

City, Caught in Nets

An Interactive Illustration

Shraddha Indulkar

MD16MDES11009

Guided by

Neelakantan

A Thesis Submitted to

Indian Institute of Technology Hyderabad

In Partial Fulfilment of the Requirement for

The Degree of Master of Design



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

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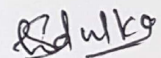
Department of Design

May 2018

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I declare that this written submission represents my ideas in my own words, and where ideas or words of others have been included, I have cited and referenced the original sources. I also declare that I have adhere to all the principles of academic intergrity 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 a cause for disiplinary action by the institute and can also evoke penal action from the sources that have thus not been properly cited, or from whom permission has not been taken when needed.



Shraddha

MD16MDES11009

Approval Sheet

The thesis entitled “City, Caught in Nets: An Interactive Illustration” by “Shraddha Indulkar” is approved for the degree of Master of Design from IIT Hyderabad.



on behalf of P. Neelakantan

Guide

Neelakantan

External 1

Chairman

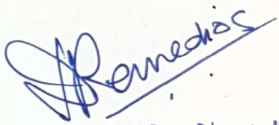


Dr. Deepak John Mathew

External 2

Supervisor's Certificate

This is to certify that the work entitled "City, Caught in Nets: An Interactive Illustration" is a bonafide of thesis work by "Shraddha Indulkar" under my supervision for her Master of Design degree.


on behalf of A. Neelakanta
Neelakanta

Assistant Professor
Department of Design
IIT Hyderabad

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Hereby I thank my guide Neelakantan for his guidance and motivation to take up this project “City, Caught in Nets: An Interactive Illustration”, where I got chance to use not only my visual design skills but also my prior web development skills. Also, I would like to thank my faculty from The Department of Design, IIT Hyderabad - Dr. Deepak John Mathew, Dr. Prasad S. Onkar, Delwyn Remedios for their kind supports and feedbacks throughout the project. I would like to extend my gratitude to my friends and family for understanding and encouraging me all the time.

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Abstract

Interactive Illustration is an attempt to fuse creative writing with visual design. The initial idea was to have an interesting artwork presented on screens, which users can interact with and get engaged in another set of interesting artworks. It started as an experiment taking inspiration from the text “City, Caught in Nets“ provided by my guide. Later it turned out as main project. The project is based on Mumbai, which depicts the life of people and their association with the Sea. It also covers the life of “Kolis - The Fishermen residing in coastal areas”, people and business from “Dharavi”. Illustrations are done with watercolours as a medium which are know for being versatile and flexible that can be used in different ways to achieve different results. These Illustrations were then processed to be used on web. Research have been done and many references were taken to get better understanding of the community and their daily routine. The website was made interactive with the help of GIFs, CSS animations and JavaScript. Sound is added to make it more immersive.

1. Introduction

1.1. Interactive Art

The form of Art which changes itself according to the viewer's interaction with the art itself. Unlike the traditional art, it keeps the viewers engaging for a long time making them more curious about what will happen on the next interaction. There are different forms of interactive art like installation art, interactive architecture, interactive film, interactive storytelling, Internet art. Internet art (often referred to as net art) is a form of digital artwork distributed via the Internet. The Idea of Web based Interactive Illustration is similar to net art where viewer will be allowed to interact with the artwork and uncover the story by interacting with different objects on the page.

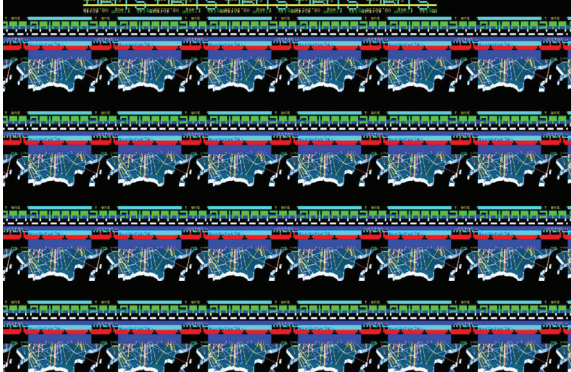


Figure: A random indecipherable page from the Jodi.org page

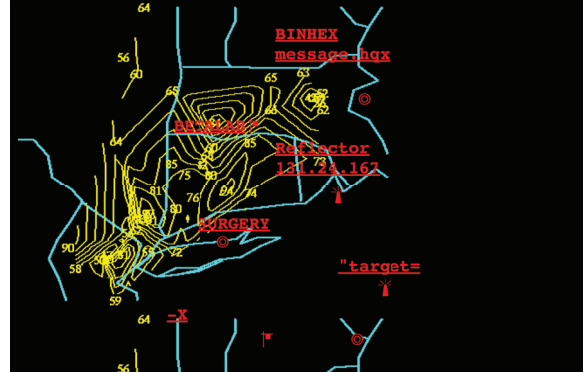


Figure: A random indecipherable page from the Jodi.org page

1.2. Storytelling for Website

Storytelling plays an important role in communication. To keep your viewer engaged, it has become very important to have narrative, a streamlined structure for a website. It captures user's attention and keeps them involved with the product and make the information presented easier for the user. A Parallax scroll along with animations can be used to narrate powerful story and build a captivating experience for the audience.

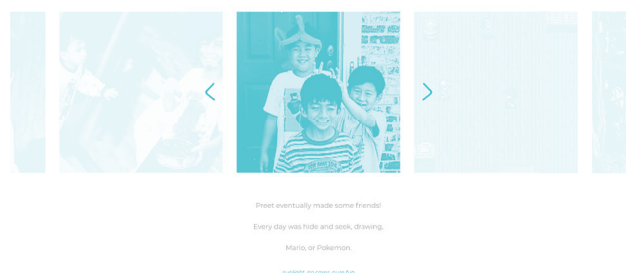
Storytelling is the interactive art of using words & actions to reveal the elements and images of a story while encouraging the listener's imagination.
- National Storytelling Network



and find a job by expressing my

Figure: Screenshot from preetisjustaname.com

Figure: storytelling in website preetisjustaname.com



1.3. Animation Techniques for Websites

Animation in Web is becoming very usual these days. It has become an immense part of the website to grab user's attention. Animations for web can be done with the help of gifs, flash animations, CSS animations, and by using JavaScript libraries. Animations can be static, the one which runs in loop without any decision-making logic; stateful, which depends on some event to occur or it could be dynamic which can have different output for different type of interactions. Static animations can be achieved with the help of GIFs, and CSS animations, whereas JavaScript is used for dynamic animations. There are different libraries available for 2D as well as 3D animations over web.

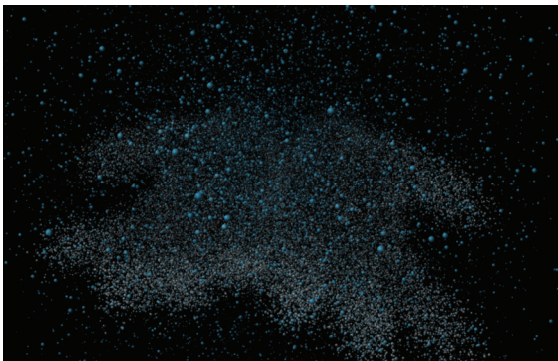


Figure: WebGL example from oos.moxiecode.com

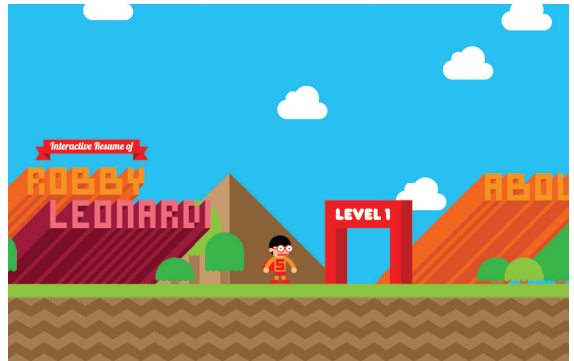


Figure: interactive resume from rleonardi.png

1.4. Mumbai

Mumbai, also known as Bombay, the capital city of the state Maharashtra, India; is located in the western coastal region of India. It is considered as the financial, commercial and entertainment capital of India. It has a population of around 22 million as of 2017. Mumbai consists of seven islands, namely, Colaba and Old Woman's Island (also known as Lower Colaba) at southern extreme; Mazagaon; Worli; Mahim and Parel (Sion-Wadala-Sewri) in the north; and in the centre the large H-shaped island Bombay, which eventually lent its name to the entire. Mumbai's business opportunities, as well as its potential to offer a higher standard of living, attract migrants from all over India, making the city an ingenious mix of many communities and cultures.



Figure: Mumbai

1.5. Koli Community

The Fishermen communities residing in the coastal parts of Maharashtra, Gujarat, Andhra Pradesh. In Maharashtra, they speak Marathi language, though some Koli communities speak a variant dialect of Marathi. The Kolis are divided into two main occupational groups which are - the Dolkars and states. The Dolkars are the people who actually captures fishes while the states, are the businessmen who buys and sells the fishes in the market in wholesale.



Figure: Koli women sorting fish

1.6. Dharavi: A Look Inside

Dharavi, situated between the city's two main suburban railway lines, the Western and Central Railways, is one of the largest slums in Asia. Although, the term 'Slum' suggests an overcrowded urban street inhabited by very poor people, Dharavi in itself is a very intriguing place for ethnographers around the globe. It is a land where the most startups and businesses reside which not only deal with the local markets but also a lot of products which are manufactured or recycled in Dharavi are exported around the globe.

