Summer Internship Project Report

Project done with:

Explainer Movies

Submitted by:

Keerti Chowdhry
136340001
Animation Film Design 2013-15
IDC, IITb

Acknowledgement

For the successful completion and the valuable learning experience of my Summer Internship, I am extremely grateful to Mr. Rahul Sinha. Without his support and guidance, this internship project wouldn't have been possible. I would also like to thank my seniors at ExplainerMovies- Sanjay Tickoo and Mr. Ravi for motivating me and helping me out whenever I got stuck.

I'm also thankful to my faculty members at IDC, IITb for providing this learning opportunity to me.

Declaration

I declare that this written submission represents my ideas in my own words and where other's 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 evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.
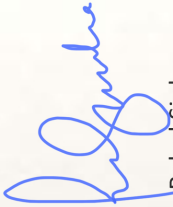
Keerti Chowdhry

Certificate

3rd July '14

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Keerti Chowdhry** of Industrial Design Center, IIT Bombay, has completed her internship with our organisation for a period of one month- from 6th May to 6th June 2014. During her internship she has worked on Pre-production, planning and animation of a short animated video.

We found her a diligent and willing learner. Her performance was satisfactory.

Rahul Sinha
Managing Director
ExplainerMovies
+91 9958847823

Contents

Objective

The objective of this Summer Internship was to gain industry experience and get a fuller understanding of how things are done on a professional platform. It was aimed at understanding the industry standards, processes and deadlines in real-time while working in a professional setup alongside professional designers, animators etc.

In my brief working stint before coming to IDC, I already had some work experience in the field of corporate videos/ animated explainer videos. However Broadcast2World (the company I had worked with previously) was a very large setup with everyone concentrating on their own specialized designated tasks. When I worked there in the Script/Visualization department, I had very little idea of how the videos that I had visualized were eventually produced; what were the interactions with the client; pricing of the videos etc. This is why I chose a small explainer video production company to do my internship in, so that I can learn all aspects of the industry and get an idea of the 'Bigger Picture' by getting an understanding of the Animation Production Pipeline of a working studio.

About the Company

ExplainerMovies

Founded in 2012, ExplainerMovies is only two and a half years old. It's a small setup with the core team consisting of five members. It is based in Shalimar Gardens in Delhi NCR. What they lack in size, they make up for in creativity and dedication and believe in working tirelessly to achieve their goals. They are specialists in creating corporate/ explainer videos from scratch with in-house script writing, storyboarding, graphics and animation.

Their notable achievements have been animating a video for Startup Grind which is a Google initiative and creating explainers for student products at IIT Delhi.

Contact Details:
T +91-9958847823
Email: info@explainermovies.com,
Explainermovies@gmail.com

Explainermovies.com
B-66 , Basera-2 202
Shailimar Garden
Ghaziabad,NCR,UP

Project Brief

During my Summer Internship at ExplainerMovies, I worked on two videos. My aim was to contribute to a video from beginning to end.

Video 1 was a short info-graphic video animated as an introduction to a contest 'Startup Dhamaka' launched by the company for fellow startup enterprises. The script and details were already decided and I contributed in Storyboard(internal), Graphics and Animation of this video.

Video 2 was a full-fledged explainer video made for a company called EasyLaw.in. They were looking for a witty and informative animated video. Script, Storyboard and Graphics of this project were handled by me.
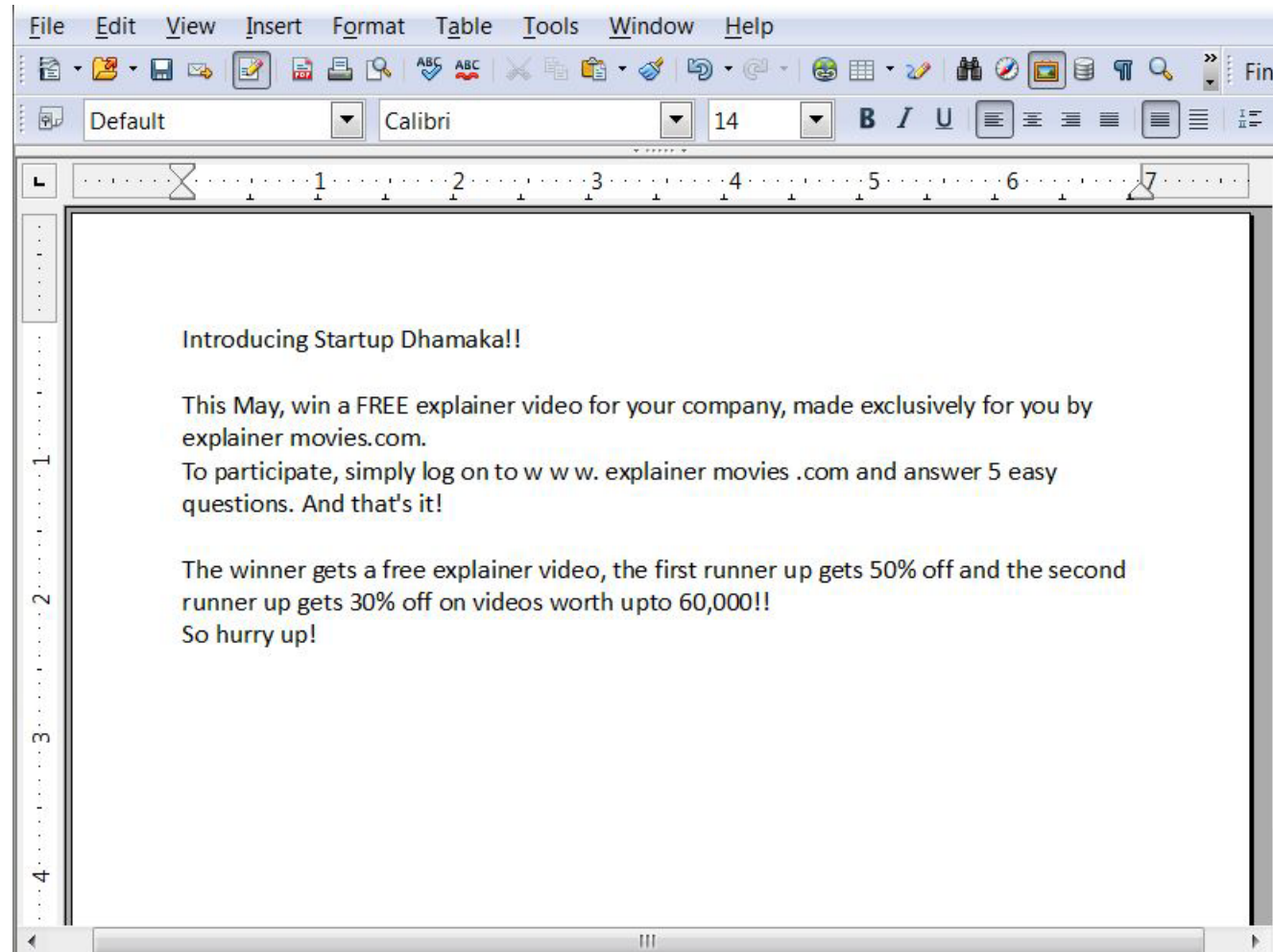
Process

