

Ruboric



The image features a large, bold word 'RUBRIC' in white, blocky letters. Each letter is set against a different colored square: 'R' is red, 'U' is orange, 'B' is brown, and 'I' and 'C' are yellow. The background is a light orange color with a subtle texture. Overlaid on this background is a repeating pattern of the text 'Stop Motion Made Easy' in a smaller, white, sans-serif font.



everything you need to
animate, now in a box
pose, click, repeat
portable for your convenience
3-axis movement
easy to change backgrounds
beginner friendly difficulty
beginner friendly cost

Stop motion animation is as simple as animation can get. You pose, shift, capture, pose again, shift again, capture, and the process repeats till you have what's needed to put all those frames together. Doesn't sound too much to ask, does it? But all the solutions available in the market would argue otherwise. On Amazon, the simplest kit that enables one's ability to pursue stop motion animation costs 10,000 rupees, which just seems too much for a beginner to dip their toes in.

Rubric aims to fix that, by providing all you might require to create the animation you wish for a cost you can find reasonable. It invites you in the world of stop motion by being simple, approachable and easy to grasp.



Rubric

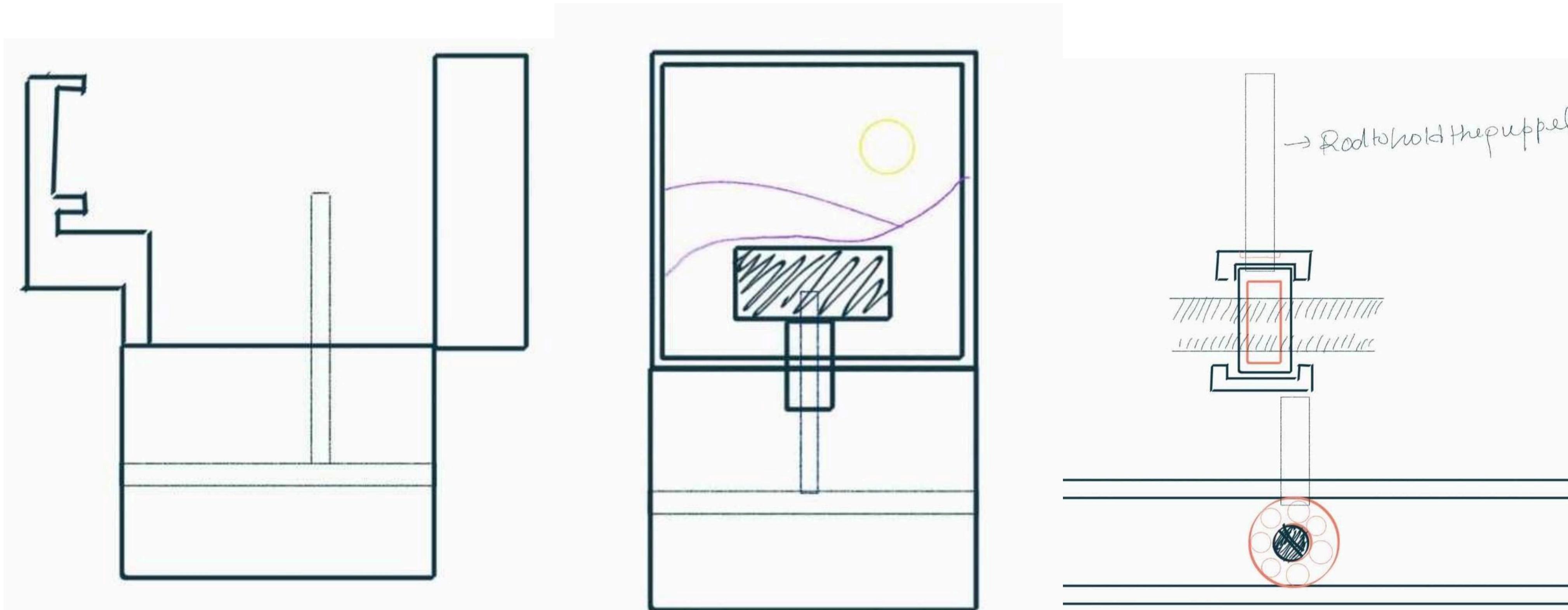
A thrifty solution for stop motion animation

Project Brief

Stop motion animation is as simple as animation can get. You pose, shift, capture, pose again, shift again, capture, and the process repeats till you have what's needed to put all those frames together. Doesn't sound too much to ask, does it? But all the solutions available in the market would argue otherwise. On Amazon, the simplest kit that enables one's ability to pursue stop motion animation costs 10,000 rupees, which just seems too much for a beginner to dip their toes in.

