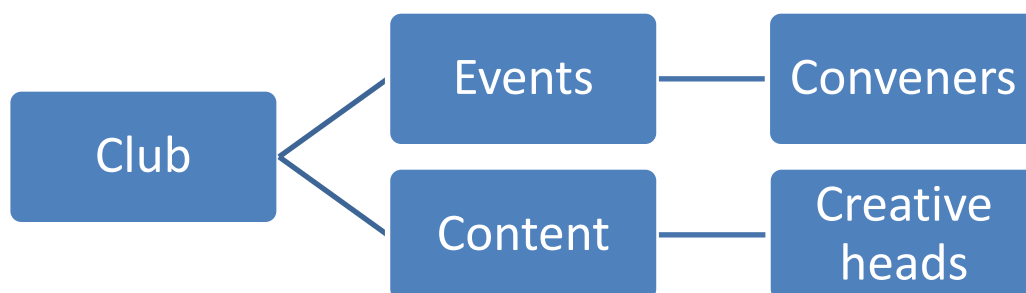


Name: Siddharth Devulapalli	Nick: RGV
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Questions

- Brief the Team structure that you are planning for the Media club and explain the role of coordinators, Convenor & Creative Heads.
- The club has two divisions, Activity and Content. Though they are called divisions, both of them work in collaboration with each other to promote learning and at the same time generate content.



As mentioned above, the club will have two conveners and two creative heads.

The Conveners will be responsible for the club activities and requirements. They handle all the club events, workshops and hands on sessions. They also handle the LITSOC events and are in direct contact with the Finance, FR, and Events cores. They plan, decide and put forth the Budget proposal, which they discuss with the creative heads too to include their requirements. They have a team of coordinators who aid them in conducting the above mentioned events of the club and promote the club activities. They also take up event coverage of events in Insti (not obligatory but voluntary, based on the new system). There will 4 – 6 event coordinators taking up individual events and distribute the work among themselves.

The Creative Heads are mainly responsible for content generation of the club. Their work is mainly to make shortfilms, Ultra shortfilms, Sketches, music videos,



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stop motion videos and many other videos with techniques involved. They will be trying out various techniques in Photography as well. These techniques will be converted into events or workshops for the people once the team gets some proficiency in them. Here comes the collaboration part. The content generation team headed by the creative heads would consist of few coordinators, club members, and also people in insti who are already well versed with these techniques and are interested to dedicate time to mentor the budding ones.

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

A. Both the Events and the Contents team will be participating in various photography competitions under the club. Also, the short films made will be submitted for contests across India based on the possibility and plausibility. Special interest to participate in contests through the club would also be appreciated and hence accomplished.

Also, photography competitions within insti can be conducted apart from the Saarang and Lit-Soc competitions. These competitions can be conducted as an intra insti competition through platforms like Vedit and also across Chennai.

Competitions regarding concept oriented mini videos, Ad making can also be conducted.

My vision for Competitions is that the club should develop a culture to participate in various contests being conducted around and boast their proficiency by putting decent participation. This will in turn aid in branding Insti and bring more people in for Saarang and Shastra (one reason why Mood Indigo is so sought after).

The content team with enthusiastic members will take the responsibility for putting these participations. As and when necessity arises, people can be called for recruitments for various teams so that all the enthusiastic members are well distributed to contribute to multiple projects.

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

Our main focus would be participation in various competitions held locally and nationwide.

Big Festivals

Emerging lens cultural film festival, Canada
Cineyouth film festival
Hamilton youth festival, Canada
Llanberis Adventure and Mountain Film festival
Travelogue video competition at Cineyouth film festival
New Orleans Film Festival
Catharsis Film Festival
NFFTY- youth film festival
BIFFES-Bengaluru film festival
Chennai international short film festival-Feb

These are some of the big festivals happening every year. Participation in these will be encouraged once the club develops a culture of making good content.

Film making

Kaleidoscope, PEARL, Bits Hyd - March
Rolling Reels Film Festival – August (conducted by Festember)
Spring fest SFM and Ad – Zap - January
MNIT Film Festival - February
Surge by DA-IICT-February
Vidwesh, Vssut, Burla – February
Kaleidoscope Film Festival as part of Engifest, DTU - February
Vivarta, Kolkata- April
Film Festival, NIT Calicut- March
Take one, NIT Calicut - March

These are some of the short film competitions conducted by colleges across India where we can put a decent participation to start off with. As most of the them are during February or March, the even semester can be started with working for these. As for the fests in the odd semester, the short films made in the odd semester would cater to.

