THESIS REPORT ON

ELECTRONIC ENTERTAINMENT AND MASS MEDIA DEVELOPMENT INSTITUTE

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF:

BACHELOR OF ARCHITECTURE
BY
(TAMANNA KEWLANI)

(1190101025)

THESIS GUIDE

(AR.SHAILESH KR YADAV)

SESSION

2019-24

BBD UNIVERSITY

TO THE

SCHOOL OF ARCHITECTURE AND PLANNING

BABU BANARASI DAS UNIVERSITY

LUCKNOW.

SCHOOL OF ARCHITECTURE AND PLANNING
BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

<u>CERTIFICATE</u>

I hereby recommend that the thesis entitled"**Electronic entertainment and mass media development institute** " under the supervision, is the bonafide work of the students and can be accepted as partial fulfillment of the requirement for the degree of Bachelor's degree in architecture, school of Architecture and Planning, BBDU, Lucknow.

Prof. Mohit Kr Agarwal   Prof. Sangeeta Sharma
(Dean Of Department)   (Head Of Department)

Recommendation   Accepted
                        Not Accepted

External Examiner   External Examiner

BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

Certificate of thesis submission for evaluation

1. **Name :**   **Tamanna Kewlani**

2. **Roll No. :**   **1190101025**

3. **Thesis Title**   **: Electronic Entertainment And Mass Media Devolpment Institute**

4. **Degree for which the thesis is submitted: Bachelor In Architecture**

5. **Faculty of University to which the thesis is submitted:**   **Yes / No**

6. **Thesis preparation guide was referred to for preparing the thesis.**   **Yes / No**

7. **Specification regarding thesis format have been closely followed.**   **Yes / No**

8. **The content of the thesis have been organized based on the guidelines.**   **Yes / No**

9. **The thesis has been prepared without resorting to plagiarism**   **Yes / No**

10. **All the sources used have been cited appropriately**   **Yes / No**

11. **The thesis has not been submitted elsewhere for a degree.**   **Yes / No**

12. **Submitted 3 hard bound copied plus one CD**   **Yes / No**

CONTENTS

CONTENTS

<u>FIGURE TABLE</u>

INTRODUCTION

Prologue:

"To design one of the leading institutes globally, by offering world-class education and training in the field of Animation, Visual Effects, Gaming and Comics industry and proactively engaging with the industry."

1. Background

India is a developing country, due to which there are many careers which are developing in India right now and its necessary sources are happening in smart cities like Delhi, Mumbai, Pune. Animation & Gaming Institute for the new logo. For this, it can work in areas like Smart City. Because most of the students want to study in that city, due to which everyone knows that there is an institute that can give them the right platform. Due to this, more students can take admission in the Institute. And because of that, the city can also get a new path. Right now, animation is very important in the film, which seems to be realistic for people to see, but it is still lacking in India, due to which people like Hollywood movies more. If there are such skilled people in India, then its scope will also increase. With this, a scholar human in India will also get an opportunity to work in another country and India's connection will be made with other country. Gaming development in India has been further strengthened by the entry of animation companies into game development. It is easy for the animation companies to tweak existing resources to gain from a new opportunity.
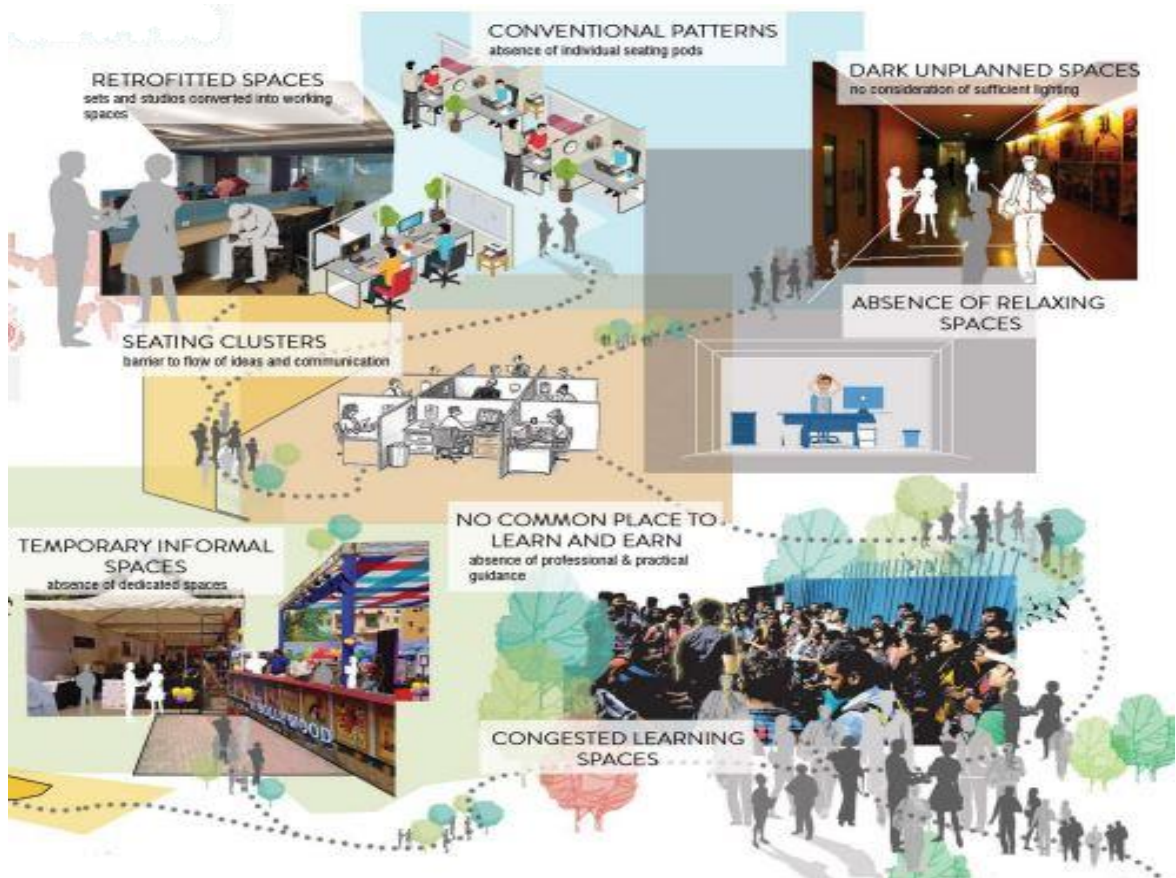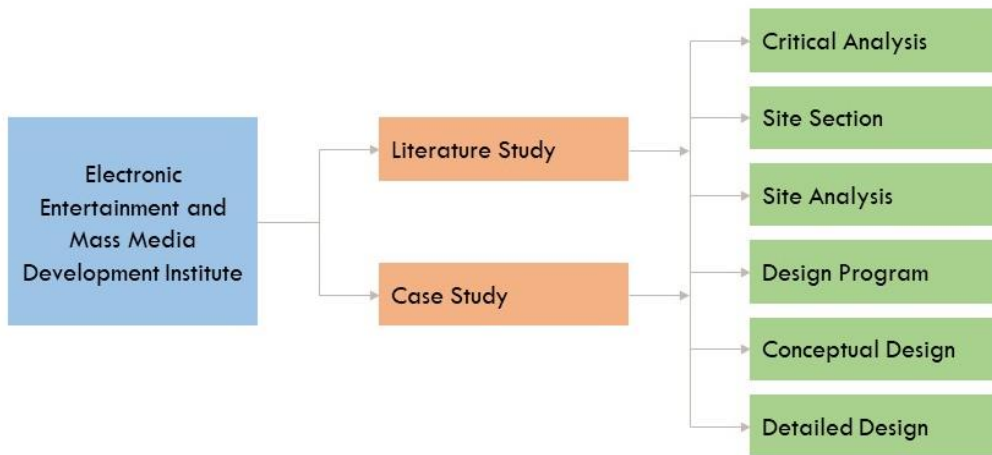
1.2 SCOPE AND LIMITATION

