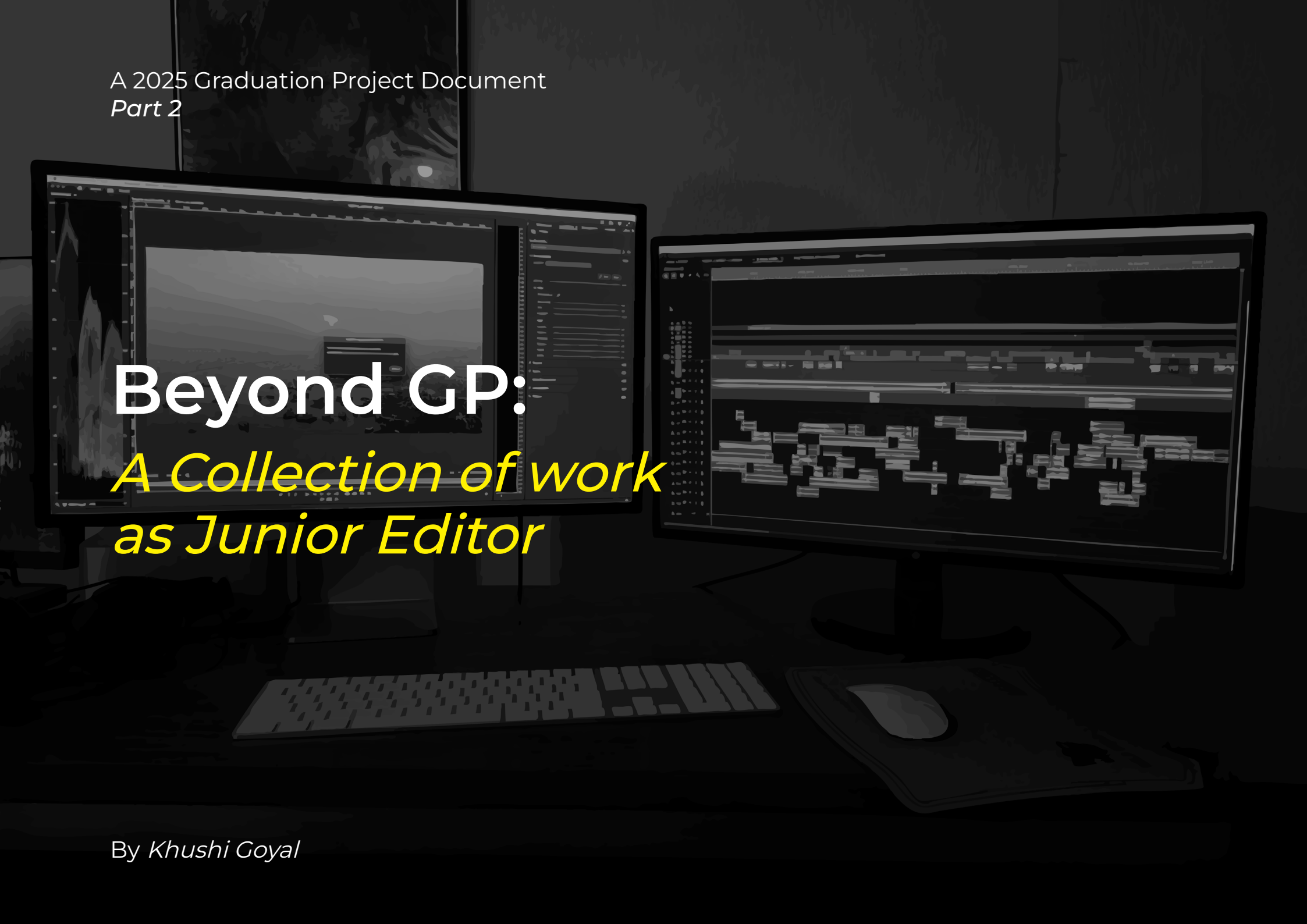


A 2025 Graduation Project Document
Part 2



Beyond GP: *A Collection of work as Junior Editor*

By Khushi Goyal

Beyond GP

A collection of work as Junior Editor

VOL. 2 of 2

Student : Khushi Goyal

Sponsor : Dreamcatchers Film Pvt Ltd

Mentor : A Balasubramaniam

Consultant : Puneet Gautam

Programme :

Bachelor of Design (B.Des)

Integrated Communication Design

The Evaluation Jury has recommended **Khushi Goyal**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Integrated Communication Design**

Herewith, for the project titled **“Beyond GP: A Collection of work as Junior Editor”**
on fulfillment of requirements by

Jury Chairman _____

Jury Member _____

Jury Member _____

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

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Student Name in Full: Khushi Goyal

Signature: _____

Date: _____

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Student Name in Full: Khushi Goyal

Signature: _____

Date: _____

Acknowledgement

This journey would not have been possible without the invaluable support and encouragement I received throughout the course of my Graduation Project.

