



image source : author

**DESIGN PROJECT 2**  
[Context and Information Systems]

# UNHEARD STORIES TO VISUAL NARRATIVE

**Project by :**

*Prabal Deep Gautam*

*S2001119*

*Graphic Design, M.Des2020*

*3rd Semester (2nd year)*

*Communication Design*

**Guide :**

*Dr. Tridha Gajjar*

**anchor faculty 1 :**

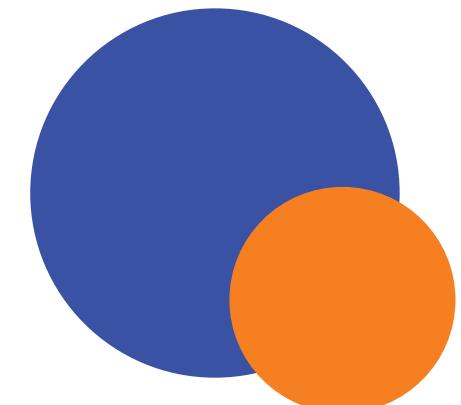
*Dr. Tridha Gajjar*

**anchor faculty 2 :**

*Shilpi Munda*



राष्ट्रीय डिजाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN  
AHMEDABAD





# Introduction

Exploring stories visually is by no means a new concept. Artwork, both stationary and moving, is something that has been a part of human history for millennia. The ancient Greeks illustrated their stories on pots, in wall paintings, and carved massive stories on the pediments of their temples. Depicting cultural figures, stories, and gods is something that has perpetuated even to this day as a major means of communicating with others. In my design project, I wanted to combine this history of meaningful image with the stories that cultures told hundreds or thousands of years ago by adapting them into visual novels and telling these stories as comics.

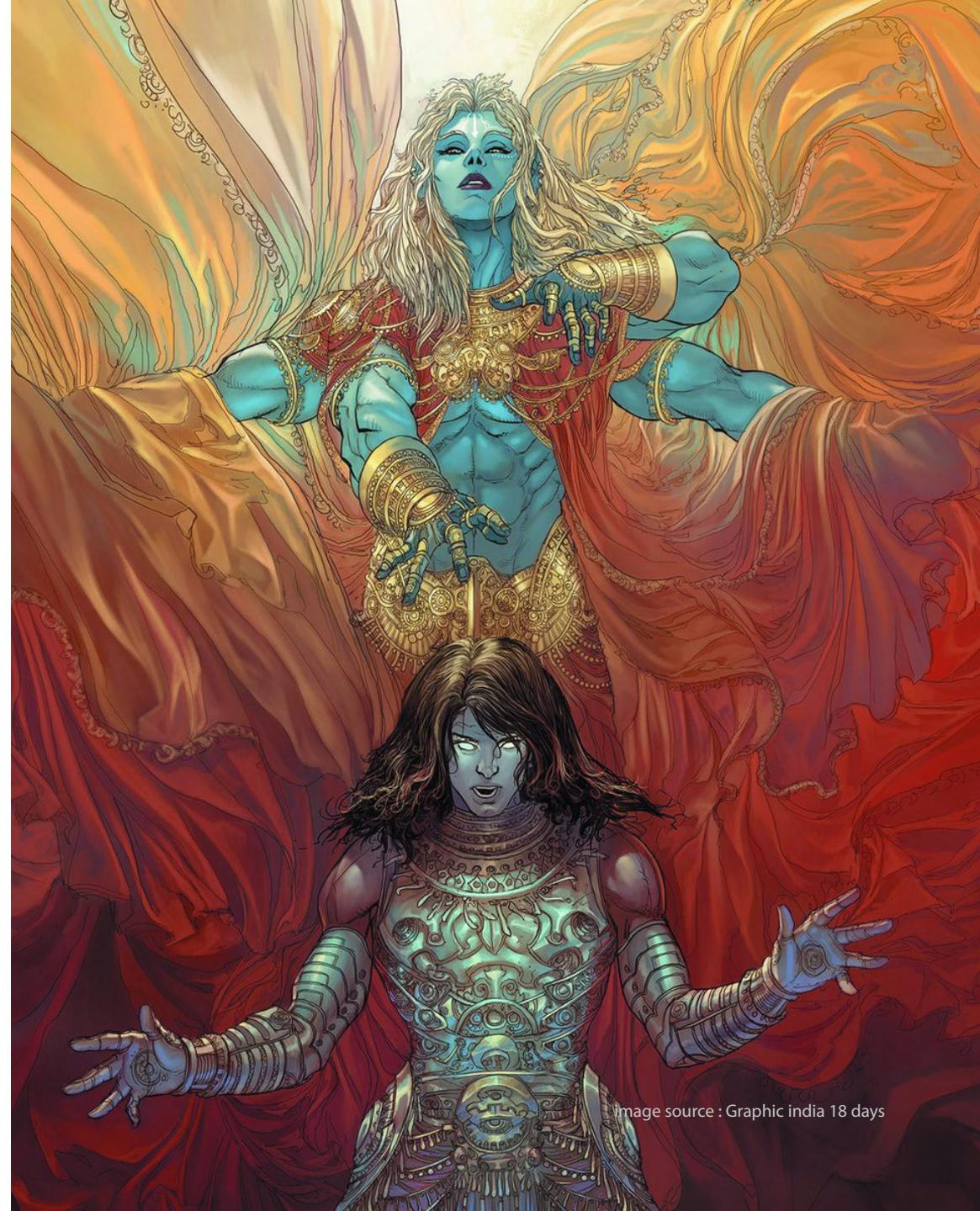


Image source : Graphic India 18 days

# Methodology

- Researching and reading the stories which are not known and sorting out the one which can be turn into narrative in given time.
- Later in the project creating the visual narrative in form of publication or the digital form of motion comic or videos.
- It will also cover the designing the website for the same and will provide the brief information on the topic Online.

# Design process





# Indian Mythologies

Indian religion and mythology are closely interwoven and cannot really be separated. Moreover, both are so vast and confused that any generalization is likely to oversimplify. The earliest Indian texts are the Vedas, a series of sacred hymns in honor of the Aryan gods, who personified natural forces such as the sun, storm, fire, soma, and the like.

Indian mythology is filled with stories , battles ,and 100 of characters with their own story arch and morals. Most of which are repetitively talked about and glorified where as other important characters are forgotten in the background , but they also play an important role and has their own moral story arcs which are not talked about .

# Why mythological stories ?

Indian mythology is full of interesting stories, which are both engaging, entertaining and, teaches moral values .

## 1. Difference between Good & Bad

Mythology teaches the difference between good and bad. The mythological stories also show how good triumphs over evil.

## 2. Enhances Creativity

Mythological stories provides a creative space for people to broaden their imagination.

## 3. Roots to Indian Culture

Indian mythological stories exposes to ancient Indian culture and roots. Mythology helps us to understand the power of loyalty and reinforces morals like cooperation, respect for others, forgiveness, understanding, and so on.

## 4. Forgotten Stories

As in modern time people don't hear about these stories as often about stories nor they talk about it and slowly and gradually people are forgetting about these mythological tales.



# Primary Research



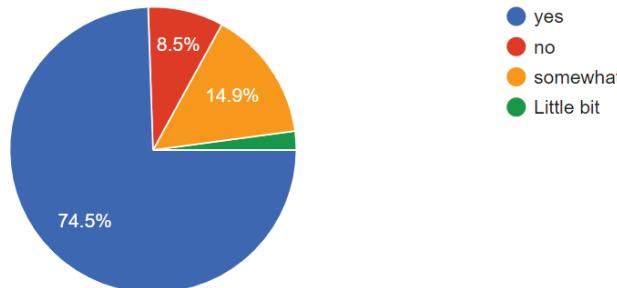
Primary research gives a lot of specific results.

In my case the need for primary research was important for a few reasons.

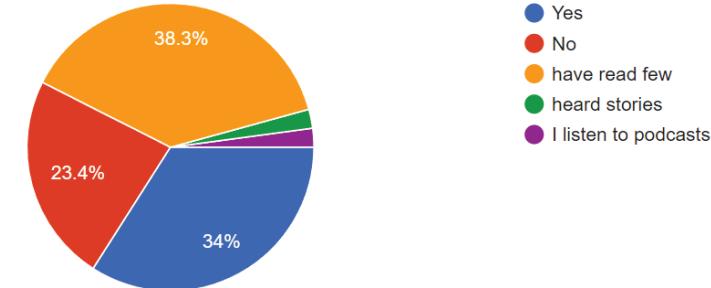
- To get clarity on the relevance of the project topic.
- Less amount of research/projects are done in this field since it is comparatively a new technology.
- To understand the mentality of Indian users.
- Help find a target audience and a focus group for future research and validation.
- With the target audience, make personas to understand their thinking process.

## Survey

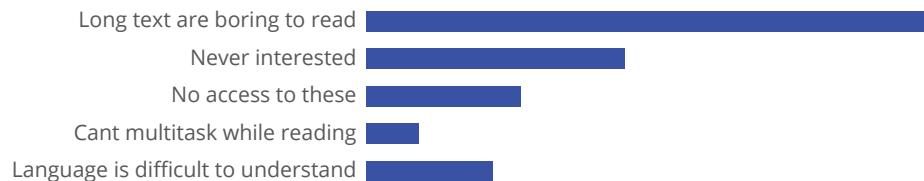
● Are you interested in mythologies?



● Do you read mythological texts?



### ● Reasons for not reading these texts ?



### ● What all Indian mythology stories you have came across?

Ramayana, mahabharata, vishnu purana  
Itihas would be a better term instead of 'mythology'. Mahabharat, Ramayan  
Ramayan, mahabharat, stories about gods and demons and sages etc  
Many  
Mostly sikh mythology  
Ramayana, Mahabharata  
there are a lot! television has been feeding them...  
I have read gita and then apart from that ramayana and mahabahart and some shiva stories  
Ramayana, Mahabharatha, About lord Ganesha, lord Krishna, River Ganga, Lord Vithal, etc  
Ramayana and Mahabharata  
Ramayan, mahabharat, prahlad,  
Different interpretations and retellings of Ramayana, Mahabharata, Krishna Leela.  
Short stories from the puranas, devi mahatmaya, and rig veda. Bengali folk tale of Devi Manasa.  
A lot of them.... cant state all of them here  
Ramayana , Mahabharat  
Stories from different yugs, different people  
Mahabharat, ramayan, Upanishads., Bhagavatam and other puranas  
Common ones.  
Can't remember the names at this point  
ramayan, mahabharat  
Mahabharat , ramayan and amar chitra katha  
Ramayana, Mahabharata, Stories of Krishna etc.  
Ramayana, Mahabharata, Krishna leela, Buddha's life  
ramayana mahabharat geeta  
Ramayana mahabharat.. Small tales of shiva parvathy.. Kaalima and about dasavtaram  
Ramayana  
Mahabharata, Ramayana, Panchtantra and Jataka tales, and individual short stories eg. Prahlad-Narsimha, Raktabeej, etc.  
Nayanmars ( devotees of shiva)...ramayana  
Ramayan stories, mahabharat stories, some more narrated by seema anand and sadhguru  
Ramayana, Mahabharata mostly  
Ramayan, Mahabharat, stories about various hindu gods, like Shiva, Vishnu, Parvati, etc.  
Gita, Ramayana  
draupdi , gender fluid identities,nathdwara,krishna,subjective interepetation of social issues  
ramayana, mahabharata  
Stories from Ramayana , Mahabharatha. Story of Nachiketa is my favourite.  
mahabharat, ramayan, jaganath stories, laxmi puran  
Ramayana, Mahabharatha, Panchathantra  
Mahabharat, ramayan, stories of krishna, asura, sudama and krishna  
I don't have a count  
Ramayana, Mahabharata, Story of Shani

### ● In which form you have came across these stories ?



### ● Which form mentioned above intrigued you most to get these stories?



# Secondary Research



## Understanding visual narrative



The presence of story is very essential.



