

Television production processes and opportunities

The Chief Operating Officer of Radaan Media Works Ms. SubhaVenkat interacted with students of Film Making, Cinematography and Film Editing and gave an insight on the television production processes at a guest lecture organised by LIVE on 3rd February 2017.

It was a thought provoking session for students, who gained an insight from her lecture and got to explore the opportunities in broadcast media. She shared great moments and thoughts which were very useful for the budding film makers. She explained how a little information could go viral. She then explained the production workflow and its processes by drawing from her career experiences in Vijay TV and Raj TV. She wrote dialogue for Anni which was a super hit serial in Jaya TV. She then worked as a Senior Project Executive in Min Bimbangal Productions. Her first overseas experience was at MD Entertainment, Indonesia as a Creative Director.

According to her, pre-production is the planning stage where the concept is decided by the script, team etc... Script is developed in a proper manner. In production stage, various processes that are required to execute the Script are planned and completed. The post-production stage involves processes such as editing, dubbing, sound mixing, finalising and broadcasting for the channel.

After an overview of production workflow, she explained about the various prospects in broadcast media. She said that interesting and challenging opportunities are available for students hoping for a career in television media. The session concluded with some pointers for students on how television media can be an excellent start-up platform for filmmakers.



Ms. Subha Venkat receiving a memento from Course Coordinator Mr. R. Saravanan