Technical Innovation In The Film ‘Purl’

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Abstract- This research focuses on the creative strategy used to create the animated film, ‘Purl’. The film offers a variety of social viewpoints. Its innovations broaden the scope of this specific film in several ways. This chapter will describe the novelties in the film's various areas, such as character modeling, script development, location scouting, and emotional factors. The research conveys a good message to the audience while also providing an in-depth analysis of the characters portrayed in the film.

Keywords: modeling, animation script, characterization, techniques, gender, innovation,

Introduction
The technical management of, ‘Purl’-the film and its effectiveness are examined in this study. The study focuses on how Purl is an animated film with a message about how to empower women in society. What are the essential procedures that the filmmaker and writer must follow to convey their message to society? Why did the director decide that the animated figure, Purl, would work well with this message? Whether the animated character is realistic or effective in delivering the message. Why did the director choose to use this innovative method of communication to convey the message? The idea for the movie was conceived by Kristen Lester, a female director of the Animation Movie- ‘Purl’. A notable reaction to the male-dominated film industry is the Purl animated film. The director wants to welcome both men and women into the filmmaking field. The movie's director, Kristen Lestern, opens a new door for women working in the animated film industry. The start of this risky endeavor is a significant milestone of gender parity in the animation film industry. The film industry's action taken by Kristen Lester is really motivating.

Kristen Lester
Kristen Lester is an American director, story artist, and writer. She is a specialist in storyboarding, character designing, color scripting, environment, and prop design as well as in writing stories. The film, ‘Purl’ was created, written, and directed by Kristen Lester, who said the film is based on her own experiences working in animation. “My first job, I was like the only woman in the room, and so in order to do the thing that I loved, I sort of became one of the guys. Lester says. “This idea of shape-shifting and ‘knitting new personas’ was something I thought could be a cool metaphor.” At her early jobs, Lester says she had to do little things, like self-editing her conversations around her male colleagues, to fit in. One example was avoiding referencing films that she feared were viewed as “too girly” (1)

Methodology
The researcher adopts the method of descriptive analysis of the Animation Characters of the ‘Purl’ movie. The film is viewed as life writing by the writer as well as a mirror reflecting her experience. A thorough analysis of the new mode of message conveying in society.

Purl Script Summary
In a condensed length of time, the short film "Purl" by Kristen Lester examines a variety of topics. 2018 saw the release of Kristen Lester's computer-animated short film Purl, which she also directed and wrote. The movie was produced by Pixar Animation Studios, while Walt Disney Studios Motion Pictures handled distribution. The movie examines a number of problems, such as gender masculinity, women's struggle in traditionally male-dominated areas, and female empathy for their own gender.)’Purl, a pink ball of yarn, serves as the protagonist. She struggles to fit in when she joins B.R.O Capital, an all-male startup company. She is viewed as an outsider since she is unique and doesn't share the "bros" outlook on life or ideologies. (2) She finds it challenging to blend in with the business. She puts a lot of work into adapting. She adapts and wins support. Purl discovers that her employees in B.R.O. Capital isn’t paying any attention to her when she gets to work. She can see the character of the firm by looking at the company picture. She takes note of their speaking manner, haircut, and wardrobe choices. She welcomes innovation. She is soon made to feel at home among them. Another yellow ball of yarn, Lacy, is a new worker who feels
the same kind of alienation. Purl is aware of her situation. Purl quickly learns that altering one's behavior is pointless. She resumes her old routines. Finally, men and balls of yarn cohabit together at the office.

**Script**

Animated Video Script is a very effective method of selling messages. There is no more effective means to communicate or tell the story to the world. An animated Movie script is a detailed explanation of the visuals played in the movie. The script is the first chance to work on animated video length and one can do that with word count. The script of the animated movie Purl is in a very plain and simple language. It can help the audience to immerse in the movie. The Script of ‘Purl’ follows the animation mode. It gives more importance to the conversational mode of language than the complicated dialogues in the feature film script. The script entirely changes the mode of presentation and description level. The audience experience picturization in every bit of the film development. The script differs from the feature film script

**Difference between Traditional script and animated script**

There are many types of scripts. Purl movie selected the animation mode of script writing. The study found out the choice of animation movie script writing as very successful. Purl movie is handled with a very tedious subject. It can be smoothly delivered with this type of making. Animation Scripts focus on the conversational mode of scripting. It can effective way of characterization and message conveying to the target audience.

Each character in this animated movie is handled very efficient manner. Many notable features are there. Dialogue reduction is very clearly and suitably presented, and action sequences are made brilliant manner. No dead scenes are there and every scene is made clearly and purposefully.

**Modeling the new venture of character development.**

Modeling is a very innovative method of communication. 3D modeling is a very effective method of communication to the public. Professionals may develop virtual representations of structures using 3D modeling, which helps clients and other stakeholders communicate with and comprehend the project.