The visual attempts to communicate the story



The presence of a participant or protagonist is important and crucial.



The visual exists in the world of its own.



The story is composed of events arranged in time.



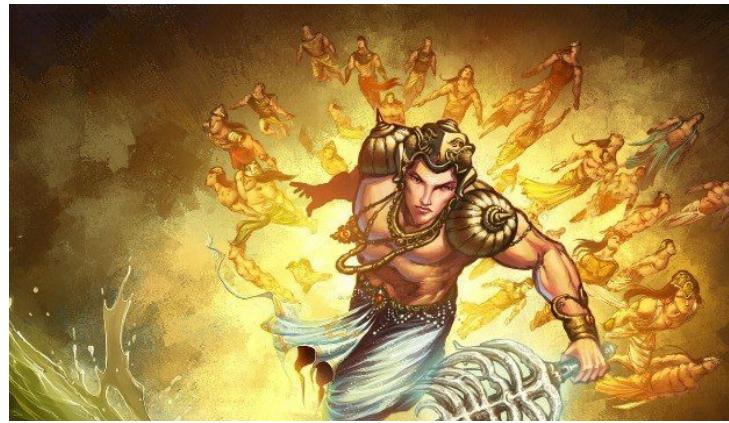
It is Independent of media or genre.

## Types of visual narrative



### Static Visual Narrative

Illustrated story books, comic books, sculptures, paintings( any medium), carvings on objects etc.



### Dynamic Visual Narrative

Live action films, animated films(all mediums), motion comics .



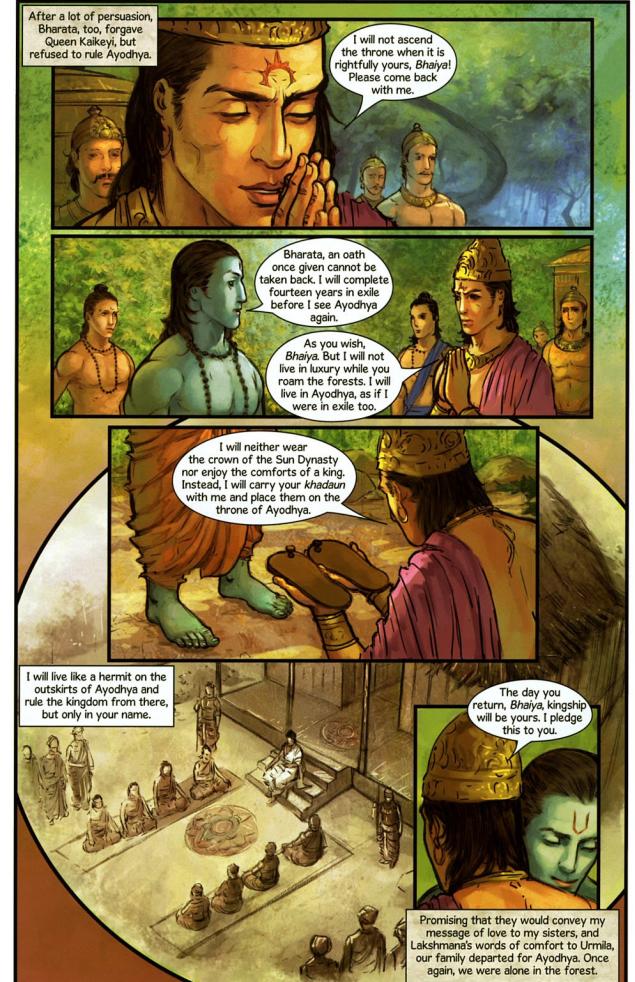
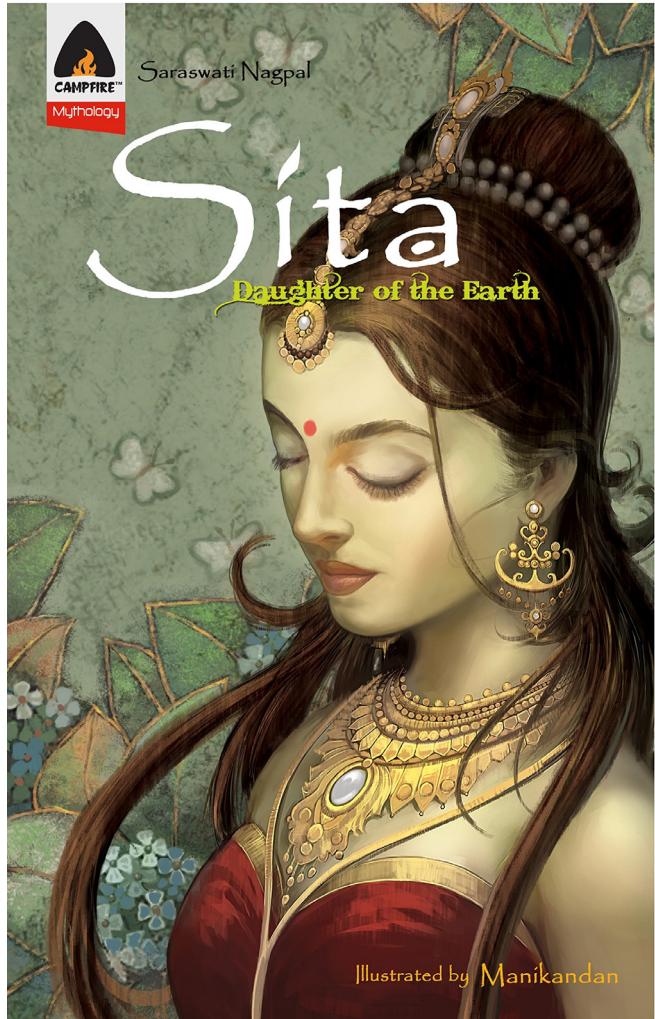
### Interactive Visual Narrative

Virtual world based narratives, video games, augmented reality based narratives etc.

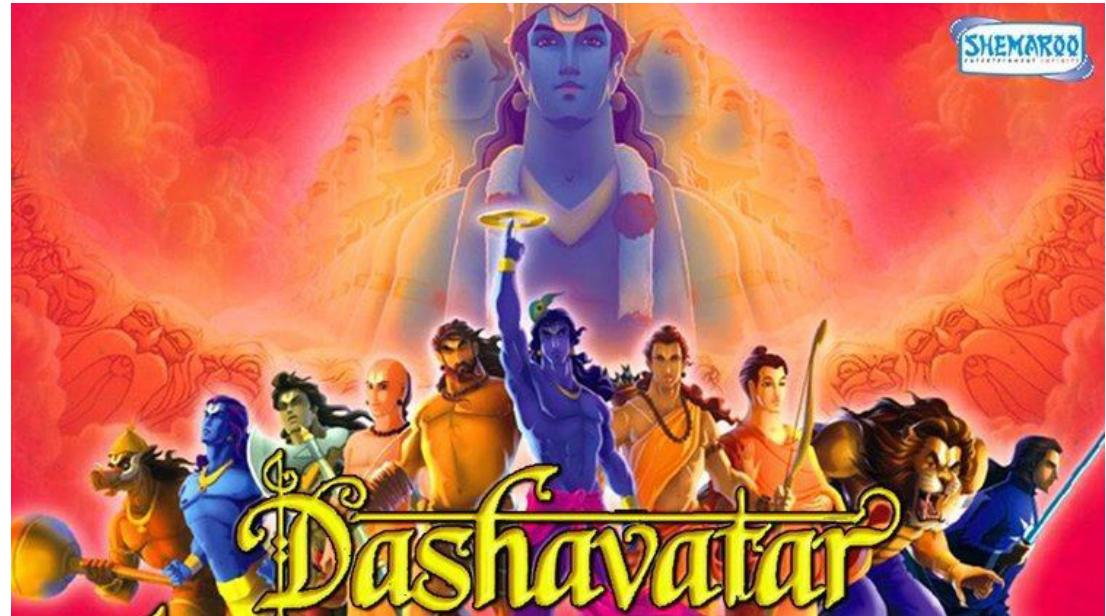
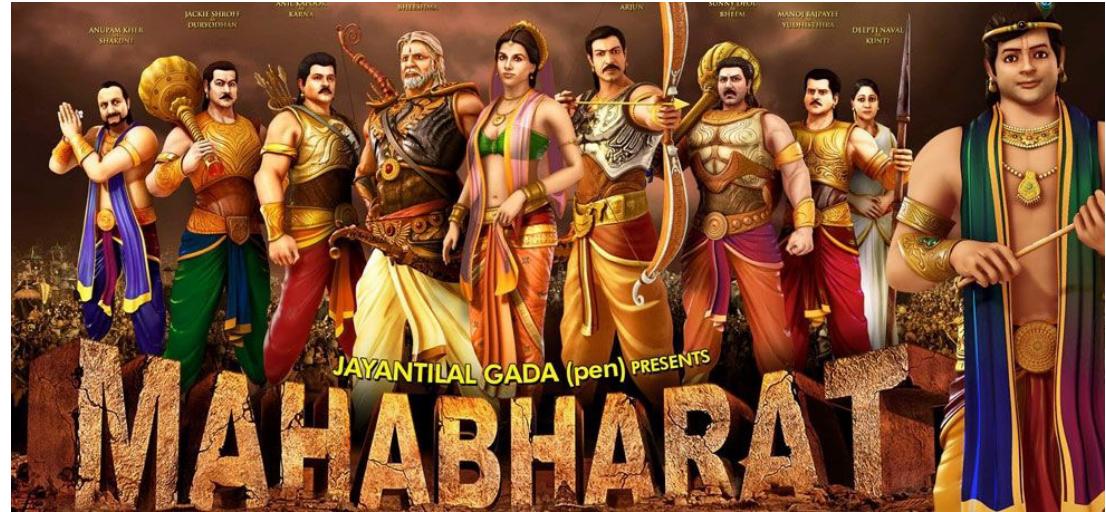
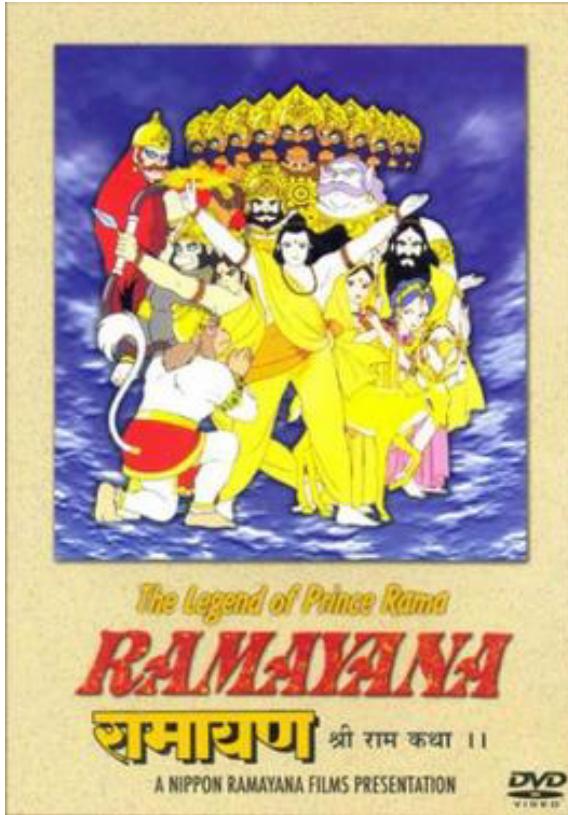


