



P2 Report on
**JUNK
TRAP**

Declaration

I declare that this written document 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 or falsified any idea, data, fact or source in my submission.

I understand that any violation of the above will be 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.



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November 2023

Approval Sheet

The Design Project 2 Titled “ Junk Trap ”
by Sumet Birje , Roll Number 22M2207, is approved
in partial fulfillment of the requirement for the ‘Master of Design’
in the Animation and Film Design at Industrial Design Center,
Indian Institute of Technology, Bombay.

Project Guide :

Swati Agarwal



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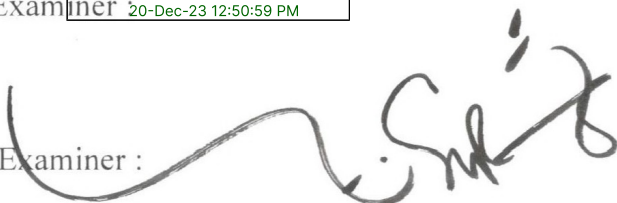
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Acknowledgements

I am grateful to Prof. Swati Agarwal for her unwavering support and guidance throughout this project, from its inception. Their expertise and encouragement were instrumental. I would also like to thank Professor Sumant Rao for his insightful feedback during the stage juries, which significantly improved the project. My sincere gratitude extends to everyone who made this project possible.

Abstract

The primary objective of "The Junk Trap" is to inform and entertain audiences by highlighting the detrimental effects of junk food consumption and how easily someone can get addicted to continuous eating, in an engaging animation. I hope to induce good behavioural changes towards healthy eating habit with creative storytelling.

The story will follow the journey of a junk food addicted protagonist as they discover a vibrant and colorful, mouth watering, tempting junk food kept in front of them. as junk food has mastered the art of seduction, utilizing a combination of design, colors, and textures to create an irresistible allure. The protagonist could be trapped in numerous elements as Vibrant Colors, Texture and Cravings, Packaging, Familiarity and Nostalgia, Social Influences, Reward Pathways in the Brain(dopamine), Portion Sizes and Accessibility(delivery partner), Stress and Emotional Eating, Palatability and Flavor, etc. Now when they develop an addiction its hard to come out of it, as a result the body suffers serious health conditions shown through body morphism, showing the effects of junk food both physically and emotionally.

Introduction

Today, the world has evolved into a "global village" in which people from other countries trade and admire ideas and traditions. This is known as globalisation, and it entails the integration of societal attitudes and culture through the expansion of technology, transportation, and communication. The western world's culinary habits and culture have had a significant impact on India's social demographics.

