

4TH FEBRUARY 2025 : ISSUE #3 EVENT III

NEWSLETTER

2005 CONVENTION ANNIVERSARY SPECIAL

Instructional Media Centre Maulana Azad National Urdu University, Gachibowli, Hyderabad



INSTRUCTIONAL MEDIA CENTRE, MANUU PRESENTS

VISION TO SCREEN

A DIGITAL WAY

04TH - 06TH FEBRUARY, 2025

کیمرہ اور لائٹنگ ٹیکنیکس پر سہ روزہ ورکشاپ

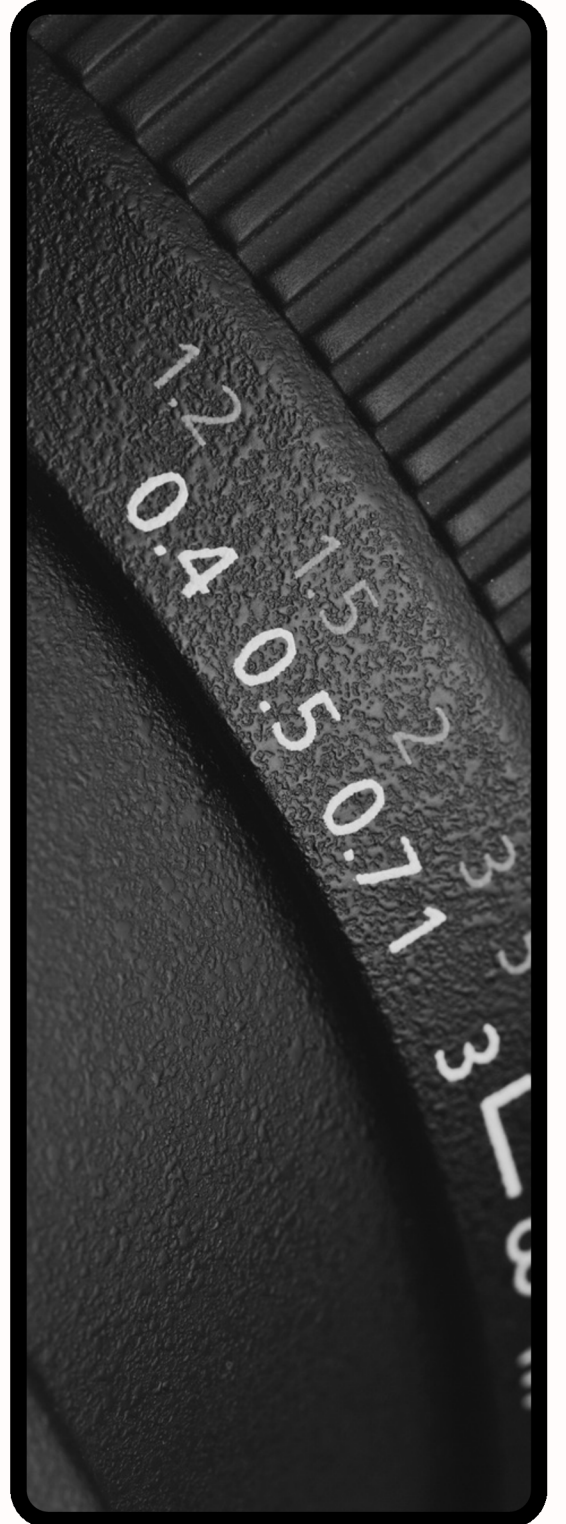
3 DAY WORKSHOP ON
CAMERA AND LIGHTING TECHNIQUES



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



VISION TO SCREEN : A DIGITAL WAY

ABOUT THE WORKSHOP

The Instructional Media Centre (IMC) at MANUU, Hyderabad is organizing an intensive three-day workshop on Digital Cinema Production Techniques, featuring Sh A K Bir – Renowned Filmmaker and Cinematographer. Themed "From Vision to Screen – The Digital Way," the workshop aims to train aspiring filmmakers and digital content creators in the evolving techniques of digital cinema, with a particular focus on camera and lighting techniques.

Under the guidance of eminent Filmmaker and cinematographer Sh A K Bir and Mr. Ram Sahay, participants will delve into visual storytelling through a series of sessions. The workshop will focus on utilizing the equipment available at IMC, including 4K cameras and various lighting setups to create visually compelling stories.

Through expert guidance, participants will learn the technical and creative aspects of digital cinema production, equipping them with the skills necessary for effective communication in the digital age.

ABOUT THE EXPERT

Padma Shri A.K. Bir, an eminent filmmaker and cinematographer whose remarkable contributions have left an indelible mark on Indian cinema. A graduate of FTII Pune, Mr. Bir stands among the most distinguished cinematographers, alongside legends like K.K. Mahajan and Subrata Mitra.

