

FINAL YEAR PROJECT REPORT

**SMARTPHONE-FILMED DOCUMENTARY FOR ENVIRONMENTAL
AWARENESS: A FOCUS ON ONGIKAR**

BY

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Multimedia and Creative Technology

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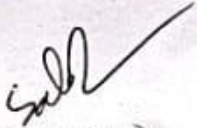
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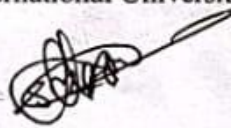
APPROVAL

This Project titled “**Smartphone-Filmed Documentary for Environmental Awareness: A Focus on 'Ongikar'**”, submitted by Md. Fahij Sadman to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on January 11, 2025.

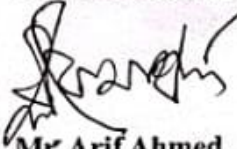
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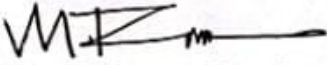
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I hereby declare that, this project has been done by me under the supervision of **Apurba Ghosh, Assistant Professor, Department of MCT, Daffodil International University**. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma

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ABSTRACT

This documentary addresses the severe issue of plastic pollution, highlighting its pervasive impact on ecosystems, wildlife, and human health. It begins with stunning visuals of pristine nature, starkly juxtaposed against scenes of rivers, oceans, and communities overwhelmed by plastic waste. The film explores the rise of plastic usage and its subsequent environmental crisis, detailing its economic, health, and ecological costs. Notable are the billions of dollars spent annually to mitigate these effects. Despite the grim realities, the documentary offers hope, featuring successful community clean-up efforts, innovative recycling technologies, and impactful policies like Rwanda's ban on plastic bags and the EU's regulations on single-use plastics. Visuals from locales such as Sadarghat and the Buriganga River emphasize the challenges and the potential solutions, urging collective action towards reducing plastic pollution. The production process involves extensive composting, editing, and using software tools like Adobe Premiere Pro and After Effects, underscoring the commitment to change and the possibility of a cleaner future for subsequent generations.

TABLE OF CONTENTS

CONTENTS	PAGE NO
Board of examiners	II
Declaration	III
Acknowledgements	IV
Abstract	V
List of Tables	VI-VIII
List of Figures	VIII-IX
CHAPTER 1: INTRODUCTION	10-17
1.1 Background of the Study	10
1.2 Importance of Environmental Awareness	11
1.3 The Role of Media Advocacy	12
1.4 Motivation Behind the Project	14
1.5 Objective of the Documentary	15
1.6 Scope and Limitations	17
CHAPTER 2: Literature Review	19-30
2.1 Overview of Plastic Pollution and Its Impact	19
2.2 Previous Documentaries on Environmental Awareness	25
2.3 The Use of Technology in Filmmaking	27
2.4 Case Studies of Smartphone-Produced Films	29
2.5 Theoretical Framework Supporting the Study	30
CHAPTER 3: Project Execution	31-51
3.1 Project Design and Approach	31

CONTENTS	PAGE NO
3.2 Pre-Production Phase	32
3.3 Production Phase	36
3.4 Post-Production Phase	45
3.5 Ethical Considerations	51
CHAPTER 4: The Making of Ongikar	55-75
4.1 Conceptualization of the Documentary Theme	55
4.2 Storyboarding and Narrative Structure	59
4.3 Filming Challenges and Solutions	62
4.4 Technical Aspects of Smartphone Use	66
4.5 Editing	69
4.6 Team Roles and Responsibilities	75
CHAPTER 5: Findings and Discussions	77-79
5.1 Insights from the Production Process	77
5.2 Challenges Encountered	78
5.3 Impact of Smartphone-Based Filmmaking	78
5.4 Broader Implications of Visual Media	78
5.5 Recommendations for Future Projects	79
CHAPTER 6: Conclusion and Recommendations	80-82
6.1 Summary of the Journey	80
6.2 Impact of Ongikar	81
6.3 Recommendations for Future Efforts	81
6.4 Conclusion	82
REFERENCE	83-85

LIST OF FIGURES

FIGURES	PAGE NO
Figure 1.1: Plastic Pollution in local Area	11
Figure 2.1: Global Plastic Production	19
Figure 2.2: Mass of river plastic flowing into oceans in tones	20
Figure 2.3: Global treatment and disposal of waste (percent)	21
Figure 2.4: Birds Eating Plastic	22
Figure2.5: Microplastic into human body	23
Figure 2.7: Plastic degradation and chemical release	24
Figure 2.8: Phone with Gimble	28
Figure 3.1: Animation	35
Figure 3.2: Example of Composition 1	37
Figure 3.3: Example of Composition 2	37
Figure 3.4: Interview at Recycling Plant	38
Figure 3.5: Natural Sounds at Turag River	39
Figure3.6: Polluted Riverbanks	40
Figure 3.7: Recycling Plant Process	40
Figure 3.8: Filming on a Boat	41
Figure 3.9: Navigating a Recycling Plant	42
Figure 3.10: Golder Hour Shot	43
Figure 3.11: Unstable Terrain	44
Figure 3.12: Capturing Moments	45
Figure 3.13: Screenshot of Footage Organizing in Adobe Premier pro	46
Figure 3.14: Audacity Noise Reduction Workflow	47

FIGURES	PAGE NO
Figure 3.15: Premiere Pro Timeline with Audio Tracks	48
Figure 3.16: Screenshot of Warp Stabilizer in Premiere Pro	49
Figure 3.17: Subtitle Editing in Premiere Pro	50
Figure 3.18: Conducting Interviews with Informed Consent	52
Figure 3.19: Subtitles Integrated with Final Cut	54
Figure 4.1: Research Workflow for Theme Development	57
Figure 4.2: Narrative Structure of Ongikar	58
Figure 4.3: Script based planning workflow	61
Figure 4.4: Filming Handheld on a Boat	63
Figure 4.5: Capturing Footage at a Recycling Plant	64
Figure 4.6: Scene Before and After Color Correction	65
Figure 4.7: Filming Along Polluted Riverbanks	66
Figure 4.8: A wide-angle shot of a river (Buriganga)	68
Figure 4.9: Selected Footage on Left Side	70
Figure 4.10: Applying Warp Stabilizer in Premiere Pro.	71
Figure 4.11: Color grading for a specific scene	72
Figure 4.12: Export Settings in Premiere Pro	75

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Plastic pollution is a major environmental problem in the 21st century. It harms human health [4], wildlife, and the planet's future. Plastic waste [1,2] is piling up in ecosystems, animal habitats, and cities, and we cannot manage it effectively as single-use plastic items increase rapidly. This issue is especially severe in many developing countries in Asia and Africa, where garbage collection systems are often not reliable or do not exist.

Plastic was first created in the 19th century to replace ivory, rubber, and shellac. However, production increased significantly after World War II. Plastic bottles came out in 1947, and with the introduction of high-density polyethylene in the early 1950s, they became cheaper and more popular. Their lightweight, low production costs and durability made them the preferred choice over glass bottles, especially in the food industry, excluding wine and beer. Although plastic has many benefits, such as helping in medicine, space travel, and various industries, it creates significant environmental problems. Plastics are everywhere—in landfills, oceans, and natural areas—and disrupt the balance of ecosystems.

Single-use plastic is a significant environmental threat [15], and plastic pollution impacts everyone. A staggering 99% of plastic adds to pollution. Our city, country, and world face a serious challenge. If we do not reduce plastic pollution [11] and recycle more, the results will be severe. By 2050, there could be more plastic than fish in our oceans [9].

Marine animals are already suffering, with about 1 million seabirds dying each year from plastic [13] pollution. We also consume plastic; studies show that 25% of fish have plastic in their stomachs. Additionally, 83% of tap water samples contain plastic particles. Microplastics are even in the air we breathe, which affects air quality. Plastic pollution is harming communities worldwide, and we must take action.



Figure 1.1: Plastic Pollution in local Area

This picture is showing plastic is plastic is piled up on the side of the road. The documentary "Ongikar" shows our urgent need to work together against plastic pollution. It aims to inspire change through strong visual storytelling. The future of our planet depends on our ability to fight this environmental crisis and cut down on disposable plastics.

1.2 Importance of the Environmental Awareness

Environmental awareness is important because it helps us understand how our actions affect the planet and encourages us to practice sustainability. It protects ecosystems and the variety of life on Earth by saving natural habitats, wildlife, and plant species from pollution, deforestation, and climate change. Since ecosystems are connected, keeping them healthy is crucial for all living creatures, including humans.

By raising awareness about the environment, we encourage people to adopt sustainable practices. These include reducing waste, saving energy, recycling, and using renewable resources. This helps ensure that future generations can also use the planet's resources.

Environmental awareness is also a key factor in fighting climate change. When people learn about environmental issues, they are more likely to reduce their carbon footprint. Understanding the effects of actions like high energy use, deforestation, and burning fossil fuels makes individuals more inclined to support policies that address climate change. Moreover, environmental awareness leads to better public health[5]. Problems like pollution can cause health issues such as breathing problems, heart diseases, and cancers. By raising awareness, we can create healthier living spaces and reduce these health risks. Additionally, it encourages people to care for the environment. When we learn about its importance, we are more likely to take responsibility for protecting the planet. This can inspire both personal efforts and community projects aimed at environmental protection.

Environmental awareness can also influence laws and policies. It helps drive public demand for better environmental protection measures, pushing businesses and governments to focus on conservation and avoid harmful practices. Finally, raising awareness encourages global cooperation. Issues like plastic pollution and climate change are challenges we all face. Greater awareness can lead to coordinated international efforts [24] to tackle these problems.

1.3 The Role of Media Advocacy

The role of media advocacy in this project is very important for raising awareness, educating the public, and motivating actions against plastic pollution. Here are some key ways media advocacy can help:

1.3.1 Raising Awareness

Media is a potent tool for informing people about plastic pollution. Through visual stories, this project can show the difference between clean[21] natural environments and the damage caused by plastic waste. This helps the public understand the environmental crisis and its global impact.

1.3.2 Shaping Public Perception

By using strong visuals, statistics, and stories, media advocacy can change how people view plastic pollution. It can correct the belief that pollution is a distant issue, making it feel personal and urgent. Media can influence public opinion and encourage individuals to rethink their plastic use and shopping habits.

1.3.3 Empowering Communities

Media can highlight the efforts of communities fighting plastic pollution, inspiring others to take action. Showcasing local clean-up efforts and successful solutions builds hope and shows that change is possible. This encourages a sense of shared responsibility and community involvement.

1.3.4 Amplifying Voices of Vulnerable Groups

Media advocacy can bring attention to marginalized communities heavily affected by plastic pollution. By focusing on their struggles, the media can push for policy changes to address these inequalities, giving a platform to voices often ignored in environmental discussions.

1.3.5 Influencing Policy and Decision-makers

Media advocacy can pressure governments and companies to make policies addressing plastic pollution. Increased public awareness, shown through media, can lead to calls for bans on single-use plastics, better waste management, and improved recycling programs. By framing the issue as a significant public concern, the media can encourage policy changes at local, national, and global levels.

1.3.6 Encouraging Behavioral Change

Through educational campaigns, the media can motivate people to adopt sustainable practices, such as using reusable bags, reducing plastic use, and participating in recycling

programs. It can also stress the need to support companies focusing on sustainability and eco-friendly options [8].

1.3.7 Creating a Sense of Urgency

Media can highlight the urgent need to tackle plastic pollution, showing that immediate action is necessary to prevent [16] further environmental damage. By regularly updating the public on new statistics, news, and trends regarding plastic waste, the media can keep the issue in the public eye.

1.3.8 Building Global Movements

Media advocacy can connect individuals and groups worldwide who care about plastic pollution. People can share ideas, strategies, and success stories through social media, blogs, news sites, and documentaries. This creates a global network of advocates working for a cleaner, more sustainable planet.

1.3.9 Educational Campaigns and Partnerships

Media can work with environmental groups, schools, and businesses to launch educational campaigns that promote awareness and sustainable practices. This can include documentaries [14], short films, articles, and social media content, contributing to a broader discussion about plastic pollution and its solutions.

In conclusion, media advocacy is key to this project, which aims to educate, engage, and inspire action on plastic pollution. It can shape public attitudes, influence policies, empower communities, and support global efforts to address one of today's most pressing environmental issues.

1.4 Motivation Behind the Project

My final-year project is motivated by my concern for the environment and desire to create positive change. As I studied at the Department of Multimedia and Creative Technology, I

developed a passion for filmmaking, motion graphics, and animation. I learned to use various software tools and techniques, which inspired me to combine technology with creativity to make an impact.

The main goal of my project is to raise awareness about how plastic pollution harms ecosystems, human health, and the planet. I am responsible for protecting the Earth for future generations and want to inspire a global effort to reduce plastic use and create a cleaner, healthier world. The experience and knowledge I gained during my studies were essential in shaping this project. It aims to highlight the plastic pollution crisis and empower people, communities, and countries to take action—like cutting back on plastic use, supporting sustainable businesses, or participating in community clean-ups[22].

I also want to address the social inequalities caused by plastic pollution and advocate for policies that protect vulnerable populations, especially in developing countries. I want to drive policy changes by promoting stronger regulations and better waste management practices. As I grew in my studies, I saw that fostering a culture of sustainability is key to making lasting change, and my project aims to shift how people think about plastic use.

Ultimately, this project shows my personal and shared responsibility to tackle environmental challenges. It highlights the importance of individual actions, whether reducing plastic use, raising awareness, or supporting sustainable practices. Using media, I aim to help create a global movement against plastic pollution and work towards a cleaner, more sustainable, and fair future. The experience and motivation I've gained from my studies are essential to this work, and I hope it inspires others to take action for a better tomorrow.

1.5 Objective of the Documentary

The documentary "Ongikar" addresses the important issue of plastic pollution through engaging storytelling aimed at educating, inspiring, and encouraging action worldwide. Below are the key goals that shape the documentary's message and outreach.

1.5.1 Educational Objective: Raise Awareness

The main goal of "Ongikar" is to highlight the widespread effects of plastic pollution on the environment, wildlife, and human health. The film aims to:

- **Show the Amount and Longevity of Plastic Waste:** Viewers will see the large quantities of plastic produced and thrown away each year, stressing its non-biodegradable nature, which means it stays in the environment for hundreds of years.
- **Explain Ecological Impacts:** The film uses clear examples to show how plastic harms ecosystems, from large debris affecting animals to tiny particles entering the food chain.
- **Discuss Health Effects:** "Ongikar" covers recent studies linking plastic exposure to health issues in humans, including hormone problems and cancer, connecting environmental and personal health.