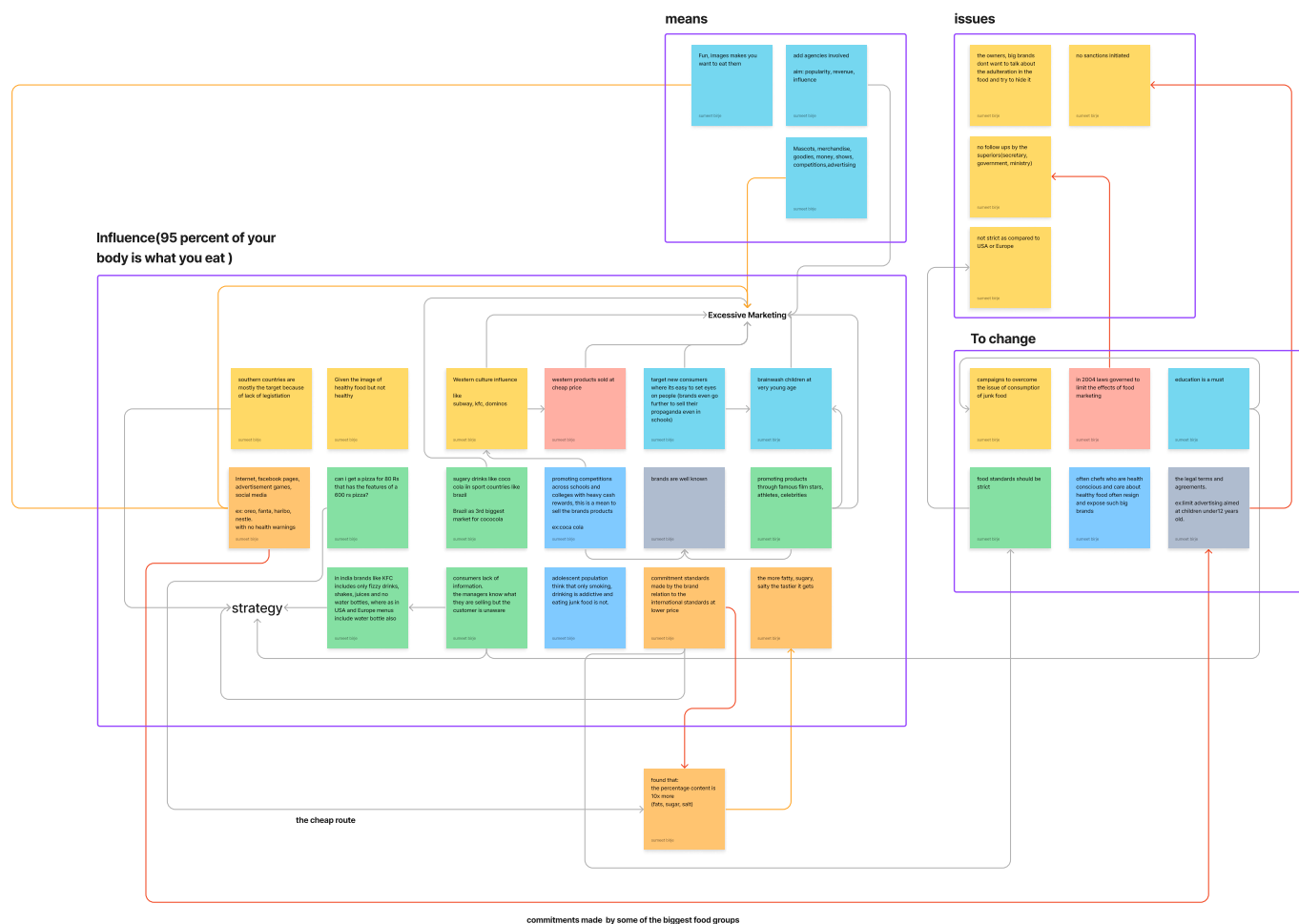
Objective

The primary objective of "The Junk Trap" is to inform and entertain audiences by highlighting the detrimental effects of junk food consumption and how easily someone can get addicted to continuous eating, in an engaging animation. I hope to induce good behavioural changes towards healthy eating habit with creative storytelling.

Research

To gain a comprehensive understanding of the potential market for 'Junk Trap,' a thorough research process was undertaken. Secondary research focused on analyzing existing literature, marketing campaigns, animated films, and industry best practices. By examining these materials, key themes and patterns emerged, which were visually represented in a mind map to facilitate analysis. This research provided invaluable insights into target audience preferences, storytelling techniques.

Mind Map



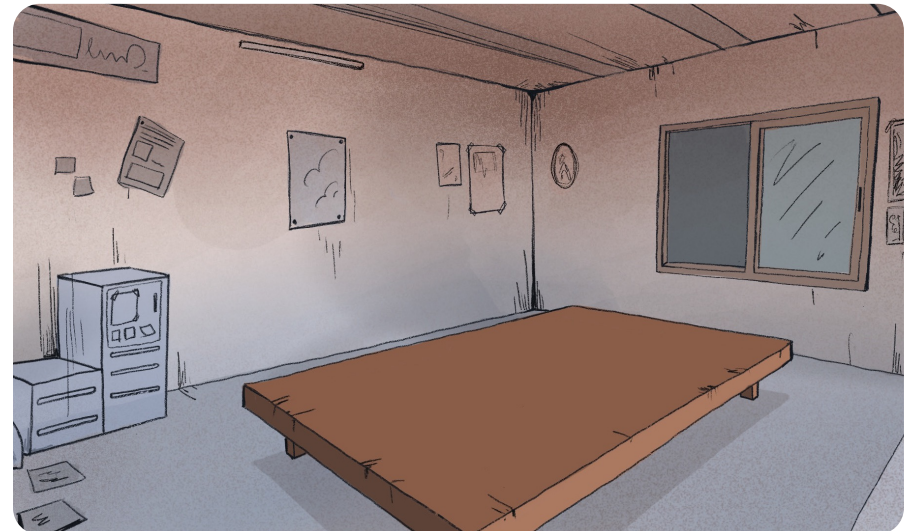
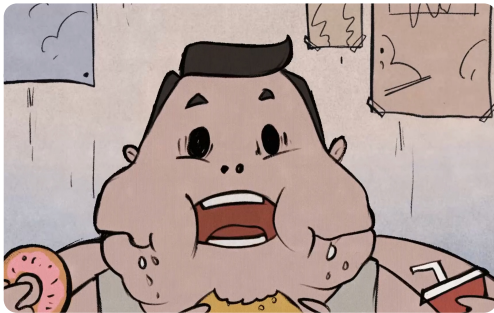
Story

