

Accessory concepts for a  
science fiction movie

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Project III





Sports

Transport/Mobility

Homes and cities

Sports and leisure activities

Communication

## Back drop : The Environment

Entertainment

Medical

Lifestyle accessories

Consumer products

Education

Machinery

Defense

## To understand...

- The visual language of the product and the environment.
- What is making the movie(concept) interesting with the use of products?
- What can be rated as good products(products conveying the theme best) or low communicating products?
- Primary or secondary products

Visual Language (form, colour palette)

Products conveying theme

## Tasks

- Watching movies
- Reading books (Understanding the rhythm of Science Fiction)
- Work of various Visual Futurists.

## Case Study

- Blade Runner (Scott, R. 1982)
- The Fifth Element (Besson, L. 1995)
- Minority Report (Spielberg, S. 2001)

# Blade Runner (Scott, R. (1982))

- Excessive scenography
- Technique of "Retrofitting"
- Immense description of elements



## **The Fifth Element** (Besson, L. (1995) )

- Without dictating the style.
- Innovative but referential design elements.
- Interpretation of recognizable icons.
- Rich & colourful. Colour plays an important role in matching the mood.



# Minority Report (Spielberg, S. (2001))

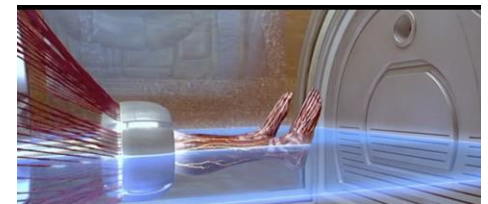
- Depth of detailing in the product range
- Virtual workstation
- Lexus car
- Blue colour palette

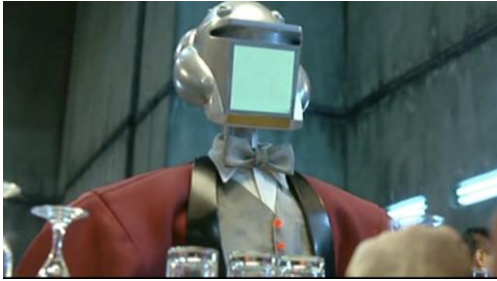


# User Testing

Scaling Best “conveying” products

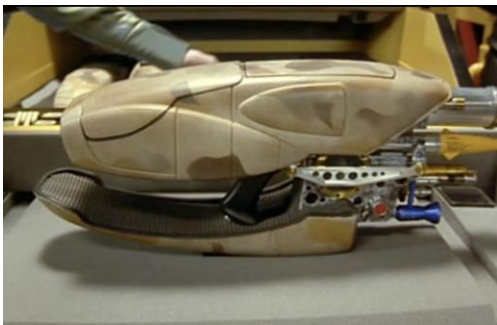
- Consumer goods
- Lifestyle accessories
- Transportation
- Homes and cities
- Education
- Medical products
- Communication
- Defense
- Machinery.





**A** : Robotic Humanoid: Metallic Finish and look are highly predictable

The fifth element



**B** : Superficial linkages through surface treatment of defense product

The fifth Element



**C** : New York's original car used as the flying blue coloured police van.

The fifth Element



**D** : Retrofitted Spinner giving it an obvious look of an automobile.

Blade Runner

# Understanding Visual Language

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Highly predictable and retrofitted

Predictable along with the narrative, also appreciated by the audience



Unpredictable only understood through narrative but at some places, appreciated

## **Inferences**

- There have to be linkages or hints given for the viewers to predict the future existence of those concepts.
- It is important to keep a balance between the predictable and highly unpredictable product range
- Hints should be left to viewer's imagination.
- Good narrative support
- Year of launch of that movie is very important
- Similar level of formal qualities

**•Project Title :**

"Accessory concepts for a science fiction movie"

**•Design Objective :**

"Creating accessories for the actors in a science fiction movie while understanding the Science Fiction Visual Language and its Environment."

**•Need for the Project:**

The role of Industrial Design and science fiction are based on parallel lines. "Most of the times it is seen that visionaries can create new dimensions in the field of future technologies. Thus creating these concepts of 'impossible reality of present' can give visions to future expeditions".

## **Design Contribution :**

Open up new dimensions to understand the **visual languages** of various science fiction movies

Apart from a basic requirement of being a product, it involves the **visual imagination** of coming future.