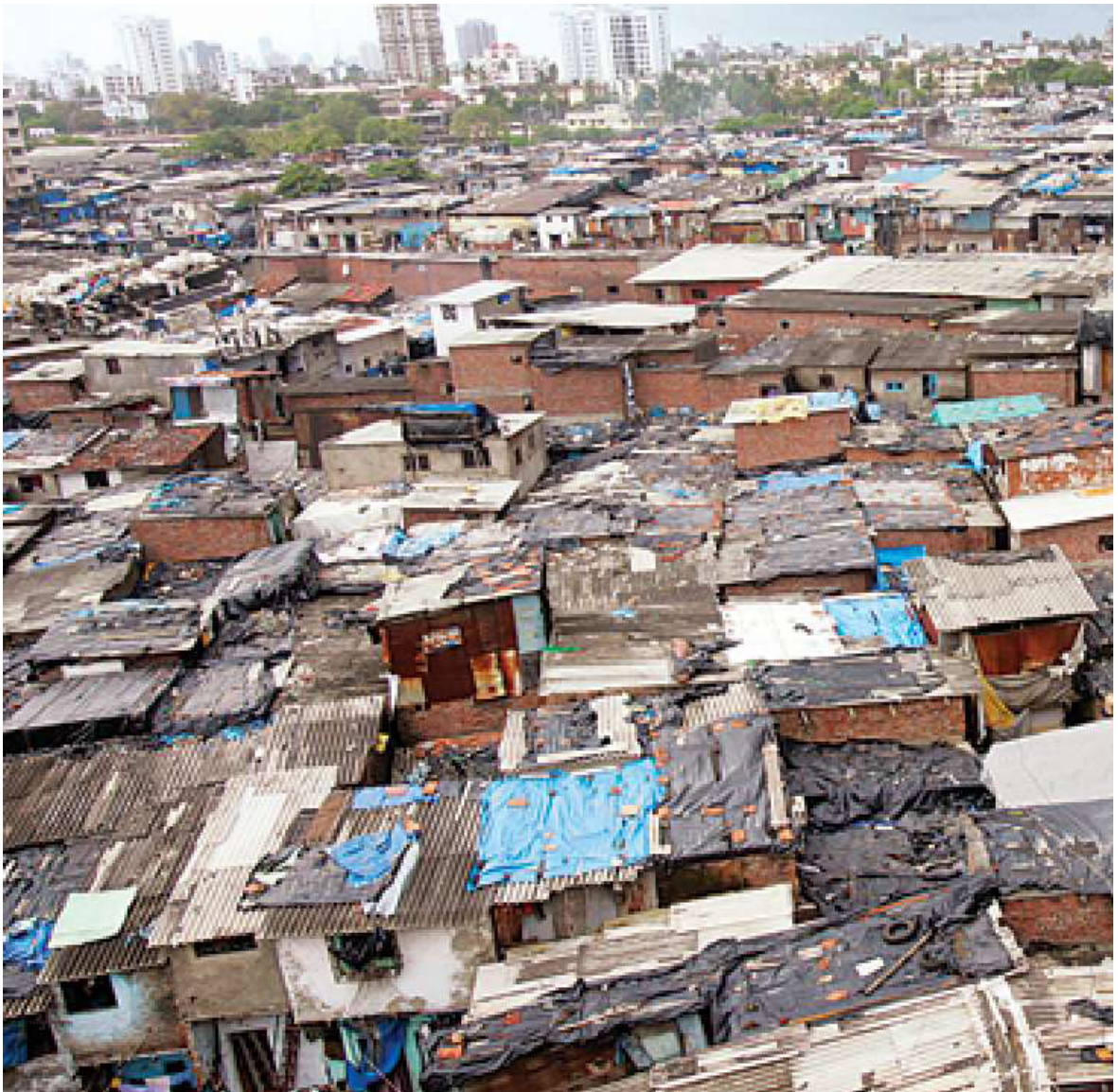


Figure: Dharavi Slums, Mumbai

2. Literature Review

2.1. CameronsWorld.net

<http://www.cameronsworld.net/>



Figure: Screenshot from Cameron's World Website

GeoCities was the web-hosting service founded in 1994 which allowed user to create homepage and place them into thematically organized neighborhoods. The Web host service was active till 2009 and there were millions of users using the hosting service. However, with the end of the service the millions of webpages went vanished from the internet. Later, Berlin-based designer Cameron Askin, through this project called Cameron's world attempted to extract text, images gifs from the archives of GeoCities and put it in an accessible web portal. The work is a tribute to webpages in the 1990s which recalls visual aesthetics of the era. It uses a lot of images, graphics, gifs and texts, provides information about the source on interactions.

2.2. The Boat

<http://www.sbs.com.au/theboat/>



Figure: Screenshots from The Boat



Figure: Screenshot from The Boat

Figure: Screenshot from The Boat, Layered flowers at back

The Boat is a graphic novel Based on the story ‘The Boat’ by Nam Le, adapted by Matt Huynh. The comic combines multimedia – animation, sound design, archival footage, text and Music to narrate the story about escape from Vietnam War. It uses parallax long scroll to take the audience through the beautiful black and white illustrations created using bamboo calligraphy brushes, rice and cotton paper stocks, and Sumi-e inks. The layered effects on images, animations and the sound of water and people whisperings, the Vietnamese folk songs make it more captive and gives the audience an immersive experience.

2.3. Gucci Gift Campaign

www.gift.gucci.com

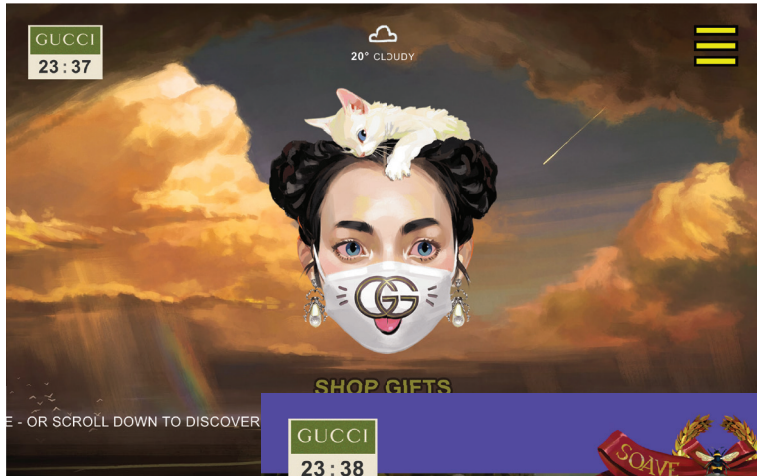


Figure:
Screenshot from
Gifts.gucci.com,
where eye moves
according to
mouse position



Figure:
Screenshot from
Gifts.gucci.com,
illustrations for
fashion products

Artist Ignasi Monreal worked for Gucci along with the creative director Alessandro Michele to create an illustrated gift book which takes inspiration from fairy tales, Greek mythology, and Renaissance painters, but with a modern Gucci twist. He created the illustrations digitally using tablet. The experience enhances when the eyes starts giving responses to the mouse pointer, UFO appears flying outside the windows, and when the viewer finds out a new hidden Gucci gifts inside the artwork. The artistic mouse pointer itself is a point of attraction.

2.4. Short-trip

<https://alexanderperrin.com.au/portfolio/short-trip>



Figure: screenshot from the shorttrip

Alexander Perrin, an Australian illustrator and interactive media developer, with the help of his detailed rendering techniques, created this project called Short-trip. He has taken up this project as a study into capturing the essence the graphite on paper within digital context and to learn more about Web-GL which is a low-level JavaScript API that enables creation and display of 3D content inside the browser. Short- trip uses these illustrated graphics to create a scene and takes you on a ride where you can find beautiful and smooth transitions on pressing an arrow key.

2.5. Probe Kit

<http://probekit.brangerbriz.com>



Figure: Screenshot from probekit.com

Branger Briz in collaboration with Brannon Dorsey debuted Probe Kit at the eMerge Americas Conference, as an activist “artware” installation. Probe Kit, which is termed sarcastically as an “amateur data collector kit”, turns your Wi-Fi card into a “net” that catches the fluttering probe requests (data packets) emitted from the wireless devices of the people around you. To the viewer it shows colorful butterflies roaming around the canvas, each of signifying a nearby Wi-Fi device and adding one more for each nearby wireless device. Through the project he wanted to demonstrate how simple it is to collect personal network data and how much can be inferred from that data. Although the probe kit serves as an artwork installation, the website which provides the details about the installation, carries the same fluttering butterflies all over the screen in the background.

3. Initial Work

Before deciding the storyline for the project, a lot of time was given to explore the possibilities for achieving interactions over the web. I looked around for the examples, read a lots of articles and followed along some tutorials to learn the latest of web technologies. I started with playing around with coding to achieve small interactions. The emphasis was to learn coding techniques that can be used later in the project.

3. 1. Exploration: The Robot using CSS, JavaScript and SVG animation

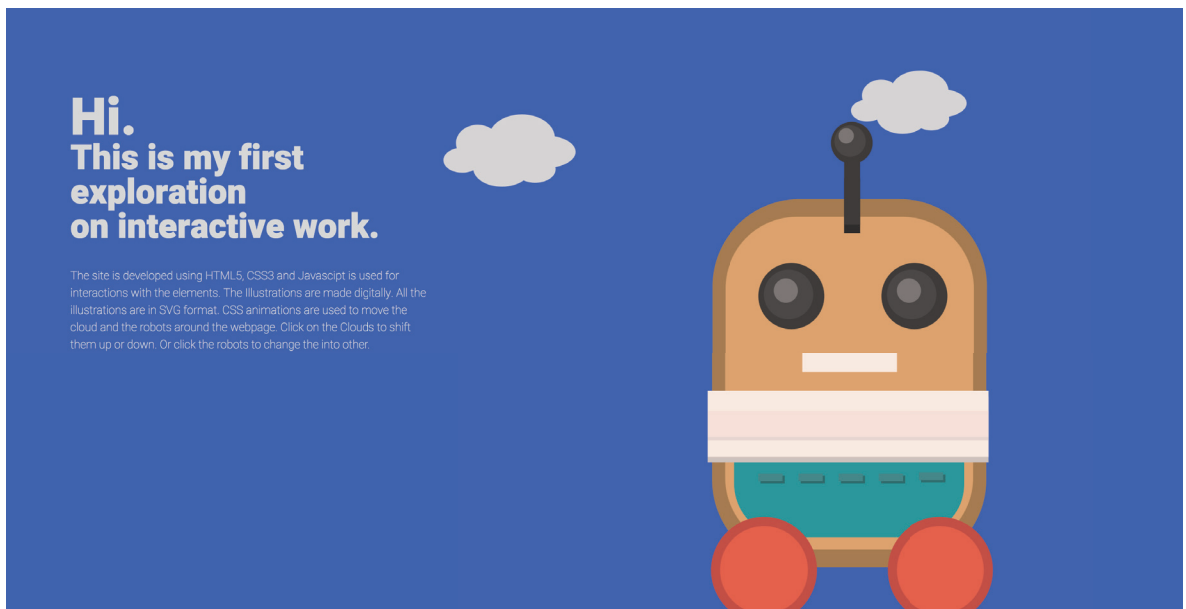


Figure: Exploration: The Robot using CSS, JavaScript and SVG animation

This was the first attempt where I used vector image and tried SVG animation and JavaScript to achieve simple interactions. There were 3 variants of robots roaming around the screen one at a time, which one click, changed into the other variant. Also, I tried changing the background color of the canvas and moving the position of the clouds.

