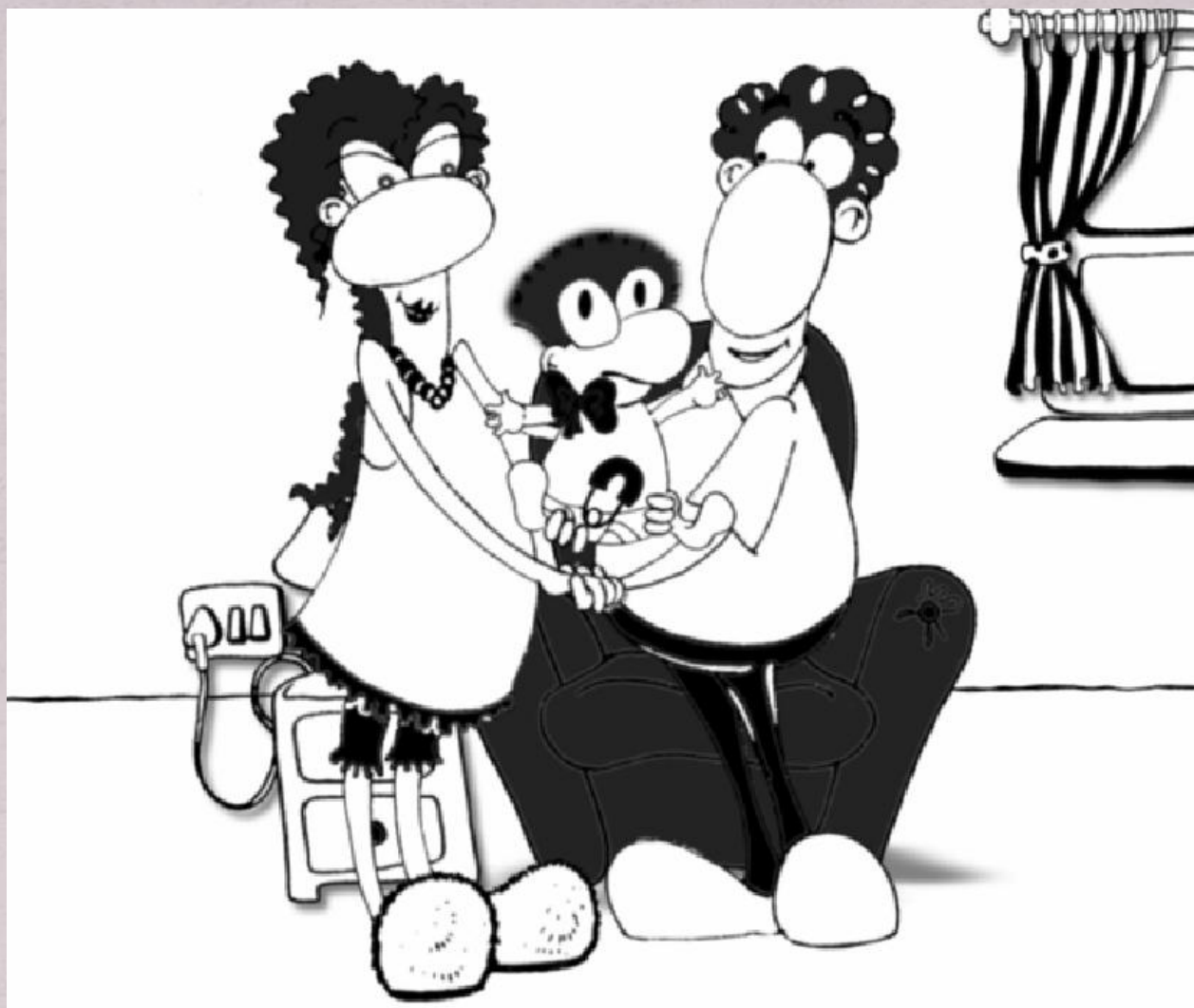












