Ekatha Ann John attends a two-day workshop conducted by SAE College that saw aspiring media students queuing to learn the intricacies involved in alternative media education.

Access Atlantech, Edutainment Ltd, an institution that runs technology-based courses in the media and entertainment domain, teamed with SAE College to host SAE Career Connect, a two-day workshop on media education on June 6 and 7 at its Hadways Road campus. The workshop showcased the advancement and potential of three popular media courses: Animation, Digital Filmmaking and Recording Arts. "The workshop was conducted with the primary intention of exposing students to the hard work and focus that goes into these subjects giving them a sound understanding of content-making in the media industry," said Rathish Babu, CEO of Access Atlantech.

The Animation and Games workshop outlined the process involved in creating animations for films and adapting animation for 3D games. This included creating environments, character modelling, character animation, claymation and compositing footage in the virtual world of gaming. The Recording Arts workshop enlightened the students on techniques like dialogue editing, audio-video sync, special effects production and background music scoring. "Both these workshops were really interesting. The sessions gave us a clearer perspective on the prospects of media education," said Siva Ramakrishnan, a first-year Visual Communication student at MOP Vaishnav College.

The Digital Filmmaking workshop that was conducted simultaneously showcased the process involved in the making of a short film sequence which included script, storyboard and post-production techniques. "The workshop helped students understand everything that goes into the filmmaking process and to appreciate films for the hardwork involved," explained Pradeep Kalipurayath, an independent filmmaker.

Participants, in addition to these workshops, also attended seminars by exponents in the entertainment industry like Sharadha Ramanathan, Madhu Ambat, Leena Manimekalai, etc.