Gaming and animation in India is an institution that can create platforms for people and other institutes are at a small level due to which many students do not know about this career, they find the right platform and people are attracted to it. For them, the building form should be made in such a way that it can combine gaming and animation with architecture.

2. STUDY OF PROJECT

Prologue:

"This chapter consist the study about the understanding of gaming and animation institute's problems and relevant case studies about the topic."

2.1 ABOUT THE INSTITUTE

The institute advances awareness, education, fieldwork, preservation, and publication throughout the world.

To study in detail, the special functions involved in an Animation and game studio designing and analyse the various functions given in requirements through appropriate means of Literature study, Case studies and online research. This study shall be done in reference with the major and minor objectives so as to achieve an integrated design at the end. The Institute will be based on futuristic approach and will have an aggressive design as it is a gaming and animation institute so people will come to know by the look of the building that it is a gaming and animation institute by the aggressiveness of the design itself it will be a benchmark for gaming and animation institute which will be itself be an inspiration through architecture for promoting such field and education. In daily life, it is seen that smart phones have many things like games and movies which are used a lot, whose trend is only in India, in howl entire world, people can find a new path, people can make a gaming and animation institute for this.

2.4 LOCATION

Proposed location of National Centre of Excellence(NCoE) is in Goregaon Film City, Mumbai

2.5 CONCLUSION

Gaming and animation has made a huge impact on entertainment, movie industries, and kids. Computer animation made entertainment more interesting and enjoyable. Huge companies, such as Walt Disney and Pixar, were greatly influenced by the invention of gaming and animation. Also, the effects of children from the technology can be both bad and good. computer animation is not a replacement for traditional animation, just another tool. although the technology today is advanced, there's a greater future in store for gaming and animation.

LITERATURE STUDY

3.   LITERATURE STUDIES

1.   Kantana Film & Animation Institute – Thailand

Figure 1 Institute view

Kantana Institute is a film and animation school of undergraduates. The Institute is dedicated to the master of drama in Thailand – Pradit Kaljareuk.

Figure 2 Institute view

It is one story building which combines perfectly with the beautiful natural environment that surrounds it.
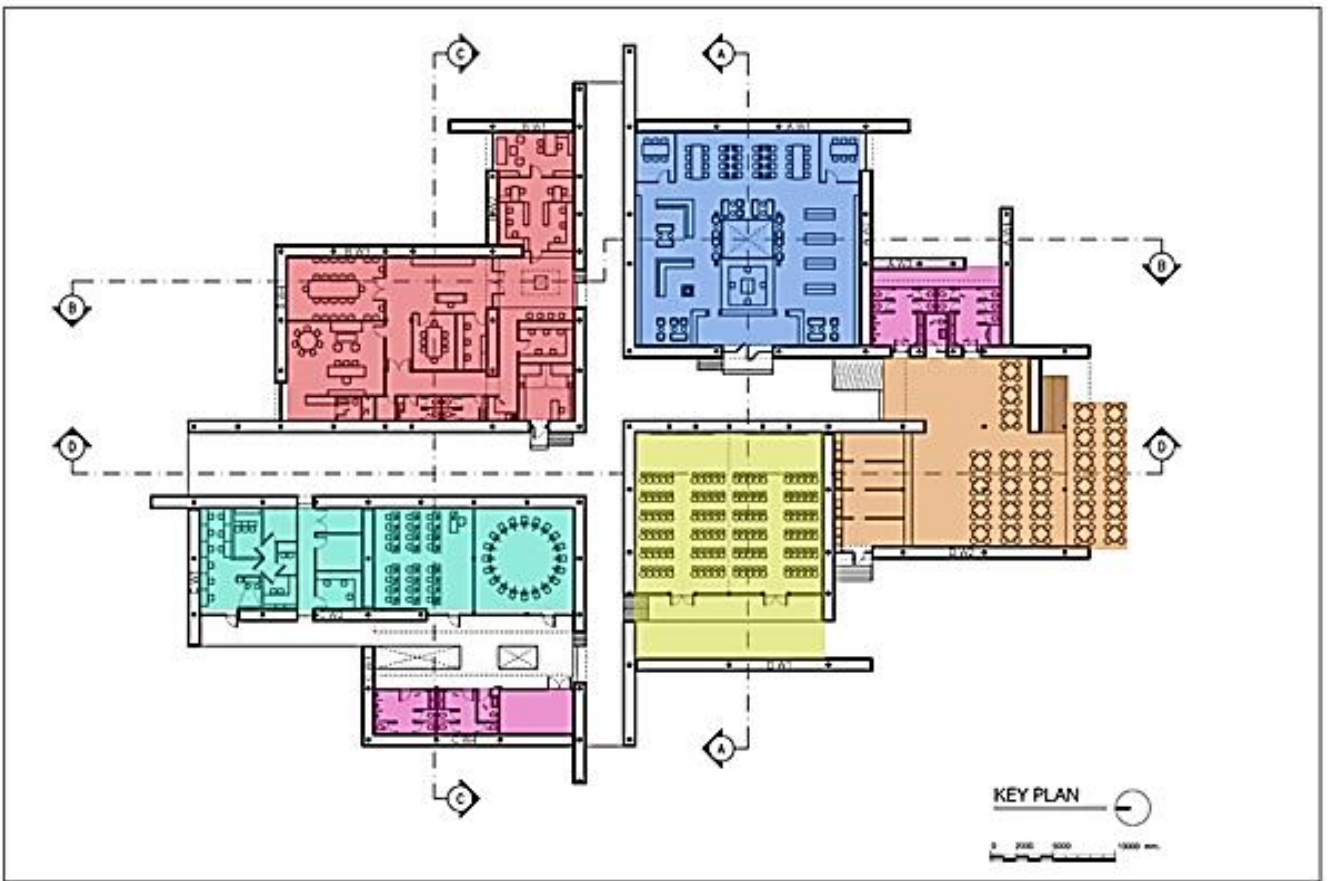
Figure 3 Site plan

The building has an "Inserted for" with a linear corridor with the north-south axis and the east-west axis. These areas are all linked by an inserted forest in the shape of log pathway

INSERTED FOREST SECTION

CANTEEN'S WC. SECTION

Figure 4 Site section

It is one story building which combines perfectly with the beautiful natural environment that surrounds it.

