

# Loyola College (Autonomous)

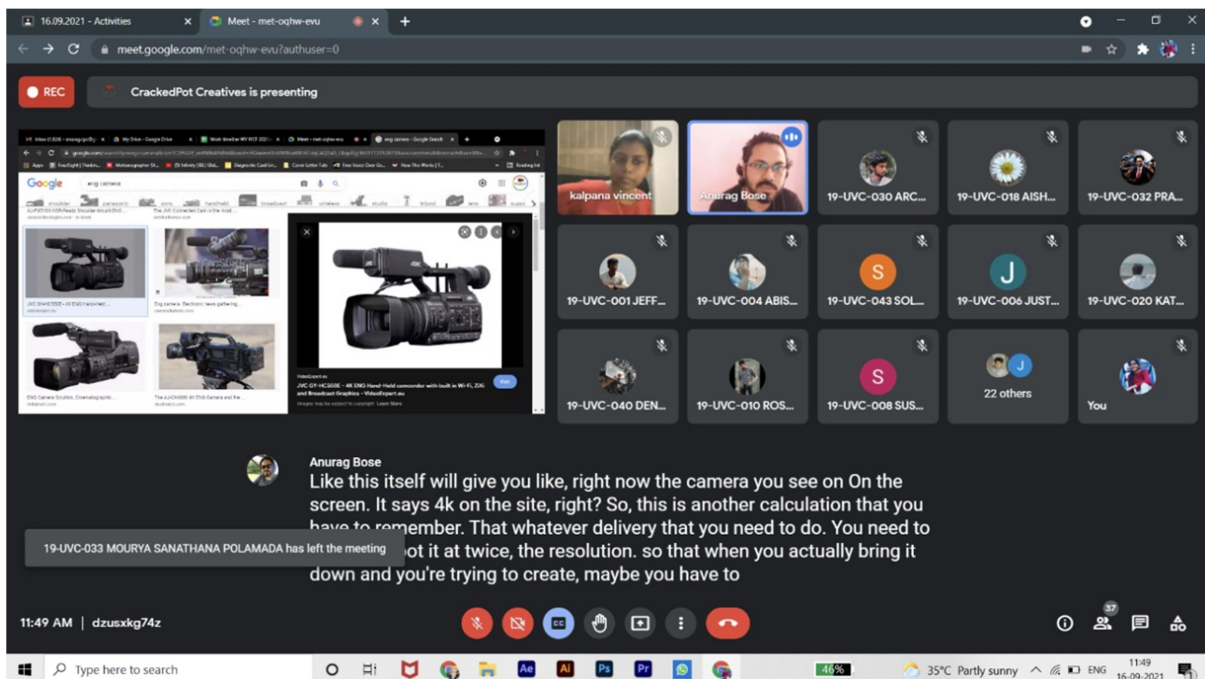
## Department of Visual Communication (Shift I)

### Guest lectures on Television Production

The Department of Visual Communication (Shift I) organised two guest lectures on 'Television Production' for 19 UVC students on 16 September 2021. Ms. J. S. Chithra, Assistant Professor of the Department of Visual Communication welcomed the experts and outlined what to expect in the sessions.

Resource Person 1: Ms. Kalpana Vincent, Founder and Strategic Communications Partner of Kaliru Communications, Social and Behavioural Change Communications agency in Trichy, India.

Resource Person 2: Mr. Anurag Bose, Founder and Creative Director of CrackedPot Creatives, Video Production Agency in Kolkata, India.



*A glimpse from the Guest lecture*

The objectives of the guest lectures were to equip students on how to conceptualise story ideas and effectively translate those ideas into video production – narrative development, storytelling, camera operations and lighting and sound techniques. It also aimed to encourage students to express personal creativity and provide an authentic touch to their outcomes.

Ms. Kalpana spoke on the importance of stories and how the development of narratives help to evoke emotions, activate people and create connections with the target audience. She touched upon how to draw inspiration for stories from our own personal lives. Drawing from his rich experience in the field of Television and Film Production, Mr. Anurag explained the different stages of the production process of television programmes and videos, various types of cameras, camera operations and the vital role of lights and sound play in a video. He stressed the importance of developing a creative as well as the critical mindset to thrive in the ever-changing media industries.

Sessions were extremely interactive and engaging and attended by 19UVC students.