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The Daily Star

DHAKA, FRIDAY, JANUARY 13, 2017

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## PICKING UP VIDEOGRAPHY

The modern era is all about acquiring and perfecting creative skill sets, particularly to prepare for the rapidly advancing tech dimension to almost any on-demand job. One such flourishing cult is the video production scene. With news agencies, TV networks, YouTubers, music video producers, traditional and digital advertisers churning out video content, the demand for this talent is on the rise. You could be making anything from documentaries and short films to comedy skits and animations. From recording the right moment to editing, video production is a vast subject and it is quite natural for a beginner to feel lost. Here are a few pointers on how you should go about it.

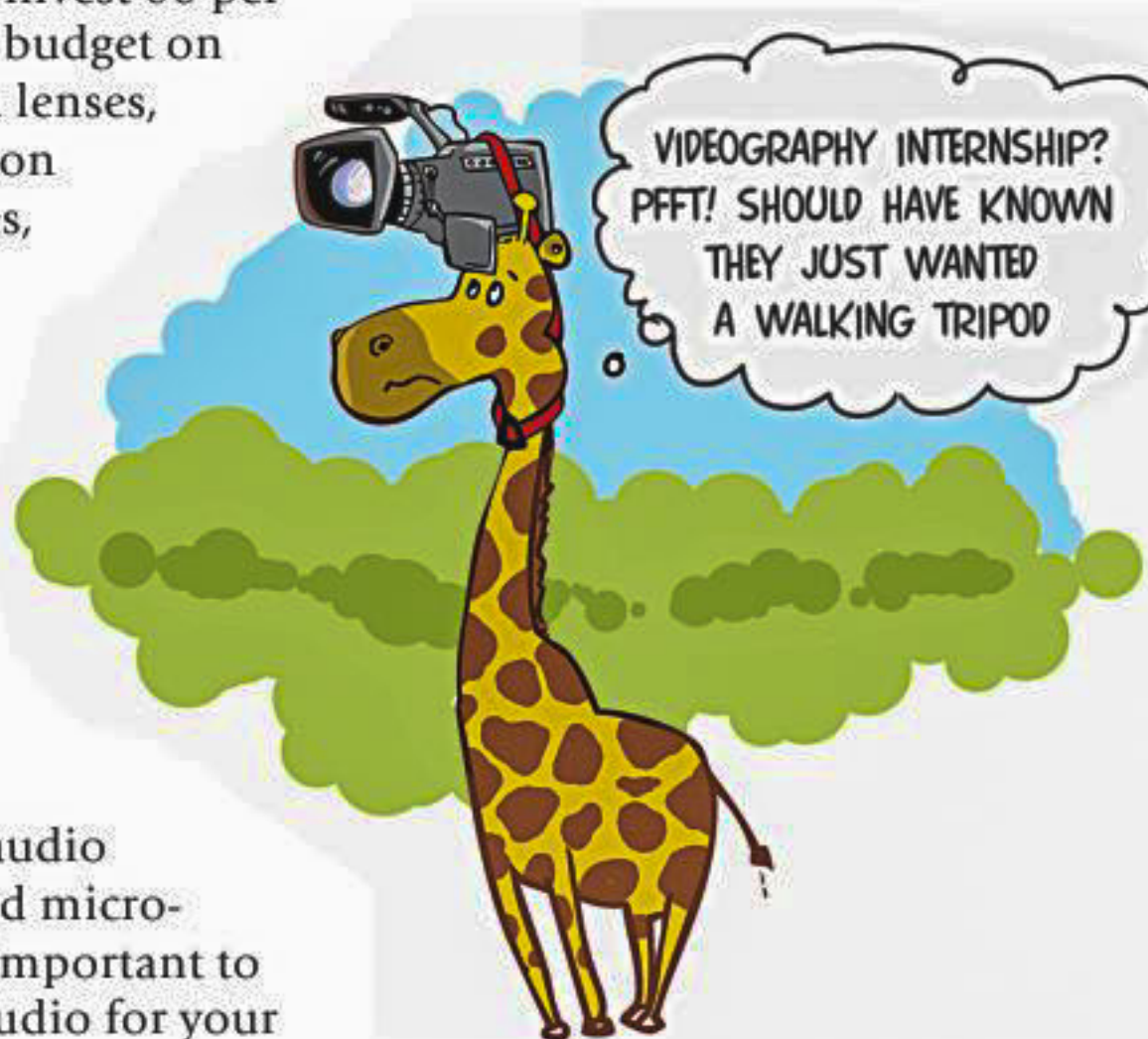
### EQUIPMENT NEEDED

To achieve polished production quality, you need proper audio, lighting, stabilisation, camera movements, and good editing. Absolute beginners just need a good laptop/PC and a good DSLR or a good smartphone camera to set sail. If you want to delve deeper into perfecting the skill instead of just being a dilettante, a rule of thumb would be to invest 60 percent of your budget on cameras and lenses, and the rest on microphones, audio recorders, lighting equipment, tripods and other camera support gear.

