

ROLE OF ICT IN PRE & POST PRODUCTION OF FILMS IN INDIA

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ABSTRACT: The film industry is a combination of technological and commercial institution of filmmaking. In this industry not only the actors but also all the elements such as direction, camera angles, equipment's and the location plays an important role to make a successful movie. All of these come at a cost which is been taken care by a producer or a financier. The 3 hours movie takes an average of 6 to 8 months to complete which has the pre-production, production and the post-production stage. The basic intention of making a film is trying to educate while entertaining the audience. Either there is someone making a feature film or a 30 seconds commercial, the basic rules and technicalities remains the same.

The term ICT stands for Information and Communication Technology. It is also considered as an extensional term for Information Technology (IT) which stress more on the unified communication part and is also referred to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system.

Film Industry refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. Film distribution and the adverse impacts that technology has had on the movie industry, majorly on the illegitimate sale and piracy of copyrighted material is scrutinized. ICT, however, largely speaks of the web and computers, an amalgamation of the studies of programmes, applications and the appreciation of those applications; in relation to film-making, it is a technical expertise that supports production, performance and marketing films.

It has to do with audio visual engineering, exhibition, and transmission. When film is something you can hold, it is still analogue and it can be said that you are "making films". But when films are shot on SD cards and are stored as data, then you are no more making films, you are now making "data", and that is a product of ICT.

The main intention behind choosing this topic was due to the attention the film industry has and to understand that how film industry in spite of the vast expenses have always chosen to use the top class technology due to the demand. Through this dissertation we will also try to know the new instruments, equipment and storage facilities being used by modern film makers and producers.

We will have topics on the basis of 1) the overall purpose of the study and the **research** problem(s) investigated; 2) major findings or trends identified as a result of the investigation. Basically how ICT has changed the overall scenario of the Film Industry (in both Pre and Post Production of Films) especially in the Indian context. We will incorporate primary and secondary resource and along with relevant illustrations, foot notes/end notes (if and when needed) for a complete understanding of the topic.

Keyword: ICT, Films, Post and Pre Production

Introduction:

The film industry is a combination of technological and commercial institution of filmmaking. In this industry not only the actors but also all the elements such as direction, camera angles, equipment's and the location plays an important role to make a successful movie. All of these come at a cost which is been taken care by a producer or a film financier. The 3 hours movie takes an average of 6 to 8 months to complete which has the pre-production, production and the post-production stages. The basic intention of making a film is trying to educate while entertaining the audience. Either there is someone making a feature film or a 30 seconds commercial, the basic rules and technicalities remains the same.

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The main intention behind choosing this topic was due to the interest that the film industry always generates and also to understand the fact that in spite of excessive expenses the film fraternity have always chosen to use top class technology for a near perfect presentation of reality to meet the audience' demand. Through this project we will also try to inform the mass about the new instruments, equipment and storage facilities being used by modern film makers and producers. Through which Indian film industry is become a platform which has sold maximum amount of tickets compared to a lot other countries around the world.

ICT in Pre Production of Films in the Indian Context

All the stages of movie production have equal weight age to make a movie successful but the pre production stage undoubtedly creates a foundation on which the whole movie stands. The process of pre production seems to be easy but it turns out to be very challenging and time consuming as the process starts from the selection of the script, search for the director and producer, location recce/ scouting ,setting of the budget, selecting the right cast, creating the story board, selection of the crew, preparation of the set, making all the required resources available such as camera, monitors, etc.

"This work requires a lot of patience and expertise as the complete success of the movie is based on these small but important aspects. In the earlier days when people were not so technological savvy each and every step had a challenge within itself. There used to be the copy of the script which were usually handwritten or were typed using a typewriter which consumed a lot of time and wasn't well efficient enough as because as if there were any mistakes traced, the whole page was supposed to be written again."

“Even after finalising the film the process of finding producers was a huge challenge as people were not ready to invest their money in the film industry thinking that there is no profit which can be expected from it. It was not an organized Business sector for investment. The most difficult part of the pre production was working according to the budget as there were very limited funds available and at the same time the cost of each of the resources were very high. It is also important for the director and cinematographer to sit together and visualise each scene and prepare a storyboard out of it just to be sure about the different camera angles which are going to be used and the number and variety of camera required. And also gave an idea of how much crew will be actually required for the smooth functioning of the film.” pointed Mr. Anshuman Chowdhary (COO of Sound Ideas Academy and associated with the industry for the past two decades)

Our country has gone through a lot of transformation. From localization we have reached the broader scenario of liberalization and globalization. Obviously with the changing dimensions in the social set up, our culture have also gone through a lot of change and this has had a deep impact in the film industry as well. New trends of film making came into being. Many independent film makers decided to come and try their luck in the market which opened gates to enter the film industry. There were many disruptive technologies which were introduced after LPG which not only increased the numbers of films produced but also the quality of the films and sounds. This made the film industry receive recognition not only in India but also all across the globe.