LECTURE ROOM & CANTEEN SECTION

0   2000   5000   10000

LECTURE ROOM SECTION

0   2000   5000   10000

WEST ELEVATION
0 2 5   10

Figure 4 Section And Elevation

Figure 6 *Right Side* View of Wall & Left Side View of lobby

It is one story building which combines perfectly with the beautiful natural environment that surrounds it.

Figure 7 View of building merging with landscape

View Of Canteen

CASE STUDY - 1
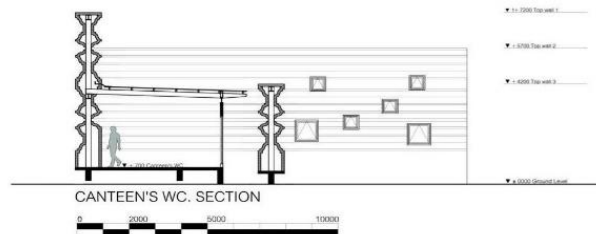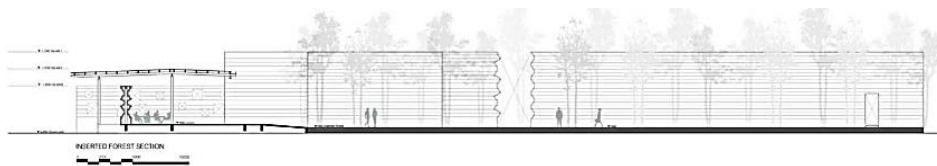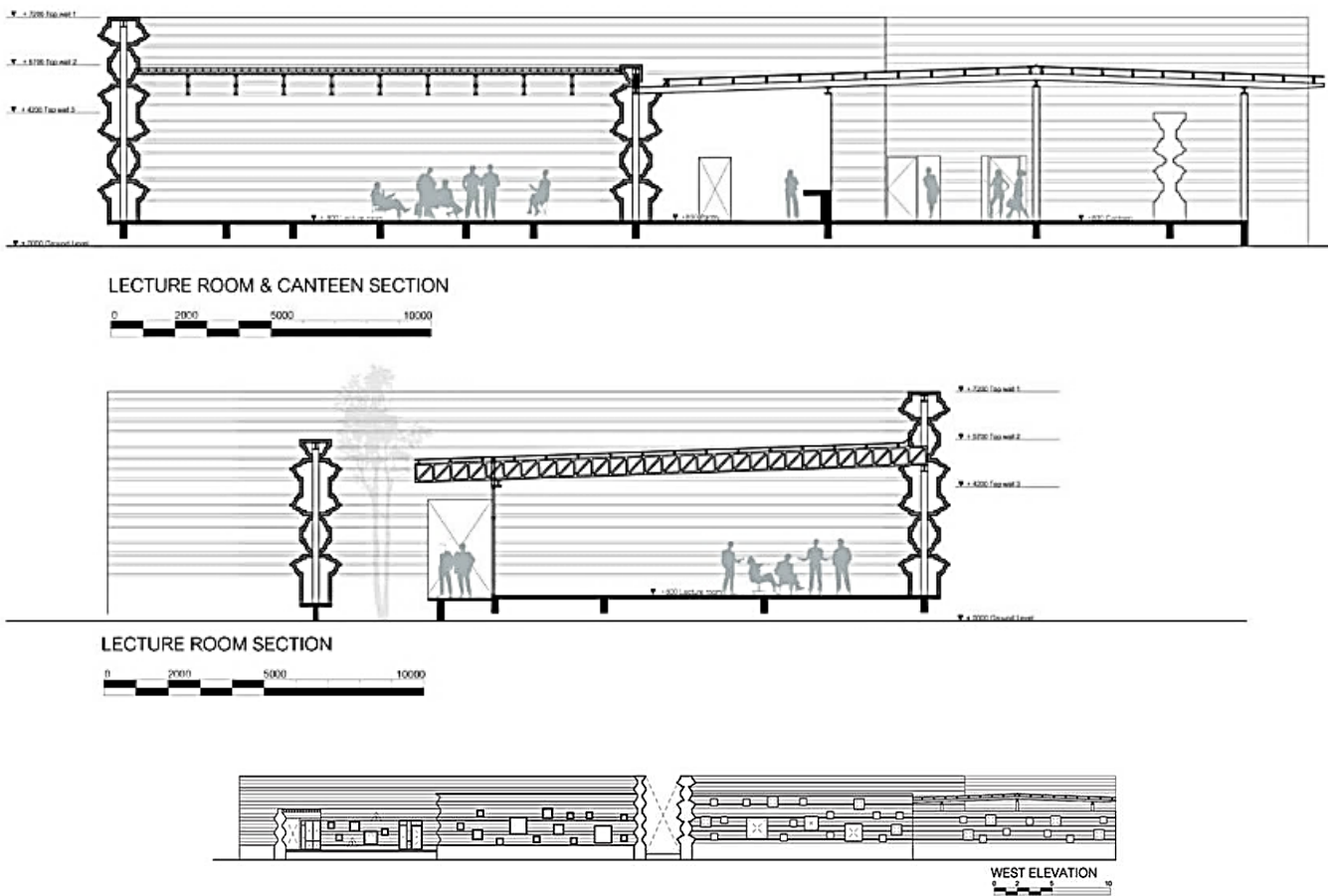# WHISTLING WOOD INTERNATIONAL

INTRODUCTION

Name: Whistling Woods International, Mumbai.
• Location: Film city, goregaon east, Mumbai.Area: Presently 4 acres in use and 20 acres for Future expansion.
• Climate: Moderately hot & high humidity.
• Project form: Curvilinear
• Date of Commencement: Year 2005
• Client: Subhash Ghai
• Architect: Ar. Atul Desai
• Capacity: 750 students
• WWI is situated in the film city the board context is different sets of films and television, 2 lakes and wild sanctuary and the immediate context is reliance film media center and mukta theater.
• Vision: To create a state of the art institute that sets new standards of world class education in film, media and entertainment.
• Mission: Benchmarking quality, inspiring innovation, Encouraging creativity & molding minds by leading from the front in the field of film, media and entertainment

SITE PLAN

INTRODUCTION

Basically circular geometry is used. • Whole building is based on radial planning. • Whole building has separate blocks According to the function. • Such as administrative, academic, technical, performing areas and also connected by means of corridor and bridge. So in a way the whole building stands as a single structure. • All blocks overlooked into the courtyard.

