

SATHI- Animation Music Video

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Guide

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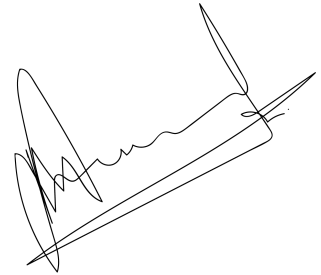
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Department of Design

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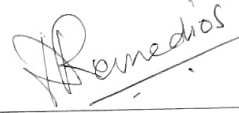
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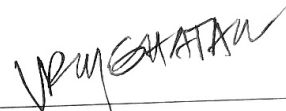
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is thesis entitled – SATHI : Animation music video by **Manoj Malviya** is approved for the degree of Masters of Design from IIT Hyderabad.

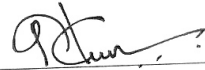


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This is to certify that the work entitled “**SATHI : Animation music video**” is a bonafide of thesis work by **Manoj Malviya** under my supervision for his M. Design degree.

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Dedicated to my parents

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Abstract

Sathi is a short animated music video inspired by the life of the creator. The story is all about an introverted boy and his love for music which helps him to express his emotions. The emotions, expressions with the magic of animation are the keywords by which the whole story has been told. The work is done in traditional animation and digital, both. It's mixed media work in which software used as a mediator to produce the required output. Music is also a very important part of this project because when this idea of showing my story in the form of animation came in mind is, music was the lead keyword for the work. According to music, and the feel of the story lyrics have been written. In the process of doing this project, I explored many treatments and medium to construct a good story.

This movie is a try to make the life story of a writer in reach of his target audience. The story begins with the fear of an introverted boy and his secret love for music. The movie continues as to how this introverted boy gets involved in music and how music impacted his life.

1 Introduction

Sathi is a short animated music video that not only animated storytelling but also includes music to express feelings of the character. When I started working on the thesis that time topic was different. Previously I thought of doing comic book on a chapter of “Shiv mahapuran” but it did not work so I moved towards the next option that was illustrated motion graphics on the song composed by me on lord shiva but this also did not work then I started working on projection mapping on the same song about shiva. The idea was to perform on that song live and interact with the visuals made according to the lyrics and sound. Then we came to the conclusion that it's not working because of a song which is adapted from the shlokas from Vedas. Somewhere it was similar to many religious songs and finally got the current story of an introvert boy who is very shy and fond of music but very afraid to express himself in front of people. But one day he started learning guitar and the instrument became his friend and a fellow who is like a support for him to express his thoughts and feelings in the form of music.

As I mentioned that this story is inspired by my own life and it is very close to me because this was a time when I turned towards music which gave me another strength and a unique identity among all. When I decided to do this film at that time, the first question was the medium. First I was thinking to do this as paper cutout animation but later I realize that it won't work for the effect and feel which I wanted so I decided to go with manual and digital both.

Finally, the output is a short animation music video which targets almost each age group. In the story I applied hero's journey. While doing this film I faced many challenges like how to get the feel of the story, what should be the medium of the film which suits the storyline, character design which justifies the nature of the character, color palate of the movie for the feel, from the perfect story building to the execution of the story.

2 Learning

When I started my M.Des from IIT Hyderabad, I came to see lots of fancy and costly resources in the department of design and in the campus. DIC was very fascinating for me because of macs, cintiqs and many things which I never went through before. During my internship at DIC I learned software like Adobe animate, after effect for animation. I used to do sketching for many years but the term “animation” I understood when my guide Delwyn Jude Remedios and a guest faculty Vaibhav Kumaresh taught us the basics of animation. Basics of animation taught by Vaibhav Kumaresh in his seven days workshop where I understood the world of animation and got know it's just easy to say that this is cartoons and it's for fun but the hard work and passion you need to do this is not easy.