Camera: is the first gateway to the world of Cinema. The quality of the camera/lenses can be a deciding factor on how your film will look like on the silver screen. An average blockbuster film uses multiple types of cameras depending on the need of the scene. Presently there are 7 types of Cameras which are generally used for shooting. The camera models are divided by the Technology used by them. ARRI ALEXA, RED EPIC DRAGON, PANAVISION GENESIS, SONY CINEALTA F65. The names of some of the DSLR Cameras used for modern day Filmmaking; CANNON EOS 7D, ARRICAM ST, ARRICAM LT.

In Indian Film making, 3D printing is set to revolutionise the field from a production design perspective. Concept artists often design with computer-generated imagery (CGI) and computer-aided design (CAD) software, which lends itself perfectly to printing in 3D. Because the technology can also achieve such sophisticated levels of detail, print size and finish, props departments on big productions are embracing the flexibility and efficiency the process affords.

Through the next few chapters we will be discussing about the role of Information and Communication Technology in the field of Indian Movie Making.

Bollywood

The film industry since the earliest stage had fascinated the mass. Its main purpose had been to promote the idea of entertainment and education through impactful visuals and storytelling. During the initial stage of movie making even attaching the audio was a big challenge to the video hence the first Indian silent feature film Raja Harishchandra was made in the year 1913 by a renowned film maker Dadasaheb Phalke, who later was titled as the father of Indian cinema. After which many people took interest in making films and it was amazing to see that by the 1930s the Indian film industry started producing more than 200 films each year.

As years passed and after the introduction of the new technology through which film makers were able to attach the audio in the video, the first Indian film with sound was the movie Alam Ara which was made by

Ardeshir Irani in the year 1931 which turned out to be a commercial success. This made the Bollywood and regional film industry to quickly switch to sound filming. The journey of Bollywood from there has been ever growing from there as the number of films kept increasing hence there was a need for new technologies to be introduced to make the task of shooting the films much easier.

As time passed by, the better version of cameras were also introduced to produce a better quality of raw footage which did not receive a lot of editing during the post production stage. Celluloid camera became a thing of the past. Small size digital camera with high resolution took shot taking to a new range altogether. Smallest details can now be grabbed in seconds.

The most important time was when the Bollywood started using digital cameras which helped a lot in deduction of cost in the production through the availability of resources like DVD and hard drives which made it easier for caring these large files of data and the distribution of movies also became very simple which made the whole process easier and simpler.

As India is taking rapid strides towards asserting this trend with many experts believing that analogue will be dead very soon, when entire India will be watching digitally transmitted movies, as the capability of digital technologies completely destroyed all conservative boundaries and has opened the door for a new world of possibilities.

The invention of software's for writing the script and for designing the storyboard on the computer also made the process very simple and time efficient which also helped in the deduction of the cost and number of employees for a dedicated task.

Technology gifted Bollywood with Dolby digital sound effect, advanced special effects etc. Digital Intermediate technology introduced in the Indian market by the Prasad Group Company, Prasad EFX is a process by which we convert the film into the digital medium. This technology is used in the entire film making process flow where all shot material is stored and available digitally. This process is evident in Khakee in the form of colours, mood and the overall ambience of the film, according to the people involved in the making of the movie.

Digital movies are attractive for several reasons: the movie can be stored and reproduced perfectly (no wear or degradation as with film stock); it can be distributed easily and inexpensively; and production costs for digital are lower than for celluloid techniques.

Regional: South Indian, Bengali, Bhojpuri, Marathi, others

Regional cinema has always followed the guidelines of the Bollywood way of film making just keeping the language and some of the regional essence aside. The main intention of the regional film industry is more about spreading the cultural values and promoting the mother tongue through their movies.

During the initial stage in the regional film industry there was a big challenge they had to face as regional cinema was just establishing and had reached to an extent where they were not able to make recourses available towards making the movies as advanced as the Bollywood movies with the budget of Bollywood almost being 10 times more than the budget of a regional film.

There is also an issue of attracting the audience as the number of people who come to watch these films are very few due to which it has become a great challenge for the collection of funds in spite of the script being very strong. But after the advancement of technology the whole process has become much cheaper in terms

of prices and efficient in terms of time which has made it possible to delegate more money in the process of marketing and promotion.

It has also been observed that unlike Bollywood the main purpose of making a film is not to earn a lot of money but to deliver a movie through which while getting entertained people also get some knowledge about the regional cinema. As they also focus on making films which serve the purpose of entertaining as well as education of at least the culture.