# Past and Existing works

## 1. Publications



## 2. Animated movies



All the movies and films are made on main beings and on famous battles , which are engaging and can be remembered for longer time

image source : Google images

### 3. Motion comics/videos

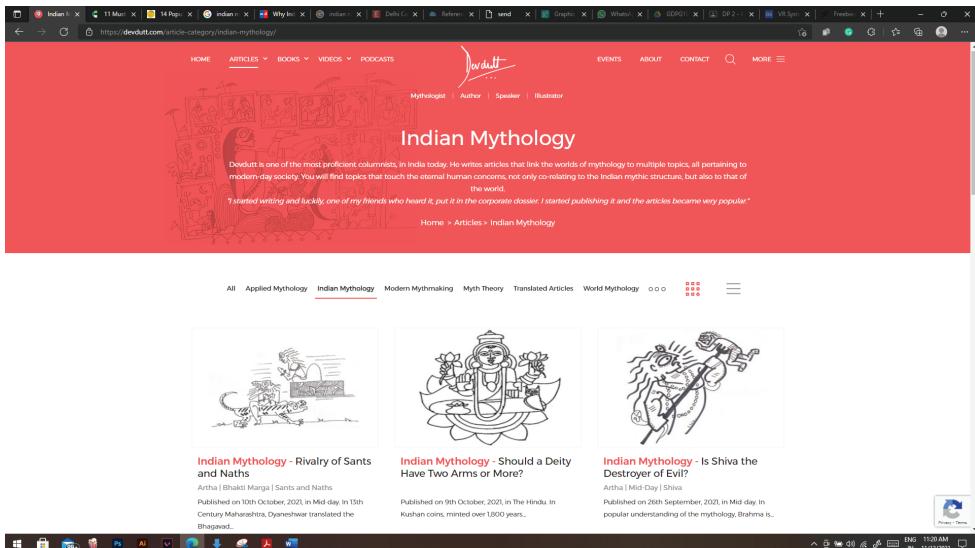


Motion videos of illustrated static work which they promote on you tube .  
Adding movement and sound to the 2d illustration grabs more attention and fame for it.



Creating their own mythological inspired superhero and adding dialogs sounds and little movement to comic frames to make it more attractive.

### 3. Web pages



Indian Mythology

Devdutt is one of the most proficient columnists in India today. He writes articles that link the worlds of mythology to multiple topics, all pertaining to modern day society. You will find topics that touch the esoteric human psyche, not only co-relating to the Indian mythic structure, but also to that of the world.

I started writing and luckily, one of my friends who heard it, put it in the corporate dossier. I started publishing it and the articles became very popular.

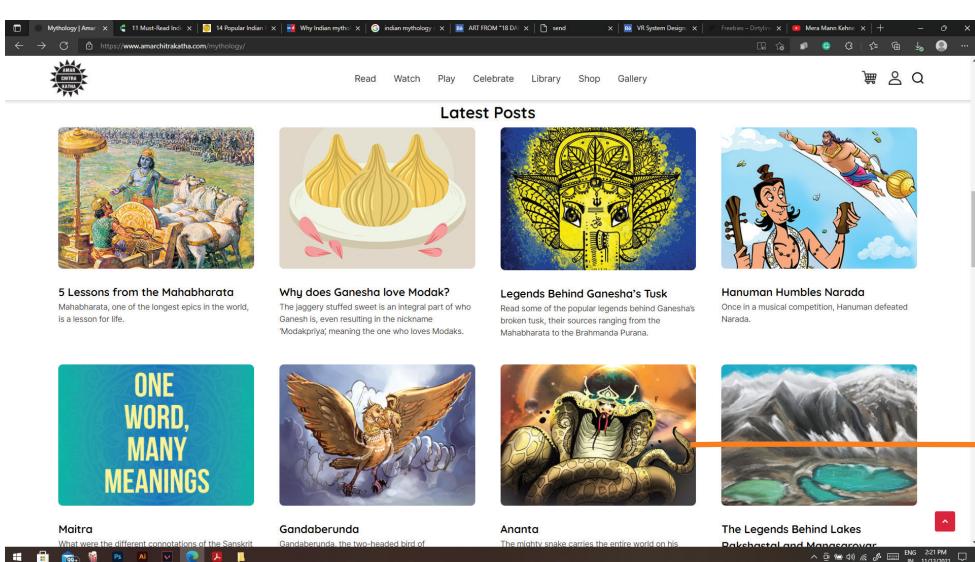
Home > Articles > Indian Mythology

All Applied Mythology Indian Mythology Modern Mythmaking Myth Theory Translated Articles World Mythology

Indian Mythology - Rivalry of Sants and Nathas

Indian Mythology - Should a Deity Have Two Arms or More?

Indian Mythology - Is Shiva the Destroyer of Evil?



Latest Posts

5 Lessons from the Mahabharata

Why does Ganesha love Modak?

Legends Behind Ganesha's Tusk

Hanuman Humbles Narada

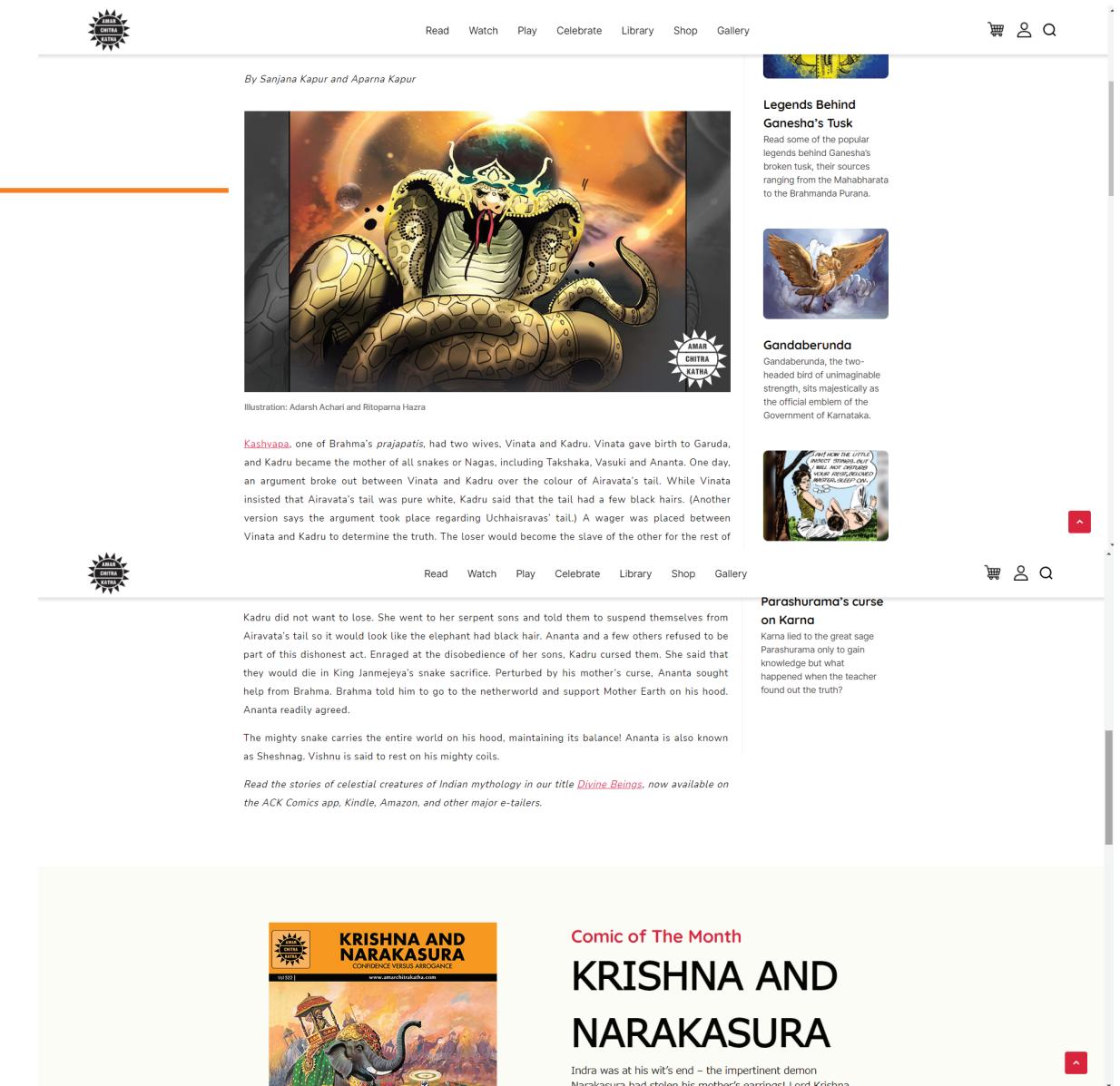
ONE WORD, MANY MEANINGS

Maitra

Gandaberunda

Ananta

The Legends Behind Lakes Dakshatya and Manasarovar



By Sanjana Kapur and Aparna Kapur

Illustration: Adarsh Achari and Ritoparna Hazra

**Gandaberunda**

Gandaberunda, the two-headed bird of unimaginable strength, sits majestically as the official emblem of the Government of Karnataka.

