An Open house for Media Education
Chennai, 9th June 2009: SAE Career Connect - A two-day open house workshop was organized by SAE, one of India’s leading media education colleges, along with Access Atlantech Edutainment (I) Ltd. The fest received an overwhelming response from many aspiring media enthusiasts, who walked in with immense anticipation and excitement.

The SAE College campus at Chennai transformed into a Centre for Excellence for two days on the 6th and 7th of June 2009, showcasing a wide array of media courses to choose from and shape a student’s career. The carnival threw lights on the alternative career options that are available in the field of media and entertainment and was attended by more than 100 participants along with their parents.

The SAE Career Connect the first of its kind initiative, was stretched over two days with interesting activities like workshops, seminars and many more entertaining sessions that kindled the creative aspect in the minds of the participants. It showcased the content production process like the making of a film, an animated sequence and music production as well. Highly qualified SAE faculties provided comprehensive hands-on workshops involving participants and guided them to visualize an exciting world of animation, Digital Film Making and Recording Arts.

The workshop sessions provided in-depth insights in the following streams of media studies:

- Animation for Games
- Recording Arts
- Digital Film Making

The Animation and Games workshop outlined the process involved in creating animation for films and also making/adapting animation for a 3D Game. This included creating environments, character modeling, character animation, Claymation techniques and compositing footage in the virtual world of gaming.

The Recording Arts workshop highlighted two broad processes, one to do with composing of a song/ remixing of a song and the process of post-production in sound. This included various techniques like dialog editing, audio-video sync, special effects production and background music scoring.

The Digital Film Making workshop showcased the process involved in the making of a short film sequence. This included script, storyboard and screenplay techniques, shooting using green screen, props construction, miniature model shoot, compositing the sequence to edit and post-production techniques.

Mr. Rathish Babu – CEO, Access Atlantech Edutainment (I) Ltd. said; “The Workshop was aimed at exhibiting production processes involved in audio, digital film and animation content production. It was heartening to note that eminent personalities, senior academicians and students appreciated the concept and have agreed to be a part of such larger workshops in future.”
Prominent industry personalities like Mr. Madhu Ambat—famed cinematographer & two-time National Award winner, Ms. Sharadha Ramanathan—National Award winning Film Director and Ms. Leena Manimekalai – Film Director shared their thoughts and experiences with the budding media aspirants, giving them valuable insights on entertainment related media careers in their respective domains.

While Mr. Madhu Ambat was addressing the media, he said “It was a good experience for students wanting to get into the film and media field. SAE needs to conduct specialized professional workshops to enable students to launch themselves with better skill sets.”

During Ms. Sharadha Ramanadhan’s session with the media, she expressed, “As an alumnus of SAE I am seeing quite a lot of exciting equipment and technology. Art is really being treated at SAE and the film students with audio engineers and animators have really made a big difference to the workshops. The content is far superior akin to other showcasing done across.”