

Thesis Report 2020

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HARTAL ROAD

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Chapter 1

KEYWORDS - Game Design, Visual Culture, History of Art, Heritage, Social Issue, Time , Strikes, Running, Buildings, Hurdles, Economic Issue, Violence, Human and Civil Rights,

ABSTRACT

Growing up at a location nearer to the Mall Road and observing the traffic jams due to the strikes held by every different set of people on the same route while moving to and fro the city, this led me to develop a concept to introduce a game in a similar context regarding this issue. What I am doing is highlighting the hurdles and problems faced by a person who regularly takes the route while moving to their college, university or office. This game also tends to comment on the contemporary culture that strikes have become in our society and how to add a different element to an approach of a serious nature.

PASSION -

The story developed in me during my college university days when I had to cross Mall Road often. The question was in my mind why the strikes happen on Mall Road and the flow of traffic is also disturbed and moreover the University College and workers of different offices and malls of Mall Road are also affected by the jam of that area. The businesses are also affected and the main buildings like GPO, High Court, State Bank, Hall Road market etc. As the Assembly Hall is located on Mall road and the MPAs of our country come to the meetings there. So people who

get in trouble or have any demand to be fulfilled come in front of the assembly hall and gather themselves for strikes so that their demand can be listened to by the higher authorities. Mall Road just not only has Assembly Hall on it but many main Buildings too. So the strikes cause traffic issues and many huddles too on Mall Road which cause problems for office, market, university and college people. They are mainly affected by this problem. Due to this problem they get late and can't reach the respected places. We already have economic issues in our country and these kinds of acts may affect the economy if the markets will be closed or the main branches of the offices and even universities students get late for their classes. I chose this topic because of that.

PROJECT SCOPE -

This is the one stage I have designed for my city. Further I am looking if I can design it for other main cities too. In my country or outside Pakistan as well. You can not only play the game but visit the road virtually too.

DESIGN STATEMENT

As a visual communication designer and a regular commuter, who drives through the most beautiful and important road in Lahore city on a daily basis, I get stuck in immovable traffic situations, which happen because of strikes and public spheres / political gatherings most of the time. As I have been trained in developing visual storytelling using various tools & techniques over the years while studying in the university and working in the creative communication

industry simultaneously. I have also developed the skill to say things in a witty manner, so they appear mild but tangy at the same time. The name of this game “Hartal Road” which means “Strike Road” is a direct output of my above mentioned skill. The visuals & the gamification I developed is also based on the first person immersive challenger games with a very satisfying reward system. As a multidisciplinary creative designer, who also admired architecture, particularly colonial period ones. Most of these old but still intact buildings are located on the both sides of The Mall Road. I have developed 2/3 dimensional graphics illustratively so that the protagonist finds the way to escape from these traffic blocks, run through back streets and over the rooftops around and of these buildings until the character reaches the destination. This game has been developed primarily for the mobile phone users and will be available to download from app store and google play & we can also have this in our personal computers for a wider and clear picture of mall road surroundings view. As the environment is 3d so the person will be able to see through everything located on Mall Road. Every hurdle has a story and why it is placed there. The characters in the game are the main story tellers who show the reason why they are doing it. We may easily guess the reason behind it. So I basically told a story happening in my city and on the road which is heart of the city. This is a geographically enabled game. I used the map from canal road to NCA stop. As it is the one straight road, I designed the main building like WAPDA house, Assembly Hall, GPO, Alfalah Building etc and designed the environment around it to give it a feel same as Mall Road. To give a natural feel I tried to design things which are exactly there. While playing game we can clearly get a VR tour of Mall road as well for the people who never been there before. As a problem story teller I tried to explain everything by using the visuals and designing them. My characters are students male and a female. I tried to design them and give them a local look. Keeping all the visuals in mind I tried to design every

element in local way so that a look and feel of Mall Road does not destroy. Texturing the buildings in 3d model was to give a real look of mall road old architecture. Because the real beauty of Mall Road is the old Buildings which are there since 1850s.

TARGET AUDIENCE -

No Age limit for the game. This is actually a soft message for the people who are causing problem and while playing they can get rid of the hurdles but for real they really need to think about what they doing. This can be for the people who actually cause this trouble and while playing they will get to know how difficult it become while using this road in strikes days.

RESEARCH QUESTIONS

1-In contemporary culture, protests and strikes have become an accepted and everyday act in our society. How can I comment on the activities on the Mall Road of Lahore in a light-hearted way to explain an act of such serious nature?

2-Game as a tension releaser: can a first person perspective game be an instrument to control the agony faced by daily traffic hurdles?

3-Does an interesting mobile game helps user to keep calm in bad traffic situations?

