

Telling story effectively through animation

Image Institute of Multimedia, Arts and Graphics, conducted a seminar for its students and public on the topic 'Effective Storytelling in Movies and Animation' on December 6 at Rani Seethai Hall, Mount Road.

Professor Eric Miller, Chair, Media Studies Dept, Image College of Arts, Animation and Technology, Mylapore and also the director of World Storytelling Institute, Chennai conducted the seminar.

He screened clippings from Hurricane Carter, Spiderman, Kung Fu Panda and ET and explained different ways of storytelling. How the story unfolds, how characters are established, how a conflict is built and how a climax is arrived were the different aspects that the professor covered.

Prof Eric Miller said that the character should be built amidst some emotional factor, so that the audience identify with the character and develop a kind of attachment with it. This way the character stays long in the mind of the audience.

Talking about fantasy, he referred to the movies Spiderman, Kung Fu Panda and ET and explained how a fantasy is brought in an ordinary set up. He said that power of fantasy lies in the establishment of the ordinary. He later explained two different story structures. They are Beginning (peace) to Villain to Peace again

(end) and lifelessness to quest to rejuvenation. The properties and location used have a different connotation for the locals and they associate with the portrayal of the same.

He noted that Tamil stories are built around persona, a super power that is not in the real life. The lead character should have a recognisable style of moving, speaking and a clear motivation and mission. To a student's question, he said that low budget is not a constraint to make a good movie.

The seminar also included discussion about innovations in computer games and 3D teleconference. He explained with clippings how Motion Capture is fast catching popularity in the field of animation. He then gave interesting facts about Jeffery Katzenberg, the CEO of Dream-Works Animation.

V. Swaminathan, Management Representative, Image College of Arts, Animation and technology, said that the institutions organise such seminars and workshops frequently for the students and public, by inviting dignitaries both from Hollywood and Indian Cinema. He said the interested public, students of Visual Communication and media studies can benefit from such workshops. For details about the institute, log on to www.image.edu.in

R. KEERTHANA



LECTURE: Prof Eric Miller at the seminar.