BLOCK A
BLOCK B
BLOCK C
BLOCK D
OPEN SPACE
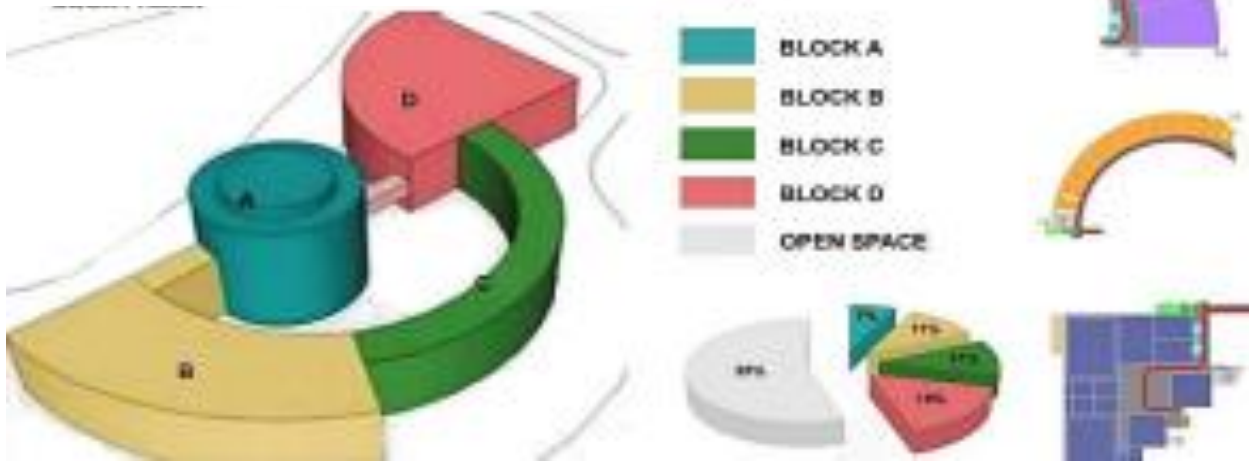
Block C: Academics The academic block comprises of 2 floors with 13 classrooms on each floor.• Level 1 Editing lab, Sound recording lab, Pre production room, Music room, Audio visual rooms, lecture halls.• The classrooms are placed along a singly loaded corridor overlooking into the courtyard. The courtyard cant be accessed from the ground floor of this block.• Music mixing and sound recording rooms are completely sound proof along with the control room.

Block D: Recreational block Block D and A are connected through a bridge on the first floor level.• The building has a cut out at a center which keeps the first floor very well lighted.• The recreational activities provided are coffee shop, gymnasium, TT table.• There are film studio and TV studio on the ground floor along with changing room

PROGRAMME AND CONNECTIVITY OF THE SPACE

• Name: Whistling Woods International, Mumbai.
• Location: Film city, goregaon east, Mumbai.Area: Presently 4 acres in use and 20 acres for Future expansion.
• Climate: Moderately hot & high humidity.
• Project form: Curvilinear
• Date of Commencement: Year 2005
• Client: Subhash Ghai
• Architect: Ar. Atul Desai
• Capacity: 750 students
• WWI is situated in the film city the board context is different sets of films and television, 2 lakes and wild sanctuary and the immediate context is reliance film media center and mukta theater.
• Vision: To create a state of the art institute that sets new standards of world class education in film, media and entertainment.
• Mission: Benchmarking quality, inspiring innovation, Encouraging creativity & molding minds by leading from the front in the field of film, media and entertainment
SITE PLAN
• Programmes offered at Whistling Woods International vary in duration from 1 year to 4 years. All the major specialisations of the Media, Communication & Creative industry are catered to in the seven schools housed at Whistling Woods International, namely, School of Filmmaking, Actors' Studio, School of Animation, School of Design, School of Fashion, School of Media & Communication and School of Music.
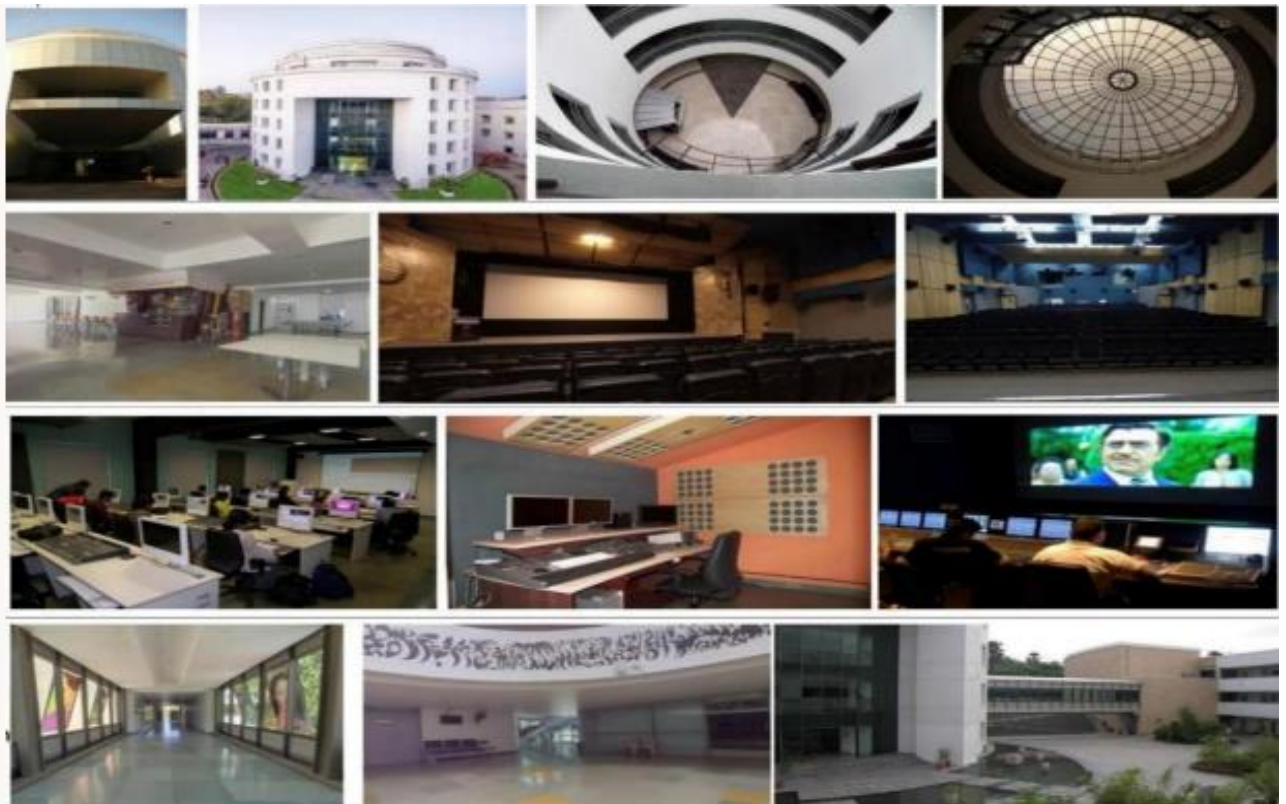
Built form expression:

- Basically circular geometry is used .
- Whole building is based on radial planning.
- Whole building has separate blocks according to the function.
- Such as administrative , academic, technical, performing areas and also connected by means of corridor and bridge. So in a way the whole building stands as a single structure.
- All blocks overlooked into the courtyard.
- The academic block again opens out into a huge open space.
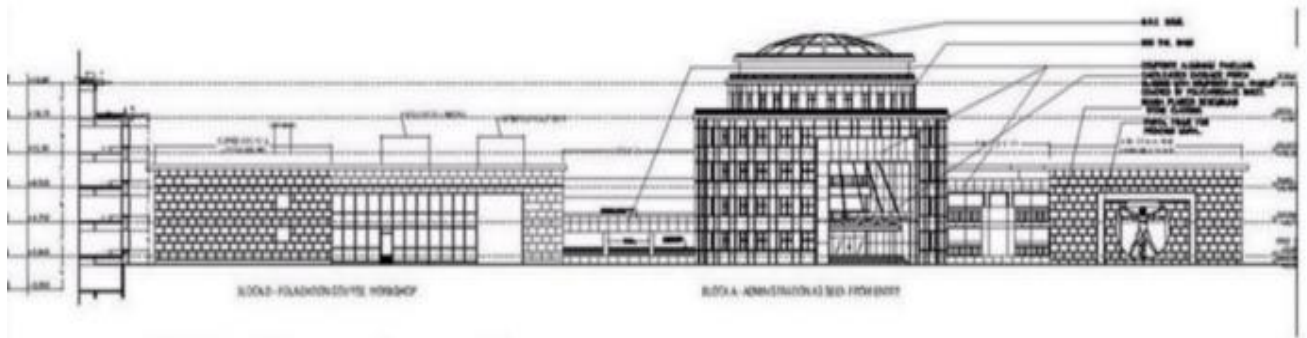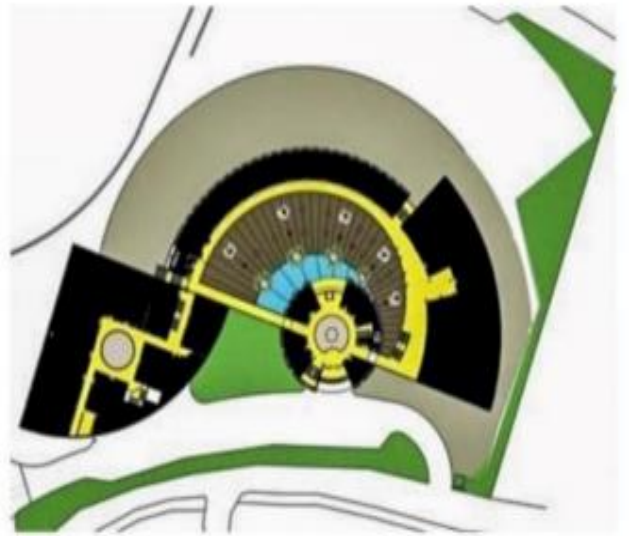
connectivity through section:

- The courtyard is surrounded by the 4 main blocks A,B,C & D as specified earlier.
- The access to the courtyard is from the ground floor whereas the main entry to the institute is from first floor.
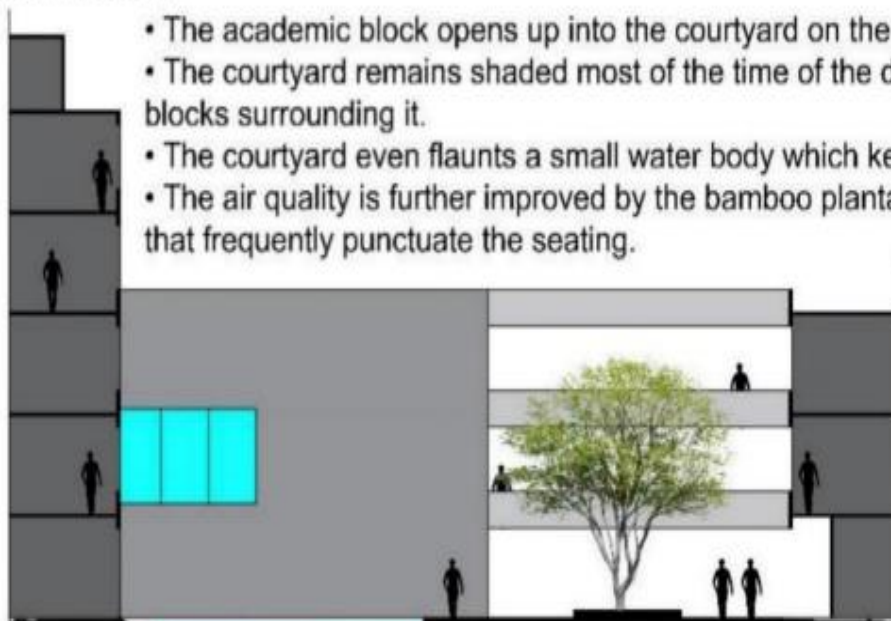
- The academic block opens up into the courtyard on the north side.
- The courtyard remains shaded most of the time of the day because of the high blocks surrounding it.
- The courtyard even flaunts a small water body which keeps the daily breeze cool.
- The air quality is further improved by the bamboo plantation that frequently punctuate the seating.

- It is a well balanced combination of light and shade , which makes it a favorable place to spend the time.
- Section showing building connecting bridge and courtyard in between two blocks

DESIGN PROPOSAL

4.1 <u>SITE INFORMATION</u>

Proposed location of NCoE (National Centre of Excellence) is in Film City, Mumbai.

India's first training institution for visual effects, animation, gaming and comics will be set up in Mumbai.

