

CASE STUDY BOOK

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RACHANA – LOGO DESIGN

Design logo for the production unit of Seva-in-Action, an NGO operating out of Bangalore, Karnataka.

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Who are the customers?

Seva-In-Action was started 29 years ago with an aim to minimize the gap that exists between the needs and provisions required for people with disabilities. Their main goal is to provide comprehensive & holistic rehabilitation services for all disabled people in rural areas. One of their units (**Rachana**) focuses on skill development and furthermore functions as a production unit.

The design process

The initial idea was to create a logo for Rachana that was in sync with the logo of the entire organisation.

What was the requirement?

Rachana has 25-30 adults with disabilities presently engaged in different types of skill work such as making paper bags , weaving foot mats and making terracotta pots. The paper bags made were sent over to various organisations and countries and needed a logo on them which represented the cause. This included the caveat that the logo had to be made a stencil so that it could be used easily by everyone working in this unit.

Prototype #1



The logo of the NGO



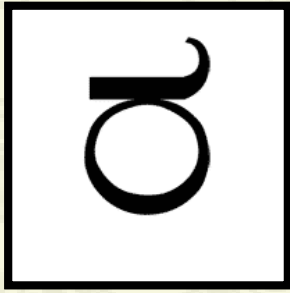
Prototype for the unit **Rachana**

Analysis of Prototype 1

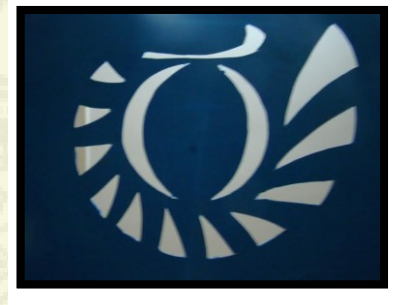
- **Prototype in sync with the NGO logo**
- **Shows how aim of the unit is to not only support but also enable the adults with disabilities.**
- **Symbolised little of the culture of the people working in this organisation**
- **Not easy to make a stencil due to the fine lines**

The subsequent idea was to create a logo based on the letter “R” in Kannada (The native language in Bangalore, Karnataka) and continue to symbolise the rehabilitation promised in **Rachana**,

Prototype #2



Letter "R" in Kannada



Prototype for the unit Rachana

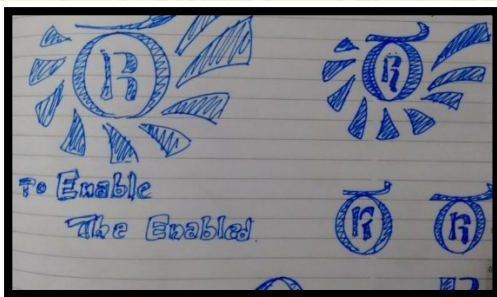
Analysis of Prototype 2

- Represented the culture of Bangalore, Karnataka where the NGO is located
- The outward and extending strokes symbolised the hope and development offered.
- Easy to make a stencil of this design
- Not in sync with the logo of the organisation
- Not relevant outside of Karnataka due to lingual differences

Feedback from the organisation on the prototypes

Liked Prototype 2 but wanted to add the letter "R" in English in the logo to increase relevance outside Karnataka and India. They confirmed that they did not expect the logo to be in sync with the entire NGO.

Modified prototype #2 based on feedback



Rough sketches based on the feedback

Logo sent back to organisation



Logo implemented in Rachana!



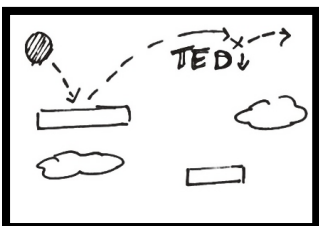
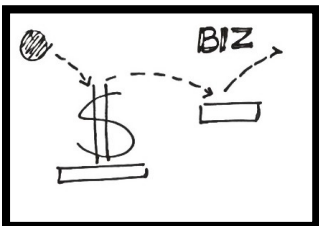
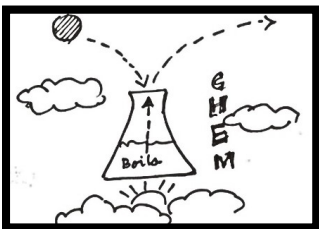
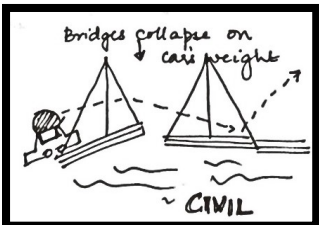
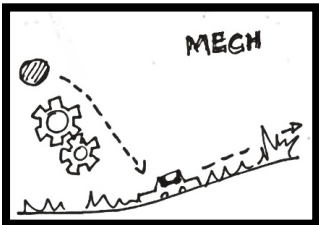
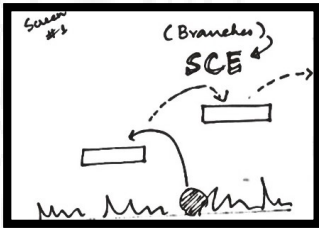
Rachana then took the modified prototype, created a stencil and implemented it on the paper bags produced from the unit!

