

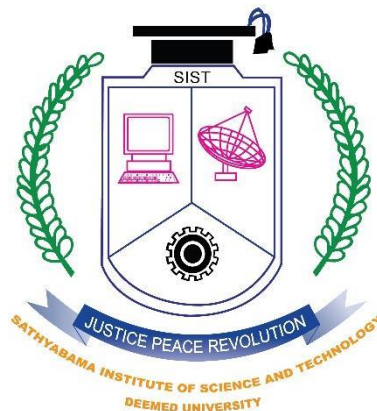
INTERNSHIP

S27INT

Submitted in partial fulfillment of the requirements
for the award of

B.Sc Visual Communication
By

SETHURAMAN D
(38270064)



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. SETHURAMAN D (38270064)**

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 voce Examination held on 2021.

Internal Examiner

Mr. A.R. Vimalraj M.sc, Ph.d

External Examiner

DECLARATION FORMAT

I, SETHURAMAM D [38270064] hereby declare that the Project Report entitled “**INTERNSHIP**”

done by me under the guidance of **Mr.A.R.Vimalraj M.sc, Ph.d**Visual

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

.....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: 09/04/2021

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.A.R.Vimalraj M.sc,Ph.d** (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.

CONTENTS

NO.	CONTENT	Page No.
1	Introduction	1
2	About The Organization	2
3	Profile Of The Organization	3
4	Organizational Flow Chart	4
5	Insights And Lessons	5
6	Work Description	6
7	Conclusion	7
8	Future Plans	8
9	Appendix	Work Dairy

INTRODUCTION

Visual communication is a form of art where the people explore the imagination. As Jim Henson said “I think my own strengths are in television production”, I was also interested in television production. A television production studio is an installation room in which video productions takes place, either for the production of live television and its recording onto video 7tape or other media such as SSDs, or for the acquisition of raw footage for post-production. The design of a studio is similar to, and derived from, movie studios, with a few amendments for the special requirements of television production. A professional television studio generally has several rooms, which are kept separate for noise and practicality reasons. These rooms are connected via 'talkback' or an intercom, and personnel will be divided among these workplaces. That's how television production works, like we find something new and hits, and mass produce it.

ABOUT THE ORGANIZATION

ORGANIZATION NAME: MADRASI

Madrasi is a galata series. They actively involved in making fun filled entertaining videos with a touch of social message . Our vision is to create innovative and thought - provoking videos to make sure people enjoy watching and touching lives in all possible ways.

Digital partner - Divo

Divo is one of the leading digital media companies in south india working with brands and content creators across genress.

They owned three channel namely Madrasi , Miss madrasi and Madrasi kelladies.

PROFILE OF THE ORGANIZATION

NAME: MADRASI YOUTUBE CHANNEL

ADDRESS: 64/31 Vadaagram 1st st, sulanmedu chennai - 600094

PH: 8667346780

STARTED IN: 2019

FOUNDER: Mr. Galata guru

Number of People Employed: 30+

Work Guide: Mr.Galata guru

AREA OF INVOLVEMENT

Content creating, Asst. direction, Artist co-ordination, junior artist, Asst. Camera man.

INSIGHTS AND LESSONS

The lessons I learned during my internship is a very new experience for me. As an outsider it was a dream to work in Madrasi. I worked in 3 Channel Namely Madrasi, Miss. Madrasi and Madrasi kelladies. The main area I worked in and as Artist. where it helped me to speak with artist and I discussed about the work with them and how to work. I also concentrated in direction team where they used to discuss the content which is going to perform and I used to tell the content to the artist before they are going to perform. I also took part in audio where I learned to fix and remove the mic. I discussed to cinematographers and learned how they operate and when to operate. I had a discussion with the technician. I learned how the costumers decide the costume of the artist for each episode.

I somehow experienced some new journey in this internship and learned as much as I can.