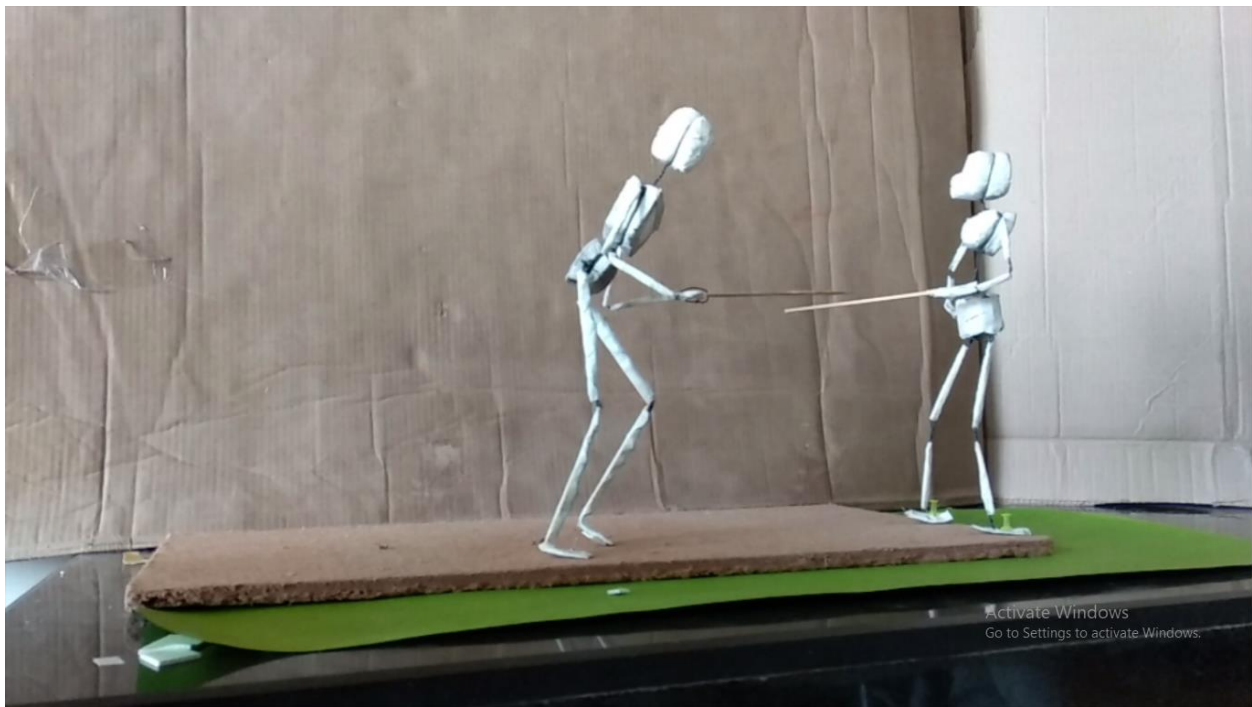


Figure 1: Exploring stop motion

Vaibhav sir shows us how to do the walk cycle of a character and sketching for frame by frame animation. After that, he asked us for a story, which was the first task for an animated movie. Then we moved towards the medium according to the characters and the story. I learned that for a one-second move we have to draw six to eight frames. Then I realize how difficult it is to do an animation film. It's not as easy as it looks. We tried many mediums that times like hand-drawn, puppets, paper cutout, sand animation, digital and many. That workshop was very useful for me

to get an idea of animation. It's obvious you can't study everything in a week but whatever we have been taught by Vaibhav sir and Delwyn sir was very helpful for us. I started seeing the things in motion and started divided the movements of anything in frames.



Figure 2: Set design for a stop motion film

During my summer internship, I got to know that there is a software called animate on which we have to work for a big project “maa saheba”. This is a 360-degree animation film under the supervision of our professor Delwyn Jude Remedios. As I learned frame by frame animation in the second semester and also did a group project of puppet animation film I already knew about frame by frame animation but when I started learning animate I came to know that is this software we can do animation with symbols. We do not need to draw between keyframes but we have to draw keyframes only. This was very interesting and seems easy but it's not. We have to check pivot point before applying classic tween to auto animate and if we made any mistake in the pivot point position and moved so it is very difficult to correct the mistake so better you

worked carefully. It was a very good experience to work as a team during internship. Puppet animation film which we did in second semester was very important film for us. It gave us



Figure 3: A scene from the film

learning as well as memories for a lifetime which we got during this film making.

My experience of being a part of this prestigious institute and a unique department among all was awesome. All the faculties are unique in their domain who taught us not only the tools but the process and shows the way of doing things in a designer style. Apart from the design classes we learned a lot from the movies and books which have been provided by the institute and the professors because a designer should see the things from a different point of view. Each visual has a meaning which How a product or service comes in existence is a long process that I came to know during our design process and design thinking classes. As my M.Des stream visual design so we explored art, graphic design, form exploration, photography, animation, filmmaking, etc. We learned all these things but one thing which common in all is the design

process. Behind each and every product, services and any output of your work there is a process in which you do a lot of research to customer interviews and design the experience. Got a vision to see things in a very different point of view as a designer. Learned to work for not only beautiful but for the useful and user-friendly product.



