

INTERNSHIP REPORT

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MDes Animation(2017-'19)

IDC, IIT Bombay

ACKNOWLEDGEMENT

I sincerely thank the faculty members in IDC for giving me proper guidance for the internship as part of the MDes programme.

I also thank the directors of Genial Nous Media Pvt Ltd. for giving me an opportunity to do the internship.

ABOUT THE FIRM

Genial Nous Media Pvt Ltd., Bengaluru was founded in 2013. The company has 2 directors, Mr. Jim Mathew and Mr. Abhilash Jose, and they work on various projects like signature films, presentations, reports, content creation, interactive videos for applications, etc.

THE EXPERIENCE

The one month internship with Genial Nous Media, Pvt Ltd. in Bengaluru was done as part of the MDes programme in IDC, IIT Bombay. It was a wonderful experience as I got to meet new people working in the industry and work on various types of projects, ranging from signature films to interactive videos.

During the first week, I was given the task of collecting the data required for making the signature film of an upcoming film festival in Kerala. The concept was a collage type of a quick journey through the diverse landscape of Kerala, while artists of different traditional performing arts will be seen randomly. It was a very good experience as I prepared a lot of sketches of the performing art forms, as well as the backgrounds of the frames.

Another work is a short video for a mobile application. It is an interactive video, and is being made as a loop, ie the story ends where it began. Hence, the user will not be able to figure out the exact beginning and ending of the video. It was a unique experience, as I could work on the storyboard and animation of that video.

ANIMATION IN DOCUMENTARY

While working in the animated portion of a documentary video, the director of the firm gave me the freedom to design each and every frame by evolving a concept by visualising the respective portions of the script. This, I think, was the most interesting part of the internship. I could work on the conceptual sketches and storyboard of the same. The whole thought process was transferred to the paper, and the evolution of the concept was being conveyed through sketches. This made it easy to set the frames and to prepare the storyboard.

The task was to design the frames and animate them according to the voice over narration. The narration of the proposed animated portion was:

“Painters and contractors did not take any salary slips, there was hardly any documentary proof existing. The other option was asking the beneficiary itself. The answers were words, not numbers. No one kept account of how much they earned! Knowing the challenges of collecting the data, an innovative method of estimation of livelihood increase was required. But prosperity showed itself off as purchases and spends on non-essential items. In phones, motorcycles, TVs and such durables. This was our cue.”

PAINTERS AND CONTRACTORS DID NOT TAKE ANY SALARY SLIPS



THERE WAS HARDLY ANY DOCUMENTARY PROOF EXISTING-



THE OTHER OPTION WAS ASKING THE BENEFICIARY ITSELF-



Shown above is the first idea that came to my mind. In the second frame, the fading out effect signifies the non-existence of documentary proof. The director asked me to retain only that portion and to change everything else. His suggestion was to come up with a different idea showing no human faces and something that matches the script. This made me to think more, and I designed it in another way. The first shot showed the close-up of currency notes being counted by a person using both the hands. The second shot had a hand holding a mic being waved from right to left and when it reaches back at the centre of the frame, a couple of dialogue bubbles appearing, surrounding it. The next shot had currency notes appearing in an order, on top of a table.

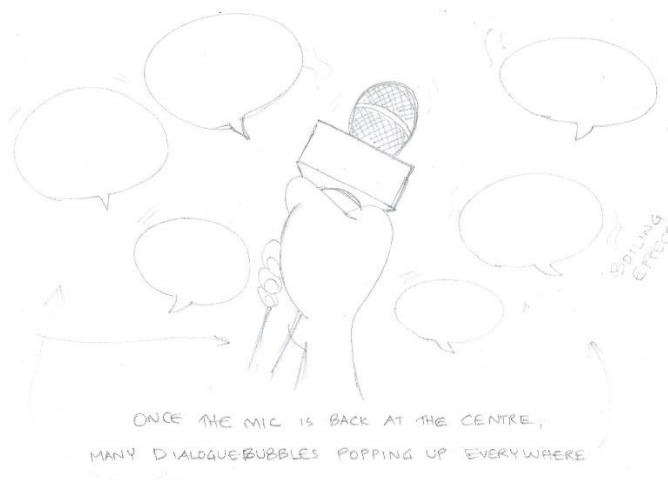
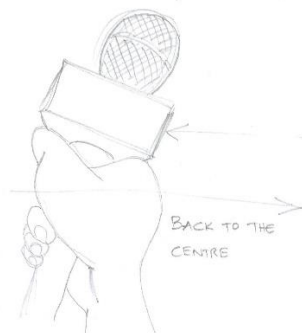
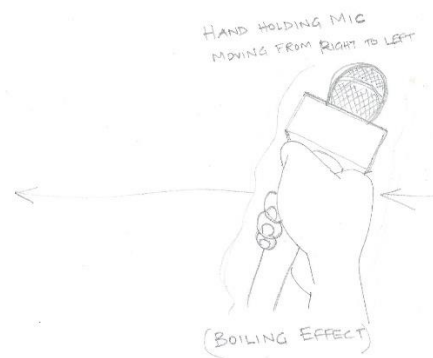
The shot after that was the most challenging one, as it had to convey the requirement of an innovative method to estimate the livelihood increase. Here, a curve was shown originating from a point at the centre of the frame. It takes a spiral path, and gets transformed into an ideal graph.