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Initial Sketches



Approaches for improvement

- Reducing complexity
- Employing multiple perspectives
- Reiterate, Reiterate, Reiterate
- Looking for the most optimal manufacturing methods
- Keeping the competition in mind

Form Exploration



Product Design Project

Project Guide

Prof. Vishal Singh

Time Duration

6 Weeks

Student Details

Mudit Chand Narayan
MDes First Year

Functional Prototype



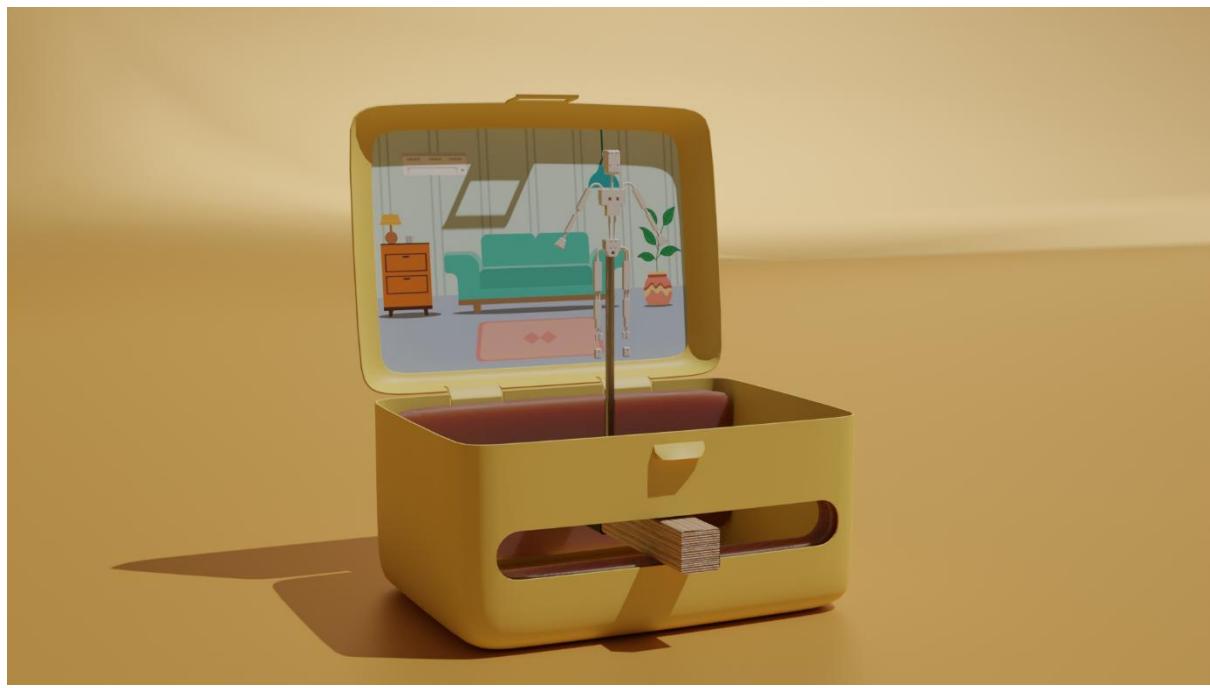
Dear sir,

My product is called Rubric, and it is designed to be an easy learning experience for stop motion animation when it comes to beginners who want to pursue the field as a hobby and are not willing to spend too much money on obtaining the high quality gear. The product has been designed to provide all the things needed to create a functioning movement and animation system to prototype small clips. The product kit is to contain the following items:

- The box with foam padding.
- 2 clipping attachments for the wooden shaft.
- Wooden shaft.
- Stop motion puppet.
- 2 printed wallpapers.
- 30cm of malleable aluminium wire.

The materials chosen for each pointed out component are

- For the body of the product, we use **Acrylonitrile Butadiene Styrene (ABS)** for efficient extruding. Some common brands suggested through the research were Samsung Starex®, Toray Toyolac®, BASF Terluran®, and Ineos Lustran®.
- For the wooden shaft, a 2inch square cross section plywood is to be used after smoothing out the edges and applying varnish.
- The telescopic mechanism to hold the puppet should be designed using stainless steel and should be attached to the wooden shaft with proper grip.
- Ultrasonic welding was the suggested method to be used to join the two injection moulded parts of the body.
- Polyurethane leather can provide a good finish but manufacturing specialized leather bags filled with foam could increase the cost of the product.





Thank you,
Mudit Chand Narayan, 25106
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