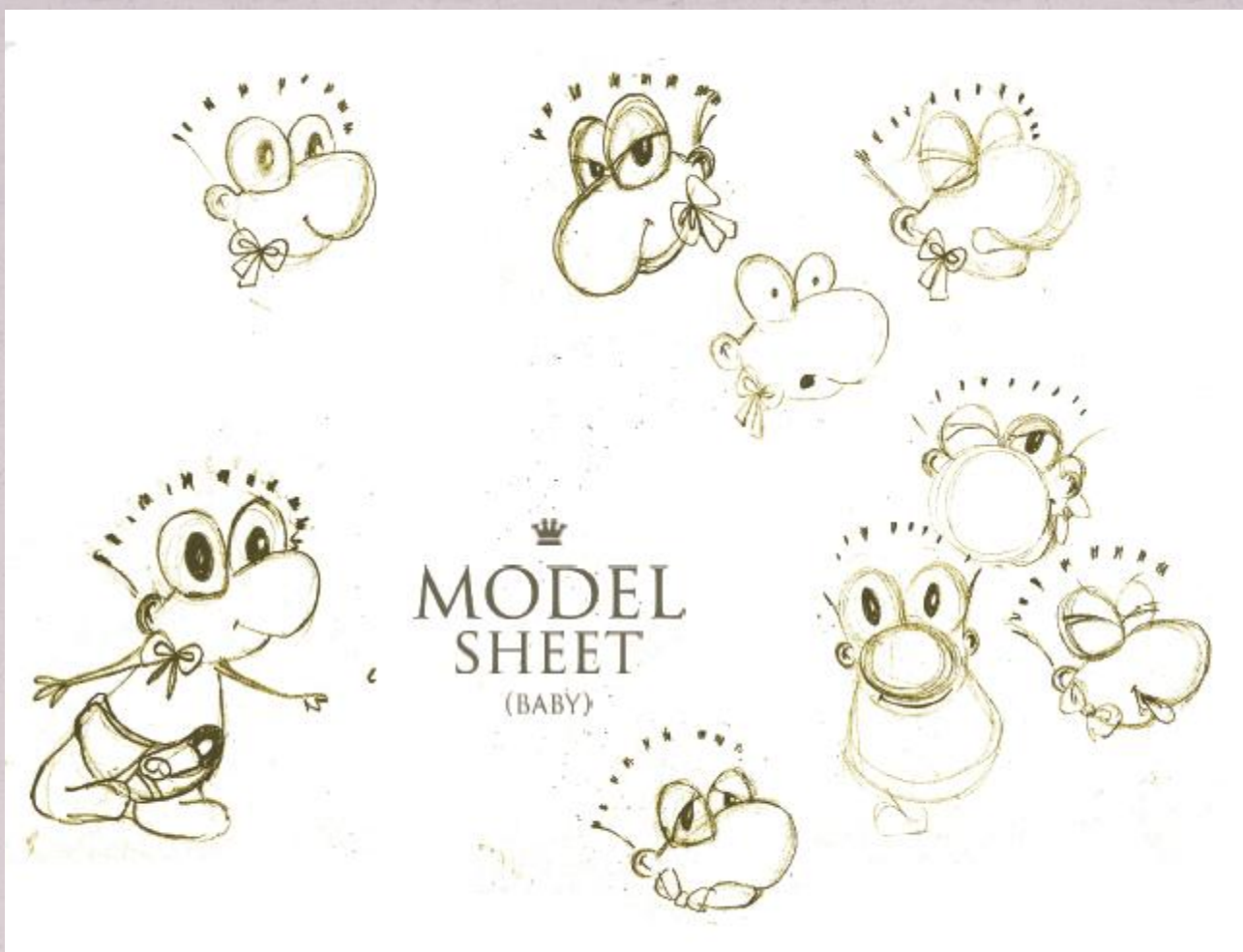


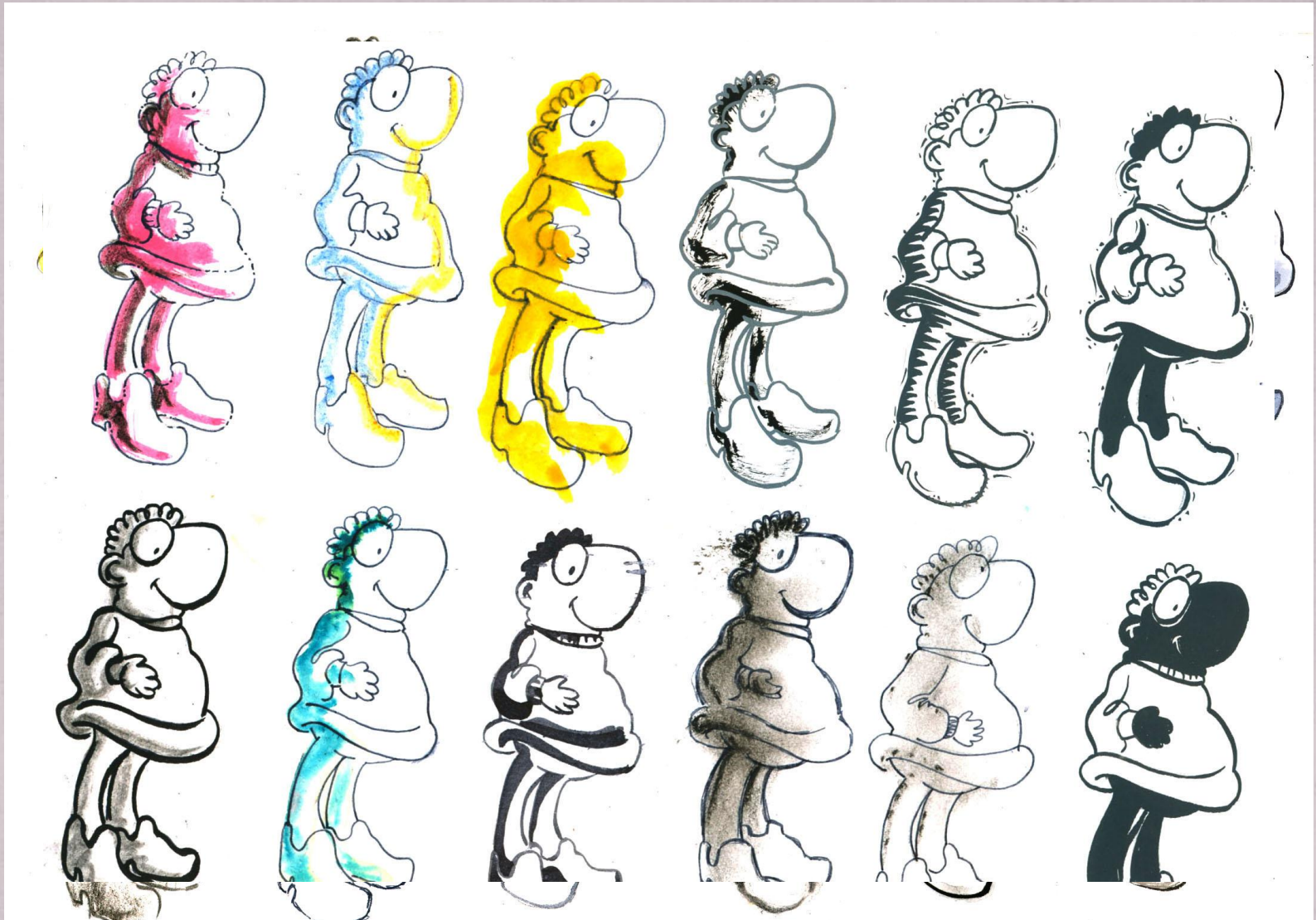
<sup>♂</sup>  
**MODEL  
SHEET**  
(WIFE)