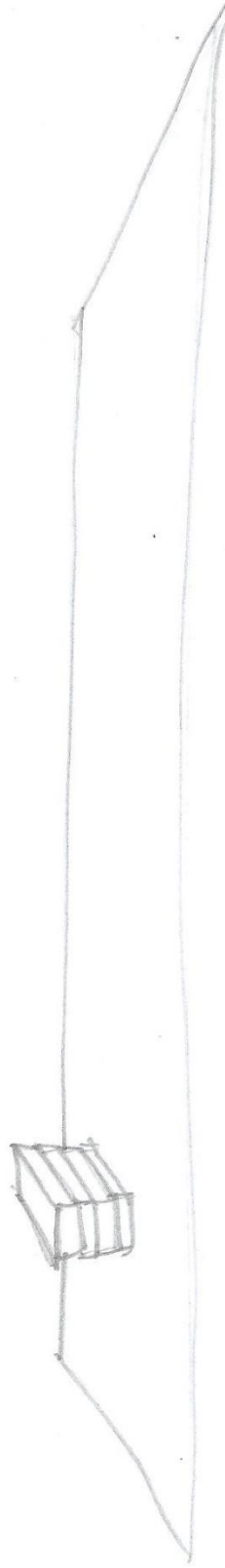
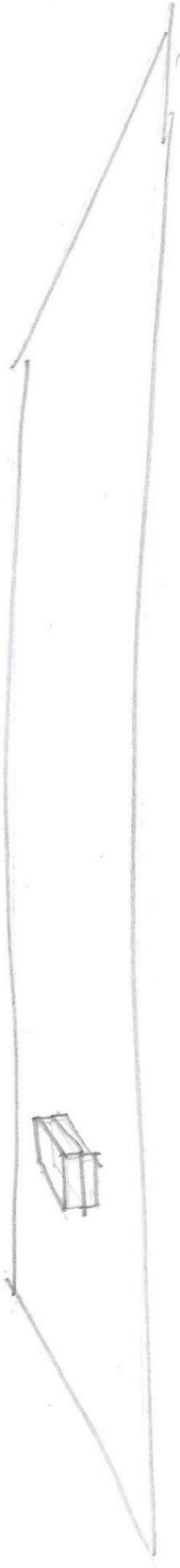
And in the ending portion, the items that are being mentioned in the voice over, ie phones, motorcycles, TVs, etc. were shown appearing.

The style used in this work is very simple with a dark background, a limited set of colours and a boiling effect in all the frames.

