

SUMMER INTERNSHIP PROJECT

(Organization: Banana Talk Media)

Submitted in partial fulfillment of the requirements
of the degree of Master in Design

by

Jenin J Vadakkan

136340006



Industrial Design Center

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

2014

The background is a stylized illustration of a building with a light brown facade and a darker brown horizontal band. There are three windows with dark frames and white sills. To the left, there are two palm trees with green fronds and reddish-brown trunks. The sky is a clear blue. In the foreground, there is a light brown path leading towards the building, and a green lawn at the bottom. The text is centered over the path.

Summer Internship Project Report

Organization: Banana Talk Media, Kochin, Kerala


The Adventures of Lilaq Knight & Armstrong Safety Lockers

Index

1. Declaration.....	i
2. Acknowledgements	ii
3. Introduction	1
4. Organizational Information	2
5. Project Brief	3
6. Lilaq Phase 1	4
7. Lilaq Phase 2	5
8. Lilaq Phase 3	6
9. Lilaq Phase 4.....	7
10. Lilaq Phase 5.....	8
11. Lilaq Phase 6	9
12. Lilaq Phase 7.....	10
13. Lilaq Phase 8	11
14. Lilaq Phase 9	12
15. Lilaq Phase 10	13
16. Project 2	14
17. Phase 1	15
18. Phase 2	16
19. Work Experience	17
20. Conclusion	18
21. My learning.....	19
22. Certificate	20

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 any idea/data/fact/source in my submission. I understand that any violation of the above will 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: 

Date: 01-07-2014

Name: Jenin J Vadakkan

Roll No: 136340006

Acknowledgements

My sincere thanks to Kuriakose Saju Vaisian for taking me as part of their team. Thanks to Jithin Das who guided me during in this period. All other artists in the studio for supporting me .My deep gratitude to my Teachers who continue to be a guiding light through my journey as a student.

Introduction

My summer internship was at Banana Talk Media ,Kochi. The Founder of Banana talk media , Who ad me in their live project, The Adventures of Lilaq Knight and 3D modelling for Armstrong safe.They had given me major roll in Background design to explore the composition of film design.

It was great opportunity for me working with young talented people.They are also willing to share their own ideas and technical skill. The production was too fast which brings me how to finish the movie in given time. Frequent discussion with Art director and compositing people makes megeneric idea of approaching clients and their interests.

Organizational Information

Banana Talk media newly started studio. Company located in Kochi , Kerala. Redesigning branding. Re-imagining websites. Reinventing ad campaigns. Banana Talk is one-stop destination for all audio-visual branding solutions; they handle both conceptualisation and production for lm, television and the web, be it for advertisements, corporate videos, viral campaigns, music videos, shorts, documentaries and features. They also have a full-edged editing, animation and design.

studio with dedicated professionals qualied in handling. Bananatalk Media and all related properties belong to and are represented by Founder-Director Kuriakose Saju Vaisian.

Project Brief

Client : Lilaq boutique.

Story: The Adventures of Lilaq Knight .

Concept

The 'Lilaq Knight' is the personification of the praiseworthy qualities that women possess. She is synonymous with strength, resourcefulness, courage and the ability to affect positive change.

This short 2-D animated video will depict 'A Day in the Life of Lilaq Knight'.

Client : Armstrong Dealers, Kochi.

Concept

Safe and portable device which can hide in room or office.