The Bharatiya Janata Party (BJP)-led Maharashtra government on Tuesday decided to allot a 20-acre plot for the National Centre of Excellence in animation, visual effects, gaming and comics, at Goregaon's Dadasaheb Phalke Chitranagari or Film City, the nerve centre of India's entertainment industry.

4.2 <u>ABOUT THE SITE</u>

- Site area: - 20,000sqm
- Location: - Goregaun film city, mumbai
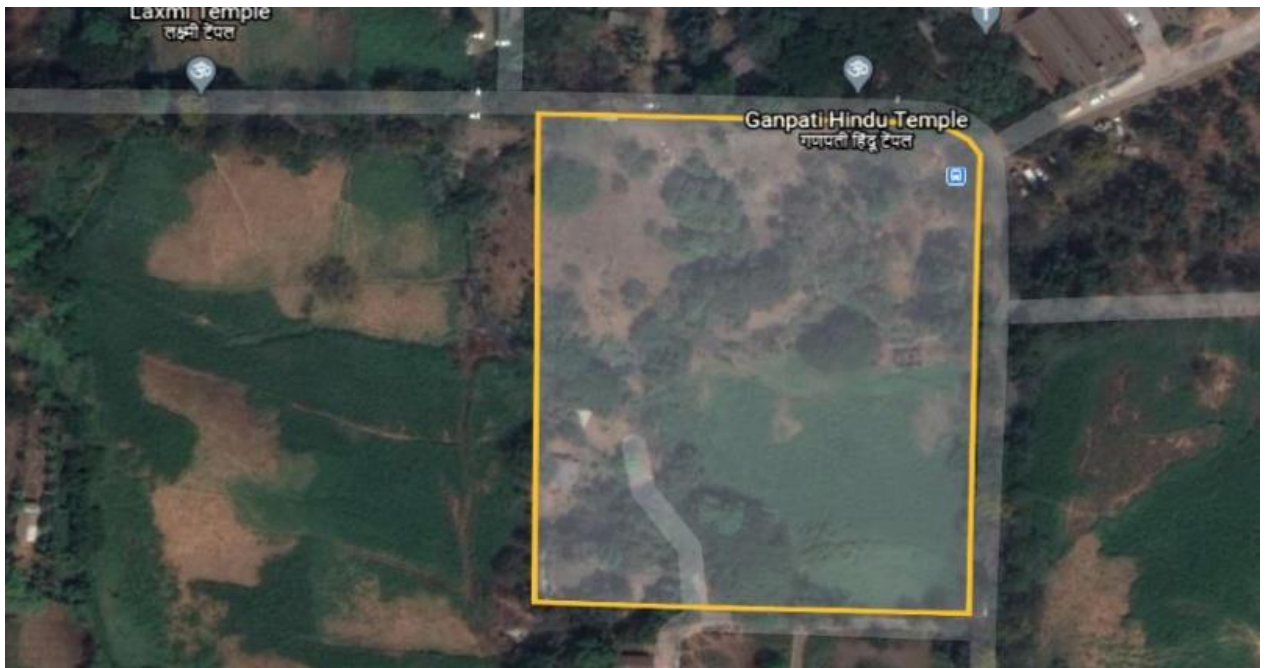
4.3 SITE AND CONTEXT

The site is having films studio on the north side and Vihar lake on the east side. The site is easily available axis due to the 2 km Western Express Highway. Mostly there is open ground around but also there is Temporary structure like slums housings or Residential and commercial building.

4.5 Site Analysis

Sun and Wind Direction   Noise Detection   Final Ground

4.5 Site Sectiom

TEMPORARY
STRUCTURE
AND
RESIDENTIAL BUILDING

SITE
20,000 sqm

6M WIDE ROAD

6M WIDE ROAD

RM WIDE ROAD

A

A'

B'

B

| TEMPORARY STRUCTURE | ROAD | OPEN LAND | SITE | ROAD | OPEN LAND | ROAD | BUILT STRUCTURE | ROAD |

77.84

SECTION - AA'