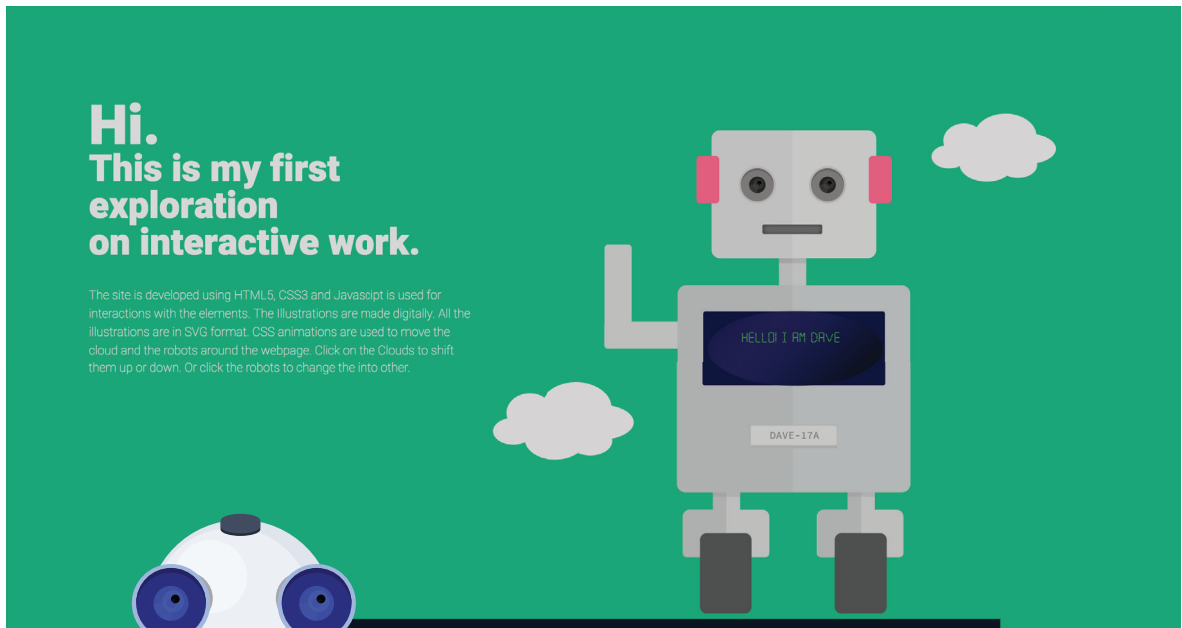


Figure: Robot Exploration

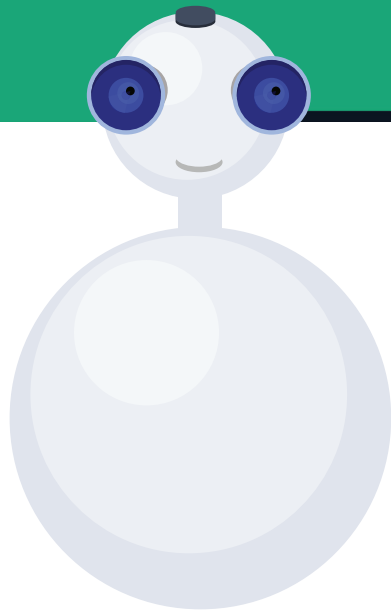


Figure: Robot Variant from the exploration

3. 2. Exploration: Interactive Spheres using JavaScript Animation

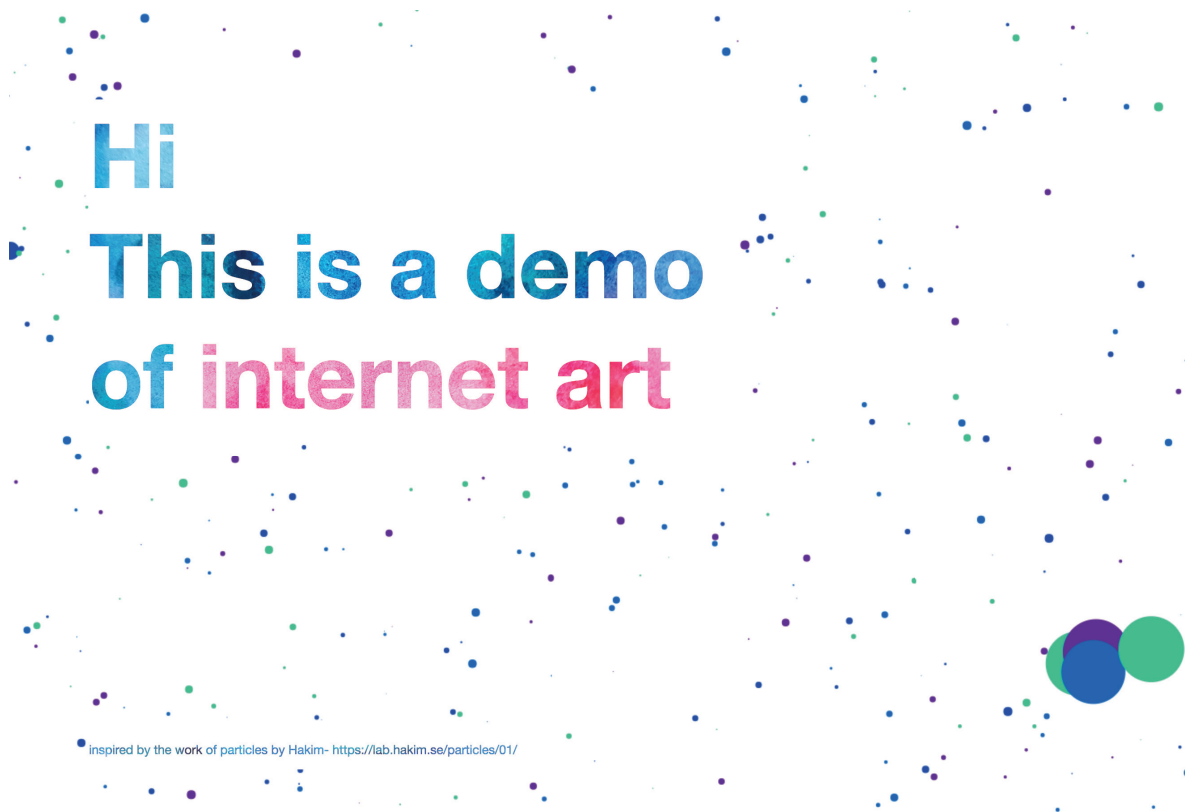


Figure: Interactive Spheres Exploration

In this exploration, Small randomly moving spheres were created using JavaScript on HTML canvas. The spheres circulate across the screen arbitrary until they touch one of the side of the screen after which they change their direction. The Spheres grows bigger when they come across the mouse pointer. The work was inspired by the work of Particles by Hakim.

3.3. Exploration: Animated Lines using Anime.js



Figure: Exploration
Animated Lines using
Anime.js

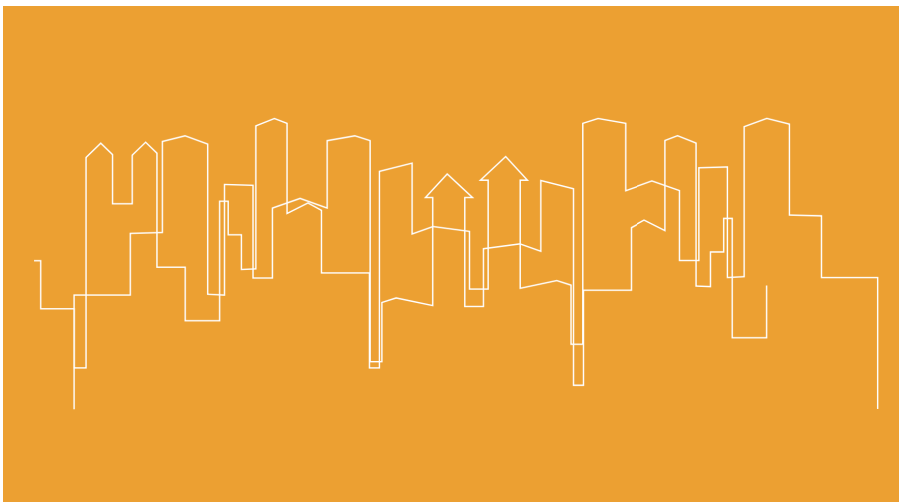


Figure: Animated
Skylines, Exploration
using Anime.js

In this exploration, I tried line drawing animation using SVG image. I used anime.js for this example which is a lightweight JavaScript library for animating the line drawing to depict a simple scenario of a skyline of a city.

3.4. Exploration: The Milky Way Experiment using WebGL



Figure: The Milky Way Experiment using WebGL

This was a demonstration based on Milky way theme where 3-Dimension animation was tried using WebGL. A cubemap image of the milky way was used to achieve the background in 3-dimensional view, small spheres were created in the Space, denoting the stars with the help of three.js. One can move around the space with simple drag and drop functionality. Sound simulating galaxy was also added to give more immersive experience.

3.5. Work with “City, Caught in Nets“ as Reference

As another exploration, I started working on “City, Caught in Nets“. I started with illustrating main image for the title. Since, the text was about the city Mumbai which emphasize the relation of the city with the coastal region, I thought of merging city’s map with the image of fish.

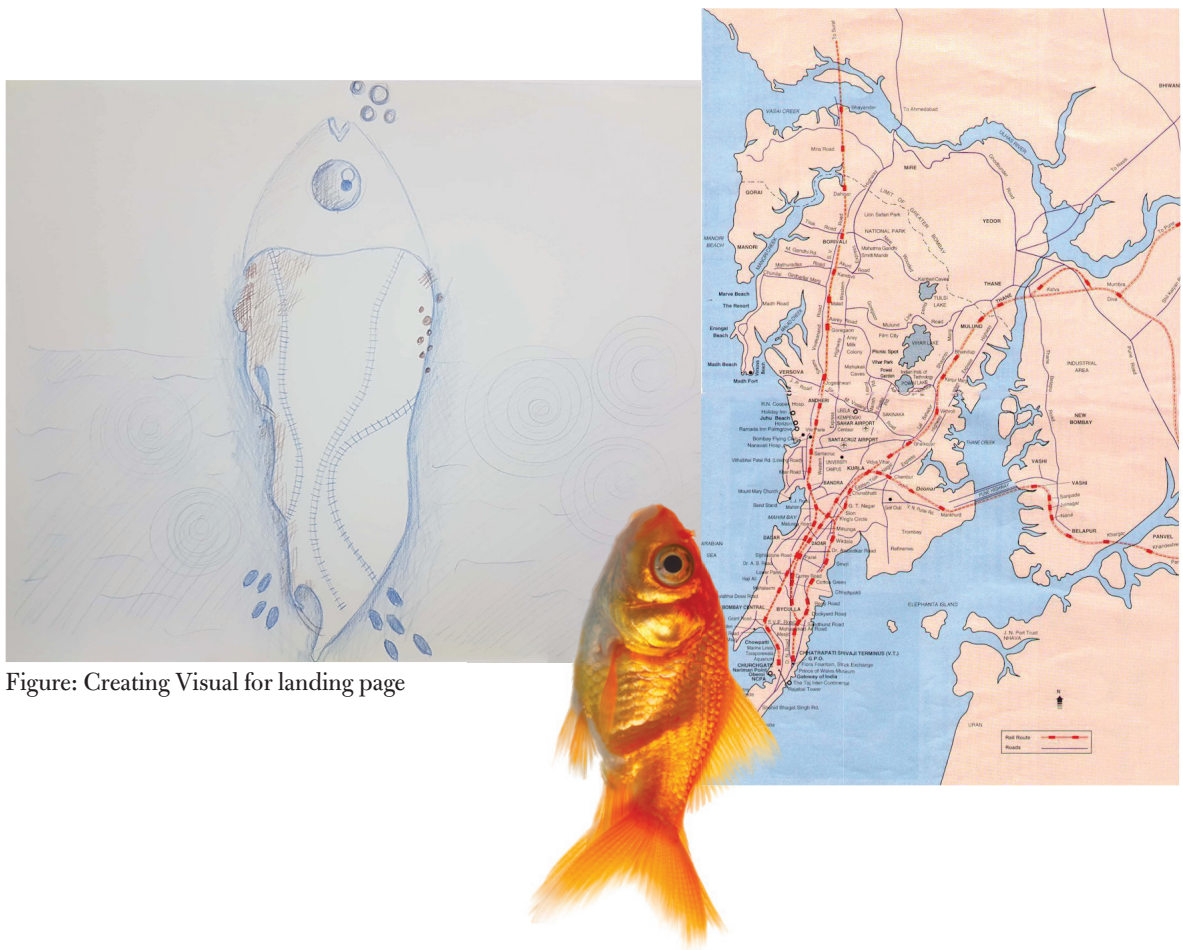


Figure: Creating Visual for landing page

4. **“City, Caught in Nets”**

City, caught

City, caught in nets

*making its way through mainland streams
through percussive compartments on parallel lines
through steam and crackle
Released into sways and quiet waves
Released into the art of rhythm
oscillating, swaying and drifting..*