1.5.2 Inspirational Objective: Motivate Change

- In addition to educating, "Ongikar" aims to inspire viewers to take meaningful action to reduce plastic pollution. It delivers a hopeful message by showcasing success stories of individuals, communities, and nations that have effectively implemented solutions to combat the issue. By emphasizing personal responsibility, the documentary encourages viewers to make conscious choices, such as reducing single-use plastics and supporting sustainable practices. Furthermore, it highlights the power of collective efforts, such as community clean-ups and awareness campaigns, to motivate broader societal change and foster a shared commitment to a cleaner, healthier environment.**Highlighting Success Stories:** The documentary shares stories of individuals, communities, and countries that have successfully cut down on their plastic use.

- **Encouraging Personal Responsibility:** It stresses that personal actions, like avoiding single-use plastics and supporting sustainable practices, can greatly affect the environment.
- **Promoting Community Involvement:** "Ongikar" encourages community projects, such as local clean-ups and educational workshops, showing how teamwork can lead to positive environmental changes.

1.5.3 Scope and Limitations

"Ongikar" has an ambitious scope, aiming to address the global issue of plastic pollution from various perspectives. It explores plastic waste's ecological, health, and socio-economic [3] impacts while highlighting efforts worldwide to tackle these challenges. The documentary aims to provide a comprehensive overview by incorporating scientific data, expert opinions, case studies, and examples of community initiatives.

1.5.4 Scope of the Documentary

- **Global and Local Perspectives:** The documentary spans a range of geographical locations to show the universality of the problem, offering visual and narrative contrasts that emphasize both shared and unique challenges. It includes case studies from both developed and developing countries to highlight diverse challenges and innovative responses to plastic pollution, providing a comprehensive global context.
- **Interdisciplinary Approach:** "Ongikar" integrates insights from environmental science, public health, economics, and social sciences to provide a multidimensional understanding of the impacts of plastic pollution and the solutions available, ensuring a holistic approach that connects different fields of expertise. This broad perspective helps link the environmental crisis to its societal and economic implications, offering actionable solutions.
- **Target Audience:** The film is designed to appeal to a broad audience, from

policymakers and environmental activists to students and the general public, making it a versatile tool for education and advocacy. Its relatable storytelling and visual appeal are tailored to resonate across age groups and professional backgrounds, maximizing its reach and impact.

1.5.5 Limitations

The production of “Ongikar” faced several challenges:

- **Budget Constraints:** A tight budget limited the size of the production, affecting the quality of filming equipment, the number of locations visited, and the types of post-production effects used, which in turn influenced the overall visual and technical sophistication of the documentary.
- **Equipment Availability:** Due to budget limitations, high-end filming equipment was inaccessible. The primary use of smartphones and basic cameras made it challenging to capture high-resolution footage, which is crucial for detailed images of environmental damage.
- **Technical Challenges:** The lack of advanced technology limited the ability to capture certain types of footage, such as aerial shots or high-quality slow-motion scenes. These elements could have significantly enhanced the film’s visual appeal and informativeness, adding dynamic perspectives and greater depth to the storytelling.
- **Time Constraints:** Being a final-year project, there was limited time available to complete the documentary, which placed constraints on various aspects of the production. This time restriction impacted the depth of research and reduced the opportunity to conduct a greater number of expert interviews, limiting the ability to delve deeper into certain topics or include diverse perspectives that could have enriched the narrative further.
- **Reach and Distribution:** With a modest budget for marketing and distribution, the documentary’s initial reach is limited, affecting how many people see the film and where it can be shown.

CHAPTER 2

Literature Review

2.1 Overview of Plastic Pollution and Its Impact

Plastic pollution is a major global problem that harms ecosystems, human health, and economies everywhere. Research and site visits have shown the widespread and harmful effects of plastics. This clearly highlights the urgent need for action.

2.1.1 Extent of Plastic Pollution

Global plastic production has tripled since the 1990s, with over 300 million tons produced annually. Shockingly, about half of this is single-use plastic, which translates into a massive volume of waste that rarely makes it into the recycling process.

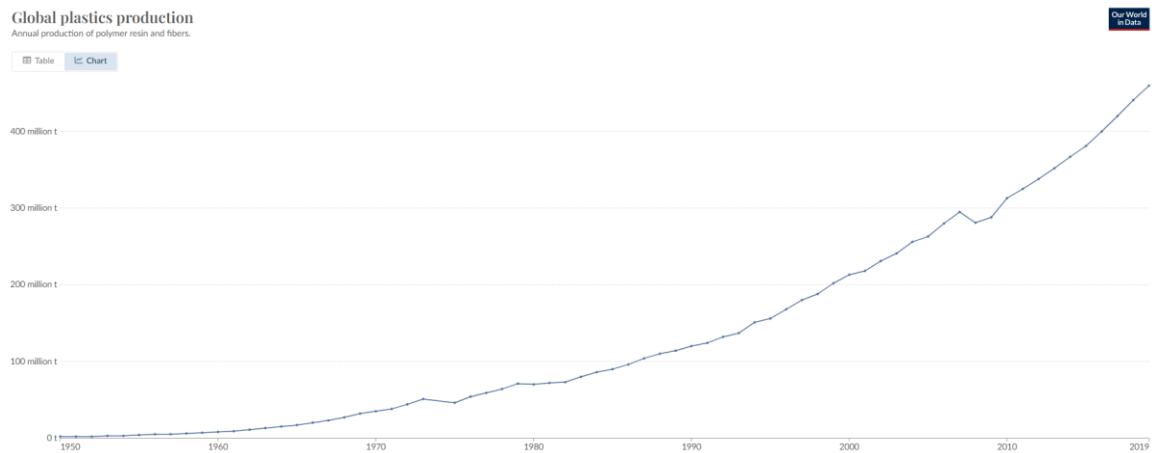


Figure 2.1: Global Plastic Production Trends (Geyer et al. (2017); OECD (2022) – with major processing by Our World in Data)

This graph shows the exponential growth in plastic production over the last three decades. Approximately 50% of all plastic produced is for single-use products, such as packaging, bottles, and straws, which are typically discarded within minutes of use.

2.1.2 Impact on Ecosystems

2.1.2.1 Marine Pollution: The interaction between plastics and the environment is complex and harmful. Marine animals and birds frequently ingest plastic waste, mistaking it for food. This can result in fatal blockages or poisoning from the chemicals found in plastics. Additionally, this ingestion introduces plastics into the food chain, impacting even the smallest organisms, such as plankton. On land, animals can become entangled in plastic waste, leading to injury or death. It is estimated that over 8 million tons of plastic waste enter the oceans each year, leading to extensive harm to marine wildlife and habitats.

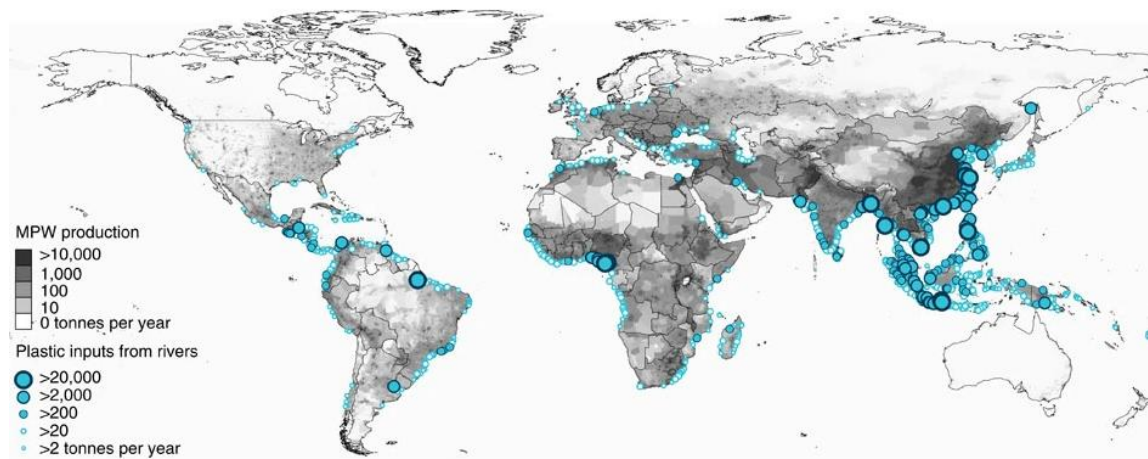


Figure 2.2: Mass of river plastic flowing into oceans in tonnes

This picture shows river plastic flowing into oceans in tonnes. Blue dots can visually under stable.

2.1.2.2 Terrestrial Pollution: In urban areas and landfills, immense quantities of plastic waste are piling up, resulting in significant degradation of soil quality and posing serious threats to terrestrial ecosystems. Overburdened waste facilities often spill over their capacity, causing plastic debris to infiltrate surrounding environments, harming wildlife and disrupting natural habitats. This escalating crisis of plastic pollution tarnishes the

landscape and jeopardizes the health of the local flora and fauna, creating a ripple effect that impacts the entire ecosystem

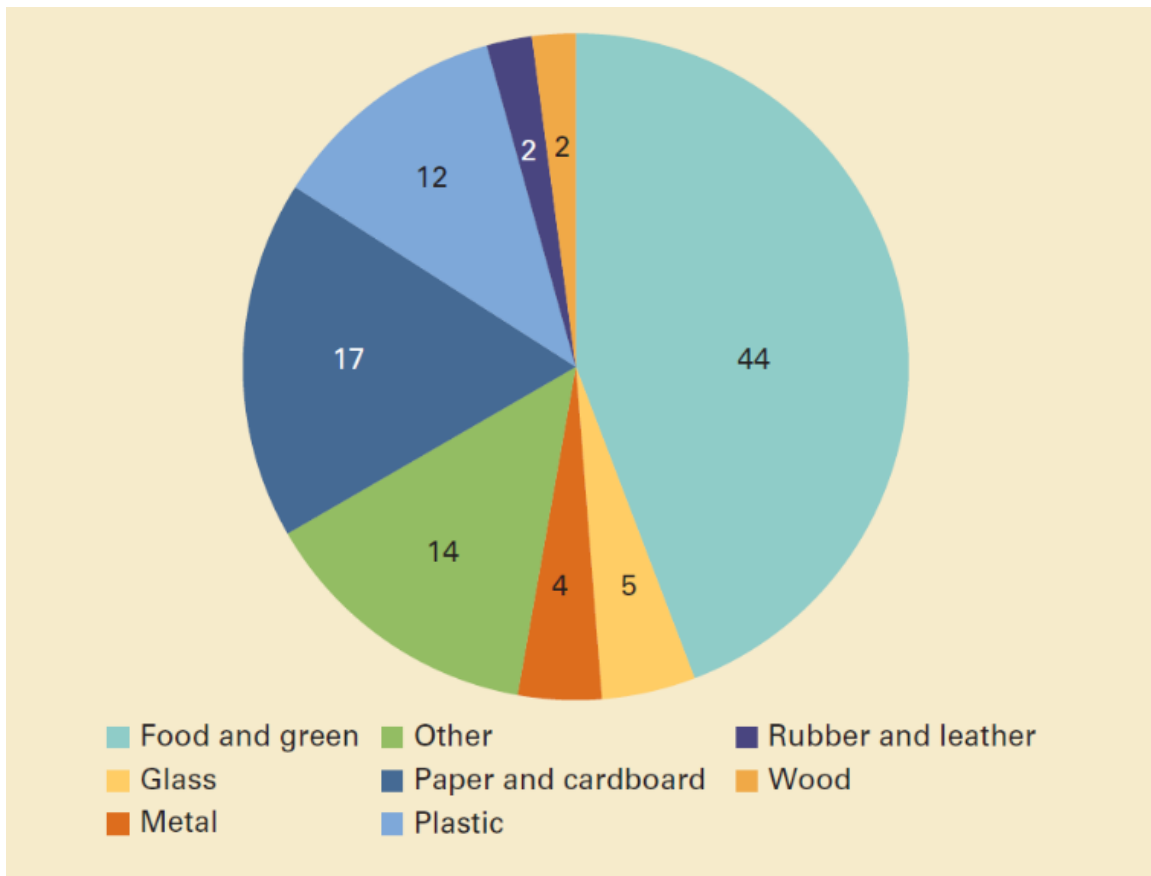


Figure 2.3: Global treatment and disposal of waste (percent) (Source: Trends in solid waste management. (n.d.). https://datatopics.worldbank.org/what-a-waste/trends_in_solid_waste_management.html)

This graph shows that 12% of soil is full of plastic

2.1.3 Impact on Wildlife

Every year, thousands of marine and land animals suffer from the harmful effects of plastic waste. This problem affects various species, from seabirds flying over the ocean to vulnerable marine mammals and turtles in the water. Animals often mistake plastic debris for food and swallow it. Others get caught in discarded fishing nets and other waste from human activities. These tragic events show how plastic waste harms biodiversity and

shortens the lives of these animals, upsetting the balance of their ecosystems. Globally, the fishing industry suffers heavily due to plastic waste. Entanglement in discarded fishing gear, such as nets, and ingestion of microplastics affect marine life, reducing fish stocks by 20-30% in heavily polluted areas.



Figure 2.4: Birds Eating Plastic (Posted by Securr Blogger on Aug 18, 2023)

Is this picture, a bird is eating plastic instead of food. It goes to its body and shorten it's life.

2.1.4 Impact on Human Health

Microplastics and Public Health: Microplastics have been found in human organs and are known to carry toxic substances that can lead to health issues such as cancer, endocrine disruption, and other serious diseases. The health impact of plastic pollution is staggering. Studies have shown that 93% of bottled water and 83% of tap water contain microplastics.

According to the European Commission, the annual societal costs of plastic-related health effects in the EU alone are estimated at €15 billion.