**Kashyapa**, one of Brahma's *prajapatis*, had two wives, Vinata and Kadru. Vinata gave birth to Garuda, and Kadru became the mother of all snakes or Nagas, including Takshaka, Vasuki and Ananta. One day, an argument broke out between Vinata and Kadru over the colour of Airavata's tail. While Vinata insisted that Airavata's tail was pure white, Kadru said that the tail had a few black hairs. (Another version says the argument took place regarding Uchhaisravas' tail.) A wager was placed between Vinata and Kadru to determine the truth. The loser would become the slave of the other for the rest of

Kadru did not want to lose. She went to her serpent sons and told them to suspend themselves from Airavata's tail so it would look like the elephant had black hair. Ananta and a few others refused to be part of this dishonest act. Enraged at the disobedience of her sons, Kadru cursed them. She said that they would die in King Janamejaya's snake sacrifice. Perturbed by his mother's curse, Ananta sought help from Brahma. Brahma told him to go to the netherworld and support Mother Earth on his hood. Ananta readily agreed.

The mighty snake carries the entire world on his hood, maintaining its balance! Ananta is also known as Sheshnag. Vishnu is said to rest on his mighty coils.

Read the stories of celestial creatures of Indian mythology in our title *Divine Beings*, now available on the ACK Comics app, Kindle, Amazon, and other major e-tailers.

**Parashurama's curse on Karna**

Karna lied to the great sage Parashurama only to gain knowledge but what happened when the teacher found out the truth?

**Comic of The Month**

**KRISHNA AND NARAKASURA**

Indra was at his wit's end – the impudent demon Narakasura had stolen his mother's earrings! Lord Krishna,

### 3. Social media

Same firm and studios run their social media handle which promote their magazines , graphic novel , animated video, and motion comics,

Since in todays time social media is booming this platform is best to revive the old cultures and stories.

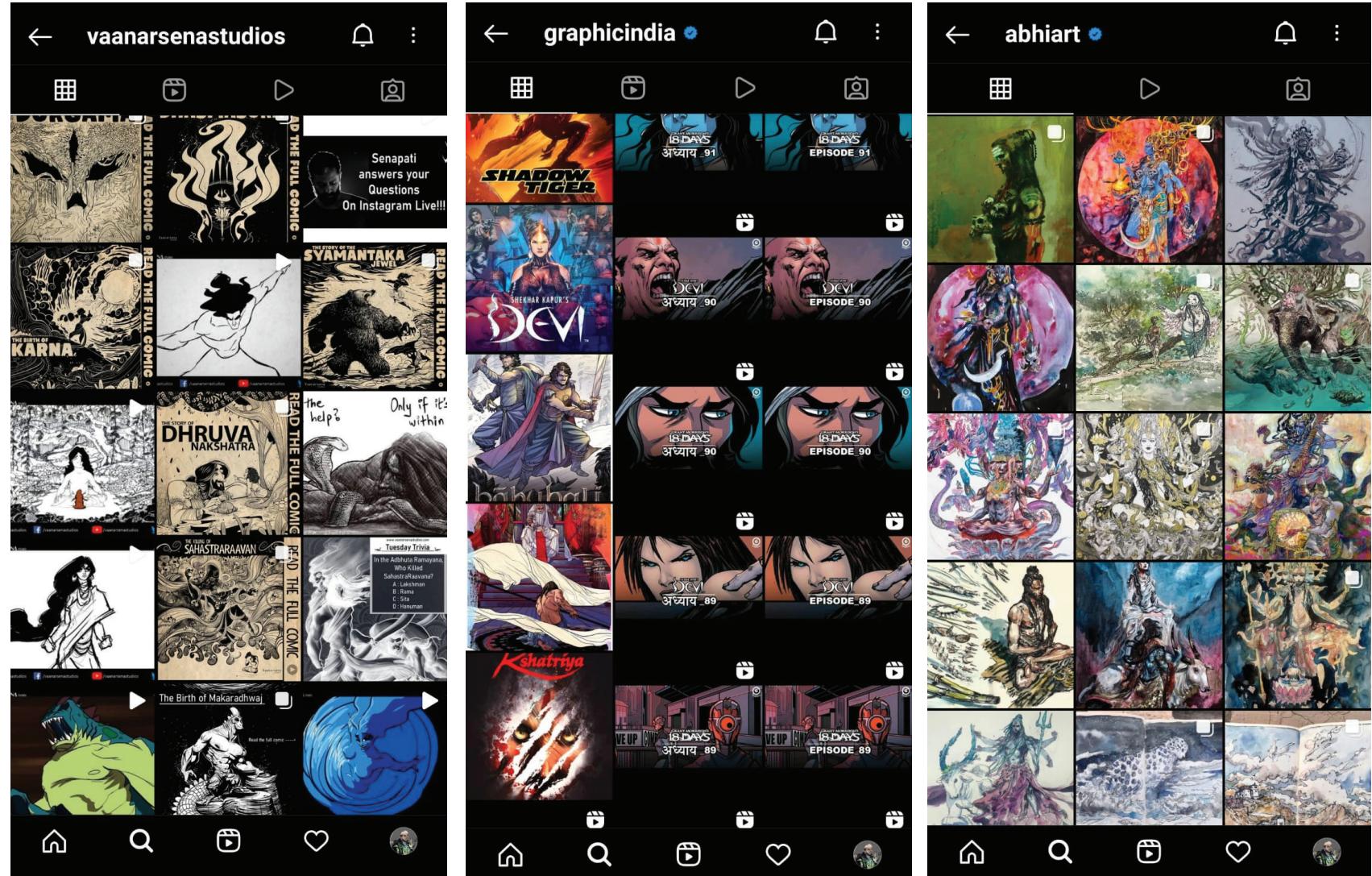


image source : author

# Objective and intent

## With this project I want to

- Researching and reading the stories which are not known and sorting out the one which can be turn into narrative in given time.
- To provide information about the different unheard stories of vedic texts though visual narratives.
- by providing this information to keep these vedic stories going into oblivion.
- To make youth more information rich toward the vedic culture and society and what moral do these stories provide.
- later in the project creating the visual narrative in form of publication or the digital form of motion comic or videos.

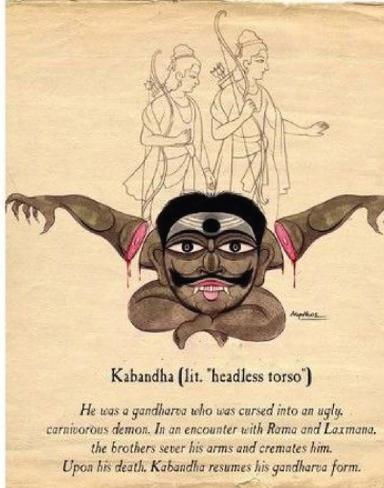
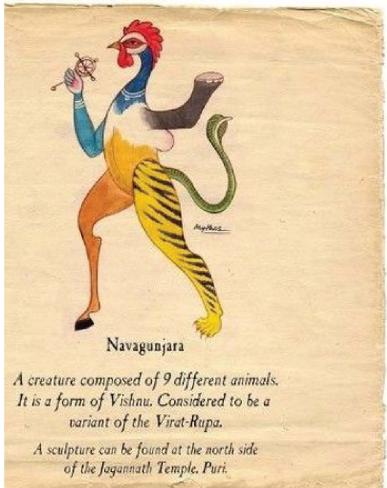
# Tentative Deliverables

1. Graphic novel
2. Motion comic format videos
3. Social media promotional posts
4. Website for novel and videos

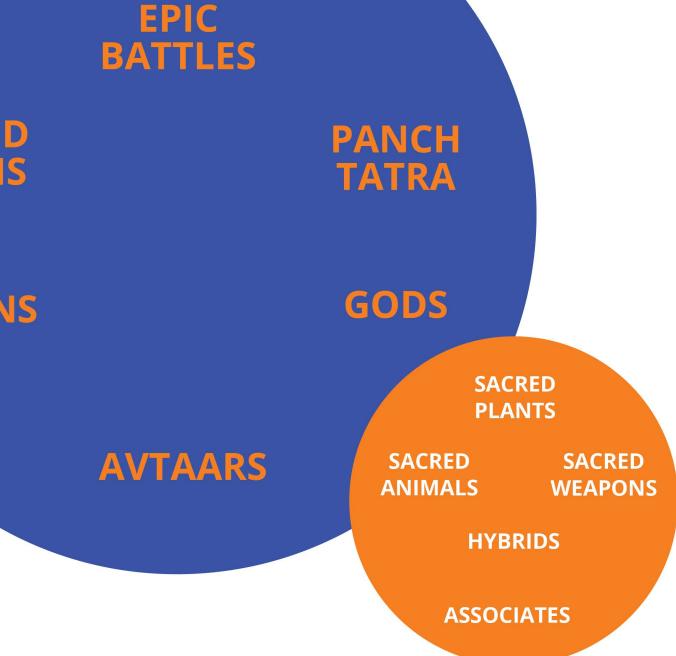
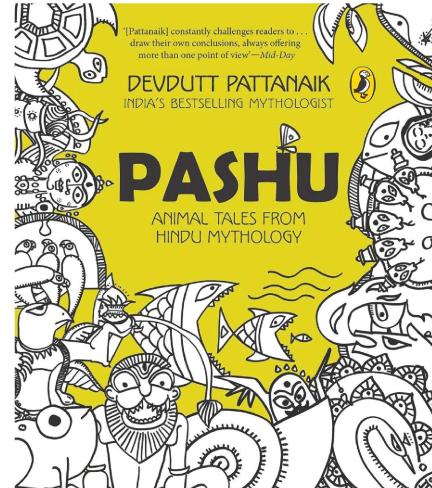
# Story selection

- From Research conducted, it was noted that :
- epic battles are told and illustrated repetitively
- Story of incarnations are also told repetitively
- Social platform are also doing main stream stories of mythologies
- Stories of associates, animals and all side characters are not discussed or illustrated
- work done on these side characters are less and do not have explanatory visuals. few examples of them are as follow.

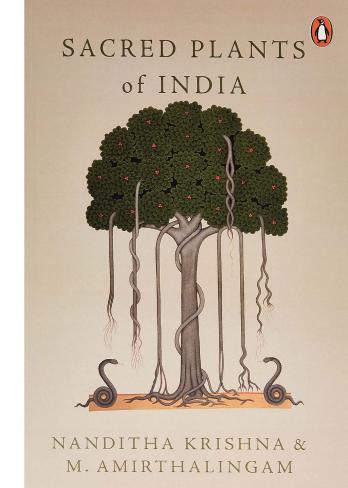
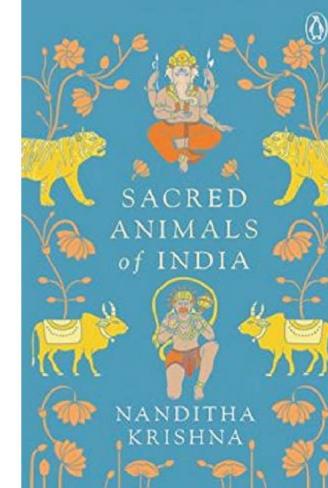
## Jit Chowdhury's 'Mythos'



## Pashu By Devdutt Pattanaik



## Sacred Animals /Plants By Nanditha Krishna



# Story subjects

- Nandi
- Sharbha
- Mushka
- Garuda
- Vasuki
- SheshNag
- Airawat
- Nagunjana

NANDI

# VISUAL DESIGN EXPLORATION

## Visual Moodboard

The visual Mood board was made based on keywords like **#mythical #cosmic #Earthly #Fantasy** (Few examples below)



<https://in.pinterest.com/pin/2111131065714199/>

## Illustration style



Black and White illustrations.  
working with blocks and  
silhouette.



