

Avid Learning presents an #AVIDWORKSHOP which will explore the processes involved in the art of storyboarding and examine the techniques employed in adapting graphic novels for digital mediums

For Immediate Release

The process of storyboarding has been popular in live-action film production since the early 1940s. One of the first live-action films to be completely storyboarded was the American historical romance film *Gone with the Wind*. Since then, it has become a standard tool often employed during the process of pre-visualization of films. The history of visual storytelling can be traced back to the pre-modern era – the earliest evidence of it is seen in the *Bimbetka Rock Shelters* in Maharashtra. *The Banyan Deer* was one of the first few films in India where filmmakers and artists collaborated to storyboard and animate the visuals.

When it comes to conveying a story visually to readers, graphic novel illustrators can learn a lot from examining how shots are filmed in movies and television. Graphic novels are more than just stories and tales depicted by drawings. They can also be works of non-fiction or collections of short stories conveying a narrative between two substantial covers. From the *Amar Chitra Katha* series and the iconic MAD magazines – which marked a landmark in the evolution of the graphic storytelling – to works like *Maus*, *Persepolis*, and *Fun Home* which have garnered Pulitzers, graphic novels are finally significantly appearing on the average Indian bibliophile's reading radar.

How can one leverage the concept of storyboarding in films to make graphic novels more visually striking? How do various aspects like light, scale and movement add dimension to a static storyboard? How does one go about adapting a graphic novel into an animated film and vice versa?

Avid Learning presents **Beyond the Storyboard: An Interactive Session on Graphic Storytelling in the Flix Age.**

Please read on below for more on the workshop:

Join India's foremost classical *Animator & Illustrator* **Chetan Sharma** who will take the participants on a journey exploring various nuances of storyboarding as an art. With references to his body of work across advertising, animated films and illustrated books, he will delve into the process of articulating stories through static frames – from initial thoughts to stories and touch upon on imbibing technicalities like character development, background design and composition into a storyboard.

Chetan will be joined later in the day by special guest speaker *Founder & Chief Storyteller, The Story Ink* **Sidharth Jain** who will talk about the process of translating and adapting illustrated graphic content and novels for digital mediums like film and video. He will introduce the participants to the approach a graphic storyteller needs to take in order to visualize and adapt relevant content while retaining the originality of the characters, structure and visual aesthetics of the piece. He will also identify and highlight the various avenues and platforms available to artists and creators in today's increasingly digitally driven world.

Workshop Highlights include:

- Learning the nuances of the art of Storyboarding for digital and print mediums
- Understanding new technology available to artists
- Decoding the processes involved in transforming a graphic novel into a film

- Identifying visual content that is relevant to today's consumer's interest


Where: Essar House – Podium, [11 KK Marg, Mahalaxmi, Mumbai – 400034](#)



When: Saturday, 24th August, 2019; 10:00AM – 4:00PM

Fee: Rs. 1200/- (including lunch)

RSVP: www.avidlearning.in (Prior registration required)

Press Email/ Call: Dhvani Vyas Rele on dhvani.avid@gmail.com / +91 9769877928

#AVIDWORKSHOPS


Beyond the Storyboard

An Interactive Session on Graphic Storytelling in the Flix Age





Image Credit: Sin City Movie

Join **Avid Learning** for an exciting workshop which will explore the processes involved in the art of storyboarding and examine the techniques employed in adapting graphic novels for digital mediums. *Animator & Illustrator Chetan Sharma* will take the participants on a journey exploring various nuances of storyboarding as an art. The workshop will also feature special guest speaker *Founder & Chief Storyteller, The Story Ink Sidharth Jain* who will talk about the process of translating and adapting illustrated graphic content and novels for digital mediums like film and video. Don't miss this workshop which will delve into the intriguing world of visual storytelling in the digital age!

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Date: Saturday, 24th August 2019
Time: 9:30 AM - 10:00 AM - Registrations | 10:00 AM - 4:00 PM - Session
Venue: Essar House - Podium, 11 K.K. Marg, Mahalaxmi, Mumbai - 400034
Fees: Rs. 1200/- (including lunch)
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About the Instructors

Chetan Sharma is the founder of Animagic India, one of India's most reputed independent animation studios. He effortlessly dons many hats – filmmaker, animator, writer, storyteller, designer and voiceover artist. He has directed & produced 2 feature length animated features. He is the winner of the National Award for "Raju & I" in 2005. As well as being a pre-production designer artist for more than 2 decades for commercials and films- animated and live action, He has illustrated over a dozen children's books along the way and enjoys interacting with students- children & adults alike in his workshops and storytelling sessions.

A creative entrepreneur since 15 years, **Sidharth Jain** has worked extensively across Bollywood & Hollywood. He recently founded - The Story Ink - India's No.1 Book to Screen Adaptation Company, that curates Premium Story solutions for Film Studios, OTT Platforms & Producers. His last stint was at India's No.1 Streaming platform - *Hotstar*. *Before Hotstar, he worked as a Producer at Reliance-Adlabs Films, at Hyperion Studios - Los Angeles & iRock Films. Before getting into media, he founded -Bollywood Auctions at Baazee/Ebay India.* A MBA in Finance, Sidharth works as a part-time, consulting advisor to Ambit Capital where he shares his insights into listed Indian Media Companies with their Research team & Clients. He is a regular speaker at most Media Trade Forums such as FICCI-FRAMES, CII and Asia TV Forum.

About AVID

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 1000 programs and connected with more than 125,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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