City, caught in featureless seas

*lungs corroding in airy spew
idiomizing still in seasick Engleesh
sea blown and washed ashore
brooding real estate and black basalt.
Seaside hippies in rock, smoke and bell bottoms
drifting slowly in canoes, jungles and start-ups.*

City, swathed in throbbing scales

*of another seasick Angrezi
once carried by the southwest
then slapped into moist intimacies
once whirlpooled in milky tea
then pooled in quicksand
poled at last in the armpit of bay.*

*City, twitching, eyes open
glaring blue sky and
rain cloud cataracts.*

*There’s ‘On Govt. Duty’ sailing,
body dancing to jerky waves
dancing, kissing black basalt.*

*City, struggling
netted and straining
flipping jerking breathing still
to be knifed, floured and fried.
Flavoured and favoured with coconut, kokam, sol kadi
glistening brown brow, steaming brown rice.*

*City, caught
perpetually between one retch
and the upcoming next
Deccan trapped.
Fished out.*

4. 1. Exploration: Digital Medium with CSS Animation

Again, as a quick start, I tried creating visual for the title “City, Caught in Net” to be used on the landing page. I sketched the visual, where I merged the map of Mumbai with image of a fish to denote the coastal region. Later the visual was converted to digital sketch. Interactions like eye movement, moving boat were added on mouse over and jitter effect to show water with CSS and JavaScript animation. Also, sound effects were added on interaction.

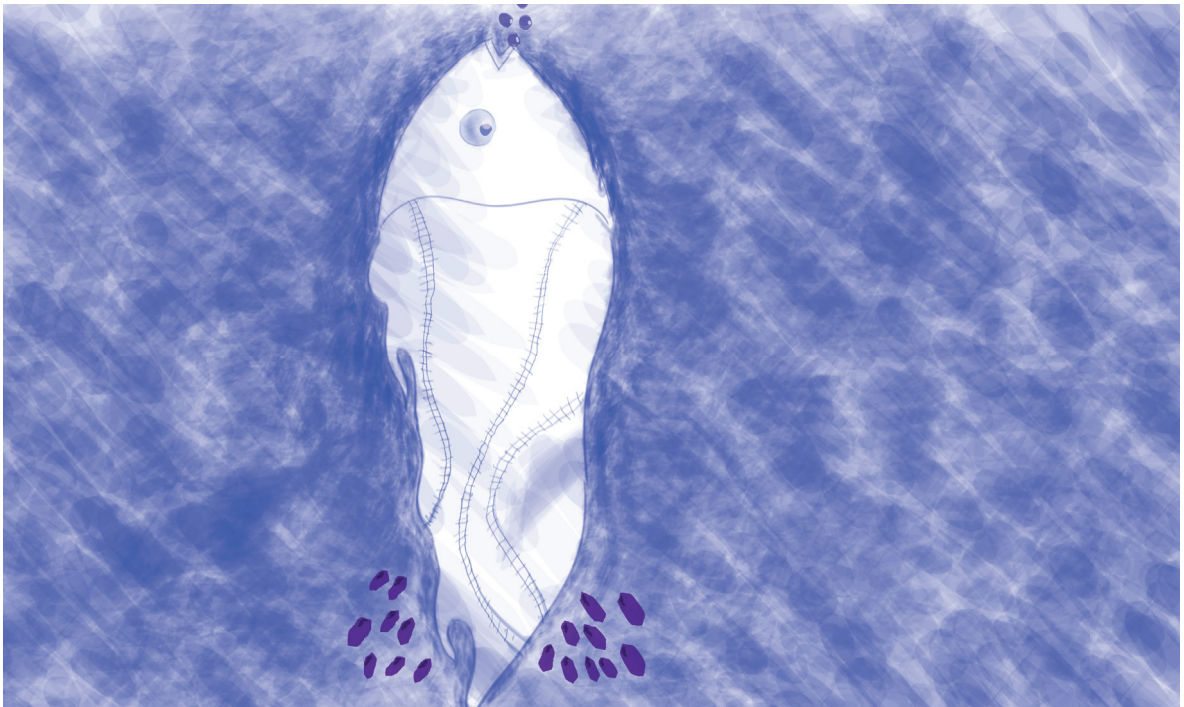


Figure: Digital version of the visual for landing page, attempt 1

4.2. Feedback on the exploration:

The digital version of the sketch used for this demo was not looking very promising. The interactions were good but needed a lot of improvement for the immersive effect to occur.

5. Methodology

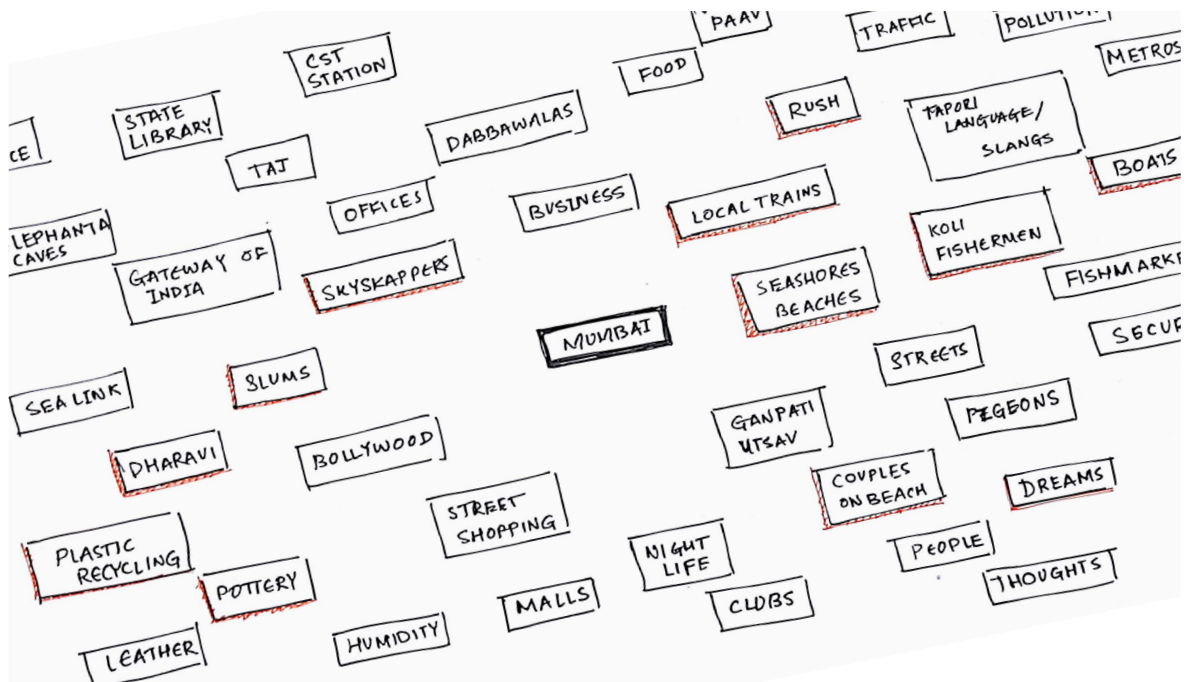
The methodology used for the project included the following steps