It also incorporate the visions to **future environment and future way of living.**

Science fiction movies acts as an experiment to a **product experience design.**

## Choosing a zone of Fictional Technologies

- Time
- Space
- Life Sciences
- Human body/Brain
- Beliefs
- Dead ends

## Further Steps

Creating a range of accessories for the movie following :

- Focus on visual Language.
- Focus on colour palette
- Visualization of backdrop(environment)
- Link with reality.
- Products visually conveying the concept behind the movie.

## Story line

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DV - PAL decompressor  
are needed to see this picture.

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decompressor  
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2029 AD      Welcome to time machine era

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2038 AD / 0 TMD The Day of First Time travel

Laser technology used in time machine

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decompressor  
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1000 TMD      Age of Ozone depletion

2000 TMD

Age of Biomimicry (Bubble architecture)

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# Conceptual notes for the time machine

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**Material** : Metallic finish

**Form** : Simple circular form which is highly predictable for a time machine though is used with a different analogy or narrative of a stirring coffee.

**Colours** : Metallic Silver and grey, shades of red and blue. (Contemporary machine look for the present century)

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decompressor  
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Prof. Mallette working on his secret project:

An automobile named "**Zippy**" which can take humans to different time zones

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decompressor  
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**Material Look** : Metallic finish

**Form** : 1st form is highly predictable as a automobile as a direct analogy from present day car is being taken.

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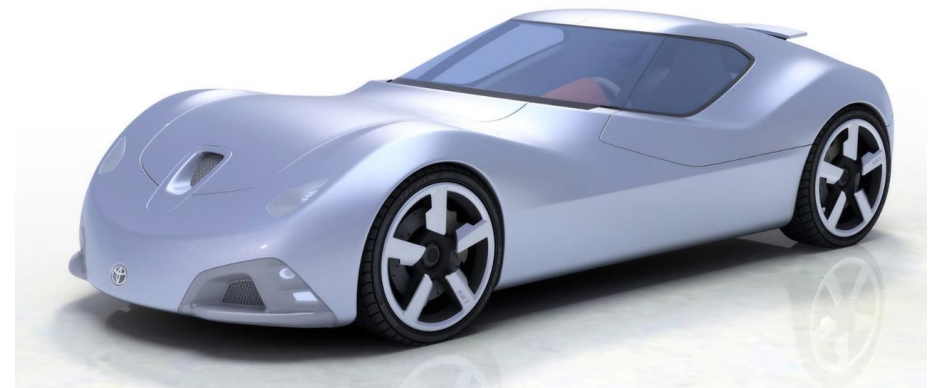
**2nd form** : A twisted form from the analogy of a coffee bean.  
The form is complex and can be predicted along with the narration.  
**Predicted technology** : Magnetic propulsion and sensitive  
robotic simulations