As for the ones in January, the themes or the rules will be released a month before which is around December 20th. The short film can be planned during the winter vacation and be shot right after Saarang.

Photography

Surge by DA-IICT-February
Retrospective, PEARL, Bits Hyd - March
Pragyan, Tech fest, NITT –Feb/March
Vivarta, Kolkata- April
Photofie competitions- There will be many throughout the year
360⁰ OPC- NIT Calicut- March
Arte photographia, Engifest, DTU - February

These will be announced on the Facebook page of the club and also will be circulated through other forms of social media to reach the maximum population of Insti and their participation will be encouraged.

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

Event/Equipment	No. Of Units	Cost per unit	Total cost
Club Weekender	1	3,000	3,000
Shortfilms	6	15,000	90,000
Stop motion videos	2	6,000	12,000
Web series	8	5,000	40,000
Music Videos	2	3,000	6,000
Dance videos	3	4,000	12,000
Sangam Video	1	2,000	2,000



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Fundae sessions	3	1,000	3,000
Photogallery	3	3,000	9,000
Shutter Island, Miniature and Reflection Photography	1	5,000	5,000
SFM Screening LITSOC	1	5,000	5,000
Prank videos	6	1,000	6,000
Film Festival fee	10	600	6,000
Blackroom customisation			Not yet decided
Prizes for Competitions	3	5,000	15,000
Refreshments			20,000
Prime lens	2	9,000	18,000
Lens rentals			5,000
Hard drive	1	5,000	5,000
Tripods	4	3,000	12,000
Softboxes	2	6,000	12,000
DSLR	2	30,000	60,000
Flycam Stabiliser	1	8,000	8,000
External Flash	1	2,000	2,000
reverse ring	2	300	600
Dual handle Stabiliser	1	4,000	4,000
Extra batteries	2	2,000	4,000
SD Cards	4	700	2,800
Workshops/Lectures - outsourced	4	12,000	48,000
Travel Expenses- Fests	5	5,000	25,000
Flagship Event	1	8,000	8,000
GoPro Hero 5 Black	1	33,000	33,000
Total			4,81,400

The budget given above shall be used as a reference for the final Budget for the year after little optimisation.

The budget for the purchase of new equipment is specially targeted at the content generation team. The quality of the content is not to be compromised with. This content is aimed at establishing an identity for the club outside insti.

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

Photography

Internal Events(for the coordinators and the fairly skilled)

- Basic training session - Exposure triangle and online tutorials





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- Practice sessions-various techniques
 - Equipment handling fundae session
 - Hands-on and practice sessions on Post Processing
 - Fashion photography - Coverage of Panache
A fashion photoshoot shall be conducted in the Even Semester.
- First week
of August

Public events

- Basic fundae session - exposure triangle , basic camera and equipment handling – 9th August
- Shutter island – High and Low Shutter – Even Sem
Balloon burst, light painting, bubble burst
- Photo walks – inside and outside insti – 12th August and 7th October
- Street photography, Sky photography*
- Photography trips*
- Hands-on sessions of Lightroom, Photoshop, Technique description – 19th August
- Food Photography contest and also in collaboration with cooking club – based on availability
- Miniature photography } Even Sem
- Reflection photography }
- Photogalleries – Weekender, Beginning of Even Sem
- Phototalks and workshops – 13th September, 4th November and two in Even Sem

Film making and Videography

- Basic Videography tips - Shot description – 9th August
- Short film making fundae session – role description – 25th August
- Chitra – 48hr film making – 26th, 27th August
- Stop motion video making fundae session - Even Sem
- Time-lapse and hyper lapse session – 28th October
- Basic editing fundae session on Premier Pro and After Effects – 23rd September
- Prank video contest – April 1st

* :Based on availability and enthu

Content Team:

- Short films-6
- Web Series (ideation started already)
- Sangam Video-A compilation of clips from the weekender to promote the club culture(can be released on the upcoming Sangam Website too)
- Stop motion videos
- Cover music videos- in collaboration with music club
- Dance Videos- in collaboration with choreo club
- Prank videos and Sketch Comedy
- Festival Videos
- After movies of major events



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Based on the activity of the content generation team and the development of the club, we can host a film festival in the even semester.

The dates mentioned above are rough dates for the events. Exact Schedule shall be made taking this as reference.

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

As mentioned above, the coordinators will be trained properly in the basics and constantly advanced techniques will be discussed and explained through online Tutorials. Following that, practice sessions will be conducted within the team to implement the newly learnt techniques and ideas. Weekly meetings will be conducted to discuss these stuff and also to implement them. Most of the training will be forced (by motivating) upon the coordinators during the vacation so that they will have to spend lesser time during the semester.