With a career spanning decades, he has not only directed and scripted multiple award-winning feature films but has also won three National Awards for Best Cinematography. His visual mastery can be seen in acclaimed films such as 27 Down, Daasi, and Adi Mimamsa, while his directorial works like Shesha Drishti and Lavanya Preeti have been honored at national and international platforms, including Cannes and Osaka International Film Festival.

Beyond filmmaking, Mr. Bir is a dedicated mentor, serving as an external expert and guest lecturer at FTII Pune and SRFTI Kolkata. He has been a jury member at prestigious film festivals, including the Berlin International Film Festival and the National Film Awards, where he also served as Chairman.

A pioneer in children's cinema, his films for the Children's Film Society of India—such as Baaja and Lavanya Preeti—beautifully explore childhood in a world often dominated by materialism. In recognition of his invaluable contributions, he was awarded the Padma Shri, making him the first Indian cinematographer to receive this prestigious honor.

VISION TO SCREEN : A DIGITAL WAY

Shri Ram Sahay Yadav, an accomplished Director of Photography and Cinematography, with over three decades of experience in the Indian film industry. A Commerce graduate from Mumbai University, he refined his craft at the Film and Television Institute of India (FTII), Pune, specializing in Cinematography and Film Appreciation.

Mr. Yadav has worked with prestigious production houses, including Core Communication and Jyoti Sarup Films, and has been associated with Hollywood projects like the Academy Award-winning film *Iris* (Paramount Films). Beyond his cinematographic excellence, he has played key roles in the Mumbai International Film Festival (MIFF), the International Film Festival of India (IFFI), and the National Film Development Corporation (NFDC), where he oversees the Technical Committee.

A jury member for major film festivals, including the Indian Documentary Producers Association (IDPA) and Nashik International Film Festival, Mr. Yadav has made significant contributions to both Indian and international cinema. As the Chief Cameraman at Films Division, Ministry of I&B, he continues to shape and preserve India's rich cinematic heritage. His deep understanding of storytelling, technical expertise, and multilingual proficiency make him a distinguished figure in the world of cinema.

AIM OF THE WORKSHOP

Through expert guidance, participants will learn the technical and creative aspects of digital cinema production, equipping them with the skills necessary for effective communication in the digital age. Shri A K Bir and Sh Ram Sahay, both industry pioneers, will share their vast knowledge and practical experience, mentoring students on how to transform their vision into impactful cinematic content.

The workshop will cover essential aspects of visual storytelling, including advanced camera work, innovative lighting techniques to bring stories to life on screen. By offering such specialized training, this workshop not only fosters technical excellence but also encourages cultural diversity in media, helping young filmmakers produce content that reflects the richness of their unique cultural narratives.

This initiative supports the broader objective of preparing students for the digital age, enabling them to become effective communicators and creators in the global cultural landscape. This workshop is aligned with the goals of UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, emphasizing the role of education in skilling and empowering young creatives to utilize digital technologies for artistic expression.

VISION TO SCREEN : A DIGITAL WAY

Themes for the Workshop (Tentative)

INAUGURAL SESSION | 10:30 AM TO 11:15 AM

Tea Break

SESSION I | 11:30 AM - 12:30 PM

Basic premise for a cinematic approach

SESSION II | 12:40 PM - 01:30 PM

Perceptual experience & its design

SESSION III | 2:30 PM - 4:00 PM

Visual Language and its conceptual guidelines

Day I

Tea Break

SESSION IV | 4:15 PM - 5:30 PM

Principles of visual integrity

SESSION I | 10:00 AM - 11:30 AM

Understanding digital imaging & RAW Recording

Tea Break

SESSION II | 11:45 AM - 01:15 PM

Practical initiative to lighting

- Conceptual exposition
- Product dimension.
- Human characterization.

Day II

SESSION III | 02:30 PM - 04:00 PM

Set design

Tea Break

SESSION IV | 4:15 PM - 5:30 PM

Atmosphere

VISION TO SCREEN : A DIGITAL WAY

Themes for the Workshop (Tentative)

SESSION I | 10:00 AM - 11:30 PM
Depth & Dramatization

Tea Break

SESSION II | 11:45 PM - 01:15 PM
Perspective

SESSION III | 2:30 PM - 3:30 PM
Technical adaptation &
Optical view-point

Day III

Tea Break

SESSION IV | 3:45 PM - 4:45 PM
Creative vision through time and space

VELEDICTORY SESSION | 05:00 - 05:30

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Mr. Rizwan Ahamd

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Instructional Media Centre

Workshop Convener

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Shaik Rahimuddin Cameraperson
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