

# CONNECT

## LIBRARY OF CONGRESS INSTALLS LATEST SCANITY 4K HDR FILM SCANNER

### RECENT PROJECTS

#### NATASAARVABHOWMA



#### DOKYALA SHOT





## Editor's Voice



It is heartening to know that Prasad is consistently establishing itself as a global player, the latest being its association with the Library of Congress, Washington, USA. Our path-breaking Film Scanner 'Scanity' was installed by them after a rigorous evaluation process.

L.V.Prasad Film & TV Academy has started its admission process for the upcoming Academic year and this year we have added several new courses including Digital Film Making, Production Management, Production Design, Screenwriting & Film Culture and Acting for Cinema. Some of these courses are also being offered in our Bengaluru and Thiruvananthapuram Campuses.

In the meantime the Academy has become a beehive of activity in tune with the policy of giving maximum value addition to the students. The pages that follow will give you some idea about the kind of inputs our students receive by way of Guest Lectures, Master Classes and Workshops from industry professionals and people who matter. These are conscious efforts to align their learning process to the best practices of the industry. Right now the students are a bundle of energy going top gear in their Music Video, followed by Diploma Film Projects. This year the students will be making about 15 short films in a short period of about 3 months which will be equal to the length of 2 feature length films. This commendable effort is carried out by our students each year and these films are submitted to Indian and International film festivals.

Well, as we get ready to welcome our new batch of students, let us rededicate ourselves to the ideals of our beloved founder Shri.LVPrasad.

S.Sivaraman - Editor

## Library of Congress installs latest Scanity 4K HDR film scanner



The Library of Congress, the World's largest library and the oldest federal cultural institution in the United States of America, has recently purchased and installed DFT's Scanity 4K HDR, following a highly competitive, and rigorous tender process.

The Library's Packard Campus for Audio Visual Conservation in Culpeper, Virginia, houses the largest and most comprehensive collection of American and foreign-produced films, television broadcasts and sound recordings. The facility houses over 7 million items, including more than 3.6 million sound recordings and more than 1.8 million film, television and video items, representing more than a century of audiovisual production.

The new Scanity, which was installed in the Autumn of 2018, will work alongside existing DFT Spirit data scanners to maintain and preserve the library's aged motion picture heritage.

Scanity 4K HDR was chosen for its ability to gently and safely handle delicate and damaged film material, whilst at the same time getting the best possible quality image from black and white stock. Developed specifically for archives and facilities handling delicate or damaged film materials, the patented HDR technology is adept at capturing data from dense black and white materials to deliver superb, crisp pictures at high scanning speeds.

John Carter, Digital film preservation specialist at Library of Congress said: "We are delighted with our new scanner. It suits our purpose perfectly, enabling fast, yet gentle scanning of some of the Nation's oldest and most delicate film projects."

Simon Carter, Director at DFT added: "We have worked with the Library of Congress for many years, and it is a privilege to have the opportunity to continue supporting them with our latest technology."

## Bradley University students visit Prasad

Bradley University has been associated with Prasad Group for the past several years. Their students of the Semester at Sea and other programs visit Prasad Facilities at Chennai to understand the film making scenario and post production process in India. This year a group of 10 students and faculty were at our campus for a visit and interaction. Bradley University is also in the process of finalizing an agreement for Academic Partnership with L.V.Prasad Film & TV Academy.