WORK DESCRIPTION

I worked in Asst. Drection. And My 1st day shoot held on shooting house in valasaravakam. I acted as college buy roll for web series. In this Web series I just observed the whole thing to understand what will be the work to me. And for the coming episode I used to co-ordinate the artist, properties setup and some more things. In fiction as same as the first day I observed the whole thing and the upcoming days I used to work as junior artist, atmosphere and worked with cinematographers and had discussion with the technician and direction team.

1. Learned how to prepare the properties for tasks
2. Co-ordinated with assistant ccinematograper
3. Learned how to say dialogue delivery
4. Learned how to react to the scenes

WEEKHOURS OF WORK THIS WEEKTOTAL HOURS COMPLETED SO FAR

DATE & TIME	DAILY WORK DESCRIPTION
14-FEB-2021, 10:00am-6:00pm	Observed the set. And arranged the properties for shoot.
15-FEB- 2021,9:00am-6pm	Read the script for shortfilm.
16-FEB-2021, 9:00am-6pm	Worked as Asst. Director in Mr local web series
17-FEB-2021, 9:00am-6pm	Worked in Script discussion
18&19 FEB-2021, 11am to 6am	Worked as asst. Cinematographer in 1 st episode

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

- **SCRIPT WORK**
- **PROPS BUDGET**

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

--

DATE AND TIME OF REPORTING:

2nd WEEK OF WORK THIS WEEKTOTAL HOURS COMPLETED SO FAR

DATE & TIME	DAILY WORK DESCRIPTION
20-FEB-2021, 9:00am-6pm	Miss madrasi script discussion
21-FEB-2021, 9:00am-6pm	Miss madrasi script discussion
22-FEB-2021, 9:00am-6pm	Worked in madrasi content video script discussion
23-FEB-2021, 9AM- 2PM	Acted in Petrol galata random video
24nd&25rd FEB- 2021, 11am to 3:30am	Acted in Petrol galata random video

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

- **SCRIPT WORK**

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

--

DATE AND TIME OF REPORTING:

3rd WEEK HOURS OF WORK THIS WEEK TOTAL HOURS COMPLETED SO FAR

DATE & TIME	DAILY WORK DESCRIPTION
27&28 th FEB-2021, 10:00am- 4:30am	Acted in madrasi tea galata content shoot
1to3rd -MAR-2021, 5.00am-7:30pm	Viewed locations for web series shoot and acted in miss madrasi cooking comali content video.
5 & 7 - MAR-2021, 6:00am-6:30pm	Dubbed for miss madrasio killadies mobile killadies content video.
8 - march - 2021 6.00am - 10.00pm	Script discussion for madrasi content video.
9 & 10 march 2021 10.00am - 12.00 pm	Acted in madrasi killadies content video.

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

DATE AND TIME OF REPORTING:

CONCLUSION

The days I went to internship is a very useful days where I learned something new daily. I had an opportunity to work with successful directors and team. Every day was positive as all the employees was so supportive and encouraging. I had a discussion with every technician which helped me a lot. So I just get a confidence that I can work off screen for any television shows as I know some of the works and little experienced.

FUTURE PLANS

This period of time made my mind clear about the job I am going to do. With this little experience I came to know we have to prepare a whole lot of things for a 1hour of output.

As I want to be a successful artist I made a lot of discussion with the artist on the development of both mental and physical health. Every artist I talked to was so supportive and encouraging as they saw few of my works.

So I just have planned of working off-screen for few months to know the techniques for a successful artist and then to continue a great work in television.



MARCH 31,2021

TO WHOMSOEVER IT MAY CONCERN

RESPECTED SIR/MADAM

We hereby certify that **Mr.SETHURAMAN.D** Student of sathyabama institute of science and technology as successfully completed his internship from **14/02/2021 To 10/03/2021** at our channel.He had his role as **Asst Director and Acted in Madrasi,miss madrasi and killadies content videos.**

He was sincere, dedicated and showed interest in learning

We wish his all success in future endeavours

Thanking you

Your truly

For Madrasi channel

Guru Moorthy CEO

Authorized signature