External audio recorders and microphones are important to get proper audio for your

video as built-in ones are usually never good. Proper lighting equipment is also important. LED video lights are quite affordable and portable. Lastly, you'll also require proper support for your camera. A shaky footage screams amateur. Start with a tripod and then look into investing further in monopods, sliders, and stabilisers, according to your need. Quite obviously, the requirements will vary from project to project.

VIDEOGRAPHY INTERNSHIP?  
PFFT! SHOULD HAVE KNOWN  
THEY JUST WANTED  
A WALKING TRIPOD



### INITIAL BUDGET REQS

This depends largely on the kind and range of video you are working on. If it's a personal project, smartphones along with a small gorilla tripod is enough. If you are editing videos only, all you need is a computer capable enough to run Premiere Pro or other video editing software. For a shooting-based or all-around video production, a decent DSLR body costs up to BDT 80,000-90,000, while two basic lenses will cost BDT 15,000-20,000. A basic "shotgun" microphone costs BDT 3,500; video tripods range between BDT 4,500-5,000; and lighting equipment will cost up to BDT 14,000. Again, these are very rough figures and the actual depends on the scale and purpose of your video project.

### WHERE AND HOW TO PRACTICE

There basically are four levels of or scopes of video-making: pre-production/storyboarding/scripting, production (video/audio recording), post production (video & sound-editing, animation) and distribution (social media publishing, boosting, PR). One can contribute at any level depending on the skills he/she has.

Intrinsic to your learning is the ability to imagine, create and tell a story through your videos. To perfect the art of videography, experimentation is the only way to go. Assign yourself a video project and try refining it. Social media apps including YouTube, Facebook, and Instagram are a great platform to showcase your work and get feedback.

A more formal approach would be to apply as an intern for a video production company. Firsthand experience of seeing how professionals work would



surely give you a head-start. There are plenty of online news agencies, production companies, wedding photography organisations and even new startups such as Real Chamak, who take interns depending on the projects in hand.

A very important factor that people often miss out is the power of collaborating with others. Be it clients or other team members, collaborating will help you learn from your mistakes and identify your weak points. No matter how hard it is to find a mentor or critic, the effort will help you learn to welcome criticism from others and work on your weak areas instead of getting frustrated.

### BASIC SKILLS

To begin with, you must have basic knowledge about operating cameras—particularly DSLRs, cinematography, photography and video editing. While YouTube and other online resources have the nitty-gritties covered for you, courses from Pathshala or Alliance Francis may be better if you are willing to spend a bit of money and want professional help.

Software like Adobe Premiere Pro and Sony Vegas Pro on Windows are a must-have for video editing, while animation and graphics will require software like After Effects. If you're a Mac user, you have the advanced software Final Cut Pro to get at it. For those wanting to excel, Adobe Creative suite is going to be your best friend and you can find it in any DVD store for about BDT 60. However, theoretical knowledge can only take you so far; ultimately you'd need to practice the art itself.

### STUMBLING BLOCKS

Technical difficulties will bog you down now and then. This is just something you'll have to work through. Start with your phone if your pocket doesn't initially support it. Besides budget constraints, getting your hands on the appropriate gear to deliver "quality" videos can be difficult. However, it can often be bypassed by borrowing and renting equipment. Learning and perfecting videography is an extensive process. Go for it only if you have the patience and persistence required. That being said, you must know how big a bite you can take—start small before going for the big ones. You will also have to keep upgrading yourself with all the latest features and technicalities through YouTube videos or other online tools. But as you get better and better, you will surely realise that the effort was completely worth it.

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## BANKCOMPAREBD A financial revolution in the making

Business today is all about bringing unconventional solutions to the market. Joining this bandwagon is Bankcomparebd, an online portal dedicated to provide an all-round database that helps Bangladeshi consumers make well-informed choices for their various financial needs.