However in the recent times, content driven regional films are no longer isolated by language. In fact the involvement of established Bollywood names and top studios have taken them overseas. Be it Sairat, Begum Jaan, Uda Punjab or Kaka Muttai.

Ch 2: ICT in Post Production of Films in the Indian Context

The post production phase starts from the time when the shoot of the movie is complete. The general public has no idea about how and why is post production playing such a crucial role in making the film look so good and attractive to the eyes. When talking about post production the basic interpretation which comes in the mind is that there is just the editing part of the movie left. But editing is just the beginning of post production as the post production consist so much more i.e. the marketing plan, the distribution of movie in theatre, the PR of the movie as well as the dubbing and adding the music in the movie to create the magic called 'movie'.

During the tedious job of editing previously Filmmakers had to completely rely on manual techniques during filming to create visual effects in movies. After the invention of film-editing software products, today it is possible to create the visual effects and fuse them seamlessly to the footages that are shot using digital cameras. This is one of the greatest leap digital technology has taken in the process of making movies. As the visual effects plays a very important role in depicting the exact story in the best way possible.

As when asked about the biggest responsibility after completion of the movie, producers often point out at the job of handling and storing the canister with digital technology, the storage method has changed and today it is much easier to handle and transport movies to theatres than in the past. Servers, hard disks and video tapes are being used to store movies and digital projectors are being used to screen them.

There are many other alternative platforms new-age film makers are looking at. Internet has made it possible for filmmakers to showcase their film to audience of a greater geographic range. Through Social media platforms and all other online promotional strategies which can be adopted to ensure that the movie reaches out to more number of audiences from around the world.

The use of social media platform for the marketing and promotion of the films have helped in creating awareness in the public more than the traditional way of putting up hoardings and the paid advertisement on the television channels as the cost involved is less and the work is efficiently done.

"In the previous years when there was linear way of work happening everything had to be planned in advance as there was no chance to do it once again but after technology being so bloomed this promoted in the non-linear way of editing because of which the quality of the work degraded as they could fix all of the wrongs during the editing" says Mr Vipul Mayank (Creative Director & Producer)

Bollywood

During the initial stage of Bollywood post production as the analogue way of editing was done it had become a challenge for the edits to be done as it was very costly to book a studio where the process of edit would be done as it would be on hourly basis and at the same time if there were any effects which were supposed to be added they had to be shot prior and in the edit just the work of cut and paste was done. Even matching up the audio with the visuals took a lot of time to complete increasing the rent of the studio.

After the introduction of the digital camera and the editing software the whole process of editing became much simpler as according to the commands given the computer used to work accordingly giving you maximum results. This process not only saved the time but also stopped the hard work of going to the studio as each and every work was done through the computers in the convenience of one's home.

The digitalisation of technology also helped in the deduction of the cost due to which more importance could be given to the process of promotional activities of the movie which helped in creating awareness of the movie and attracting more people to watch the movie.

The only benefit the Bollywood movies had since the past was that distribution process was very easy for them as the theatre would easily agree to showcase the movies and keep it open for the audience. This helped in generating great revenue for the theatre as well as the film producers. The biggest achievement Bollywood made after the technology being advanced was that they could produce more advanced looking movies which were completely based on the VFX and animation like the Ra-One and Bhaubhali which got great responses from the audience, earning a lot of profit in the box office.

Regional: South Indian, Bengali, Bhojpuri, Marathi, others

In terms of regional movies the process was exactly same compared to the Bollywood movies but the only difference was that due to the minimal funds available they were not able to promote the movie so that the awareness can be created. This affected on the viewership of the movie as well due to which there were very few people actually going to watch the movie in the theatre. This lead in making it tough for the films to be accepted in theatres for public display hence the distribution of the movie became a challenge. The regional movies were so scared at certain time if there was a well promoted movie coming together with their release date they would automatically take an extension of release dates as they did not want to stand in direct competition in front of the Bollywood movies.

Now the scenario of regional movies have changed a bit as the movies have been made and promoted on much of a realistic and emotional ground or in such a way that it has to touch the heart of the audience. For example the movie Sairat which not only won the hearts of millions of Indians but also was awarded with many trophies through international film festivals. Talking about gujarati film Chalho Divas this movie was also like a revolution in the gujarati cinema hence due to the advancement of technology even regional film industry is blooming and coming par with the Bollywood film industry.