## Guest Lecture by Editor Anthony Gonsalvez

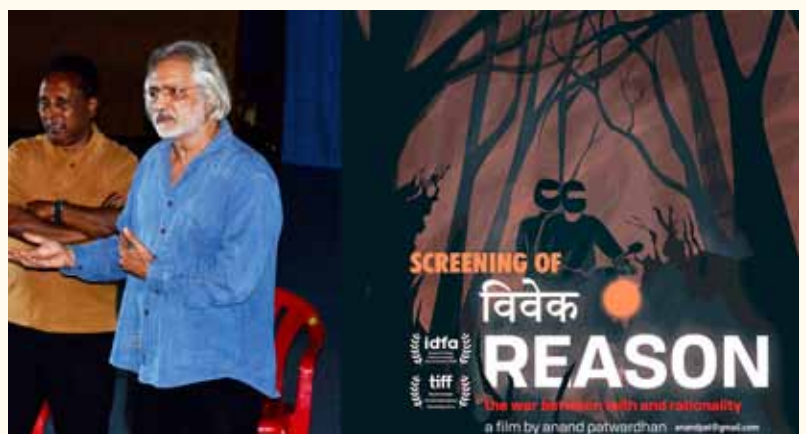


Mr. Anthony has worked with Director Shankar for Enthiran. He also worked with Director Gautham Vasudev Menon for “Kaakha Kaakha”, “Vettaiyaadu Vilaiyaadu”, “Pachaikili Muthucharam”, “Vaaranam Aayiram”, “Vinnaihaandi Varuvaayaa”, “Neethaane En Ponvasantham”, “Yennai Arindhaal” and “Achcham Yenbadhu Madamaiyada”. He has worked in over sixty Tamil, Malayalam, Telugu and Hindi films. He is the Editor of India’s most expensive feature film 2.0. He delivered a guest lecture for the Editing students of L.V.Prasad Film & TV Academy. He shared his past experience as a new comer, the resistance he faced while trying out new things and how he overcame them amongst other subjects.



## Interaction with Anand Patwardhan

Anand Patwardhan, a documentary filmmaker known for his socio-political, human rights-oriented films conducted a special screening of his new film “VIVEK / REASON” for LVPA Students at the 70mm Theater at the Prasad Digital Film Lab Campus. Mr. Patwardhan shared his experience and his inspiration behind making Vivek and the hurdles that he faced. It was followed by interaction with students. His last film ‘Jai Bhim Comrade’ won National & International Awards.





## Guest Lecture by Anand Krishnamurthy on Preparing for Music video



Anand Krishnamurthy, a renowned sound designer, filmmaker and producer, delivered a three hour session on how to prepare Music Videos for films to the second year Direction and Cinematography students on 22nd January 2019. He explained the joy and complexity of using song as part of narrative in Indian cinema with interesting examples. He also explained through interesting Hollywood musicals, how music helps to understand rhythm and in turn helps the narrative.

## Two Day Workshop by Karan Bali



Karan Bali conducted a 2-day workshop on Sound Sequences for second year Direction & Cinematography students. Karan Bali is a graduate from the Film & Television Institute of India (FTII), Pune. He was First Assistant Director on two feature films, “Everybody Says I’m Fine” and “Matrubhoomi” – A Nation Without Women. He is also the co-founder and content-in-charge of upperstall.com, an analytical website on cinema of the sub-continent. His latest film “An American in Madras” was highly appreciated by public.

## Masterclass by Muthu Ganesh



Muthu Ganesh, a well-known advertising film maker, producer, cinematographer and DoP for a number of feature films conducted a masterclass on making Ad Films and Music Videos for the second year students. Students were shown his recent Ad films and music videos followed by discussion of his experiences while making them. He also conducted a demo on the Ad film making process.

## Interaction with Rohin



Mr. Rohin, an alumnus of LVPA, Chennai and also the Director of feature film “Adhe Kangaal” delivered a two hour session to the second year Direction and Cinematography Students on “Shooting Song”. In this session, he discussed about his approaches to song shooting and music video. He showed his own music video project done on celluloid when he was a student at LVPA, and his private music videos shot on digital format. He also discussed on song portions from his recent feature film Adhe Kangaal and answered questions related to music video production.

## Prasads - Live Station



106.4 MAGIC FM set up a live Radio Station at PRASADS on 23rd March. “I Love 106.4 campaign is all about Love for Hyderabad and the popular locations of the city. Magic FM is reaching out to the public to promote Love for PRASADS, a one point of destination for complete entertainment in the twin cities of Hyderabad and Secunderabad “

## Prasads - Sankranti Craft Bazaar



Sankranti Craft Bazaar was organized at PRASADS for 3 days. Vendors from Jaipur - Lucknow and other places participated in the Bazaar.

## Prasads - Hyderabad's Pride



'Artsclub' the Cultural Club of Sreenidhi Institute of Science and Technology, Ghatkesar near Hyderabad conducts an annual cultural and Techfest called 'Rigolade'. Students from various institutes took part in the Auditions that were held at PRASADS on 22 & 23 January 2019.





The employees at Prasad, Mumbai held a Condolence meeting to pay Homage to the Martyrs of Pulwama attack on 18/02/2019 by lighting candles. We at Prasad stand by the Nation and the families of the deceased at this crucial and traumatic moment.

## Rewards & Recognition



Prasad Corp recognizes its achievers each month. In the past six months more than 83 employees were given Awards and Recognized under various categories including Employee Of The Month, Rising Star, Gem of the Month, Quality Star of the Quarter. Connect Congratulates the Achievers.

## New one year Diploma Courses from this year - LVPA



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## Appreciation

This is to place on record our sincere appreciation for the quick response and support of Mr.Lokesh of HR department, when senior managers took sudden illness and needed emergency medical aid. We take this opportunity to thank Lokesh and also Mr.Vincent of the Academy who provided invaluable support in helping our employees.