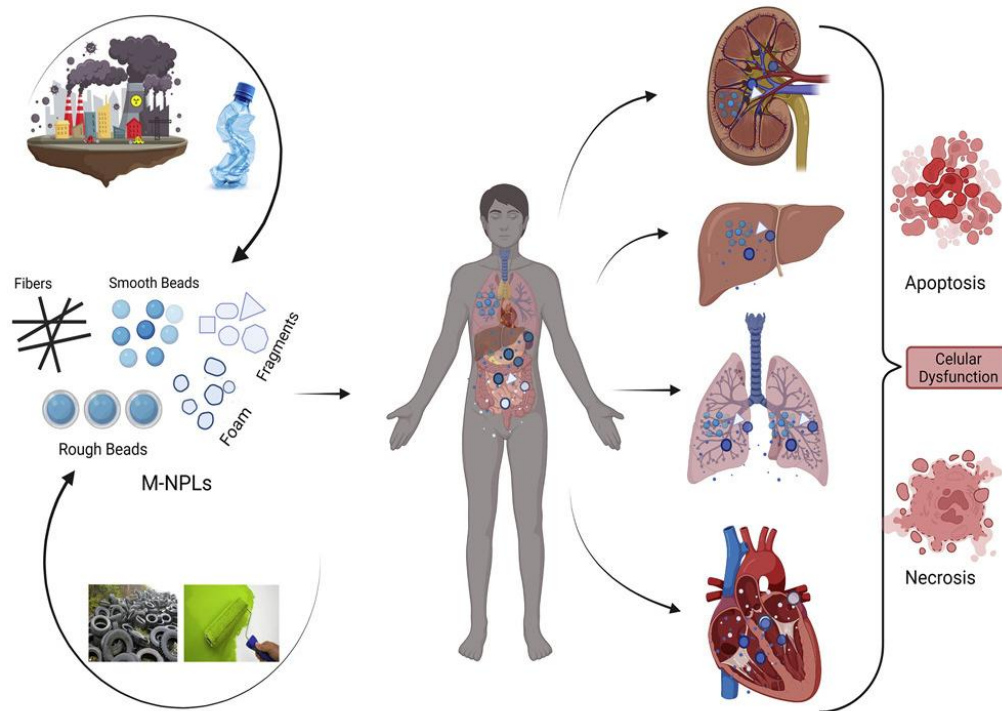


Figure2.5: Microplastic into human body (Source: ScienceDirect)

This image shows that microplastics [12] have been found in human organs and are carry many toxic substances. It can contaminate water sources and food chains. The production and decay of plastic products release harmful chemicals into the environment, which can contaminate water sources and food chains.

2.1.5 Socio-economic Impact

2.1.5.1 Economic Burden: The economic impact of plastic pollution affects industries including tourism, fishing, and marine transport. Cleaning up plastic waste from natural

sites and urban areas requires substantial financial resources. Low-income countries face monumental challenges in managing plastic waste, with 93% of waste in such regions being improperly managed, as reported by the World Bank

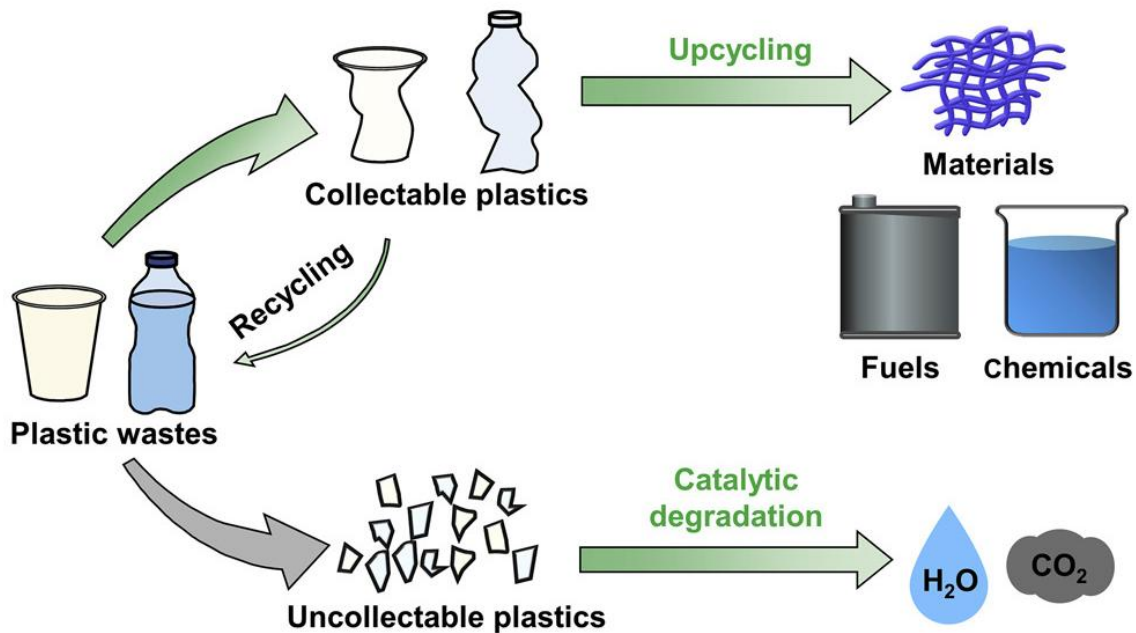


Figure 2.6: Plastic degradation and chemical release (Source: Cell Reports Physical Science)

This picture shows how plastic product release harmful chemicals into environment.

2.1.5.2 Waste Management Challenges: Effective recycling and waste management are hindered by the high costs and technical difficulties associated with processing mixed and contaminated plastic waste. In Dhaka, Bangladesh, over 87,000 tons of single-use plastic waste are generated annually, with limited capacity for recycling or proper disposal. This strain on infrastructure exacerbates flooding, as plastic clogs drainage systems. This

blockage restricts the natural flow of water, leading to severe waterlogging and environmental degradation, particularly during the monsoon season.

2.1.6 Long-term Environmental Consequences

2.1.6.1 Biodegradability and Persistence: Most plastics are extremely durable and persist in the environment for hundreds to thousands of years without significant degradation. If plastic production and waste trends continue, the annual financial damage to ecosystems and economies could exceed \$2.5 trillion by 2050. The ongoing loss of biodiversity, coupled with reduced ecosystem services, will further strain global economic stability.

2.2 Previous Documentaries on Environmental Awareness

Every year, many marine and land animals suffer from the harmful effects of plastic waste. This problem affects various species, from seabirds flying over the ocean to vulnerable marine mammals and turtles in the water. Animals frequently confuse plastic waste with food and end up swallowing it. Others get caught in discarded fishing nets and other waste from human activities. These tragic events show how plastic waste harms biodiversity and shortens the lives of these animals, upsetting the balance of their ecosystems.

2.2.1 National Geographic Documentaries:

National Geographic, a leading name in environmental journalism, has consistently produced compelling documentaries addressing the planet's ecological challenges. One of its most impactful works, "Before the Flood" (2016), features Leonardo DiCaprio exploring the effects of climate change worldwide. It vividly captures the melting ice caps, rising sea levels, and deforestation, making the case for immediate global action. The documentary highlights the necessity of transitioning to renewable energy sources and decreasing reliance on fossil fuels., offering solutions that resonate globally.

Another noteworthy National Geographic production is "Sea of Shadows" (2019), highlighting illegal fishing practices in Mexico's Sea [23] of Cortez. The film dives into

how these practices threaten the critically endangered vaquita porpoise and explores the socio-economic dynamics of wildlife crime. Its gripping narrative informs and motivates audiences to support conservation initiatives.

2.2.2 Netflix's "Our Planet" Series

Netflix's "Our Planet" (2019), narrated by Sir David Attenborough, changed how we tell stories about the environment. This eight-part series shows various ecosystems, like rainforests and oceans, highlighting their beauty and vulnerability. One memorable episode examines the serious issue of plastic pollution and its effects on marine life, including sea turtles caught in plastic nets and seabirds consuming microplastics. "Our Planet" stresses how connected we are to nature and the profound results of harmful practices. Many people worldwide have streamed it, sparking conversations about climate change and losing biodiversity. It has even led some companies to change their sustainability policies.

2.2.3 "A Plastic Ocean" (2016)

This important documentary shows the dangers of plastic pollution in our oceans. Over four years, it was filmed in 20 different locations. "A Plastic Ocean" reveals how much plastic waste is harming marine life. It features upsetting images of animals suffocating on plastics and discusses the health risks we face from eating contaminated seafood. The film also presents practical solutions, like new recycling methods and ways to change our buying habits, offering hope in a difficult situation. Its message encourages viewers to think about how much plastic they use.

2.2.4 Al Gore's "An Inconvenient Truth" (2006)

Al Gore's "An Inconvenient Truth" (2006) focuses on climate change and is important for raising environmental awareness. The documentary makes complex scientific information easy to understand, showing the urgency of global warming. Its sequel, "An Inconvenient Sequel: Truth to Power" (2017), updates the story with new challenges and progress in

renewable energy. The film has not only increased awareness but also inspired advocacy and influenced policy discussions worldwide.

2.2.5 Local Productions and Grassroots Stories

Regional documentaries, alongside global productions, have highlighted specific environmental issues in various areas. For example, “The True Cost” (2015) explores the environmental and social consequences of fast fashion, focusing on countries such as Bangladesh, where garment production significantly affects ecosystems. Similarly, Bangladeshi filmmaker Shagor Ahmed’s documentary, “Buriganga: A Cry for Help,” examines the severe pollution of the Buriganga River. Through this perspective, the film showcases the struggles of communities that depend on the river for their livelihoods and emphasizes the urgent need for cleaner practices.

2.2.6 Impact of Documentaries

These films, whether global or local, share a common goal: to inform and inspire action. They combine scientific research, emotional storytelling, and visual artistry to bring abstract environmental issues to life. By connecting audiences to these problems on a personal level, such documentaries have driven significant changes, ranging from individual lifestyle adjustments to large-scale policy reforms. Documentaries like these have demonstrated that storytelling can be a powerful catalyst for change. They remind us that the challenges faced by our planet are not isolated issues but collective concerns that demand our immediate attention and action.

2.3 The Use of Technology in Filmmaking

Technology has changed filmmaking a lot. It has made it easier for filmmakers to create high-quality content using accessible and affordable tools. This section looks at how new technology has helped produce environmental documentaries, especially through the use of smartphones and other digital tools.

2.3.1 Smartphone Filmmaking

Smartphone technology has revolutionized the filmmaking landscape, making it more accessible by enabling virtually anyone to create high-quality films at an affordable cost. Equipped with advanced cameras featuring improved sensors, high resolution, and superior low-light performance, modern smartphones can now rival traditional video cameras. This technological leap has democratized content creation, empowering filmmakers with tools that deliver professional results without the need for expensive equipment.



Figure 2.7: Phone with Gimble

This is a phone attached with gimble which is more effective for filmmaking. It has many benefits. The gimbal stabilizes the camera, allowing for smooth, professional-looking shots even when moving or handling it manually. Additionally, it helps filmmakers capture high-quality video without the blur or shake commonly associated with handheld recording.

2.4 Case Studies of Smartphone-Produced Films

Smartphone-produced films have increasingly gained recognition in the film industry, demonstrating that high-quality content can be produced with relatively low budgets and accessible technology. Here are some notable examples:

2.4.1 "Tangerine" (2015) Directed by Sean Baker, "Tangerine" is a standout example of a feature film shot entirely on an iPhone 5s. This film broke ground at the Sundance Film Festival for its innovative use of smartphone technology, proving that powerful storytelling need not be contingent on high-end film equipment. Baker utilized the FiLMiC Pro app to enhance the video quality and employed an anamorphic adapter to achieve a widescreen look. This film showcased the capabilities of smartphone filmmaking and opened up discussions about inclusivity and the democratization of film production.

2.4.2 "Unsane" (2018) Directed by Steven Soderbergh, "Unsane" was shot using an iPhone 7 Plus. This psychological thriller utilized natural lighting and the iPhone's native camera capabilities to create an intense, claustrophobic atmosphere that suited the film's theme of paranoia and confinement. Soderbergh's choice of equipment was driven by the desire for a spontaneous and intuitive filming experience, highlighting how smartphones can facilitate a new form of cinematic creativity and immediacy.

2.4.3 "High Flying Bird" (2019) Also directed by Steven Soderbergh, this sports drama was shot on an iPhone 8 and is another testament to the evolving scope of smartphone cinematography in professional filmmaking. Soderbergh utilized the mobility of the iPhone to shoot in various locations with minimal disruption, showcasing how smartphones can be effectively used in dynamic shooting environments that require quick adaptations.

2.4.4 "Night Fishing" (2011) A South Korean short film by Park Chan-wook and Park Chan-kyong, "Night Fishing" was entirely shot on an iPhone 4. The film won the Golden Bear for Best Short Film at the Berlin International Film Festival, proving that smartphones can produce festival-winning content. The film utilized various lens attachments and

experimental angles that demonstrated smartphone cameras' versatility and creative potential.

2.5 Theoretical Framework Supporting the Study

The theoretical framework for "Ongikar" incorporates elements from communication theory, environmental psychology, and social change theory, providing a robust foundation for understanding and conveying the issues of plastic pollution through film.

2.5.1 Communication Theory: One of the primary theoretical foundations of "Ongikar" is rooted in communication theory, mainly using media advocacy to influence public perception and behaviour. The Encoding/Decoding model proposed by Stuart Hall suggests that the media plays a critical role in encoding messages in ways that audiences can decode, interpret, and act upon. In the context of "Ongikar," the documentary encodes urgent environmental issues through visual storytelling.

2.5.2 Environmental Psychology: Environmental psychology offers insights into how people perceive and interact with their environments, which is crucial for understanding the audience's response to environmental documentaries. The documentary leverages theories such as the Biophilia Hypothesis, which suggests humans have an innate affinity for nature. By showcasing the contrast between pristine environments and pollution-damaged areas, "Ongikar" taps into this psychological connection, fostering a protective response towards the environment.

2.5.3 Theory of Planned Behavior: The Theory of Planned Behavior (TPB) is integral to the documentary's approach, which posits that behaviour is directly influenced by intention, shaped by attitudes, subjective norms, and perceived behavioural control. "Ongikar" uses this theory by creating a narrative that addresses these aspects, showing the harmful effects of plastic, the societal norms that contribute to its use, and actions that individuals can control, such as recycling and opting for sustainable products.

CHAPTER 3

Project Execution

3.1 Project Design and Approach

The project design and approach for "Ongikar" were carefully crafted to effectively communicate the serious environmental issue of plastic pollution, using a combination of traditional documentary filmmaking techniques and innovative mobile technology. The approach was structured to maximize the impact of the content while being mindful of budget and resource constraints.

3.1.1 Defining Objectives: The main goal of "Ongikar" was to increase awareness about the harmful effects of plastic pollution and to motivate viewers to take practical steps towards minimizing their plastic footprint. For example, the documentary's opening scene, where pristine nature transitions into visuals of plastic-filled oceans and entangled wildlife, was designed to emotionally engage viewers and immediately convey the gravity of the issue. This visual narrative was paired with a Bangla voiceover to make the message resonate with a local audience, emphasizing the crisis's relevance to their daily lives.

