



image source : author

DESIGN PROJECT 2
[Context and Information Systems]

UNHEARD STORIES TO VISUAL NARRATIVE

Project by :
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3rd Semester (2nd year)
Communication Design

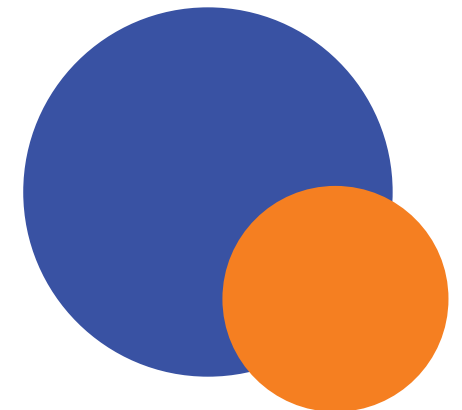
Guide :
Dr. Tridha Gajjar

anchor faculty 1 :
Dr. Tridha Gajjar

anchor faculty 2 :
Shilpi Munda



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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.

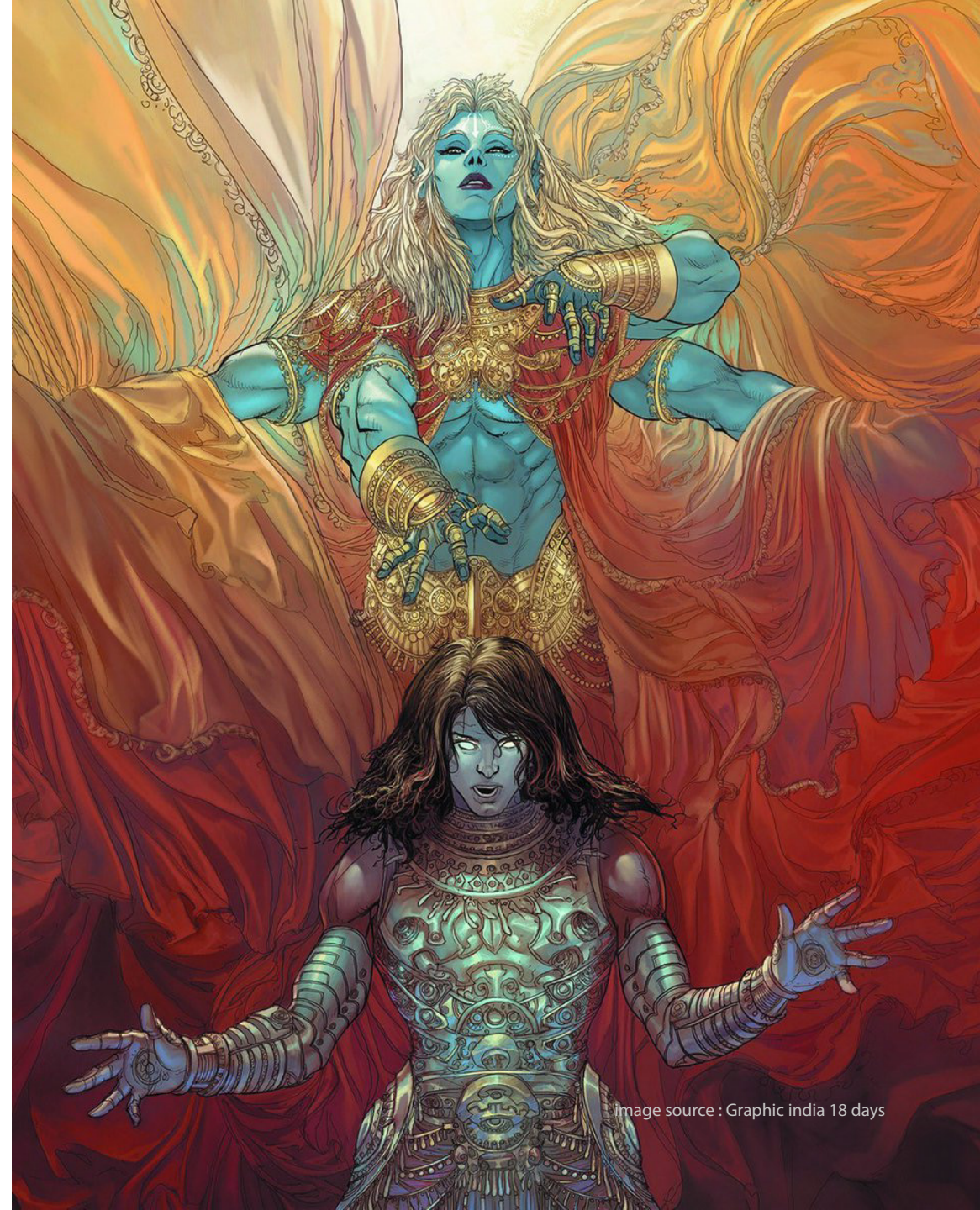
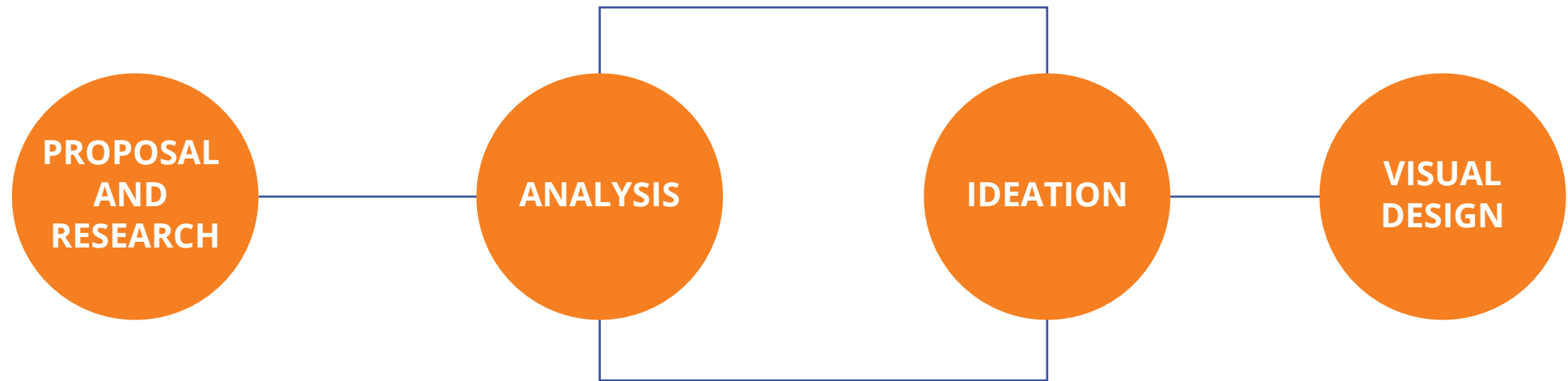


Image source : Graphic india 18 days

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.

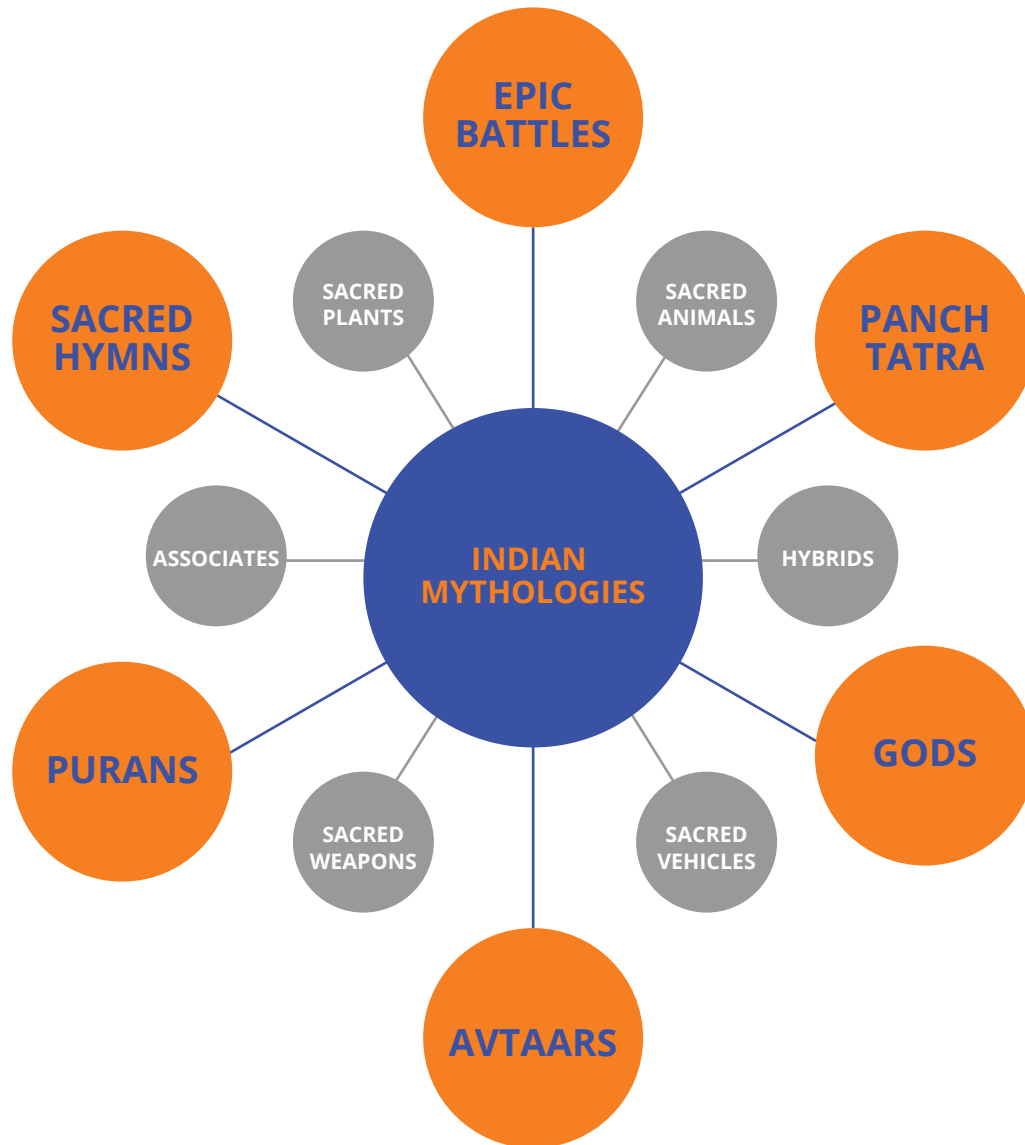
Design process



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

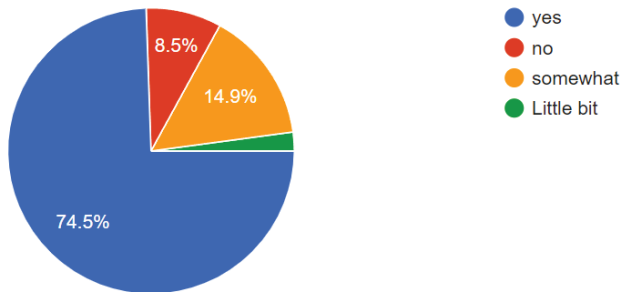
Primary research gives a lot of specific results.