1. Initial Study
2. Ideation
3. Storyboarding
4. Creating Visuals
5. Animations
6. Planning Interactions
7. Coding

5.1. Initial Study

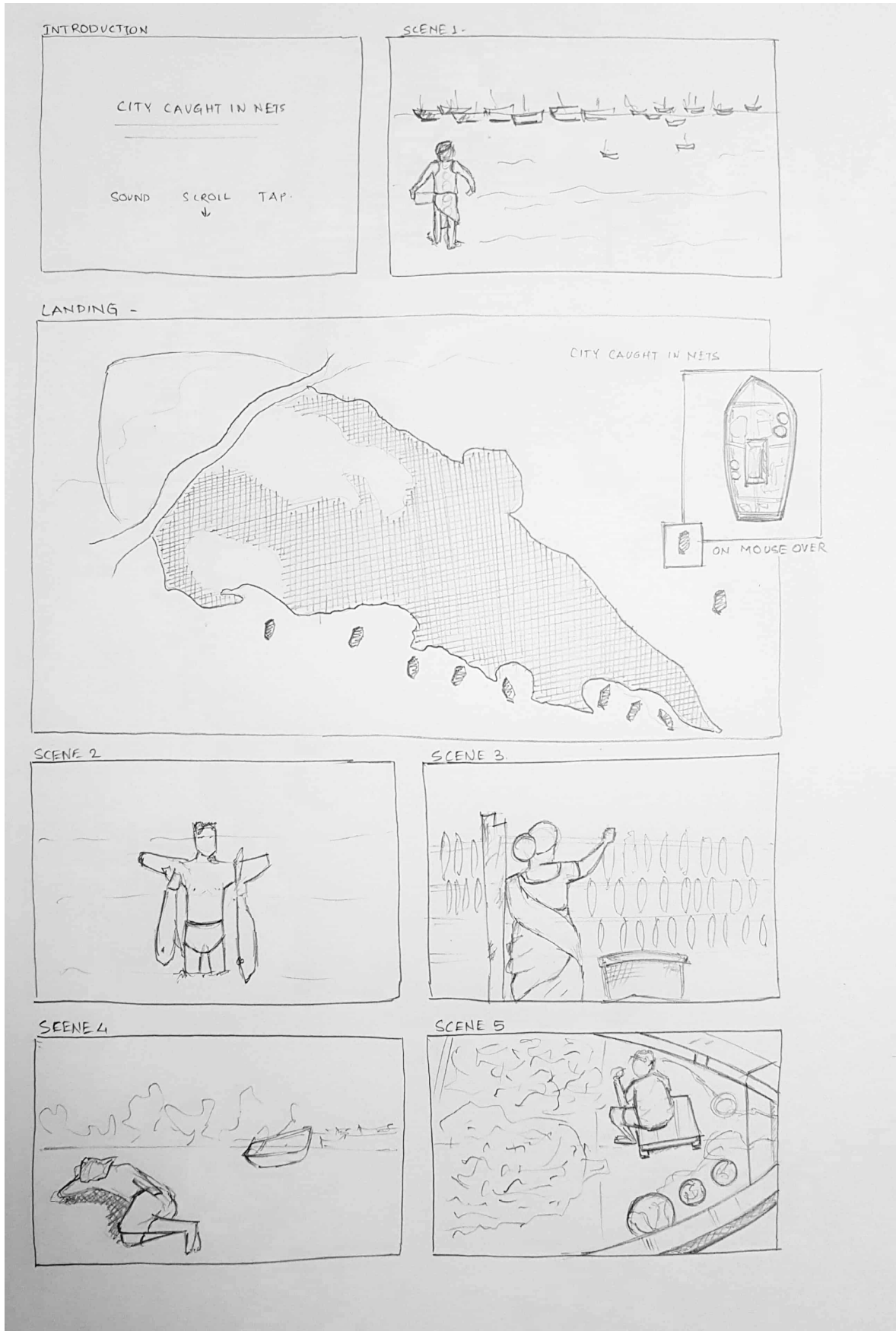
Mumbai, the city of dreams, known for its active life, is full of interesting stories about places, the people, the culture, the migration, the growth, and everything one can think of. While the text “City Caught in Nets“ which I took up as reference, speaks about its close association with the coastal region, I thought of taking a deep look at the cities specialites. Talking about the coastal area, it becomes inevitable to not mention about Koli’s. As already mentioned in the introduction, Koli’s are the people belonging to the fishermen community residing in the coastal areas of Mumbai. They are known to be hardworking, little aggressive and quarelsome. The women are mostly seen with brightly colored sarees which stays folded above the ankles. Today, due to the urbanization, the sea and the land nearby are seized by the urban dwellers, traffic and skyscappers which has affected the community and their only source of livelihood. The fact that apart from the not so favorable conditions, these people are still working and struggling for their livelihood, became an inspiration for my work. Other place that grabbed my attention was the spirit of people staying in Dharavi Slums, known for the businesses that trades all around the globe. From manufacturing leather to plastic recycling, to making papad and biscuits, or the pottery making, the slum covers it all.

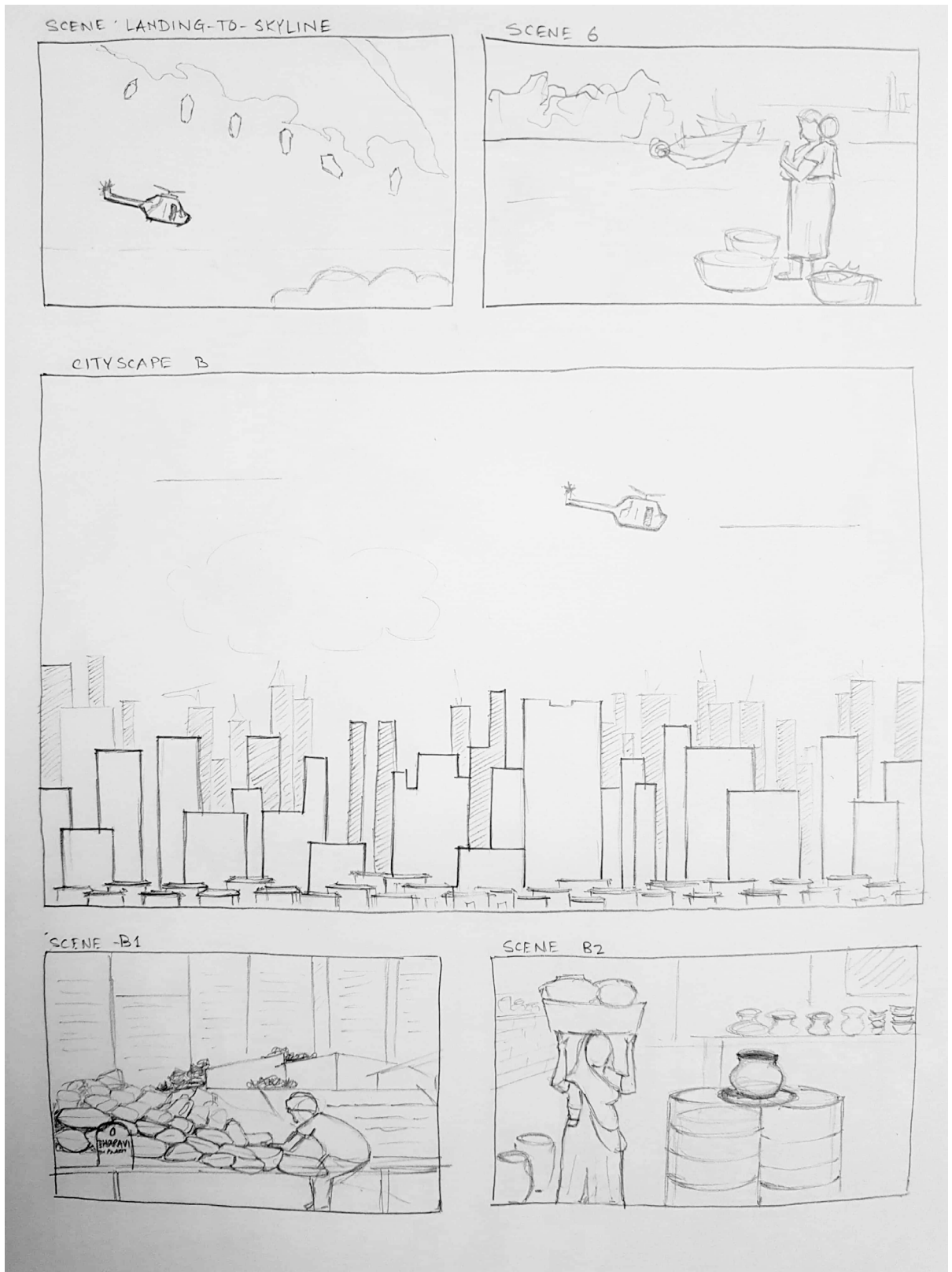
5.2. Ideation

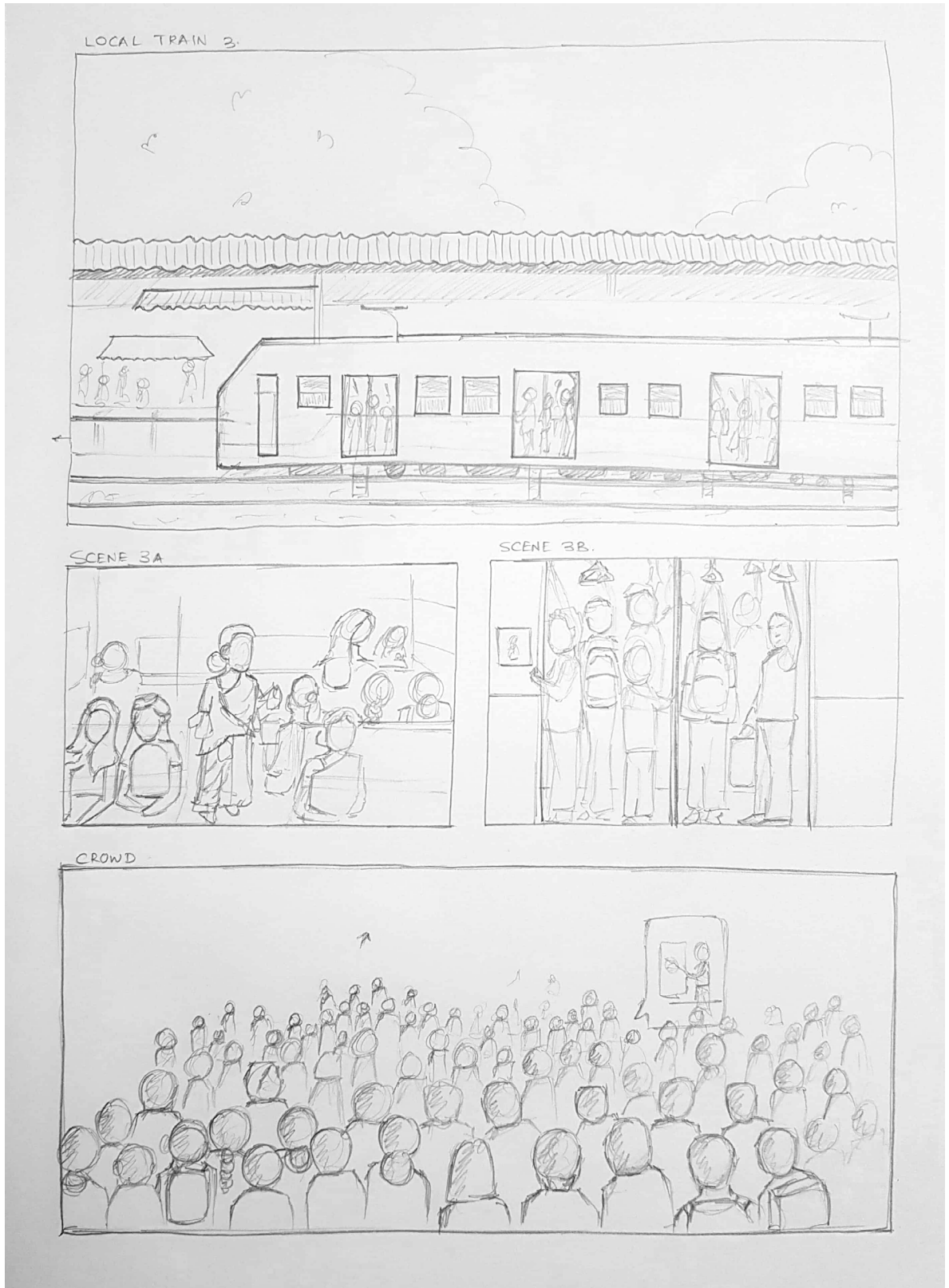


After much of brainstorming, I figured out there are a lot that can be shown, has been shown through illustrations by other artists, about the city. A lot of emphasis is given on the city, the traffic, the crowd and the rush. I tried to figure out the not-so-famous yet unique things from the city that makes it interesting and that can be used for the illustrations. Apart from the Koli's and People from Dharavi, I thought of including the people travelling in Local train and the crowd and rush that can be seen near the local train station areas during the peak hours of travel.