S.Sivaraman



## Graduation Day for Chennai Short Term Course Students



Director Gopi Nainar was the Chief Guest for L. V. Prasad Film & TV Academy's Short Term Courses Valedictory Function for Direction for Film & TV, Digital Editing, Digital Cinematography and Acting for Cinema. Gopi Nainar is the writer and director of 'Aramm' starring Nayanthara. 'Aramm' has won many Awards at various Film Festivals. Project films made by the students were played for the audience followed by Gopi Nainar's interaction where he shared his experience of making "Aramm". This was followed by certificate distribution to the students.

## Graduation Day Celebrations at Thiruvananthapuram



In the 3rd Graduation Day of LV Prasad Film & TV Academy, Thiruvananthapuram, which was held on 18th January 2019, Film Director Padma Vibhushan, Adoor Gopalakrishnan was the Chief Guest. The event was loaded with interesting information, experiences and interactions. State and National Award Winning Sound Engineer Actor Harikumar N addressed the gathering. Students of the full time courses and short term courses were awarded their Certificates.

## Birthday Wishes

Prasad, Mumbai celebrated the birthdays of January, February, March born employees:

Kapilendra Gouda	02-Jan-1980
Pravin Talegaonkar	04-Jan-1975
Vikas Kadam	10-Jan-1991
Darshana Bhosale	11-Jan-1993
Aftab Ansari	15-Jan-1989
Milind Jadhav	24-Jan-1987
Sonal Naik	26-Jan-1984
Prakash Talekar	26-Jan-1980
Sanjay Chavan	31-Jan-1971
Arun Tiwari	01-Feb-1985
Aniket Zore	13-Feb-1988
R Rajavel	14-Feb-1993
Vinod Dhasade	15-Feb-1987
Sameer Gawade	16-Feb-1982
Jekyll Gopalakrishnan	17-Feb-1982
Alok Mishra	01-Mar-1989
Baliram Sonar	01-Mar-1968
Akash Ramane	07-Mar-1996
S Krishnamoorthy	09-Mar-1962
Pramod Sharma	14-Mar-1987
Mandar Palekar	16-Mar-1985
Sandeep Dubey	20-Mar-1990
Roshan Borade	23-Mar-1993
Kirankumar Bhusam	26-Mar-1984
Vidyadhar Juvekar	26-Mar-1977
Sujit Suvarna	28-Mar-1979

## Masterclass by Pushkar, Gayathri



Pushkar and Gayatri are a husband and wife filmmaker duo who are noted for their unique style and technical finesse in film making. They have written and directed three Tamil feature films - Oram Po, Va- Quarter Cutting and Vikram Vedha. In the Masterclass on Song Shoot by Mr. Pushkar and Ms. Gayatri for the second year students, they shared their experiences with the students.



## Interaction with Gopal Rao



Mr. Gopal Rao, a music director for over 25 years, has composed hundreds of jingles for advertising films at a National level. He conducted an interesting interactive session for the second year students on music production. He explained how students should approach music directors when they want to produce their music tracks. He showed some of his music videos to explain the same. He underlined the statement, 'Students should have utmost clarity about their idea and concept for their music video when they meet their Music Director'.



## Events attended by Prasad Corp

Simon Clark attended the following events representing Prasad Corp - The British Society of Cinematographers, The Berlin International Film Festival and BVE Expo.

**Animation Xpress is now a  
Knowledge Partner of LVPA**

**Animation  
Xpress.com**

## Outreach programs and Industrial visits by LVPA



L V Prasad Film & TV Academy in its quest to provide knowledge to students has conducted several free sessions on film related subjects across Colleges in India and encouraged Industrial visits to its campus at Chennai. Some of the participating institutions :

Tumkur University, Bangalore University, Jain Center for Media Studies, Garden City University, M S University, ITM Universe, Saurashtra University, Lingaya's Institute of Management & Technology, Paladugu Parvathi Devi College of Engineering & Technology, Nova College of Engineering and Technology, Parvathaneni Brahmayya Siddhartha College of Arts & Science, Acharya School of Design, Sri Sairam College of Engineering, Sri Siddhartha Center for Media Studies, Amrita University, Kristu Jayanti College, VIT, VELS University, Asan Memorial College of Arts and Science, M.O.P. Vaishnav College for Women, Velammal Engineering College, R.M.D. Engineering College, Jeppiaar Maamallan Engineering College, Sathyabama Institute of Science and Technology, Bradley University.



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Please email your articles (before 15th June 2019), news (before 30th June 2019) and suggestions to info@pdf.in*