4-In contemporary culture, protests and strikes have become an accepted and everyday act in our society. Can a mobile game be used as a medium to comment on political activities as a satire?

THEORETICAL FRAMEWORK

As I am very much into the running games like subway surfers, Pepsi man, temple run & Batman run. All these games have stories behind them. In Subway Surfers player takes the role of young graffiti artists who, upon being caught in the act of applying graffiti to a metro railway site, run through the railroad tracks to escape from the inspector. Same like that Temple run game is also a endless running game and the story behind it is that The player is running from evil demon monkeys who are chasing him so he passes the hurdles and runs for not being killed.

As my game story is same like that but it has a strong message which is being given in a very soft way that protests and strikes have become an accepted and everyday act in our society. How can I comment on the activities on the Mall Road of Lahore in a light-hearted way to explain an act of such serious nature? For that I designed a visually enabled game and put all the problems which a being faced by a student when he or she has to reach university on time. So I designed my game with reference to the story telling in soft way that how can we question such serious nature issue in game design.

Chapter 2

LITERATURE REVIEW

Growing up near mall road and seeing protests every single day. And while I was studying the road used to get blocked every day. People using that road for going to college universities offices and shops were in problem. In everyday newspaper, TV channels and social media they show the strikes held in Mall road. Every group has its own life story.

At the time I was working in news channel we were³ doing a program on current issues and in that program we had to record the issues occurring in city Lahore. For that purpose we had to talk to higher authorities for solving the particular matter e.g if the Doctors were doing strike on Mall road and the issue was that they were not being paid on time. So we had to talk to them about the issue and then after listening to them we head towards the Minister of Health for solving the issue of young doctors. When the issue was resolved they left the place.

In News Paper it was written that ‘’ the employees of Punjab Land Record Authority (PLRA) continued their protest in the provincial capital on Tuesday. The sit-in by the employees at Mall Road, in front of Punjab Assembly, continued in favor of their demands for a second consecutive day.

‘‘PLRA employees are demanding introduction of service structure, review of a rule regarding commission on mutation and payment of dues. They have blocked the Mall Road’’

Doctors did strike on Mall Road ‘‘ They were asking to increase their monthly salary as it is really low’’

Molvies jammed the Mall Road ‘‘ The reason was that they were one of the political party of Punjab and wanted their demands to be fulfilled so they hugely gathered in front of Assembly Hall’’

Members of the sub-engineers welfare association are already protesting. Their protest has entered the ninth consecutive day. The main demand of the members is resumption of an allowance. Meetings of government representatives had been conducted with them but they could not reach an agreement. ‘‘

All these protests are happening here on Mall Road because it has the Assembly Hall in the middle of it. And the political Leaders gathers everyday almost for meeting. So the Protestors try to stop them on roads while they pass. After they are being noticed the protests ends it after getting satisfied.

I watched a video once on news channel that Blind people were protesting for their rights. And they were sleeping on the middle of road. Police put barriers so that they doesn’t get hurt by the traffic. Molvies from different political parties and of a particular believers jams the Mall Road just to get the political attention or to fight for their rights.

The main thing which lead me to that topic was what the extremists did on mall road. The Molvies, Lawyers and Doctors jam the road and burn tires put containers of road to stop the traffic. If the issues doesn’t get solved they not only block the main road but also destroy the beauty of Mall Road. People get affected by this very badly. The businesses on Mall Road like

Areas near hall road market , panorama market and many other businesses areas gets affected by it.

The students which are from National College of Arts, Punjab University & Government College University gets really in trouble by the strikes held on Mall Road. While crossing it they gets really late or unable to reach college. Many a times I saw on TV the interviews of students who are being effected and the businessmen located on Mall Road, how their businesses are being destroyed.

Few months back a group of lawyers were doing strike on Mall Road chowk and they were so mad at Doctors so they decided to attack one hospital Punjab Institute of Cardiology PIC. They went inside the hospital hit the building, doctors and even the patients were beaten up by them. They burnt tired on road and fought with doctors too.

The local transport of Lahore like Rikshaw drivers who are banned on mall road too also came on mall road and were asking for the justice because the taxes on them are really high and the petrol CNG prices are also really high that they are unable to eat even 2 times a day. Poor drivers were asking for help by the government. They blocked the Mall Road by parking rikshaws on road and lay down on roads so that no one can pass through. After some time the high authorizes asked them to leave that place even the police came and beat them also.

Every single day we see different kind of strikes stories on Tv or Newspapers .How people use this road as a tool to get their needs to be fulfilled if not them they just block the road with different hurdles and whole of the life linked with this road gets stopped.

While designing the environment when I had a visit to Mall Road. I got to know stories of every building and why they were made in 1850s and for what purposes they were used before and how with time things got changed. The British Architects designed all the buildings in a symmetrical way. The repetition of design and small details give a beautiful look to every building. There is also a Hindu architecture in some places as in Dubai Bank Building is Hindu architecture.

