Application for Post of
CLUB CONVENOR 2018

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Club: Media	Contact No: 9400447484.

Questions

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

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

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

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

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

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

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

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

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

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

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

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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)

General

- What makes you think that you are suitable for this position?
- Give credentials and references

People you need to meet

- Previous media cores
- Aspiring media cores
- Previous cores

FIN

1. The team structure I have in mind will consist of two convenors plus a PG Convenor and one person who will serve as the head of the Content Generating Team (an initiative which was started out by Tanooj) who will be in charge of guiding and streamlining its activities **along with 8-10 coordinators.** The media club has never had a history of maintaining a fixed number of coordinators, it is only since last year that the club started having a standing number of coords. So, if I were to be convenor, I will s**elect around 8-10 coords** based on their work through interviews, and these coordinators are *ideally* supposed to help the club in conducting its activities- fundae sessions, workshops and photo-walks. The Convenors determine what the club should be, they set the vision for the club and plan all the activities

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of the club converging to that vision. They chart out plans for the club and help the coordinators and creative in carrying it out.

2. With respect to Photography competitions-

- **Freshie photography** competition to be held in the odd semester,
- **Individual** **photography** competition to be held in the odd semester (insti-wide competition)
- **Lit-Soc** **photography** **week** to be organised better by not restricting it to inside campus (as was the case this year) so that we can get better entries from hostels. Separating the individual entry component from Lit Soc photo week, so that photographers can focus on both events better.

Winners of photography competitions to be given flipkart vouchers and their entries shall be put up on the Media Club Facebook page.

With respect to videography competitions- The Lit-Soc SFM, Stop motion video competition.

3. August, 2017 - Online Freshie Photography competition.
    November, 2017-   Individual Photography competition.
    February, 2018- Stopmotion video making competition.
    March, 2018- SFM contest.

- For the photography competitions, the rules and regulations will be communicated through smail a week or two before the deadline.
- For the SFM competition, the rules, regulations and deadlines will be communicated a month in advance so that hostels will have sufficient time to gather manpower and equipment for filming.

4. Equipment to be bought-

    a. Tripods- because we keep losing/breaking tripods every single year and also because we never have enough tripods for conducting shoots. Rs 4000 for purchasing tripods, ideally 3-4 of them.

    b. Tripod stand dolly- Rs 5000.

    c. External Flash- for photo shoots, Rs 5000.

    d. A video camera- because the Saarang team lost the one we had. Rs 20,000.

    e. Go-Pro camera- preferably the Hero 4 black, Rs 40,000. Previous one we had being damaged beyond repair.

    f. Softbox- One of the two softboxes we had, being damaged beyond repair and the other one can be repaired. Rs 7000.

    g. Shutter release- essential for conducting long-exposure photography workshops. Ideally planning to buy two, one for Canon and one for Nikon. Rs 3000 to be set aside for this.

    h. Backdrops- for photoshoots, Rs 3000.

    i. Wide angle lens- so that we needn't rent one every Saarang, and we can train coords to use this better. Rs 35,000.

    j. Phantom Drone- Rs 1.4L

    k. Funds for flagships and other expenditures- printing of pictures, organising lectures and workshops etc- Rs 40,000

    l. Wireless mic- Rs 3000.

TOTAL PLANNED BUDGET- 1.65 L,   3.05L including the drone.

5. Following are the formal sessions and workshops I have planned-

    a. **Basic photography fundae session.**

    b. **Basic photo editing fundae session (Lightroom)**

    c. **Basic Videography and video editing fundae session.**

d. **First Photowalk (inside campus)**

e. **Light painting workshop-**(Star trails workshop, in collaboration with the Astronomy club, IIT-M)

f. **Second photowalk, outside campus**.

g. Lecture, by a photographer. Possibly **travel photographer Arjun Menon** (http://www.artleavesamark.com/) , who has been featured on platforms like Conde Nast, Buzzfeed, Vogue India, NDTV etc. He's a TEDx speaker and is also an alumni of Sir Robert Swan's International Expedition to Antarctica. Currently based out of Mumbai, India, Arjun has taken up commissioned projects around the world, from Bolivia to Antarctica. I have been accepted to work under him as an apprentice, so I have been in touch with him over the last few weeks and so I think this can make up for a good flagship event also because of the fact that there has never been a photography lecture in campus since Saarang 2013. This will be conducted along with a small picture gallery as well, so that the club can highlight professional involvement and student efforts through this event. Pretty much like how Ragabop works for the Music Club.

h. A **photo gallery for World Photography Day**, 19th Aug- a theme based gallery which will source pictures from ex and current members of the media club.

i. **Third photowalk, in the even semester**, which will be conducted in collaboration with The Photographic Society of Madras or Story Trails. It will be a photowalk which will have limited number of participants, I think it will help us in filtering out the really photo-enthusiastic people in campus. A google sheet will be circulated for interested people to sign up. I personally have been part of one of these photo walks myself and it is a very enriching experience because it is a sort of a guided tour as well.