I would like to begin by expressing my sincere gratitude to Dreamcatchers Films Pvt. Ltd., where I had the opportunity to work on a real-world corporate film for the Adani Group. I am especially thankful to Puneet Sir, whose trust in my abilities gave me the platform to be a part of such a significant project. The entire team at Dreamcatchers welcomed me with generosity and warmth. Everyone at the studio played a vital role in shaping this experience—through their mentorship, and collaborative spirit, they not only guided me technically but also inspired me personally.

I extend my heartfelt appreciation to my Institute, especially Prof. Bala, my faculty mentor and the Director of the Institute of Design at JK Lakshmipat University, for his guidance, feedback, and faith in my potential. His mentorship throughout this journey has been invaluable in helping me navigate the challenges of this project with clarity and confidence.



To my family, thank you for your unwavering support, emotional strength, and for always believing in me. Your presence, even when distant, has been the strongest anchor throughout this phase. Your constant reassurance, patience, and unconditional faith kept me grounded.

I would also like to thank the people I met in the city during this journey, who became an extended family away from home. Their care, encouragement, and heartfelt support made this unfamiliar city feel like a place of belonging.

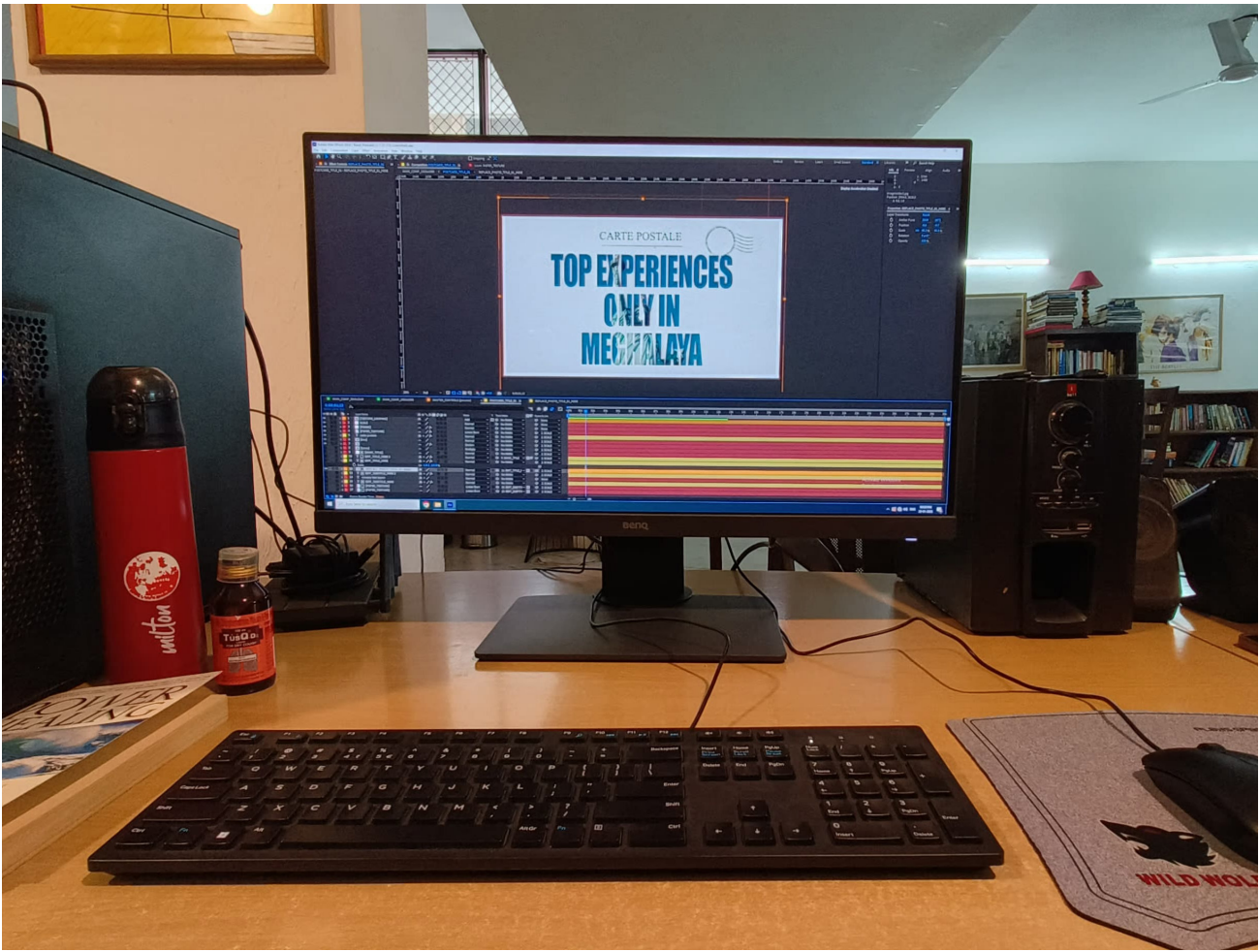
To each and every one of you—thank you for playing such an integral role in this chapter of my life. Your contribution, in ways both big and small, made this experience not only possible but meaningful.