The process followed by ExplainerMovies for the production of a video is quite straightforward. The making of an animated video goes through the following stages- Script and Visualization, Storyboard, Graphics and Animation.

For Video 1, deciding script and visuals was easy because there wasn't any client to be consulted. The video was being made for ExplainerMovies itself. The concept and visualizations were decided and a script was settled by my seniors. Then the video was handed to me and I had to decide the look and style of the video, create graphics and animate it.

Script for Video 1

The script for Startup Dhamaka was a short and direct one. It was of 25 seconds only and aimed at conveying the important information in the most quick and direct way.

File   Edit   View   Insert   Format   Table   Tools   Window   Help

Default | Calibri | 14 | B I U

Introducing Startup Dhamaka!!

This May, win a FREE explainer video for your company, made exclusively for you by explainer movies.com.
To participate, simply log on to w w w. explainer movies .com and answer 5 easy questions. And that's it!

The winner gets a free explainer video, the first runner up gets 50% off and the second runner up gets 30% off on videos worth upto 60,000!!
So hurry up!

Storyboard for Video 1

I was asked to make a quick rough Storyboard for Startup Dhamaka. It was a short video that needed to be released immediately.
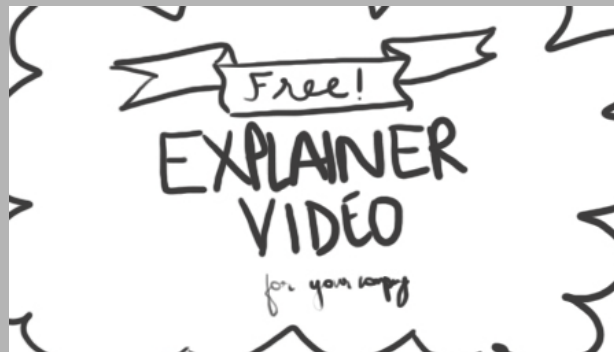
Since it was not being done for a client, the storyboard had to be strictly internal and I had to make quick thumbnails as the storyboard panels.
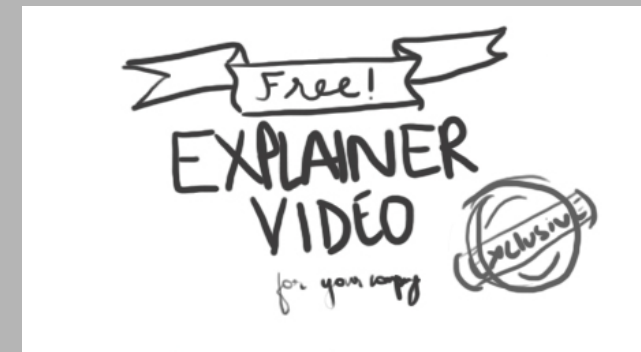

VO- Introducing....

VO- Startup Dhamaka!

VO- This May, win a free explainer video for your company

VO- Made exclusively

Storyboard for Video 1

The visuals had to be info-graphic with no character animation, as that would have taken too long.

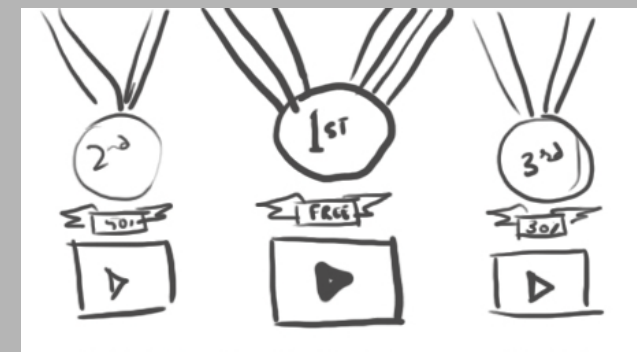Thus the visualization of the script was done using shapes and graphics only.
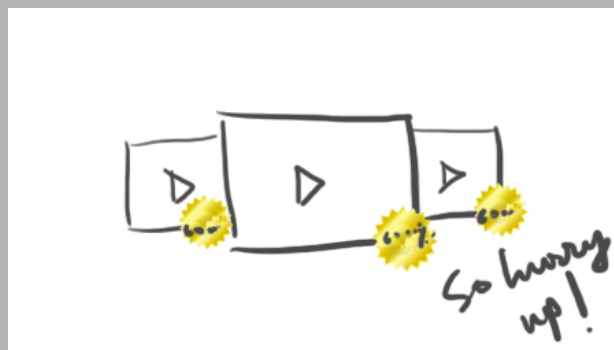

VO- for you by explainermovies.com

VO- To participate, simply log on to www.explainermovies.som
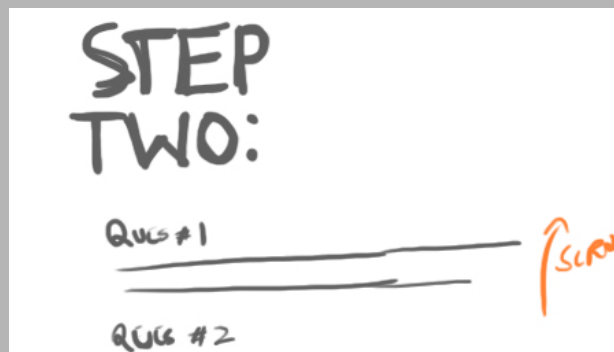
VO- And answer 5 easy questions. And that's it!

VO- The winner gets a free explainer video, the first runner up gets 50% off and the second runner up gets 30% off


VO- on videos worth upto 60,000!!
So hurry up!