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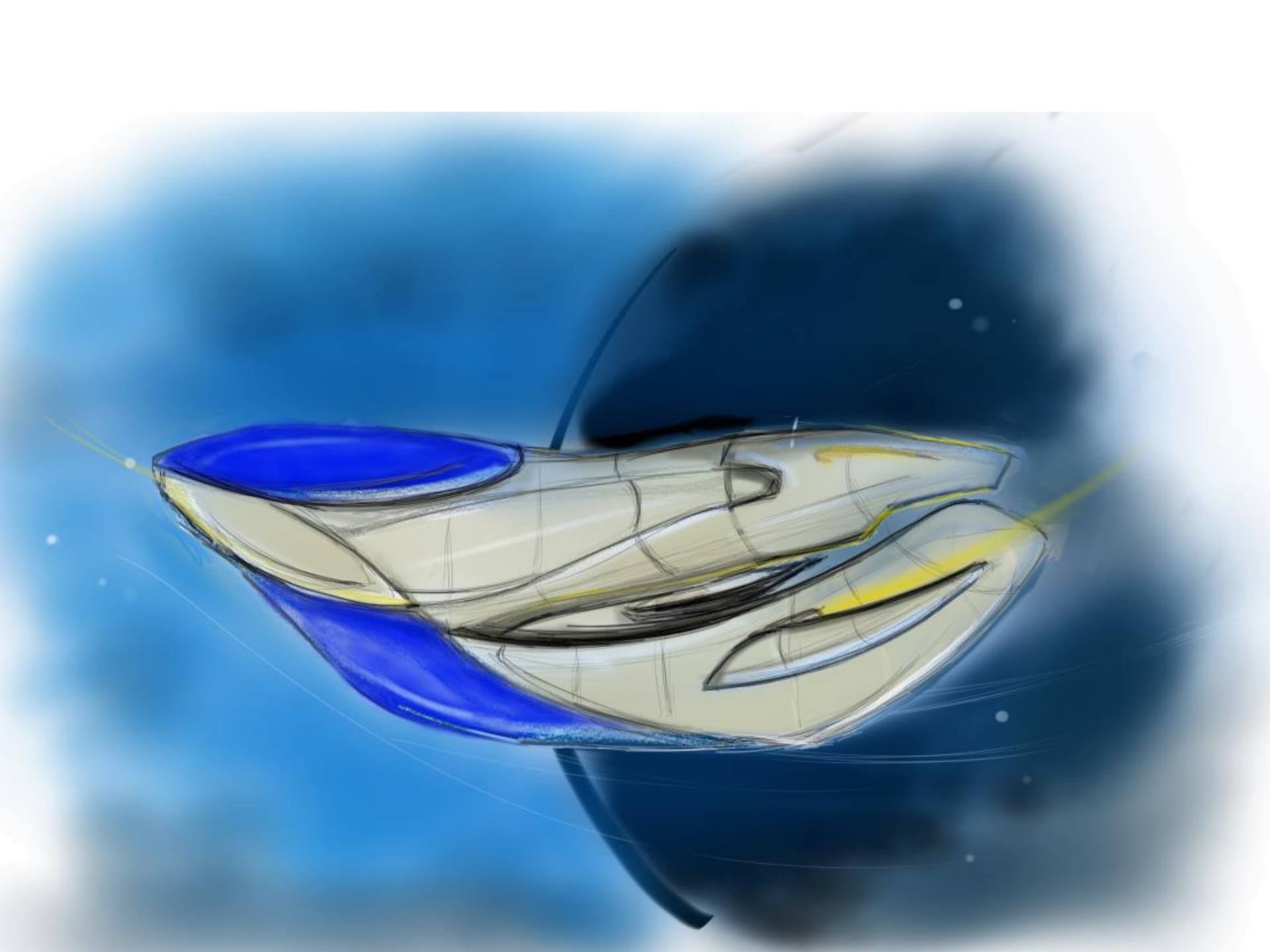
# Visual narration

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## Colour palette

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Shades of red : the colours of speed