Preface

This document represents the creative journey I experienced beyond my official Graduation Project. While my core project as an Assistant Director on the Adani investor’s film helped me step into the professional filmmaking space, the learning truly deepened through the work that came before and after it.

In this volume, I’ve compiled a selection of editorial works that I had the opportunity to contribute to during my time at Dreamcatchers Films Pvt. Ltd. These experiences gave me a broader perspective on the industry — from assisting on a shoot with a well known celebrity to working behind the scenes as a junior editor for renowned brands.

Each project added to my skill set in a unique way — sharpening my eye for detail, improving my ability to communicate visually, and building confidence in working across fast-paced, collaborative environments. More than just a showcase of my work, this document reflects the growth, trust, and creative space I was given throughout this internship.



About

As a final-year Communication Design student at JK Lakshmipat University, specializing in filmmaking and storytelling, I've always been driven by a deep curiosity about the creative process behind visual narratives. My journey into filmmaking was not linear; it stemmed from a broader interest in visual communication and gradually evolved into a passion for capturing stories through a lens. I find immense joy in observing the small, human details that often go unnoticed — a passing glance, a textured wall, or a shift in light — and turning those into moments on screen.

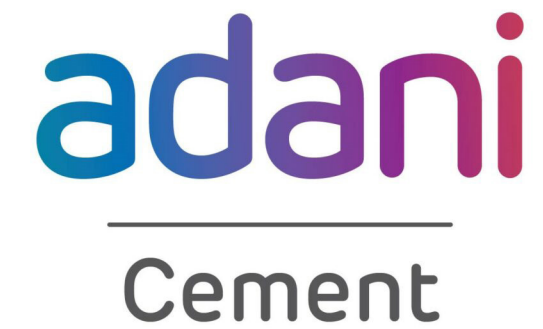
Though still early in my journey, I've come to realize that storytelling is as much about emotion and intuition as it is about structure and craft. This Graduation Project allowed me to explore the professional world of corporate filmmaking while challenging my adaptability, creative thinking, and collaborative skills. As someone who values authenticity, empathy, and intention in their work, I hope to continue growing as a filmmaker who brings both heart and clarity to every project I undertake.



Dreamcatchers Films Pvt. Ltd. is a creative production house based in India, known for crafting compelling visual narratives for brands, organizations, and cultural institutions. Founded by industry professionals with a strong belief in authentic storytelling and aesthetic excellence, the company specializes in ad films, documentaries, branded content, and corporate communication films. With a multidisciplinary team of directors, cinematographers, writers, and editors, Dreamcatchers approaches each project with a blend of research, creativity, and strategic insight.

Their client portfolio includes major national and international brands, and their work often bridges the gap between commercial communication and emotionally resonant storytelling. What sets Dreamcatchers apart is their emphasis on collaborative creation — every member of the team is encouraged to bring their voice and vision to the table.

During my internship here, I experienced firsthand the company's dynamic and passionate work environment, which thrives on curiosity, experimentation, and a commitment to producing high-quality content. Being mentored by them during my Graduation Project was not only educational but also deeply inspiring.