As Kai, age 23, sits at his laptop in a close room, we can see he's already consuming junk food with all the food wrappers and leftovers left behind. He clicks a link while on his laptop and an advertisement for junk food opens up. An advertisement for junk food is running on television similar to the advertisement on his laptop. He now takes his phone and starts checking his phone, he orders junk food, he sits near the table and is very happy as he smells fat, oil, he smells the food and eats it, and while eating there is a point where the hormone dopamine is released. This causes Kai to order more junk food and continues to order through his mobile. When the food arrives, Kai's body morphs and develops two more mouths and hands to consume junk food as if he is now addicted to it and cannot stop eating, while a monster delivers more and more junk food, until a monster made of junkfood substances, such as processed oil, fats, cheese, and sugar, grows behind him and consumes him.

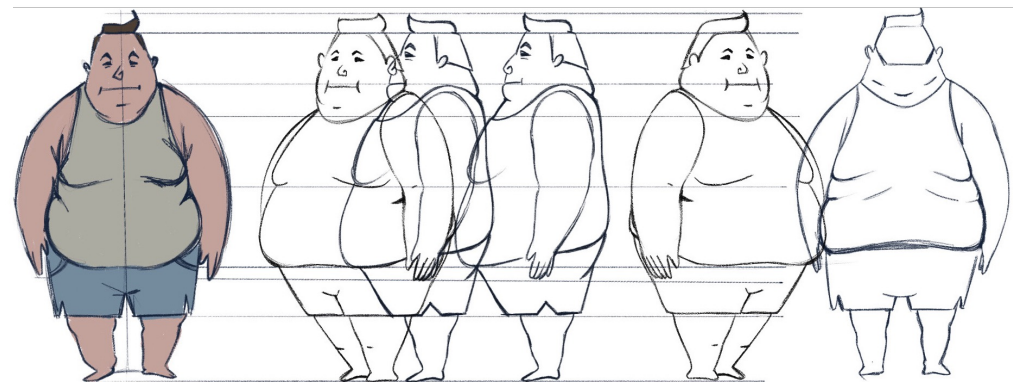
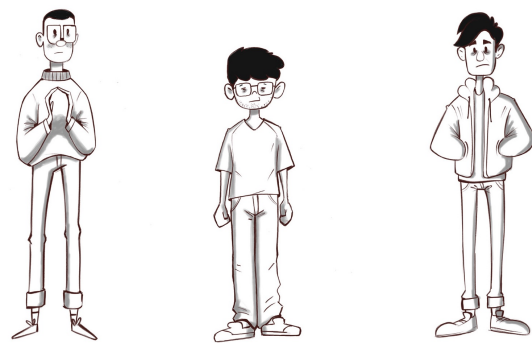
Visual style

The visual style chosen for "Junk Trap" is characterized by a playful , reminiscent of crayon sketches. The backgrounds feature crayon-pencil-like outlines filled with solid pastel colors. This approach creates a charming and hand-drawn quality creating a soft and inviting visual tone. The junk food items are authentically colored with vivid hues of red, orange, and yellow, capturing the iconic and appetizing look of classic junk food.