Blue : technology driven machines in that era.

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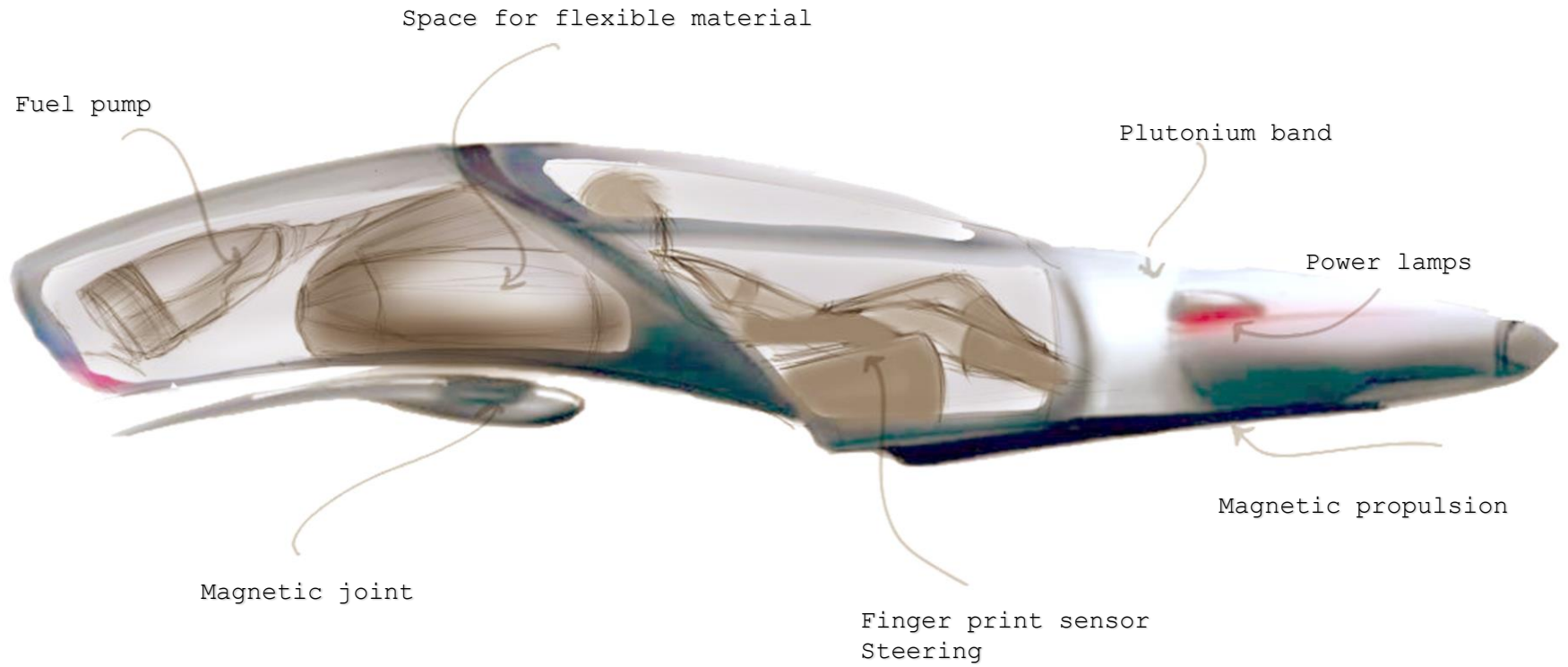
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QuickTime™ and a  
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# Technical details