As part of my ongoing involvement with the Adani Group, I worked on multiple corporate communication films. Beyond my Graduation Project, I also contributed to internal visual content by creating graphics and lower thirds that helped simplify and enhance complex corporate messaging. Working within Adani's brand guidelines, I focused on maintaining consistency and clarity while aligning the design with the film's tone.







LARSEN & TOUBRO

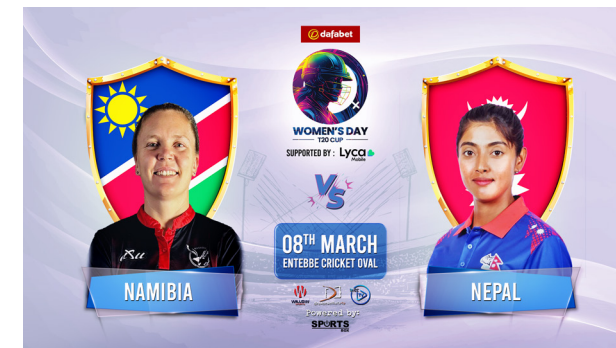
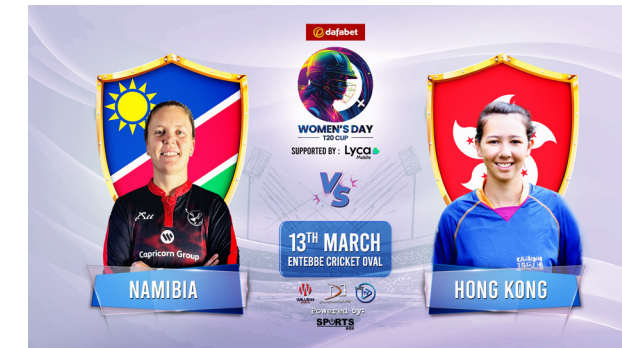
My contribution to L&T involved designing nine timeline graphics. These visuals were structured to communicate project histories and milestones clearly. Out of the nine I created, I have uploaded two, providing reference to how all graphics are being made.





International Cricket Council

For ICC India, I worked on creating digital posters that promoted upcoming events and campaigns. It was created on the occasion of Women's Day as there were cricket matches among Nepal, Namibia, Hong Kong and Uganda. This project gave me the opportunity to tap into sports-based design sensibilities — using bold visuals, energetic compositions, and strategic typography to appeal to a wide, enthusiastic audience.



BVLGARI

X



**NATIONAL
GEOGRAPHIC
CHANNEL**

One of the most memorable projects I was part of was the Jaipur shoot for Bvlgari's Met Gala jewellery feature, created in collaboration with National Geographic Channel. I worked as an Assistant Producer, helping coordinate logistics, managing talent movements, and supporting on-set execution. Being part of a shoot featuring Priyanka Chopra and Lucia Silvestri was both inspiring and intense — and it significantly sharpened my production coordination and communication skills.





Scan to watch all videos
from the shoot!





X



For Coca-Cola's social initiative during the Mahakumbh, I contributed by creating tracking supers and lower thirds. Creating these assets required balancing emotional appeal with clarity, it helped provide information in a clear way— ensuring the visuals felt rooted in the local context while reflecting Coca-Cola's global tone.

UDAY GARG

EDITORS

VIKRAM SINGH GUSAIN
AKSHIT MATHUR
AMAN TYAGI
SREEJOY MOHANTY

GRAPHICS

DEODAT KUMAR
RAGHAV SHIROMANI
KHUSHI GOYAL

DI & COLOR GARDING

RAGHAV SHIROMANI
VIKRAM SINGH GUSAIN

AUDIO MASTERING

VIKRAM SINGH GUSAIN

FOR WARNER BROS. DISCOVERY





For Birla Opus Paints, I contributed creating a graphic for one of their brand videos. It was a short task and required to create a sort of timeline graphic which would provide the information about their different areas of work.





My work with The Leela Hotels was focused on post-production graphics and lower thirds that matched the brand's refined and luxurious visual identity. Ensuring elegance and consistency across these graphics was essential, and it gave me insight into designing for high-end hospitality branding where detail and aesthetic subtlety matter most.



Personal Work

In addition to my professional works, I dedicated time to creating self-initiated graphics aimed at strengthening my software skills and creative confidence. I designed two posters using Adobe Illustrator and Photoshop, and created two short videos using After Effects. These projects were not client-driven but served as creative exercises to push myself, experiment with new tools, and refine my control over visual design and motion. They became an important part of my learning journey, allowing me to explore without pressure and build a stronger foundation for future work.