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

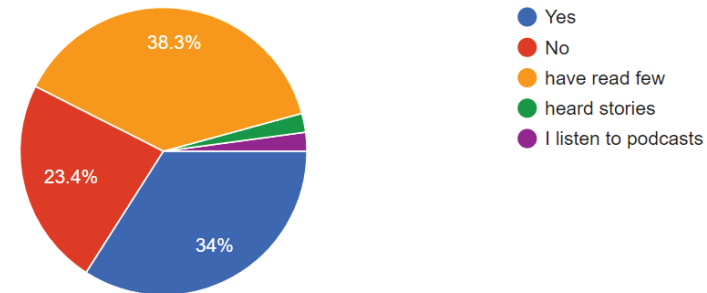
- To get clarity on the relevance of the project topic.
- Less amount of research/projects are done in this field since it is comparatively a new technology.
- To understand the mentality of Indian users.
- Help find a target audience and a focus group for future research and validation.
- With the target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

Survey

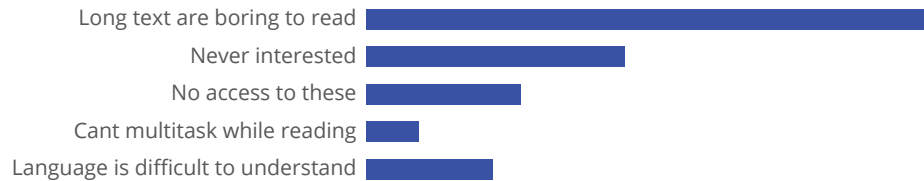
● Are you interested in mythologies?



● Do you read mythological texts?



● Reasons for not reading these texts ?



● In which form you have came across these stories ?



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



● 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 mahabharat and some shiva stories
Ramayana, Mahabharata, About lord Ganesha, lord Krishna, River Ganga, Lord Vithhal, 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, Mahabharata. Story of Nachiketa is my favourite.
mahabharat, ramayan, jaganath stories, laxmi puran
Ramayana, Mahabharata, Panchathantra
Mahabharat, ramayan, stories of krishna, asura, sudama and krishna
I don't have a count
Ramayana, Mahabharata, Story of Shani

Secondary Research

Understanding visual narrative



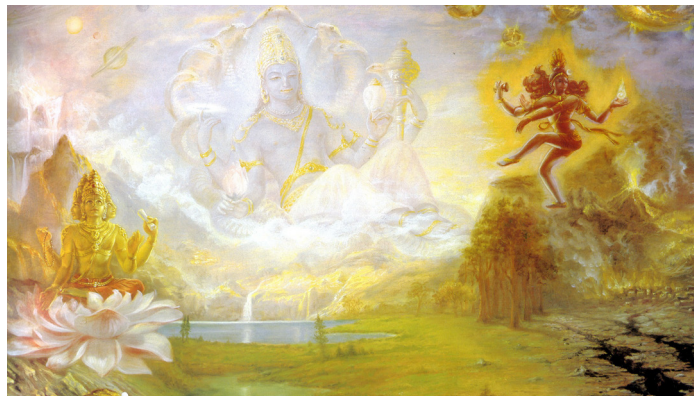
The presence of story is very essential.



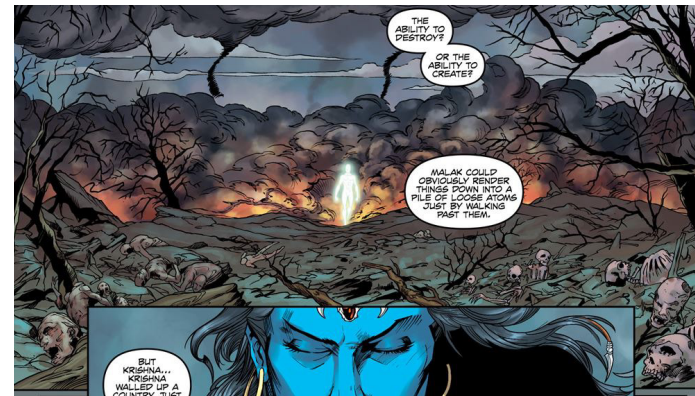
The visuals attempts to communicate the story



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



The visuals exists in the world of it's own.

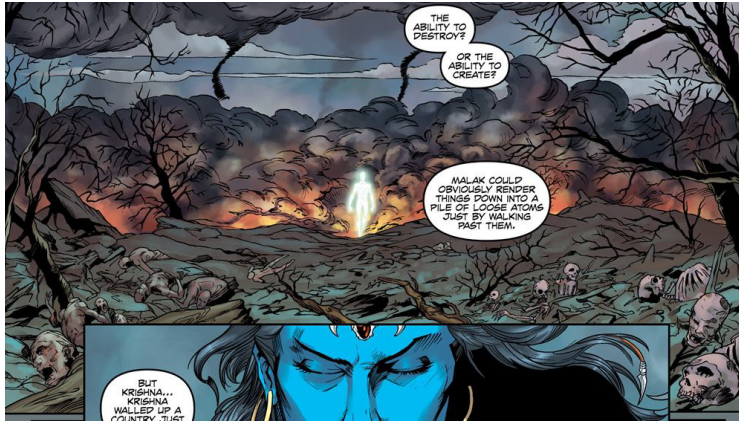


The story is composed of events arranged in time.



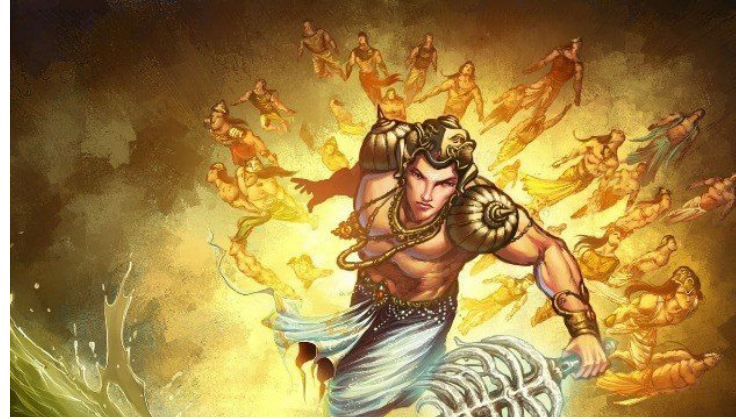
It is Independent of media or genre.

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 .

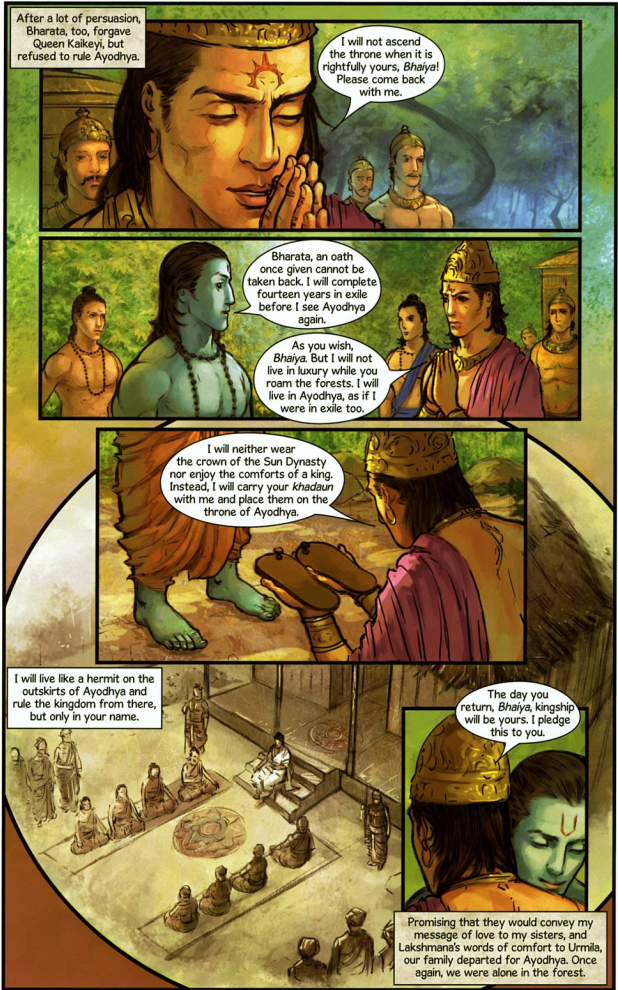
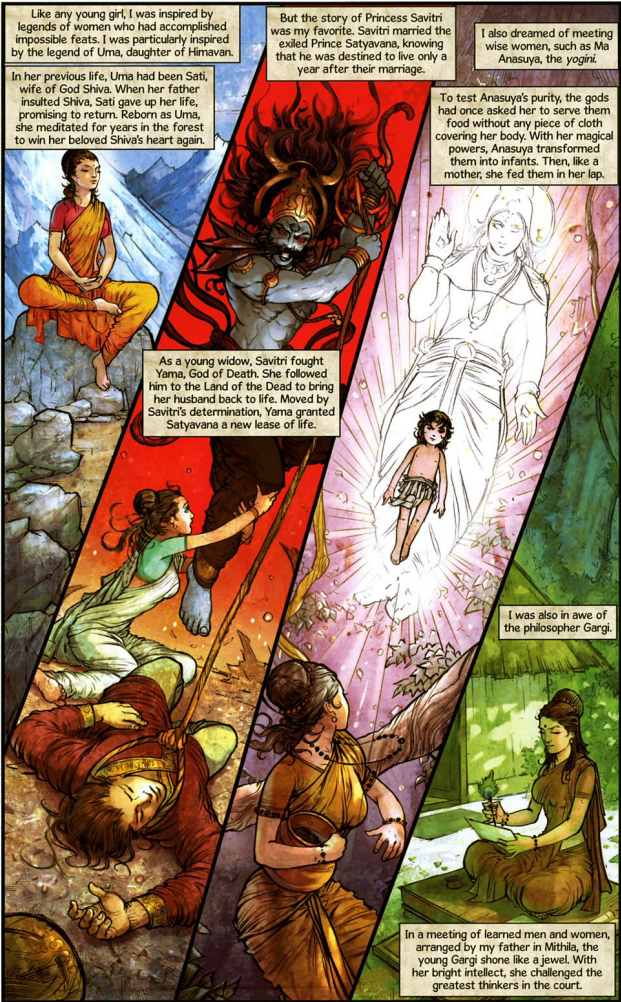
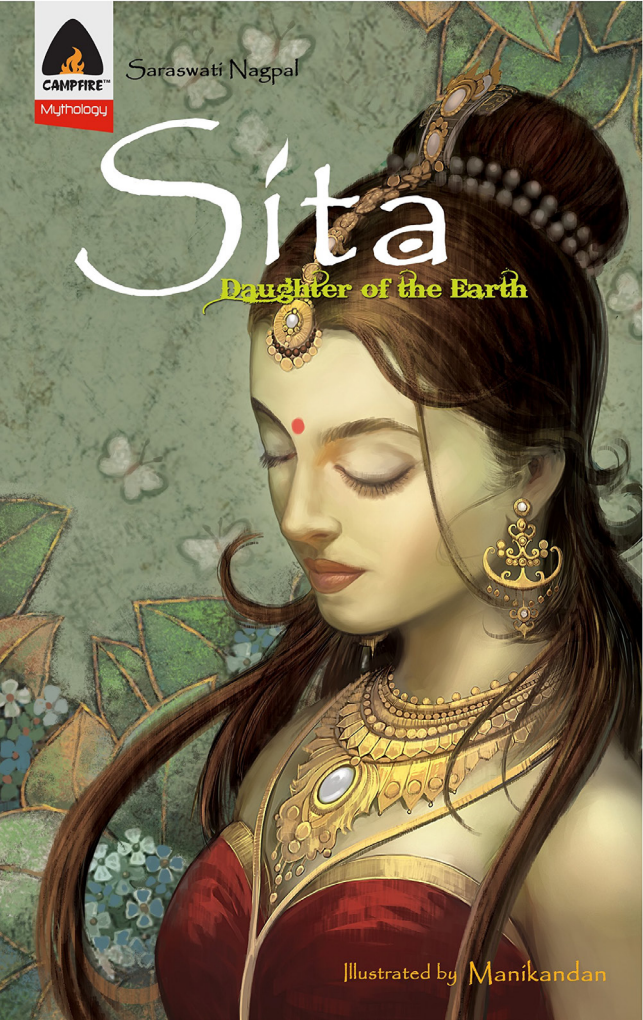