Graphics

Learning to make well-organized and properly named graphics is perhaps the most crucial part of making an explainer video. Any goof-up or mismatch in the layers at this stage can cause serious confusion and problems later at the animation stage.

Graphics are made in Adobe Illustrator and it was a learning experience working in it.
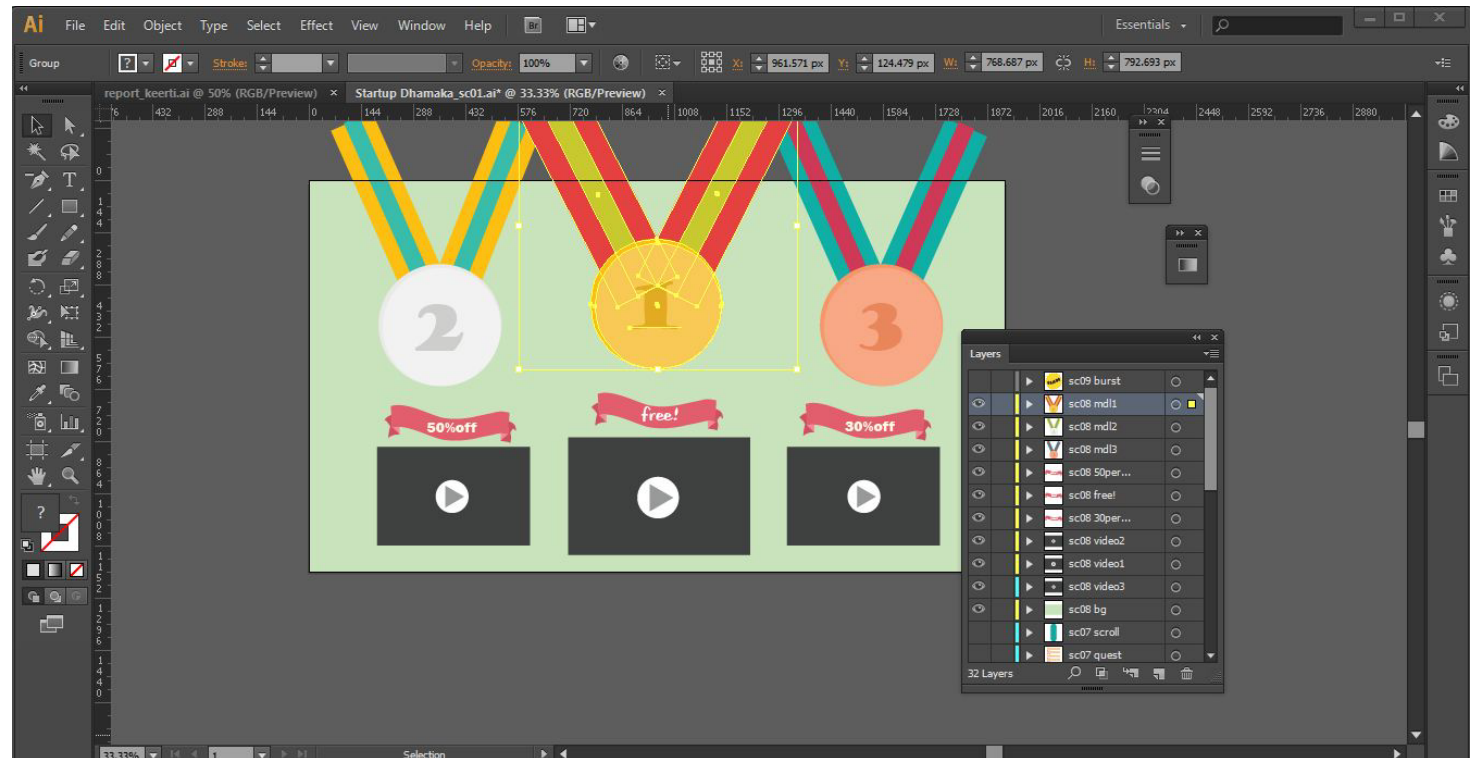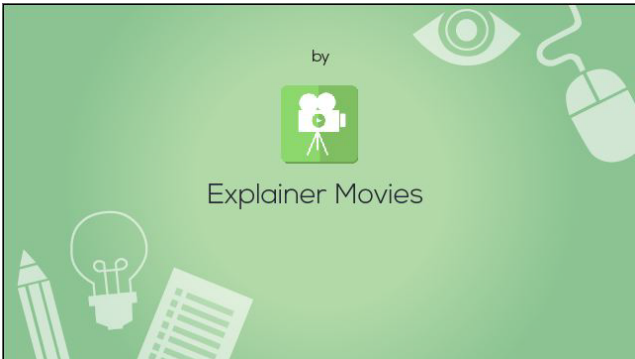
Completed Graphics

Graphics for animation of an explainer video have to be made in accordance with the storyboard panels. Each panel is then accurately named.

For the Startup Dhamaka video, the colours and shapes of the graphics had to be bright and eye-catchy.

Completed Graphics
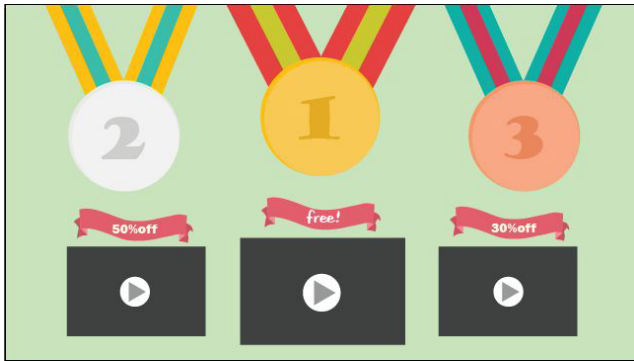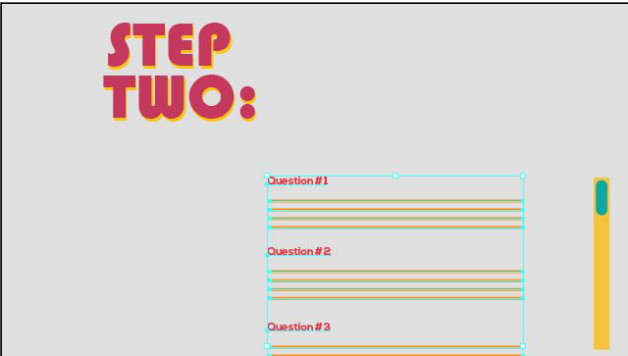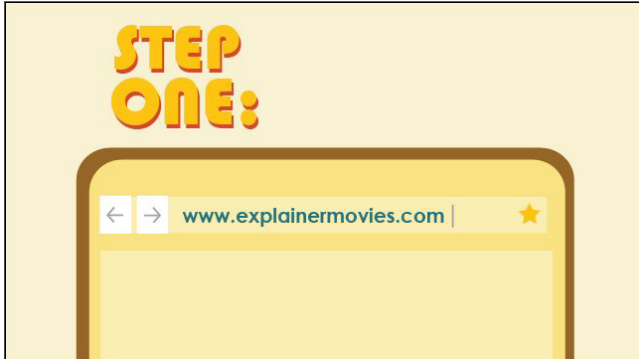
Animation

The layered graphics are then imported into Adobe AfterEffects to be animated, which was the biggest learning experience for me. Translating the principles of animation- like timing, stretch & squash into the software was a new experience.

Features like automatic Ease-in, Ease-out, expressions etc. make AfterEffects a good software to animate in.
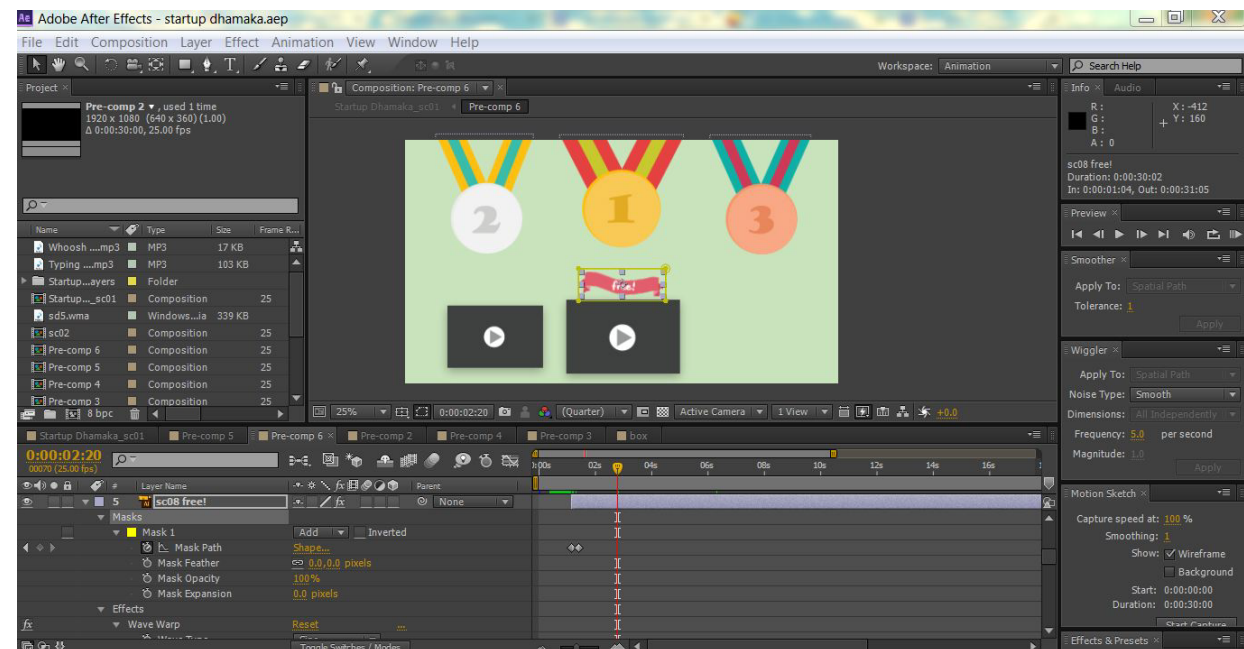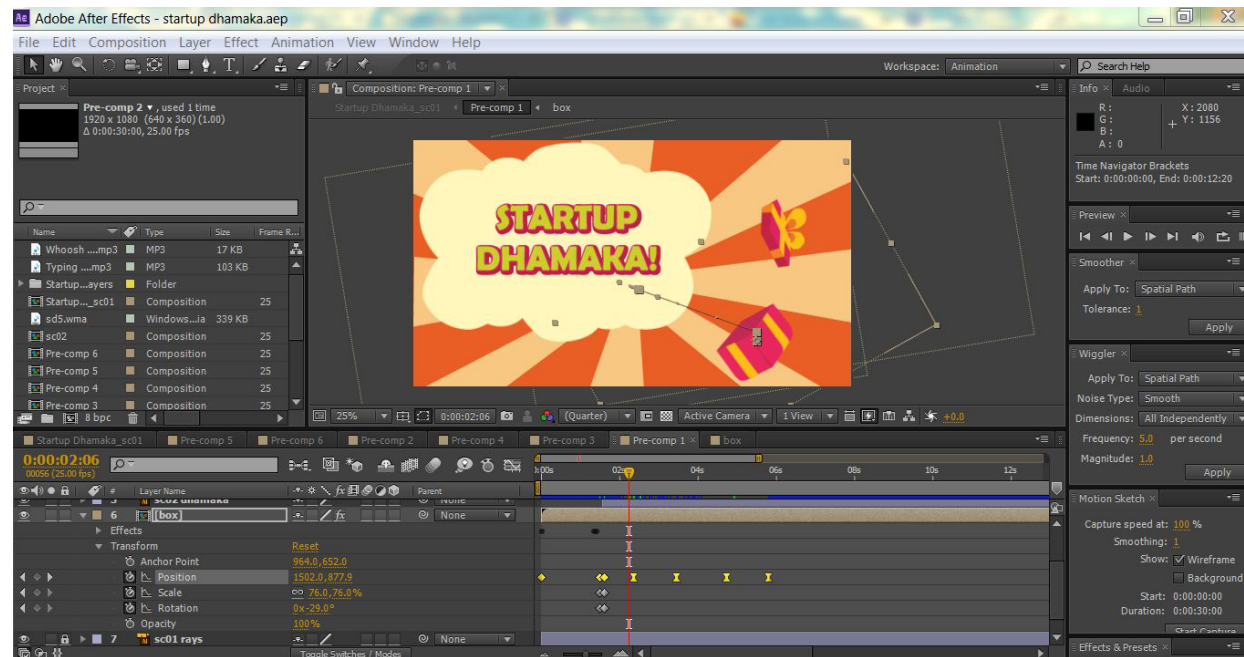
Process for Video 2

The second video was a full fledged animated explainer video made for a client company by the name of EasyLaw.in.
They were sent a questionnaire with some detailed questions to get an idea as to what kind of a video they were looking for. On receiving their duly filled questionnaire, we brainstormed collectively and then based on our discussions, and my own understanding of their answers, I formulated a script. The script along with the visualization was shared with the client and he suggested some minor changes. After the script was settled, the storyboard was made and shared with the client. Here again, the client had some inputs to give after which we moved to the graphics stage.

The graphics style was chosen with great care and the colours were kept congruent with the colours of the EasyLaw website and logo. The project had only reached this stage when I had to leave. However, I continued to do all the edits that the client asked for even after the duration of the internship.

Research and Brainstorming for Video 2

Research is a very important part of the production of an animated video. In order to explain a concept well, one needs to understand it well oneself.

Understanding the process of the client company EasyLaw was quite a task as they are a website that put people in touch with legal experts and chartered accountants and they have their own web portal for this which is a little difficult to use by a common person. Thus in order to have a simple explanation of their web portal, they needed an explainer video to put on their site and guide people through the process of using their portal.

About EasyLaw:

EasyLaw primarily connects clients with specialist professionals in their proximity by using its algorithms which detect user's/client's location. It notifies experts based on distance and matching skill sets once the clients post their requirement.

Additionally, experts build their profile and skills by contributing content (posting answers, writing articles, uploading documents) and winning feedback enabled projects. "This enables clients to comprehensively judge the suitability of experts to their particular needs while ensuring an easy and practical engagement."

EasyLaw.in

EasyLaw Web Portal

The portal has different sections for people to ask queries of legal nature or post projects. However, people often got confused and posted questions in the projects section or vice versa.

Concept for Video 2

The video for EasyLaw needed to explain the process of using the web portal correctly, as well as explain what they do, through animation. Based on their answers in the question-naire we learned that they want a witty and effective way of storytelling.

Despite the amounts of information that they had to give, they didn't want a boring presentation. Thus we thought of making the video with character animation and throw in some humorous sequences to draw in the viewers' attention.

Full Script

Taking the clients answers as references and using phrases and jargons from their site, I made a 75 second long script that covered all aspects that the client wanted to explain.

So how does EasyLaw connect you to Legal experts near you?

Simple, we all need legal services for a variety of reasons and we know how serious some of them can be!

So why rely on hearsay or ill-informed referrals when you have the smart and easy platform of EasyLaw!?

Here's how it works- If you have a doubt or a query, you post if on here to get free answers! Or if you want some work done, you could put it up here as a "Project" and get multiple quotations from specialized professionals and that too, near your location! Don't forget to add relevant tags and mention your location.

Our experts are encouraged to contribute accurate, relevant, quality content, in terms of Answers, Articles & Documents. Our algorithms match this information with the tags you put in your Project or query to find the experts closest and most relevant to you!

You can then visit their profiles to evaluate the experts. After you make an informed decision, Contact or Message them and get your work done!

So go ahead! Get the legal help you need! At EasyLaw

Final Script & Concept

The script along with its visualiza-
tion was shared with the client.
This gave them an idea of the
actions that would be happening
while a section of the Voice Over
or script would be spoken. I tried
to write the actions in as simple
terms as possible so that the client
who is not from an animation
background would get a clear
understanding.

The client then gave his own
inputs and we incorporated them.
This is the final version of the
script and visualization.

EasyLaw- Script & Concept
Total Word Count: 192
Estimated Duration: 75 seconds (approx.)

Voice Over (VO):

So how does EasyLaw connect you to Legal experts near you?
Simple, we all need legal services for a variety of reasons and we know how serious some of them can be!

Animation Visuals:

The scene opens with the logo of EasyLaw popping into the center of the frame. As the Voice Over (VO) says 'connect you to legal experts' a graphic of a young man pops up (our main character later on) and gets connected by a line to graphics of a bunch of experienced looking legal experts.

When the VO comes to the part, 'we all need legal services for a variety of reasons', the previous elements vanish and graphics of several legal documents float into the frame. They have titles like- 'Divorce Procedures', 'Registering a Company', 'Copyright Violations', 'Drafting a Will' etc.

When the VO mentions the part of 'how serious' they can be, we show, in a quick humorous sequence- a most dire situation. We show the same young character (from the beginning scene) in a legal problem. A couple of well-suited people are brandishing a document at him, that's probably titled 'Copyright Violation'. Suddenly, the main character's money starts flying out of his pockets over to the suited characters. Even his clothes fly off towards them, leaving him in his striped underwear embarrasedly covering himself. With smug grins they take everything from him.

contd.

Final Script & Concept

VO:
So why rely on hearsay or ill-informed referrals when you have the smart and easy platform of EasyLaw!?
Here's how it works- If you have a doubt or a query, you post if on here to get free answers!
Or if you want some work done, you could put it up here as a "Project" and get multiple quotations from specialized professionals and that too, near your locations! Don't forget to add relevant tags and mention your location.

Animation Visuals:

The last sequence turns out to be in a thought bubble of the main character. The thought bubble explodes and the character snaps back to reality with a worried look on his face. When the VO mentions 'hearsay', a distinguished looking gentleman walks in from left side of the screen towards the main character. A tag appears above the Gentleman's head. It says, 'Accomplished Lawyer (In a completely different field)'.

When the VO mentions 'Ill-informed referrals', a fat, opulent, sari-clad auntyji walks in from the right side of the frame. A speech bubble with the text- 'My Uncle's Son- He's a Lawyer' pops up above her and the guy she's referring to enters the frame after her. He's a skinny, slouching fellow with a bucktooth and a kiddish helicopter hat- and looks completely unlikely of being a capable lawyer.

The main character spreads out his arms and pushes these three people out of the frame. This is when the EasyLaw logo appears above him. For the 'Here's how it works' section, we shall make a graphical representation of the portal on your homepage and demonstrate with the main character how questions go on the left side- 'Ask Questions' button will get highlighted- answers from experts pop up, and then how the projects go on the right side- the 'Get Quotations' button will get highlighted, quotations from experts would pop up.
Next, the character is shown at the inner page adding tags and location details on his project. His project is titled 'Register My Company' and he can be seen adding tags like 'Company Law', 'Companies Act 2013', 'Register' etc. along with his location.