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And the journey begins . . .

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Automobile for human guardians - The Helican



## The Guardians

Fast, Huge, Caring, Fully equipped, Sacrificing

Transport :

Horse

Lion

Dragonfly

Horse



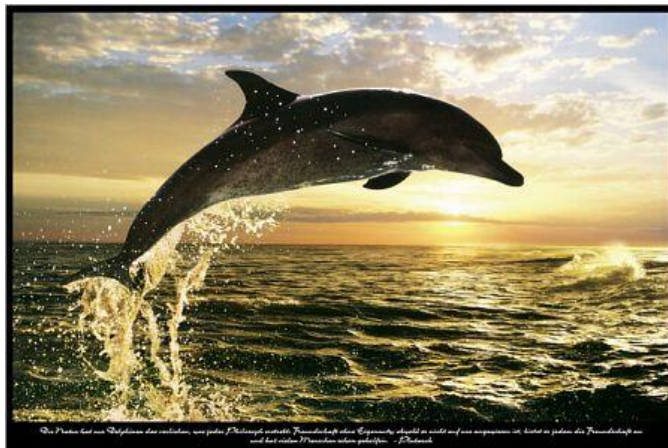
Lifestyle/

Character:

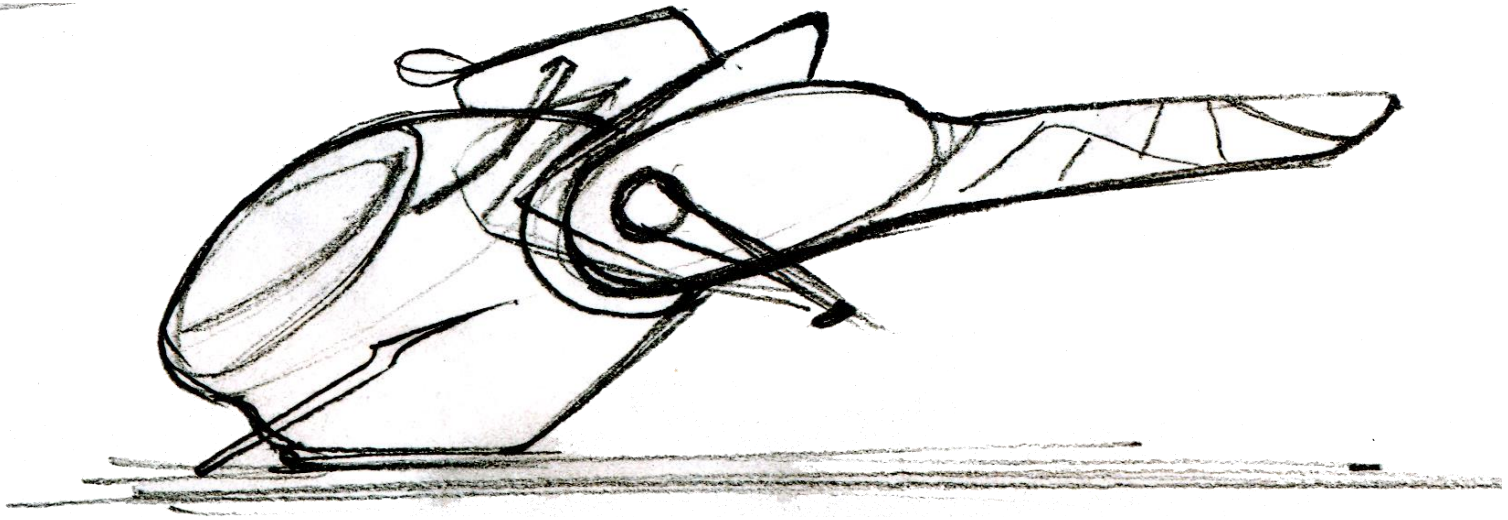
Whale

Jellyfish

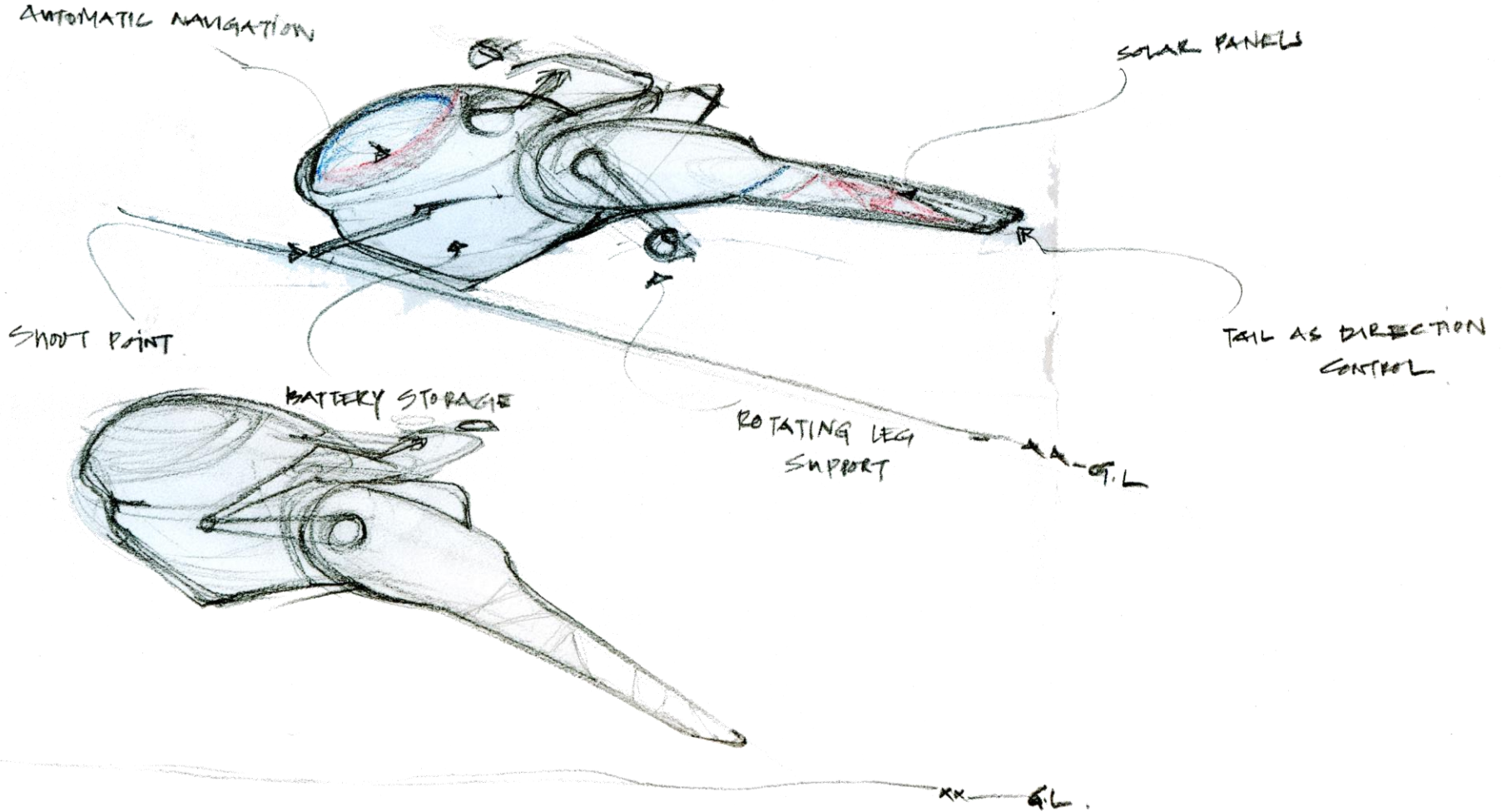
Dog



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# Technical narration



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# Age of biomimicry : Underwater world of Leachers

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decompressor  
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Visualization of the architecture underwater  
Deep down the Earth, Dark humanoids live in  
these natural underwater ridges .

## Colour palette

Use of dark colours to show a life survival deep down  
the Earth. Again the colours used are shades of green  
and blue which are natural dark colours.