The digital convergence of technologies like print, broadcasting, cable, satellite television, film, and online media, along with the privatization of public broadcasting and the telecommunications infrastructure in India, has induced many Indian media companies to radically reshape their organizational structures since the early 2000s. Major players from the telecommunications industry, such as Reliance Industries, have aggressively entered the media production business, and traditional production houses like Network18 (formerly TV18) have expanded operations into online media and created joint ventures with other major national and transnational corporations. By using strategies of conglomeration, many media companies—

both traditional production houses in print, radio, television, and film and new players from the telecommunications industry and the information technology sectors—are seeking to expand their audience share across a range of media platforms and across traditionally defined geographical boundaries of national, sub-national, and trans-national markets. The rapid growth of regional media within and across a range of industry segments, delivery platforms, and programming practices has been a defining characteristic of this new phase of transformation in the Indian media industries.

ICT in the Film Festivals in the recent years

The reason for introducing the film festivals was to give all the independent film makers a platform where they can showcase their talent for a large audience to watch their films and they could look at the reaction they receive for the betterment of the skills as a film maker. The film festivals are either kept on local, national or international level keeping the basic format same. Different university, organisation as well as NGO host a film festival with a different theme. For example kashish film festival is an international film festival hosted in India which accepts entries only of the movies on the specialised subjects like gender and the LGBT community. Whereas film festivals like the MAMI film festival which is also hosted in India accepts wide range of matters related to any theme or genre.

“In the initial stage where the digital technology was not very easily available it was very difficult to even send entries for participating in the film festivals as a physical copy of the movie was supposed to be sent and there was always a threat of the content to be copied by anyone. After digital technology started blooming now it is become a very simple task where the participant can choose whether the film festival organisers will be having the access to download the file or not.

The internet has made it possible for a person sitting in India participates in a film festival hosted in any part of the country without even physically being present there. This has raised the reach of the film makers from state to international level in terms of showcasing their talents.” Said Prof. Shekhar Sartandel (Coordinator , Practical Film Making Course Mumbai University and an independent film maker with prestigious awards and recognition).

Notable Asian film festivals include the Mumbai Women's International Film Festival (MWIFF) is an annual film festival in Mumbai featuring films made by women directors and women technicians. Chennai Women's International Film Festival (CWIFF). International Film Festival of India, the official International film festival organised by Government of India held at Goa every year is a famous film festival. International Film Festival of Kerala organised by Government of Kerala held at Thiruvananthapuram every year in the month of December is the biggest film festival in India in terms of public participation.

This gives an clear indication that the film festivals do play an important role in increasing knowledge about the importance of being able to present a story on a screen and also promote the idea of making India a country which is technologically advanced and appreciates the new talent though these film festivals and the blooming cash prize for the best movie.

Conclusion

Movies have been an important part of popular culture for about 100 years. Though essentially a photographic medium, movies have historically relied heavily on electrical, electronics and computer technologies. Today, the flexibility and immediacy of digital filming makes a lot of sense, but while this format is still evolving, celluloid is a medium at the pinnacle of its technology.

The French may have pioneered the theory of moving images, the British might be the forerunners in the process, but no one ever envisioned that the Indians would master the art one day and go on to develop the largest and biggest movie industry in the world. Despite the huge cultural, social, political and economical differences, the Indian Cinema (now Bollywood) withstood all the test of time to create a history in the past 10 decades.

With the advent of technology, the focus on aesthetic appeal started shifting. There was advanced special effects, Dolby digital sound, changes in choreography-cinematography, screenplay and of course International appeal. The Indian film industry has witnessed a colossal change in scripts and film making in recent years. Credits to the talented directors like Vidhu Vinod Chopra, David Dhawan, Vishal Bharadwaj, Dibakar Banerjee, Rajkumar Hirani, Anurag Kashyap, and Sanjay Leela Bhansali who are coming forward with their own niche to woo the taste of the advanced Indian audiences – both in the rural and urban sectors.

Hence we can undoubtedly say that ICT have revolutionized the Indian Movie making scenario-how it used to be, definitely creating benchmark in the country's economy and also giving birth to the entrepreneurial aspects. (The Indian Film Industry reached total box office gross of US \$ 2.1 billion in 2015, one of the largest in the world). The provision of 100% foreign direct investment has made the Indian film market attractive for foreign enterprises such as 20th Century Fox, Sony Pictures, Walt Disney Pictures and Warner Bros. Indian enterprises such as AVM Productions, Prasad's Group, Sun Pictures, PVP Cinemas, Zee, UTV, Suresh Productions, Eros Films, Ayngaran International, Pyramid Saimira, Aascar Films and Adlabs also participated in producing and distributing films. Tax incentives to multiplexes have aided the multiplex boom in India. By 2003 as many as 30 film production companies had been listed in the National Stock Exchange of India, making the commercial presence of the medium felt. Indian Movies have travelled a long way holding the hand of Information and Communication Technology and simultaneously maintaining the aesthetics that is the U.S.P of the medium.

Sourced from:

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