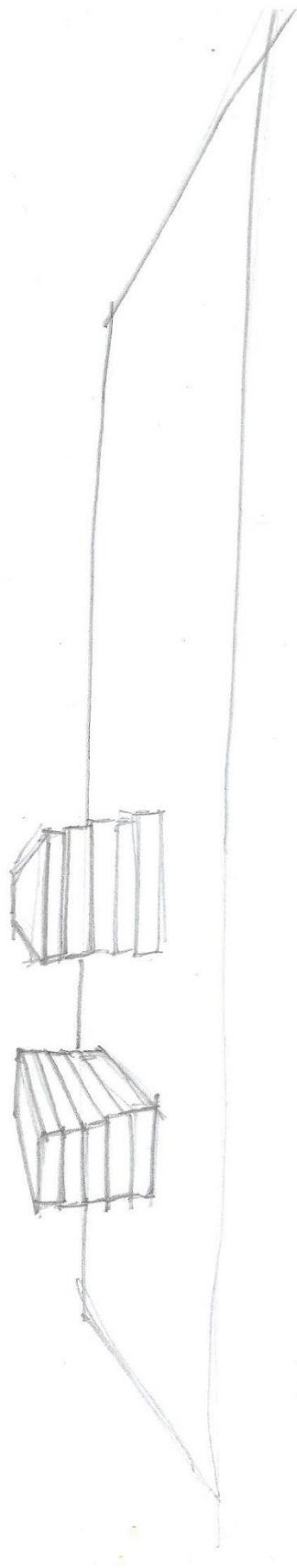
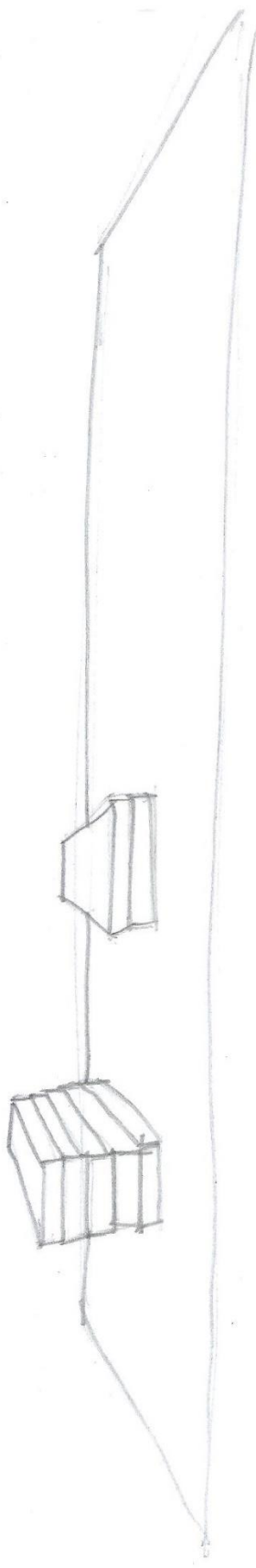
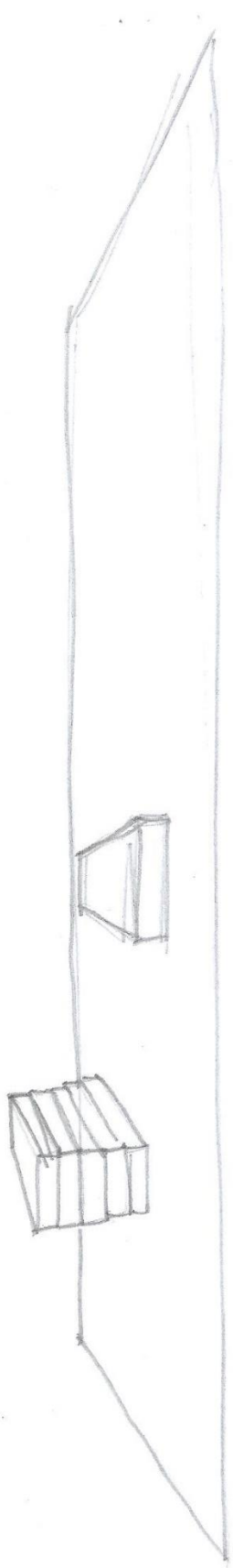
**CONCEPTUAL SKETCHES
AND
STORYBOARD**