# Underwater life of Evil Humanoids

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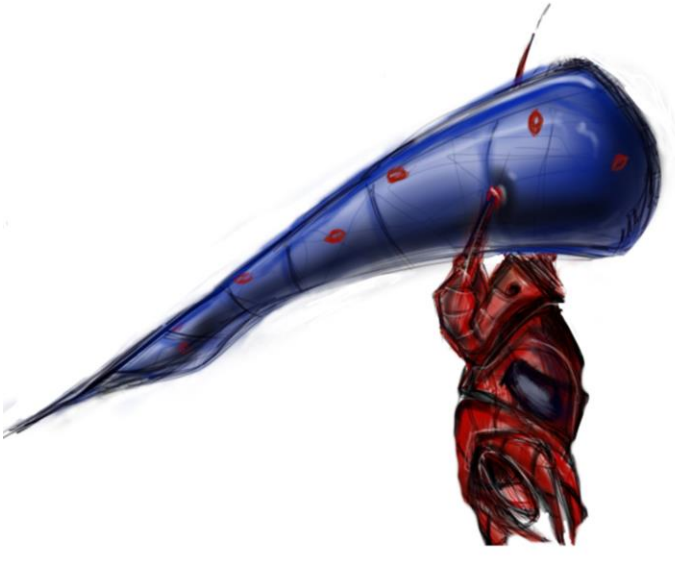
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## Close view of Leacher's habitat

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# Parking of leacher's Automobile



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2000 T.M.D.

**Evil's Automobile**

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Leachers on their extremely indignant fish formed vehicle inspired from  
the vindictive scorpion...on their way to suck energy from humans only  
living habitats left on earth

## Abstraction from a fish

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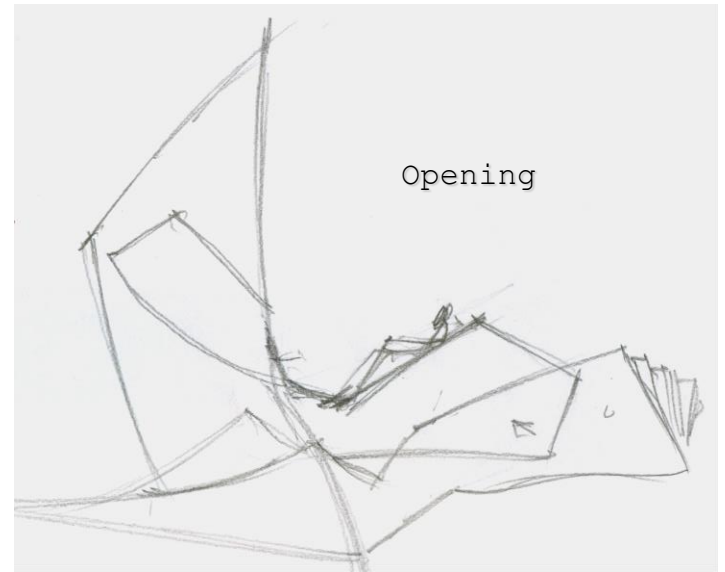
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To give it a strong and furious look,  
the soft curves of a fish were changed into hard edges.

Though with this basic form, still that violent and wild nature looks dormant, thus these devices are made with a mixture of analogies taken from a fish and a scorpion.

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Even the machines in that era  
will have a gender.