AFTER

BEFORE

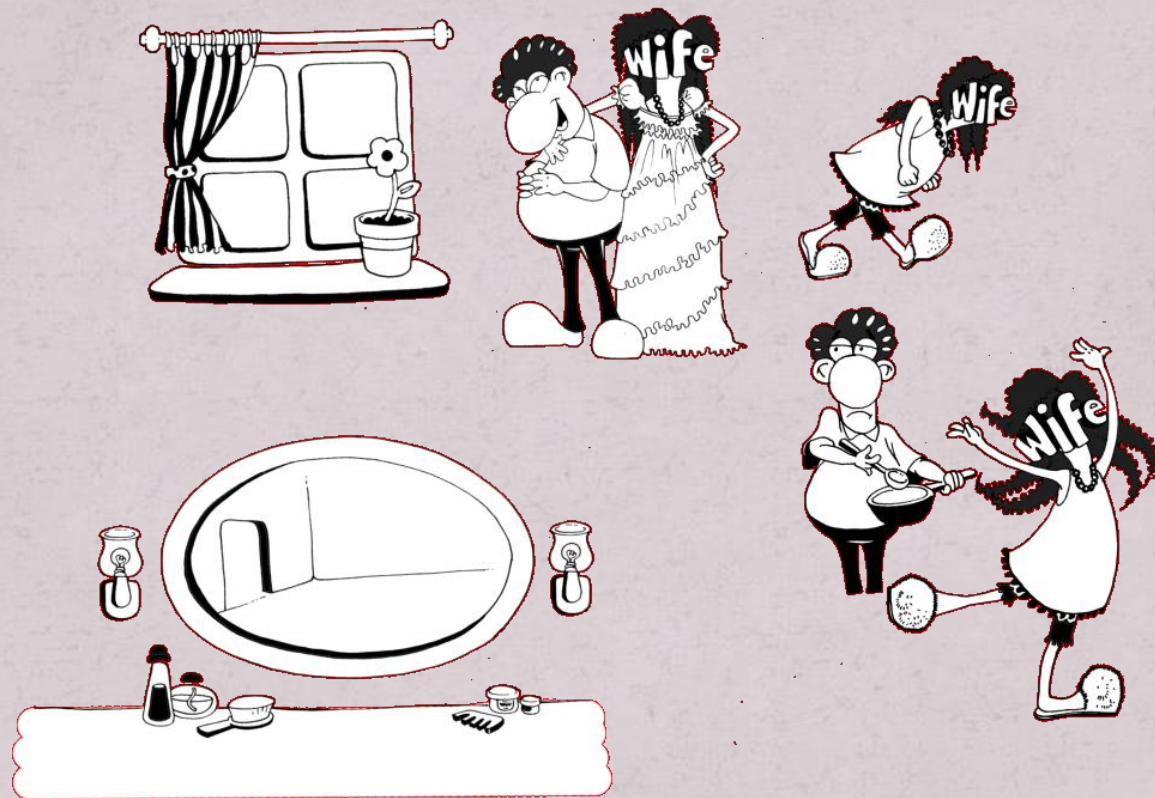






^ Initial explorations





^ final style for the inside world



# Animation

means to me

- Bring to life
- My own creation
- Construct a world that behaves and looks like I want it to be
- Explore my imagination and creativity





# Objective for project

- Understand my ability as a student of animation design
- Explore aspects of film design and animation
- Learning process
- To know what I can deliver when faced with time constrain

## References:

### Websites:

- <http://www.las.iastate.edu>
- <http://en.wikipedia.org/>
- <http://www.simpletoremember.com/vitals/ConsumerismReality.htm>
- <http://www.globalissues.org/issue/235/consumption-and-consumerism>

### Documentaries:

- The Story of Stuff with Annie Leonard-Director: Louis Fox,  
Produced by: Free Range Studios
- The fourth world war-Director:Rick Rowley, Company: Big Noise Films
- Breaking the silence-Directed by: Steve Connelly and John Pilger, Produced  
by Christopher Martin, Carlton Television,  
Written by :John Pilger
- Mahatma Gandhi pilgrim of peace
- Money as debt-Director: Paul Grignon
- The debt of dictators-Filmmaker: Erling Borgen
- The great green fuel gamble
- The secret government-Directed by: Bill Moyers
- Unreported world brazil-Director: Paul Kittel
- World according to Monsanto-Directed by: Marie-Monique Robin

Photographs of some products: [www.google.com](http://www.google.com)

### Books:

- Asking the earth-Written by: Winin Pereira and Jeremy Seabrook, Published  
by: Jeremy Publisher, Year Published: 1992
- Environmental sustainability booklets
- Beastly tales from here and there-Written by: Vikram Seth,  
ISBN: 1-85799- 305-5, Publication :Penguin India, Published: 1992



**Thank You**