

10 YEARS
OF UNIVERSITY
RECOGNITION
20 YEARS OF
ACADEMIC
EXCELLENCE



REVA
UNIVERSITY
Bengaluru, India



E-Content

REVA Media Centre

REVA Media Centre: A Quick Glimpse

REVA Media Centre, is located on the 8th Floor of the Swami Vivekananda Block at Rukmini Knowledge Park, REVA University campus. It is one of the key components of REVA University, which serves as the creative platform not just to the students of Media Studies but to the entire university at large. It has state-of-the-art infrastructure with sound-proof rooms and is equipped with multicamera production facilities, a teleprompter, light units, recording equipment and editing suite. The university ensures high quality licensed software for the quality functioning of the centre. The centre is not just limited to video production and photography, but also serves as a research centre for various projects in the domain of Media Studies. Training in photography is provided to students which includes product photography, landscape/ nature photography, preparations for photo shoots and photo exhibitions. The REVA Media Centre has four prominent sections – a studio, production control room, voice booth, and a multimedia lab to train the students in creative productions thereby, supporting them develop industry skills. The in-house productions required for webinars, advertisements, live events, promotions, short films, musical albums, documentaries, etc. are done at the REVA Media Centre. The facility was open 24/7 to fulfil all the requirements of the students and staff during the Covid19 pandemic.

REVA Media Centre & its Relevance to the School of Arts, Humanities & Social Sciences

REVA Media Centre is an extremely important unit of the School of Arts, Humanities and Social Sciences. The studio provides a hands-on learning environment where students gain practical experience in various aspects of audio and video production. They learn about lighting, camera operation, sound recording, editing, and post-production techniques. This practical training equips students with the skills necessary to excel in the field of Journalism and Mass Communication. With a dedicated studio, students have access to high-quality equipment and resources, similar to those used in professional media production. They can produce professional-grade audio and video content, including news reports, interviews, documentaries, and multimedia presentations. This enables them to develop a portfolio that showcases their skills and creativity to potential employers.

REVA Media Centre facilitates the production of news bulletins and other broadcast Journalism formats. Students learn how to script, anchor, and produce news segments, gaining insights into the dynamics of television or online news production. This experience helps them understand the demands and challenges of working in a fast-paced news environment. Journalism is evolving rapidly, with multimedia storytelling becoming increasingly important. In REVA Media Centre, students can experiment with different formats and techniques to create engaging and immersive multimedia content. They can integrate visuals, audio, graphics, and interactive elements to convey stories in a compelling manner across various platforms.

The Media Centre serves as a venue for hosting guest speakers, industry professionals, and workshops related to Journalism and Mass Communication. This fosters networking opportunities for students and exposes them to real-world insights and experiences. It also allows students to engage in discussions and gain valuable perspectives from experts in the field. The studio environment encourages collaboration among students. They can work together on group projects, such as producing short films, podcasts, or live-streamed events. This collaboration fosters teamwork, communication skills, and the ability to manage projects effectively, which are essential skills in Journalism and Mass Communication.

The REVA Media Centre is an ideal space for students to conduct research and experiment with emerging technologies and trends in the field. They can explore new storytelling techniques, virtual reality (VR), augmented reality (AR), podcasting, live streaming, and other innovative formats. This encourages students to stay updated with industry advancements and adapt to the changing media landscape. The Media Centre provides students with the necessary tools, resources, and practical experience to develop their skills, explore different media formats, and prepare for careers in journalism, broadcasting, multimedia production, and related fields.

REVA Media Centre as a Support System for other Schools of REVA University

The REVA Media Centre is a popular and a greatly favoured destination for all students, faculty members, and research scholars of REVA University. REVA University, which prioritizes multidisciplinary learning and research, as against the conventional practice of working in silos, is best represented through this facility. The Media Centre supports faculty members and students from other schools in their academic and research activities which intersects with Media Studies. Individuals are supported to carry out video shoots, interviews, producing and editing of short films and documentaries, etc. which sometimes are an integral part of their projects. The Media Centre also supports extra-curricular and co-curricular activities of other schools in providing support for photography, videography, film productions,

branding videos, etc. Students and staff, interested to take their passion for learning media skills or integrating such skills in their academic and research projects are trained at the Media Centre. The REVA Media Centre also provides support to students of other colleges and universities by organizing workshops and trainings on using various equipment.

REVA Dhwani

REVA Dhwani Campus Radio is an initiative by students who are pursuing their Journalism course at School of Arts, Humanities and Social Science, REVA University. REVA Dhwani was inaugurated by the Honourable Chancellor of REVA University, Dr. P. Shyama Raju, on 26th March 2021.

REVA Dhwani is an effective medium for students and staff to get university updates while on campus. Besides entertaining programs, the Campus Radio announces important campus news related to academics, examination, extra-curricular events, sports, important events on campus, etc. Announcements on examination dates, placement opportunities, conference and event alerts help students and staff remain updated on campus news. The Campus Radio program is broadcasted in the University Campus between 5:00 PM and 6:00 PM, Monday to Friday. On certain important occasions, as per the requirement, the announcements are also made during short breaks and lunch time. Several important personalities who have visited the university have been interviewed by the student RJs. The REVA Dhwani program formats include:

Format 1: Bulletins and Interviews

Format 2: Talk Shows

Format 3: Public Awareness Campaigns

Format 4: Features

Format 5: Commercials/ Drama

REVA Dhwani is a popular program by the students, of the students, and for the students at REVA University and provides them with a real-life platform to hone their radio-jockeying skills.