j. Collaboration with Music Club to bring back **IIT-M Soundstage** sort of an initiative back, the videos will be put up on the Media Club, Facebook page.

k. Collaboration with the **Choreo club** to release short videos on fun themes like - '10

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Essential Dance Moves to survive on the Dance Floor' .

l. Collab with **Informals Club**- making short Prank Videos.

m. Possibility of collaborating with the **Thespian Club** in conducting a screenplay workshops which will cater to short film enthusiasts (further inputs needed)

6. It should a progressive process to get people interested into photography and film-making and with this progression, we can filter on people who are really interested in both so that we can involve them in workshops that require higher expertise. The Star Trails workshop and Light painting workshops are examples of this. Proper usage of the new range of equipment that I am planning to bring in, along with our existing ones. The Content Generation Team initiative I feel will be very helpful in this regard.

7. The other media teams in IIT-M include the Saarang media team and Bioscope.

- With respect to the **Saarang photography and videography team**, I plan to include them more into the club's activities, mostly the fundae sessions, so that they are somewhat familiar with editing techniques and handling of equipment well in advance. This I believe will make the team more efficient with respect of delivery of pictures- especially after Pro-Shows.

- With Bioscope/IITM TV- greater collaborations with this team by involving them more in the skill development sessions that the media club conducts. If this is possible, then we can work with them in making videos that involve alumni, sem-ex students etc- ergo- better reach for the club.

8. Provision for setting up of a room for keeping media club equipment, maintaining a

register/excel sheet to keep track of who's borrowed which equipment. First floor of Krishna mess or somewhere in Cauvery being the realistic options we have. Strict lending policy to be followed so that no more equipments are damaged/lost.

9. Saarang media events mostly comprise of-

    a. **Saarang OPC-** cannot be tinkered with that much as there is much sponsorship and publicity interest at stake. However, I do suggest that there should be a better selection of entries. Will coordinate with the Saarang Supercoord for this purpose.

    b. **Saarang SFM-** needs to be coordinated better, dates and deadlines should be publicised well in advance, better outreach and publicity so that we get better entries, a venue big enough to accommodate a large crowd while showcasing the entries during Saarang. Scope for better prize money should also be looked into.

    c. **Offline photography competition-** daily photography competition can be held during Saarang, with results being announced at the end of each day.

    d. **Collaborating with Spotlight-** to bring in a famous photographer/cinematographer in for a lecture for Saarang.

10. Refer to the third and fifth answer.

11.

    ● Informal sessions between coordinators and the content generation team. Group outings, informal sessions on experimenting with the equipment we have before conducting formal sessions.

    ● Getting more freshies interested in the activities of the club, through the first few formal fundae sessions and further workshops. Banishing the notion that a DSLR is a prerequisite to be a part of the club's activities.

    ● Maintaining an excel sheet with contact details of all the people involved with the club (especially FR folks) so that no hiccups happen while booking venues.

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12. **Positives-**

   a. The idea for a Content Generation Team.

   b. Presence of a standing number of Media Club members as coordinators.

   c. Efforts made to focus on videography since that is a department where the output has always lagged behind the requirements.

Negatives-

   a. Club has become exclusive.

   b. Mediocre content (w.r.t pictures) put up by the Media Club Facebook page due to rampant granting of admin rights to members.

   c. No lectures conducted.

   d. No formal session on videography or video editing.

   e. No formal fundae session on photo editing and the photography fundae session only covering the bare minimum.

   f. Photowalk which was to be conducted this sem (with an outside organisation) didn't go through, due to improper planning by the convenors.

   g. Flagship event (Shutter island) was exclusive to media club members. Did not attract many non-photography enthusiastic crowd.

   h. Rampant damaging and loss of equipment worth almost 80k.

   I have been an active member of the Media Club since my freshie year, I have been involved in most of the activities that we have undertaken. Apart from that, photography is something that I picked up after I joined IIT, so I know the exact steps involved in the learning process and so I feel I will be able to instruct it better to others. Professional experience is something I bring to the table as well, in efforts to take up photography to a professional level later on in my life, I have had the opportunity to work as a Photo intern for The Hindu, Chennai where I got 25 of my pictures published and I have been accepted as

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a photo intern at The Caravan, Delhi for the coming summer as well, besides getting positive nods from Architecture Digest, a subsidiary of Conde Nast Traveller. I am absolutely passionate about the art of photography and in my final year of college, whatever I know, I would like to give back to all the passionate photographers and videographers in this campus.

Credentials-

1. Photography Coordinator- Shaastra 2015.

2. Photography Coordinator- IIT-M Colloquium, 2014

3. Photography Coordinator- Academic Conference of Migration (2015), DoHSS, IITM

4. Photography Super-coord- Saarang 2016.

5. Volunteer – for the first ever Chennai Photo Biennale, 2016.

My work- https://www.flickr.com/photos/130083391@N07/albums

References-

1. Rahul Karupaiah- Design Core, Saarang, 2016

2. Kranthi Chaitanya- Design Core, Saarang, 2017 | Media Club Convenor- 2016.

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