3.1.2 Research; Extensive research was undertaken to gather compelling data on plastic pollution, ensuring that the documentary remained informative and factually accurate. Key facts included in the documentary, such as "humanity produces more than 57 million tons of plastic each year" and the statistic that "only 9% of all plastic waste has been effectively recycled," were sourced from credible reports like those of the BBC and United Nations Environment Programme. These findings were incorporated into the script, with visual data representations and animations in the post-production phase.

3.1.3 Target Audience

Identifying the target audience was critical in shaping the documentary's narrative and presentation. The film was designed for a broad demographic, including:

3.1.3.1 Environmentalists: Including success stories, such as Rwanda's ban on plastic bags, aims to encourage policy change advocates.

3.1.3.2 Students: Simplified animations and relatable examples were used to appeal to younger audiences. For instance, scenes of children participating in local clean-up drives were incorporated to inspire youth involvement.

3.1.3.3 Policy-makers: Data-driven segments with archival footage, such as the impact of single-use plastics on coastal communities in developing countries, were crafted to emphasize the need for immediate legislative action.

3.1.3.4 General Public: Scenes like a local river clogged with plastic waste and fish entangled in debris bring the crisis close to home, making it relatable and encouraging personal responsibility.

These elements ensured the content was comprehensive yet accessible, using storytelling and factual data to engage the audience emotionally and intellectually. By grounding the documentary in local contexts while drawing global parallels, "Ongikar" positioned itself as both a call to action and a resource for environmental education.

3.2 Pre-Production Phase

In creating "Ongikar," the concept development phase was enriched through the integration of AI tools, which played a vital role in shaping the documentary's narrative and structure. These AI tools assisted in analyzing data, generating content ideas Here's a detailed breakdown of how I developed the concept with the help of AI:

3.2.1 Refining the Idea with AI-Driven Research

To develop a compelling narrative, I turned to AI for assistance in gathering information, analyzing trends, and organizing data. AI tools helped me:

- **Identify Key Themes:** I used AI to explore global reports, scientific studies, and case studies about plastic pollution. AI summarized vast amounts of data, highlighting critical topics like microplastics, single-use plastics, and the economic impact of pollution. This ensured my documentary addressed the most pressing aspects of the issue
- **Discover Audience Preferences:** AI insights helped me understand audience interests, particularly the effectiveness of emotional storytelling versus data-driven content. Based on these insights, I crafted a balanced narrative combining relatable stories with impactful statistics.

3.2.2 Script Drafting with AI Assistance

The initial script outline was created with the help of AI text-generation tools. These tools provided structured frameworks for the script, allowing me to focus on customizing the tone and content. I used AI to:

- **Generate Narration Ideas:** For example, I inputted key themes (e.g., “human impact on nature” or “plastic’s long-term consequences”) into an AI tool to receive diverse narration options. This helped me refine the Bangla voiceover to sound informative yet conversational.
- **Fact-Check Statistics:** AI ensured that all data used in the script, such as “By 2050, there could be more plastic than fish in the oceans,” was accurate and sourced from credible references.
- **Brainstorm Visual Storytelling** The AI provided valuable suggestions for scenes, such as transitioning from pristine landscapes to polluted urban rivers, creating a striking contrast that emphasized the environmental impact. This transition became a key visual sequence in the documentary.

3.2.3 Storyboarding and Visualization with AI

AI-assisted design tools helped create initial storyboards, making it easier to visualize the sequence of scenes and transitions.

- **Scene Planning:** Using AI tools like Canva or AI-powered storyboarding apps, I created mock-ups of scenes, such as the river clogged with plastic waste and animations of microplastics entering the food chain. These visual guides were shared with my team to align our creative vision.
- **Optimizing Visual Flow:** AI analyzed the narrative flow and suggested ways to keep viewers engaged, such as integrating dynamic visual elements like animations and stock footage at specific intervals.

3.2.4 Creating a Data-Driven Narrative

AI also helped weave together a narrative based on patterns and trends in the data. By analyzing public sentiments on plastic pollution through social media and articles, I tailored the script to reflect relatable issues, such as:

- **Local Impact:** AI highlighted how plastic pollution in rivers affects fishing communities, inspiring a scene in the documentary where fishermen discuss their struggles.
- **Global Context:** Using AI to analyze global efforts to reduce plastic, I included examples like Rwanda's plastic ban and the EU's single-use plastic restrictions.

3.2.5 Pre-Visualizing Animation and Effects

AI played a role in the conceptualization of animations. By inputting themes like “microplastics journey” or “ecosystem disruption,” I received ideas for graphical representations. These included visualizing microplastics traveling through the food chain or depicting the staggering production of plastic waste over decades.

3.2.6 Optimizing Time and Creativity

Using AI allowed me to save time on repetitive tasks like research, summarizing data, and generating creative concepts. This gave me more bandwidth to focus on the

emotional and creative depth of the documentary. AI acted as a creative partner, offering ideas that I adapted and refined based on my vision.

3.2.7 Example Integration in "Ongikar"

- **Opening Scene:** Inspired by AI-generated insights, the opening montage juxtaposes untouched nature with polluted environments, narrating the crisis in an emotionally gripping manner.
- **Microplastics Animation:** AI-assisted ideas guided the creation of an engaging animation in After Effects, depicting how microplastics enter our food chain.
- **Localized Narratives:** AI's emphasis on connecting the global issue to local contexts resulted in the inclusion of interviews with fishermen and footage of polluted Bangladeshi rivers.



Figure 3.1: Fishes with microplastic consumption and caught by net to be eaten

I use keyframe animation and stock footages to create this enhancing animation.

3.3 Production Phase

The "Ongikar" production phase involved capturing compelling visuals, conducting on-site interviews, and ensuring adherence to camera shot techniques despite limited resources. This phase relied solely on handheld smartphone filming and involved traveling to diverse locations, including rivers, recycling plants, and green areas, to present a balanced perspective of the plastic pollution crisis and potential solutions.

3.3.1 Handheld Smartphone Filming Techniques

All footage was captured by hand without additional stabilizing equipment, requiring careful attention to stability and composition.

- **Camera Shot Rules:** Despite filming handheld, I adhered to professional camera shot techniques, such as:
- **Establishing Shots:** Wide-angle views of locations like Buriganga and Turag rivers were used to set the scene and emphasize the scale of pollution.
- **Close-Ups:** Detailed close-up shots of plastic waste and entangled wildlife highlighted the tangible effects of pollution.
- **Tracking Shots:** Smooth movement was achieved by carefully controlling the smartphone while walking or on a boat, adding dynamism to scenes like cleanup drives or riverbanks.

3.3.2 Challenges of Handheld Filming

I face these challenges given below:

- Natural movements like boat rocking or uneven terrain at the rivers and recycling plants required extra care to keep the footage steady.
- Despite these challenges, framing and composition were prioritized to maintain professional-quality visuals.



Figure 3.2: Example of Composition 1

This image is taken by me in Buriganga near Shadarghat. It shows the rule of third. I tried to take all footage by maintain filming techniques.



Figure 3.3: Example of Composition 2

This is a close-up shot of plastic waste on the ground, emphasizing the details and severity of the pollution. Close-up shots like this are effective in drawing attention to specific elements and highlighting the environmental impact in a more focused manner.

3.3.3 On-Site Audio Recording

- No external audio equipment was used for the documentary. Instead, the smartphone's built-in microphone captured natural sounds, interviews, and dialogue.
- **Interviews:** On-site interviews with workers and locals in recycling plants at Hazaribagh and Muslimbagh were recorded using the smartphone's audio capabilities. Background noise was mitigated during post-production using noise reduction tools in Audacity.
- **Ambient Sounds:** Sounds of river currents at Buriganga and birds in Mirpur Botanical Garden were naturally captured, adding authenticity to the scenes.



Figure 3.4: Interview at Recycling Plant

This footage highlights the owner of a recycling company, with the recycling plant prominently displayed in the background. The shot not only introduces the individual's role but also offers valuable context about the operational environment, emphasizing the efforts involved in managing and processing plastic waste.



Figure 3.5: Natural Sounds at Turag River

This image is taken in daylight. This is an extreme long shot that showcases a beautiful nature with birds.

3.3.4 Diverse Filming Locations: To provide a comprehensive view of the plastic pollution crisis and its solutions, filming was conducted in a variety of locations:

3.3.4.1 Polluted Rivers:

In Buriganga River, captured visuals of plastic waste clogging the riverbanks and affecting local fishermen. Interviews highlighted their struggles with declining fish populations due to pollution. In Turag River, filmed areas where plastic pollution directly impacts the ecosystem, with shots of water littered with plastic debris and local community activities.

3.3.4.2 Recycling Plants: In Hazaribagh and Muslimbagh, conducted on-site interviews with workers at recycling facilities, capturing their perspectives on plastic waste management. The industrial setting starkly contrasts the natural environments in the film. Highlighted the sorting, cleaning, and processing of plastic waste to depict the labor-intensive nature of recycling.



Figure3.6: Polluted Riverbanks (Near Shadarghat)

This is an image of a riverbank of Buriganga with plastics.



Figure 3.7: Recycling Plant Process

This is a recycle plant with worker. We take interview capturing their perspectives on plastic waste management

3.3.5 Green Areas: In Savar and Mirpur Botanical Garden, locations were filmed to contrast polluted environments and pristine green spaces. Shots of clean, lush greenery emphasized the beauty of unspoiled nature and the need for its preservation.

3.3.6 Travel and Logistical Challenges

Traveling between these locations presented unique logistical challenges:

- **Boat Travel:** At Buriganga and Turag rivers, filming on a boat added complexity, requiring a steady hand to capture smooth visuals amidst movement.
- **Limited Equipment:** Without specialized tools like waterproof covers or stabilizers, precautions were taken to protect the smartphone during filming in challenging environments.
- **Adapting to Conditions:** Flexibility and resourcefulness were critical when navigating narrow recycling plant alleys or working in crowded green areas.



Figure 3.8: Filming on a Boat at Buriganga

We went to Buriganga to take shots of water pollution and lives of people live there.



Figure 3.9: Navigating a Recycling Plant (Hazaribag)

This is a recycle plant where many plastic products are dumped.

3.3.7 Maintaining Visual Standards: Despite limited resources, professional standards were maintained in framing, composition, and lighting:

3.3.7.1 Lighting:

- Natural light was utilized effectively, with shoots scheduled during early morning or late afternoon to achieve soft, warm lighting.
- Overcast conditions were leveraged to avoid harsh shadows and maintain even lighting.

3.3.7.2 Composition:

- The rule of thirds was consistently applied to create balanced and visually appealing shots, guiding the viewer's focus to key elements within the frame and enhancing the overall composition of each scene.

- Depth and layers were added by including foreground elements, such as plants or tools, in scenes at the recycling plants and botanical gardens.



Figure 3.10: Golder Hour Shot

We wait till afternoon to take this shot. The natural light of this scene is awesome.

3.3.7.3 Challenges and Solutions

During the filming of "Ongikar," various challenges arose that required creative solutions. Stability was a major issue, as handheld filming on boats or uneven terrain caused occasional shakiness. To address this, shots were stabilized in post-production using tools like Adobe Premiere Pro. Another significant challenge was the recording of interviews and ambient audio in noisy environments such as recycling plants or alongside rivers, which led to background sounds dominating the recordings. To mitigate this, noise reduction techniques were applied during post-production in Audacity to ensure clear dialogue and ambient sounds. Additionally, the team faced environmental constraints like harsh smells and physical obstacles in polluted areas and industrial settings. To ensure the

safety and comfort of the crew, filming was strategically planned in short sessions, with breaks included to manage exposure to these harsh conditions.

3.3.8 Creative Adaptations

3.3.8.1 Dynamic Angles: Creative angles were explored to add variety, such as low-angle shots of recycling machinery and overhead views of green landscapes from elevated positions.

3.3.8.2 Candid Moments: Captured authentic, unscripted moments, such as a worker sorting plastic bottles or a fisherman casting his net amidst pollution, adding emotional depth to the narrative.



Figure 3.11: Unstable Terrain at Gabtoli Road

This is a very unstable road, and we felt like it could break down at any moment, making it a challenging environment to navigate safely. However, we persevered and ventured into the area to capture crucial shots of the water pathways, which were essential to the documentary's narrative.



Figure 3.12: Capturing Moment at Biruganga Riverbank

This is a image of a ghat at Buriganga River. The water is very polluted there.

3.4 Post-Production Phase

The post-production phase of "Ongikar" was a meticulous process, combining careful selection of footage, precise audio recording, and advanced editing techniques. This phase was essential to transforming raw footage into a polished, engaging documentary that effectively conveys its message.

3.4.1 Footage Selection

After filming, the first step was to review and select the best footage from multiple takes carefully:

- **Criteria for Selection:** Footage was chosen based on clarity, composition, emotional impact, and relevance to the narrative.
- **Organizing Footage:** Clips were categorized into folders according to scenes, such as polluted rivers, interviews, recycling plants, and green areas. This organization

and free from distractions. This process enhanced the overall listening experience and maintained the documentary's production standards.

- **Multiple Takes:** Several takes were recorded to capture each line's ideal tone, clarity, and emotional resonance.
- **Integration:** The voiceover was aligned with the footage in Premiere Pro, syncing key narrative points with the visuals.

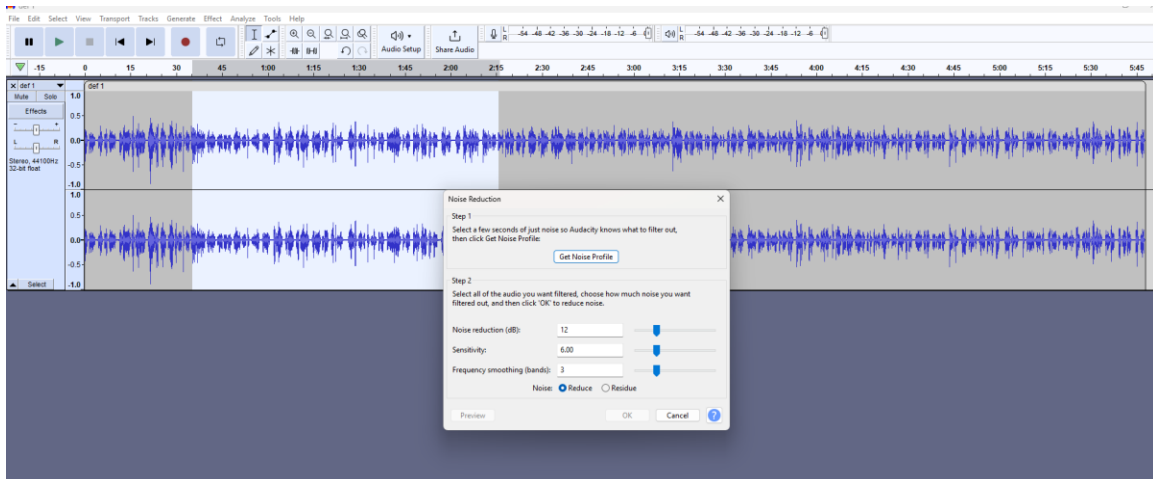


Figure 3.14: Audacity Noise Reduction Workflow

It's very productive software to take audio voice. We can take all voices and retake at a time during recording. It's an interface of Audacity after removing background noise.

