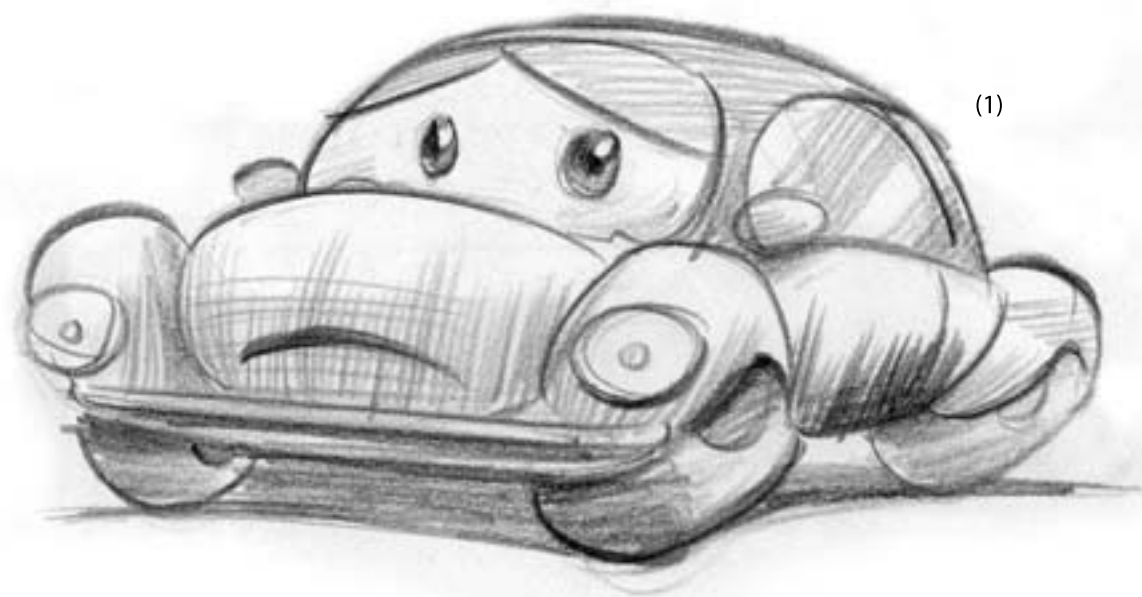


ANIMATION SAINTS PRESENTS
THE CASE STUDY OF



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INTRODUCTION

On a Monday morning, when I was on my way to office, I received a call from Ajay Vadhvani, an entrepreneur who introduced an upcoming business venture 'V3 Red' to me. V3 Red is a car cleaning service chain that has their stations in most of the main cities in India. They were seeking creative services that can promote their brand over the internet.

When the initial concept was discussed with them, it was just a static camera frame throughout a 10-15 second animation, where a dirty car may enter the screen from one end, will get cleaned by a V3 Red boy and will drive away clean. I was told that they can not afford more than fifteen days for production time as their launch presentation was scheduled after a fortnight. It was quite easy for us to execute what was discussed as the scope of work, but at Animation Saints we wanted to do more.

When I sat with Ajay Sahu, the background artist for this production we aimed for a better story-telling that involves some emotions from the car and also takes the story duration to around one minute. So when there were no backgrounds expected at client's end, we planned for around three-four digital painted backgrounds. Same applied to the segments of sound, animation quality and duration of the film. We knew we were making our task tougher as our allotted time and payments will remain the same, still we were quite motivated to do it our way.