Interactive Visual Narrative

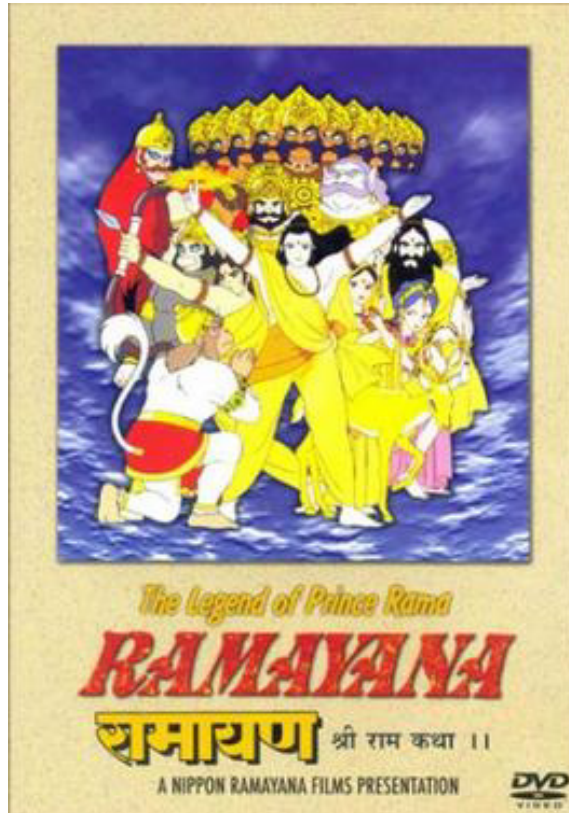
Virtual world based narratives, video games, augmented reality based narratives etc.

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

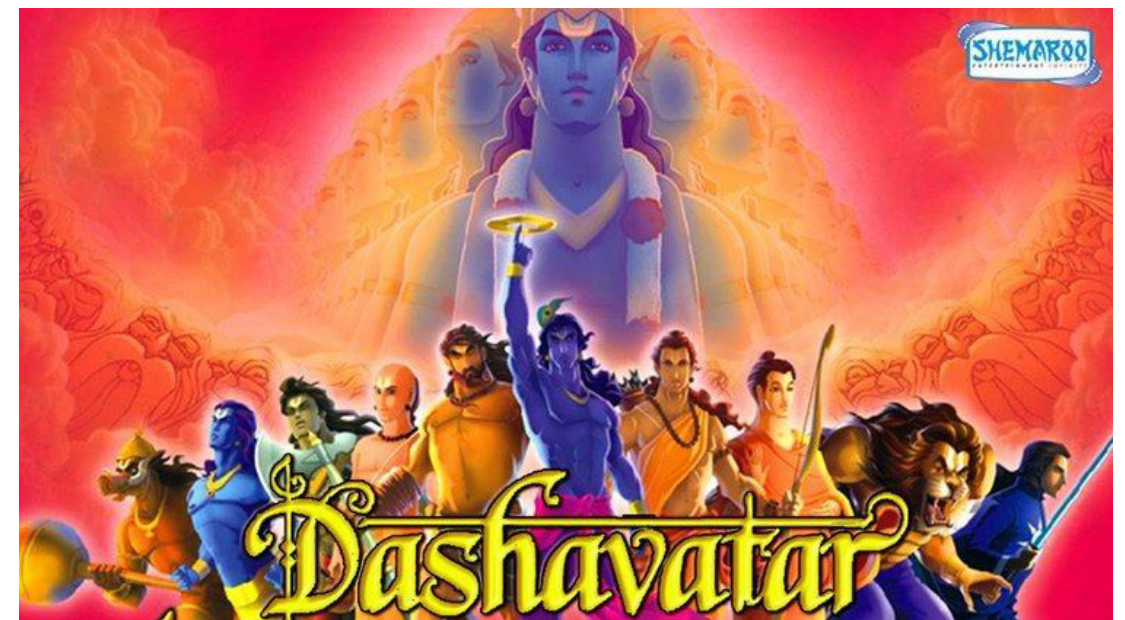
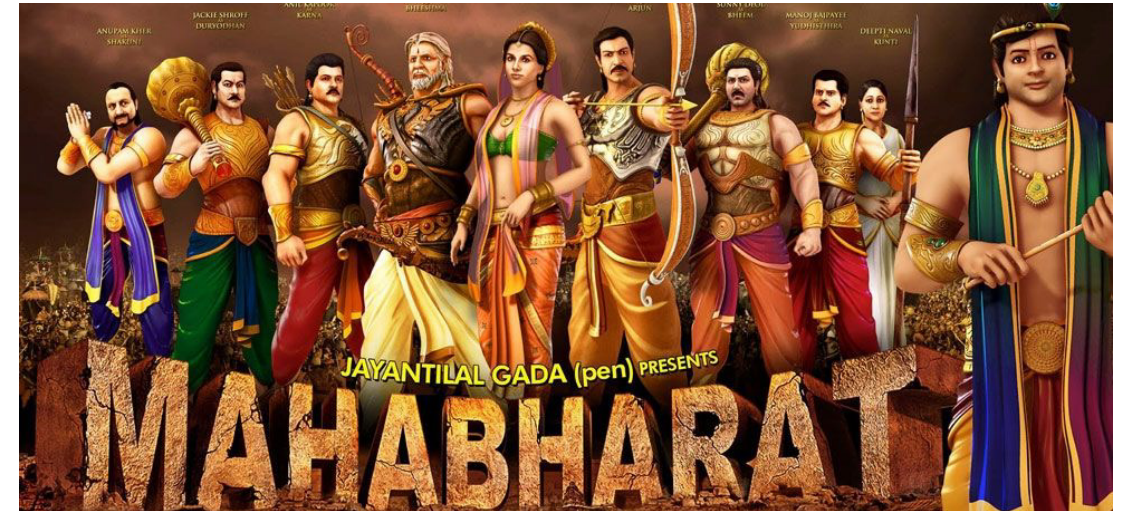


