

## Application for Post of CLUB CONVENOR 2018

<b>Name: K R Avyakta</b>	<b>Nick: Avi</b>
<b>Roll No: EE15B032</b>	<b>Hostel: Sharavathi</b>
<b>Email: avyakta.elec@gmail.com</b>	<b>Room No: 475B</b>
<b>Club: Media</b>	<b>Contact No: 9940122475</b>

---

## Questions

### **1. Brief the Team structure that you are planning for the Media club and explain the role of coordinators, Convenor & Creative Heads.**

The team next year will have two divisions - The Content Generation team and the events team. The Convenors and the Creative heads work together to build the club culture, reach out to a wider set of photography and film-making enthusiasts, generate more creative content, and to teach and learn.

Each team member has a defined set of duties that are crucial for the functioning of the club.

#### Convenors -

- The role of a convenor begins in the summer itself, with preparing a timeline for LitSoc and Sangam events and deciding on the event format and rules.
- A final budget needs to be drafted by the end of summer that should ideally include a detailed list of all equipment required, an approximate budget for each event and workshop planned, and a budget for the Content Generation Team.
- A convenor is expected to maintain a good relationship with his/her coordinators, the FR, QMS and finance teams and follow up with their work to make the event happen.
- Apart from this, it is the convenors' duty to ensure team bonding, to diversify the club activities and build its network among other colleges and photographic societies.

#### Creative heads -

- The creatives lead the Content Generation Team, and have the entire creative freedom to explore the various techniques in photography and film-making.
- The heads make a schedule for all the content planned, and follow up with the team's progress in the project taken up.

## Application for Post of CLUB CONVENOR 2018

- The team mainly consists of people with prior experience in photography or videography, who take up new initiatives like trying out a new technique in photography, or making short videos, or different editing techniques. Also, the team should encourage beginners to volunteer for their projects helping them learn and grow.
- The creatives are responsible for maintaining their equipment in good condition, and track them if lent. They need to specify their requirements to the convenors, so that it could be included in the budget.
- Also, when any member or group gains expertise in a particular technique, they can ideate upon an event or workshop by the club.

### Coordinators -

- A coordinator is entirely responsible for the event they conduct. There will be four coordinators (at least) working under the convenors. Each event will be handled by two coordinators, both Saarang and Club events.
- The coordinators will have to follow up with the FR coords for booking venue and other requirements, get posters ready, get judges for the events, contact finance managers for TA's, vouchers and reimbursements, and see that the event happens as planned.
- The coordinators will have to start working from summer, and help the convenors ideate on the events. Write-ups have to be prepared for all Saarang and LitSoc events at the same time. Also, once the brochure is ready, coords would be sending out mails to the potential sponsors. The posters for the events should be ready well in advance, to make sure there's enough publicity for the event.

### **2. What is your vision for the Competitions in the photography and short film?**

The content generation team could go as a contingent to one or more of the following college fests or send entries for their film making and Online photography contests -

- Mood Indigo , IIT Bombay (December)
- Riviera, VIT (February)
- Pearl, BITS Hyderabad (March)
- Online Photography Contests by Photofie , NatGeo etc.

Apart from this, the club could hold various online competitions like a OPC for freshies, online photo-story contest, prank video contest, technique specific competitions like light painting, macro photography contest etc.

### **3. Give a timeline of month wise ( considering the dates and deadlines for major competitions)along with giving a week wise timeline for preparing for the competitions**

## Application for Post of CLUB CONVENOR 2018

Month	Event
Summer	<ul style="list-style-type: none"> <li>• Start the Web-series</li> <li>• Finalise event schedule and format</li> <li>• Ideate on the short-film project</li> <li>• Media lookback video to be released on weekender</li> </ul>
August	<ul style="list-style-type: none"> <li>• A convocation video - possibly with F.R.I.E.N.D.S theme</li> <li>• Club Weekender</li> <li>• Basics of Photography + first photowalk(beach)</li> <li>• Basics of photo editing - Lightroom</li> <li>• World Photography day - high shutter and light painting session</li> </ul>
September	<ul style="list-style-type: none"> <li>• Macro photography workshop + second photowalk(insti)</li> <li>• Basics of video editing - PremierePro</li> <li>• 48 hour film-making (Lit-Soc)</li> <li>• Start working on the Short film</li> </ul>
October	<ul style="list-style-type: none"> <li>• Street play in collaboration with Thespian(tentative)</li> <li>• Freshie Online Photography Contest(Lit-Soc)</li> </ul>
November	<ul style="list-style-type: none"> <li>• Online Photo-story Contest(Lit-Soc)</li> </ul>
January	<ul style="list-style-type: none"> <li>• Street Photowalk</li> <li>• Film-making series - videography techniques</li> <li>• Script writing workshop(tentative)</li> </ul>
February	<ul style="list-style-type: none"> <li>• Photography week ( Lit-Soc)</li> <li>• Food &amp; Fashion Photography workshop</li> </ul>
March	<ul style="list-style-type: none"> <li>• Dance video for Holi</li> <li>• Portrait and Studio lighting workshop</li> <li>• Film-making series - Light control</li> <li>• SFM (Lit-Soc)</li> </ul>