Figure 4: Time shadows

Apart from all these things we also learned to work as a team in many of our group projects, few were part of our course and few were as an event like “Time shadows”. This was a performance dancing art form which have been done by a team from Attakkalari Centre for Movement Arts, Bangalore and organised by the department of design IIT Hyderabad.

3 Literature review

3.1 Reference videos and film

These are two major films from I took reference for the film. Look and feel of the movie is inspired by *The Raven That Refused to Sing* film and paper cutout feel by *Paper Plane* their many other films which have been taken as a reference and inspiration because a film which you are doing has many parts and areas on which you have to work on and different reference can be helpful in different areas of the film. We can take reference from the work which has been done in that area on your work based on. It can look and feel, themes, or similarities in any area. This is also a learning for students and beginners.



Figure 5: Illustration by Hajo Mueller

The Raven That Refused to Sing is the third solo album by British musician Steven john vilson. The video, based on Hajo Mueller's artwork. The film is a story a bit horror and very serious. It is showing he is missing his sister in this. Color palette of the film is dark. Only black, white and gray tones are there. When you see this movies visuals, definitely you will get the seriousness of the film. Music is very important or we can say majestic in the film.



Figure 6: A scene from the music video "The raven that refused to sing"



Figure 7: Another scene from the music video "The raven that refused to sing"

As we can see the mood of the film in the images above. This look and feel of the movie was very impressive to take reference.

Paper cut out is a traditional way of animation like hand drawn animation. *Paper Plane* is a cut-out animated video for a song by Massimo giangrande. This film is directed and animated by Gianluca maruotti and illustrated by Felicita sala. Both the illustrator and animator are from the rome. This is a full paper cutout animation film and made of working with puppets.this paper cut out film gives a feel of puppet animation.



Figure 8: A scene from "Paper plane"



Figure 9: Walking scene from "Paper plane"



Figure 10: Scene from "Paper plane"

This puppet animation is a stop motion work. Frame by frame movements of paper cutouts is a difficult task. While shooting the film, camera position should be fixed and this is a big task in a stop motion film. Like this film was shot rame by frame is very impressive and the timing in the animation is perfect.

4 Background study

4.1 Introversion

Introversion is a state of mind of an introverted person. This kind of person is very different from others in terms of speaking, talking to others, working or anything. Someone with a lower level of sociableness is also delineated as an introvert. They are totally different from an extroverted person. There are a lot of theories on introversion. There are many types of introversions because it depends on person to person. If we read the history of introversion we will get the theory of introversion.

The first time the theory of Extraversion and introversion introduced by Swiss psychoanalyst Carl Jung in 1921. Jung described how extroverts engage with external stimuli and how Introverts engaged in their energy inwards, towards more solitary, thoughtful activities.

Each person is different from others but we can classify them in introvert and extrovert because this is for sure they are. One person could be an introvert or an extrovert. We know that extroverted person is more open to social things and very easily they can mingle with the strangers also but in case of an introvert person its very difficult to be comfortable with the crowd or with the group of peoples. They feel easier once coming together in very little teams. Social gathering for an introvert person is very uncomfortable. They will try to avoid the social gathering and the place where they have to be in the center of attraction. It is very difficult for them to express themselves in terms of everything. Sometimes they lose a good opportunity just because of this introversion. This kind of person always like to live alone and in their own world, they are very thoughtful and they do everything after thinking deeply. Introverts do their work but don't take the credit of the job.



Figure 11: Introversion

Image source: <http://chucklawless.com/2015/08/6-truths-to-consider-today/>

There are studies are going on the topic that are extroverts happier than introverts. Normally it seems that extroverts are happier than introverts because they are more into social activities and it makes them feel good to be in social things. Introverts can't do this because of their nature but it does not mean that they are not happy. There is some different kind of things which make them happy like many of them like to read, travel, art, music and many other things. This makes them happy. People with creativity are happier than others so it depends that in which situation they are.

4.1.1 Music as a mode of expression

Music as therapy is the way of using music for the comfort and treatment of the person. It can be used to improve the health of the patient and also for the meditation. Like that only music can be a way to express yourself. There are lots of ways to express and show your thoughts and feelings. Music is one of them. We know that sound can be a source of expression. We can understand with the sound that what it wants to say. Like when a ring of the temple makes the sound we can understand that there is some pooja going on when azan sound comes from the masjid that also expresses the same thing. So these are examples to understand the sign language of music or sound. When mobile phone rings that mean someone wants to talk to us. It is a sign of their

intentions. A musician playing something and if he is not in a good mood at that time he will surely play a sad tune and the same thing will do for the happy mode.



Figure 12: Music as a medium of expression

Image source: <https://www.gamesradar.com/rock-band-4-review/>

Emotions can be expressed through the music. Music has proven to be an effective tool for music therapists through extensive research. It is helpful for any person, each physically and mentally, through improved rate, reduced anxiety, stimulation of the brain, and improved learning.

5 Methodology

5.1 Preproduction

5.1.1 Idea

When it came to starting the final project the first task was to get an idea or topic that what to do. Started with brainstorming to get a good idea. This process of getting an idea for anything with the method is helpful because it's like whatever you have in your mind you can keep it on the table. It's not like good or bad in this. Every idea is good, the thing is how you execute that. After getting a lot of topics and ideas we have to shortlist the topics. The idea chosen from many of them is very difficult because we have to sort each of them according to their types and content. After going through all these brainstorming things few ideas shortlisted by me and they are a graphic novel on shiva mahapurana, script design for Malvi, Animation music videos, motion graphics, projection mapping, and interactive digital graphic novel. After discussion with my guide about these topics, we finalized one topic that is an animated music video.

5.1.2 Story Building

After finalizing the topic about the thesis as an animated music video the next task was to build a story on the theme which I have chosen. The story is about an introverted boy and his journey to learn music like how he got involved in music. Introversion is a state of mind where the person unable to express himself and this is the problem of our protagonist in the film. So film starts with the serious and calm boy who always looks in fear and very afraid of speaking. He always lives alone and avoids people because whenever he is in the crowded or in a social place. It is obvious that he has to speak and talk to the people but just because of his introversion he can't speak and unable to express himself. This thing makes him angry because he feels very helpless because he knows everything but can't speak and can't expression. This situation makes him more aggressive many times.

There is a good turn that comes in his life that he was totally unaware and that's the guitar. He loves singing can't sing in front of people because of his stage fright. But after some time, he started learning guitar and that is the chapter where he beats the fear with the help of the guitar.

The guitar became his big support to perform in front of the crowd. He started feeling that he is not alone. Someone is with him always whenever he performs. This support gave him the confidence to not only in music but also in speaking to people. He started talking a little bit. Still, the journey is long but he got the start.

5.1.3 Script

The song which have been written for the film is a narration of the whole story. It shows all the emotions and situations of the film. After reading the lyrics anyone can get the story of the film.

*Chal raha hu main
Us waqt ki talash me
Jane kab khatm hoga
Anjaana sa ye darr*

*Ghoor rahi aankhon se
Nazren churata hua
Bas chala ja raha hu
Thoda ghabrata hua*

*Kuch sukun mil raha hai
Sangeet me doob kar
Par darr waha bhi lag raha
Kisi ko samne dekhkar*

*Fir koi aaya zindagi me
Jaise ek sathi mil gaya
Usne sath kuchh yu nibhaya
Ki main akela nahi raha*

Figure 13: Song on the story

5.1.1 Translation of the lyrics

I am walking alone in search of that time and don't know when I'll be free from this fear. I am hiding my face from staring eyes and still going on but with a fear. I got some pleasure in music but still in fear if I see someone in the front. Then someone came into my life and that was my guitar It gave me the confidence and company to fight with my fear and express myself in music.

5.1.2 Story visualization and thumbnails

After finishing the script I started visualizing the film according to the script. First visuals are only rough thumbnails, they are just to see the scenes and figures position as it will be in the final film with the proper camera angle and all things. These thumbnails are just scribbles to get an idea about the visuals of the story.



Figure 14: Thumbnails for the storyboard

As above visuals are showing the story of the film. These are a move towards the next step of the film.