Equipment and facilities at REVA Media Centre

List of equipment:

Sl. No.	Equipment/Instrument Name	Quantity
1	Canon XF 405 Professional Camcorder	1
2	Tripod	1
3	Corded mic	1
4	Portable bi color 3 point LED system	1
5	LED Monitor	1
6	8 Channel mixer	1
7	Studio Scope	1
8	4K Recorder with dual SSD Slot	1
9	Thunderbolt 2 disk dock - set of 10	1
11	Power Conditional	1
12	Microphone Cable XLR	1
13	256GB UHS-1 SDXC Memory card (Make & Model: Sandisk SDSDXG-128G-GN4IN)	1
14	Wireless Lapel microphone with receiver (Make & Model: VocoPro UHD Play-4-Four Channel UHF Headset and lapel wireless microphone package)	1
15	Height adjustable trolley with castor wheels (Lockable), Shelf to place the remote (Generic Brand)	1
16	SK B8U Roto Rolling Rack (Make & Model: SKB 1SKB-R8W)	1
17	4K Video switcher with HDMI, SDI I/O (Make & Model: BlackMagic SWATEMPSWIME4K)	1
19	Rack Plate with HDMI/SDI/Audio connector (Neutrik) integrated custom	1
20	4K HDMI Cable (2 sets) 4K HDMI Gold Plated generic brand 10 feet	2
21	Microphone Cables Connecting the dynamic mic and wireless receiver to the audio mixer	1
23	Wall plate with 10 connectors Holes, to be populated as and when required, Integrated custom	1
26	HP Z440 Workstation	10
27	HP Monitor	10
28	Sennheiser XSW D ENG Mic	2
29	AKG C417 PP Microphone	1
30	Shure VP64AI Microphone	2
31	Belden 1813A Mic Cable	1
32	Belden 1505F Cable Precision VI	1
33	Neutrik XLR 3 Pin M/F	8
34	Decimator MD-LX	1
35	CES 2 Earset	1
36	Panasonic AG-Ux90ED8 Video Camera	2
37	Kodak T540 Tripod	1


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Description of Facilities:

1. Studio

The Media Centre consists of a studio, an installation room, in which video productions take place, either for the purpose of online live production and its recording onto video tape or other media such as SSDs, or for the acquisition of raw footage for post-production. REVA Media Centre Studio is designed with acoustic, to avoid noise. The Studio is connected to PCR (Production Control Room) via 'talkback' or an intercom. The Studio floor has the following installations:

- i) Decoration or sets
- ii) Professional video camera (sometimes one, usually several), typically mounted on pedestals
- iii) Microphones and fold-back speakers
- iv) 3-point lighting, rigs, and the associated Lighting Control Console
- v) Video monitors for visual feedback from the PCR
- vi) Small public address system for communication
- vii) Glass window between the PCR and studio floor for visual contact

2. Production Control Room

This area is the heart of the REVA Media centre. It is here that the production is controlled, and the operations directed. In this room, programme and technical staff watch a series of preview monitors and the output of the vision mixing desk, which appears on the 'output' monitor. This is the studio output, which passes to the online distribution. The programme sound is heard over a nearby loudspeaker. Desk 'talkback microphones' pass instruction and guidance to the studio floor.

3. Video Editing Section

This section facilitates the processing of raw footage. Computers loaded with Adobe package help process the video with trimming, clip to clip edit, colour corrections, adding graphics and animations, titling, adding video transitions etc.

4. Sound Booth

This section of the facility helps get away from noisy settings for the audio recordings, phone in programs and podcasts. It is made with sound barrier materials and connected with XLR to the PCR.

REVA Media Centre In-Charges and their Roles and Responsibilities

1. **Studio Manager:** The studio manager oversees the overall operations of the Media Centre. The responsibilities include:
 - Managing the studio's resources, including equipment, facilities, and scheduling.
 - Ensuring adherence to safety protocols and studio guidelines.
 - Supervising studio staff, technicians, and student workers.
 - Handling budgeting, procurement, and maintenance of equipment.
 - Collaborating with instructors and faculty to support academic programs and student projects.
 - Providing training and guidance to students and staff regarding studio procedures and equipment operation.
 - Resolving any technical issues or equipment malfunctions.
2. **Studio Technicians:** Studio technicians provide technical support and assistance in the audio-visual studio. Their responsibilities include:
 - Setting up and operating audio-visual equipment for various productions and projects.
 - Assisting students and faculty members with equipment selection and setup.
 - Troubleshooting technical issues and providing solutions.
 - Maintaining and repairing equipment as needed.
 - Assisting with post-production tasks, such as editing, sound mixing, or video encoding.

- Training and supervising students in the proper use of equipment and software.
3. **Instructors or Faculty Advisors:** Instructors or faculty members have responsibilities in the audio-visual studio, particularly for projects directly associated with academic programs. Their roles include:
- Developing and teaching courses related to audio-visual production, filmmaking, or multimedia.
 - Providing guidance and mentorship to students working on studio projects.
 - Assessing and evaluating student work and providing feedback.
 - Collaborating with the studio manager and technicians to ensure that the studio meets academic needs.
 - Promoting best practices and industry standards in audio-visual production.
4. **Production Assistants or Student Workers:** There are student workers or production assistants who assist in various aspects of studio operations. Their responsibilities include:
- Assisting with equipment setup and breakdown for studio sessions or productions.
 - Managing equipment check-out and return processes.
 - Maintaining inventory and organizing cables, accessories, and other studio resources.
 - Supporting instructors, technicians, and students during studio sessions or projects.
 - Following studio guidelines and safety protocols.