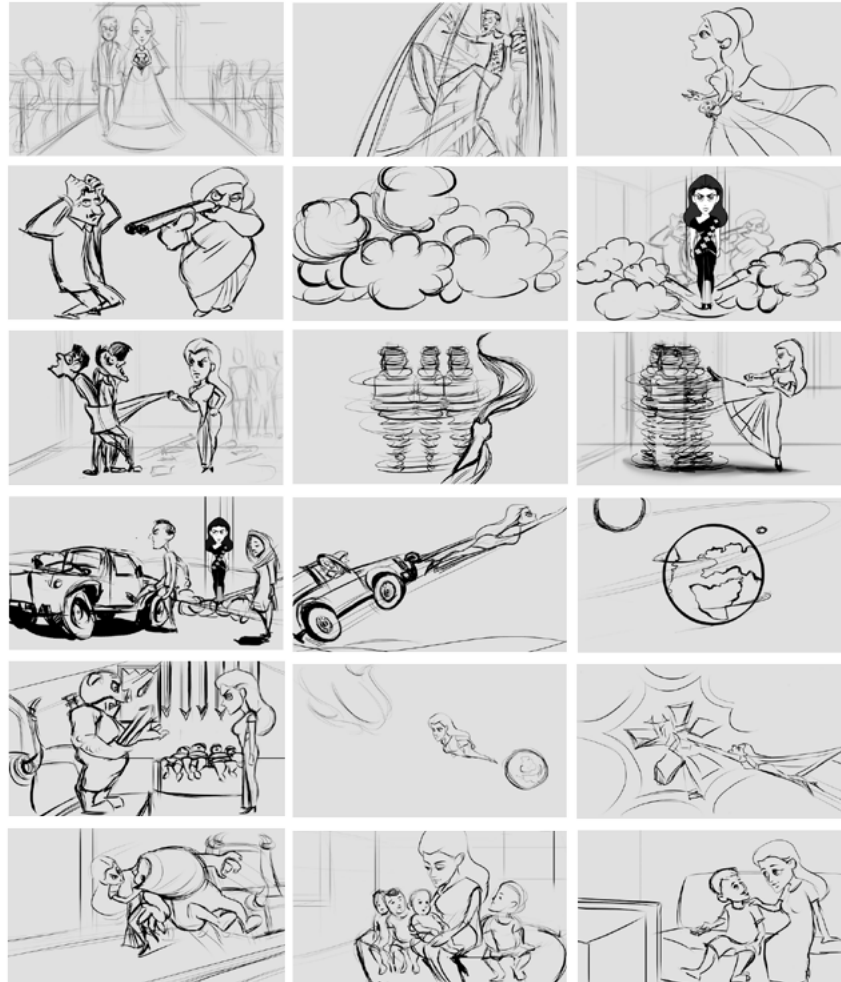
Phase 1

Story

The story begins with a wedding sequence, where the Lilaq Knight appears to help avert a disaster. It progresses to the different tasks she does during the day, which includes helping a couple with a broken down car and defeating her arch neme is MC Pigman, who is an anthropomorphic pig bent on limiting women to roles dened by archaic stereotypes. She tackles all these problems with the use of her Lilaq branded super saree.

Phase 2

Storyboard



They had given me storyboard for as a reference. I keep this as layout and started on Background Design.

Phase 3

Background Design, Interior of Church

The first Background , The color was totally dull , So that it rejected by client on first discussion The color was too dark and seems like evil look. Doesn't feel interior of Church.I change the color totally and ad more elements to improvising church's feel. After approval rest of the Backgrounds in the scenes followed by this look and feel.

BG1, rejected



BG2, Approved



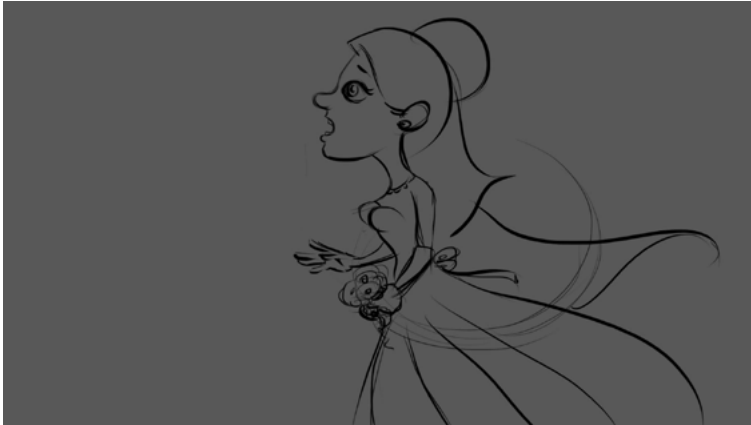
BG3, With Characters



Phase 4

Background Design, Shocked Bride

Reference



BG, Approved



BG , With Character



Phase 5

Background Design, Lilaq Handling Guys.

Reference



BG, Approved



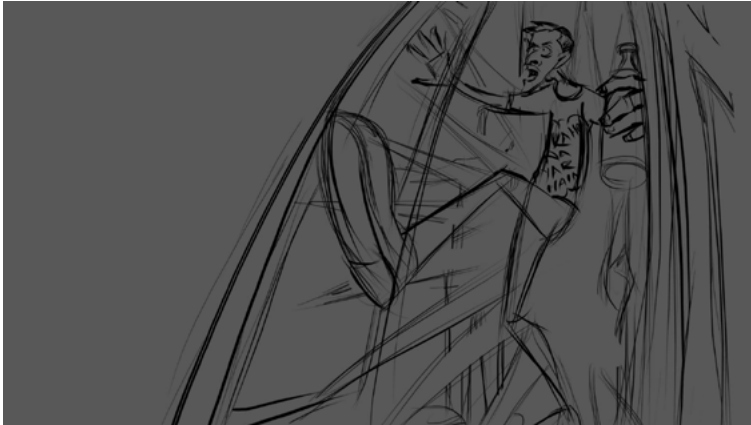
BG , With Characters



Phase 6

Background Design, EX Boyfriend's Entry.

Reference



BG, Approved



BG , With Characters



Phase 7

Background Design, A couple with a broken engine in fine sands.

Reference



BG, Approved



BG , With Characters



Phase 8

Background Design, Pigman's castle and Minions.

Reference



BG, Approved



BG , With Characters



Phase 9

Background Design, Children under the knife.

Reference



BG, Approved



BG , With Characters



Phase 10

Background Design, Pigman hitting Lilaq.

Reference



BG, Approved



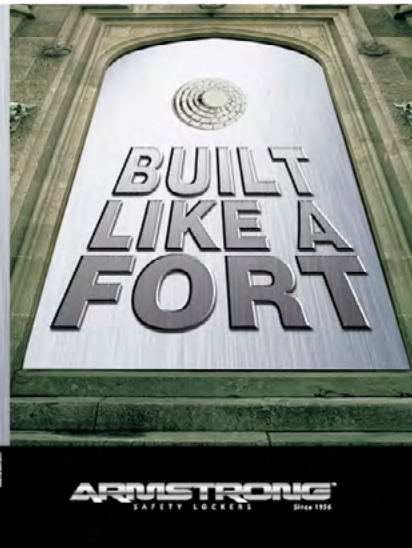
BG , With Characters



PROJECT 2

Client : Armstrong Dealers, Kochi.

Armstrong Brochure



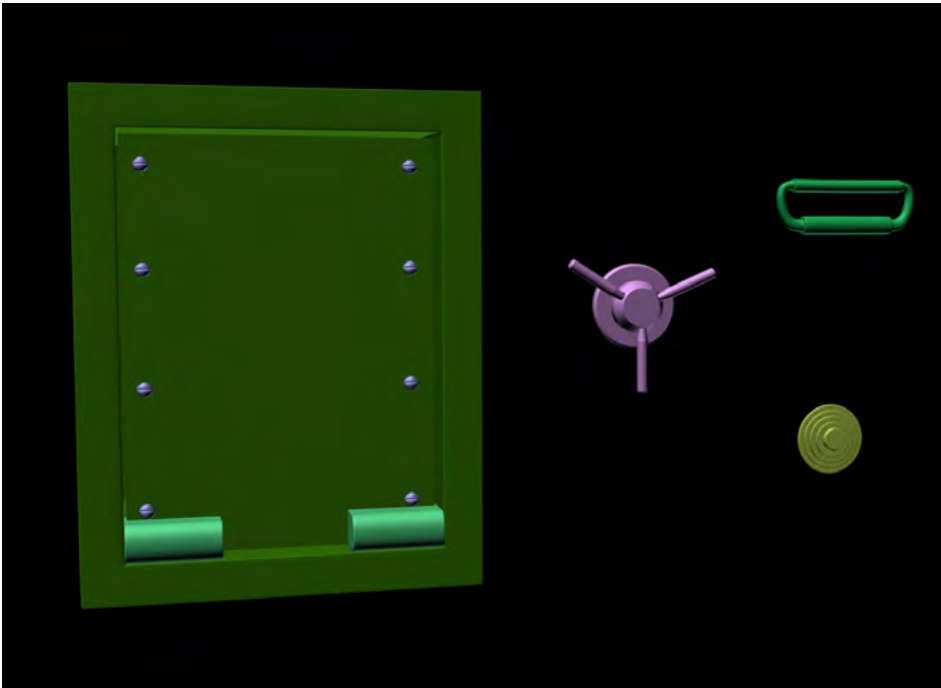
Reference



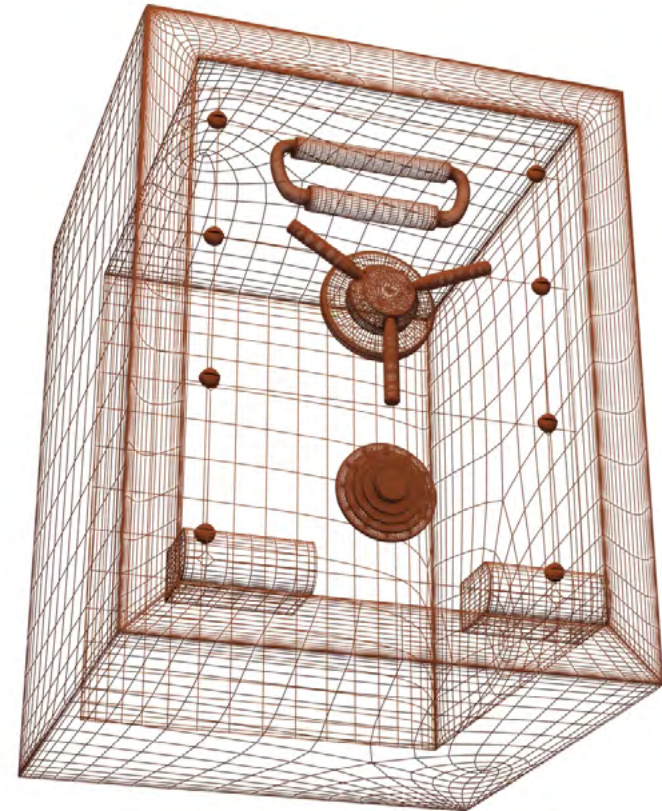
Phase 1

Each of the part modeled in separately with unit scale with the reference of brochure. After modeling combine each part and take initial render. again take render in wireframe mode for checking mesh flow.

Initial Rendering



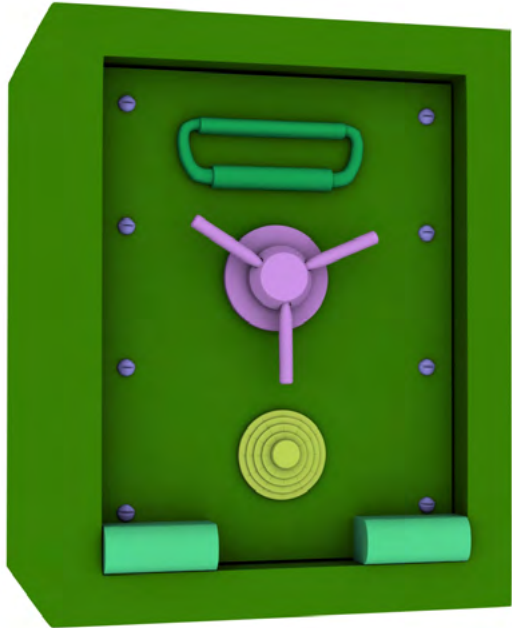
Wireframe render in 3DS max



Phase 2

After checking dent in the model. Set one target camera. Apply proper material. Add one sky light for source light and one Omni light as ll light and target spot for key light.

Light tracer Rendering



Final render in 3DS max



Work Experience

I could work with a team of different mind sets and skill sets, Also I explored myself maximum to bring the output to satisfy the client's requirements. I was really a challenging job for to complete the project in a very limited time. The project team was really supportive, they always comes with helping hands when I lacking somewhere. They always insisted me to go through reference availableand also try to explore more reference to learn the nature of project ,which gave me a deeper understanding of the project. Which thought me to create a mind and workow to achieve the goal.

Conclusion

I found it is hard to satisfy the client. Because it's not necessary that they should always work output we had given to them. They have their own ideas and concepts. So we should always be flexible enough to bring that in to our work. Which is really a tough and tedious task. Hard to work with more patience and also the time gets divided again to make the changes along with achieving near task to reach the finishing point.

My learning

Working with a highly dedicated team. learned a production pipeline. Faced hear challenges everyday with client's interaction. Time management, concept and stylization. Good sense of lighting even though it is 2d. Learning of the software's in detail. Working under pressure to work with production quality.

June 18, 2014

INTERNSHIP CERTIFICATE FOR JENIN J. VADAKKAN

This is to certify that JENIN J. VADAKKAN has completed his internship with us successfully, from 12th May to 12th June, 2014. Over his time here, Jenin collaborated with us on two projects, namely THE ADVENTURES OF LILAQ KNIGHT, an animated digital short that we had created for Lilaq Boutique and a corporate video for ARMSTRONG SAFES that involved 3D modelling. Thank you.

Yours sincerely,



Kuriakose Saju Vaisian
Founder-Director, Bananatalk Media

BANANATALK MEDIA
M. G. Road, Pallimukku,
Ernakulam, Cochin-682 016