**Modeling Characters**

There are some important characters in this movie. Pink Purl, Yellow Purl, and Bro Company People. Pink Purl is the central character of the movie. Movie drive through the purl point of view.

**Pink Purl**

Purl, follows a bright pink ball of yarn who begins work at a homogenous corporate office filled with men who waste no time ostracizing her. The short is written and directed by Kristen Lester and produced by Gillian Libbert-Duncan.(3) A very male-centric commercial organization of some type, B.R.O. Capital, has recently employed Purl, a tiny pink ball of yarn. An earnest ball of yarn named Purl gets a job at a fast-paced, high-energy, male-centric start-up. Things start to unravel as she tries to fit in with this close-knit group. (4)She has a positive attitude, and even her personal items are made of yarn. Her relationship with her coworkers is immediately limited because all the men have a virulent attitude and don't grasp Purl's humor or seem to want to hang out with her. Purl decides to improve her mindset after reaching her lowest point by knitting a suit for herself and giving herself a flat, square appearance. She exhibits a more assertive and bombastic attitude that wins over her peers, so the shift ultimately succeeds. Purl, a spunky ball of yarn, is a hero for anyone who's ever felt like an outsider in the workplace. (5) The metaphor of Purl for the need for workplace diversity is really relevant. A pink ball of yarn named Purl is the central character. She begins an entry-level position at a company named B.R.O. Capital. She is very much excited at first to work there. She tries very hard to fit in. But she soon realizes that her partners barely notice her. After being left alone while her co-workers go out for a group lunch, Purl observes from photos of the company's capital team that it is composed entirely of white men in similar power suits and hairstyles. This inspires her to change her appear

**Bro Company People**

Bro – company people have not accepted the pink purl in the first appearance. People don’t notice her and avoided her. The company people ware long suits and hairstyles. They are full of white men. Bro company doesn’t treat a co-worker the pink yarn in the firm. There is full of male domination in every sphere of the company. The dominance of bro culture at work is just one of many ways toxic masculinity expresses itself. It serves as an exclusionary mechanism, relegating women to the margins.

Several contemporary workplaces provide a microcosmic illustration of how patriarchy and toxic masculinity function in the larger context. Pixar’s short film Purl is a commentary on bro culture that thrives in workplaces. It is a story that
most working women today know all too well, where they devise ways to be “accepted” in offices often dominated by men. (6) They act more like they're pledging a frat than holding a business meeting, cracking crude jokes, and enjoying happy hour. After she is frequently spoken over, excluded from drinks with her co-workers, and ignored at the water cooler. These people don’t consider an employer of the Bro Company. Bro people’s culture is entirely different from the pink yarn. It can see every mannerism of the interaction between the bro people. They pride themselves as good businesspeople in society. Bro people modeling was the task of the film director. She entered the animation archives and solved the problem of modeling. Lester was concerned about animating the crowd of men in the film. The solution, again, was to look into the Pixar archives – and they found it in the animation libraries. “We did this hybrid of classical animation [using] the animation libraries, and then we used some motion capture to give us a base from which to jump off. That ended up being the way we were able to move through so much footage with so many characters,” .(7)

Yellow yarn
Lacy, a yellow ball of yarn, arrives at the workplace and gets to work. Purl becomes friends with Lacy and asks her to go out with them for drinks after noticing that the new ball of yarn is also being ignored.

Impact on the audience
The movie shared the experiences of male domination in society. It is the mirror of the male domination of society. This moving and captivating animated short recounts the journey of Purl, the main character, who experiences pressure to fit in with the "frat boy" culture at B.R.O. Capital. In the end, she triumphs over the challenges and motivates a diverse and inclusive workplace. The pink yarn characterization inspired others because she is confronted against the Bro culture. At last, she attained success in this case. She became a good person and motivator for the company. Purl is a role model for poise under stress, the best friend to his co-workers, and a charismatic member of the group. The final scene of the video is motivational since it shows the long-term results of Purl's bravery. Change is a process that takes time, and it is not always without setbacks. The film doesn't specify how long it takes for the workplace to become a place where diversity is celebrated, but it does show one employee who excels under pressure, is the best friend to her coworkers, and has an encouraging attitude. B.R.O. Capital is now more appealing to everyone than it was earlier. This is so that everyone may live in a more harmonious environment where diversity and inclusion are properly implemented.

Conclusion
The study finds out that animation is an effective way of communicating with people. The animated movie, Purl offers a new vision to society at the level of a male-dominated society. The animation movie -Purl changes the total male-dominated attitude in the life of Bro Company. It directly focused on the patriarchal society. The director opens a new way for thinking patterns of the male and female community. The animated movie Purl was a great success in changing many levels of the living community.

REFERENCES: