

## **DEPARTMENT OF HINDI (UG)**

### **BEST PRACTICES**

#### **Title of the method of work- Short Film & Advertisement**

**Concept** – In Media lekhan: Radio Evam Television course students were asked to make a short film based on any Famous Hindi story and Advertisement. Students emanated many innovative ideas. By this students got an experience about various things such as - angle of the camera, adjustment of the sound according to video, and editing was done by them and learnt to make necessary changes in script. They not only made a short film and advertisement but they also acted in it. Various emotions were seen on their faces.

**Introduction** - Students were asked to make a short film for Continuous Assessment.

#### **Objective-**

1. To develop the writing capability
2. To develop a reading habit.
3. To use innovative methods in creating short films.
4. To develop their acting skills.

#### **Procedure -**

- 1) Students were told to make a short film and advertisement.
- 2) They were told to select a Famous Hindi story of their choice.
- 3) For Advertisement they were told to select product, give a tag line, advantages of the product.
- 4) 30 days of time period were given to the students.
- 5) For editing purpose students were told to use video maker app or kinemaster app, Video show, Power director.

6) Students themselves played the character in the short film and advertisement.

7) They were told to use different locations according to their story.

**Outcome-**

- 1) Student's learned to write a script and make necessary changes in it.
- 2) Students learned to deliver dialogue.
- 3) Student's used innovative method to make a short film and advertisement.
- 4) With the help of kinemaster app and video maker app student learnt to edit the film and advertisement..
- 5) Acting skills of the students developed.