5.3. Story Boarding







5.4. Creating Visuals

For Visuals, I have taken references from the photographs taken from the internet. I have used watercolors as the medium. For Visuals, I have taken references from the photographs taken from the internet. I have used watercolors as the medium. After completing the illustrations, they were scanned and then processed digitally to make them usable on web.

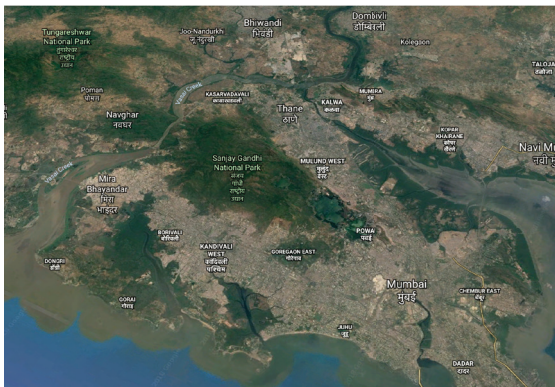


Figure: Mumbai Map



Figure: Mumbai Map Illustrated



Figure: Visual for Landing Page

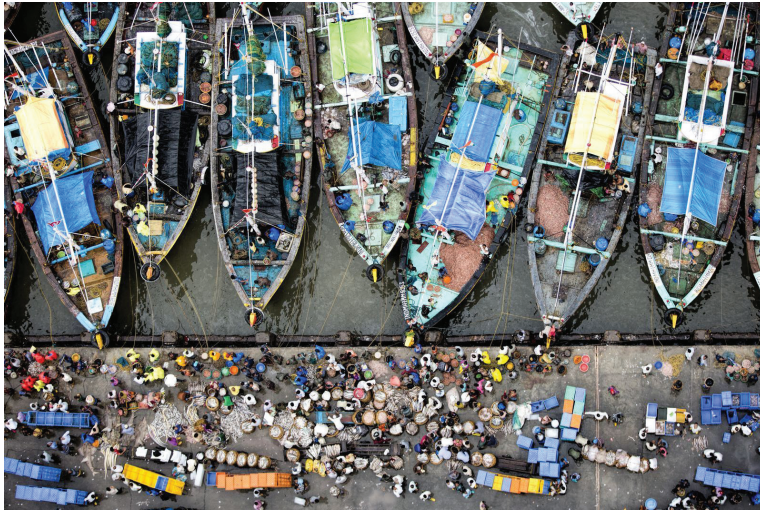


Figure: Reference Image
Bhaucha Dhakka, Mumbai

Watercolor
Illustrations for boat



Figure: Boat Image after processing for web



Figure:Reference Image, Mumbai Skyline



Figure: Reference Image, Mumbai Skyline

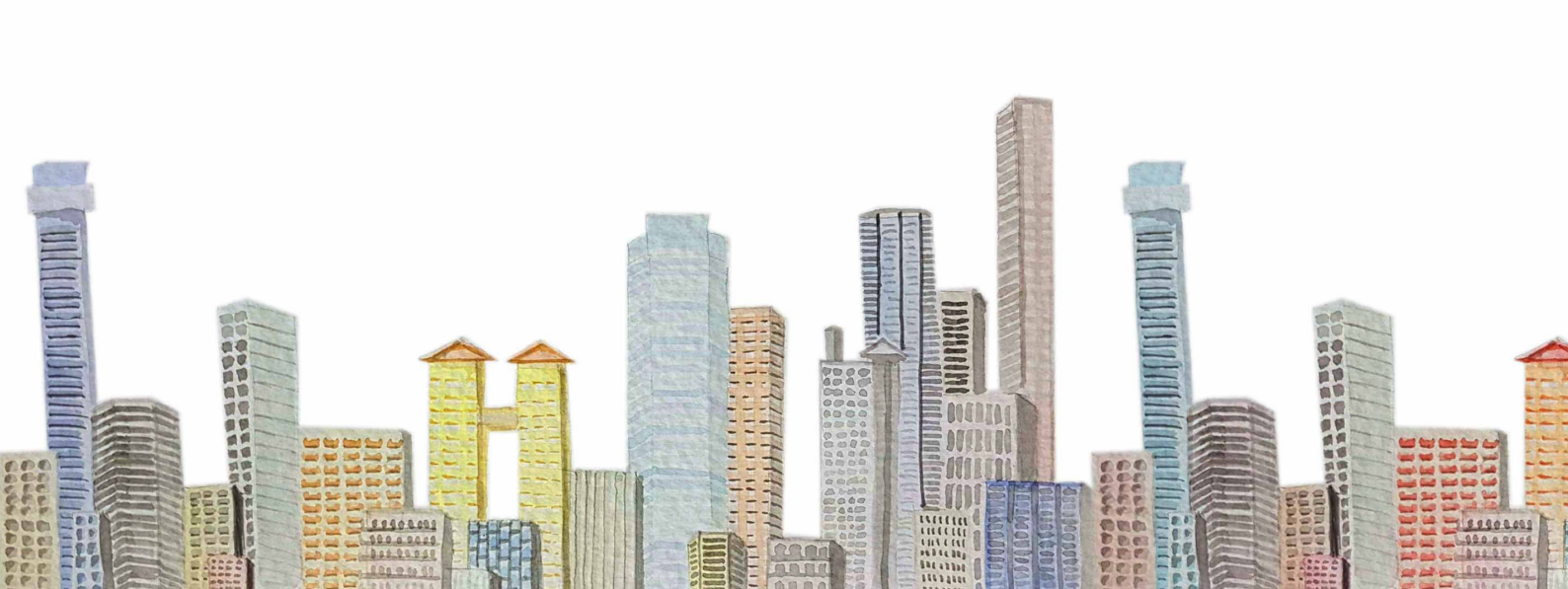


Figure: Skyline Illustration

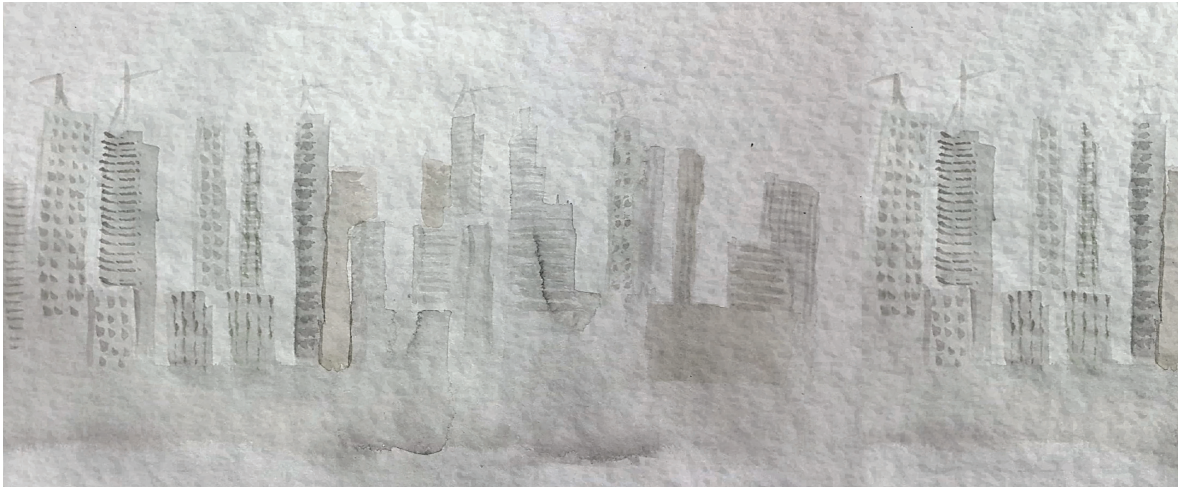


Figure: Illustration for skyline background



Figure: Illustration, Slum area, Mumbai



Figure: Reference Image, Mumbai Local Train

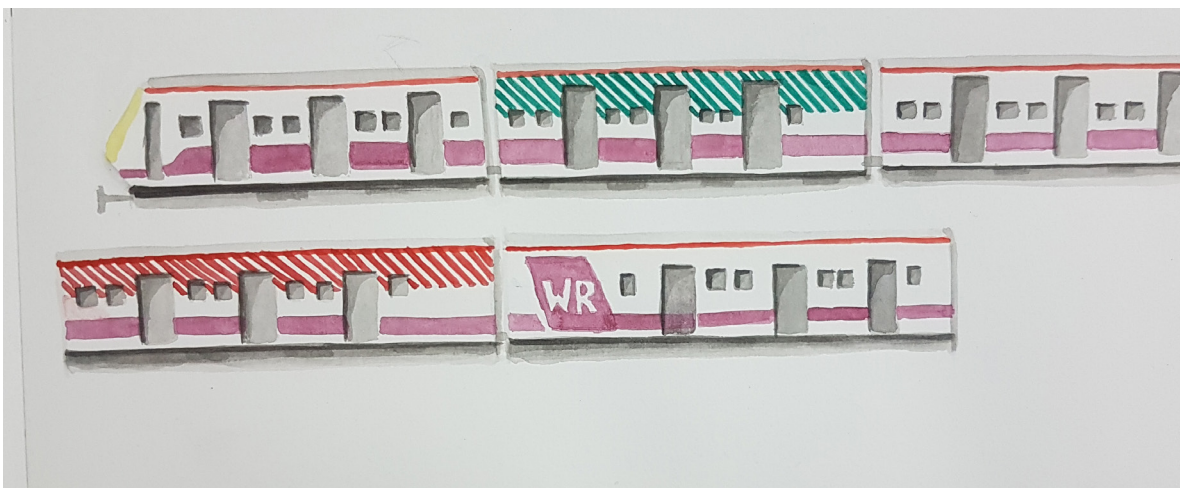


Figure: Visuals Illustrated for Local train

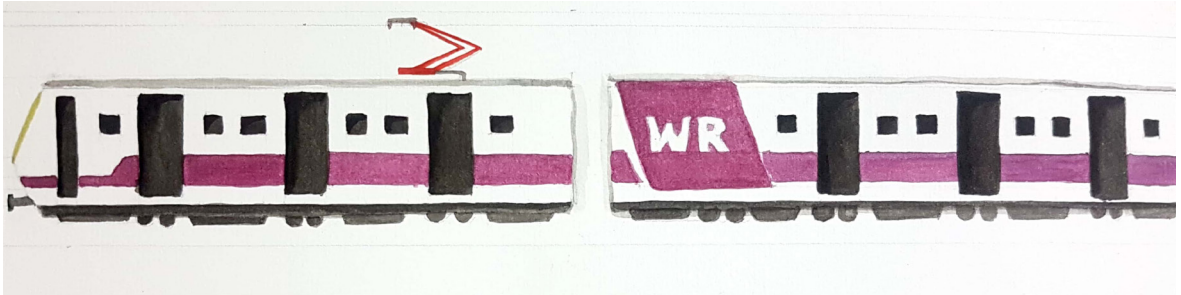


Figure: another illustration for Local train

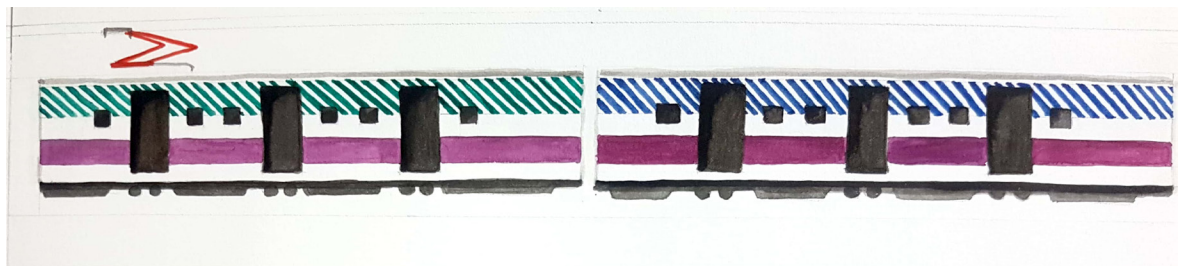


Figure: Special compartments in local train



Figure: electric poles



Figure: background for the scene



Figure: Reference Image, People Seating in Local entrance



Figure: Reference Image, People in Local



Figure: Illustrations for People in local train



Figure: Reference Image, Ladies travelling in train

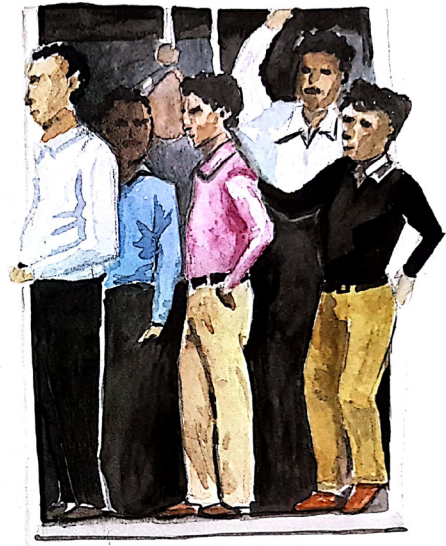


Figure: Illustration for Ladies & Men travelling in Local



Figure: People Illustrated in abstract with watercolors



Figure: People Illustrated in abstract with watercolors



Figure: People in Local, abstract illustrations



Figure: girl enjoying balloons illustration



Figure: Man Standing & Couple Illustration



Figure: Background for Man Standing Illustration



Figure: Famous Buildings Illustrations



Figure: Background for fisherman



Figure: fisherman Illustration



Figure: Sea Background



Figure: man with fishes illustration



Figure: inside boat illustration



Figure: man looking up Illustration



Figure: Fishes drying background



Figure: Visual for Lady drying up fishes