3.4.3 Music and Sound Design

Music was carefully selected to align with the various scenes, enhancing the storytelling by accentuating the mood and drawing viewers deeper into the narrative. The dynamics of the music were meticulously adjusted to ensure that the transitions between scenes were seamless

- **Licensed Tracks:** Music tracks with proper licenses were selected to match the mood of each scene.

- **Dynamic Editing:** Volume levels were adjusted dynamically to complement the voiceover and visuals, ensuring smooth transitions and balanced soundscapes.
- **Sound Effects:** Subtle sound effects, such as water sounds for river scenes, were added to enhance realism and immersion.

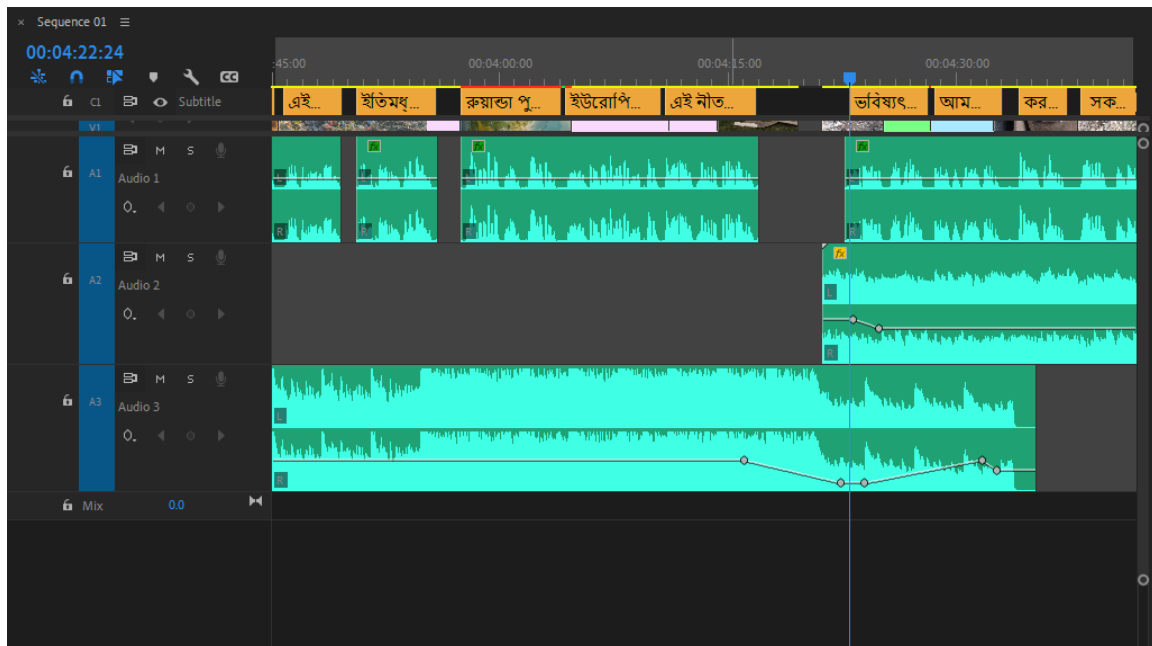


Figure 3.15: Premiere Pro Timeline with Audio Tracks

I added a several background music to smoother feeling with the voiceover. This image shows the integration at Premier Pro.

3.4.4 Visual Editing and Effects

Premiere Pro and After Effects were extensively used to refine the visuals:

- **Transitions:** Smooth transitions, such as crossfades and dissolves, were applied to maintain a seamless flow between scenes.
- **Color Correction and Grading:**The footage was color-corrected to ensure consistent brightness, contrast, and white balance. A cinematic color-grading preset gave the documentary a professional, film-like vibe.

- **Warp Stabilizer:** Shaky footage was stabilized using Premiere Pro's warp stabilizer feature, ensuring steady and smooth visuals.
- **Stock Footages:** Licensed stock footage was integrated where necessary to complement on-location shots and provide global context.
- **Title Animation:** A licensed template was customized in After Effects to create an engaging title sequence for the film. The animation was exported and incorporated into Premiere Pro.

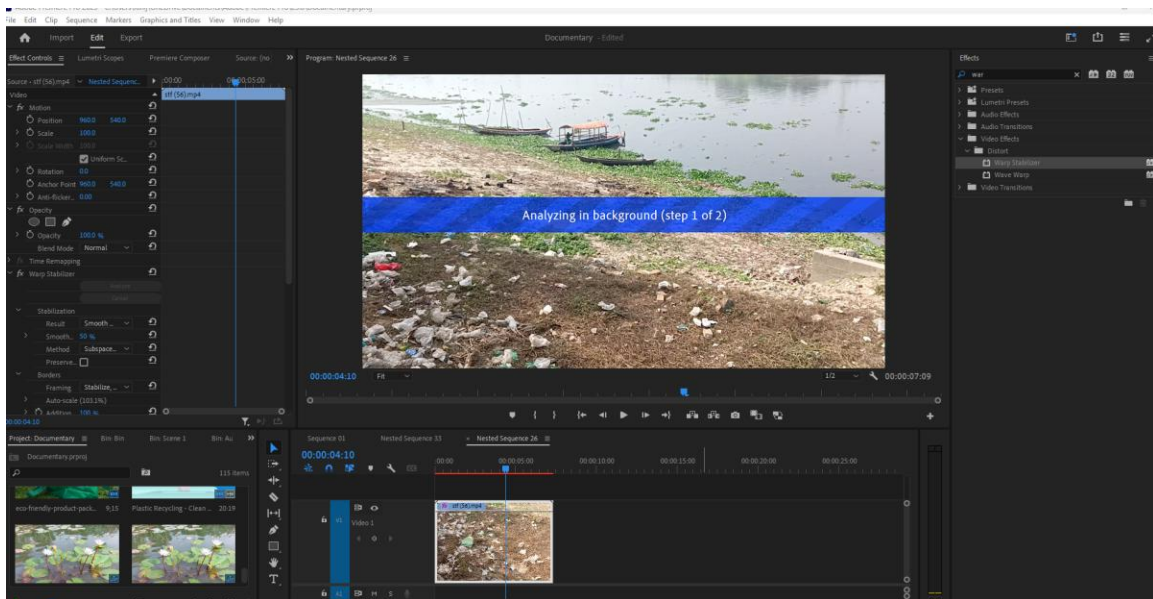


Figure 3.16: Screenshot of Warp Stabilizer in Premiere Pro

This image shows shaky footage was stabilizing using Premiere Pro's warp stabilizer feature, ensuring steady and smooth visuals.

- **Bangla Subtitles:** To make the documentary accessible to a broader audience, including deaf people:
- **Subtitle Creation:** Bangla subtitles were added to the film to ensure inclusivity. These subtitles were carefully synced with the voiceover and visuals for clarity.
- **User Accessibility:** Font size, color, and placement were chosen to ensure readability without obstructing the visuals.

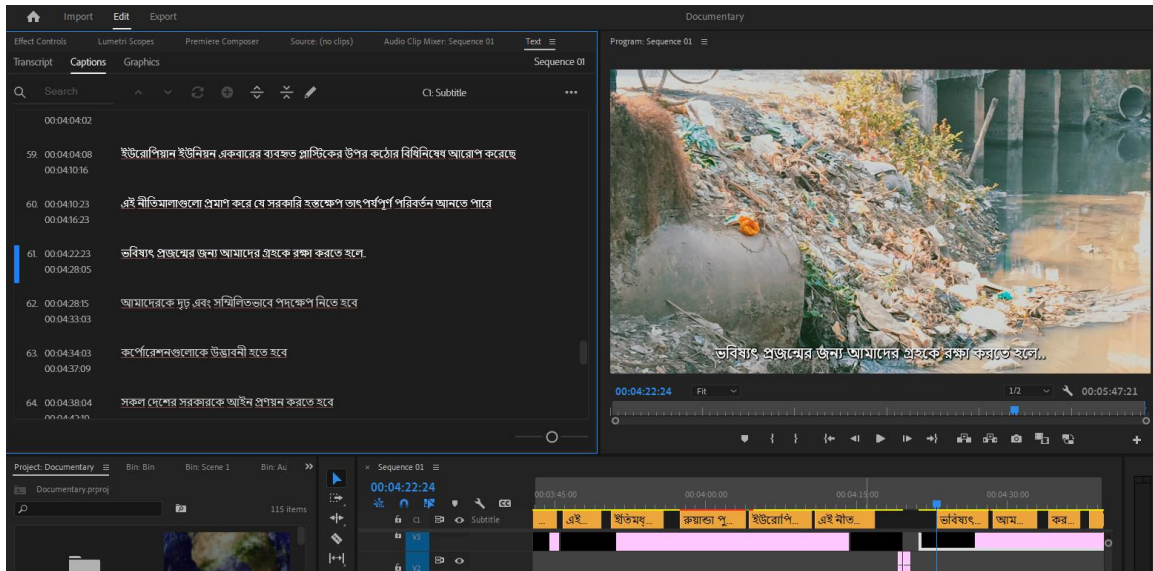


Figure 3.17: Subtitle Editing in Premiere Pro

I added Bangla subtitles were added to the film to ensure inclusivity.

3.4.5 Final Review and Export

The final cut of "Ongikar" underwent rigorous review:

- **Team Feedback:** The documentary was screened for a small group, including peers and advisors, to gather constructive feedback.
- **Revisions:** Minor adjustments were made to transitions, audio levels, and color grading based on the feedback.
- **Export Settings:** The film was exported in high resolution with optimized settings for both online and offline viewing, ensuring the best quality for its target audience.

The "Ongikar" post-production phase combined technical precision, creative artistry, and accessibility considerations. Using professional-grade tools and techniques, the documentary was transformed into a cohesive and visually stunning film that effectively delivers its message about plastic pollution and environmental responsibility.

3.5 Ethical Considerations

Ethical considerations were a cornerstone of the production and post-production phases of Ongikar, ensuring that the documentary was created responsibly and with respect for all individuals and environments involved. This section outlines the ethical guidelines followed throughout the project:

3.5.1 Environmental Responsibility

Given the subject matter of the documentary, it was essential to minimize the project's environmental footprint:

- **Waste Management:** All waste generated during filming, such as disposable packaging or leftover materials, was carefully collected and disposed of responsibly to avoid contributing to plastic pollution.
- **Minimal Environmental Impact:** Care was taken to leave filming locations, such as rivers and green areas, in the same or better condition than they were found. Filming activities were conducted without disrupting local wildlife or ecosystems.

3.5.2 Consent and Respect for Participants

Participants' rights and dignity were respected throughout the documentary-making process:

- **Informed Consent:** Before conducting interviews, participants were informed about the purpose of the documentary and how their contributions would be used. Verbal or written consent was obtained before recording.
- **Privacy Protection:** Efforts were made to protect participants' identities if requested, especially workers in recycling plants or individuals in vulnerable situations. This protection involved careful editing to obscure identifiable features

and sensitive information, ensuring that participants felt safe and respected throughout the documentary process.

- **Avoiding Exploitation:** All interviews and footage were presented authentically, avoiding manipulation that could misrepresent participants' views or circumstances.



Figure 3.18: Conducting Interviews with Informed Consent at Islambag

I take this footage with their concern. They willingly appreciate my filming.

3.5.3 Cultural Sensitivity Filming in diverse locations required a heightened awareness and respect for local customs and norms to ensure smooth operations and maintain positive interactions with the communities involved. This approach helped foster collaboration and minimized disruptions, allowing the team to capture authentic and meaningful footage while upholding cultural sensitivities.

- **Community Engagement:** Residents and workers were approached with respect, and filming was conducted to avoid disruption to their routines.

- **Language Considerations:** Bangla subtitles and voiceovers made the documentary relatable and accessible to local audiences. Bangla subtitles and voiceovers made the documentary relatable and accessible to local audiences.
- **Licenses and Permissions:** All stock footage, music, and templates used in the documentary were sourced from licensed platforms. Proper credits were included where necessary to acknowledge the original creators.

3.5.4 Ethical Use of Stock Footage and Music

- **Licenses and Permissions:** All stock footage, music, and templates used in the documentary were sourced from licensed platforms. Proper credits were included where necessary to acknowledge the original creator. Stock footage was used to supplement, not replace, original content, ensuring that the documentary remained grounded in the realities observed during filming.

3.5.5 Accessibility and Inclusion

The documentary was intentionally designed to be inclusive and accessible to a diverse audience. To accommodate viewers with hearing impairments, Bangla subtitles were incorporated, ensuring that everyone could follow the narrative regardless of their hearing ability. Furthermore, the voiceover was meticulously recorded to deliver clear narration, making the content comprehensible to audiences from various backgrounds. This approach was particularly important to ensure that those less familiar with the technical aspects of plastic pollution could still grasp the documentary's key messages and themes. Additional visual aids and simplified explanations were used to aid understanding and engagement, making the documentary not only educational but also widely accessible.

3.5.6 Integrity of the Message

The documentary's integrity was meticulously upheld through a rigorous process of fact-checking and balanced storytelling. By avoiding bias, the filmmakers ensured that the

documentary presented facts and narratives with accuracy, without succumbing to exaggeration or distortion. This commitment to credibility built a trustworthy foundation for the documentary, allowing viewers to rely on the information provided. Additionally, the balanced representation of the issues at hand was crucial. The documentary did not just highlight the challenges of plastic pollution; it also showcased proactive solutions and success stories from around the world. This approach not only informed viewers of the severity of the issue but also empowered them with the knowledge that positive change is possible and happening, thereby fostering hope and inspiration for further change. This strategy was instrumental in encouraging viewers to take action, contributing to the documentary's impact as a catalyst for environmental advocacy and reform.