6 Production

6.1 Character design

After getting a proper story with the complete script the next step was to design the characters. The first task was to fix the number of characters in the movie. As in my film, there are only two major characters and they are the boy and the guitar. The boy will be on the screen from the start to end but the guitar will come in the climax. So the more focus will be on the main character of an introverted boy. Character design is the major thing in animation because a designed character should be according to your story and should follow the mood of the story. When the viewers of my film see my character they should get the feel of the movie.

6.1.1 Reference



Figure 15: Model sheet for reference

Image source: <http://inmaalmansa.com/character-design/>



Figure 16: Reference model sheet

Image source: <https://theclayman.com/cartoon-character-design-and-development/>

6.1.2 Explorations

The first idea on which I started working on my thesis was projection mapping. It was supposed to do on a song composed by me and performance also supposed to done by me in the final presentation of my work. The song composed by was on Lord Shiva and lyrics were adopted from the Vedas that were shlokas.

Character exploration:

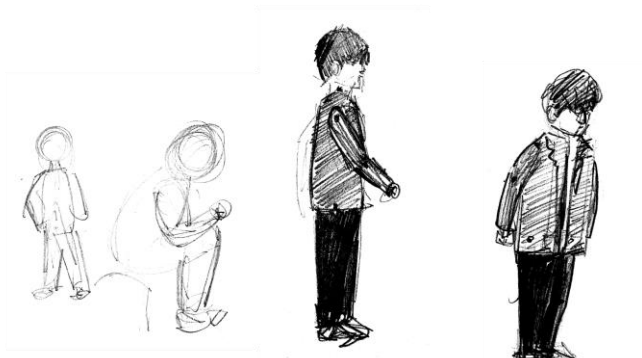


Figure 17: Character initial sketches

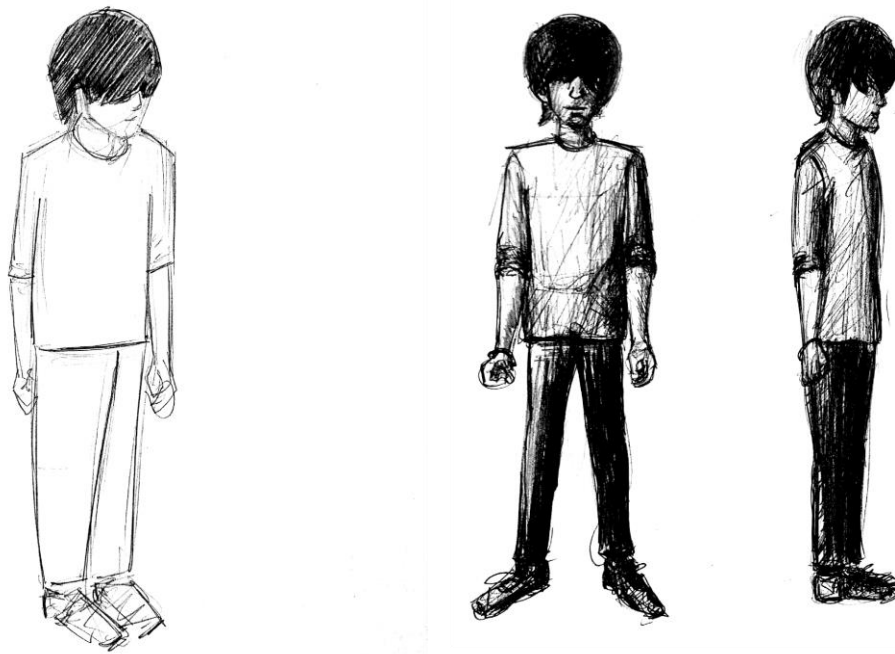


Figure 18: Initial sketches

Character head and different hairstyles which tried

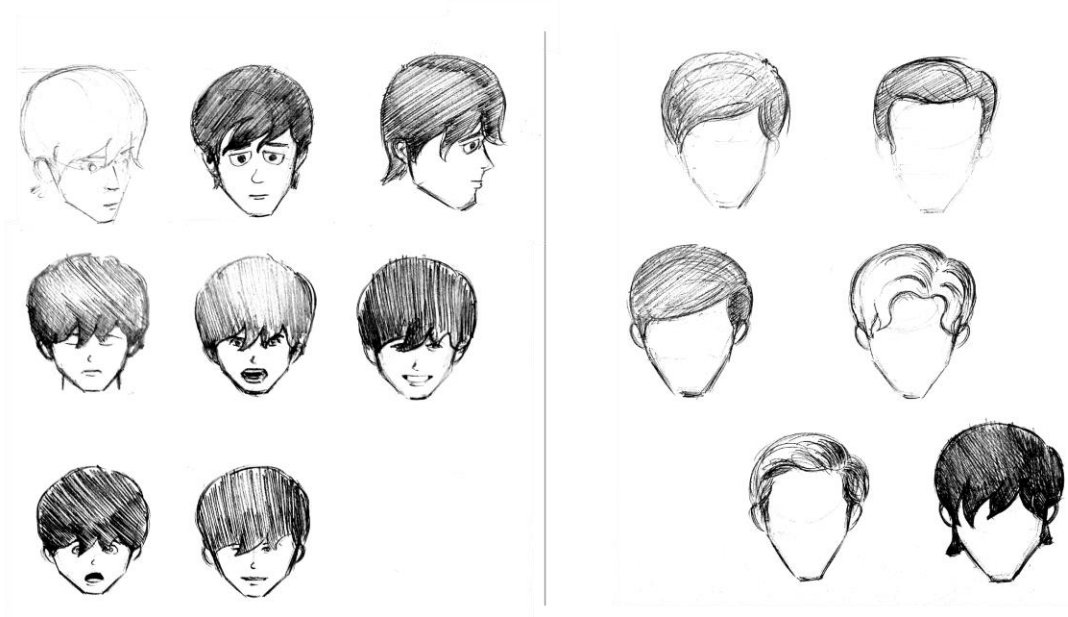


Figure 19: Expressions and different hairstyles

Model sheet

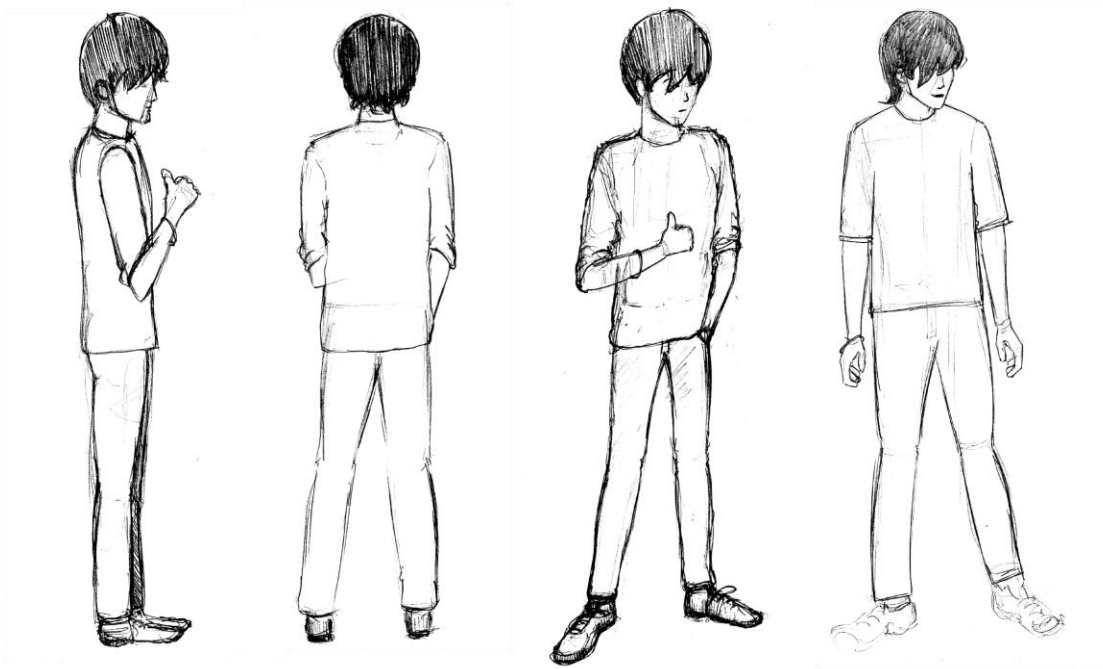


Figure 19: Model sheet



Figure 20: Head different angles

When I started doing this film I was planning to do a hand-drawn frame by frame. Then I moved towards paper cutout, after doing a character in paper cut I found that it would be nice if I do this with symbols in software.

After getting the character another task was to select color tone and color palette for the character. so different colors have been tried on the same character.