Guidelines for usage of the Media Centre

When working in REVA Media Centre, the following guidelines are important to follow in order to ensure a smooth and efficient workflow:

Do's:

- Plan and prepare: Have a clear understanding of the project requirements, scripts, and equipment needed before starting any work. Create a production schedule and allocate sufficient time for each task.
- Test equipment: Always check the functionality of cameras, microphones, lighting, and other equipment before the actual recording or production session. This helps avoid technical issues during the shoot.
- Use proper lighting: Lighting is crucial for creating a visually appealing scene. Learn about different lighting techniques and experiment with them to achieve the desired effect. Ensure that the lighting is evenly distributed and appropriate for the setting.
- Set up a good audio system: Position microphones correctly to capture clear and balanced sound. Consider using a separate audio recorder to achieve the best audio quality possible.
- Monitor audio levels: Continuously monitor audio levels during recording or playback. Ensure that the levels are not too high (causing distortion) or too low (resulting in inaudible sound).
- Keep the studio organized: Maintain a clean and organized studio space. Keep back the equipment at the right place once the work is over.
- Communicate effectively: Establish clear communication channels with the crew and talent. Use headsets or intercom systems to relay instructions, cues, and other important information.
- Backup files: Regularly back up all the media files and project data. Store backups in separate locations to prevent data loss due to equipment failure or accidents.
- Review and edit: After recording, review the footage and audio carefully. Make necessary edits, including removing mistakes, enhancing visuals, and optimizing sound quality, to create a polished final product.
- Learn from each project: Continuously improve your skills by analyzing each project's strengths and areas for improvement. Seek feedback from peers to enhance future productions.

Don'ts:

- Don't rush: Take your time to set up and prepare properly. Rushing can lead to mistakes and compromise the quality of the final product.
- Don't neglect audio quality: Poor audio can ruin an otherwise great video. Pay equal attention to capturing high-quality sound as you do to the visual elements.
- Don't rely solely on automatic settings: While modern equipment offers convenient automatic settings, it's important to have a good understanding of manual settings as well. Manual adjustments allow for greater control over the outcome.
- Don't overlook safety: Ensure that the studio environment is safe for everyone involved. Secure cables to avoid tripping hazards, handle equipment carefully, and follow safety guidelines for electrical connections.
- Don't neglect maintenance: Regularly clean and maintain your equipment to prolong its lifespan and ensure optimal performance. Follow the manufacturer's guidelines for maintenance and servicing.
- Don't forget to plan for contingencies: Anticipate potential issues and plan for contingencies. Have backup equipment available, as well as alternative shooting locations or schedules in case of unforeseen circumstances.
- Don't neglect talent direction: Provide clear instructions and guidance to talent to help them deliver their best performance. Offer constructive feedback and create a comfortable and supportive environment.
- Don't ignore copyright and licensing: Respect copyright laws and licensing agreements when using music, visuals, or other copyrighted material. Obtain necessary permissions or use royalty-free resources to avoid legal issues.
- Don't neglect post-production: Post-production is a crucial part of the audio-visual process. Allocate sufficient time for editing, colour grading, sound mixing, and other post-production tasks to enhance the final product.

Instructions for students

1. Obtain proper training: Before using any equipment or entering the audio-visual studio, make sure you receive appropriate training from qualified instructors. Learn about the studio's guidelines, safety protocols, and equipment operation.
2. Respect studio rules: Familiarize yourself with the studio's specific rules and regulations. Follow them diligently to maintain a safe and productive environment for yourself and others.
3. Schedule studio time: Check with the studio manager or relevant authorities to schedule your studio time in advance. Respect the allotted time and ensure that you're not disrupting others' schedules.
4. Handle equipment with care: Treat all studio equipment with care and respect. Follow instructions for setting up, using, and storing equipment properly. Avoid mishandling or damaging any gear, as it may affect other students' work or incur financial consequences.
5. Use headphones when required: If headphones are provided for monitoring audio, use them appropriately during recording or playback to avoid disrupting others in the studio. Adjust volume levels to a reasonable level to prevent hearing damage.
6. Clean up after yourself: Footwear should be kept outside the REVA Media Centre. Always clean up the studio space after you finish your work. Put away equipment, cables, and accessories in their designated places. Remove any trash or personal belongings from the studio area.
7. Seek assistance when needed: If you encounter any technical issues or are unsure about operating certain equipment, don't hesitate to seek help from a studio supervisor or technician. It's better to ask for assistance than risk causing damage or wasting time.
8. Collaborate and communicate: If you are working with other students or a team, maintain effective communication throughout the project. Clearly convey your ideas, needs, and expectations. Listen actively and respect others' opinions and contributions.
9. Plan and prepare in advance: Before entering the studio, have a clear plan for your project. Prepare scripts, shot lists, and any required resources ahead of time. This will help optimize your studio time and ensure a smooth workflow.
10. Follow copyright guidelines: Respect copyright laws and licensing agreements when using music, images, or other copyrighted materials in your projects. Use royalty-free resources or obtain proper permissions when necessary.


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11. Save and backup your work: Regularly save and backup your project files to prevent data loss. Use external storage devices or cloud-based platforms to keep multiple copies of your work in case of accidents or equipment failures.
12. Learn from mistakes: If you make mistakes or encounter challenges during your studio work, view them as learning opportunities. Reflect on what went wrong and how you can improve in the future. Seek feedback from instructors or peers to enhance your skills.

Remember, the REVA Media Centre is a valuable resource, and by following these instructions, one can make the most of one's time and gain valuable experience in the amazing domain of Media Studies.

Media Centre



GPS Map Camera



Google

Bengaluru, Karnataka, India

Reva University Swami Vivekananda Block,
67/A, SH 104, Srinivasa Nagar, Bengaluru,
Karnataka 560064, India

Lat 13.114945°

Long 77.634645°

21/02/23 12:41 PM GMT +05:30



GPS Map Camera



Google

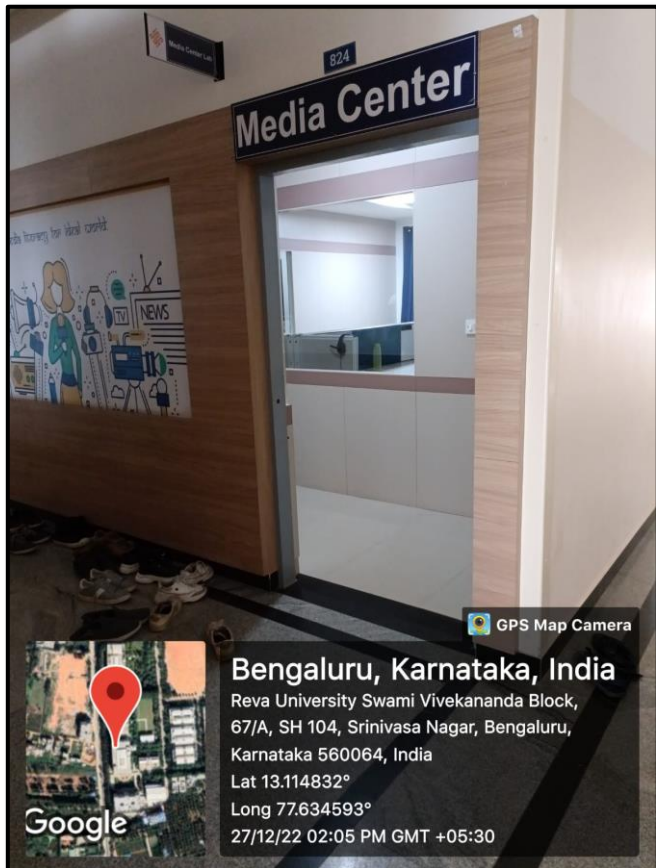
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4J8M+2X2, Srinivasa Nagar, Bengaluru,
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Lat 13.114958°

Long 77.634709°

28/12/22 03:15 PM GMT +05:30



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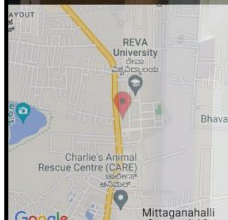
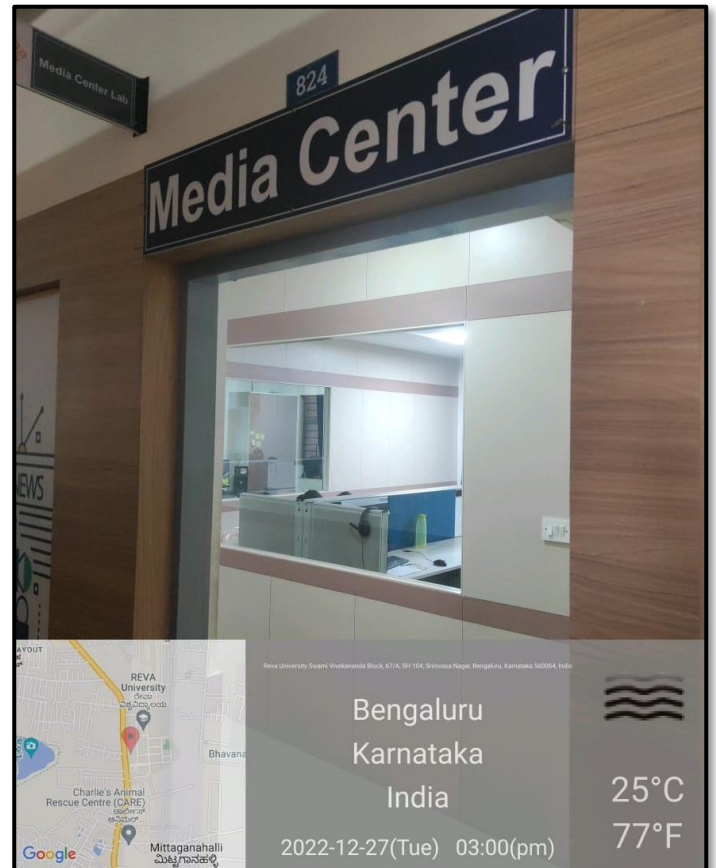
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Lat 13.114832°

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India

2022-12-27(Tue) 03:00(pm)