- Kshiraj Telang



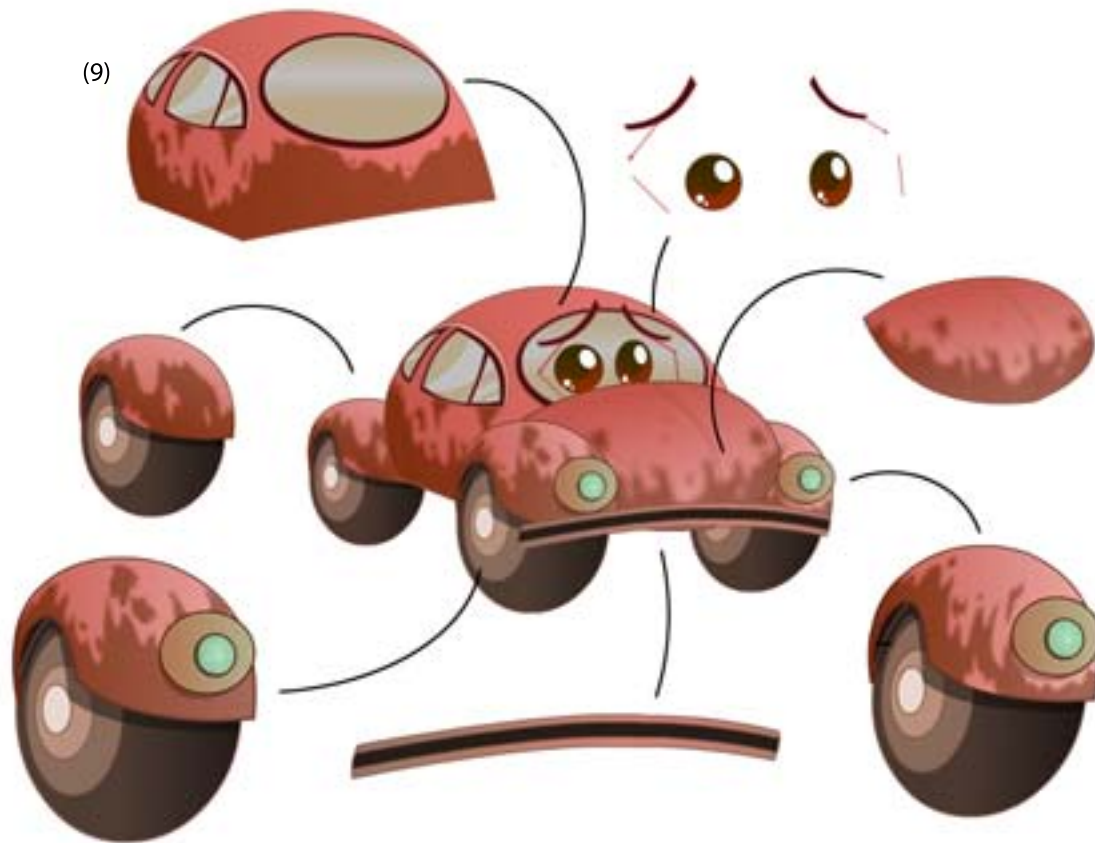
BACKGROUND ART

Even though aimed for web broadcast, we chose to involve raster illustrated backgrounds that were sketched directly over computer. Ajay Sahu tried to remain as close as possible to the storyboard description and framing. Since we planned to animate the character in Adobe Flash and carry out the composition in Adobe After Effects, we usually made overlay and underlay objects in separate layers.

Wide screen format was chosen for the broadcast dimensions and therefore each background was illustrated on a 16:9 large size digital canvas.

(8)





BUILDING RIGS

Princu the car was supposed to show in two different versions. One was a washed, clean and shiny state and the other one was supposed to be dull and dirty. Both the versions required detailed coloring which was not recommended to be done frame by frame. Therefore the approach of cut-out character animation using Flash graphic symbol rig method was chosen.

The car was divided into separate graphic objects and the whole design was created that ways. We created the rig in shiny state and applied movie clip tweaking effects to create the dull and dirty impression. We considered keeping wiper as the eye brows to achieve expressions on Princu.

(10)



ANIMATING PRINCU

The V3 Red boy was animated frame by frame using classical animation techniques. However there was no new drawing created for Princu, and the entire animation was carried out by transforming character rig setup. This not only saved time as we were not needed to draw new drawings but also allowed us to maintain the color and proportion of the figure.



(11)



AT COMPOSITION DESK

All the footages were rendered in PNG sequences and were composed and color corrected using Adobe After Effects.

We also used royalty free music bits to create the sound timeline for the animated sequence.