## Application for Post of CLUB CONVENOR 2018

April	<ul style="list-style-type: none"> <li>Fool's' day prank video contest(Lit-Soc)</li> </ul>
-------	--

**4. Give a draft of the budget that you have planned. Explain the need in buying the new equipment.**

Requirement	Budget
<b>EQUIPMENT</b>	
A DSLR camera with 18-55(kit) lens	30,000
GoPro (Hero4 Black)	40,000
Reverse ring(s)(around five)	1,000
Green Screen	500
Backdrop Stand	2,000
Wireless mic	15,000
Rentals	10,000
<b>EVENTS</b>	
Workshop by professional	30,000
Event posters	10,000
Event Requirements	20,000
Web Series	49,000(7 episodes-7,000 per episode)
Short Film	15,000 - 20,000
Miscellaneous	10,000
<b>TOTAL</b>	<b>2,37,500</b>

**5. Brief the Events and Workshops that you are planning on photography and filmmaking.**

- Basic Photography fundae session - To be scheduled during the club weekender, to teach freshies the basic rules in photography, and a hands-on session for using DSLR, followed by a beach photowalk next morning.

## Application for Post of CLUB CONVENOR 2018

- World Photography day - A weekend full on fun filled photography activity with high shutter and creative light painting sessions. Day 2 will include insti photowalk focussing on macro photography techniques. Also, release best pics of photowalk - video with Aftereffects editing of the best pics in insti
- Basics of Photo and Video Editing - Introduction to Lightroom , Premiere Pro and Aftereffects - to train people for the LitSoc film-making events.
- Club weekender promo - A lookback video of all media events that happened last year.

### Collaborations with other clubs -

- **Thespian** - 1) A street play ( probably on Independence day or Gandhi Jayanti).  
2) Short film project
- Prank videos in collaboration with **Informals**.
- A bunch of covers can be made in collaboration with **Music Club**.
- A dance video by the **Choreo** guys on occasions like Ganesh Chaturthi or Holi.
- A VFX workshop in collab with Design club.

### **6. Explain the strategy that you are planning to uplift the advanced techniques in the film making and the photography.**

- Collaborate with photography societies in Chennai and conduct workshops and photo walks (like street photography)
- Workshops on Studio lighting and portrait photography
- Food and Fashion photography workshops.
- Ambitions 4 Photography academy conducts workshops in the above mentioned techniques and can be contacted.

### Film-making series

- Workshop on importance of lighting in film making and outdoor shooting.
- Workshop on various videography techniques. ( Slow-motion videos, Stop-motion animation etc.)
- Script-writing and Screenplay workshop in collaboration with Thespian.

### **7. Explain the strategy that you are planning to maintain healthy relationship with the Media teams in IIT madras.**

### Saarang and Shaastra Media

- The Saarang and Shaastra super-coords can be a part of the club, to help train their coords during the odd semester, through the events conducted by the club.
- Active participation and involvement of these teams in the club activities, will ensure effective team bonding (in their respective teams), and also keep them together even at the end of their coordships, as club members.
- Bonding of these teams with the club is important, as this will ensure the teams are more careful and responsible with the equipment that are borrowed from the club.

## Application for Post of CLUB CONVENOR 2018

### IITMTV and Bioscope Factory -

- This year, the club will be working along with Bioscope Factory in conducting workshops on film-making and videography.
- IITMTV has a talented team of film-making and videography enthusiasts, who are welcome to be a part of the club, and share what they learn. Moreover, being two bodies within the same institute, I believe we can work together, where one can share the work of the other team giving them appropriate credit, and learn from one another.

### **8. Come up with a plan to maintain and safeguard the equipment and how you are going to track the media club equipment**

- Proposal for a Blackroom - This idea has already been proposed by the current convenors, to have a room exclusively for the club. This could help, not just in safeguarding the equipment, but to engage other club activities as well, where artificial lighting could be used, like in fashion photography. Also, we could have various backdrops arranged, a system with the entire Adobe Creative cloud package installed and external hard disk to save the content.
- If not an entire room( if the proposal is declined), we could atleast have a cupboard or a locker to store the equipment. Access will be provided only to Convenors and Creatives, to avoid miscommunications and to keep track of them.
- Session on handling the equipment - A session in the very beginning of the odd semester on how each equipment should be handled could be conducted, to ensure the borrowed equipment is in safe hands.
- Caution deposit or refund - A record of all borrowed equipment could be maintained, with a certain caution deposit attached. This will help keep track of the equipment too, as it helps us map to the person/ group who borrowed a particular equipment. If a hostel borrows any of the equipment for LitSoc SFM or any other event and fails to return it in good condition, the refund will be taken from the hostel budget.

### **9. Brief the Saarang Media events and workshops that you have planned and explain the feasibility along with month wise plan and publicity.**

#### **List of Events planned -**

- Short Film Making
- Online Photography Contest (Spons theme)
- Candid & Street Photography contest
- 48 - Hour Film-making contest.