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77°F

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Control Room



 **GPS Map Camera**



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Media Lab Equipments

SENNHEISER
WIRELESS MIC



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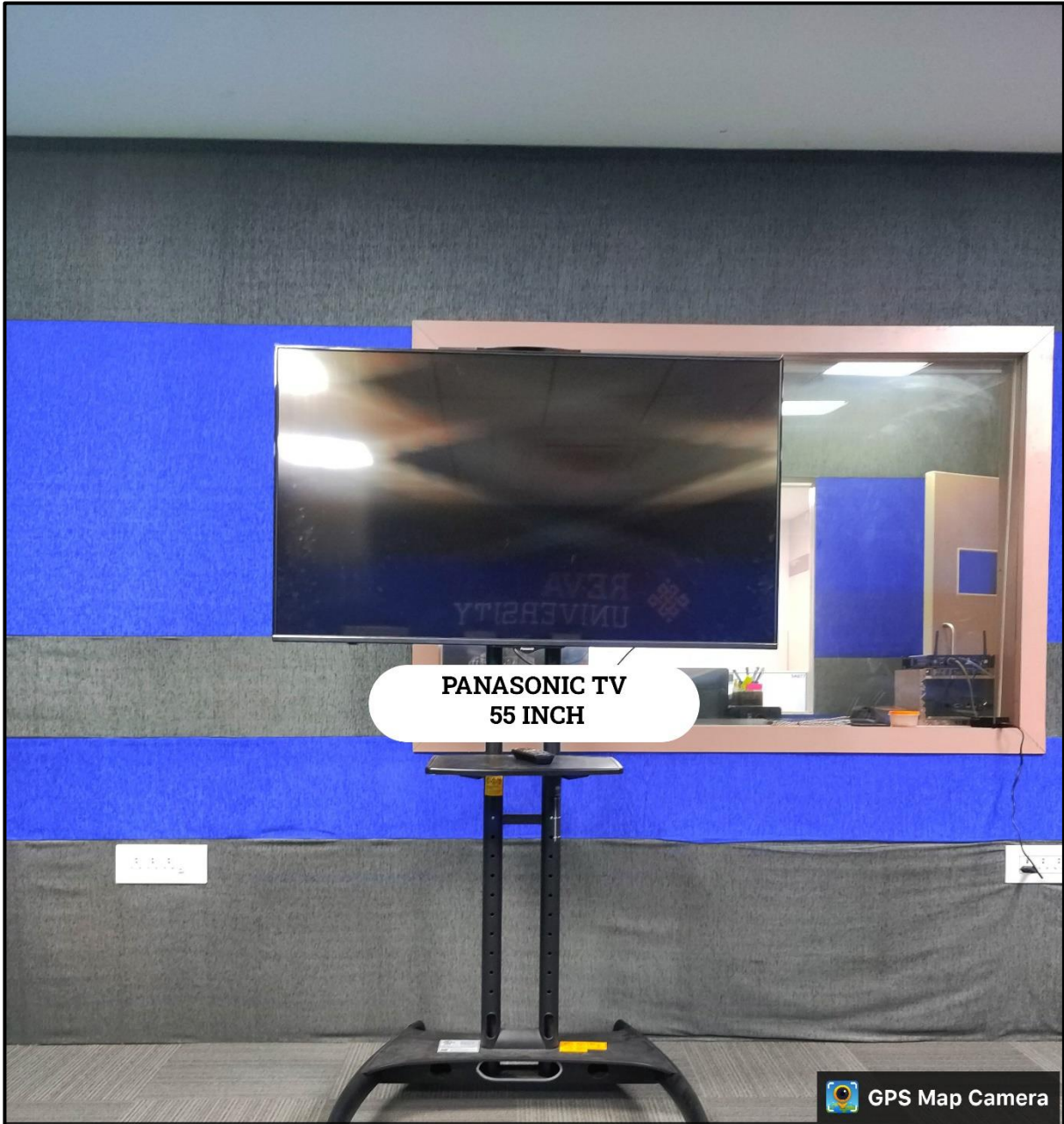
**SDI TO AUDIO
CONVERTOR**



 GPS Map Camera

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**PANASONIC TV
55 INCH**

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MIC



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**MEMORY CARD
AND SSD**



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HDMI TO SDI CONVERTOR



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HDMI CABLES



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GREEN SCREEN

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**BLACK MAGIC 8 CAMERA
MIXING UNIT**



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Lat 13.114957° Long 77.634594°
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AUDIO CABLES



 GPS Map Camera

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AKG LAPEL MIC



 GPS Map Camera

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AKG LAPEL MIC



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8 CHANNEL AUDIO MIXER



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8 CHANNEL AUDIO MIIXER



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Nagar, Bengaluru, Karnataka 560064, India
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4 Channel Wireless Audio Device



 GPS Map Camera

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4 Channel Wireless Audio Device



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**3-POINT LIGHT BATTERIES
WITH CHARGER**



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3 POINT LIGHTING

Three-point lighting is a traditional method for illuminating a subject in a scene with light sources from three distinct positions. The three types of lights are key light, fill light, and backlight.

