

# Cinemagic

Infonewsletter - 2016



## days of Celebration & Accomplishment



The Annual Convocation Day functions of L.V.Prasad Film & TV Academy always starts off to a packed house in the preview theatre of Prasad Digital Film Laboratories in Chennai. Award Winning Film Directors, Cinematographers, Celebrities, Technicians, Producers, Alumni and Proud Parents have all been part of this exciting function over the past 10 years.



# WELCOME TO PRASAD GROUP

L.V. Prasad Film & TV Academy is part of Prasad Group, Asia's largest provider of post-production services, founded in 1956 by Mr.L.V. Prasad. The group has been at the forefront of technological developments, a trendsetter and a guiding light to the Indian post-production industry. Prasad Group includes Prasad Productions Pvt. Ltd., Prasad Digital Film Laboratories, Prasad EFX, Digital Film Technology GmbH, Prasad Media Corporation Ltd., Prasad Recording Studios, Prasad Panavision, Prasad Xtreme Digital Cinema Network and Prasad Corp - U.S.A. The group has major production facilities and offices in India (Chennai, Mumbai, Hyderabad, Bangalore, Thiruvananthapuram, Bhubaneswar, Kolkata), USA, UK, Germany, Japan & Egypt.

Prasad Group's services encompass every area involved in the film and video post-production process including Digitization, Digital Film Restoration, Digital Intermediate, Visual Effects, Archiving, Asset Management, Digital Film Lab Services, Outdoor Equipment, Editing, Audio, Complete 3D Movie Production Solutions and Family Entertainment Centers.





## Interviews of 2016

L.V. Prasad Film & TV Academy over the past decade has been following a proven method of selecting the students. This has ensured we always get a balanced mix of minds, talents and abilities. This year was no exception and we are proud and happy with our new entrants. **Welcome!**





## Alphonse Roy Workshop at L.V.Prasad Film & TV Academy



From September 18 to 23rd 2015, Emmy Award Winner Alphonse Roy – Cinematographer, conducted an intensive workshop for cinematography students at the L.V. Prasad Film & TV Academy. From prep to shoot to DI it was a new learning process every step of the way. He standardized the DI process in such a way that the colour correction and all other fine-tuning for a seven minute short film consisting of 45 odd shots were finished within four hours. The Academy thanks Alphonse Roy for sharing his valuable time and professional insights with the students and faculty. Thanks are due to Sony India Pvt. Ltd as well for lending a Sony F5 Camera with all its lenses and other accessories for the workshop shoot.

## Art Direction Workshop



Art Director **Nandhu** conducted a one day workshop at L.V.Prasad Film & TV Academy, Chennai on 29th June 2016.

## Make-up Workshop



**Pattanam Rasheed**, National Award Winner for Best Make-up Artist for the Malayalam Film 'Paradesi' conducted a workshop on Film Make-up at L.V.Prasad Film & TV Academy, Thiruvananthapuram on 22nd March 2016.



## Sony 4K Workshop

Sony in collaboration with LV Prasad Film & TV Academy and SICA conducted a one day demo workshop of the Sony 4K camera for members of the film fraternity and students of the academy at the LVPA auditorium and Studio floor on May 20th 2015. The Workshop was well attended and the students interacted with the Cinematographers who were at the workshop.

## Mise-en-scene workshop

Samar Nakhate (Ex-Dean of Film and Television Institute of India, Pune), who has several years of experience in the field of Theatre, Television and Film Production conducted Mise-en-scene workshop and shared his insights on scripting, characterization, preparation and filming with students of L.V.Prasad Film & TV Academy, Chennai.



## Editing Workshop

B.Ajithkumar, National Award winning Film Editor for the Malayalam Film 'Naalu Pennungal' conducted a workshop at L.V.Prasad Film & TV Academy, Thiruvananthapuram on 4th June 2016.



## Student Interaction

Budhadeb Dasgupta, Five times National Award Winning Bengali Director interacted with the students of L.V.Prasad Film & TV Academy, Thiruvananthapuram on 20th May 2016.



## Masterclass in Illustration & Script Writing



Paul Marchbank, Director - School of Arts & Technology, Peter Lloyd, Director of Art, Design & Fashion and Jennifer Anyan, PhD., of Southampton Solent University, UK, visited L.V.Prasad Film & TV Academy, Chennai on the 26th of May 2016 to conduct a Master Class On 'Illustration and Scriptwriting'



## Sound Editing Workshop

A Sound Editing Workshop was conducted by Faizal Ahamed at L.V.Prasad Film & TV Academy, Thiruvananthapuram on 25th May 2016.



## Convocation - Short term courses at L.V.Prasad Film & TV Academy, Chennai



The weekend courses 'Digital Film Making' and 'Direction for Film & TV' in Chennai Campus concluded on 30th April 2016. Actor & Director Rohini joined the team and distributed certificates to the successful students. Most of the participants had no previous knowledge or experience in filmmaking.



This Direction for Film & TV course is conceived as a platform to learn the basics of filmmaking with digital equipment. Intense hands-on training is given with necessary theoretical inputs on various aspects of filmmaking including ideation, story to cinematic story, scripting & shooting, introduction to DSLR cameras, lensing & lighting and practical's in editing (dubbing, sound effects & mixing).

Another Weekend Course on Digital Cinematography course covered equipment, cameras & lensing, film aesthetics, lighting (indoor & outdoor), real time production and colour correction.





# Alumni Success Stories



**Abinandham Ramanujam**  
DoP - Amen, Double Barrel



**Krishnan Vasant**  
DoP - Kalyana Samayal Saadham,  
Sarabham, Darling



**R.S.Prasanna**  
Director - Kalyana Samayal Saadham



**Balaji Mohan**  
Director - Kaadhailil Sodhappuvadhu  
Eppadi, Love Failure, Vaayai Moodi  
Pesavum, Maari



**Merlapaka Gandhi**  
Director - Venkatadri Express,  
Express Raja



**Sai Gukul**  
Director - Valeba Raja



**Ravi Teja**  
Editor - Pellichoopulu



**Sujeeth**  
Director - Run Raja Run



**Imran Ahmed K R**  
DoP - Ammini



**Sathyaraj**  
Editor - Kalyana Samayal Saadham,  
Vidiyum Munn



**Vignesh Vasu**  
Cinematography - Rumm



**Ramesh Kumar (Rammy)**  
DoP - Yaamirukka Bayame, Killing  
Veerappan



**Parthan Mohan**  
Director - One



**Akruiti Rao**  
Freelance Editor for Corporate & Short  
Films, Educator

## 'Idea to Screen' Workshop



Critically acclaimed, four times National Award Winner **Vetrimaaran**, Tamil film director, screenwriter and film producer conducted 'Idea-to-Screen Workshop' between 2nd and 4th April 2016 and interacted with the students at L.V.Prasad Film & TV Academy, Thiruvananthapuram.

## DSLR rig workshop



An Aerial Photography Workshop was conducted between 30th March and 1st April by **Sreekumar Nair**. The session was all about helping people to get started in taking awesome aerial photos and videos with the use of Drones. He also conducted a training program on Final Cut Pro X.



Internationally acclaimed Filmmaker **Kumar Shahani** was a special invitee on 17th March 2016. He addressed the gathering of faculty, staff and students on a wide range of subjects on Cinema.



# L.V.Prasad Film & TV Academy

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