



POWER PREP KIT

FOR STUDIO / SITUATION TEST AND PORTFOLIO

(Preparatory Lessons for Studio / Situation Test & Portfolio Development)



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POWER PREP KIT FOR STUDIO / SITUATION TEST AND PORTFOLIO



Tired of confused, clueless, sleepless nights before your design college admission tests?

This prep kit is a complete solution to your unresolved confusions and questions. It is a complete guidance through a tour of explorations and exercises where a student goes through a series of experiences; which help him/her to intellectually and aesthetically grow into a **design ready** candidate.

This preparatory kit is developed in detailed attention to the levels of learning abilities. There are three levels of exercises (**Basic, Intermediate, Advanced**) for students with different aptitudes. The **Basic Exercises** are mainly prepared for the UG APPLICANTS. The **Advanced Exercises** are aimed at PG APPLICANTS. The **Intermediate Exercises** are aimed for both. A UG fast learner can do the advanced exercises while a slow PG learner can practice the basic exercises. Some of the explorations which are meant for the PG applicants are marked **Advanced**.

“WHAT ARE THE CRITERIA THAT DESIGN SCHOOLS LOOK FOR?”

5 THINGS THAT DESIGN SCHOOLS LOOK FOR ARE

1. Communication ready approach
2. Observation skills
3. Material handling
4. Self and social awareness
5. Problem solving abilities

This content gives you a full guidance to master these five major topics and prepare yourself to be aesthetically and technically qualified to pass successfully **studio / situation test and portfolio**.

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11 TELL A STORY

Introduction:

Story telling is a very powerful, old and universal way of communicating with others. Do you remember any story being told by your grandmother, grandfather or anyone else? Did you find it interesting?... Yes, it has been always fun.

Today many of the big brands around the world use story telling as the medium of their campaign to promote their brands. If you want to express anything in interesting and attractive way; story telling is the best medium.

Let's look in what different ways story can be told:

- | | |
|--|--------------------------------------|
| 1. Writing (Story book/short stories/articles/essays) | 5. Sequential/ momentary photographs |
| 2. Consecutive drawing/ illustration/ sketch | 6. Narrations |
| 3. Video | 7. Puppet Show |
| 4. Enacting (mime/theater) | |

Look by yourself

a) Look at the following illustrations :

R. K. Laxman in Times of India



Tintin



b) Watch the following Ads through YouTube links :

Story telling without dialogues/words

<https://www.youtube.com/watch?v=A9uTiTnPkSE>



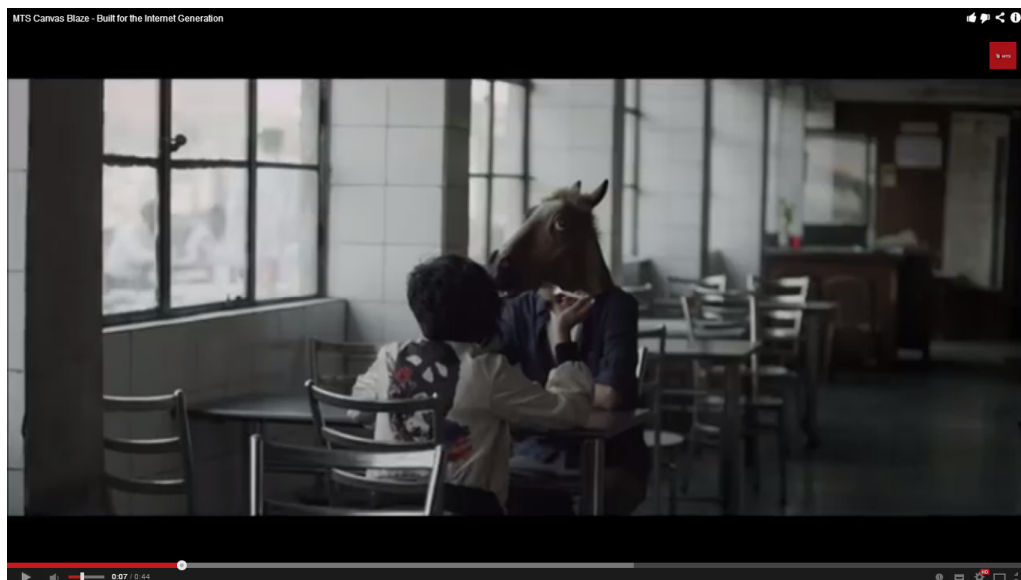
See this stop motion Animation:

<https://www.youtube.com/watch?v=ph1a5FKIFxc>



See the narration, how it works with the visual:

<https://www.youtube.com/watch?v=gdMp3K62C5o>



See how stories are directed in a way, so climax is powerful

<https://www.youtube.com/watch?v=mPvXrteYobc>



See the Humor :

<https://www.youtube.com/watch?v=0n6MHpKgyUM>



Social culture/discrepancy taken as metaphor:

<https://www.youtube.com/watch?v=Orq-4QcktDU>

Enactment enhancing story telling:

<https://www.youtube.com/watch?v=9Wv1RX87SPo>

c) Find and read an interesting story book : (Advanced Exploration)

See the voice modulation to understand the style of narration

<https://www.youtube.com/watch?v=i83KGtJ2SIQ>

d) Listen audio clip : (Advanced Exploration)

See the voice modulation to understand the style of narration

<http://www.youtube.com/watch?v=GRE1s3gANfU>

e) Look at the following blog : (Advanced Exploration)

<http://www.grannysu.blogspot.in/>

f) Puppet shows

Early Doordarshan puppet shows

1. <https://www.youtube.com/watch?v=um7S1roJr4I>
2. <https://www.youtube.com/watch?v=T34qWRwQw1w>

g) Mime

Used for story telling in films, theaters & ads

1. <https://www.youtube.com/watch?v=EmxaK0R1YUM>
2. https://www.youtube.com/watch?v=FPMBV3rd_hI&list=PLA8DC007A60A81520
3. https://www.youtube.com/watch?v=i96RsD-9c_o

h) Theatre

Check out in the following hangouts and pay a visit:

1. <http://www.prithvitheatre.org/>
2. <http://ncpamumbai.com/>

Tell your own story

Basic Exercises

- 1) Ask your parents how they got married. Did some interesting thing happen? Find and collect photographs of marriage. Now write a story using photographs.

Or

Ask your best friend and try to know details about his or her most memorable incidents of life. Ask for photographs, if any. Write story using visuals drawn by you or collected as photographs.

- 2) Take a member of your family. Follow his or her daily routine and click snaps with your mobile. Then put them in sequence to show "A day in the life of "that person".
- 3) Choose an interesting short story that you want to tell someone close to you who lives away from you. Narrate it in your voice and record it on your phone. Send the audio file to that person and get his or her reactions.

Intermediate Exercises

- 4) Take two objects from your house (like Table and Chair) and assume that they can talk. Write interesting conversations and narrate a story through a script.
- 5) Visit one outdoor place like CCD (Café Coffee Day). Observe people there. Take one or two persons as your characters and taking some funny situations at CCD, Narrate a Story using a comic strip. Use minimum dialogues and not more than six frames.

Advanced Exercises

- 6) Find interesting facts of evolution of computer. Keeping Desktop computer as your narrator/ character write an autobiographical story showing its evolution.
- 7) Write an interesting short story. Now enact the story and Record it. Emphasize on expressions.

This document covers only the 1st day of SILICA's 7 Day Workbook. SILICA's complete Home Coaching kit is the best way to enhance your chances of cracking the NIFT Situation Test & NID Studio Test.

Highlights of Home Coaching Kit

- 7 Day DVD Pack with 30 Video Lessons
- 210 Page Power Prep Kit
- 7 Day Workbook for GDPD (NID)
- 7 Day Workbook for each PGDPD discipline (NID)

Call 09930218679 to order now! Order Online at <http://www.silica.co.in>