Figure: Background for lady selling fishes



Figure: Visual for
Lady selling Fishes



Figure: Man Sleeping



Figure: Corroding Lungs

5.1.1. Icons Exploration



5.2.2. Font Selection

For Font, I wanted to have handwritten look which will go with the illustration. For the main scene, I have used “Austin Signs” font. For the supporting text in introduction, “Gill Sans “ is used.

AUSTIN SIGNS 20PX

City Caught in Nets

GILL SANS 24PX

Interactive Illustration

For the inside scenarios, I wanted the same handwritten look which will get along the characters. Since it was necessary to get a feel that these characters are talking to the audience, I thought of using font which gives a very rough scribble kind of effect. I tried using Caveat first, and typed in English.

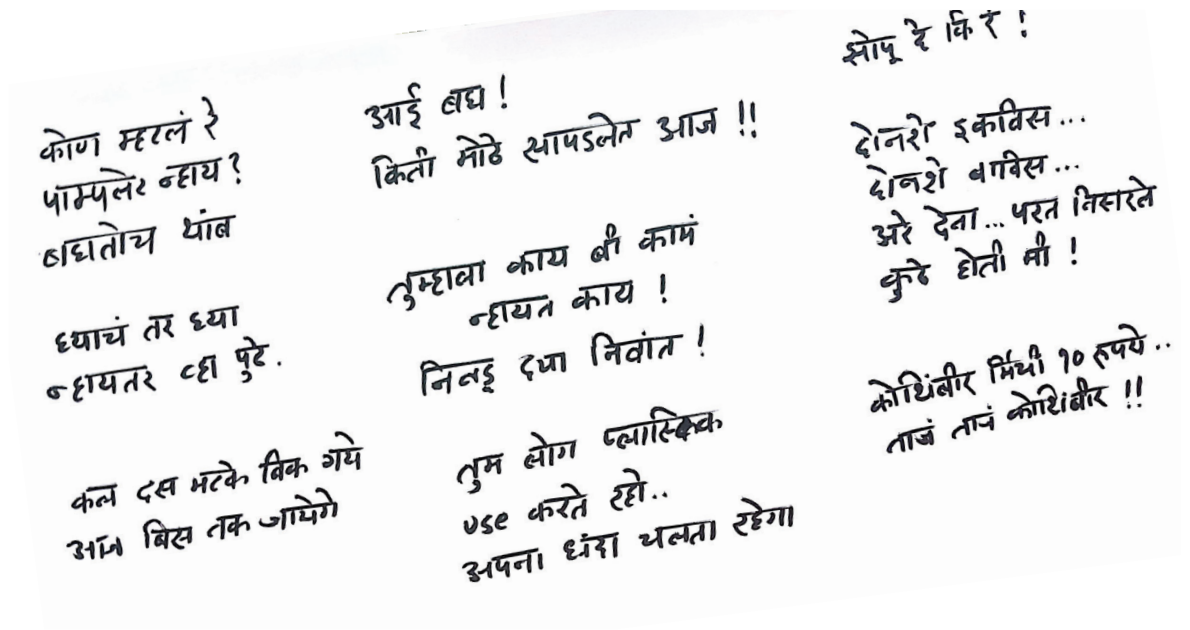
CAVEAT 20PX

Have a Great Day!



The Font was not working out since the dialogues were in Marathi / Hindi. I tried using Devnagiri font, however I could not find the exact font that will get along with the characters.

I decided to write it down myself, roughly so that it will match the treatment I was looking for.



The Image with the text written on it, was then processed to be used for the website.



5.5. Animations

To look the visuals come alive, I tried to animate them and create gifs for subtle constant movements around the background. Whereas, for the animations that takes place on interactions with the visuals, I have used CSS transition, transformations, animation effects along with JavaScript.

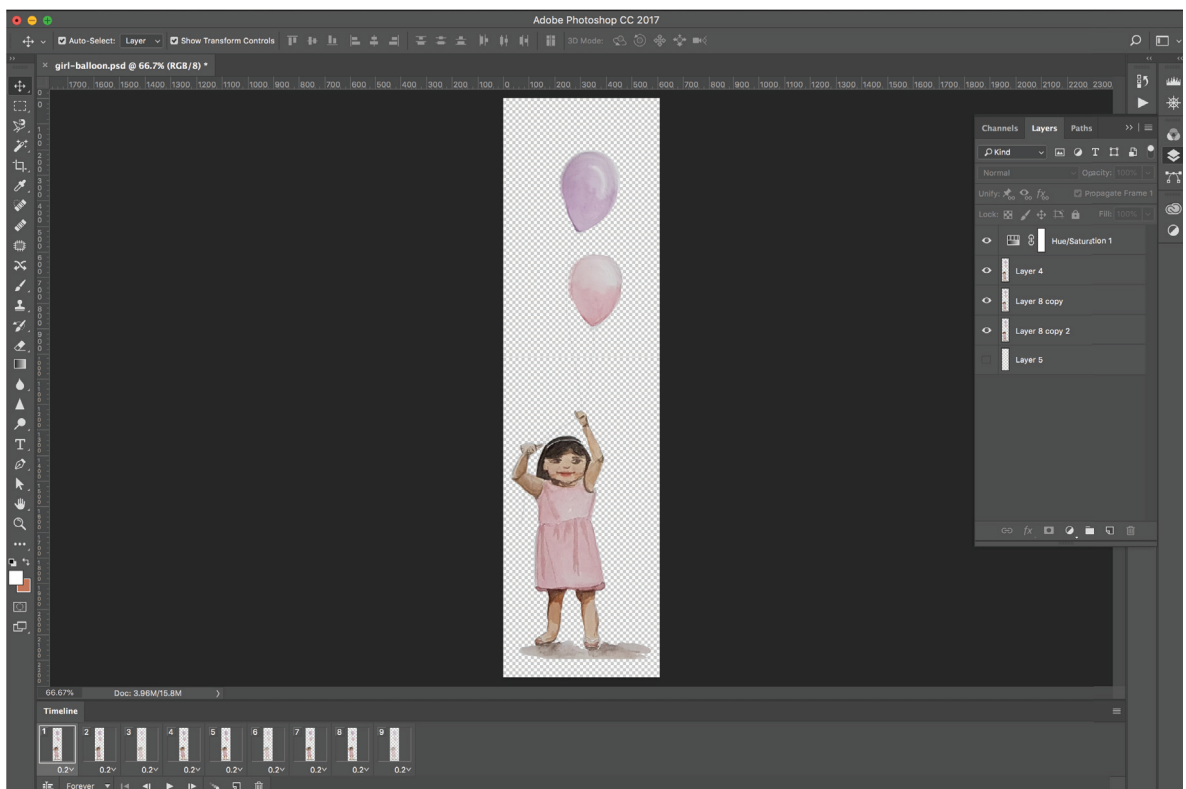


Figure: Creating GIF - girl enjoying balloons in photoshop

5.6. Interactions

To enhance the interactive, I planned few Interactions like giving the details of inside the boat on moving mouse cursor over the boat, taking to another theme-based scene on click of any object from one of the scene, layered movements of object on scroll left/right, scene change along with the scroll.

5.7. Coding

After the initial stage of planning, I started coding for the website. Due to the time constraints, I tried using the basic animation techniques using HTML, CSS and JS.

Later, the whole process became iterative, where along with the coding, I started illustrations for a scenario, processed it for web and used it in the site.