CLAYMATION VIDEO

Promotional video for Engineer, 2011 – Technical fest of National Institute of Technology Karnataka, India.

STORY BOARD

START



CLAYMATION VIDEO

Promotional video for Engineer, 2011 – Technical fest of National Institute of Technology Karnataka, India.

WHAT IS ENGINEER AND NITK?

- NITK – National Institute of Technology, Karnataka is one of the top 10 engineering schools in India. It has students from all over the country as well international students.
- Engineer - Annual Technical Symposium of NITK and is one of the largest of its kind in India.
- It has a participation pool of over 6000 students from 150 colleges across 65 countries.
- Started in 2005, has the motto – Think. Create. Engineer.



VIDEO REQUIREMENTS

- Cover all the event categories in the fest
- Less than 90 seconds in length
- Bring forth the creative aspect of the fest

RESOURCES

- 6 membered team (including 2 members who exclusively worked on sound, video mixing and editing)
- 48 hours to go from concept to completion

EVENTS TO COVER

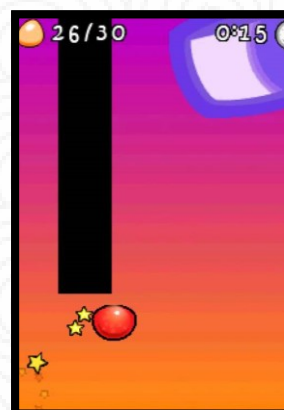
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|--|------------------------------|----------------------|
| - Socially conscious engineering (SCE) | - Chemical Events | - Night-time Gaming |
| - Mechanical Events | - TEDx – Inspirational talks | - Astro Events |
| - Civil events | - Business Events | - Electronics Events |
| | - Computers events | - Informal Events |

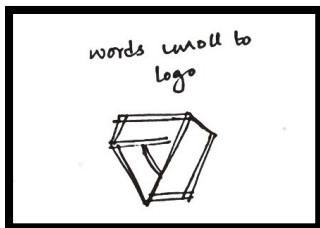
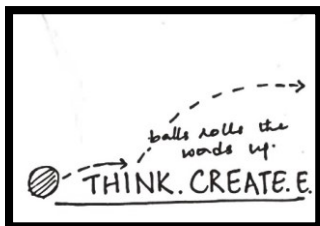
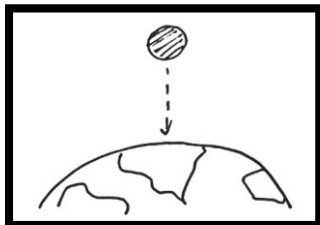
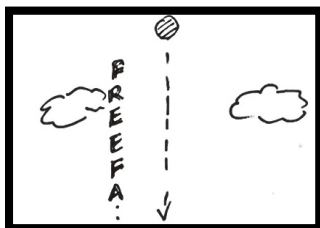
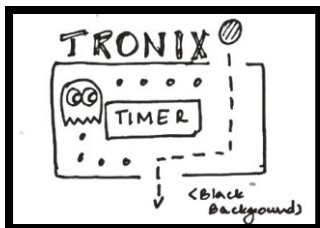
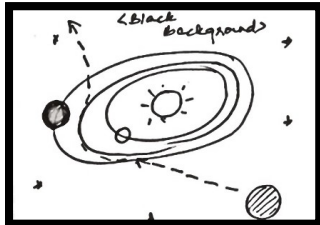
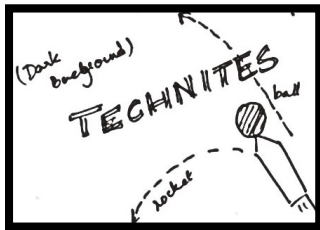
STORY LINE

- To actually cover all the events we needed a story line that would help in easy transitions between scenes
- We thus decided to model it behind the “bounce tales” game!



Not only was scene change a common feature of it, it was also famous in the college crowd and thus very relat





FIN

Now, using "[the bounce tales](#)" as a reference, we began to story board the entire video covering the journey of the ball from one scene to the other.

Once that was done, we still needed to incorporate the fest logo in as that was the key aim. Thus we decided to make [one last entrance of the ball to help unravel the logo.](#)

Now the story board was complete, we were left with once day to decide on the media and complete the video.

MEDIA CONSIDERED –

- 1) Chalk motion animation
Minimal resources required – chalk, blackboard
Less time required to actually draw
Lack of colour and vibrance – very much unlike the game
- 2) Clay animation
Minimal resources required – coloured clay
Extremely vibrant and colourful
Less time required to make basic clay models
- 3) Shadow puppet videos
Minimal resources needed – paper and a white screen
Lack of colour and vibrance – very much unlike the game
Takes increased time to create puppets for each scene

After looking at all the possibilities, Clay animation was the clear winner.

FINAL VIDEO –

[HTTP://WWW.YOUTUBE.COM/WATCH?V=MJOMWR8O2JE](http://www.youtube.com/watch?v=MJOMWR8O2JE)

The video was completed by taking [goo pictures](#) to create stop motion animation using the clay models.