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LIGHT 01

LIGHT 02

LIGHT 03

 GPS Map Camera

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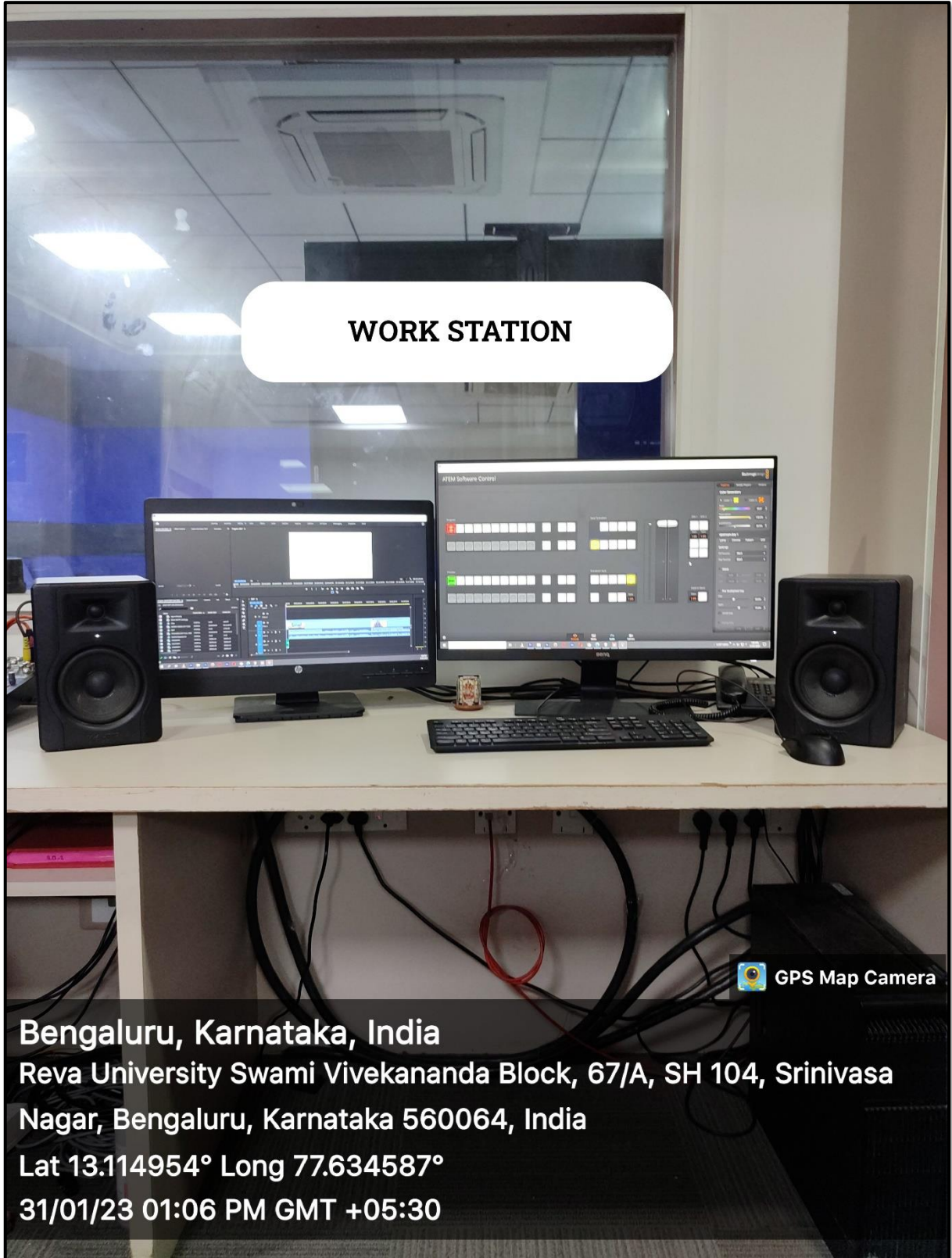
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WORK STATION



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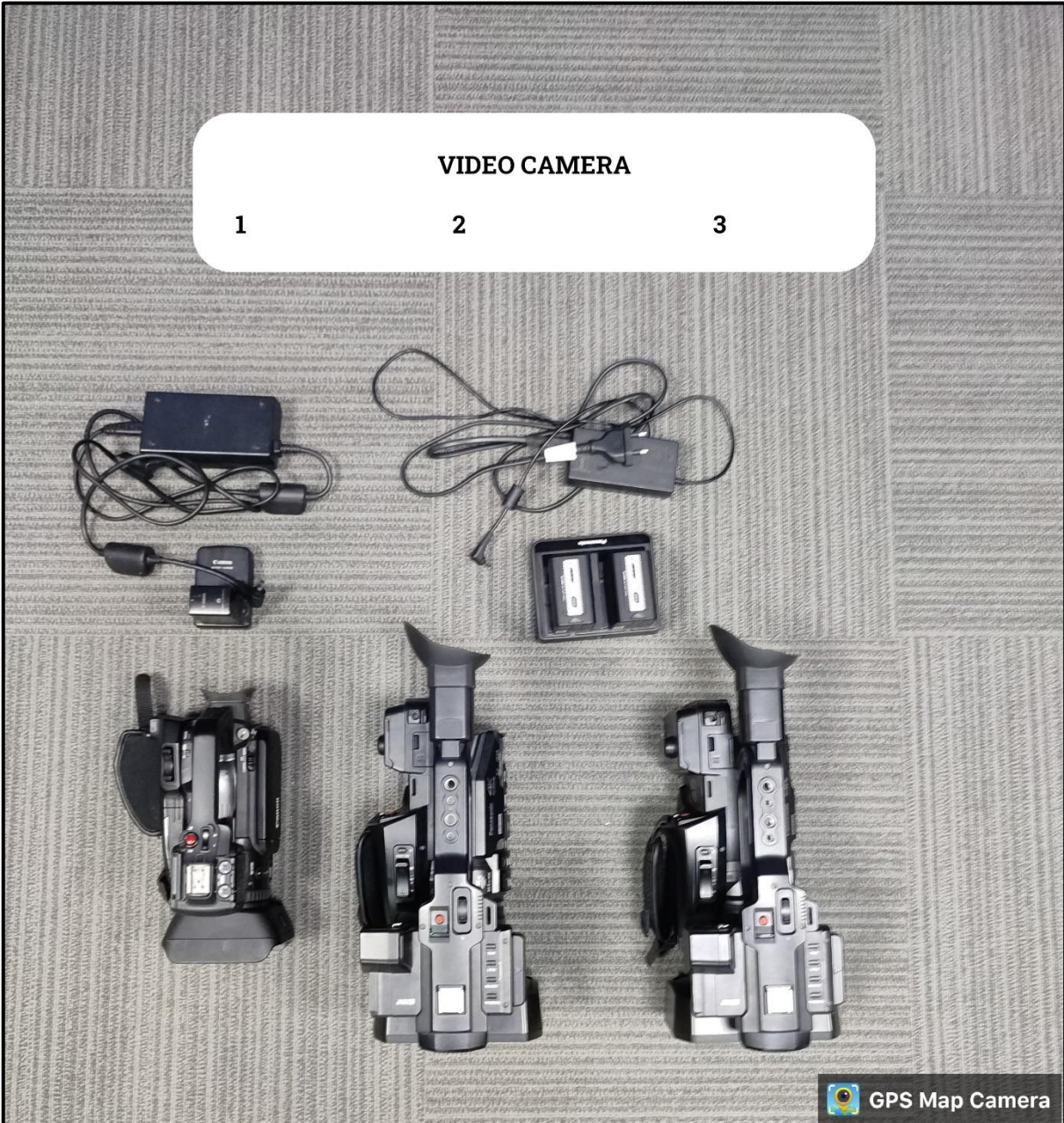
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VIDEO CAMERA

1

2

3



 GPS Map Camera

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1 TRIPOD 2

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TELEPROMPTER

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**TALK BACK
EARPHONE**



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Bengaluru, Karnataka, India

**Reva University Swami Vivekananda Block, 67/A, SH 104, Srinivasa
Nagar, Bengaluru, Karnataka 560064, India**

Lat 13.114972° Long 77.634603°

31/01/23 10:53 AM GMT +05:30


Registrar

Registrar
REVA University
Bengaluru - 560 064



1 STUDIO LIGHTS 2

GPS Map Camera

Bengaluru, Karnataka, India
Reva University Swami Vivekananda Block, 67/A, SH 104, Srinivasa
Nagar, Bengaluru, Karnataka 560064, India
Lat 13.114959° Long 77.63461°
31/01/23 10:55 AM GMT +05:30

**SONY CAMERA
MIRROR LESS**



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Reva University Swami Vivekananda Block, 67/A, SH 104, Srinivasa

Nagar, Bengaluru, Karnataka 560064, India

Lat 13.114971° Long 77.634609°

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Lecture Capturing System:

REVA University has an efficient LCS in place which takes care of the process of recording of lectures as videos to ensure that they are made available to students to review after class. A set of classrooms have the equipment in place for the LCS.

REVA uses Impartus Web Application - a video-based learning platform that enables educators to capture, edit, and distribute content. It provides students the deeper understanding of their topics as they review classroom content at any time, from anywhere. Professors can flip classrooms and keep students engaged with the contextually relevant content. Administrators can serve more students with existing resources while improving outcomes for all.

The platform of Impartus Web Application is designed around real users and real learning needs, with robust security features to protect your identity. Few unique features of the Impartus Web Application include automated lecture capture, remote access, live streaming, attachments, notes, video editing, bookmarks, search, playlist, and so on.



 GPS Map Camera



Bengaluru, Karnataka, India

Rukmini Knowledge Park, Kattigenahalli, 4J8M+7VQ, SH 104,
Srinivasa Nagar, Bengaluru, Karnataka 560064, India