Final Script & Concept

VO:
Our experts are encouraged to contribute accurate, relevant, quality content, in terms of Answers, Articles & Documents. Our algorithms match this information with the tags you put in your Project or query to find out the experts closest and most relevant to you!

You can then visit their profiles to check out their specialization and skills. After you make an informed decision, Contact or Message them and get your work done!
So go ahead! Get the legal help you need! At EasyLaw.

Animated Visuals:

Graphical icons of the experts appear on the screen. They can be seen contributing different kinds of documents and answering questions. Some of these contributions start blinking and we pan to show that there are corresponding tags that are blinking in the question asked by the main character. Profiles of 3 experts appear in front of the character and he checks them out- the VO mentions 'visit their profiles to...'. Here he sees various criteria- like skills, EL Score, expert location, expert endorsements, etc. and selects one with highest scores/ endorsements.
As soon as he opts for one person, a 'Contact' button and a 'Send Private Message' button appears.
The selected Expert pops out of his profile picture and shakes hands with the main character.
Camera pans up to blank space- logo and web address of EasyLaw appear.

Storyboard for Video 2

The Storyboard for EasyLaw had to be more professionally done than the one for Startup Dhamaka as it had to be shared with the client and thus, had to conform to the company's usual Storyboard template.
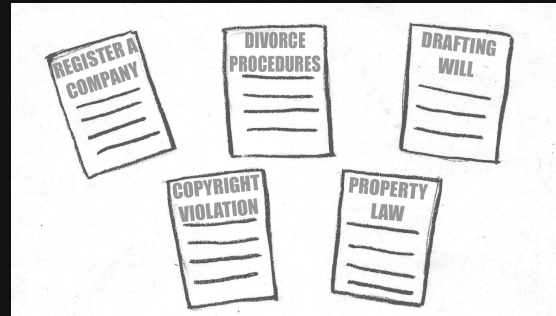
Scene 1.

VO: So how does EasyLaw connect you to Legal experts near you?

Action:

The scene opens with the logo of EasyLaw popping into the center of the frame. As the Voice Over (VO) says 'connect you to legal experts' a graphic of the main character pops up and gets connected to graphics of a bunch of legal experts.

Scene 2.

VO: Simple, we all need legal services for a variety of reasons

Action:

The previous elements vanish and graphics of several legal documents float into the frame. They have titles like- 'Divorce Procedures', 'Register a Company', 'Copyright Violations', 'Drafting a Will' etc.

Scene 3. Shot 1
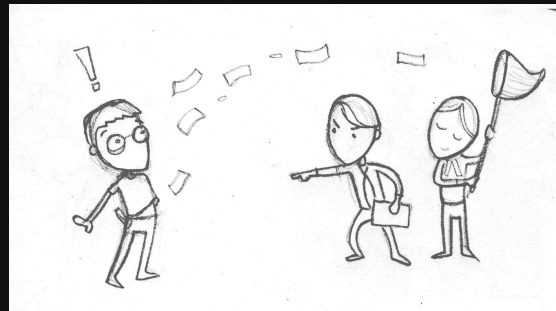
VO: and we know how serious

Action:

The main character appears, but is being hassled by a couple of well dressed people. All his money is flying out of his pockets and they're catching it happily.

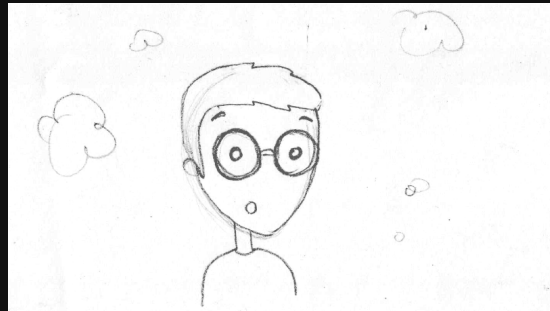**Scene 3. Shot 2**

VO: some of them can be!

Action:

Not only all his money, but even his clothes fly off, leaving him shocked and embarrased. While the people wear evil grins.

24

Storyboard for Video 2

After going through the visuals, the client suggested some changes in the action of the animation. This is the final Storyboard after all the changes.

Scene 4. Shot 1

VO: <pause>

Action:

The previous scene goes away with a poof, revealing that it was the main character's thought. He faces the camera looking perturbed.

Scene 4. Shot 2

VO: So why rely on hearsay

Action:

Camera zooms out slightly. A distinguished gentleman appears in the frame. A tag appears above him that says, 'Accomplished Lawyer (in a completely different field).

Scene 4. Shot 3

VO: or ill-informed referrals when

Action:

He turns his head and on the other side and a fat decked-up auntyji appears, with a geeky kid in tow. A speech bubble above her says- 'My uncle's Son- He's a Lawyer'.

Scene 4. Shot 4
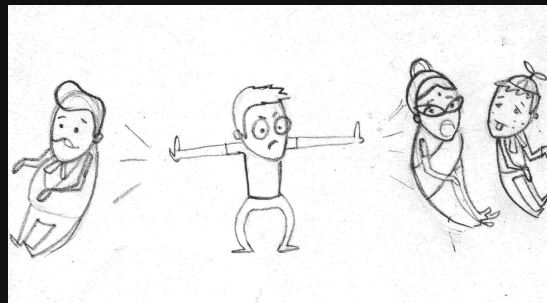
VO: you have the smart and easy platform of

Action:

The character outstretches his arms and pushes these three people out of the frame.
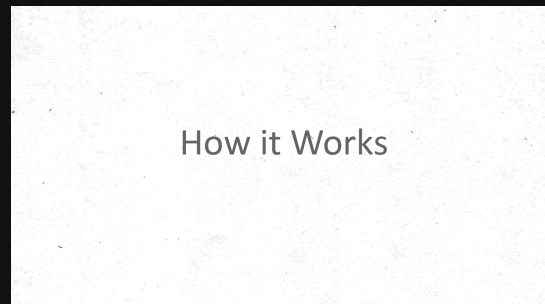
Storyboard for Video 2

Scene 4. Shot 5

VO: EasyLaw?

Action:

The Logo of EasyLaw appears in the character's hand.

Scene 5.

How it Works

VO: Here's how it works

Action:

Text appears on screen.

