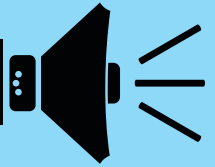# 5 Day Design Workshop on
# Videography for Communication

**Date: 22-26 September 2014**

## Anchor Faculty: S B Saksena

## INTRODUCTION

The participants will be trained in the fields of lighting, indoor and outdoor Shooting and handling a video camera, while shooting a sequence. The workshop will also cover technical and aesthetic aspects of videography while rejuvenating the participant's sensibilities by developing an understanding of creative videography Concepts. It will also cover design as tool for creating new area of image communication.

Communication well-understood tactical levels of communication design activity deal with important aspects of product/ services - its aesthetic layer and impact. However communication design has a much greater role to play in terms of strategizing.

Communication Design is especially critical in the era of the knowledge based economy. It is where the leadership issues in the marketplace are determined by a complex set of attributes that need to be synthesized into great experiences so as to change the very nature of the competitive economy through substantial value-addition to human understanding and knowledge. The rate of change in the marketplace in the globalized economy is so rapid, that design communication now becomes a continuous integral process that needs commitment and involvement at all levels. With the advent of Digital era and Information Technology explosion, there has been a rapid growth of communication and creation of knowledge economy. This essence is multiplied by today's cut-throat competition. Achieving consumer satisfaction and delight is paramount factor. Thus, communication Design is now perceived as a strategic tool for solving problems, creating new opportunities, winning new markets and providing long term competitive advantage.

The world of new communication approaches and technology has created vistas of opportunity and knowledge creation. The idea of new markets to promote new edge products and services is through a strong communication strategy, medium and network. The urgent need of creating a forceful market for any of the products or services will need the power of communication supported by value-adding design vehicle. It is design which can breathe new life into the communication lifestyle, create spirit that leads to greater sales value or cuts cost by marrying company satisfaction to consumer satisfaction. A proper communication technique together with design makes a strong differentiator and becomes an integral part of success.

## OBJECTIVE

To supplement the professionals in the area of communication design. This will be achieved with learning aesthetic aspects of videography .It will also covers the various technical and esthetical aspect of cinematic communication.

## PROGRAMME CONTENTS

1. Basic and advance videography communication methods
2. Cinematic methods of shooting and handling of camera
3. Indoors and out outdoor lighting methods
4. How to cover an event from aesthetical point of view

## FOR WHOM

Persons having some knowledge in photography will be preferred and those who are in interested in short film making.

## BENEFITS TO THE PARTICIPANTS

- Equipped with knowledge, skills and attitude needed for self-learning
- Understanding video technology
- Exposure to contemporary visual language
- Handling of various events
- Shooting for right communication

## METHODOLOGY

Presentation lectures, experience sharing and discussions with experienced faculty members will take place throughout the workshop. The workshop will also provide suitable hands on experience to understand several intangible but crucial shooting inputs.

## ANCHOR FACULTY

Shri S B Saksena is a Senior Faculty in Film and Video Communication, NID, Ahmedabad, India. He has been with NID for over two decades now. Before joining NID he worked as a documentary filmmaker and cinematographer in Mumbai Film Industry (Bollywood). He completed several Hindi and regional films as cinematographer. He also directed many documentary and short films for Film division, Govt. of India. Mr. Saksena holds a diploma in Cinema from Film and Television Institute of India (FTII), with specialization in Cinematography. He has been instrumental in setting up the activities of the Film and Video Laboratory at NID. He has been actively involved in teaching, programme-making and participating in the Institutional Consultancy Projects. He has also conducted several workshops on advertising, cinematography and videography at NID and also at other Institutes like MICA, EDI, IIT, etc. Some of the Films guided by him have won National and International awards in various film festivals. Apart from the anchor faculty some of the other faculty member from NID and external experts will be a part of the workshop as presenters and support Team
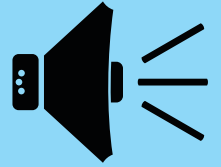
**DURATION:** The program will be of 5 full days.

**INTAKE:** Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, managers, social workers, professionals and students will benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

**FEE & REGISTRATION:** 15000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax] To be paid by Demand Draft / Pay Order in the favor of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

 For further Details contact,
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A certificate of participation will be presented to the participants on successful completion of the module

**Come let's not just watch films together but make some too... !!!**