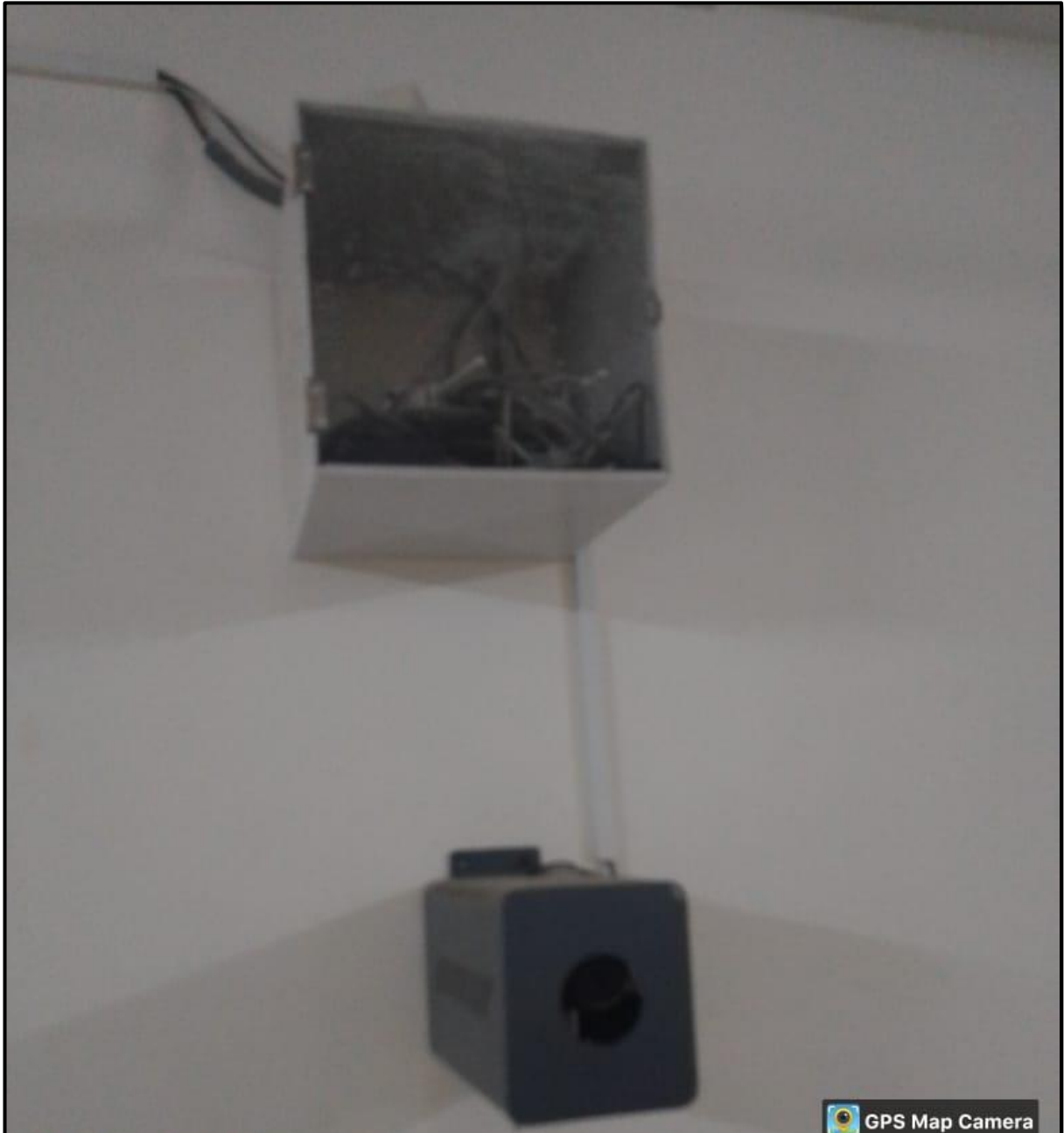
Lat 13.11582°

Long 77.634552°

19/05/23 05:26 PM GMT +05:30



Bengaluru, Karnataka, India
Rukmini Knowledge Park, Kattigenahalli, 4J8M+7VQ, SH 104,
Srinivasa Nagar, Bengaluru, Karnataka 560064, India
Lat 13.115854°
Long 77.634561°
19/05/23 05:24 PM GMT +05:30



GPS Map Camera



Bengaluru, Karnataka, India

Rukmini Knowledge Park, Kattigenahalli, 4J8M+7VQ, SH 104,


Srinivasa Nagar, Bengaluru, Karnataka 560064, India

Lat 13.115836°

Long 77.634538°

19/05/23 05:26 PM GMT +05:30



 GPS Map Camera



Google

Bengaluru, Karnataka, India

Rukmini Knowledge Park, Kattigenahalli, 4J8M+7VQ, SH 104,

Srinivasa Nagar, Bengaluru, Karnataka 560064, India

Lat 13.115837°

Long 77.634531°

19/05/23 05:24 PM GMT +05:30


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REVA University
Bengaluru - 560 064



GPS Map Camera



Bengaluru, Karnataka, India

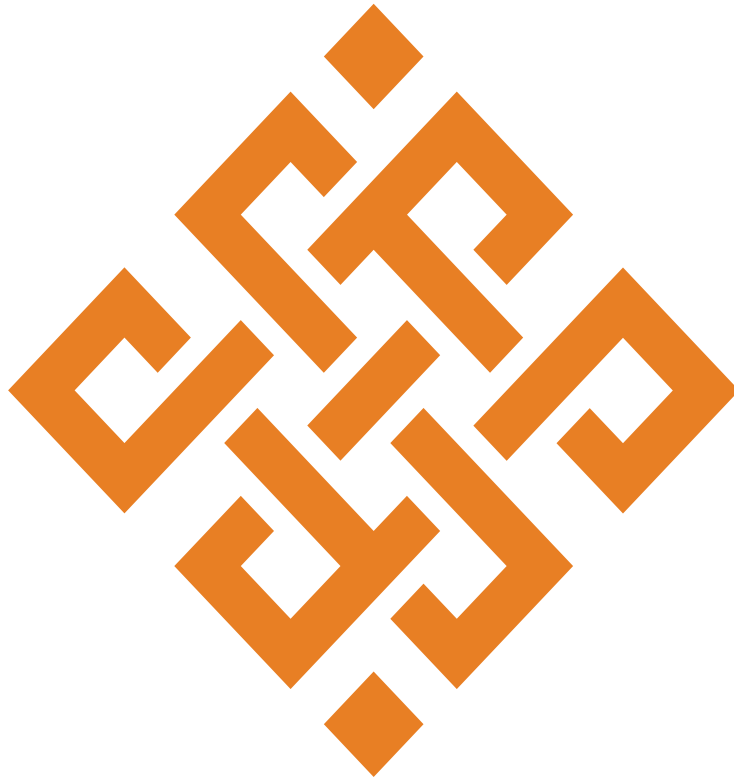
Reva University Sir. M.v Block (Civil & Mechanical Block),

Srinivasa Nagar, Bengaluru, Karnataka 560064, India

Lat 13.11557°

Long 77.634574°

19/05/23 05:32 PM GMT +05:30



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