The coordinators will be trained under the conveners and the creative heads. Once the coordinators are trained, they will be ready to put fundaes to everyone through events.

This learning happens in collaboration with the content generation team and the coordinators of both the teams shall be mutually helping each other and developing skills. This collaboration can be done with Saarang, Shaastra and any other media teams as well to uplift the proficiency of media coordinators in insti as a whole.

The coordinators will be asked to explore and come up with new techniques every week, these will be discussed, understood and practised within that weekend. This way the advanced techniques can be uplifted.

The content generation team implements all these techniques after which they will be discussed with the whole club and after a certain level of mastery is attained in the technique, an event can be conducted for the general public teaching this technique with hands-on experience.

Later on these techniques will be kept in mind when content of the club is being prepared. All the work of the club will be documented for future reference.

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

Media Club is a club which accommodates any photography-videography enthu in insti. The other Media teams are always welcome to work in the club. Except for the club, the duties of all the other media teams are already predefined more or less, so there will not be any clash between teams.

The club, being a hobby club works in a more generic fashion without being restricted to a specific set of duties. The club would always come forward to aid these other Media teams and in turn can also seek help from them, thereby maintaining strong diplomatic bond between the club and the teams. Also, multiple teams having common coordinators is highly probable which would ensure harmony among the teams. The idea of oneness and one media team for insti will be promoted and ensure healthy relations. The club shall become a platform to develop skills and nurture the talent from where the media teams



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would recruit majorly for their benefit.

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

Safeguarding the equipments has always been a problem for the club. Ensuring their safety must be made the highest priority as we cannot afford to lose anymore of them.

The coordinators will have an equipment handling session before they start working with them. The equipment access will be strictly restricted to heads and any equipment exchange should happen under any one of the head's supervision. Borrowing of equipment from the club is restricted to hostel secretaries and super coordinators of other Media teams and they are bound to return the equipment within the allotted time without any kind of damage. In case of damage, they are bound to pay the charges.

Also, the instalment of a blackroom for the club will ensure a proper place for the equipments to be stored. Regular checking of equipment health and count would ensure the safety of them.

Anyone wanting the equipment for any project can work under the club so that their equipment handling is supervised.

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

Previous Events:

Online Photography contest
Offline photography contest – including subcategories
Short film contest

New Events:

Ad making
Dubsmash challenge
Photogallery- A stall for the club
Photography workshops-famous people
Film making talks-directors

The publicity about the contest must be started few days before the release of themes or rules online, through the contacts. The club shall be in constant touch with the sponsorship team as they will be the ones taking up the event, announcing the event, and bringing the judges. The names of the events is something we could ideate upon to make them seem attractive and at the same time appropriate.

Offline photography contest had many issues last time. The participants did not know whom to approach. The complete details should be given to the hospitality desk and registrations should be done there itself. It would be easier if all the details and the google drive links are given at the hospitality desk itself so that the participants can get to shooting right from there. Also, the best of these images could be compiled and uploaded (giving credits) in order to promote Saarang.



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Ad making would be an online event where Advertisements could be made regarding any of the sponsors or could be given a generic product. Participants are expected to make creative advertisements to sell their products.

A dubsmash challenge could be conducted in collaboration with informals. Also, a stall for the club to arrange a photogallery can be set up.

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

Photography week: The photography week might be conducted in the odd Semester between both the quizzes with a proper theme. Else it can be conducted in the even semester only as the beginners would be better trained by then.

LITSOC SFM: This shall be conducted in the even semester as the participants would be free of the Saarang and Shaastra responsibilities and relatively have more time and enthu to participate and win LITSOC. This could be conducted right after the fests as in the first or second week of January where people have relatively more time before their exams start.

Ad making: This could be included based on availability of dates. Again, since this is a new event, it can be started as a Sangam event and then shifted to LITSOC later on.

Prank videos: This is also an experimental event and can be started as a Sangam event before incorporating in LITSOC. This can be conducted on April 1st

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

The team shall be structured in such a way that everyone is engaged in every activity.

There shall not be any language barriers within the club.
Measures shall be taken to include all kinds of people interested in the activities of the club and shall prevent mini groups under the club.
Discussion of every event strategies will be done in presence of all the coordinators (including creative heads and content team).
The club members will be specially invited to attend, organise and participate in the event.

The events will be distributed to different pairs or groups every time so that everyone gets to work with everyone else in the team.
Regular meetings of the team to discuss new and advanced techniques will be conducted.
Meetings would be conducted to discuss the drawbacks of the previous events, agendas and strategies for the upcoming events.