Black and White illustrations  
with grey shadows. Line art,  
stylized illustrations.



Monochromatic/ grayscale.  
realistic illustrations. playing  
with light and shadow.

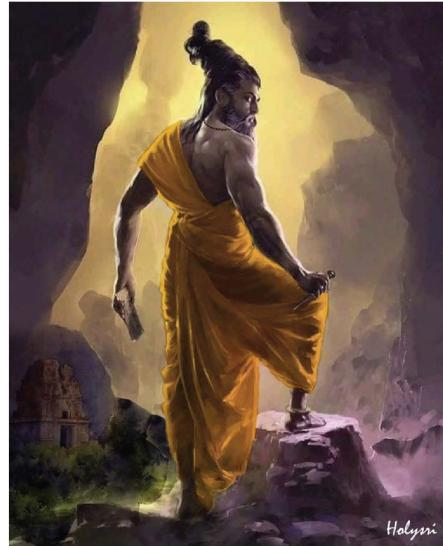
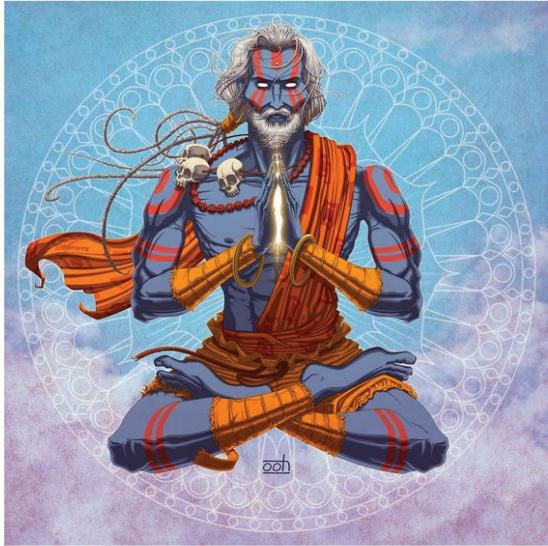
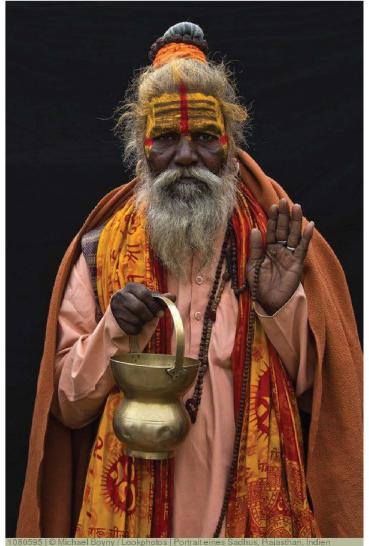


Dynamic colour. Photoreal  
illustration.

## Character design

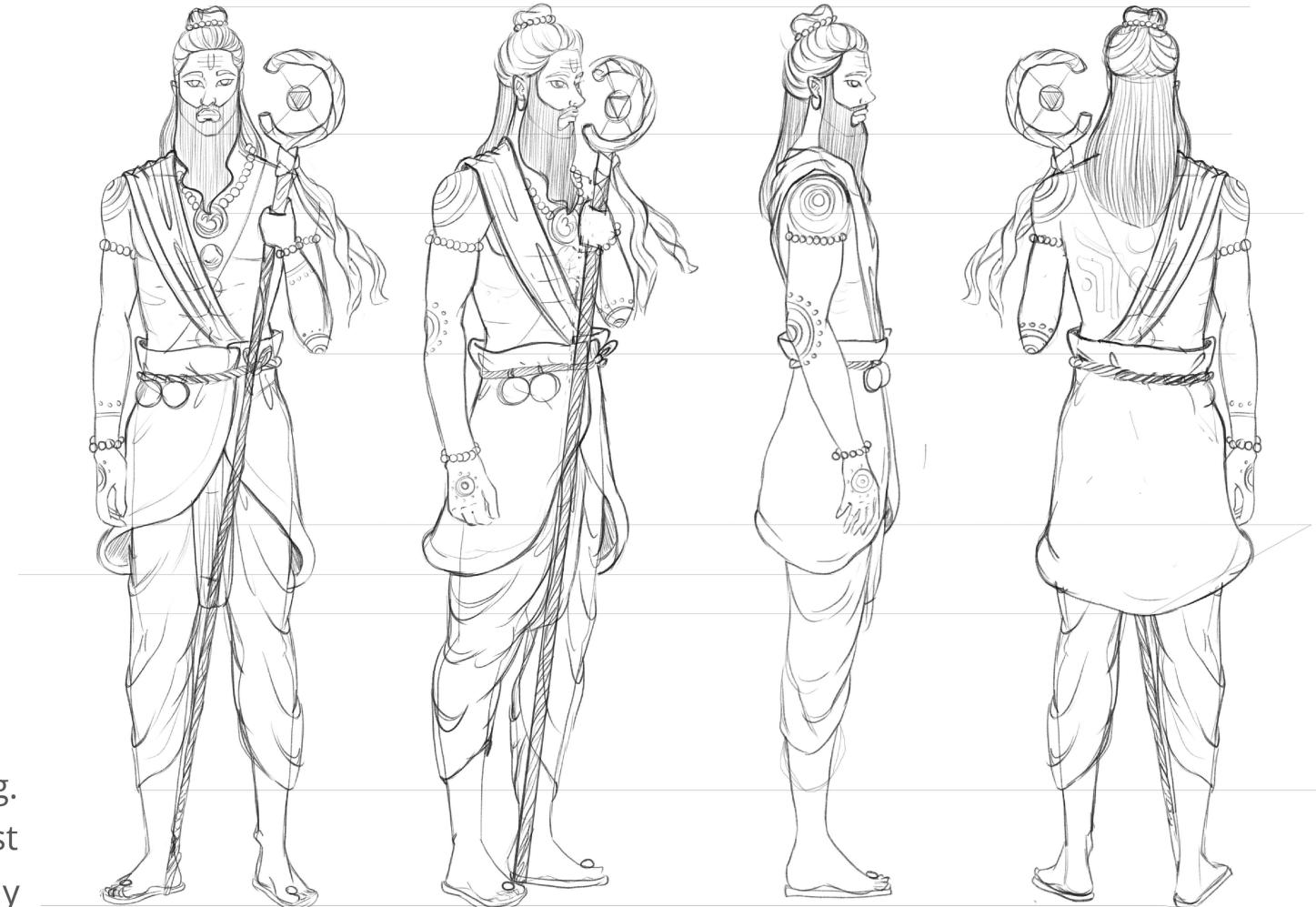
The story of nandi has 4 main characters **Nandi , Sage Shilada, Great sage Varuna and Mitra** .

The design inspiration board are as follows , as its based in vedic eras and are sages.



## Character design : Sage Shilada (Nandi Father)

SAGE SHILADA (NANDI FATHER)



Similar clothing style comfortable for farming.

Staff style to show the same level of post

Tattoos of 7 chakras on the body

## Character design : the great sages

GREAT SAGE 1



GREAT SAGE 2.



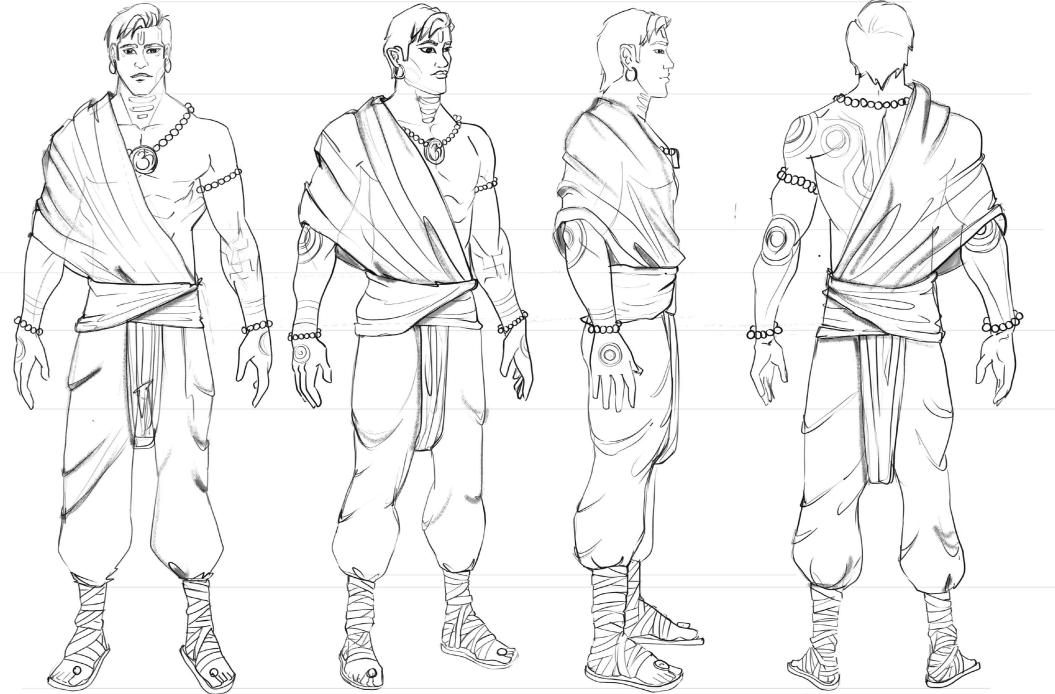
similar clothing style to show the same level of post