Reflection

Working on a range of projects beyond my Graduation Film taught me that growth doesn't always come from one defining moment — it often unfolds quietly, through small shifts, unexpected turns, and honest self-discovery.

When I first joined Dreamcatchers, I came in with a clear mindset: I wanted to get into direction. I was certain I wasn't made for a desk — I needed to be on set, moving, interacting, creating in real-time. But somewhere along the way, editing found me. And surprisingly, I didn't push it away. In fact, I started enjoying it. The more I sat with the footage, the more I understood its rhythm. What I once thought I would never enjoy became something that grounded me.

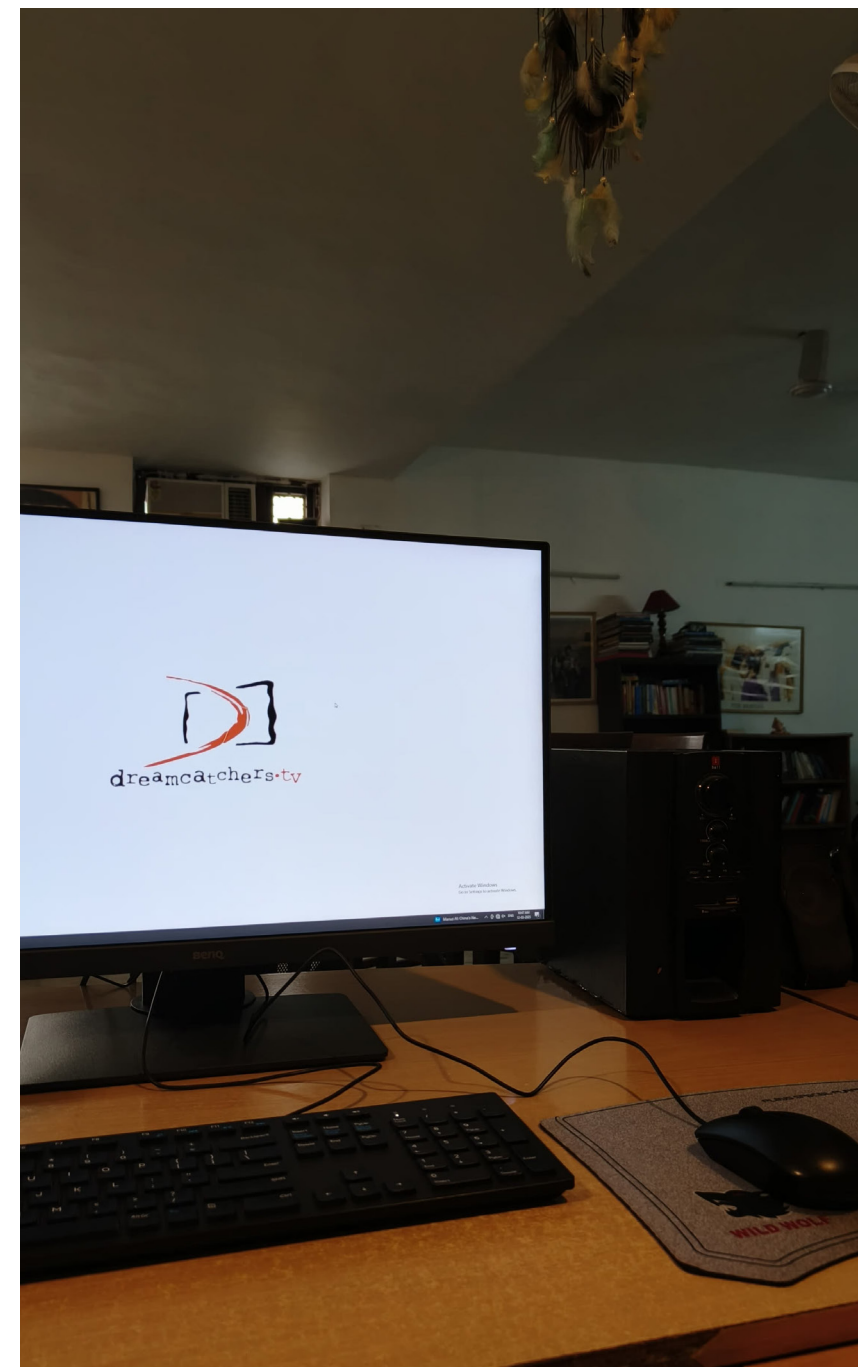
This unexpected shift gave me a kind of confidence I didn't know I needed. I stopped seeing desk work as limiting — instead, it became empowering. Editing helped me slow down, focus, and feel proud of the work I was creating. It reconnected me to the joy of doing meaningful work — a joy I had unknowingly lost before coming to Dreamcatchers.