Figure 21: Color exploration on final character

After obtaining a proper story with the entire script, the next step was to design the characters. The first task was to decide the number of characters in the film. As in my film, there are only two main characters and they are boys and guitars. The boy will be on the screen from the beginning to the end but the guitar will climax.

Initially, I started with sketching and scribble the character. As the story is about a boy who is very introverted and shy so the character should reflect that quality. An introverted boy who can't express himself and always keep distance with other people. I tried to keep these qualities of character.

After using different colors for character, finally water color in dark black and white tones. This color tone giving seriousness of story. When color pallet decided it was in mind that it should be according to the mood of the film.



Figure 22: Final character

6.1.3 Storyboard

As we know storyboard is a very important thing to shoot a film. It can be anything animation or live action. A storyboard is a graphic representation of how your video will appear, shot by the shot. It is composed of several sections with pictures or pictures depicted in each shot, with notes on what is going on in this scene and what is being said in the script during that shot.



Figure 23: Storyboard

7 Animation

7.1 Final look and feel of the movie

After finalizing the character of the film, the next task was to start animating according to the storyboard. As the designed character was manually illustrated with watercolor and colored pencil. characters each part was split into a different png image and then taken into the software. After importing images into the software, all the parts were converted into the symbols and named properly. After properly arranged them as a full human body or in whatever figure it is, pivot point correction was a big task because if we correct the pivot point then it would be easy for us to animate them with less effort and comfortable.



Figure 24: A scene from the final film

Symbol animation in the software is like puppet animation. As animators first thought of doing this film was with the puppet animation only. But due to some uncertainty, it could not happen. Then we decided to do this film in an animate but the character is totally handmade with watercolor and pencils. Handmade character is giving the feel of the rawness of character.

1 Postproduction

1.1 Music and Sound design

Sound design for the movie is a task. As this is an animated music video so when we started working on the film one major part we had to finish and it was sound. As we have the story of the film that there is a boy who is an extra introvert and shy, unable to express himself and always live alone. There was a big challenge of doing this sound design work because this is the base of the film and visual. Background music and sound makes visuals more appealing. In many cases, if sound and music are good so they can overwhelm the visual. Sound is the big support for an animation film.



Figure 25: Sound design

Source image: <https://sharpshutter.co/videos/video-explains-importance-sound-design-movies/>

First a song was written on the situation of the film and which able to express the feelings and situation of the protagonist. Writing part was also very challenging for a person who is not a

regular writer. When started writing scene by scene selection of words very important and that too in a rhythm of a poetry so that it will be easy to compose the song. Title of the song was kept 'Chal raha hu main' (I am walking). The meaning of the lyrics can differ in another similar situation.

Composing the song according to the lyrics we have is very important and learning part of the music for the film. When it came to composing the song the first thing was to get the seriousness of the situation in the tune. As after doing two-three tune finally got the perfect match with the storyline. After getting the kick start the major responsibility was to maintain that mood till the end of the movie. Successfully maintaining the mood of the tune in the song is the biggest success of composition.

The music arrangement is a big task in the making of a song or any kind of background music. Before start doing music arrangement, we have to decide which instruments we have to use in the song. Selection of instrument is important because while choosing the instrument we have to keep in mind about the mood of the storyline.



Figure 26: Instruments selected for the music

Instrument selection should be according to the feel of the story and mood. So here we choose the guitar and keyboard for the song. These two instruments selected to create the essential mood of the film. While doing music arrangement we have to keep music in the correct place as if we

are adding any guitar piece so it should be in the correct place in the song where it can be more effective and can increase the melody. The proper arrangement of each kind of sound and music is very important and root of the perfect sound designing and music arrangement for a song.

Conclusion

This thesis has given me a medium to express stories in my life. Introversion and Music have been part of my life since long time and have become my identity. As an artist and a designer , I'm grateful that I could express my identity through this thesis. this thesis is important for design community because there are many design challenges associated with expressing ideas. What medium should be used, how to communicate inner personalities through storytelling and music. Sound Design, Character Design, Color Palettes had to be rigorously explored to communicate introversion.

Future scope of this thesis is very good because music and Visual Arts are closely interrelated. However there are common patterns in music and arts that be exploited through Design. Animated Music Videos have become a very expressive mode of communication as they are short and simple compared to other common modes where video is interplayed with music.