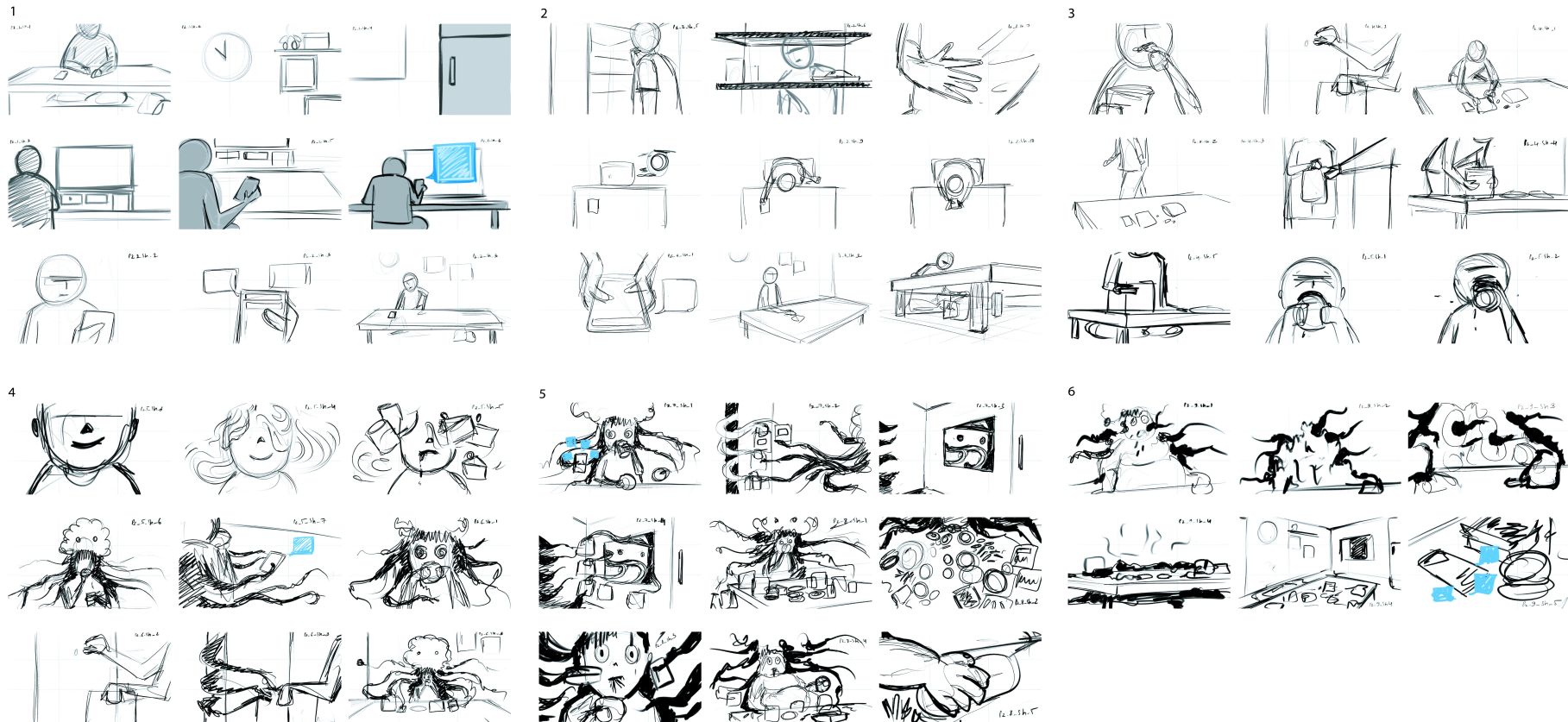
Concept art



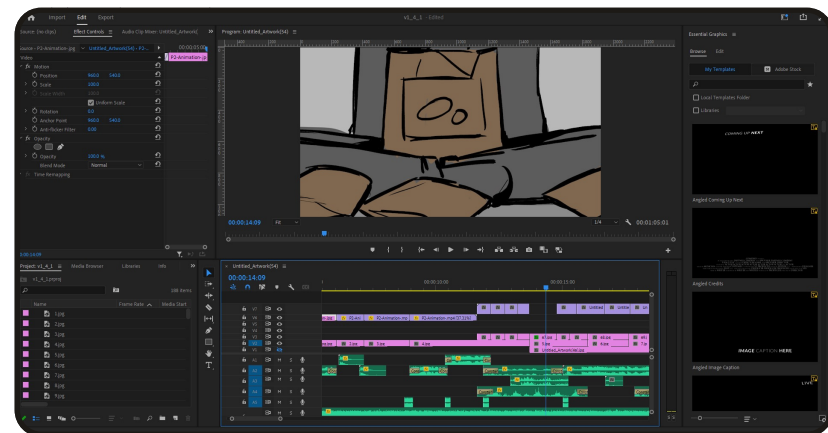
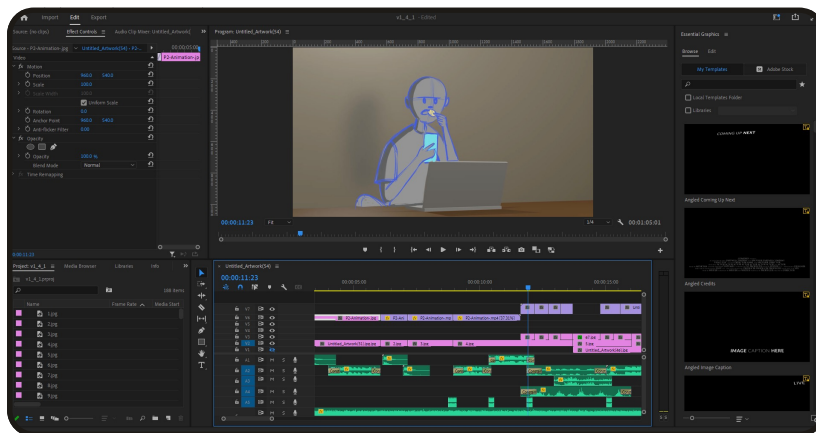
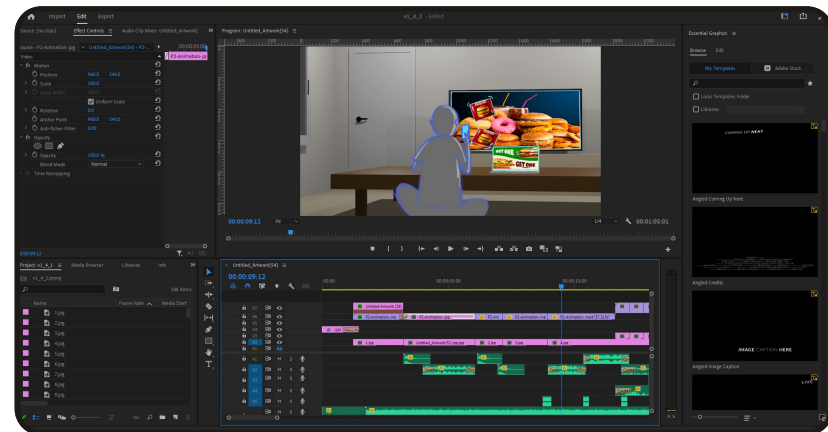
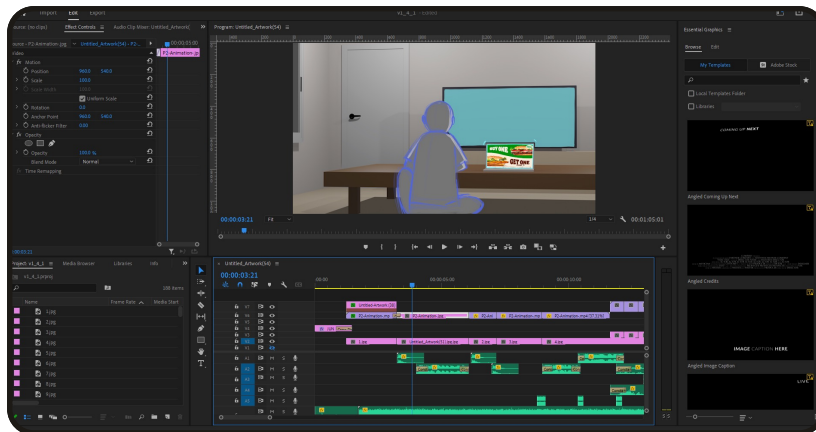
Character Design



Storyboards



Animatic



Sound Design

The film relies exclusively on non-verbal communication through the sounds of eating food and facial expressions and some high rising music to convey its narrative. The chosen sound design enhances the storytelling, immersing the audience in a world where the characters express their emotions solely through eating actions, creating a unique and engaging experience. From the crisp crunch of biting into junk food to the subtle rustle of wrappers, every sound contributes to the immersive atmosphere.

Final Frames



Key Takeaways

Key Learnings from the movie, Conducting thorough research on global junk food and addiction provided valuable insights into the cultural and social aspects that influenced the film's narrative. Reading articles and blogs helped in understanding different perspectives on junk food consumption and its impact on individuals. Choosing a narrative out of multiple concept stories, and selecting the best one that had storytelling potential within a short duration. Breaking down the story into individual shots and a story structure helped plan the visual sequences effectively, ensuring that each frame contributed meaningfully. Creating a detailed storyboard of the story was crucial for visualizing the sequence of shots, framing, and character movements, providing a roadmap for the animation process. Developing an animatic allowed for a preliminary visualization of the film, enabling me to refine pacing, timing, and overall flow before diving into the animation process. The preproduction phase involved meticulous planning of visual elements, sound design which was refined later, character designs, backgrounds, props. The post-production phase involved refining animation sequences, adding final touches to visuals, and fine-tuning sound elements to finish the movie.