Similar Staff style to show the same level of post

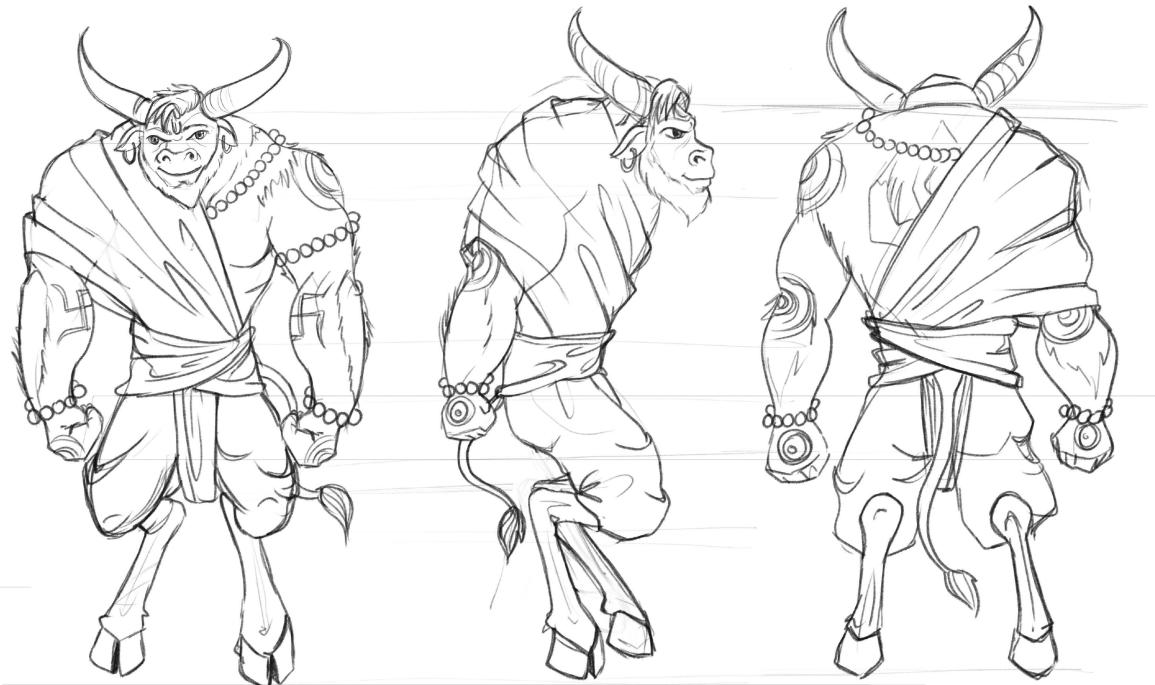
Tattoos of 7 chakras on the body

## Character design : Nandi

NANDI (HUMAN) (TEEN)



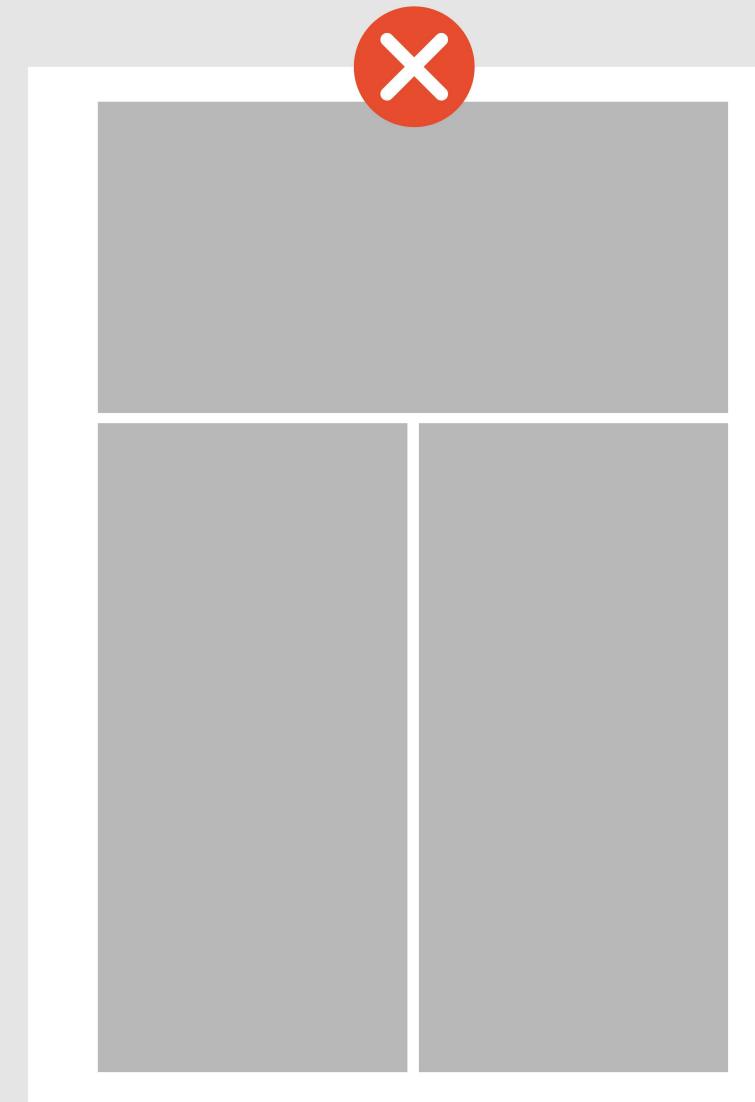
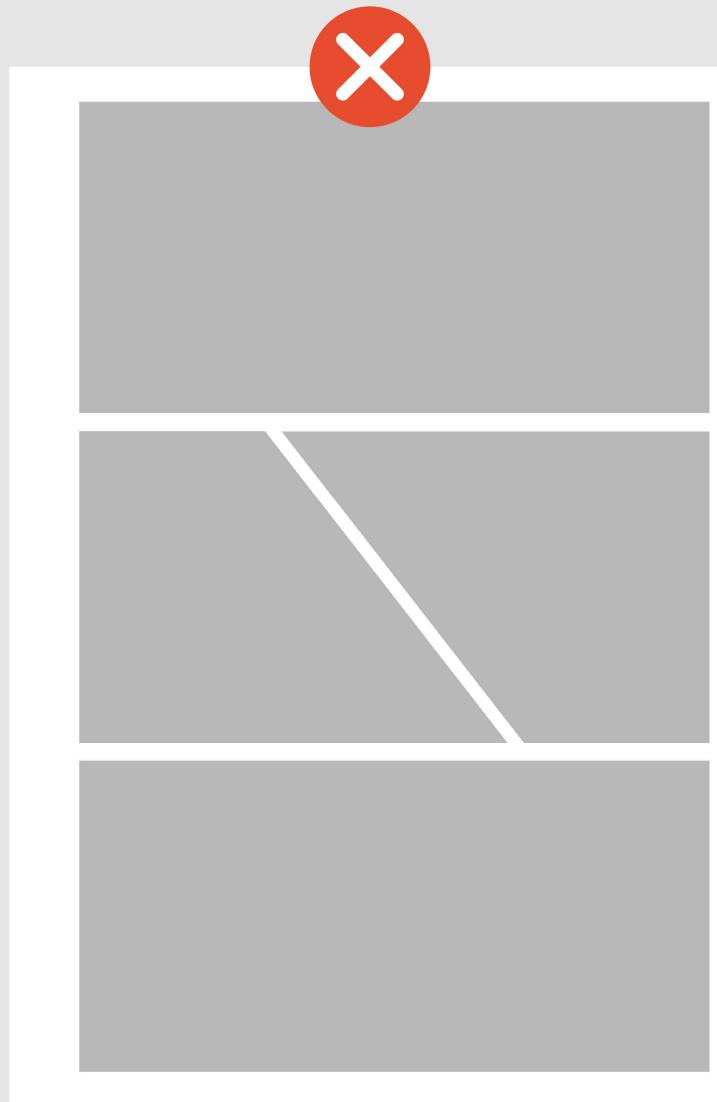
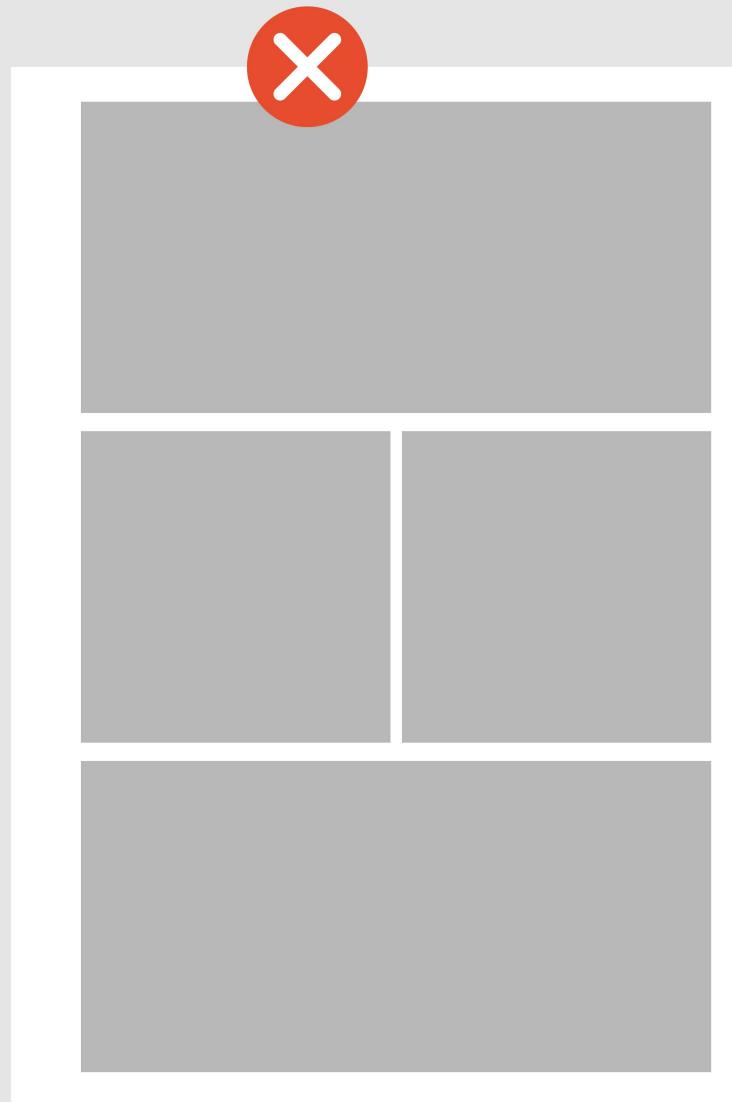
NANDI (BULL FORM)



Inspiration board for the bull form of nandi.