Scene 6. Shot 1

VO: If you have a doubt or a query,

Action:

This scene explains that when a question goes into the portal, the 'Ask Question' button should be pressed, which gets highlighted.
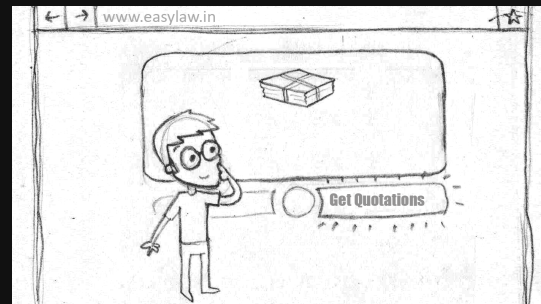
Scene 6. Shot 2

VO: you post it on here to get free answers!

Action:

Icons of answers populate the screen, indicating that putting in questions would get answers in return.

Storyboard for Video 2

Scene 6. Shot 3

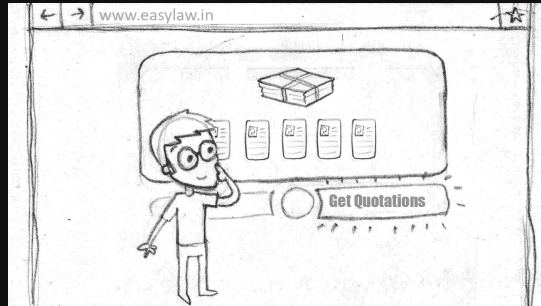www.easylaw.in
Get Quotations

VO: Or if you want some work done, you could put it up here as a "Project"

Action:

The character comes to the other side of the screen. This time we show that putting in a Project would require pressing the 'Get Quotations' button, which gets highlighted.
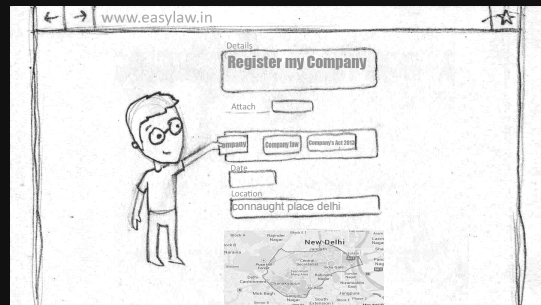
Scene 6. Shot 4

www.easylaw.in
Get Quotations

VO: and get multiple quotations from specialized professionals and that too, near your location!

Action:

The character looks on as we show how several quotations appear on the screen as a reply to the Project. Then he presses the 'Get Quotations' button and is taken to an inside page.

Scene 7.

www.easylaw.in
Details
Register my Company
Attach
Company Law   Company's Act 2013
Date
Location
connaught place delhi
New Delhi

VO: Don't forget to add relevant tags and mention your location.

Action:

The inside page is now visible. He can be seen making a Project titled 'Register My Company' And adding tags like Company, Company Law, Companies Act 2013. The 'Location' would be entered as Connaught Place, Delhi and the map would show accordingly. A graphical version of the inner page will created, to accentuate the important elements of the page.

Scene 8.

VO: Our experts are encouraged to contribute accurate, relevant, quality content, in terms of Answers, Articles & Documents.

Action:

Graphical icons of the experts appear on the screen. They can be seen contributing different kinds of documents and answering questions.

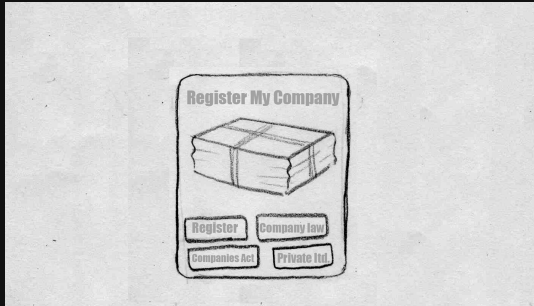# Storyboard for Video 2

Scene 8. Shot 2

VO: Our algorithms match this information

Action:

Some of these contributions get highlighted suddenly and start blinking. The ones that will blink will be C.A.s and C.S. Professionals.

Scene 8. Shot 3

VO: with the tags you put in your Project or query

Action:

The camera pand quickly to the right side to reveal the Project created by the main character. The tags he had put are blinking too.
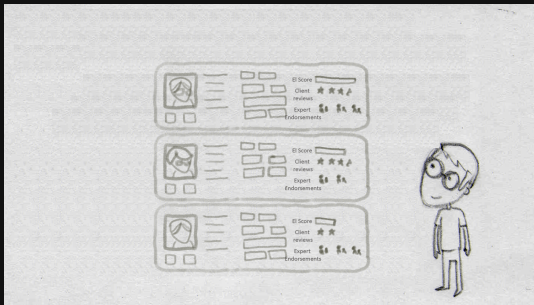
Scene 9. Shot 1

VO: to find the experts closest and most relevant to you!

Action:

Some of the CA & CS Experts with the most number of highlighted contributions appear on the screen. They have Google pins on top of them, to indicate that they have been sorted geographically too.

Scene 9. Shot 2

VO: You can then visit their profiles to evaluate the experts. After you make an

Action:

Now the Experts' Profiles expand in front of the character and he looks closely at each. Three parameters for EL score, Client Reviews and Expert Endorsements can be seen on each profile. Their other personal details would be mentioned too. The main character steps forward and selects the one with highest scores and ratings. Reference from actual Experts' profile page would be taken.

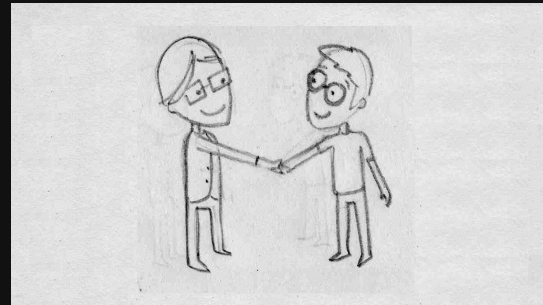# Storyboard for Video 2

Scene 9. Shot 3
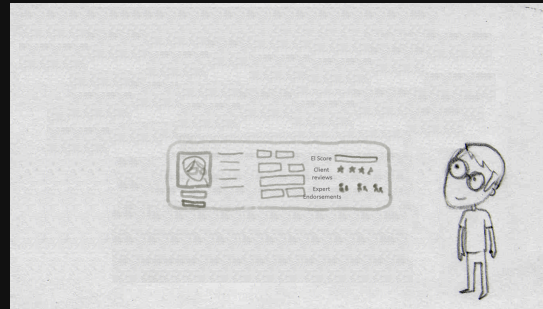
VO: informed decision, Contact or Message them

Action:

The buttons for 'Contact' and 'Message' get highlighted under the Expert's profile picture, in accordance with the VO.
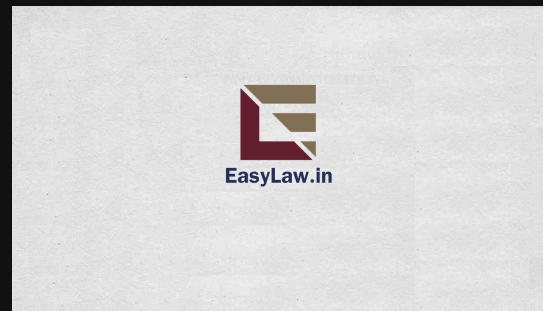
Scene 9. Shot 4

VO: and get your work done! So go ahead!

Action:

The Expert pops out of the picture and shakes hands with the main character. They both smile happily.

Scene 9. Shot 5

EasyLaw.in

VO: Get the legal help you need! At EasyLaw.

Action:

The camera pans above them to blank space. Logo and Web address appears.

Character Design

for Video 2

Designing a character for the client's
needs was challenging. I did it wrong
several times before stumbling across
what would look nice.
The catch was to make a character
that would look serious enough for a
law related video but should not have
realistic proportions either. It should
reflect the serious nature of the
enterprise but should also be
eye-pleasing.
The clothes, hair etc. as well as all the
other graphics of the video were
made in the same colour scheme as
the logo and website of the client.

< Final Design

Graphics for Video 2

The graphics of the video had the same colours as the logo and website in order to maintain a congruence. Most of the graphics were graphical representations of actual webpages in their site, which had to be explained in the video.

Based on the client's feedback I had to add more women characters in the graphics. The client also stressed for more grey tones in the graphics.
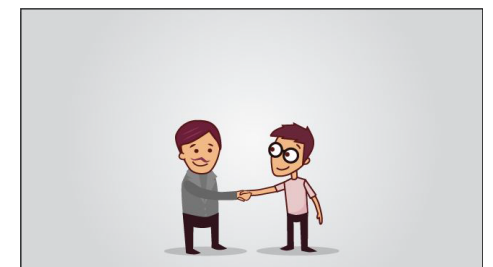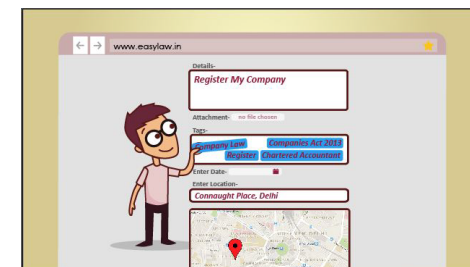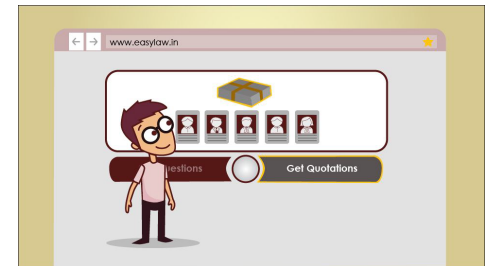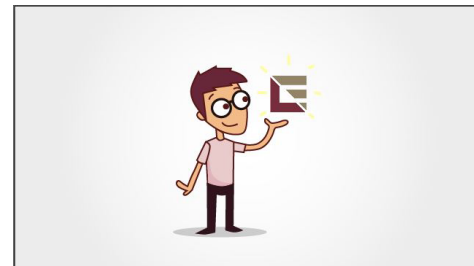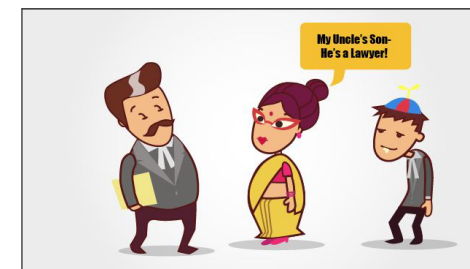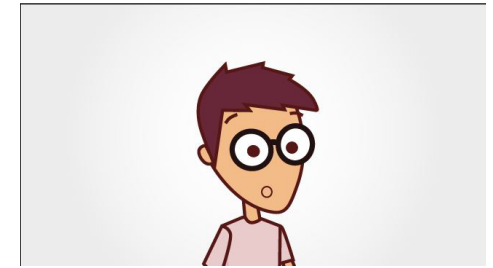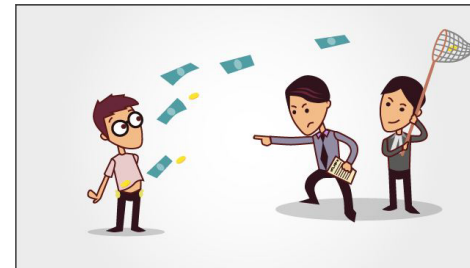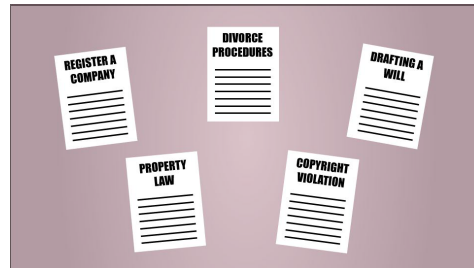

Before client feedback

After client feedback

Graphics for Video 2
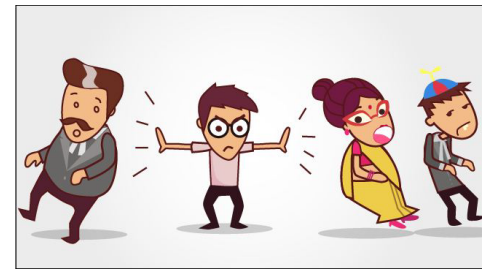
Conclusion

This Summer Internship was an extremely valuable and rigorous learning experience for me. Learning in an academic institute often makes us go out of touch with the timelines and standards that prevail in the animation industry outside. But this experience not only gave me clear idea of how the animation production pipeline works in the industry but also the industry trends and clients' preferences.

Working in a small setup gives a direct sense of responsibility and accountability and opens up greater opportunities to learn. In all it was an experience that would help me take on animation projects in the future with confidence.

References

http://explainermovies.com/

http://www.easylaw.in/

http://yourstory.com/2014/02/easylaw-pivots-online-market-place-model-connects-legal-tax-experts-clients/