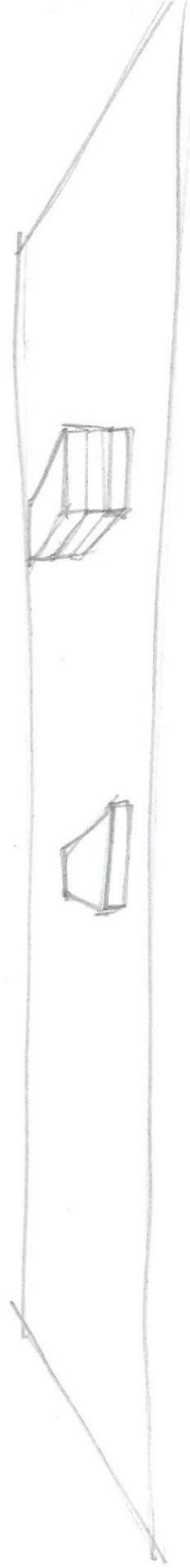
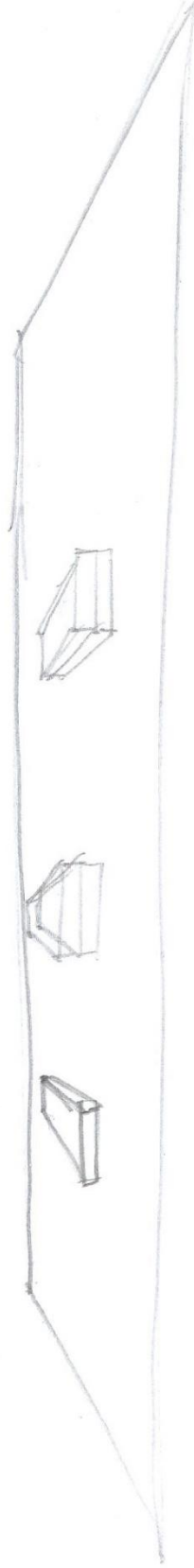
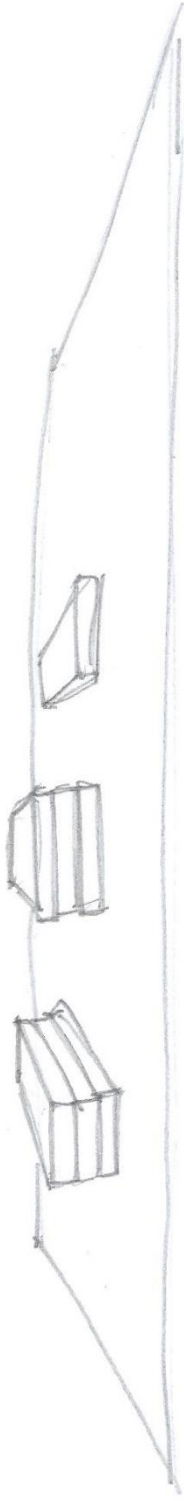




BUNDLES OF CURRENCY NOTES APPEARING ON A TABLE...

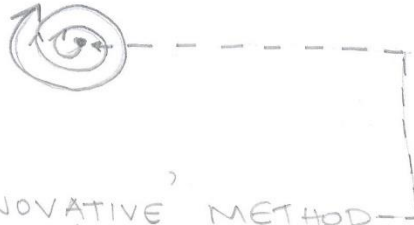


THE OLDER BUNDLES "DISAPPEARING"....



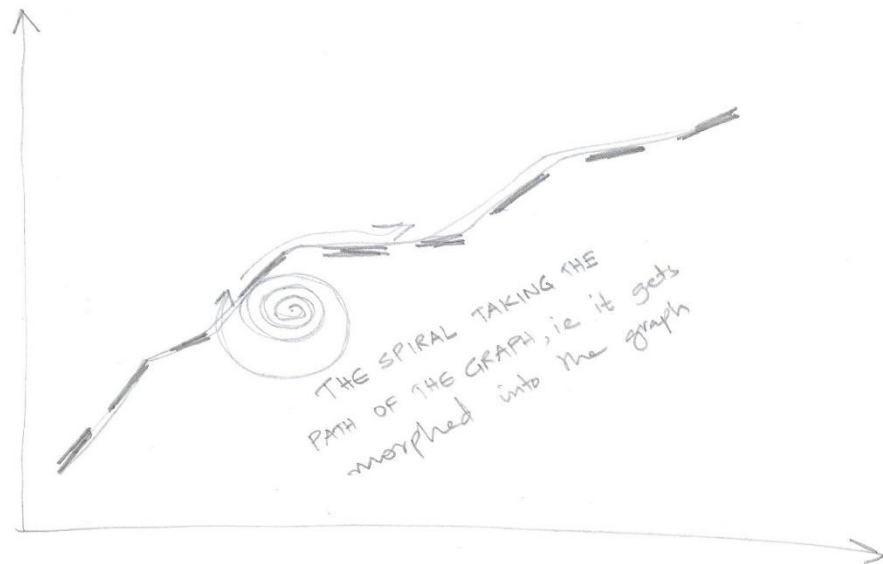
.... WHILE THE NEW ONES APPEAR

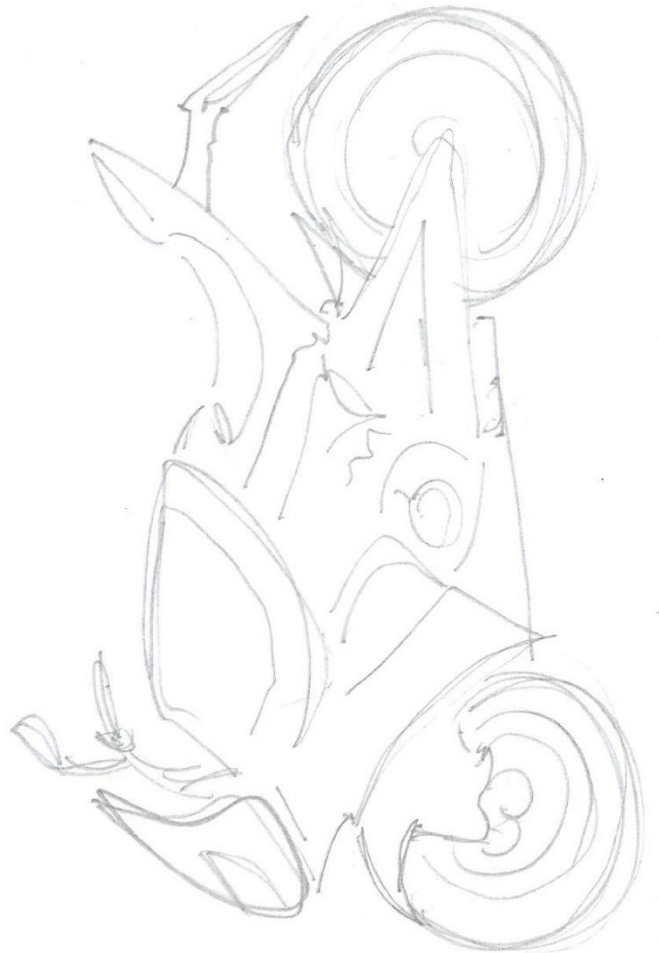
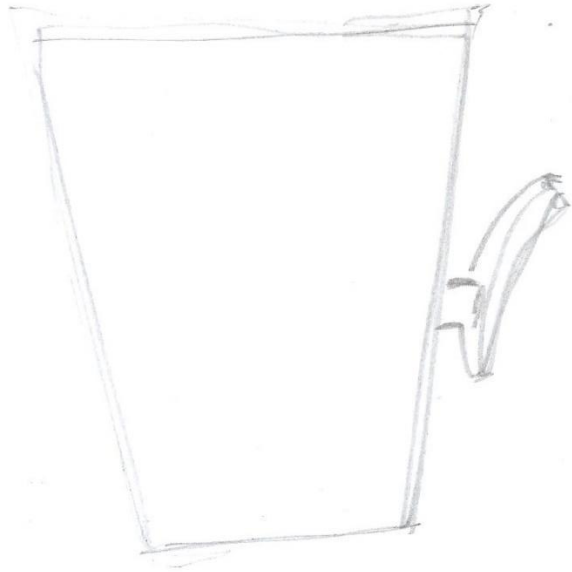
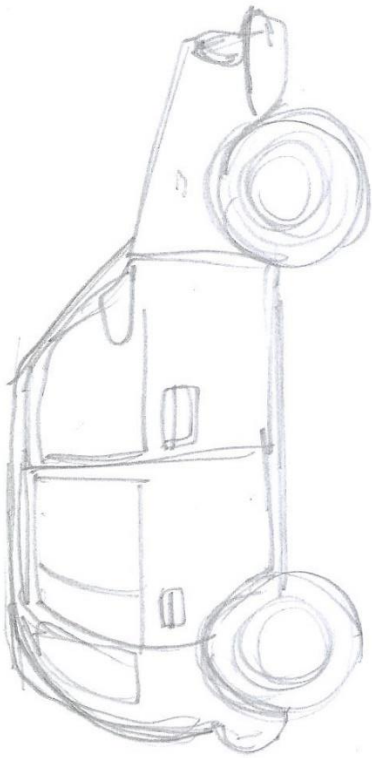
KNOWING THE CHALLENGES



. . . . AN 'INNOVATIVE' METHOD -

{ THE SPIRAL EVOLVING FROM A 'SINGLE' POINT
SIGNIFIES 'INNOVATION' }





THANK YOU