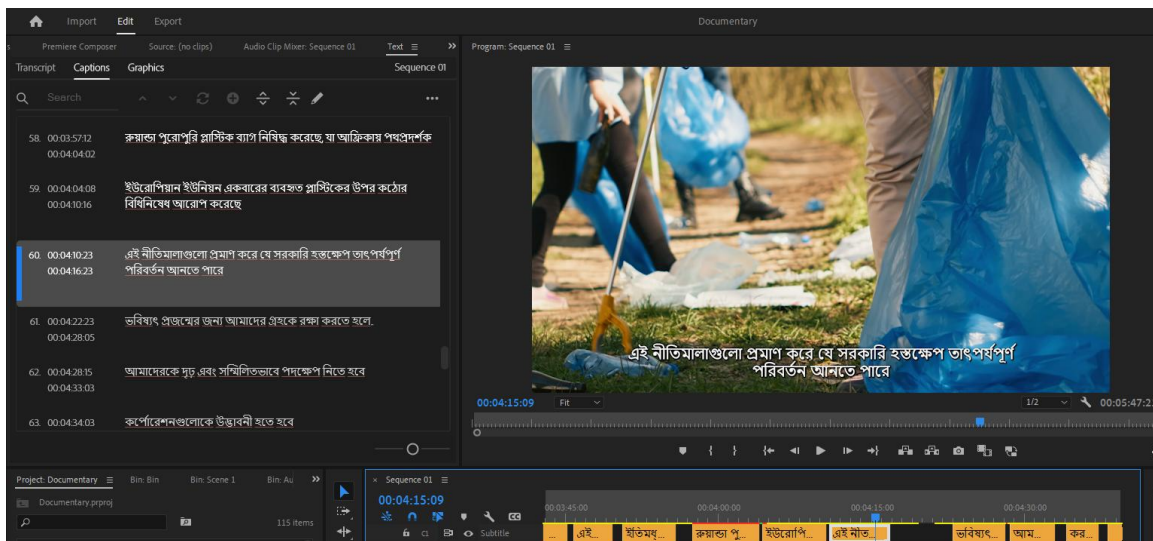


Figure 3.19: Subtitles Integrated with Final Cut

The subtitles were meticulously synchronized with the voiceover to ensure clarity and enhance the viewing experience, making it easier for all audience members, including those who are hard of hearing, to follow along and fully engage with the documentary's content. This careful alignment helped to bridge communication gaps and ensured that the documentary's messages were accessible to a broader demographic, thereby extending its educational impact.

CHAPTER 4

The Making of Ongikar

4.1 Conceptualization of the Documentary Theme

The documentary Ongikar aims to tackle the urgent issue of plastic pollution. It focuses on how plastic affects the environment, wildlife, and human health, while also showcasing stories of resilience and community efforts to inspire action against this problem.

4.1.2 Identifying the Core Theme

The core theme of Ongikar revolves around the idea of collective responsibility. The title, "Commitment" in Bangla, underscores the urgent need for individuals, communities, and governments to commit to tackling plastic pollution. The documentary seeks to create awareness while fostering a sense of hope by demonstrating actionable solutions.

- **Visual Contrast:** The theme was illustrated through stark visual contrasts. Pristine natural environments are juxtaposed with polluted rivers, streets, and industrial areas. Stories of ecological damage set against community clean-up efforts and innovative recycling practices.
- **Message of Hope:** While the documentary highlights the dire consequences of plastic pollution, it also emphasizes the potential for change, inspiring viewers to take action.

4.1.2 Target Audience and Messaging

The target audience for Ongikar includes environmental activists, students, policymakers, and the general public. The theme was conceptualized to:

- **Educate:** The documentary aims to provide accessible and accurate information on plastic pollution, presenting well-researched data and relatable narratives to educate viewers on its causes, effects, and potential solutions.

- **Engage:** Use compelling visuals and relatable narratives to connect with viewers emotionally.

4.1.3 Research and Insights

The conceptualization process of the documentary was informed by extensive research, including public surveys and opinion polls to gauge public awareness and attitudes towards plastic pollution. Media coverage analysis helped identify how plastic pollution has been discussed in the media, pointing out common misconceptions and knowledge gaps. The team also investigated recent technological innovations in recycling and waste management, offering a forward-looking perspective on potential solutions. Additionally, reviews of current and proposed legislation provided insight into the regulatory environment surrounding plastic use and waste management. This comprehensive research approach ensured the documentary was not only informative but also aligned with contemporary issues and solutions.

- **Scientific Studies:** The narrative was enriched with rigorously researched data to illustrate the alarming extent of plastic pollution and its detrimental effects on the environment. Detailed statistics, such as the low recycling rates globally, were used to highlight the inefficiency of current waste management practices. These facts were crucial in underscoring the urgency of adopting more sustainable practices.
- **Environmental Documentaries:** By analyzing acclaimed documentaries, the team learned how to effectively communicate environmental issues. These films served as benchmarks for engaging storytelling and visual impact, guiding the documentary's structure and content to better capture and retain viewer interest.
- **Community Perspectives:** The documentary featured real stories from individuals directly affected by plastic pollution, such as recycling plant workers and local fishermen. These personal accounts added a human element to the statistics, making the abstract consequences of plastic pollution tangible and relatable to viewers.



Figure 4.1: Research Workflow for Theme Development

This is draft of my research process that can show my ideas clearly. It shows the process from data collection to post production phase.

4.1.4 Visual and Narrative Approach

The documentary was structured to align its narrative with the central theme:

1. **Introduction:** Opening visuals of unspoiled nature transitioning into polluted rivers and urban areas set the stage for the documentary's theme.
2. **Problem Statement:** Statistics and interviews illustrated the scale and impact of plastic pollution.
3. **Human Stories:** Personal stories, such as those of fishermen struggling with polluted waters, added emotional depth to the theme.

4. **Solutions and Hope:** Success stories of community efforts, recycling initiatives, and global policy changes underscored the potential for positive change.



Figure 4.2: Narrative Structure of Ongikar

4.1.5 Challenges in Conceptualization

The theme of *Ongikar* required balancing the urgency of the plastic pollution crisis with the message of hope:

- **Overcoming Pessimism:** To avoid overwhelming viewers with negativity, the theme was infused with inspiring examples of change, showcasing successful initiatives, community efforts, and innovative solutions that demonstrated the potential for positive impact and collective action.

- **Local and Global Contexts:** The theme bridged local realities, such as the conditions at the Buriganga and Turag rivers, with global perspectives, emphasizing that plastic pollution is a shared problem.

4.2 Storyboarding and Narrative Structure

A comprehensive script and strategic planning guided the storyboarding and narrative structure of Ongikar. Instead of traditional storyboarding with sketches, the script was the primary tool for planning the visuals and narrative flow. AI tools were utilized to refine the shot sequence, transitions, and thematic alignment, ensuring a cohesive and impactful documentary.

4.2.1 Planning Through Script and AI Assistance

4.2.1.1 Script as the Blueprint:

The detailed script provided a scene-by-scene breakdown of the documentary's flow, serving as a guide for capturing footage and integrating elements like voiceovers, animations, and music.

For instance, the script specified:

- **Introduction:** Opening with pristine natural scenes transitioning to polluted rivers.
- **Problem Statement:** Highlighting key data and visuals of plastic pollution in urban and natural environments.
- **Solutions and Hope:** Community efforts and green landscapes as a message of action and positivity.
- **AI Assistance for Shot Planning:** AI tools were used to optimize shot sequencing and composition based on the script:

- **Shot Suggestions:** AI recommended camera angles, such as wide shots for landscapes and close-ups for impactful visuals like plastic waste.
- **Transition Ideas:** Smooth transitions, such as fades and dissolves, were proposed to maintain a seamless narrative flow.

4.2.2 Visualizing the Narrative: The script and AI input enabled visualization of each scene’s purpose and how it connected to the overarching message. For example:

- **Scene 1:** A wide-angle shot of a clean river fading into a polluted one, establishing the problem visually.
- **Scene 3:** Dynamic tracking shots of community clean-ups to inspire action.

4.2.3 Narrative Structure

The narrative structure was designed to lead viewers through awareness, understanding, and action. This structure adhered to the following sequence: Introduction sections were crafted to grab attention with striking visuals of both pollution and pristine environments, setting the stage for the depth of the problem. The documentary then guided viewers through a detailed exploration of the causes and impacts of plastic pollution, enhancing understanding and highlighting the severity of the issue.

- **Purpose:** Set the stage by contrasting untouched natural beauty with the harsh reality of plastic pollution.
- **Visuals:** A montage of pristine landscapes fading into polluted rivers and urban areas.
- **Narration:** “Imagine a world free of pollution, where nature thrives. But today, a silent crisis threatens this balance...”

4.2.3.1 Problem Statement:

- **Purpose:** Highlight the magnitude and consequences of plastic pollution.

- Visuals: Shots of plastic waste in rivers, urban litter, and wildlife affected by pollution.
- Supporting Elements: Animations depicting statistics, such as the percentage of unrecycled plastic, were integrated to provide context.

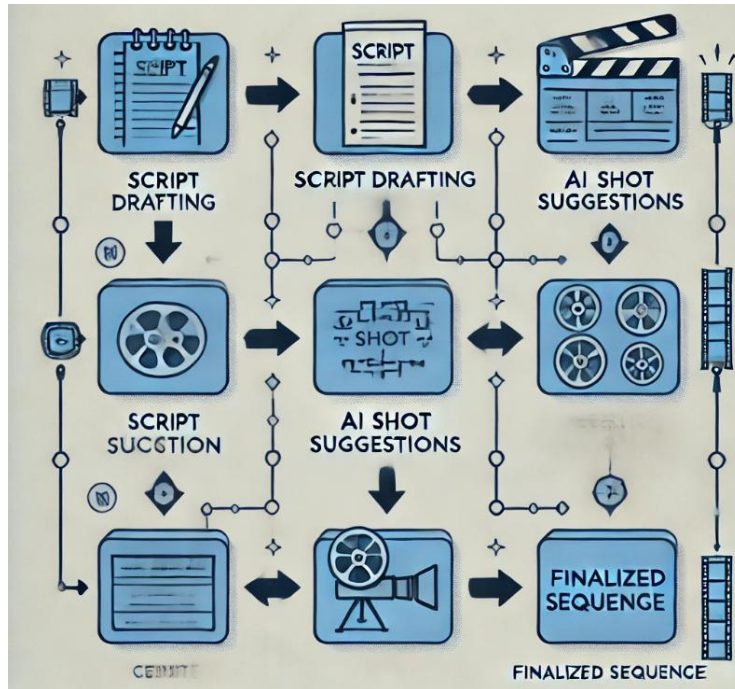


Figure 4.3: Script based planning workflow

This is a short draft of planning. My workflow is described as a image in this.

4.2.4 Human Impact: Purpose: Show the everyday consequences of plastic pollution on communities. Scenes of fishermen struggling to work in polluted rivers and residents navigating through plastic-filled urban areas.

4.2.4.1 Solutions and Hope:

- Inspire viewers with actionable solutions and success stories.
- Community clean-up drives along the Turag River.

- Shots of lush greenery in Mirpur Botanical Garden and Savar as symbols of restoration.
- Closing Narration: “The power to change lies in our hands. Together, we can create a plastic-free future.”

4.2.5 AI Contributions to Storytelling

AI tools were pivotal in enhancing the narrative structure and production process:

- **Scene Optimization:** AI helped refine scene sequences to maintain viewer engagement.
- **Shot Selection:** Recommendations for impactful visuals were incorporated, such as the transition from wide shots of rivers to close-ups of waste.
- **Music and Sound Pairing:** AI-assisted suggestions ensured that the background music and sound effects complimented the tone of each scene.

The storyboarding and narrative structure of Ongikar was successfully achieved through a detailed script and AI-driven shot planning. This innovative approach streamlined the production process, ensuring a logical and emotionally engaging documentary that effectively conveyed its message of awareness and action against plastic pollution.

4.3 Filming Challenges and Solutions

I faced several challenges during filming. I discussed about it narratively below:

4.3.1 Stability Issues with Handheld Filming

- **Challenge:** Without stabilizing equipment such as gimbals or tripods, achieving steady footage during handheld shooting proved challenging, particularly in dynamic scenes like boat rides on the Buriganga and Turag rivers, where constant movement heightened the difficulty of maintaining stability.

- **Solution:** Careful body positioning and slow, controlled movements were employed to minimize shaking during filming. In post-production, stabilization tools such as the Warp Stabilizer feature in Adobe Premiere Pro were crucial in refining the final footage, smoothing out any residual camera shakes to enhance the visual quality and viewer experience. This meticulous attention to detail ensured that the documentary maintained a professional aesthetic, essential for conveying its important message effectively.



Figure 4.4: Filming Handheld on a Boat at Buriganga

This is a picture of me taken while exploring the Buriganga River on a boat, showcasing the efforts made to document the environmental issues in the area firsthand. This moment highlights the dedication required to navigate challenging conditions and capture impactful visuals for the documentary

4.3.2 Harsh Environmental Conditions

- **Challenge:** Filming at polluted rivers and recycling plants posed physical discomfort, including harsh odors, crowded spaces, and exposure to debris. Protective gear such as masks and gloves were essential for the crew's safety, while careful scheduling minimized time spent in the most challenging environments. These measures ensured that the team could capture the necessary footage without compromising their health and well-being.
- **Solution:** Short filming sessions with planned breaks were conducted to minimize exposure. Protective masks and gloves were used when necessary, and filming routes were carefully pre-scouted to ensure safety.



Figure 4.5: Capturing Footage at a Recycling Plant at Islambag

Workers are actively placing plastic products into the machine for processing, showcasing the recycling process in action. This close-up shot highlights the intricate details of the machine and the plastic materials being broken down, emphasizing the labor-intensive

nature of recycling efforts.

4.3.3 Lighting Constraints

- **Challenge:** Filming in locations with inconsistent lighting, such as indoors at recycling plants or outdoors during overcast conditions, affected visual clarity. To counteract these challenges, the team strategically used portable lighting equipment to enhance illumination and employed post-production techniques like color correction to ensure a consistent visual quality across all scenes. These adjustments were crucial for maintaining the documentary's professional look and feel.
- **Solution:** Natural light was carefully optimized by scheduling shoots during early morning or late afternoon to take advantage of soft, diffused lighting. In post-production, adjustments like color correction and grading in Premiere Pro were applied to enhance brightness, contrast, and color balance, ensuring consistent visual quality across all scenes for a professional and cohesive look.



Figure 4.6: Scene Before and After Color Correction

I applied color correction to that scene as the natural lighting did not align with the desired visual tone. This adjustment was made to enhance the overall quality, ensuring the scene appeared more cohesive and visually appealing within the context of the documentary.