image source : Google images

3. Motion comics/videos

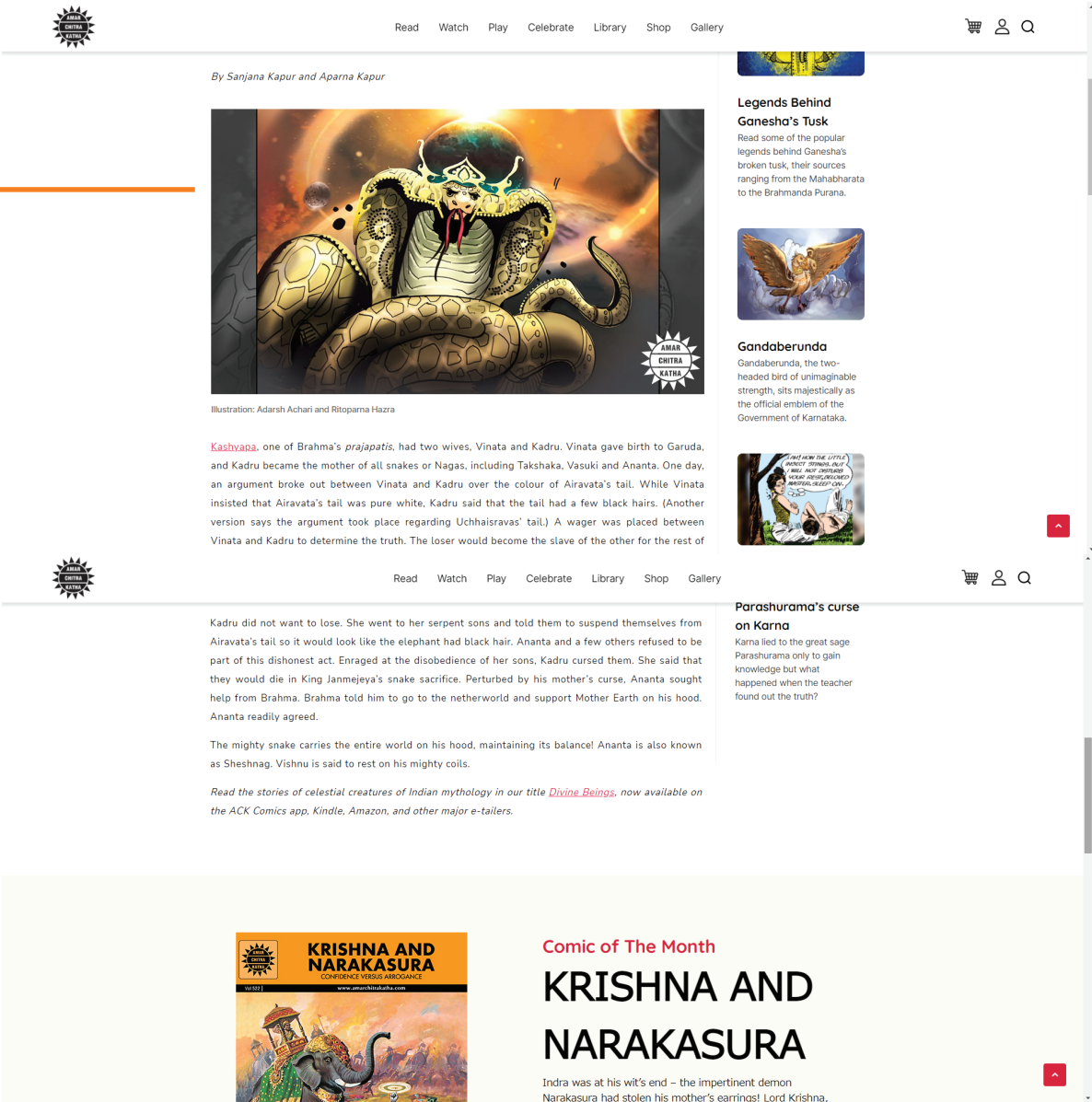
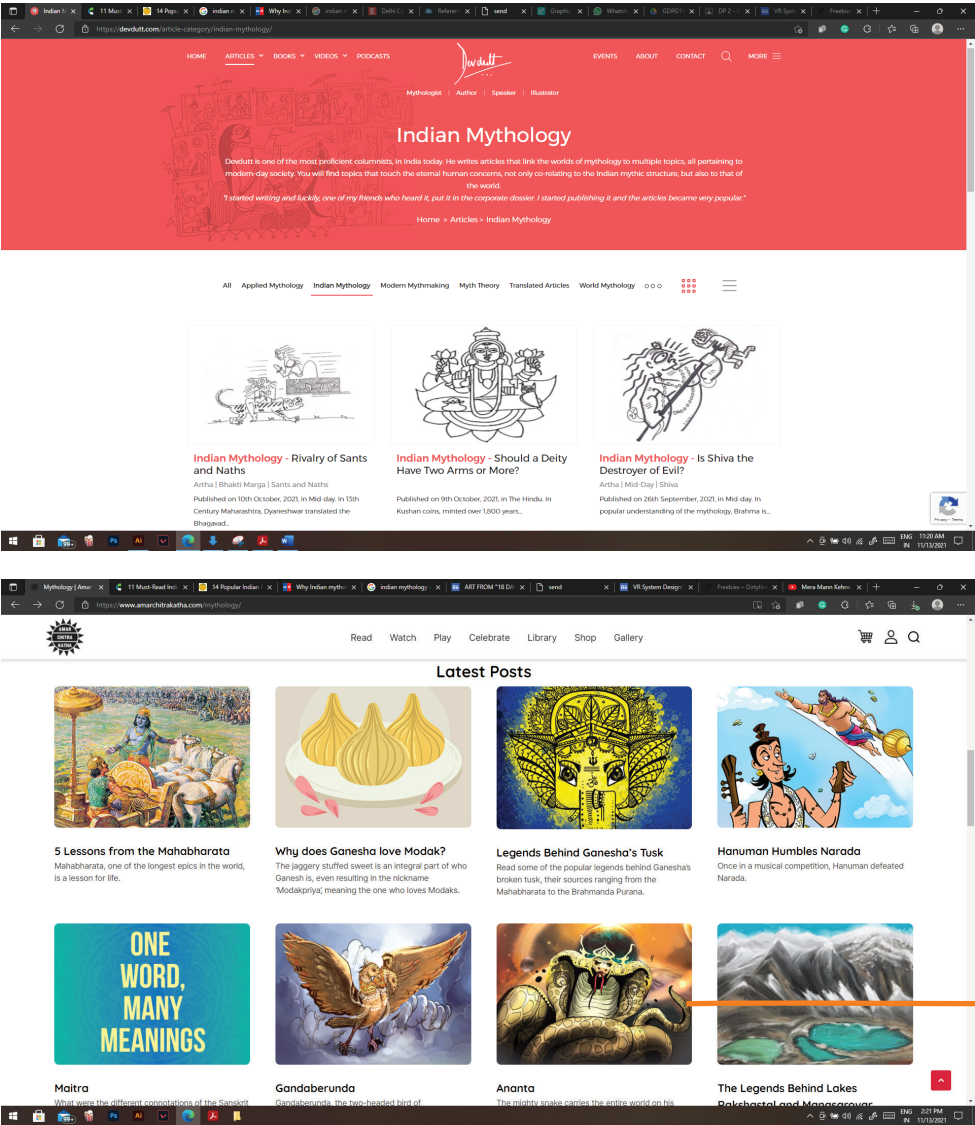


Motion videos of illustrated static work which they promote on you tube .
Adding movement and sound to the 2d illustration grabs more attention and fame for it.



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

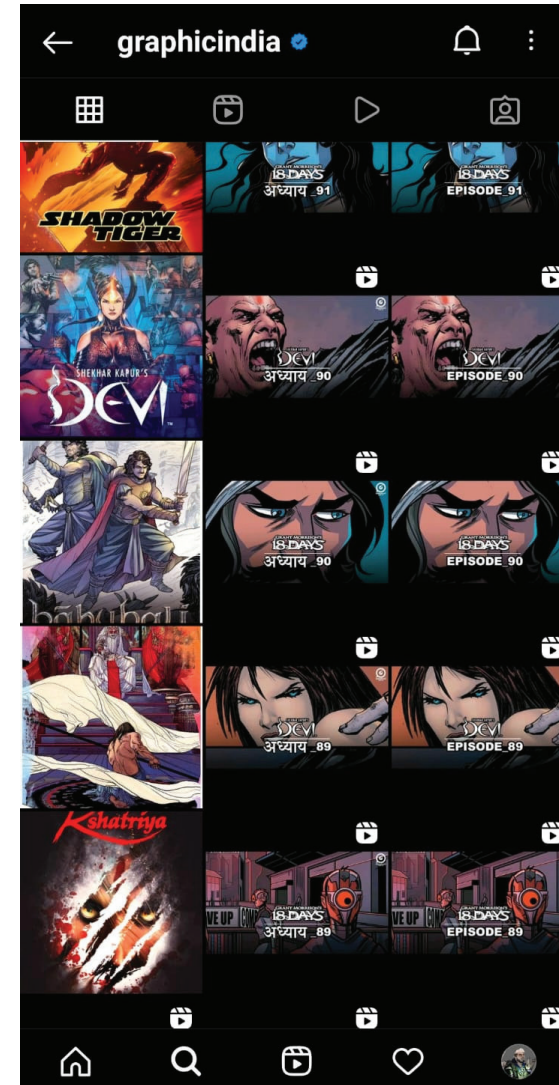
3. Web pages



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.



Objective and intent

With this project I want to

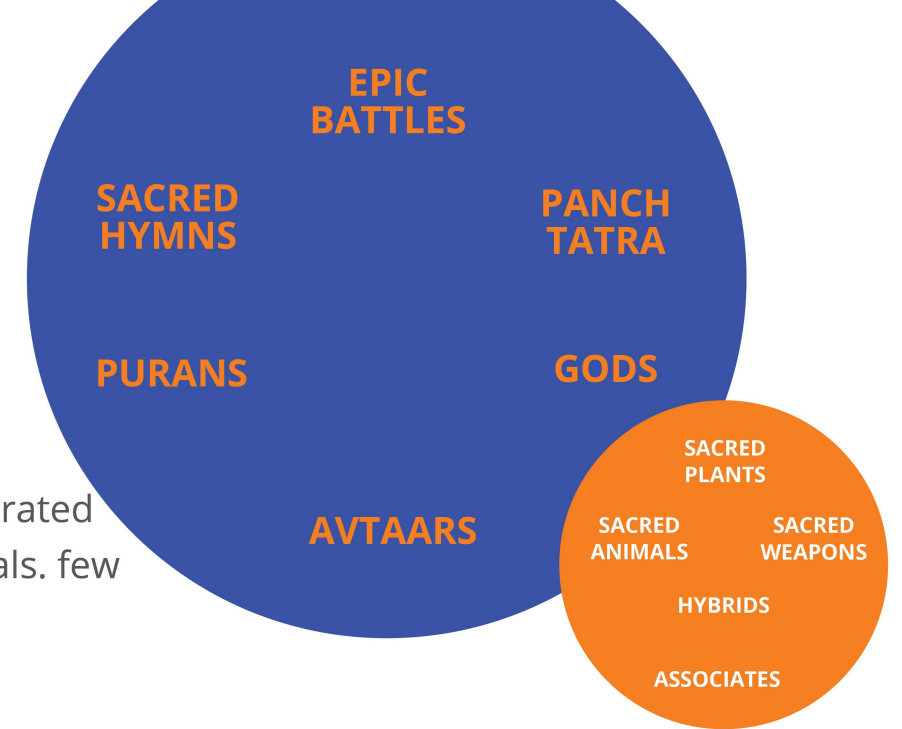
- Researching and reading the stories which are not known and sorting out the one which can be turn into narrative in given time.
- To provide information about the different unheard stories of vedic texts though visual narratives.
- by providing this information to keep these vedic stories going into 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

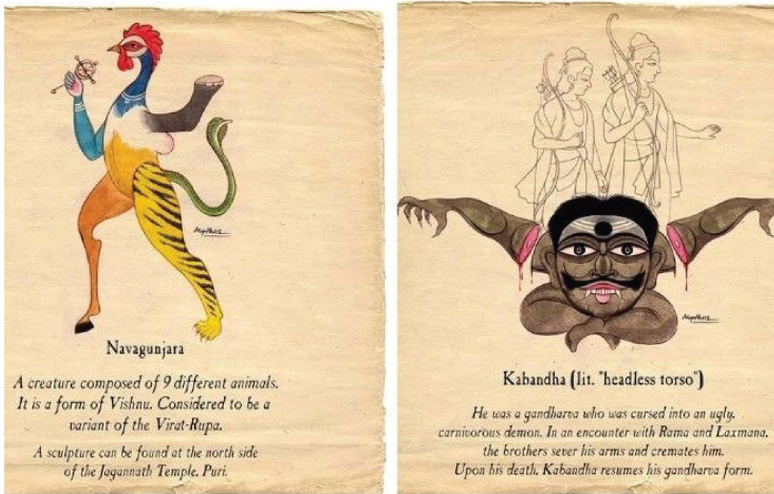
1. Graphic novel
2. Motion comic format videos
3. Social media promotional posts
4. Website for novel and videos

Story selection

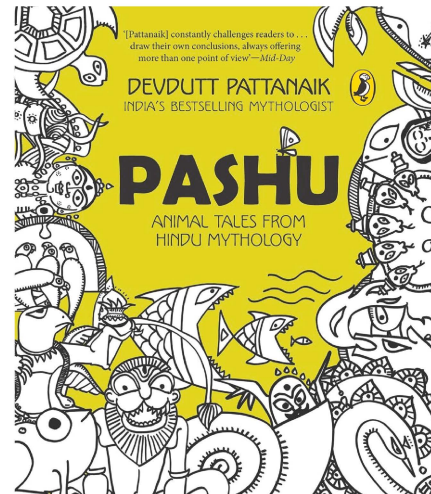
- From Research conducted, it was noted that :
- epic battles are told and illustrated repetitively
- Story of incarnations are also told repetitively
- Social platform are also doing main stream stories of mythologies
- Stories of associates, animals and all side characters are not discussed or illustrated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



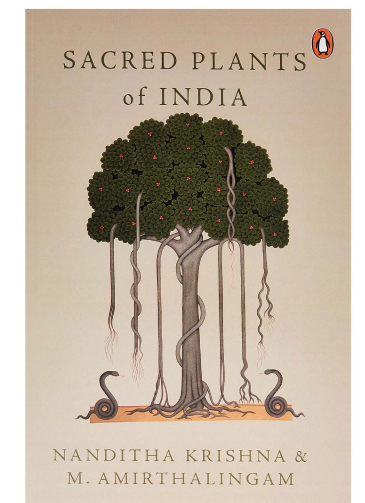
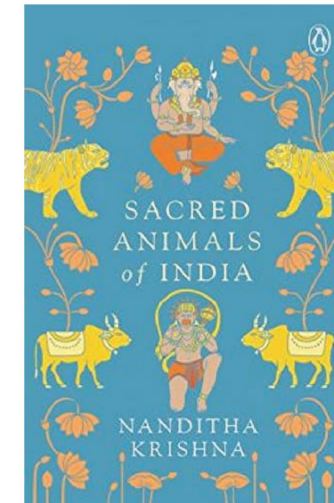
Jit Chowdhury's 'Mythos'



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)

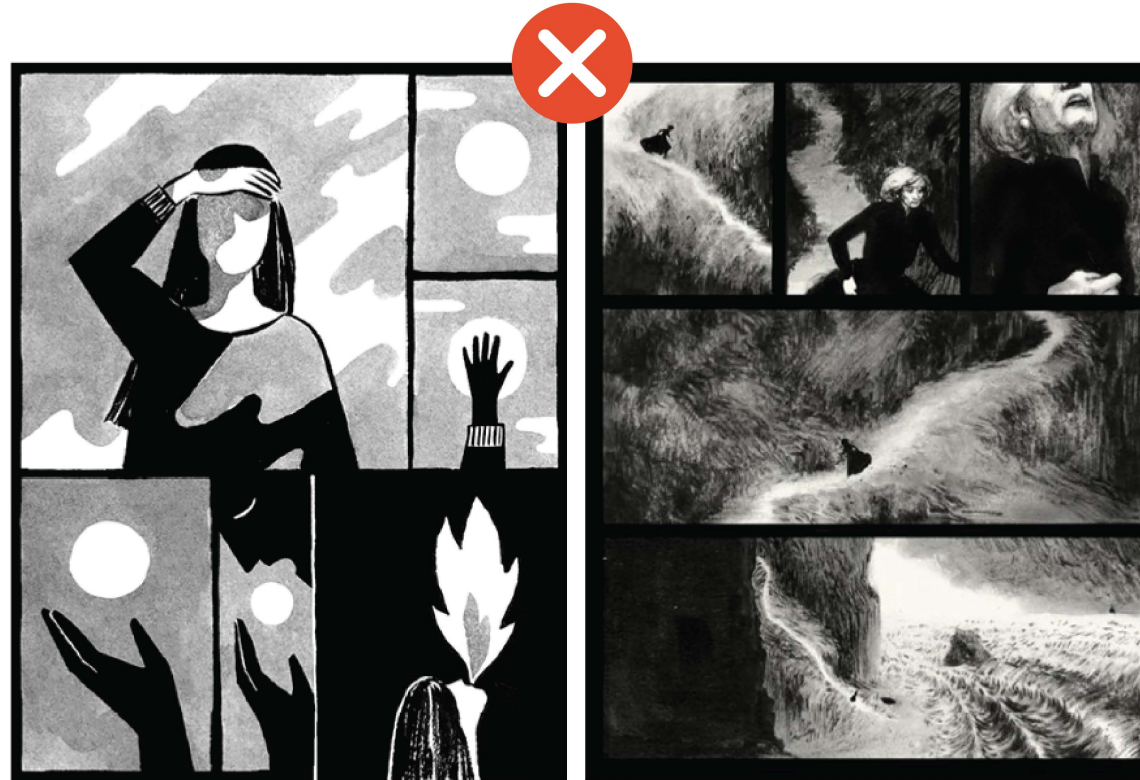


<https://in.pinterest.com/pin/2111131065714199/>

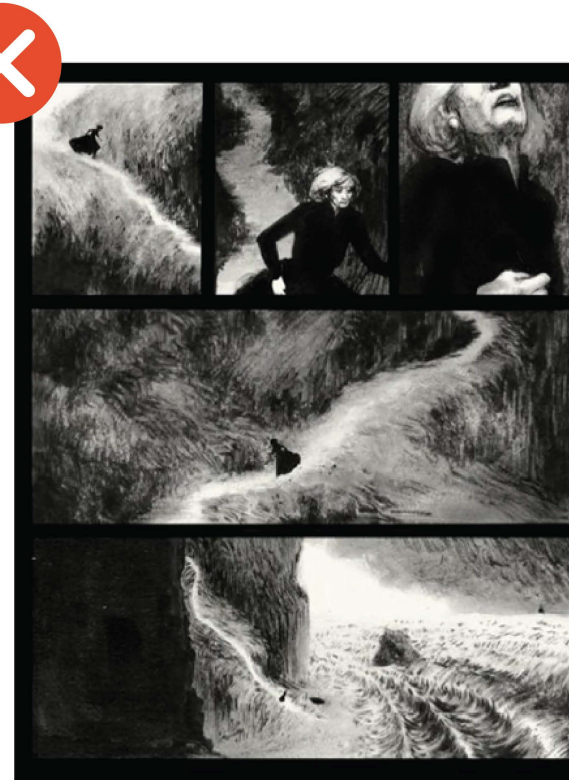
Illustration style



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.

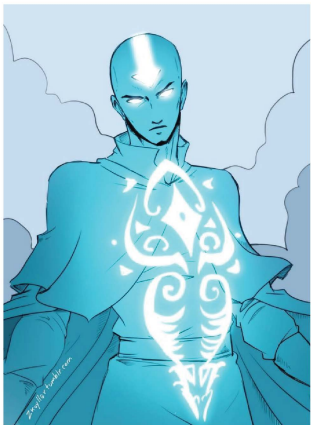
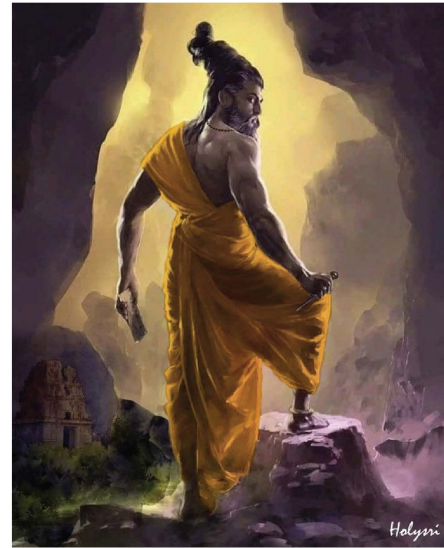
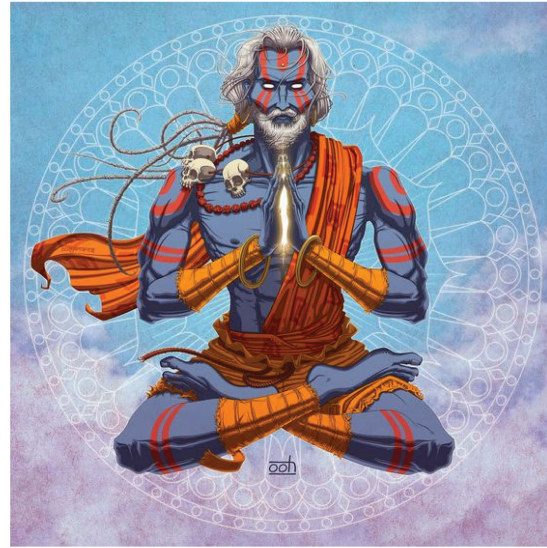
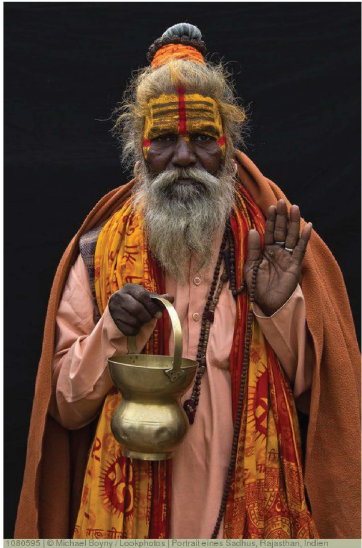


Dynamic colour. Photoreal illustration.

Character design

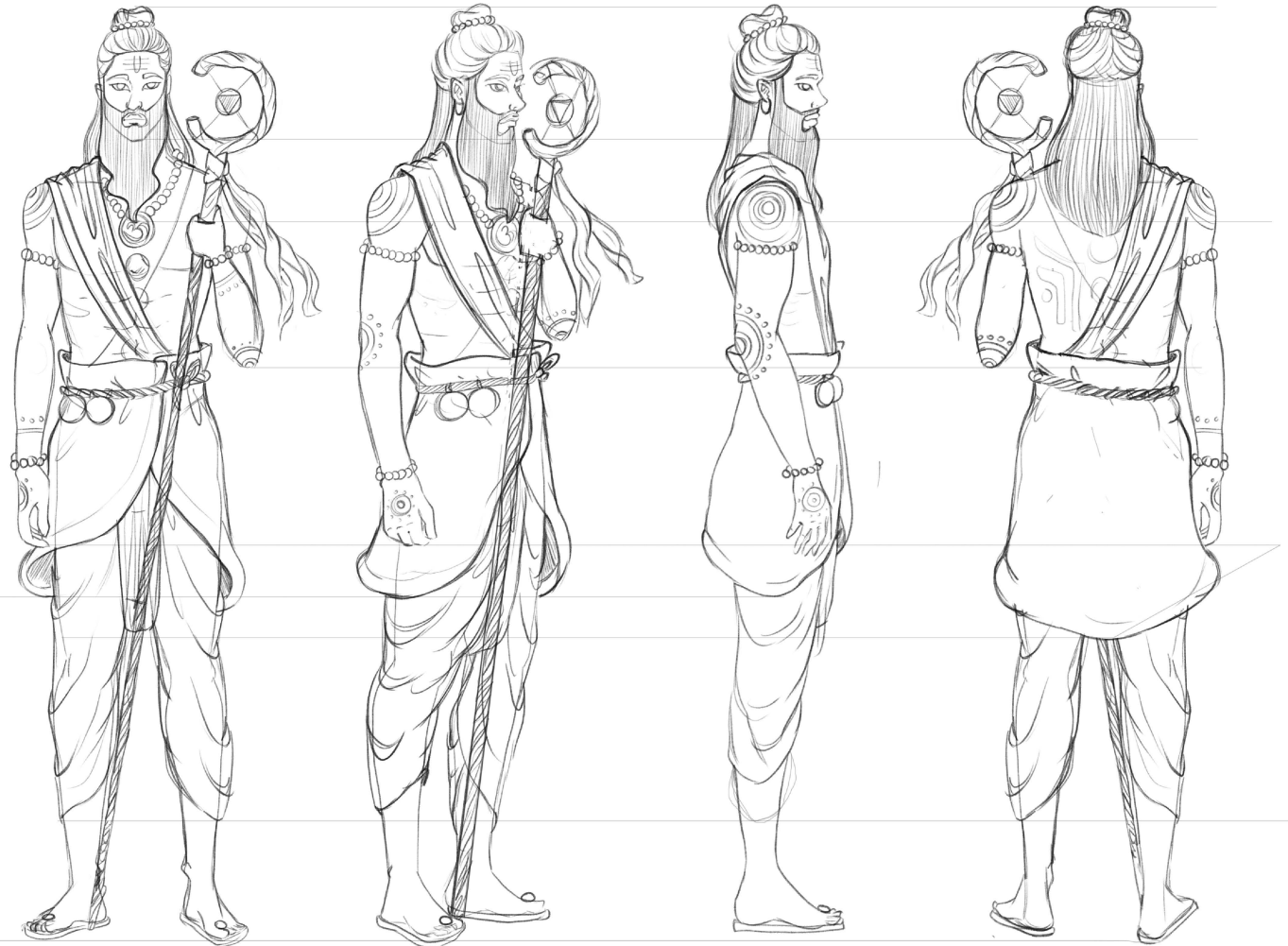
The story of nandi has 4 main characters **Nandi** , **Sage Shilada**, **Great sage Varuna** and **Mitra** .

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



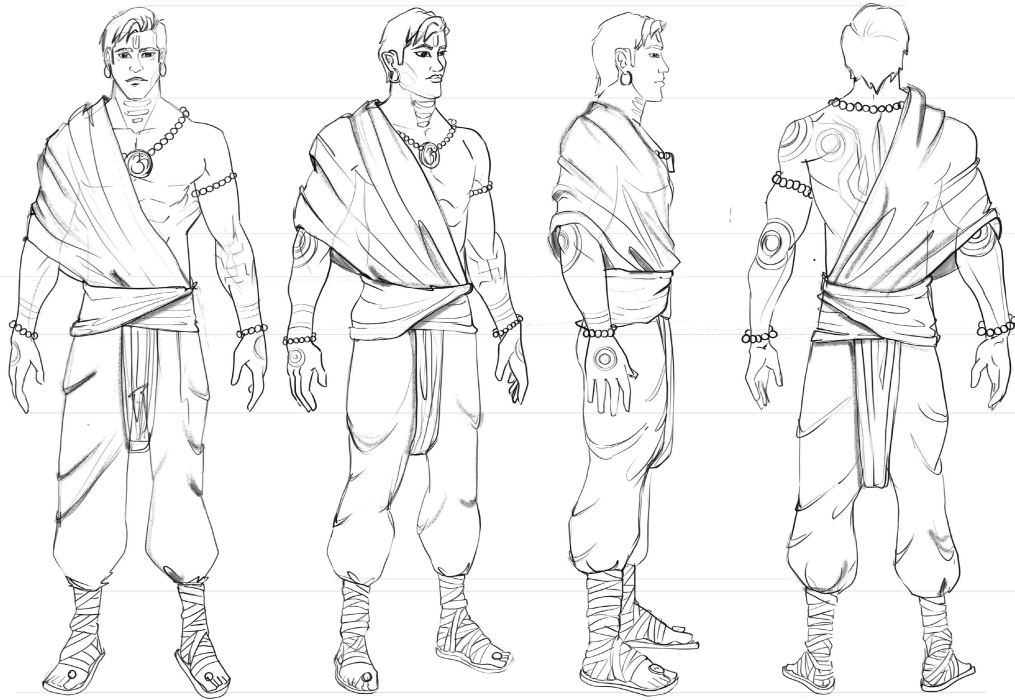
GREAT SAGE 2.



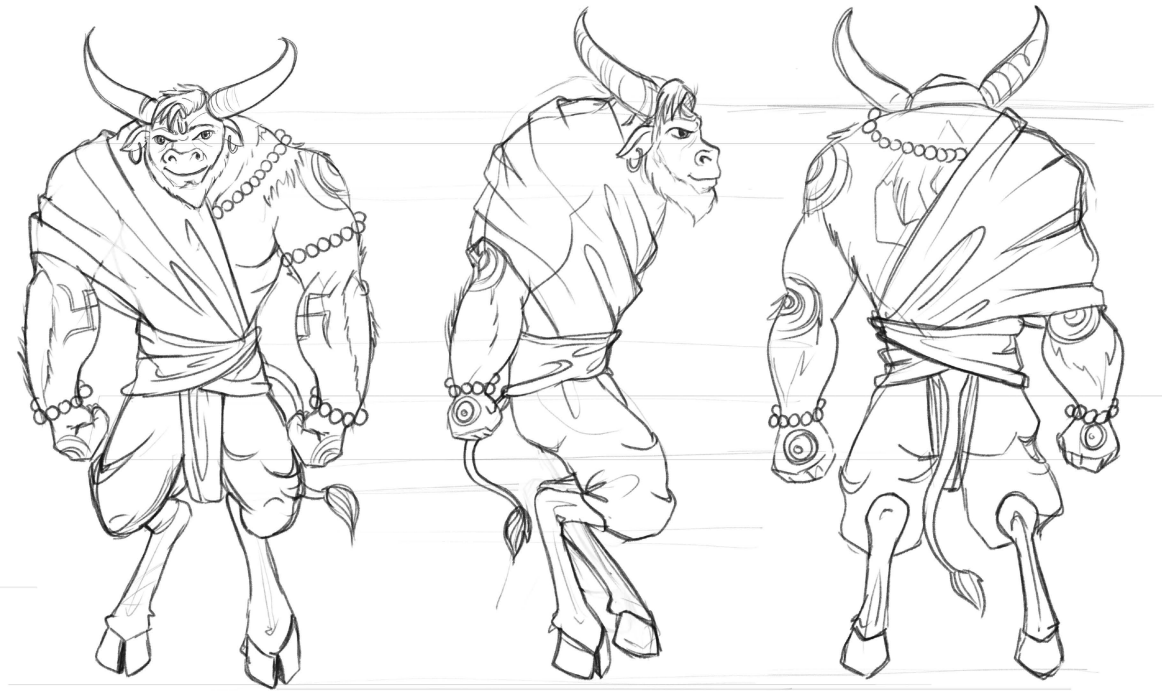
similar clothing style to show the same level of post
Similar Staff style to show the same level of post
Tattoos of 7 chakras on the body

Character design : Nandi

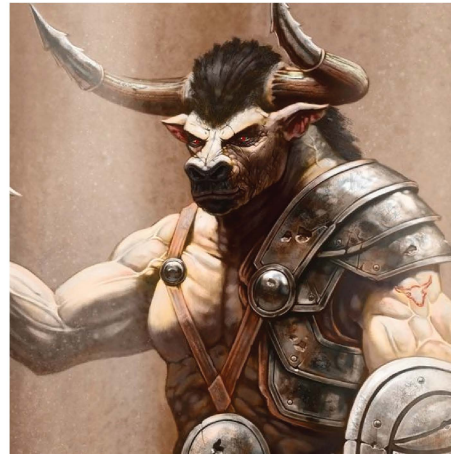
NANDI (HUMAN) (TEEN)