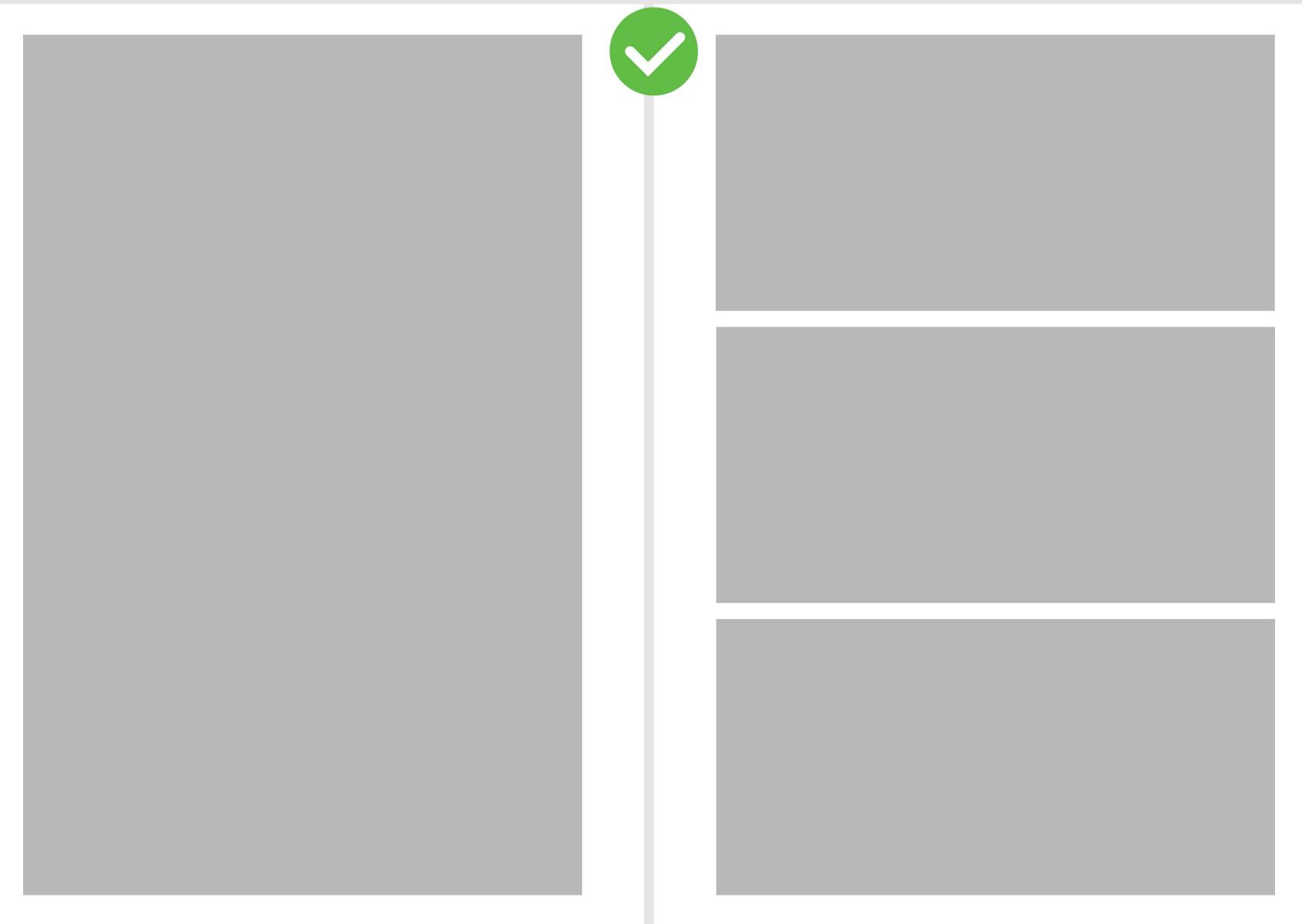
## Layout selection /style

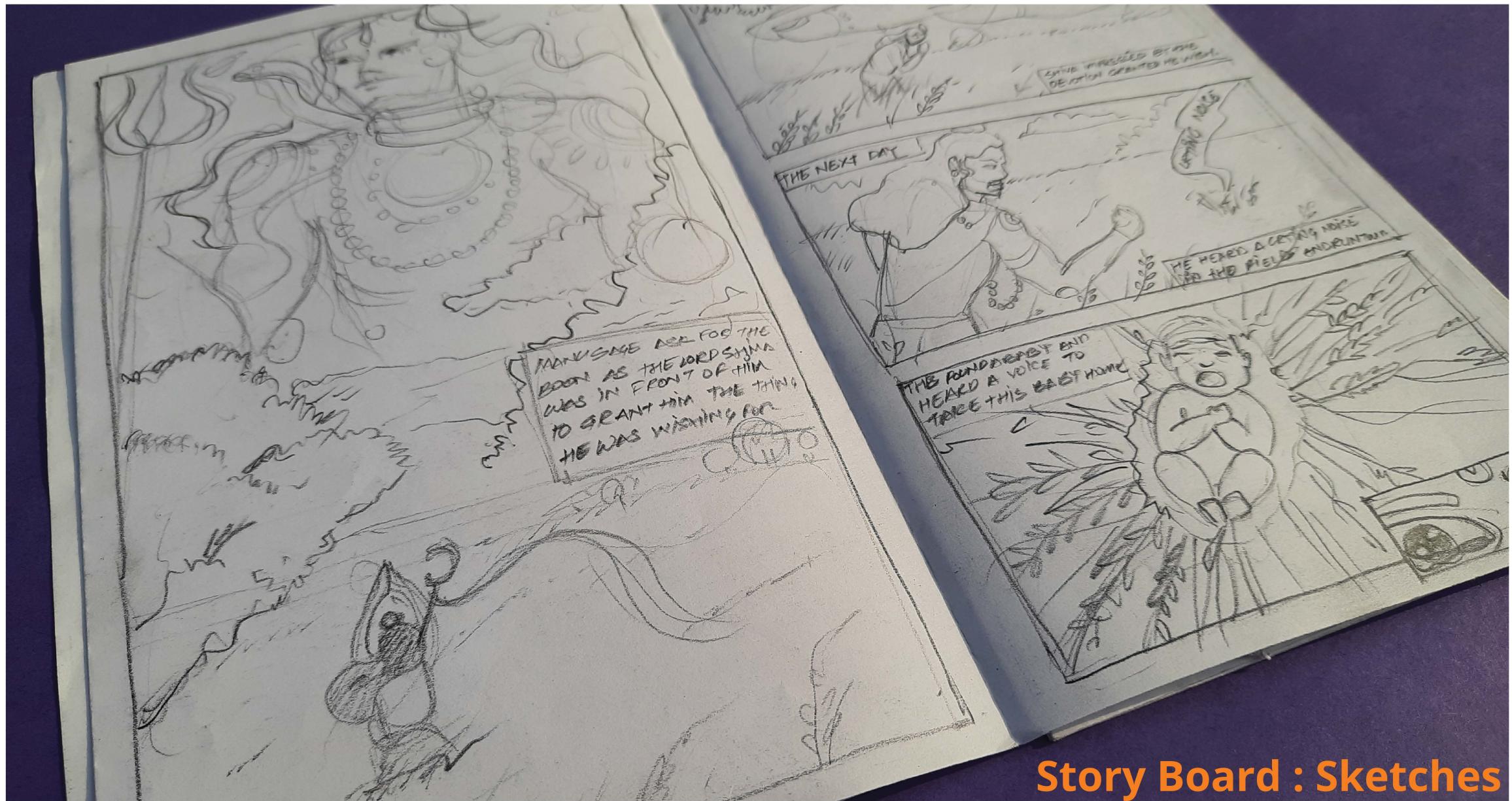


## Layout selection /style

This layout best suit for my graphic novel as for digital format i have to animate the illustration and convert into a video so thees grid be in a ration of 16 : 9.

Or the at least on side of ration of 16 i.e. the width of the frame

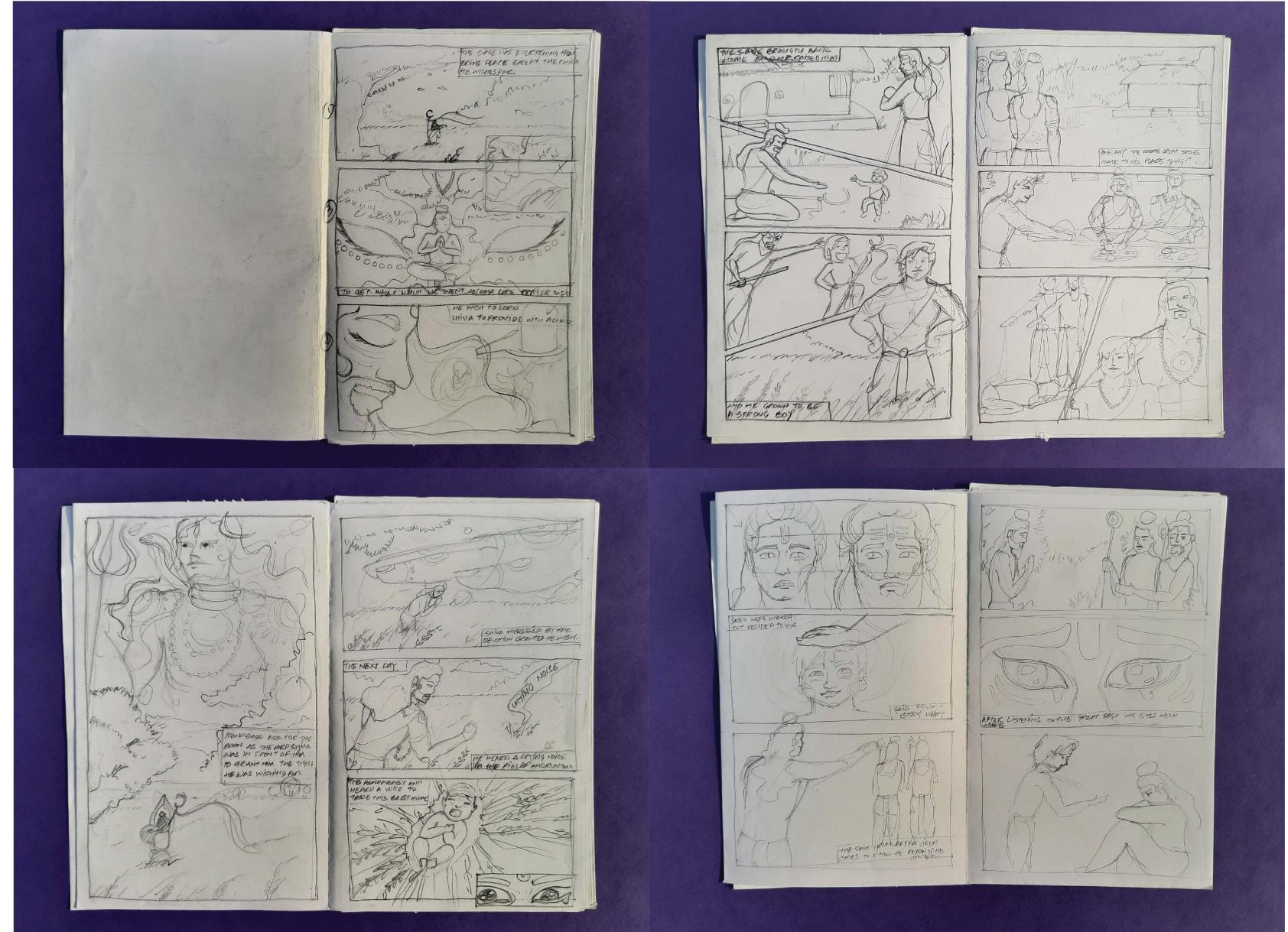




**Story Board : Sketches**

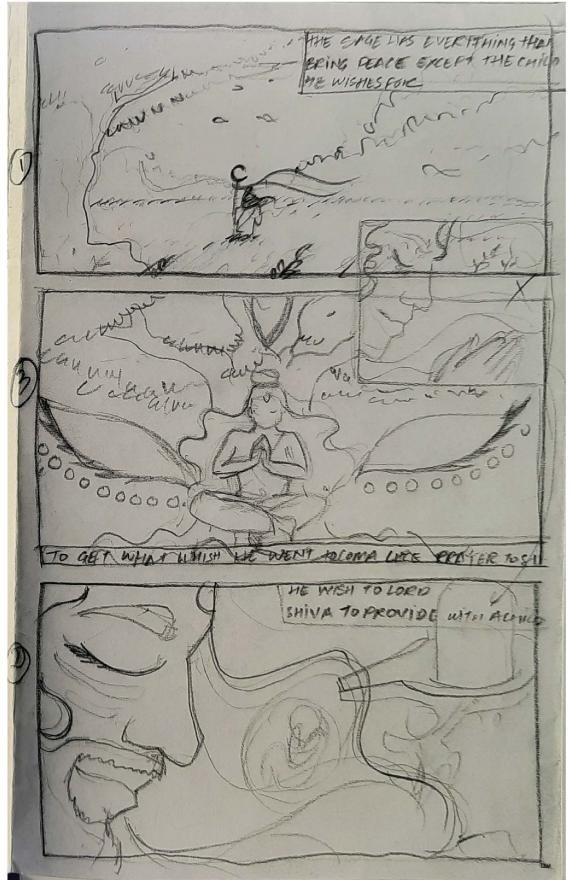
## Story board

Sketching out the camera angle and dynamic action in the frame to finalize the poses and the scenes