## Application for Post of CLUB CONVENOR 2018

- Workshop by professional photographer or a photography based sponsor- (Have to coordinate with spons team to make this work, and get contacts from the spotlight team). Karthik Srinivasan, a fashion photographer (mentoring KAPA academy in Chennai) is one of the people who could be approached.

Month	Work
Summer	<ul style="list-style-type: none"> <li>• Finalise the events</li> <li>• Decide an event format and rules for each</li> <li>• Prepare write-ups</li> </ul>
August - September	<ul style="list-style-type: none"> <li>• Build network amongst colleges at least in South India</li> <li>• Contact Saarang Ambassadors</li> <li>• Maintain and build a database of participants</li> </ul>
October	<ul style="list-style-type: none"> <li>• Get sponsors for the events</li> <li>• Begin publicity for the events</li> </ul>
November	<ul style="list-style-type: none"> <li>• Decide the final themes and prizes for the events</li> <li>• Send out mails to the list of participants in various colleges</li> <li>• Post write-ups and rules on the Saarang web page</li> </ul>
Post-Saarang	<ul style="list-style-type: none"> <li>• Follow up with judges and announce results within two weeks after Saarang</li> </ul>

**10. Brief the structure that you have planned and the timeline for LITSOC events in photography and short film.**

### ODD Semester

September	48-hour Film making
October	Freshie OPC
November	Online Photo-story competition

- The first LitSoc event will be the freshie OPC to ensure more freshie participation in

## Application for Post of CLUB CONVENOR 2018

club events.

- 48 - hour film-making competition - This will be held after quiz one, after the basic video editing workshop. This event is to be tried out at LitSoc first, and depending on the participation and how successful the event is, can be introduced in Saarang too.

### **EVEN Semester**

February	Photography Week
March	SFM (Flagship event)
April	Fools' Day prank video contest

### **11. Give a detailed report on maintaining efficient team bonding between the members of the media club.**

- Establish club feels amongst the members of the club(not just the coordinators) and try to always keep up the enth, by interacting well enough with them during events and photo-walks.
- Form a google group of members, where people are open to share any new ideas or videos that fascinate them.
- Share a list of subscriptions on youtube, and 500px and Instagram profiles of photographers.
- Informal team meetings where each of us take up a new tasks, learn new techniques and share ideas.
- Train each coord well from the beginning, so that they help out the beginners at the club events, and encourage more people to volunteer.

### **12. Give an exhaustive list of positives and drawbacks of last year's club, along with solutions to overcome the problems faced. (Special emphasis on solutions to stick to the timelines promised )**

#### **Positives -**

- Collaboration with other clubs - This year, Media Club has come up with two videos in collaboration with Music Club, one, an acapella video by Vocal Fry as a tribute to Michael Jackson, and the second, for Independence day. More collaborations could happen next year with other clubs too, helping both the clubs reach out to a wider audience and maintain good inter-club relationships.
- Shutter island! - A new event this year, that brought in quite good participation, where everyone was very involved and had fun throughout.
- Equipment - A lot of new equipment was bought last year and the year before that helped a lot in trying out new techniques.



## Application for Post of CLUB CONVENOR 2018

### Negatives-

- Chitra -  
A very new idea from our club encouraging film making enthusiasts to come up with a creative short videos. The event had very low participation due to the short notice and the odd schedule. Also, the purpose wasn't served, as the videos that were planned were never completed.  
The event could've been more structured, by having short schedules to finish various parts of the video making - script, storyboarding, rehearsal, shooting and finally editing.  
Also, the event could've been publicised better to let people know what actually the event's all about.
- Scheduling events - There wasn't a rigid timeline of events, and the schedule made wasn't strictly followed.
- Common coords for Saarang, Shaastra and Media club - The club couldn't pull off a proper event in the odd semester, given that the coords were always engaged in the fest work. Also, there weren't any proper event coords for Saarang media events from the beginning of the odd sem, thus delaying the work.
- Publicity - The Media Club facebook page wasn't very active, and the events weren't publicised well enough.

---

## General

### - What makes you think that you are suitable for this position?

I have been a part of the club since my first year as a volunteer and have contributed as a coordinator in 2016-17. I have always been a photography enthusiast, and the club helped me learn and improve, and also increased my interest in videography. I wish to help other amateurs learn through the club and extend the opportunities to everyone in the institute. I am confident I can bring a positive change in the club culture through the events targeted at all sets of people.

### - Give credentials and references

Credentials -

- ➔ Coordinator for Media Club (2016-17)
- ➔ Photography Coordinator at Saarang 2017
- ➔ Photography Coordinator at Shaastra 2017

References -

- Pavan Tanooj K - Convenor for Media Club (2016-17)
  - Hemanth GVSK - Convenor for Media Club (2016-17)
  - Prem Pradeep - Photography Super-coordinator at Shaastra 2017
  - Christy - Photography Super-coordinator at Saarang 2017
-