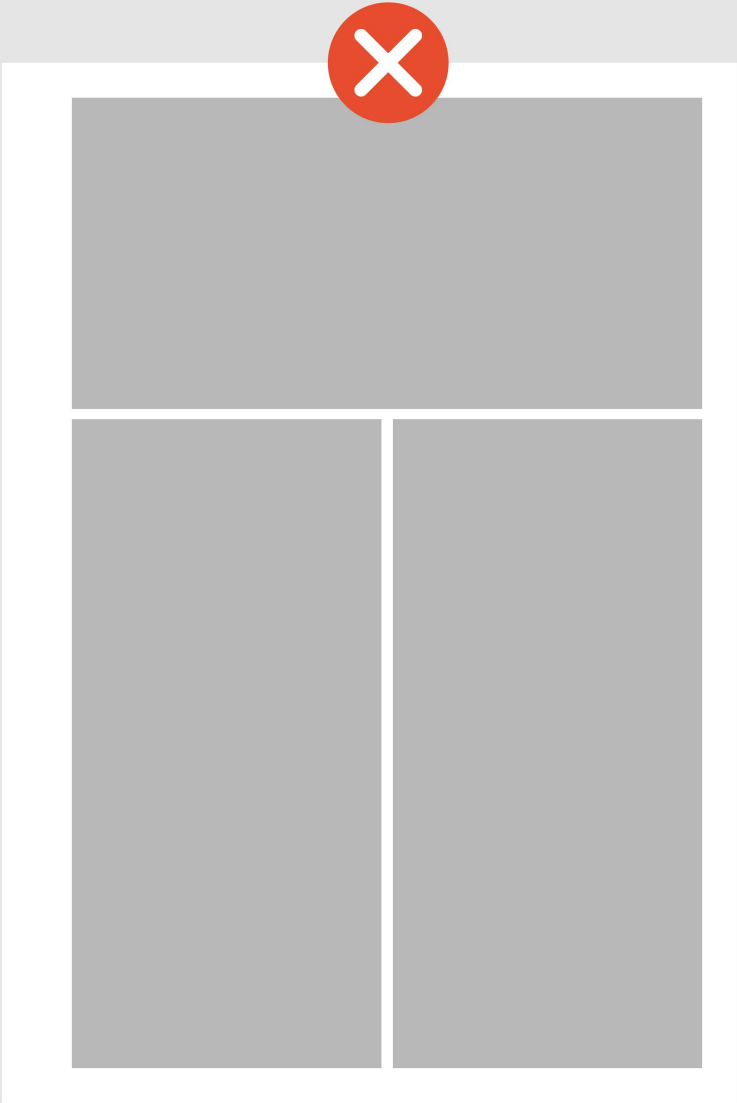
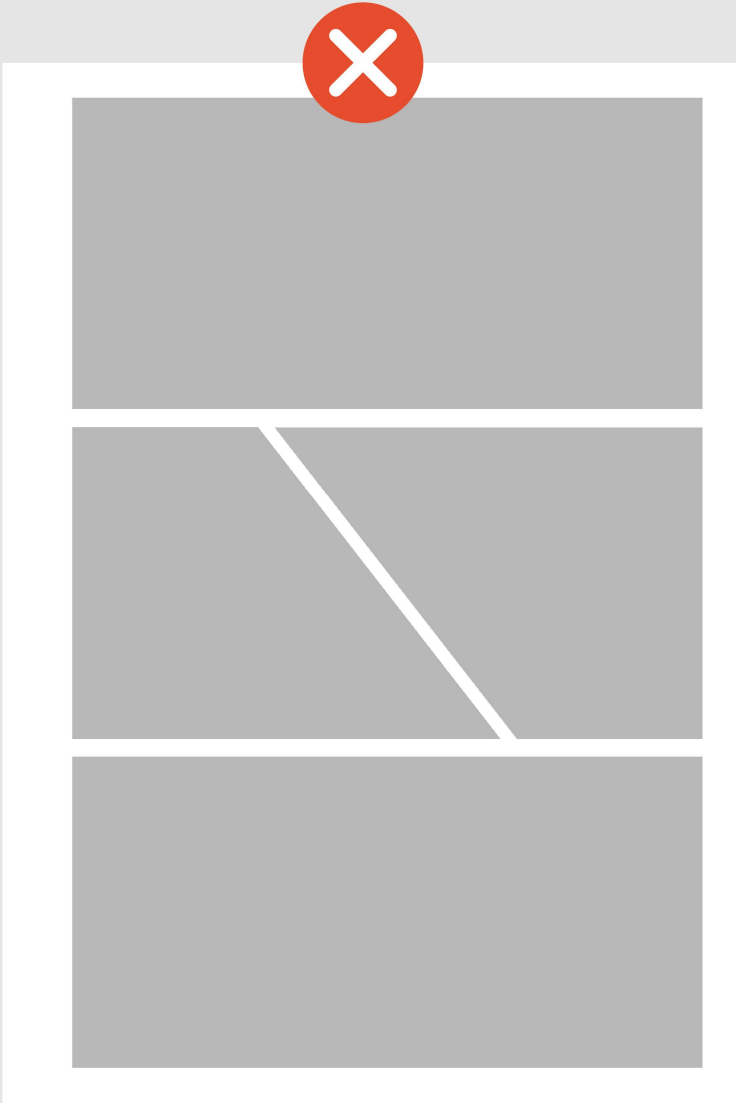
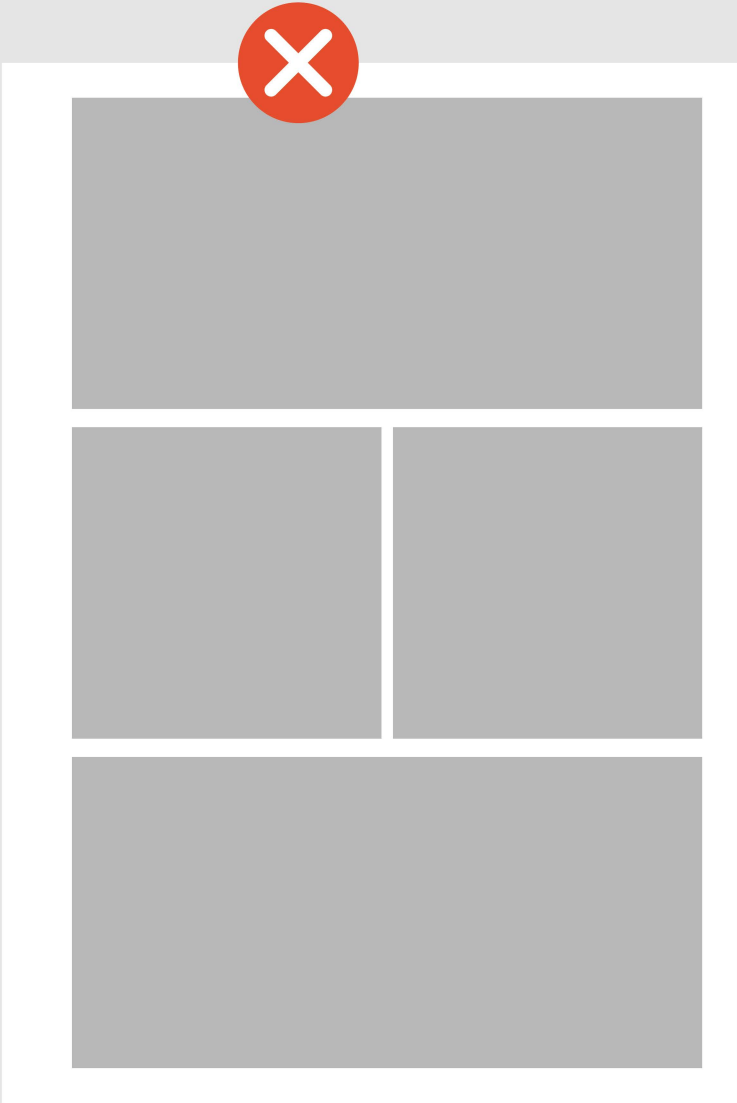
NANDI (BULL FORM)



Inspiration board for the bull form of nandi.