| SITE | ROAD | OPEN LAND | TEMPORARY STRUCTURE AND RESIDENTIAL |

69.68

SECTION - BB'
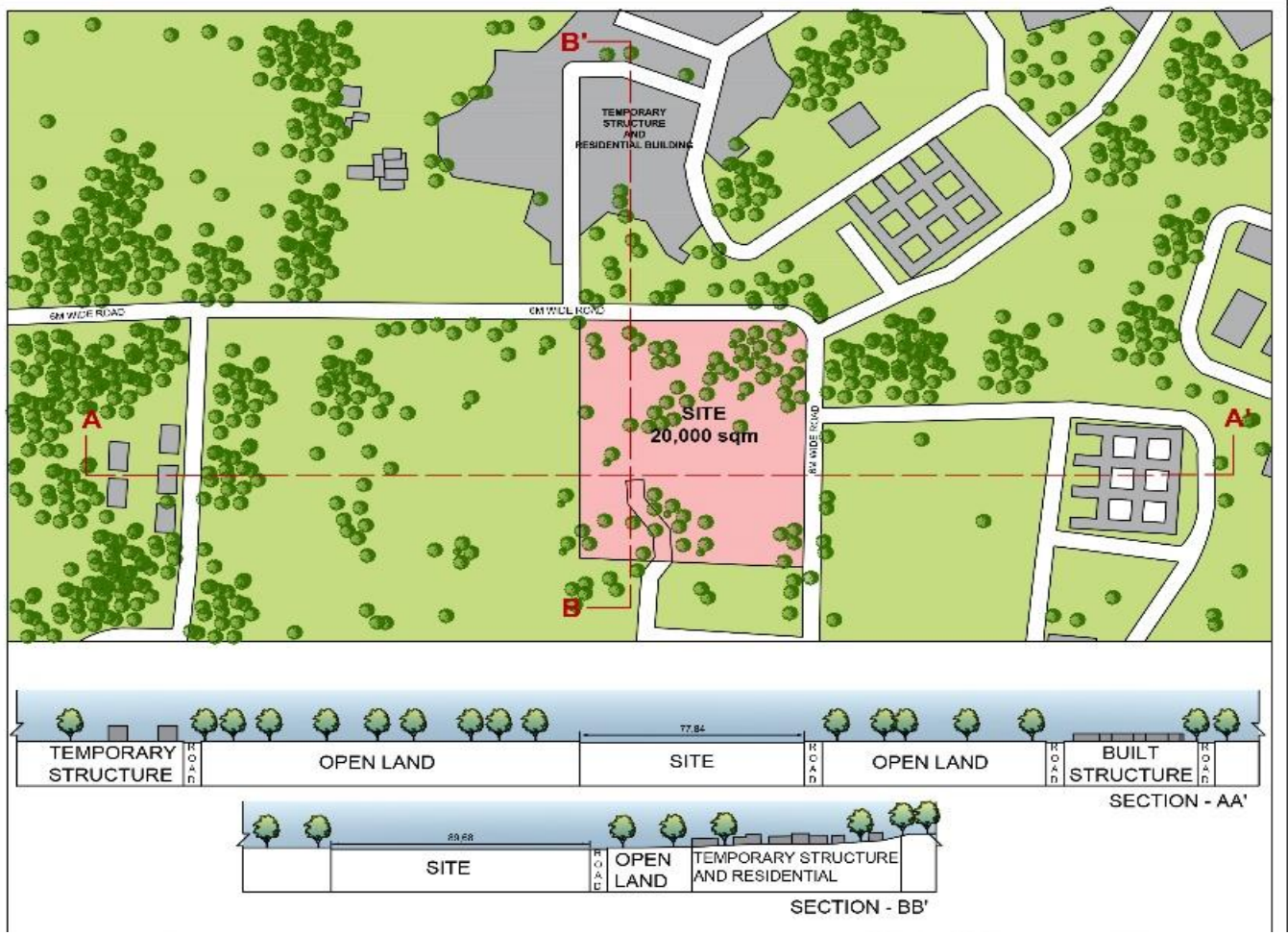
4.6 Program Requirement

ACTIVITY	NO. OF UNITS	NO. OF USERS	AREA (SQM)
ADMINISTRATIVE			
Staff room	4	20	50
Meeting room	2	15	40
Guide room	2	10	30
Comp./camera room	1	3	25
Storage room	2	-	40
Lagged room	2	30	15
Toilet (M+F)	1	-	20
Pantry	1	-	10
ACADAMIC BLOCK			
Conference hall	2	25	30
Administration room	1	2	15
Faculty room (toilet)	2	15	100
Class room	6	30	150
Studio hall	6	30	400
Labs	3	30	400
Computer labs	3	60	300
Motion capture room	1	-	100
workshop	2	60	400
Store room	4	-	200
Printer room	1	-	50
Sound record room	2	-	50
Sound mixing room	2	-	50
Instrument room (storage)	1	-	200
Sound studio staff	1	-	50
Staff room	2	10	100
Service room	2	-	50
Dining hall (staff)	1	30	50
Auditorium	1	600	1,000
Entertainment room	2	30	100
Worker room	2	5	50
Toilet (M+F)	2	-	100
Pantry	1	-	20
RESIDENTIAL BLOCK			
Accommodation hostel (student B+G)	2	60	1,000
Foyer	-	-	-
Rector room	1	3	20
Mess	1	50	200
Kitchen	1	10	50
Wash area	1	15	30
Dormitory room	25	50	10
Toilet	1	-	200
Storage	2	-	100
Accommodation flats (faculty + staff) 2BHK	1	50	4,800
Guest houses	3	-	400

4.6 Program Requirement

RECREATIONAL			
Sport block			
Swimming pool	1	-	600
Foot ball	1	-	600
Cricket	2	-	100
Basketball	1	-	100
Lawn tennis	1	-	150
Indoor sports	1	-	300
Badminton	1	-	100
Table Tennis	2	-	50
snooker	2	-	50
FACILITYES			
Central library	1	200	600
Stationary	1	-	100
Incubation centre	1	-	500
Canteen	1	-	500
Exhibition centre	1	600	1,500
Total			20,500

4.6 Design Guidelines

The program has been considered as full time residential program. Twin accommodation rooms will be provided for UG students and single accommodation are provided for PG students. A MDP block will be constructed to provide accommodation for professionals attending short-term courses.

Faculty accommodation will be provided for associate professors and professors in the campus. Visitor accommodation is also considered to be provided for visiting faculty, conference participants.

Around 4 different academic blocks have been considered catering to different faculties/ departments. Each academic block houses classrooms, lecture halls, labs, staff cabins.

An incubation Centre will be launched in the third year of the operation of the Centre.

Research infrastructure includes editing studio, green lab, digital lab, gaming lab, sound studio, motion picture lab, stop motion lab, Claymation lab, puppet animation lab, art gallery &museum etc. Also software packages for the animation and VFX domains are considered as part of the research infrastructure.

Some of the shared infrastructure facilities considered include auditorium with a capacity of 500 people, library to stock over 50,000 books, sports complex, administration blocks, dining hall, etc.

Landscaping, parking spaces, amphitheater, and playground has been considered.
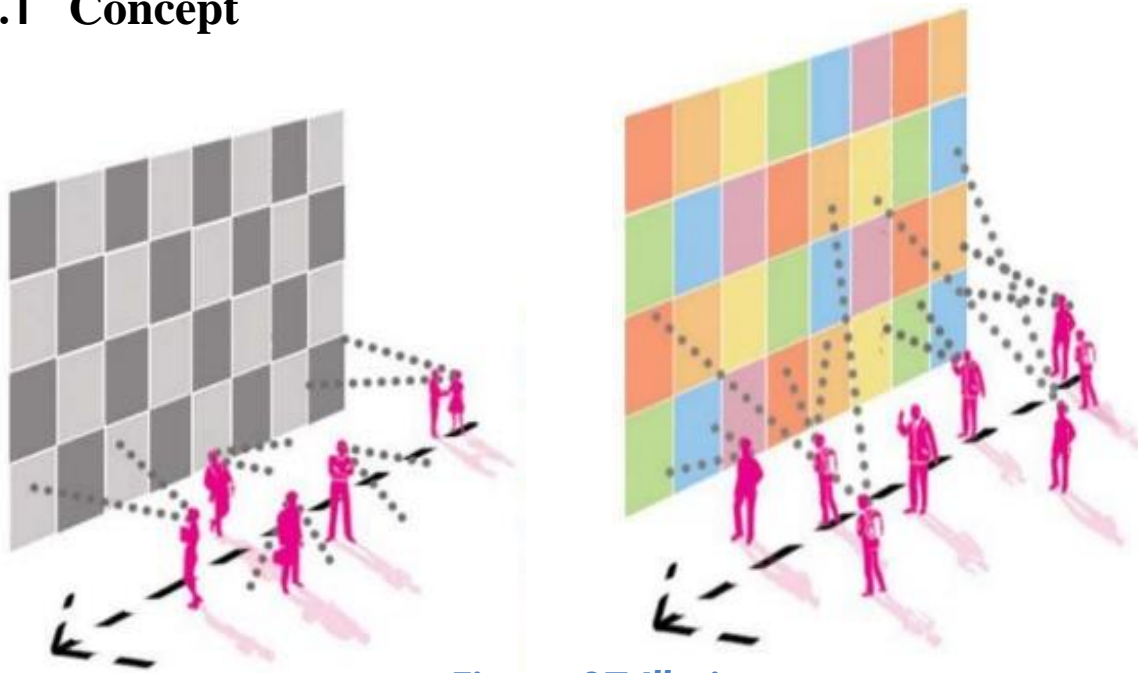
Other Capital expenditure includes IT infrastructure, development of online portal.
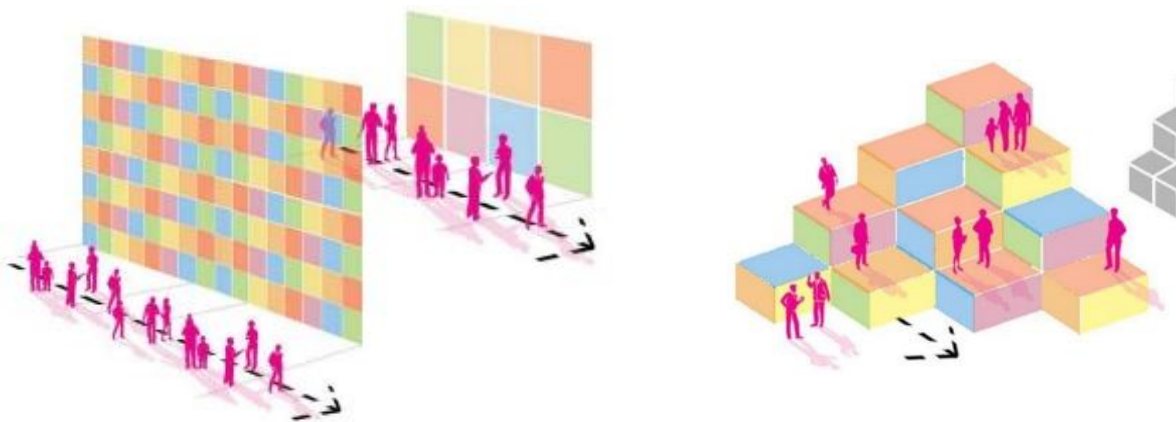
4.6 Design Proposal