6. Final Work

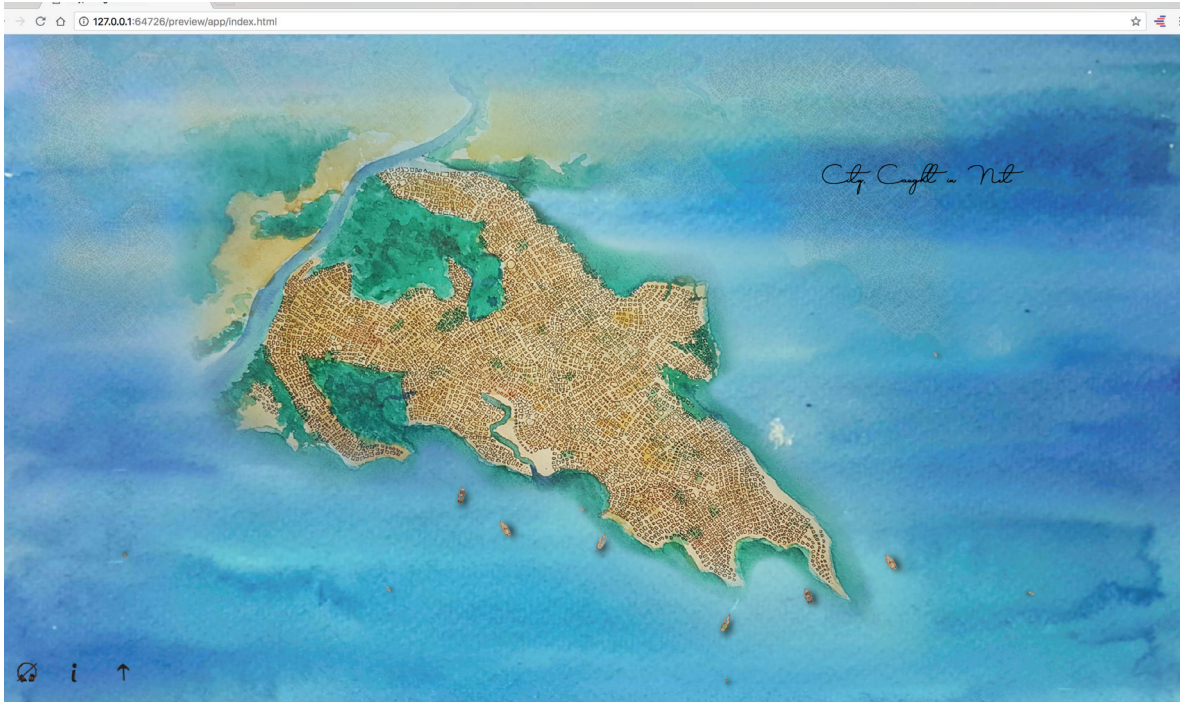


Figure: Landing Page



Figure: Local Train Scene



Figure: Skyline Scene



Figure: Skyline Scene



Figure: Crowd



Figure: Sea



Figure: Lady Selling Fishes Scene



Figure: Lady Drying up Fishes Scene



Figure: Boy with Fishes Scene



Figure: Man Sorting Fishes Scene



Figure: Man going to catch fish



Figure: Man keeping plastic for drying

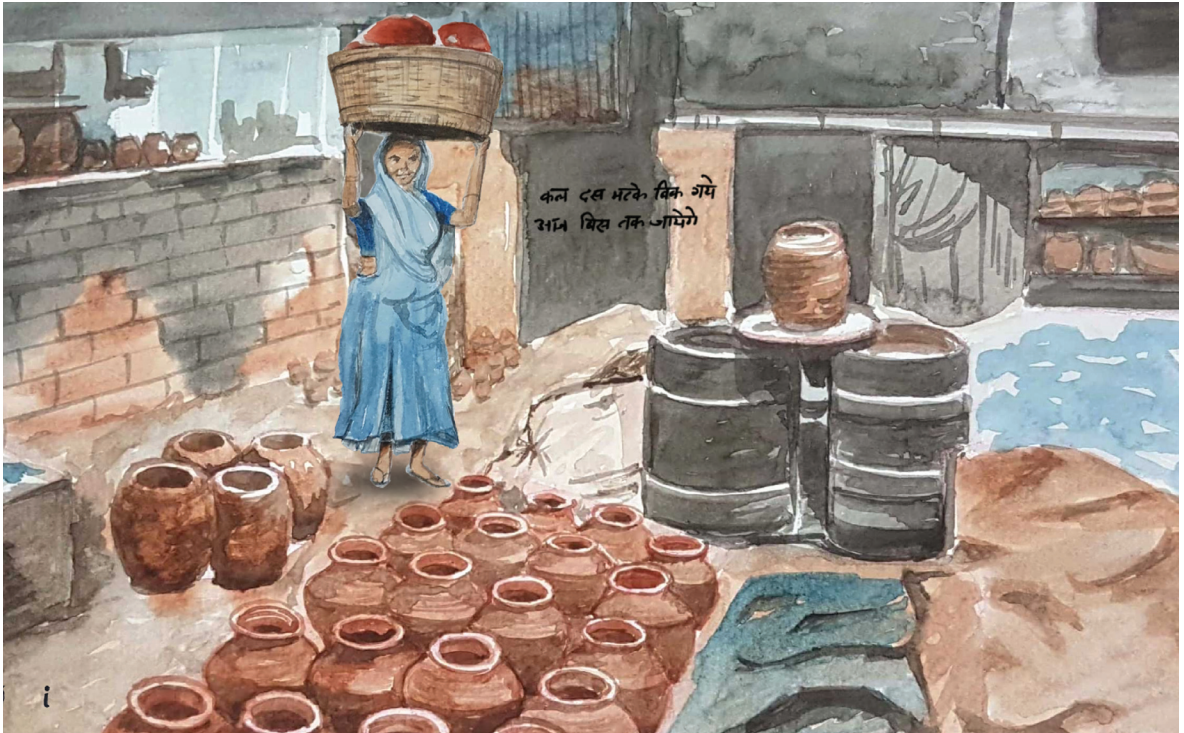


Figure: Women going to sell pottery



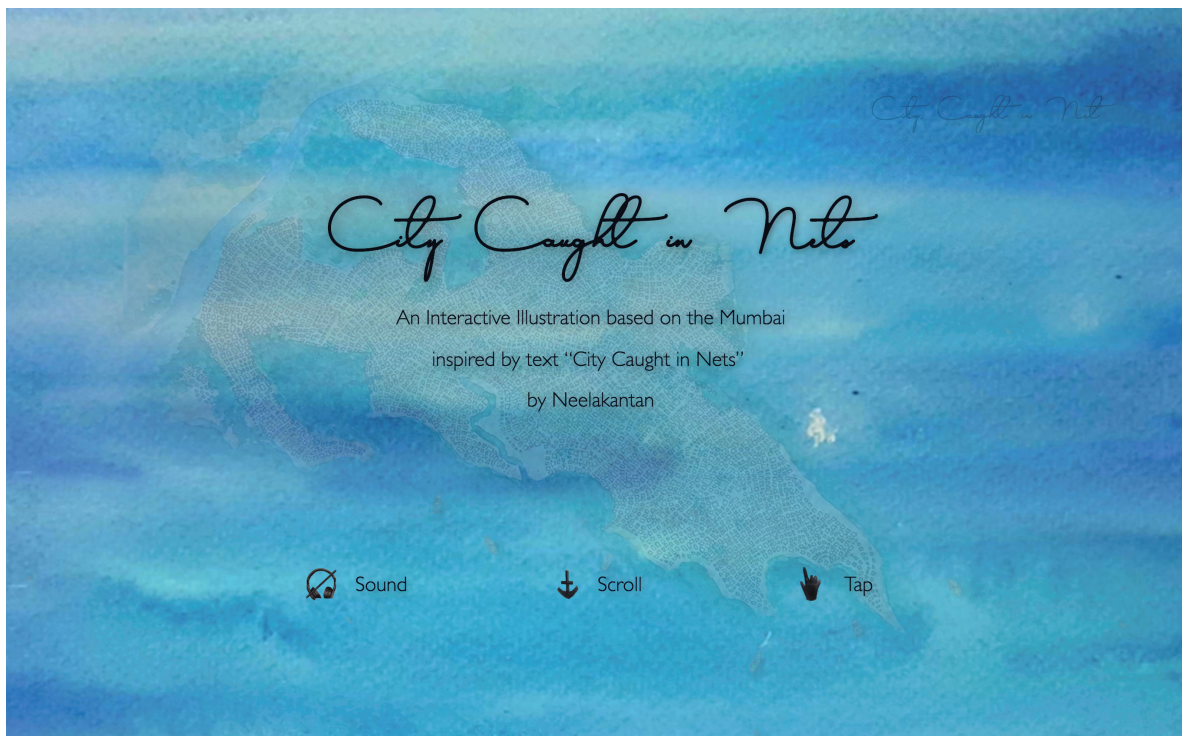
Figure: Women selling vegetables inside local train

7. Perceptual Feedbacks

Since the first version, I have been taking feedbacks from different people by allowing them to interact with the website all by their own without my intervention. I studied the way they are using the website, the way they are navigating and clicking on different areas of the site. It gave me the cues of what I can do next to make it more interesting and more user friendly. Few of the issues that were noticed were -

1. Where to start

I noticed viewers were getting confused as there was no clear indication of where to begin and navigate after getting onto the landing page. They had no idea about the website, it seemed different and they were clueless until being told they need to scroll. To handle this, an introduction section was added, which gives the idea about the website and that they need to scroll to get started.



2. Identifying Clickable objects

Viewers had difficulties in figuring out the objects that are clickable. Since I was working with mouse and trackpad based device, I initially used different illustrated cursor pointers on the mouse over on the object. Later I realized, since it is a website, it will be access by touch based devices where these cursor pointers will be of no use. So I replaced it with small icons and added subtle animation so that it can grab viewers' attention.

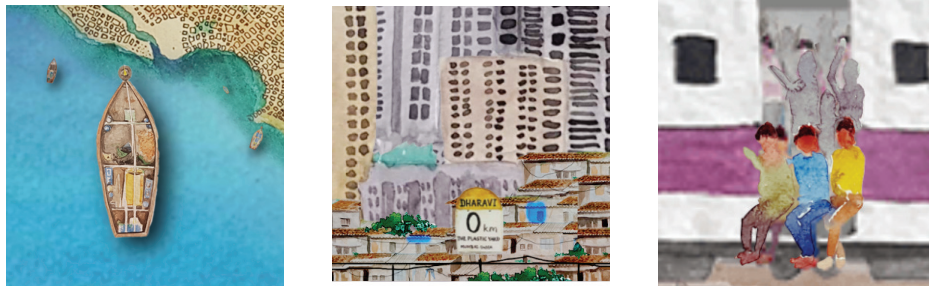


Figure: Clickable Objects

3. More Interactions

As viewer get to know about the interactivity and how to navigate around, they start clicking on each element in order to check whether there is something more interesting that pops up. Many of them mentioned that they are actually expecting more number of interactive elements.

8. Scope & Future Work

8.1. Scope and Future Work

Due to time constraint, I could not try the 3D animation techniques in the coding, In future, that can be added to give more impactful and engaging effects. Also, Mumbai has lots of people, culture, traditions, a sea full of stories, from which I have covered limited number of scenarios. More of such scenarios can be added to make more the website more relevant to the people who knows Mumbai.

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GEOGRAPHIC

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