Chapter 3

RESEARCH QUESTIONS EXPLAINED -

Currently living in this time everything we do right or wrong repeatedly becomes the part of our society's culture. In the same way protests which leads to destroy the beauty of our city has also become a part of our new born culture. That we are so used to it that we don't think its right or wrong. It just happen around us and we don't bother it. Strike issue is one from them. We have accepted this reality that Mall Road is the place where we can do strike. We don't even thing a second that what are the bad sides of it as everything associated with Mall Road will get stopped by one act. I have designed this game to talk about on this issue in a lighter way. While playing it for fun it is also questioning that this is not a game that protesting on road jamming everything and putting hurdles on road is not a fun. It causes problem for thousands of people associated with this area.

How to escape from the daily traffic situations daily life hurdles. How to escape from the strikes to avoid. How to maneuver when someone gets stuck into the situation. What to do if you are caught up in the strike. Wait for it to over to go. Can this game be an aggression releaser? My app is designed for that purpose. When we stuck in stick we play game to kill it. Else showing

aggression we can play game. How to escape from the situation cause by strike on the mall road? Interestingly, consumers are twice as likely to say they feel relaxed when playing mobile games as they are when using social apps. And they are three times more likely to feel focused playing games than using social apps. They also feel significantly happier and more engaged on games than social apps.

CONCEPT

During my case studies I played many games in which running and crossing hurdles were used. How and why the character was running and what he or she has to achieve from this game. Subway surfers and temple run stories are kind of relevant to mine work as my characters are also running towards the university and trying to pass the hurdles come in way. I tried to keep environment exactly the same as mall road looks like to give a real time running experience while playing. Though I am not the student of these universities but I can feel how problematic the situation would be when it happens every single day.

RESEARCH METHODOLOGY

For my game I had to do desktop research first considering the fact it is a geological design project. After doing geographic and mapping part I noted down all the buildings on Mall Road. Then I read about them and went for sight visit as well. I did photography which is used in my game as all the buildings have real textures on them. I tried to give look and feel same as mall road has. After completing the environment I focused on my characters. For that I first made drawings searching how student should look like with local reference to my city Lahore. I gave

local look to them then. All the hurdles which are used in my game are real time hurdles which I saw and researched before making and designing them.

DATA SOURCE/S

Before my topic selection I did project on Mall road in my seventh semester which was about the history of every building of Mall road that when it was designed and for what purposes they were used before and now what changes have been done to them.

Then I mind mapped what problems are there on Mall Road in the list I came across to the 'Hartal' problem which means Strikes .This is the very worst and important issue which should be resolved soon. So I researched about what kind of strikes are held on Mall Road and what kind of Hurdles are being placed on it. And who gets affected by it. Though everyone gets affected but I chose students because they are the most important ones as the Youth our future is being affected by Strikes. They reach university late.

Chapter 4

MEDIUM OF PRESENTATION –

Augmented Reality, Virtual Reality, Processing, Animation, Illustrations, Human Computer Interactions, Print Design, or Interactive Arts / Design. Describe the medium, tools & techniques and associated technologies which you intend to use or used for executing your thesis project.

My medium of presentation Is 3D Game. First I Listed up the building, photographed them and then I stitched all the picture on Photoshop, after stitching them I put them on 3d max software

and made 3d models of that building and textured them. After completing the buildings I listed down my characters and then designed them on Adobe Fuse and 3d Max for texturing the characters I used Photoshop. With the characters making I also designed the hurdles which were being used in game. After completing the design part I put everything in Unity placed all the assets in unity. For animation of characters I used Mixamo website. In the end I placed all the assets and characters in unity and apply code for game play.

PRE - PRODUCTION

For boosting my work I took help from the tutorials on YouTube about the mapping of buildings, changing the textures of characters in short time and how to complete my environment.

Animation elective helped me a lot in the making of my game as I was taught to model objects.

So in making this game it helped me the most. Mapping of buildings 3d model was a big challenge for me. It took most of my time as I had to take right angled pictures for the texturing.

Photography elective also help me allot in taking the right pictures.

Chapter 5

PRODUCTION



Chapter 6

CONCLUSION

The medium which I chose for telling my story in light hearted way made me think of more ideas how can we tell or express the harsh messages in lighter ways. I designed the Heart of my city in my game and raised an issue which it is facing and maybe it could help in destroying this contemporary culture which has become and is unnoticed. Apart from that it is giving a VR Tour to the place which is main part of the city. Those who have not been to this place can visit it virtually. Although I got a very good response to what I made and maybe it could bring a change to higher authority's mindsets too.

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