Coordinators and other club members shall be motivated to also participate in content generation. The content generation team will be invited to play an active role in the events conducted. This way bonding between the two



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divisions will be ensured.

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:

- There was great team bonding among the coordinators.
- The conveners imbued in us a lot of enthusiasm to work for the club.
- There were many ideas discussed and debated upon which improved the proficiency of the team as well as the individuals in the corresponding field.
- Few good events such as 'Shutter Island' and 'Chitra' were pulled off.
- The club catered very well to the needs of the Shaastra and Saarang teams and they worked in collaboration with those teams during the odd semester.
- Equipments bought were put to good use.
- New Ideas were implemented.
- A huge active group was formed including most of the interested photographers in Insti which helped improve connectivity.

Drawbacks:

- The deadlines were not met strictly.
- The equipments were not tracked properly due to which few were damaged or lost.
- Release of LITSOC Photography week theme got delayed.
- Content generation was not planned properly, projects were proposed randomly at inconvenient times and hence could not be accomplished.
- People could not be pulled much towards participation in external competitions due to many factors.
- The club could not accomplish the advanced level stuff they planned to do.
- Many events were planned with precise dates for them but due to postponement of these, they clashed with other events and finally not many of them were conducted.

General

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

I worked in the club for the past one year and had been a volunteer the previous year. When I was a volunteer, I only got a chance to self learn with few basics explained prior to that. I could neither contribute much to the club nor participate in its activities. The following year I joined the club with the interest of making short films. The activities panned out well, I got a lots to learn and could establish myself as a decent photographer ready to explore the field. But we couldn't contribute much to the film making aspect. We've been constantly discussing the drawbacks of our work. Now



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that I know what went wrong more or less, I can see that those mistakes don't happen again. I see the work of the club as a continuation from this year to next year rather than rebuilding it entirely as plans for next year have already been discussed. Also, the even semester gave us the opportunity to work not just like coordinators but more than that, being given full autonomy. This helped me to ideate for next year even better. The Saarang and Shaastra coordinators helped me learn through the situations. The constant mentoring from our superiors put in a lot of ability in me to learn and progress. The stop motion video (yet to be released) which was planned and undertaken totally by two of us a few weeks ago let us experience the reality of videography and film making. Apart from this, I worked for a short film previously which helped me learn the process of Film-making. These aspects make me suitable for this position.

- Give credentials and references

Credentials:

Saarang photography coordinator 2017
Shaastra concept and design coordinator 2017
Media club coordinator 2016-2017
Institute Design and Media coordinator 2016-2017
Chemclave Graphic Design coordinator 2017
Career Development Team manager, I&Ar.

References

Koduri Pavantanooj, Media Club Convener
Hemanth Krishna, Media Club Convener
Prem Pradeep, Shaastra 2017 Super coordinator
Abhinay Venkat, PG Media Club Convener
Christy Joe Prathiban, Saaraang 2017 Super coordinator
Karthek, Institute Design and Media 2016-2017 Super coordinator

Appendix

At the end of the year, the club should be established permanently so that the new conveners need not start from zero next year. The events, workshops, lectures and projects should focus on improving the skills of the interested people and cater to their interests. Yet, the events should not be packed with too much of basic stuff so that it caters to all levels of interested audience and not just the freshies. The learning should happen with minimal training, followed by self learning and people should be motivated towards this exploration. The content generated needs to be put for good use which in turn would bring up the name of the club. Typically, I wish to establish a channel for IITM which is comparable to or even better than channels like Silverscreen of IITB,



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Cinesec of IITR, maybe not immediately but would set the base for that to happen in the next few years. I talked to and learnt the structures of few of these teams and the reason for their output (according to what I deduce) is proper usage of their talent in a structured manner. This talent should be brought out this year and should be promoted. The freshie talent nurtured would provide more talented teams for Saarang and Shaastra and improve the coverage and consequently branding of the fests. The club shall look forward to cater to both the already decently skilled, and the completely new set.

Blackroom - The blackroom initiative is to mainly safeguard the equipments and also create a mini studio where artificial light photography techniques could be practiced.

Name change - As the club page is not very popular yet, the current team thought of a name change for the club. The term Media communicates a wrong impression that the club only focuses on coverage of the institute activities but in reality, the club is a hobby club established and solely responsible for skill building in its field. With this very generic and slightly misleading name, it's not very appropriate to portray the club to the outside world is what the current team feels. The new name is not decided yet and will be decided after discussing and taking opinions from multiple people. The club when it establishes a decent picture for itself in the outside world would in turn cater to the branding of Insti.

The End