These experiences — both on set and at the editing desk — helped me grow not just as a creative, but as a person. I learned how to adapt, observe, support a team, and navigate challenges with presence and patience. Most importantly, I learned how to embrace change — and that has made all the difference.



Gratitude

I am deeply thankful to Bala Sir and the team at Dreamcatchers Films Pvt. Ltd. for offering me this opportunity and mentoring me throughout the process. Their guidance, patience, and trust made this experience both enriching and inspiring. I would also like to thank my faculty members at JK Lakshmipat University for their academic and moral support. A special thanks to my peers who were always willing to listen, help, and give constructive feedback. This journey wouldn't have been possible without the combined efforts of everyone who believed in me and encouraged my growth.



The Office

My time at Dreamcatchers Films Pvt. Ltd. was far more than just an internship — it was a vibrant mix of learning, creativity, chaos, and laughter. From the start, I was entrusted with real responsibilities and given the opportunity to contribute to live client projects. That kind of trust, especially as a student, gave me both confidence and a deeper respect for the work we were doing.

But beyond the edits and deadlines, what truly shaped my experience was the people. Over time, my colleagues became more than just teammates — they became friends, and eventually, a kind of extended family. We had our own ways of making the office feel like home: chai breaks that turned into long conversations, spontaneous TED Talk-style debates, game nights after long days, and even mini-celebrations over the tiniest wins. And then there was the Maggi corner — our unofficial snack spot where we'd sneak off during breaks, make steaming bowls of Maggi, and laugh over the most random things. Those little moments became my personal comfort space amidst all the creative madness.

Of course, no real work experience is without its pressure points. I vividly remember those intense last-night rushes — eyes heavy, timelines tighter, and the whole team glued to their screens. But somehow, even in that chaos, there was a sense of unity. We were in it together, and that made all the difference. Naturally, there were also occasional glimpses of office politics — but I've learned that's just part of the ecosystem. What mattered more was the support, the mentorship, and the space I was given to learn and grow.

Looking back, Dreamcatchers was more than a workplace — it was a safe, inspiring, and at times wonderfully messy creative playground. It reminded me that work doesn't have to be serious all the time to be meaningful. Sometimes, it's built around trust, late-night edits, and a whole lot of heart.



Conclusion

Concluding this documentation of my journey beyond the Graduation Project, I feel a deep sense of gratitude for the learning, exposure, and trust I received throughout. Each assignment challenged me in new ways — whether it was meeting tight deadlines, adapting to changing briefs, or aligning with a brand’s visual tone. These experiences gave me the opportunity to engage with real-world creative processes across different stages of production and post-production.

Collaborating with experienced teams, working on high-profile projects, and contributing to dynamic visual content helped refine not only my technical skills but also my approach to communication, teamwork, and creative responsibility. I walked into these projects as a student and walked away feeling more like a professional—someone capable of contributing meaningfully and consistently in fast-paced environments.

This document is not just a record of my work; it’s a reflection of how far I’ve come. And with every project I’ve been a part of, I’m one step closer to understanding the kind of creative professional I hope to become.

Bibliography

Brand Campaigns & References

The Leela Hotels Brand Guidelines
Coca-Cola India Brand Guidelines
Birla Opus Paints Brand Guidelines

Creative Tools & Software

Adobe Illustrator
Adobe Photoshop
Adobe After Effects

Mentor Guidance

Mr. Puneet Gautam – Industry Mentor, Dreamcatchers Films Pvt. Ltd.
Mr. Deodat Kumar – Senior Motion Graphics Editor, Dreamcatchers Films Pvt. Ltd.
Prof. A. Balasubramaniam – Faculty Mentor, JK Lakshmipat University

Independent Learning Sources

YouTube tutorials for motion graphics, poster design, and visual transitions

AI Support

OpenAI ChatGPT – For documentation structuring, and language refinement..



As the final year graduation project completed by Khushi Goyal, a Communication Design student from JK Lakshmipat University, Jaipur, this book binds the record of work and learnings done over the course of four months with Dreamcatcher Film Pvt Ltd, a production house based in Gurgaon.