

# Design Student to Master Storyteller.

August  
30, 2020

*Main  
Takeaway*

As human beings, we never act...we react. What stays in our hearts is what happens to the character.

## Introduction

Mr. Aniruddha Sen (also known as Oni) is a graduate of the National Institute of Design (NID), Ahmedabad. He graduated in Visual Communication with a specialization in Films. Known for his ability to understand human emotions, and for his skill in finely unfolding narratives, he is also a photographer and illustrator. Oni has directed much talked about ASUR, an eight-part web series for VOOT Originals, which aired in March 2020. Before this, for almost two decades, he has been producing and directing Television Commercials. His short film 'Paro' for HP Inc., San Diego, earned him a finalist in Film Craft for Direction at Cannes 2018. This candid yet academic session revealed insights for aspiring communication designers/storytellers. The session threw light on milestones into the journey of a design school student to an accomplished filmmaker.



**DESIGN STUDENT  
TO A MASTER-STORYTELLER**

**ANIRUDDHA SEN**  
(AKA ONI DA)

Director of 'ASUR' (web series)  
Director of 'PARO' (Cannes Finalist 2018)  
NID Alumnus

[LIVE WEBINAR]

In conversation with  
**PRAVIN MISHRA**  
DEAN

**VIJAYBHOO MI**  
UNIVERSITY  
INDIA'S FIRST LIBERAL PROFESSIONAL UNIVERSITY

Sunday, 30 August, 2020  
11:00 AM to 12:00 NOON IST  
Register at: [bit.ly/OniDa](https://bit.ly/OniDa)

VIJAYBHOO MI SCHOOL OF DESIGN, Karjat, Maharashtra, India

---

*Takeaway* **Learnings**

---

- Canvases of miniature to mural storytelling call in for varying brushstrokes of characters and emotions. However, the paints of core thoughts and the way you engage your painting complete the picture.
  - There are no rules when it comes to art and film making. Guidelines by other artists can help you to design yours.
  - Most stories are not about the events that take place; it is about the people and their evolutions.
  - Storytelling revolves around understanding the story through that character. A ‘victim of circumstances’ that makes you what you are, and what you feel. Masters of this art allow the audience to think beyond the storyline.
  - A script has a story with a lot of words. Reading between the lines and understanding it reveals a core thought identifiable to the product. Looking at that thought from different perspectives give new stories.
  - Backgrounds of negative spaces and pauses allow active and purposeful listening, playing with the audience’s attention to pretendedly petty participants that sometimes naturally dominate the focus of subjects and dialogues.
  - Frames are instinctive and colour a personal choice. Black and white brings in a rawness that communicative colours overdo.
  - Pre-visualise scenes and finalise on what is needed. Doing little and sticking to realism in terms of VFX, characters, and emotions let audiences relate to the story.
  - Follow dreams and embellish your roots. Anything created has a story; success, failure, or stuck somewhere in this magnitude.
-

## Speakers

**Mr. Aniruddha Sen (Oni Da)**

Director of ASUR, NID Almunus.

**Prof. Pravin Mishra**

Dean-Vijaybhoomi School of Design.

([https://twitter.com/mishra\\_pravin](https://twitter.com/mishra_pravin))

## Follow us on:



[@vijaybhoomiuniversity](https://www.instagram.com/vijaybhoomiuniversity)



[@Vijaybhoomi University](https://www.facebook.com/VijaybhoomiUniversity)



[@VUTV channel @Vijaybhoomi University](https://www.youtube.com/VUTVchannel)