

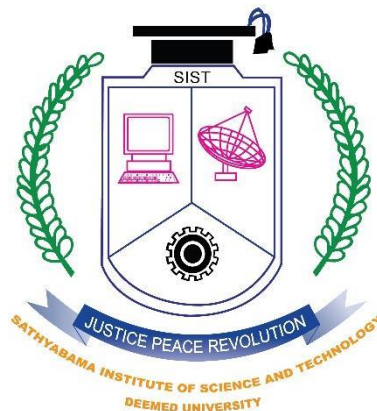
INTERNSHIP

S27INT

Submitted in partial fulfillment of the requirements
for the award of

B.Sc. Visual Communication
By

MADHESH RATHNAM. V
(38270041)



DEPARTMENT OF VISUAL COMMUNICATION

**SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY**

(Established under Section 3of UGC Act 1956)
JEPPIAAR NAGAR, OLD MAMALLAPURAM ROAD
CHENNAI – 600 119



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

(Established under section 3 of the UGC Act, 1956)

(A CHRISTIAN MINORITY INSTITUTION)

Accredited with 'A' grade by National Assessment and Accreditation Council (NAAC)

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

www.sathyabama.ac.in



DEPARTMENT OF VISUAL COMMUNICATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MR . MADHESH RATHNAM. V**
(38270041) who carried out the project entitled “**INTERNSHIP**” under our Supervision from
NOVEMBER 2020 to JANUARY 2021.

Head of the Department

N.NAZINI. M.Sc.,M.Phil.,(Ph.D)

Submitted for Viva voice Examination held on 2021.

Internal Examiner

Mr. Raja N., M.Sc., M.Phil., (Ph.D), PGDPR

External Examiner

Mr. Srivarunganesh

DECLARATION FORMAT

I, **MADHESH RATHNAM. V [38270055]** hereby declare that the Project Report entitled “**INTERNSHIP**”

done by me under the guidance of **Mr. Raja N., M.Sc., M.Phil., (Ph.D)., PGDPR** Visual

Communication (Internal examiner)..... And (External Examiner)

Mr. Srivarunganesh at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** is

submitted in partial fulfillment of the requirements for the award of degree in B. Sc Visual Communication.

DATE: 16-04-21

MADHESH RATHNAM. V

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

Acknowledgement

First & foremost, I praise and thank the almighty, who has been an unfailing source of strength, comfort & inspiration throughout my carrier.

I extend my gratitude to our Founder **Colonel Dr. JEPPIAAR, M.A., B.L., Ph.D.,** Sathyabama Institute of Science and Technology whose blessings is always profound and also thank to Chancellor **Dr. Mariazeena Johnson, B.E., M.B.A., M.Phil., Ph.D.** and President **Dr. Marie Johnson, B.E., M.B.A., M.Phil., Ph.D.,**

My sincere thanks to **Vice chancellor Dr . T.SASIPRABA M.E.,Ph.D.** Registrar **Dr.S.S.Rau., Ph.D.** & Controller of Examinations **Prof. Igni Sabasti Prabu, Ph.D.,** for their valuable support.

I consider it as a privilege to thank **Ms.N.Nazini, M.Sc.,M.Phil.,(Ph.D)** Head of the Department for helping & guiding me throughout my curriculum.

And I wish to thank **Mr. Raja N., M.Sc., M.Phil., (Ph.D)., PGDPR** (Staff- in-charge) for his valuable guidance, concrete suggestion, constant encouragement & ever willing help to nourish my project work. I record my deep sense of gratitude.

Finally, I thank all those people who have supported to complete this project successfully. Last but not the least, this project wouldn't be possible without the love of my parents I would fail in my duty if I don't express my love towards them.

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INTRODUCTION

As I am a Visual Communication student, we have to do our “Internship Program” for one month in any media related company. I am also a special student (learning disability) and I did my internship program in Chennai EDIT MEDIA WORKS.

During my internship programme I gained enough knowledge and I can practice and implement in my job in the future. I am willing to continue after the internship to work And I also have faced few challenges which are constraining the growth for my career.

