**Workshop Details:**

**Title:** Total Recall – Thinking Out of the Box from Within the Box

**Faculty:** Sheshadri K.S

**Maximum participants:** 15

**Venue:** NID, Ahmedabad

**Overview:**
Broadcast Design is a challenging and intriguing discipline that combines graphic design, film making and animation to effectively communicate specific emotions & information.

When one packages something in the general consumption domain, a good design converts a dynamic audience into a captive one. The product then becomes ‘sticky’, leading to commercial benefits directly or indirectly.

**Objective:**
- To explore & understand Broadcast Design in the milieu of the Indian audience
- To design a 10 seconds audio-visual piece, intended to communicate a predetermined emotion and information, and at the same time be aesthetically pleasing

**Methodology:**
- Introduction to Broadcast Design for Indian mass media
- Defining of communication parameters/Brainstorming
- Mood board & Working storyboard
- Reference audio
- Animatic (storyboard to audio), and revisions as required
- Production
- Post-production

**Faculty Profile:**
Seshadri K.S is one of the founding directors of PUMPKIN Design; a premier Broadcast Design Studio, with expertise in branding content & promotions for the Indian Television space. Over the last 10 years, he has worked with the market leaders of the Television Industry providing quality on-air design.

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