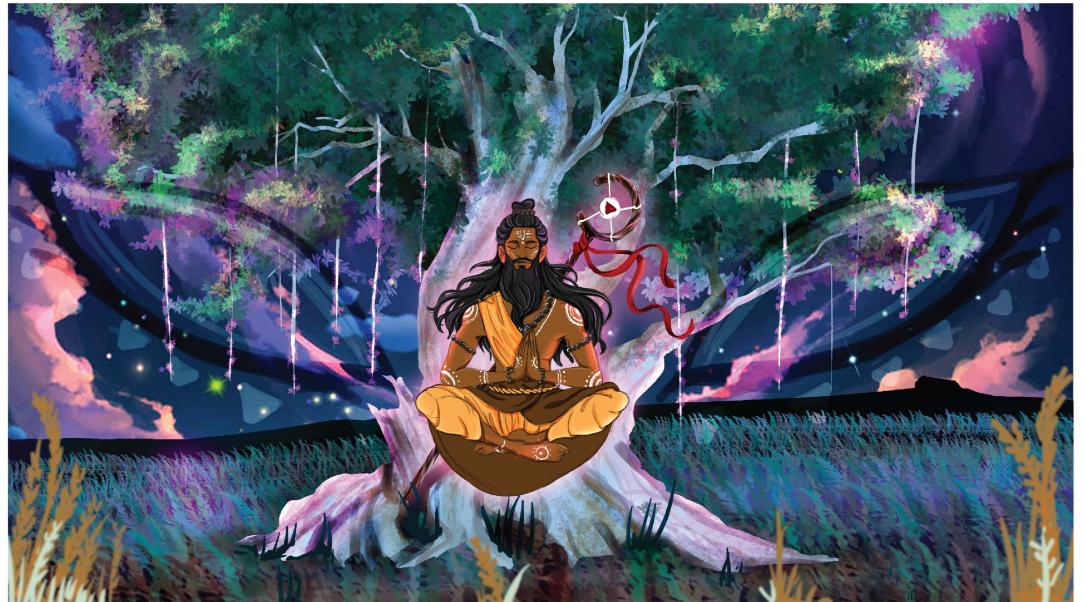
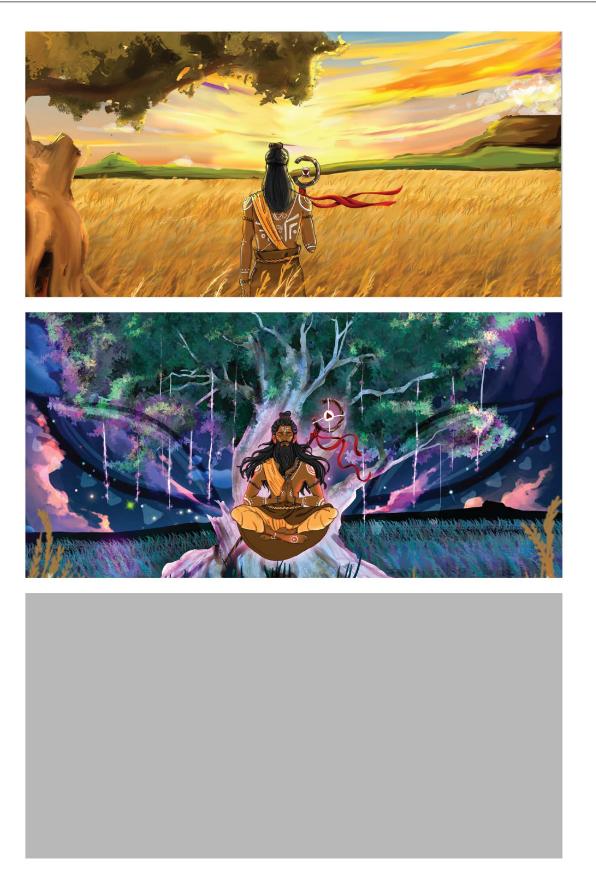


# Digital Renderings

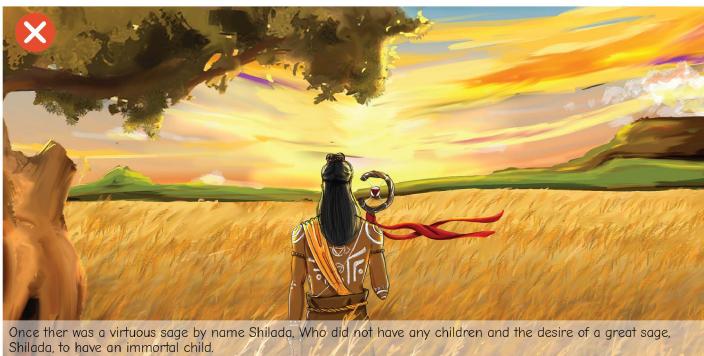
Sketch



Render



## Text Placement



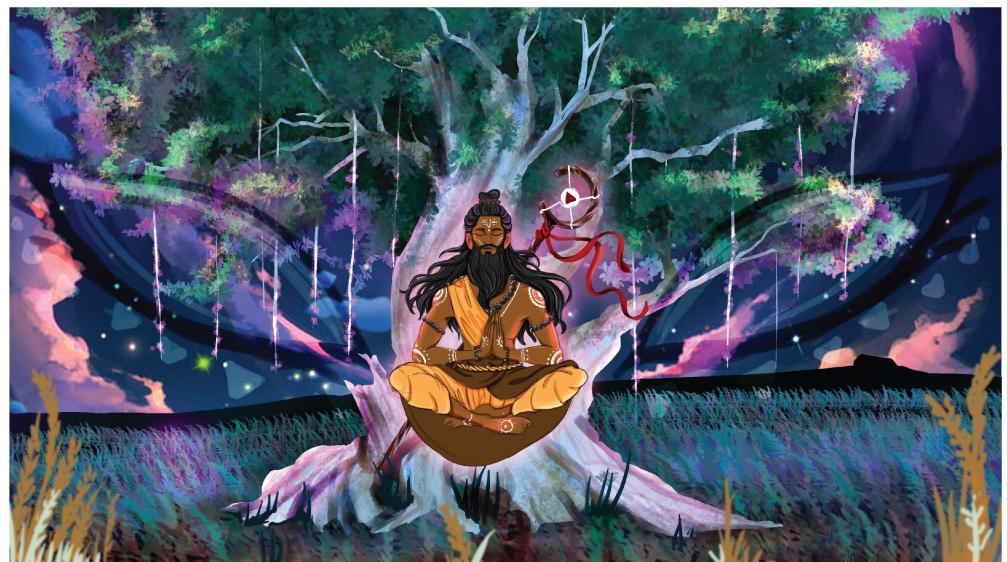
Dialog box: Translucent

Font: 8pt Comic Neue regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

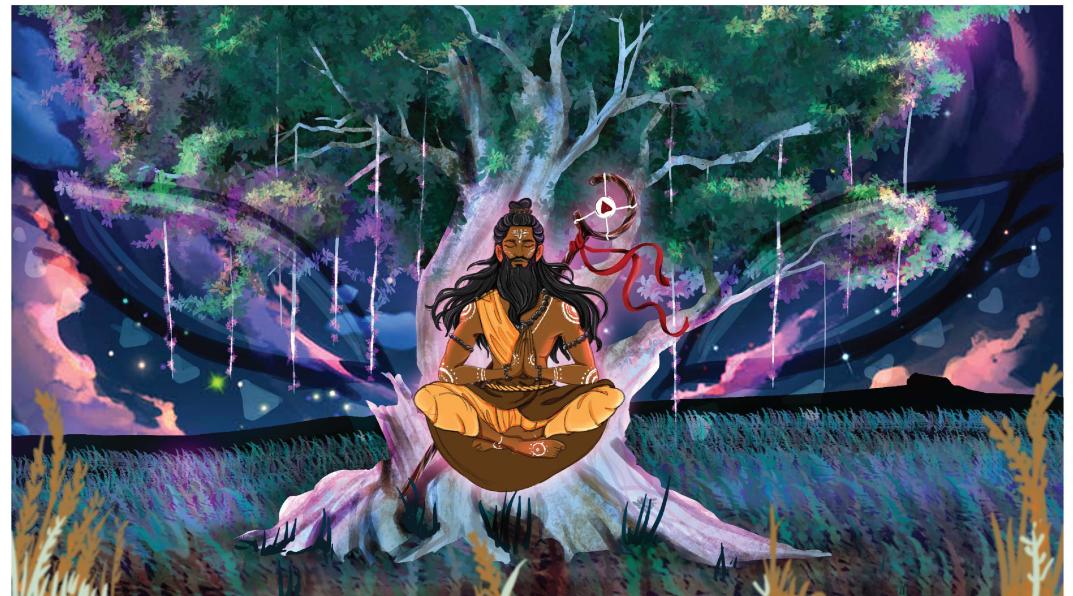
## Static scenes



## Animated scenes



## Animated scenes



video file is added separately into the drive folder naming : frame 1 and frame 2

# Further execution/iteration

- Completion and execution of illustration based on the decision taken in ideation and exploration stages.
- Making iterations and refinements to illustrations.
- Converting illustrations into motion comic format and adding sound. (Video Demo for proof of concept)

## Redefining of medium and channels for consumption

### ● Graphic Novel

Format: Book  
Medium: Print based  
Devices: none

### ● Motion comic

Format: video  
Platforms: Youtube, Facebook  
Devices: PC, Laptop , Smartphones

### ● Interactive Images

Format: Jpeg/Png  
Platforms: Facebook, Instagram, deviant art  
Devices: PC, Laptop , Smartphones

## Further possibilities which can be explored

Webpage can be designed for the graphic novel to showcase in form of motion comics and interactive images , which can be easily accessable by audience as well as can be used for promotion of the novel.

# Thank You

Anchor faculty  
Dr. Tridha Gajjar | Shilpi Munda