4.3.4 Navigating Difficult Terrain

Accessing some locations, such as riverbanks or industrial areas, presented significant challenges due to uneven terrain and complex logistics. To overcome these obstacles, the team opted for lightweight equipment that was easier to transport and maneuver in difficult conditions. Additionally, careful planning of entry and exit routes was crucial, ensuring that the crew could navigate these areas safely and efficiently

4.3.5 Capturing Dynamic Visuals

The challenge of not having access to drones or advanced equipment made it difficult to achieve overhead or sweeping shots during filming. To address this, the team employed creative solutions, such as shooting from elevated positions and using poles to simulate overhead perspectives. These techniques allowed for the capture of dynamic visuals that added depth and interest to the film, effectively compensating for the lack of high-end equipment while still delivering high-quality cinematography.



Figure 4.7: Filming Along Polluted Riverbanks (Beside Gabtoli Road)

This image illustrates the extent of plastic pollution along the riverbank, vividly showcasing how waste has accumulated and spread across the area.

4.4 Technical Aspects of Smartphone Use

The choice of the Realme Narzo 50 for filming Ongikar played a pivotal role in defining the technical workflow and quality of the documentary. Despite its mid-range specifications, the smartphone was a versatile tool for capturing visually compelling and technically sound footage.

4.4.1 Camera Specifications

The Realme Narzo 50, with its versatile camera setup, was effectively utilized for filming, offering a range of features such as high-resolution video capture and enhanced low-light performance. This enabled the team to shoot in a variety of settings, from bright outdoor environments to dimly lit indoor scenes, ensuring high-quality footage across different lighting conditions. The smartphone's advanced stabilization features also played a crucial role in reducing camera shake, resulting in smoother, more professional-looking shots.

4.4.1.1 Primary Camera:

- Resolution: 50 MP with a wide aperture.
- Benefit: Captured high-resolution footage with good detail, especially in well-lit outdoor locations like the Mirpur Botanical Garden.
- Use Case: Wide-angle shots of rivers and landscapes.

4.4.1.3 Video Recording:

- Resolution: Full HD (1080p) at 30 fps.
- Benefit: Delivered crisp visuals suitable for post-production enhancements like color grading.
- Use Case: Generally filming scenes in diverse environments, such as rivers and recycling plants.

4.4.1.4 Audio Recording

The built-in microphone of the Realme Narzo 50 was used for recording ambient sounds and dialogues. Though not specialized for professional audio recording, it provided adequate quality for:

- Capturing natural sounds like water currents and birdsong.
- Recording situational audio at noisy recycling plants, later enhanced with post-production tools like Audacity.



Figure 4.8: A wide-angle shot of a river (Buriganga)

This wide-angle shot offers an expansive view of Shadarghat, capturing its bustling activity and vibrant atmosphere. It effectively sets the scene for the documentary, providing viewers with a sense of the location's scale and significance in the narrative.

4.4.2 Advantages of Using Realme Narzo 50

- **Portability and Accessibility:** Its lightweight and compact design made it easy to handle, especially in challenging environments such as boats on the Buriganga River

or narrow alleys in recycling plants.

- **Battery Life:** With a 5000mAh battery, the smartphone offered extended usage, enabling uninterrupted filming sessions at outdoor locations.
- **AI Camera Features:** The AI-driven scene optimization feature helped adjust settings for better color balance and exposure in various lighting conditions.
- **Cost-Effectiveness:** The Realme Narzo 50 provided a budget-friendly alternative to professional cameras, allowing high-quality output within limited resources.

4.4.3 Challenges and Solutions

The documentary faced several technical challenges due to equipment limitations, each addressed with specific solutions to ensure high-quality footage. First, the lack of advanced stabilization features in the camera setup caused occasional shakiness in the footage. This was mitigated by employing controlled handheld movements during filming and utilizing the Warp Stabilizer feature in Adobe Premiere Pro during post-production to smooth out the footage. Secondly, the smartphone used struggled with capturing clear images in low-light conditions, leading to noticeable noise. To counteract this, filming was strategically scheduled during daylight hours, and post-production techniques were applied to enhance brightness and contrast, improving the overall visual quality of the scenes.

4.4.4 Technical Enhancements During Post-Production

- **Color Correction and Grading:** Addressed minor inconsistencies in footage due to varying lighting conditions. Enhanced the cinematic quality of the documentary.
- **Noise Reduction:** Cleaned up audio recorded with the smartphone's microphone to ensure clarity in post-production.

4.5 Editing

Editing is crucial in transforming raw footage into a polished and cohesive documentary. Ongikar's editing process was carried out using Adobe Premiere Pro, After Effects, and

Audacity. This section outlines how each tool was utilized and the steps to achieve the final output. This comprehensive approach ensured a seamless integration of all elements, resulting in a polished and impactful final output.

4.5.1 Video Editing with Adobe Premiere Pro: Adobe Premiere Pro was the primary tool for assembling, trimming, and enhancing the footage.

4.5.1.1 Step 1: Importing and Organizing Footage

All raw footage, stock videos, and animations were imported into Premiere Pro. These were organized into bins based on categories like:

- **Footage:** Rivers, recycling plants, and green landscapes.
- **Audio:** Voiceovers, ambient sounds, and music tracks.
- **Graphics:** Titles, animations, and subtitles.

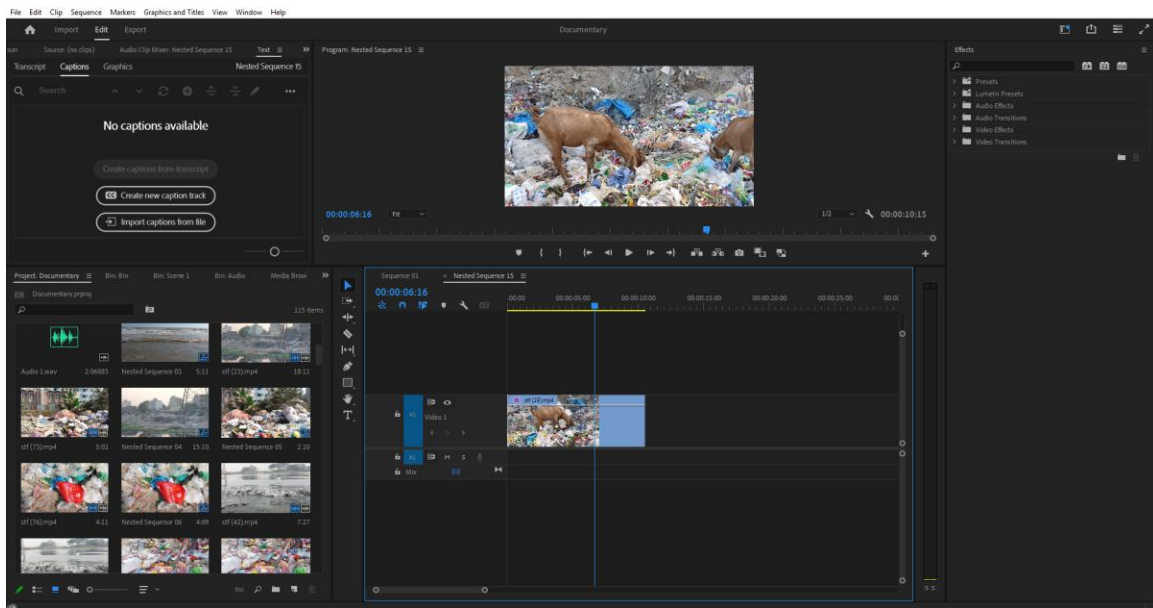


Figure 4.9: Selected Footage on Left Side

This is the interface of Premier pro. It is very user friendly. All types of people easily can

consume it.

4.5.1.2 Step 2: Assembling the Timeline

The footage was placed sequentially on the timeline according to the storyboard and script:

- **Video Tracks:** Raw footage was layered with stock clips and animations.
- **Audio Tracks:** Voiceovers were synchronized with the video, and background music was added.

4.5.1.3 Step 3: Transitions and Effects

Smooth transitions between scenes were added using effects like:

- **Cross Dissolve:** For gentle fades between scenes.
- **Dip to Black:** For dramatic scene changes. Effects like Warp Stabilizer were applied to reduce shakiness in handheld footage.

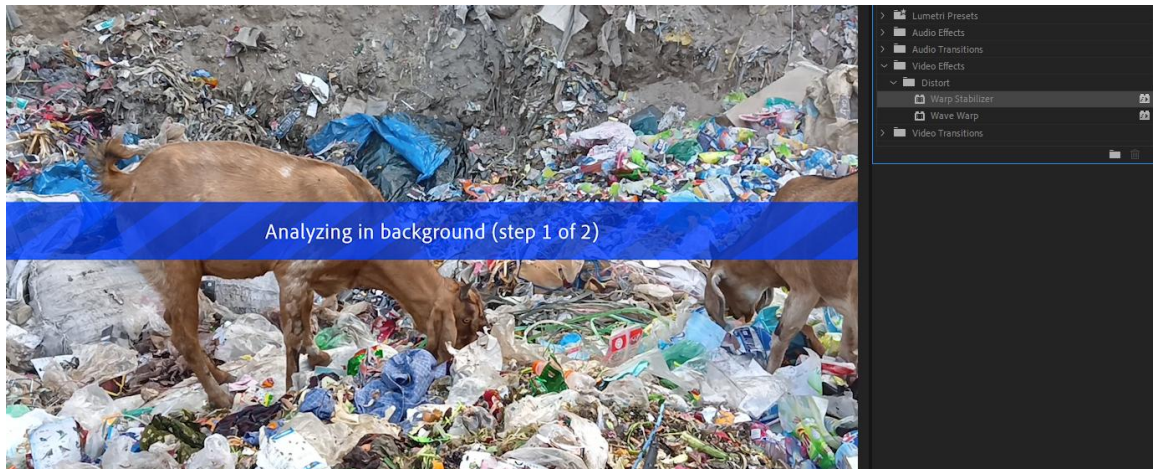


Figure 4.10: Applying Warp Stabilizer in Premiere Pro.

In this picture I take the effect that is call Warp Stabilizer am suing to stabilize the footage

4.5.1.4 Step 4: Color Correction and Grading

The raw footage was color-corrected to balance the clips' brightness, contrast, and saturation. A cinematic preset was applied for a professional, cohesive look:

- **Lumetri Color Panel:** Used for adjustments and grading.

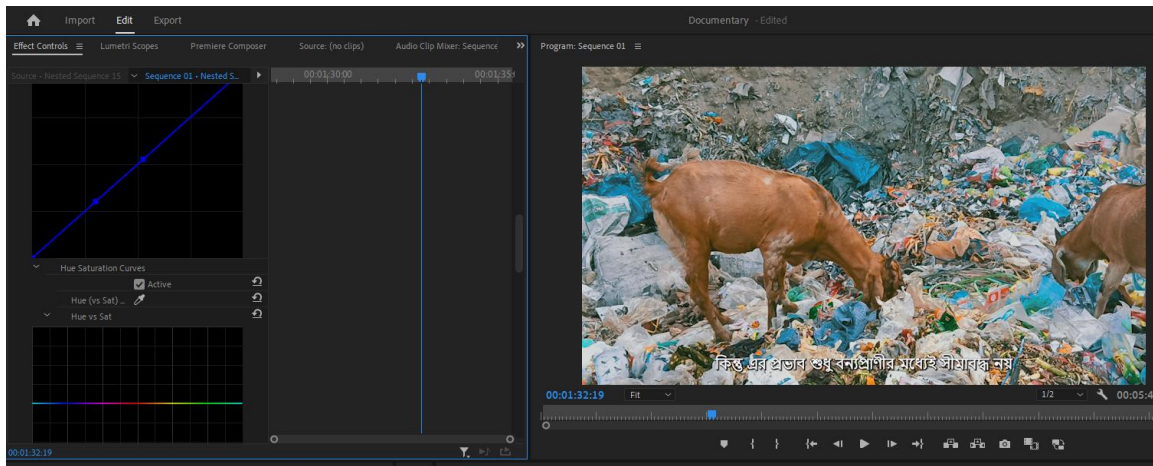


Figure 4.11: Color grading for a specific scene

To fix the lighting, I adjusted the color balance to create a more natural and visually appealing look, ensuring the footage was consistent and reliable for the overall narrative.

4.5.2 Animation and Motion Graphics with After Effects

After Effects created animations, motion graphics, and the title sequence.

4.5.2.1 Step 1: Title Animation

A licensed template was imported and customized for the title sequence of the documentary, ensuring that the opening visuals effectively set the tone for the viewer. Adjustments were made to the font, text, and colors to align with the documentary's overarching theme, creating a cohesive visual style from the very start. Additionally, keyframes were strategically used to animate the text, resulting in smooth movement that

enhanced the professional quality and dynamic feel of the sequence. This careful attention to detail in the title sequence helped to engage viewers and establish a strong aesthetic foundation for the documentary.

4.5.2.2 Step 2: Data Visualization

Animations were strategically created to effectively convey key information in the documentary, enhancing viewer understanding of complex issues. One animation depicted global plastic production trends through a graph, which illustrated the growth of plastic production over time, making the escalation visually impactful. Another crucial animation provided a clear representation of microplastics in the food chain, using animated visuals to trace their journey from water bodies directly into human consumption. To design these informative and engaging visuals, shape layers and motion paths were employed, allowing for precise control over the animation sequences and ensuring that the animations were both visually appealing and educationally potent.

4.5.2.3 Step 3: Exporting Animations

Once the animations were completed, they were exported as MP4 files, a format chosen for its balance of quality and file size, making it suitable for seamless integration without compromising on visual fidelity. These files were then meticulously integrated into the Adobe Premiere Pro timeline, where they were synchronized with the corresponding segments of the documentary. This integration process involved adjusting the timing and transitions to ensure that the animations flowed smoothly with the narrative and other visual elements. This careful alignment helped enhance the storytelling, providing viewers with a dynamic and informative viewing experience that was both engaging and visually coherent.

4.5.3 Audio Editing with Audacity

Audacity was used to record and enhance the voiceover and clean up ambient audio. The voiceover recording process began with using a high-quality earphone microphone, capturing multiple takes to ensure optimal audio quality. The best clips were carefully

selected and moved forward for editing. To enhance the clarity of the recordings, background noise was meticulously removed using Audacity's noise reduction tool. This involved selecting a sample of the background noise and applying the noise reduction effect to the entire clip. Subsequently, in the synchronizing audio levels step, volume levels of the voiceover, background music, and sound effects were carefully balanced. Techniques such as amplifying and equalizing were employed to enhance the vocal quality and ensure a harmonious blend of all audio elements. Finally, the cleaned and enhanced audio files were exported in WAV format, ensuring high fidelity, and were then imported into Premiere Pro for precise synchronization with the video components, completing the audio production phase of the documentary.