ABOUT THE ORGANIZATION

EDIT MEDIA WORKS

Established in the year 2016, EDIT MEDIA WORKS in Porur, Chennai. Founded by Mrs C Vanitha,S who is a leading digital media entrepreneur in Chennai. Here they do all kind of TV commercial Ad, Print Ad, Offline and online media works and Video editing...etc

PROFILE OF THE ORGANIZATION

NAME: EDIT MEDIA WORKS

ADDRESS: 3, Babu st, Ranganathan Nagar, Porur, Chennai 600 116, Tamil Nadu

PH: 944474477

WEBSITE: www.editmediaworks.in

STARTED IN: 2010

FOUNDER: Mrs C Vanitha

Number of People Employed: 8+

Work Guide: MR. Shakthivel

AREA OF INVOLVEMENT

Video editing

MAJOR ACHEIVEMENTS

Prestigious award for best Ad film for NAC Jewellers from Indian Jewellery SMakers association

Organizational Flow Chart

MANAGING DIRECTOR



CHIEF EDITOR



SUB EDITORS



ASSITANT EDITORS

INSIGHTS AND LESSONS

During my internship I learnt lot of technical things and also about editing softwares. And I want to learn more about software and hardwares.

Mr. Saravanan assistant Editor who created lots of Ad films taught me the basic things. Eventhough I am a learning disability student, without any hassle he taught each and every step in all work. I learnt something new every day. Daily they gave me some basic works and I did with their team. Every day I practiced with new and latest softwares. I have learnt how they edit Ad films and Short Movies...etc

WORK DESCRIPTION

Editing plays an vital role in post production . I had collect some experience for the post production. I listed below points I have mentioned what are all the things I have learned during my internship period.

- Learned how to use Avid Media Composer
- Learned how to use after effects
- Learned how to cut excess dialogues
- Learned how to cut excess music scenes
- Learned how to cut a full scene

CONCLUSION

Being as a video editor intern I have learned lot of things that goes behind to get perfect output for the audience to view . Working in EDIT MEDIA WORKS is actually for me dream come true movement. The entire team was so supportive and educated me in all aspects. During my internship I have learnt many things about making and editing Ad Films.

FUTURE PLANS

Finally I decided to pursue my career by taking up visual communication. I myself trained me and made me little experienced person. I wanted to become a Editor. So this internship experience is actually gave me a life time experience. Intern as an Video editor helps me to know about how the Ad films are edited. To be more clear I have taken up editing as my main stream which is no where a less priority job comparing with other streams after being noticed and encouraged by many experienced persons from the field to my spirits to stick to this area of work have gone higher.

WEEK 1 HOURS OF WORK THIS WEEK : 54 hrs TOTAL HOURS COMPLETED THIS WEEK 54 hrs

DATE &TIME	DAILY WORK DESCRIPTION
06/02/2021 9.00 – 6.00	Learnt the basics of Avid media composer software
08/02/2021 9.00 – 6.00	Learnt Avid media composer basics shortcut
09/02/2021 9.00 – 6.00	Learnt how to import footages into avid media composer
10/02/2021 9.00 – 6.00	Learnt Avid media composer basics shortcut, creating sequence, creating bin for project
11/02/2021 9.00 – 6.00	Learnt export settings from avid media composer
12/02/2021 9.00 – 6.00	Observing of editing techniques from other assistant editors

NEW LESSONS LEARNT AND INSIGHTS

1. learned about avid media composer
2. learned about technical terms
3. learned about basics of avid software shortcut

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

Latest technics by using latest softwares

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

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WEEK 2 HOURS OF WORK THIS WEEK : 45 hrs TOTAL HOURS COMPLETED THIS WEEK 45 hrs

DATE &TIME	DAILY WORK DESCRIPTION
15/02/2021 9.00 – 6.00	Learnt about how to cut excess dialogues in Ad films
16/02/2021 9.00 – 6.00	Learnt about what shot should be used while editing the dialogue.
17/02/2021 9.00 – 6.00	Learnt about rhythmic cut
18/02/2021 9.00 – 6.00	Took part with assistant editors in starting a new project before enter into editing software
19/02/2021 9.00 – 6.00	Finished dialogue edit from Kalyan Jewellers Ad with the help of assistant editor
20/02/2021 9.00 – 6.00	Learnt latest technicques from latest software CYBERLINK POWER DIRECTOR

NEW LESSONS LEARNT AND INSIGHTS

1. learned about dialogue editing
2. learned about rough cut
3. observed some editing manners

SPECIFIC AREA TO CONCENTRATE NEXT WEEK _____

How to control running time when making a video _____

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

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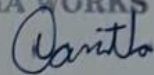
To whomsoever it may concern:

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This is certify that we accept for internship for the student
V Madhesh Rathnam (Roll number: 38270041) in our company
for the subject "Video Editing"



For EDIT MEDIA WORKS



Proprietor

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Chennai - 600 116, Tamilnadu,
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E-Mail : editmediaworks@gmail.com