5.1 Concept

Figure 27 Illusion

Pixels create an illusion in our minds with the colours and that is how our eyes are attracted to it in order to build up the view thus captivating the user's attention.


Figure 28 Proportion and Staggering

When a digital image is being at micro level it can be established that each pixel carries a different colour but when looked at macro level the image is rhythmic arrangement of colours.

The pixels of basic red, green, blue components are always staggered at distinct locations to create a desired aesthetic image.
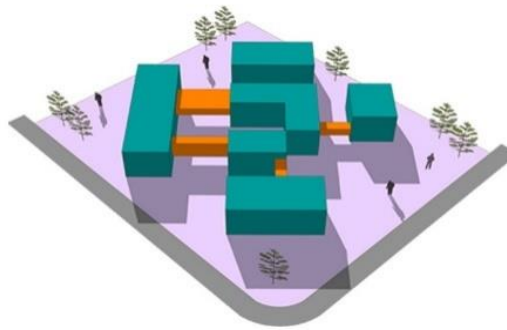
The following is the stop by step evolution of the planning on conceptual level.
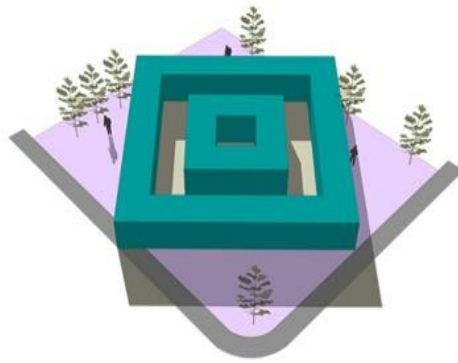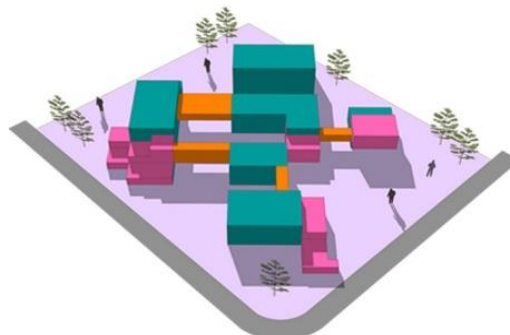

Creating Reflect the pixel particles and built a square volume
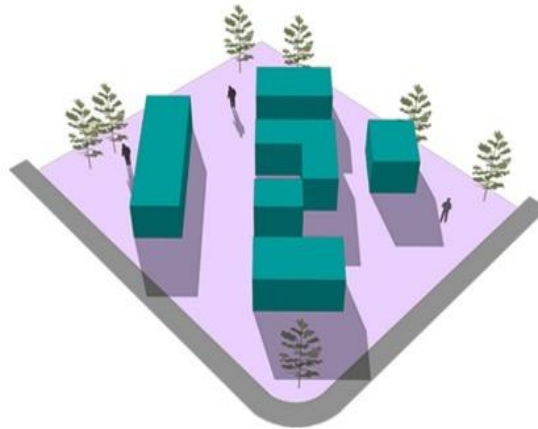
Volumetric modelling breakdown as per site and circulation

Connecting the spaces of the blocks to enhance site circulation throw bridges

Creating semi-covered spaces and staggering for emphasizing collaboration

5.2 Design

Figure 29 Site Plan - ground floor

5.2 Floor Plan

Figure 30 1st floor

5.2 Floor Plan

Figure 31 2nd floor

5.3 Section

Figure 32 section - AA'

Figure 33 section - BB'

Figure 34 section - CC'

5.4 3D View

Figure 42 Bridge view

Figure 43 hostel view

5.4 3D View

Figure 44 play area and canteen

Figure 45 courtyard – 3

6. REFERENCE

Fine Arts School

https://architizer.com/projects/fine-arts-school-china-central-academy-of-fine-arts/
https://www10.aeccafe.com/blogs/arch-showcase/2011/07/16/fine-arts-school-in-beijing-china-by-synarchitects/
https://www.archdaily.com/149002/fine-arts-school-synarchitects

Kantana Film and Animation Institute

https://www.e-architect.com/thailand/kantana-film-and-animation-institute
https://architizer.com/projects/kantana-film-animation-institute/

Pixar Animation Studio

https://www.bcj.com/projects/pixar-animation-studios-emeryville
http://www.pwpla.com/projects/pixar-animation-studios/&details

Site

https://earth.google.com/web/@19.15812872,72.88131879,41.90017011a,804.1647956d,35y,343.47536091h,0t,0r/data=MicKJQojCiExWW5RdkdfOEw2eXUtUE1PS29zNlFFV3Y2UDVfaW1qbUE