4.5.4 Subtitles and Final Assembly

In the initial step of creating subtitles, Bangla subtitles were added directly in Premiere Pro using the text tool, ensuring that captions were synchronized accurately with the voiceover. Special attention was given to the font size and placement, ensuring the subtitles were highly readable while avoiding obstruction of significant visual elements. Following this, a thorough final review of the project was conducted to maintain consistency and coherence. During this phase, minor adjustments were applied to transitions, audio levels, and timing, enhancing the overall polish of the documentary. After completing these refinements, the project was exported in high resolution (1080p) with optimized settings for both online and offline viewing, ensuring exceptional quality and compatibility across various distribution platforms.

4.5.5 The export settings

The export settings for the documentary were meticulously chosen to ensure the highest quality while accommodating both online and offline viewing platforms. The film was exported in high resolution (1080p), optimizing it for clarity and detail essential for effective storytelling and visual impact. Specific parameters, such as bit rate and codec, were carefully adjusted to balance file size with quality, ensuring that the documentary

could be easily streamed without sacrificing visual fidelity. This attention to detail in the export process was crucial for delivering a professional final product that was accessible to a wide audience.

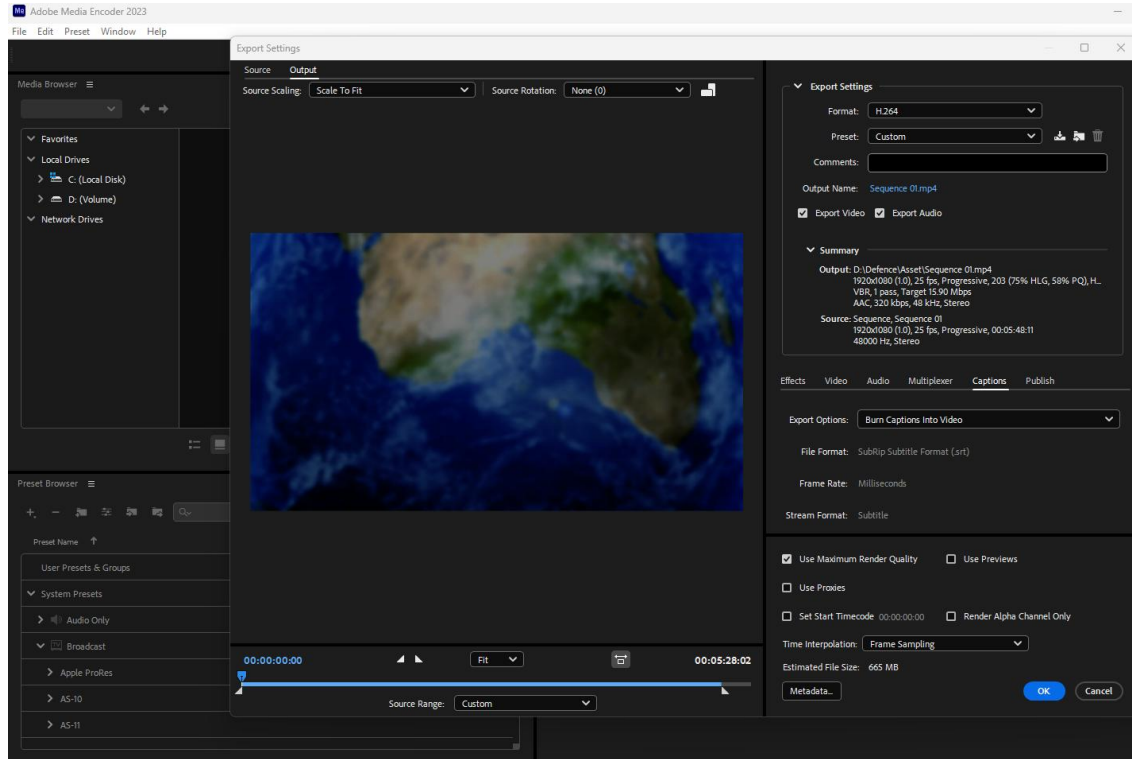


Figure 4.12: Export Settings in Premiere Pro

This is the final part of editing. To give a high quality render some changes included.

4.6 Team Role and Responsibilities

Creating Ongikar was a collaborative effort involving two team members, each contributing their unique skills and expertise to ensure the documentary's success. Below is a detailed breakdown of the roles and responsibilities undertaken by each team member

As the primary driving force behind the documentary, I assumed multiple key responsibilities across various stages of its development. In the concept development phase, I crafted the central theme and outlined the narrative flow, conducting initial

research on plastic pollution to identify key topics and target audiences. During scriptwriting, I utilized AI tools to draft a script that aligned with the documentary's objectives, ensuring a coherent narrative structure. For cinematography, I operated the Realme Narzo 50 smartphone, capturing all footage while adhering to professional shot composition rules such as wide shots, close-ups, and tracking shots. In post-production, I took the lead on editing the footage using Adobe Premiere Pro, where I applied color grading, transitions, and effects, and created and integrated animations in After Effects. Additionally, I managed the audio editing process in Audacity, which included tasks like noise reduction and voiceover synchronization. To enhance accessibility and inclusiveness, I also added Bangla subtitles, ensuring the documentary could reach a broader audience.

My friend played an instrumental role in the success of the documentary, contributing both technically and creatively in several areas. As a researcher, they conducted detailed investigations into global and local plastic pollution trends, compiling statistical data and case studies to enrich the documentary's narrative. They also sourced licensed stock footage, music, and templates from platforms like Envato Elements to ensure high-quality content. As an assistant editor, my friend collaborated in organizing the footage, ensuring seamless transitions between scenes, and providing valuable feedback on audio synchronization, animations, and overall editing. They actively assisted in creating animations and visual data representations in After Effects. Additionally, as a creative consultant, my friend offered suggestions to enhance the visual and narrative flow, providing input on scene transitions, pacing, and music selection to maximize emotional engagement

Together, my friend and I collaborated seamlessly to bring the documentary to life. While I spearheaded concept development, scriptwriting, cinematography, and post-production tasks, my friend's invaluable contributions as a researcher, assistant editor, and creative consultant added depth and refinement to the project. Our combined efforts ensured a comprehensive, impactful, and visually engaging documentary that effectively conveyed its critical message on plastic pollution.

CHAPTER 5

Findings and Discussion

This chapter focuses on the insights gained during the production of Ongikar, the challenges encountered, and the outcomes of using smartphone-based filmmaking for an environmental documentary. It also discusses the broader implications of visual media in raising awareness about environmental issues and provides recommendations for future projects.

5.1 Insights from the Production Process

The production of Ongikar offered several key insights into the creative and technical aspects of documentary filmmaking:

- **Effectiveness of Smartphone Filmmaking** Using the Realme Narzo 50 demonstrated that smartphones can be powerful tools for creating impactful documentaries. While they have stabilization and low-light performance limitations, these challenges were manageable with creative solutions like controlled movements during filming and post-production enhancements.
- **Importance of Planning** Detailed planning, including scriptwriting, shot sequencing, and location scouting, was critical in ensuring smooth production. Leveraging AI tools for script development and shot suggestions streamlined the workflow and improved the outcome.
- **Role of Post Production** Post-production proved pivotal in overcoming technical limitations, such as shaky footage and inconsistent lighting. Tools like Adobe Premiere Pro and After Effects allowed professional-grade enhancements, ensuring the documentary met its visual and narrative goals. These enhancements ensured the documentary met its visual and narrative goals, delivering a seamless and impactful viewing experience.

5.2 Challenges Encountered: The project faced several challenges, including:

- **Technical Limitations of Equipment:** The lack of advanced filming equipment like gimbals, drones, and external microphones required innovative solutions, such as using Warp Stabilizer in Premiere Pro and conducting shoots during optimal lighting conditions.
- **Logistical Difficulties:** Shooting in crowded areas like recycling plants and navigating polluted riverbanks presented logistical challenges. These were addressed through pre-planned routes and minimalistic equipment setups.
- **Time Constraints:** Balancing the production schedule with academic commitments was challenging, necessitating efficient time management and prioritization of tasks.

5.3 Impact of Smartphone-Based Filmmaking

- **Accessibility:** Using a smartphone made the project cost-effective and accessible, demonstrating that impactful films can be created with minimal resources.
- **Creativity Under Constraints:** The limitations of smartphone filmmaking encouraged innovative approaches to shot composition, audio recording, and post-production.
- **Inspiring Future Projects:** The success of *Ongikar* serves as a case study for students and aspiring filmmakers, showcasing the potential of smartphones as viable tools for environmental storytelling.

5.4 Broader Implications of Visual Media

- **Raising Awareness:** With its compelling visuals and emotive narratives, the documentary format serves as a powerful medium for educating audiences about critical environmental issues like plastic pollution, effectively raising awareness

and inspiring action through storytelling that resonates on both emotional and intellectual levels.

- **Fostering Community Action:** By highlighting local and global solutions, Ongikar aims to inspire individuals and communities to take actionable steps toward sustainability.
- **Influencing Policy:** The visuals and data presented in the documentary can be used to advocate for stronger policies and initiatives to combat plastic pollution.

5.5 Recommendations for Future Projects

To enhance future documentary projects, several recommendations can be made based on this experience. Investing in affordable stabilization tools or gimbals can significantly improve the quality of handheld footage, ensuring smoother and more professional visuals, especially in dynamic or challenging filming conditions. Allocating more time to pre-production planning, including detailed scripting, thorough location scouting, and precise scheduling, can help anticipate and address potential challenges on-site, ultimately streamlining the entire production process. Collaborating with subject matter experts, such as environmental scientists or activists, can not only provide valuable insights but also add credibility and depth to the narrative, ensuring that the content is both engaging and factually accurate. Additionally, the use of advanced editing techniques and software can elevate the storytelling quality, adding an extra layer of polish to the final product. Expanding distribution through diverse channels like online platforms, film festivals, social media campaigns, and even educational institutions can dramatically increase the reach and impact of such projects. This broader dissemination strategy helps to engage a wider audience, foster greater awareness, and inspire collective action. By implementing these strategies, future documentaries can achieve both technical excellence and meaningful societal impact. The production of Ongikar highlighted the potential of smartphone-based filmmaking in addressing complex issues like plastic pollution. Despite challenges, the project successfully delivered a visually engaging and informative documentary

CHAPTER 6

Conclusion and Recommendation

This chapter summarizes the main findings of *Ongikar* and offers practical recommendations based on research. The documentary shows the urgent need to tackle plastic pollution and stresses the importance of individuals, communities, and governments in reducing its effects.

6.1 Summary of the Journey

Creating *Ongikar* was a transformative experience, blending creativity, technology, and advocacy to address the pressing issue of plastic pollution. From conceptualizing the theme to post-production, every stage was carefully crafted to ensure the documentary's narrative was both informative and impactful. The central idea of *Ongikar* emerged from a deep concern for the environment and a desire to inspire action. The script was developed through extensive research and AI tools to weave data, stories, and solutions into a cohesive narrative.

- **Filming and Challenges:** Using a smartphone (Realme Narzo 50), we captured scenes of polluted rivers, recycling plants, and community efforts. Despite challenges like shaky footage and harsh conditions, creative problem-solving and effective planning helped produce high-quality visuals.
- **Editing and Post Production:** The editing process was the project's backbone, where raw footage was transformed into a polished product. Tools like Adobe Premiere Pro and After Effects brought the visuals to life, while Audacity ensured clear and emotive audio. Bangla subtitles added inclusivity, ensuring the message reached a wider audience.
- **Community and Advocacy:** Visiting locations like the Buriganga and Turag rivers and recycling plants highlighted the human stories behind the statistics. These real-

world connections underscored the urgency of addressing plastic pollution.

6.2 Impact of Ongikar

The documentary succeeded in achieving its objectives:

- **Raising Awareness:** The documentary juxtaposed the pristine beauty of nature with the harsh realities of plastic pollutions. By highlighting the visible and invisible consequences—like microplastics in the food chain—it educated viewers about the scale of the crisis.
- **Inspiring Action:** Through examples of community-driven cleanup efforts and global policy initiatives, *Ongikar* demonstrated that collective action makes change possible. The documentary encouraged viewers to reduce plastic usage, participate in cleanups, and support sustainable businesses.
- **Showcasing Solutions:** Innovative recycling techniques and biodegradable alternatives were highlighted as practical solutions. The documentary also underscored the importance of policy interventions like Rwanda's ban on plastic bags.

6.3 Recommendations for Future Efforts

- **Strengthen Policy Implementation:** Governments worldwide must adopt stricter policies to phase out single-use plastics and incentivize eco-friendly alternatives.
- **Invest in Technology:** Developing AI-driven recycling methods and affordable biodegradable plastics can revolutionize waste management and reduce pollution.
- **Expand Awareness Campaigns:** Documentaries like *Ongikar* should be distributed widely on digital platforms, film festivals, and schools to educate and inspire larger audiences.
- **Promote Grassroots Movements:** Community-driven efforts, such as cleanups and workshops, are crucial in addressing local pollution challenges.

- **Encourage Global Collaboration:** Tackling plastic pollution requires a unified global approach, where countries share innovations, strategies, and resources.

6.4 Conclusion

This documentary explores the pervasive issue of plastic pollution, illustrating the profound impact of plastic bags on the environment, wildlife, and human health. Research highlights the alarming longevity of plastic, with bags taking 450 to 1,000 years to degrade, meaning that the plastic we use today will persist far into the future. Even though half of all plastic is used once and then discarded, the last decade alone has produced more plastic than the previous century. This excessive production utilizes valuable resources, such as oil, to manufacture unnecessary plastic bags, contributing significantly to environmental degradation. The improper disposal of these plastics exacerbates pollution, affecting ecosystems and human communities. Through this project, I have gained significant insights into motion graphics, video editing, and audio mixing, enhancing the documentary's impact. The goal of "Ongikar" is to foster awareness among all age groups, particularly the young generation, about the severe implications of plastic pollution and to encourage responsible behaviour that supports a sustainable future. This documentary examines the widespread issue of plastic pollution, specifically highlighting the significant impact of plastic bags on the environment, wildlife, and human health. Research shows that plastic can take between 450 to 1,000 years to degrade, meaning that the plastic we use today will remain in the environment for generations to come. Alarmingly, over the past decade, more plastic has been produced than in the entire previous century, with half of all plastic items used only once before being discarded. This excessive production not only depletes valuable resources, such as oil, but also contributes greatly to environmental degradation.

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