



RASHIKA.R 38270056
VIDEO EDITING

INTERNSHIP COMPLETION CERTIFICATE



TO WHOMSOEVER IT MAY CONCERN

We are glad to inform you that **Ms.Rashika R** from **SATHYABAMA Institute of Science and Technology (Deemed to be university)** has successfully completed her internship at **Dcrafts Media & Technologies Pvt.Ltd.** from **February 5 to March 5**

During this Internship, She was exposed to the various activities in Video Editing

We found her extremely inquisitive and hard working. she was very much interested to learn the functions of our core division and also willing to put her best efforts and get into the depth of the subject to understand it better.

Her association with us was very fruitful and we wish her all the best for her future endeavors.

Thank You,

Sincerely

A handwritten signature in black ink, appearing to read 'Sundeep'.

(M.Sundeep)

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INTRODUCTION

In the 1 month of the Internship period. I worked in an organization named D CRAFTS MEDIA AND TECHNOLOGIES PRIVATE LIMITED. I joined as an intern in editing department there. My role and responsibilities in the firm is to do the editing things said by work guide . During, this internship I got exposed to various activities some of them are Team Discussions, Advertising editing , event editing, marriage editing , Branding Awareness and So on. This increased my experience in creativity and also in the way of making my skills into a more professional form. One of the interesting things about my internship is that I got to work on the field. Which, helped me to know how to handle and manage some extreme situations. While working there I got to know how a company actually works. Even though all the works given to me was completely new, I completed everything without any regret or hesitation. Since, I loved the work and the people their actually believed on me. At first, it was hard for me but I got adapted to it and in later time, I started doing my best. I got a lot of tutoring and saw many tutorial video . Here, The Directors of the company help me and give me advice on how to do things, I had Senior Managers who was always guiding me on. My company is a positive atmosphere for working. So this has helped me to approach the projects and how to get rid of certain problems. For people, there is a more cooperative approach to the project. Senior Managers come around me and suggest ideas for how I can personally improve my ideas and it will be things I hadn't thought of. As an intern, it is quite good because you can provide input into their work too in the organization. Finally, my experience in this organization made me understand what are all the ethics and work process in the field of video editing , I chose to do and I am really happy with all the knowledge I have earned.

ABOUT THE ORGANISATION

D CRAFTS MEDIA AND TECHNOLOGIES PRIVATE LIMITED is one of the fastest-growing digital marketing company established in the year 2015 and deals with a strategic mission to meet all the needs of their customers in every possible way. They are a young and vigorous team of enthusiastic experts who have confidence in innovative strategies and out-of-the-box solutions. They have confidence in leading this digital world with their endless desires and dependence on the work. They strive to offer digital planning, strategizing, & creativity resulting in fully managed and successful online campaigns. D Crafts provides a one-stop solution for all the online marketing techniques which include search engine marketing, social media marketing, online advertising and many more. We work not only to bring your brands to market they also provide online customer support services through 24/7 to make customers feel supported and valued. Their experts are good at creating a series of blog posts that may lead your customers to know about your recent activities. They , pride themselves on delivering compelling, digital marketing solutions. Their winning solutions and experiences help many of the clients to interact and engage with their customers in the best possible way.

PROFILE OF THE ORGANISATION

NAME: DCRAFTS MEDIA & TECHNOLOGIES.PVT.LTD

**ADDRESS:M.8/3,4TH MAIN ROAD , 6TH AVENUE ,
BEACH LINE,BESANT NAGAR,CHENNAI,TAMILNADU-
600090**

PH: 70109 85838

STARTED ON: 2015

OWNED BY: DEEPAK LN

THE CHIEF: DEEPAK LN

NUMBER OF PEOPLE EMPLOYED: 7

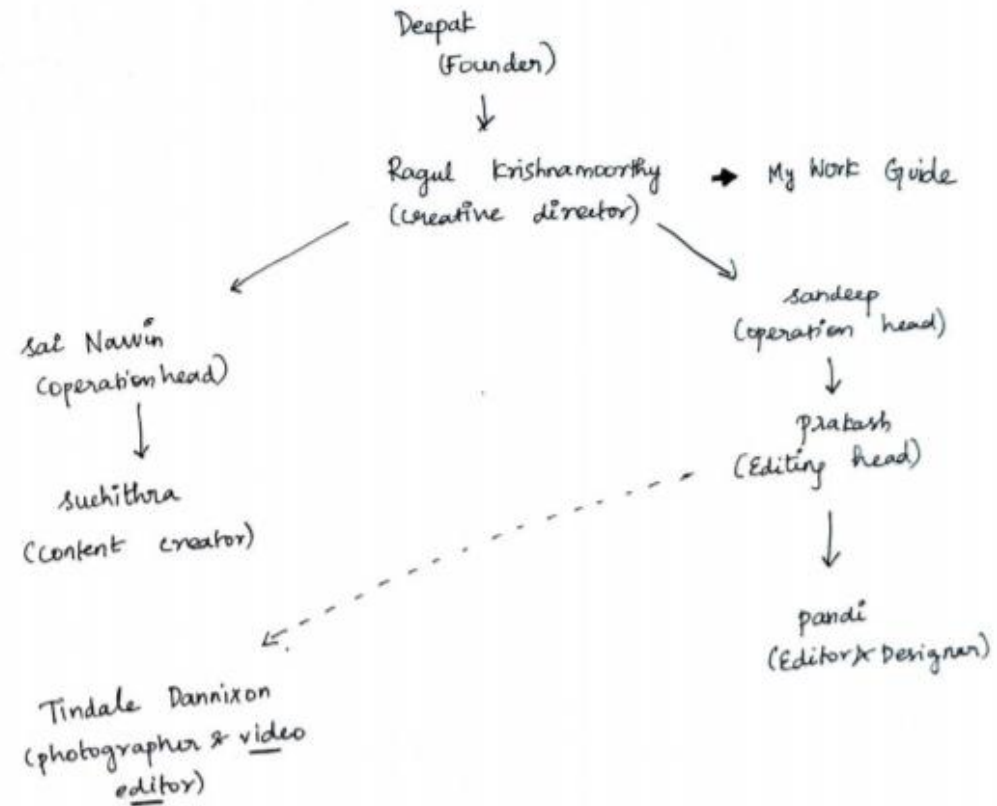
AREA OF INVOLVEMENT:

- 1.social media managements.**
- 2.content producers.**
- 3.brand designs.**
- 4.event management.**

MAJOR CLIENTS PRODUCTION/ACHIEVEMENTS:

- 1.SUN GROUP**
- 2.VIJAY TELEVISION**
- 3.CHERRINET-NETWORK SOLUTIONS**
- 4.DINAKARAN**
- 5.GHULAMS BRIYANI**

FLOWCHART OF THE ORGANISATION



INTERNSHIP DIARY

**INTERNSHIP
DIARY**

**NAME:-
RASHIKA.R
REGISTER NO.:
38270056
DEPT NO.:-**

**DEPARTMENT OF VISUAL COMMUNICATION
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
CHENNAI-119**

WEEK 1 ^{8 hours aday} HOURS OF WORK THIS WEEK 56 TOTAL HOURS COMPLETED THIS WEEK 56/160

DATE & TIME	DAILY WORK DESCRIPTION
5.2.2021	DEPT: Known about the organization, what are all they doing. Observation
6.2.2021	DEPT: surfed through Internet to gain information Reference video
8.2.2021	DEPT: selecting good shots and removing not okay shots
9.2.2021	DEPT: A cut is a transition. It plays a Major role cut and align
10.2.2021	DEPT: depending a video based on events for a Marriage video groom coming [separated events] Should be kept alone
11.2.2021	DEPT: learned sequence settings and aligned video
12.2.2021	DEPT: there are computer provided interesting transitions Video effects

NEW LESSONS LEARNT AND INSIGHTS

1. creating sequence
2. aligning events
3. video effects

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

stock video
traditional video edit

WORK GUIDE REMARKS:

Good editing student

FOR DIRECTOR GENERAL AND PRINCIPAL, QUESADA LTD.

[Signature]

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

WEEK 2 HOURS OF WORK THIS WEEK 56 TOTAL HOURS COMPLETED THIS WEEK 112/160

DATE & TIME	DAILY WORK DESCRIPTION
16.2.2021	DEPT: There are different types of Audio and video transitions available on PP. (Audio and video transition)
17.2.2021	DEPT: we have to gather information and pic and video from Internet. (cut and align for stock video)
18.2.2021	DEPT: (edited traditional video - for wedding)
19.2.2021	DEPT: (cut and aligned promo for - an event)
20.2.2021	DEPT: (Edited traditional video - for an event)
22.2.2021	DEPT: Aligning songs for dance video with wave sync (Mixed audio for wedding - video)
23.2.2021	DEPT: doing a reels with 2 hr of video (did reels for wedding promo)

NEW LESSONS LEARNT AND INSIGHTS

1. sequence settings
2. traditional edit
3. transitions

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

DI and LUT
Knowing wave sync for video & audio

WORK GUIDE REMARKS:

quick learner

For Dean

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

WEEK 3

HOURS OF WORK THIS WEEK 64

TOTAL HOURS COMPLETED THIS WEEK 176 Hours

DATE & TIME	DAILY WORK DESCRIPTION
25. 2. 2021	DEPT: learned optical flow - it estimates the motion between 2 frames (did reels for wedding promo)
26. 2. 2021	DEPT: color correction and adding lut for internet (learned di and lut work)
27. 2. 2021	DEPT: different types of food need the bg music (food Making reels for Insta)
1. 3. 2021	DEPT: food di need more saturation and contrast to make it fresh (did di work for reel)
2. 3. 2021	DEPT: wedding event takes place in diff place and time so we have correct accordingly (did di work for wedding - promo)
3. 3. 2021	DEPT: Adding appropriate bg sound and di Makes the video reel good (did reel and di work for - food video)
4. 3. 2021	DEPT: did cut the audio with beat for (2 food Making reel for Insta)
5. 3. 2021	- both di work for reel)

NEW LESSONS LEARNT AND INSIGHTS

1. adding lut
2. color correction
3. Audio fade in & out & video speed

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

NA

WORK GUIDE REMARKS:

Good job All the best

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

CONCLUSION

The Time I spent working for D CRAFTS MEDIA AND TECHNOLOGIES PRIVATE LIMITED has been very worthwhile and a learning experience as I have learned a lot of things when it comes to certain jobs and disciplines in the work organization.

By being guided and exposed to the work culture and environment of the whole process of the organization. My guide and the employees and the organization have made me a better person by guiding me and teaching me what are the rights and the wrongs of professional life and because of their teachings, I have learned a lot of new things.

Overall, my internship in D CRAFTS has been completed successfully, I was able to gain practical skills, work in a very professional environment, and make connections that will last a lifetime. I like to thank my college Dean, HOD, and faculties for providing this wonderful opportunity.