# Abstraction of the poisonous sting

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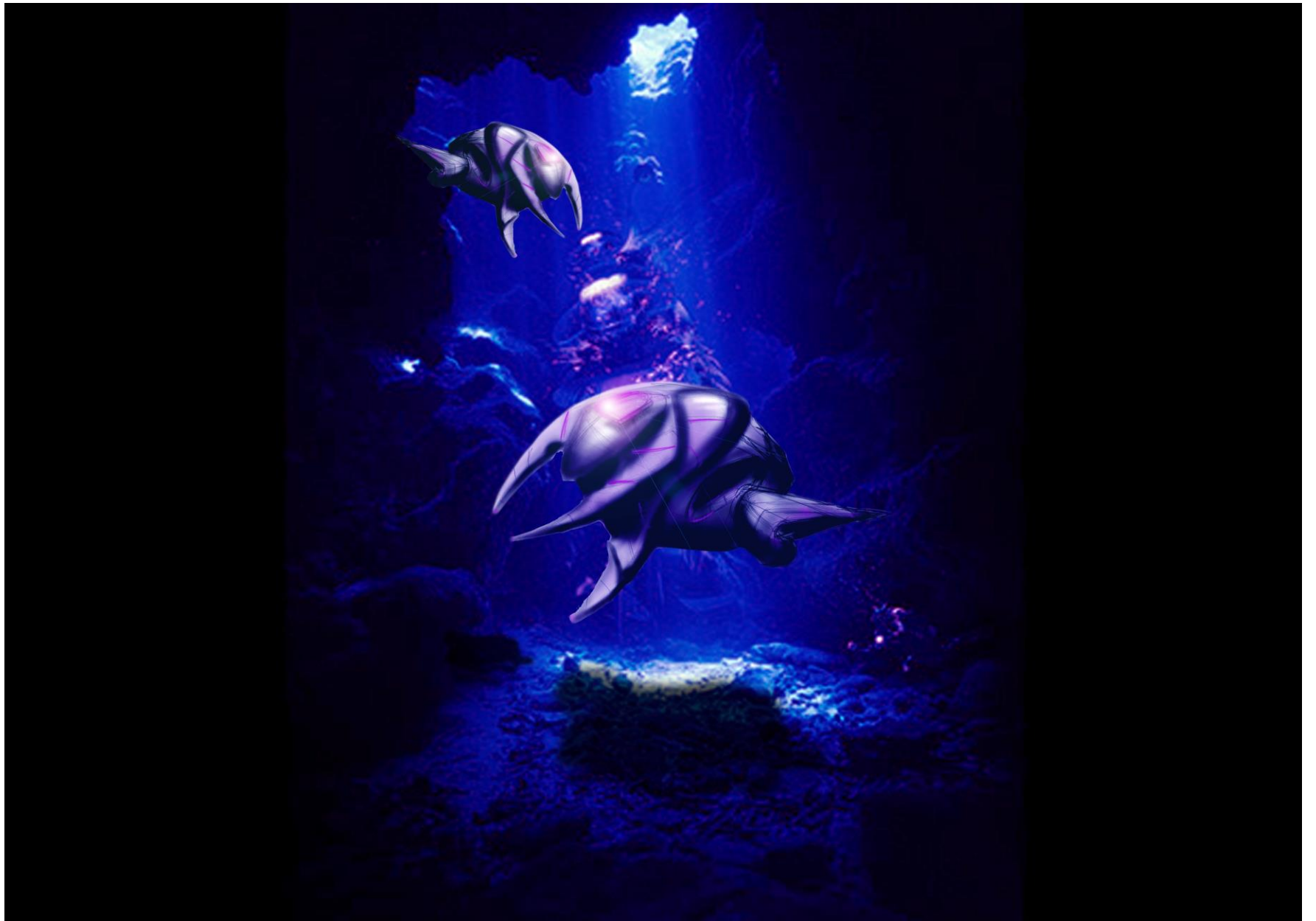
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## Leacher's automobile

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22 May 2009

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# Characters

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## **Thanks to**

Prof. V.P. Bapat

Prof. Chakravarthy

Prof. G.G. Ray

Prof. Mandar Rane

IDC Workshop staff

All my friends and family members.



... Thank you

IDC PRESENTS

# TIME OUT

INTRODUCING : PROF. MALLETT

DIRECTOR : MR. SPIELBERG

VISUAL FUTURIST & ART DIRECTOR : DIVYA SAXENA