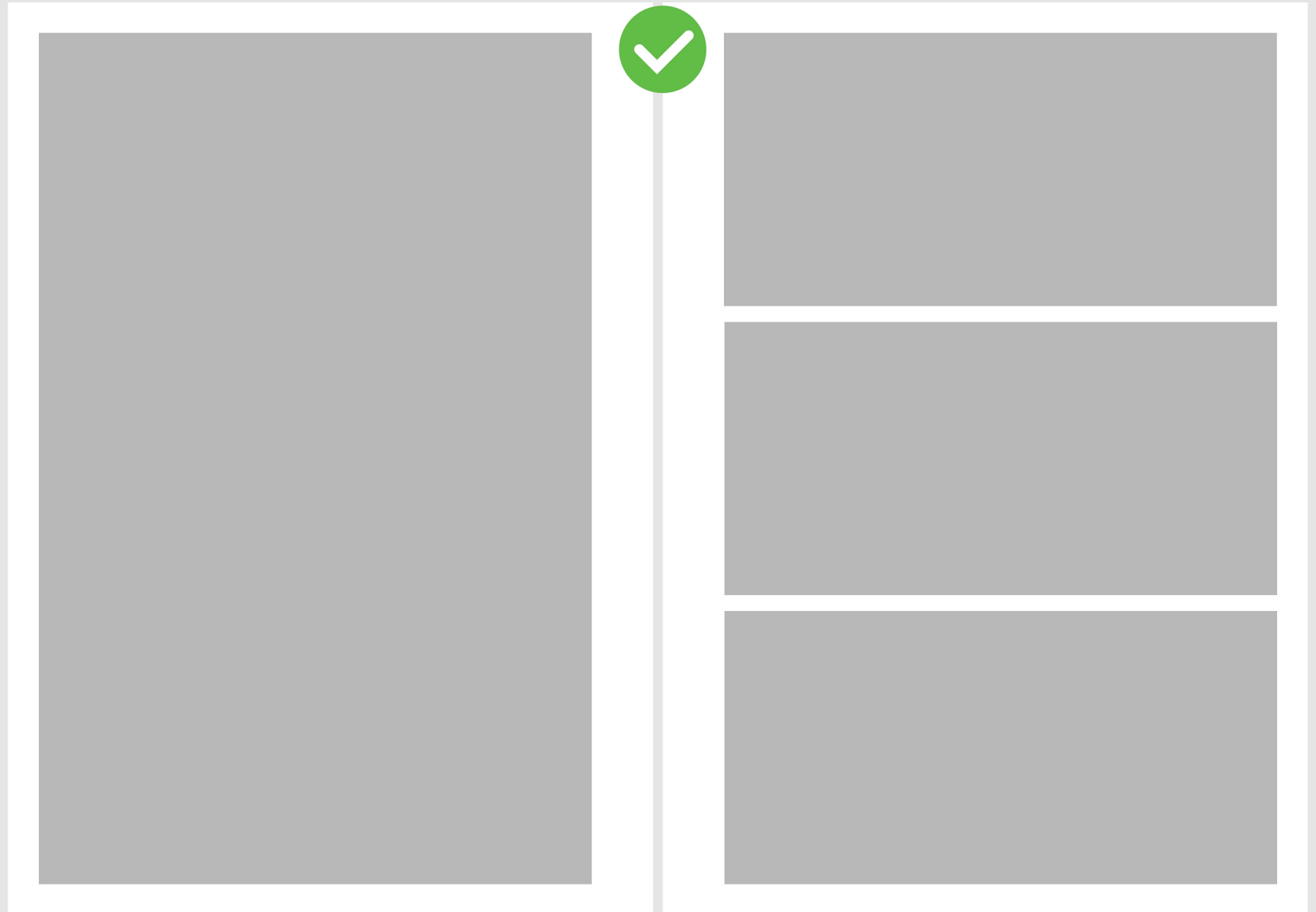


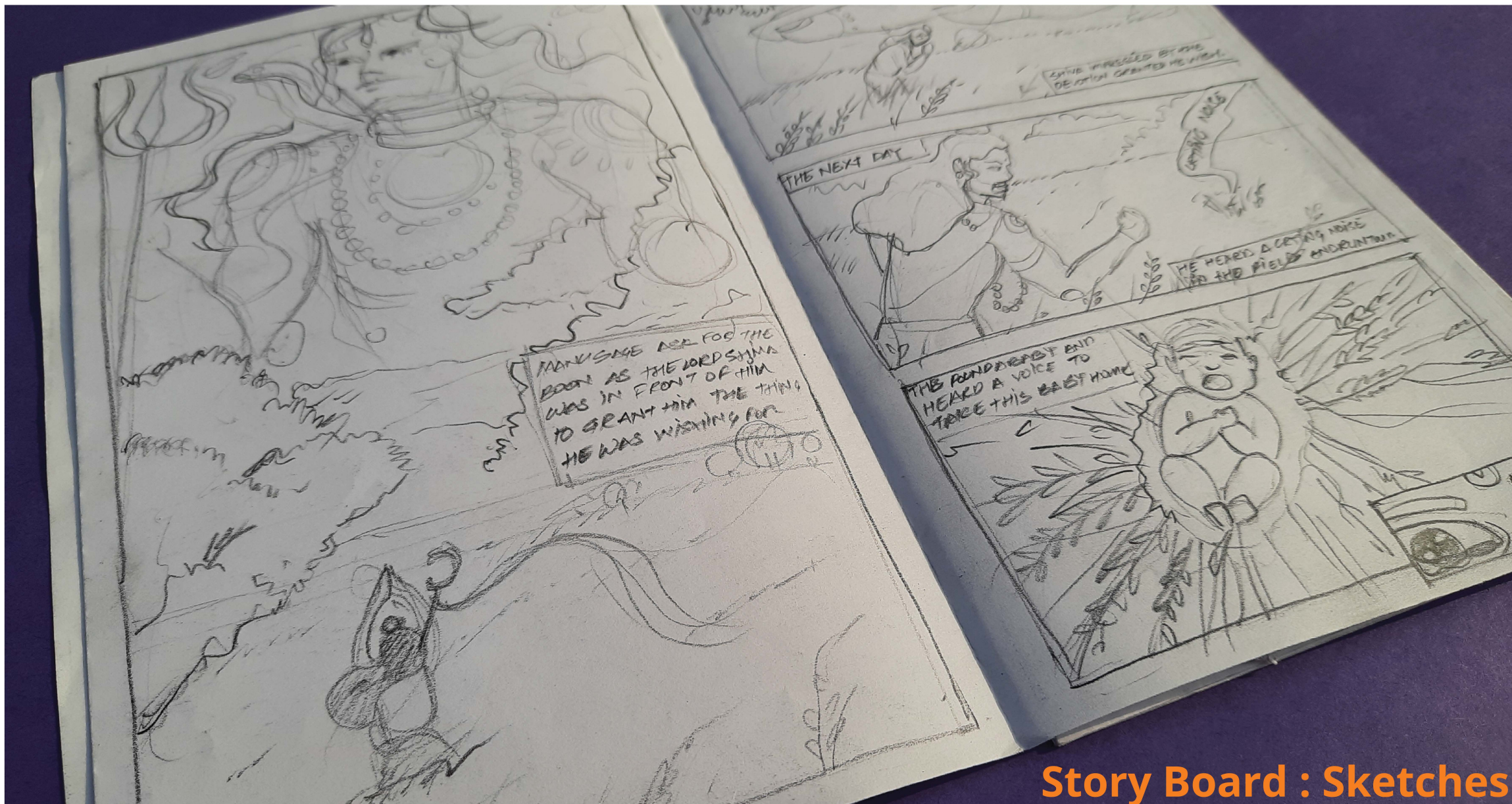
Layout selection /style



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

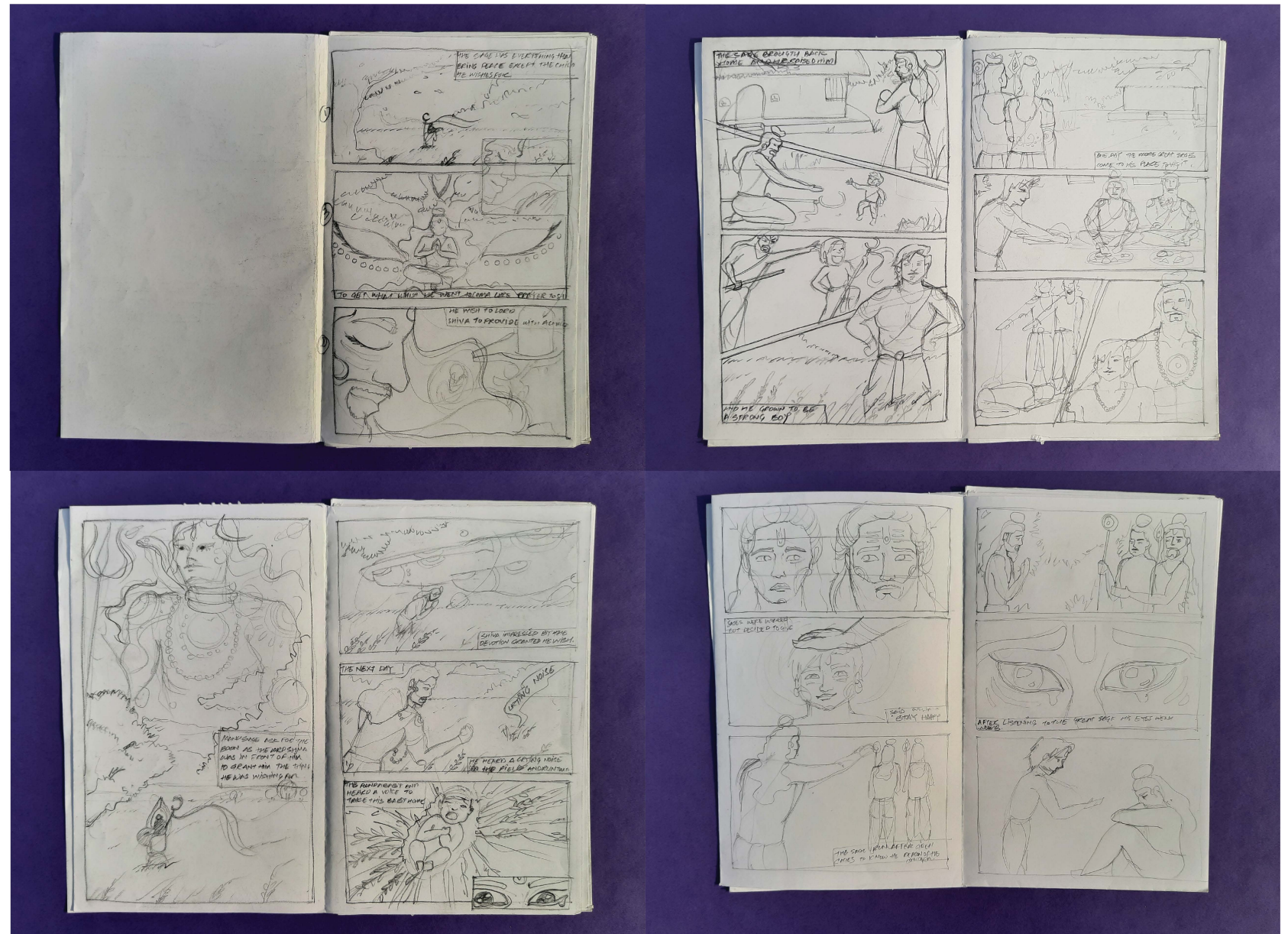




Story Board : Sketches

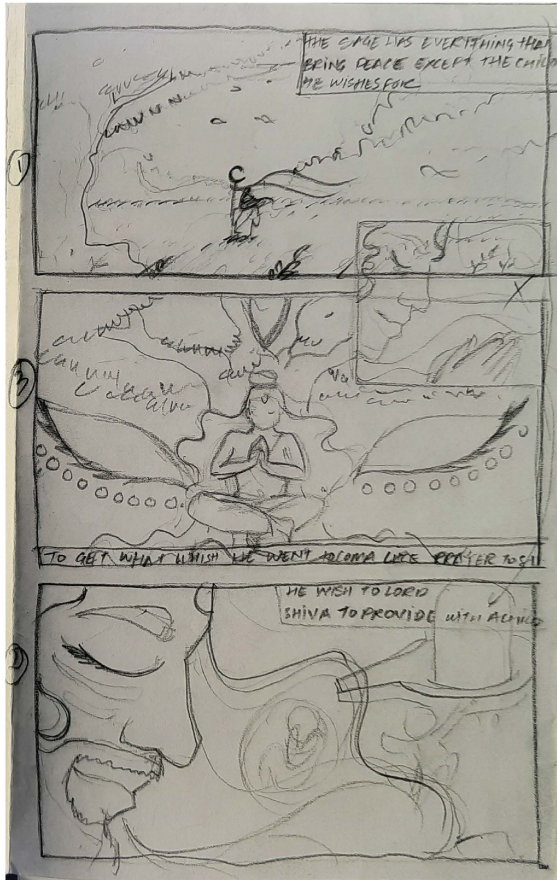
Story board

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

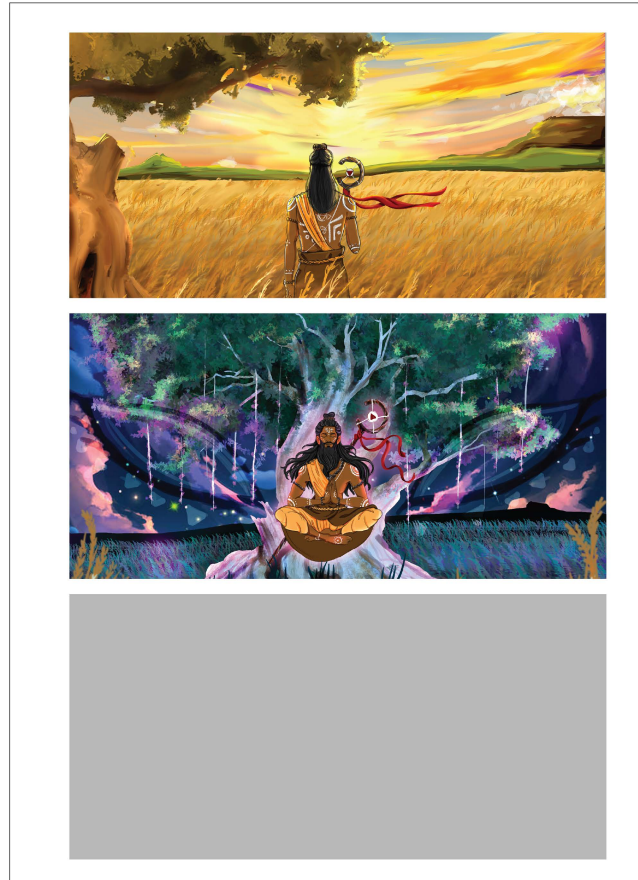


Digital Renderings

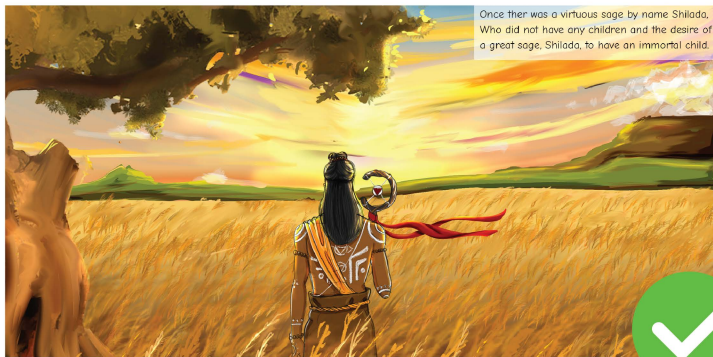
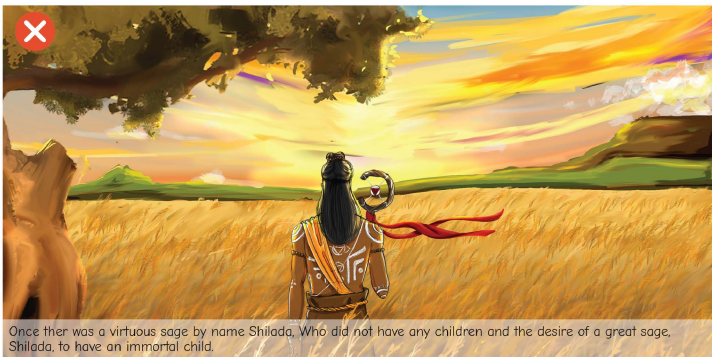
Sketch



Render



Text Placement



Dialog box: Translucent
Font: 8pt Comic Neue regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Animated scenes



Static 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 accessible by audience as well as can be used for promotion of the novel.

Thank You

Anchor faculty
Dr. Tridha Gajjar | Shilpi Munda



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