### HOW IT WORKS

The company officially launched its website in late 2015 and has ever since been working on introducing newer features to make the portal more user-friendly. The notion that sparked the formation of this portal was to address the acute complexities that commoners in this country face while opting for loans, deposits, credit cards or any other banking service. Most of us have always resorted to our few known contacts whenever in financial need; neither did we have a comprehensive and authentic idea of the most affordable rates available in the market for our desired loan amount. In this regard, Md. M A Maruf Taufiq, the Chief Information Officer (CIO), says, "We see consumers as the ultimate beneficiaries. Root-level marketing agents of retail banks are unfortunately failing to connect well with loan seekers. The hidden charges associated with any financial service, especially loans, are not being communicated to the clients."

Moreover, people mostly have a clouded perception of the eligibility criteria for getting loans or credit cards since they rely on secondary sources or "trusted" acquaintances for their knowledge of the same. Taufiq explains, "Not everyone applying for a loan is eligible. Different banks have different terms and conditions and not promoting these on a mass scale creates confusion among clients. They end up conceiving the whole loan-taking process as one involving convoluted and lengthy paper work. But we have an in-house R&D department, which is working to ensure that complete information on the Product Proposal Guide (PPG) for each bank is available to consumers." The company claims that people will not have to physically move to branches for the documentation process. "Bank agents will go to your provided address and collect your documents. After banks have verified these and the loan is thus disbursed, the agents will again visit you to provide your cheque so you can collect the money," affirms the CIO.

The website, if you look it up, already has separate sections for different banking services which include detailed calculations to help you decide on the best rate for your desired loan and the most favourable return on your fixed deposit. They also have an in-depth credit-card comparison section in the making that they claim is "more advanced than that of India's BankBazaar.com".

### A ROUGH JOURNEY

Setting up an online platform with such intensive focus on acquiring authentic banking information isn't free from challenges. The company had to attend to multiple prank calls initially—many went around testing whether Bankcomparebd was actually real. Masud Al Mehdi, the Chief Operating Officer (COO) mentions that it was "disturbing" at first. Building trust among people was a hurdle they gradually managed to overcome, as such calls have now declined and they attend around 1,000 genuine client calls per day at their 24x7 call centre.



It wasn't easy to convince the other end either—banks too were hesitant at first, partially because they were now under direct pressure to state the accurate rates. But such qualms were eventually gone as banks realised the greater social good for the consumers. The company even shifted their office from Uttara to Gulshan to come within closer proximity to the majority of financial institutions.

The executives at Bankcomparebd also had to be trained to have complete knowledge of the product guides of as many banks as possible. Hence, the founders underwent a good deal of investment and negotia-

tion in order to gain the trust of the institutions as well as the consumers.

What's more, banks are really appreciating Bankcomparebd now as it is helping them become more cost effective. Banks typically have to incur extra costs on marketing agents who look around for loan requirements from eligible clients. This is a very uncertain and time-consuming process. But the company is proving to be a more efficient alternative at meeting loan targets of banks. The company is also open to any competition in the market because their key vision is to relieve customers of their difficulty in accessing banking services.

The company gained recognition particularly through Facebook and other social media, as well as word of mouth. References from banks and early callers all contributed in spreading the word. "We didn't go for mass scale advertising through TVCs and such as we still don't have the capacity to handle so many calls. We're proceeding step-by-step, and are quite happy with our current success rate. For instance, we hit a 69 percent positive rate with Standard Chartered and signed a Memorandum of Understanding with them," says the COO.

### LONG-TERM PLANS

The folks at Bankcomparebd are working day and night to add exhaustive features to the website. Working jointly with the banks, they wish to revamp the retail banking scenario so that consumers have hassle-free access to loans, debit/credit cards and other services. Keeping with their social target, they want to educate people financially and make them more aware of what "money management" means. To do so, they are setting up a studio in their office where live financial videos will be forecast and other informative videos will be made. Bank personalities and other authentic speakers will be directly conducting these videos so that people get a concrete and real idea of different types of banking services in detail. Moreover, they wish to introduce insurance comparison features in their website. All in all, Bankcomparebd is leaving no stone unturned to ensure that their social motive is met.

HALIMA SADIA

### Learn video making with these cool YouTube channels

#### FILM RIOT

Film Riot focuses on many different parts of filmmaking. The channel has videos that will help you to fine-tune your story, and help you to understand how to tell a better story using colour and frames. There are useful DIY videos carved out for the geeks for filmmakers on a budget as well as product reviews and post-processing tutorials on fancy special effects.

#### DSLRLGUIDE

DSLRLGuide breaks down the aspects of cinema and helps you to get a better understanding of the frame suitable for your scene. The channel focuses on the importance of light, sound and colour-grading to get a text-book shot. There are videos on budget techniques using natural light and sound to compose shots that otherwise would require professional gear for similar results.

### Seminar on Career Prospect in VLSI Industries



Chief guest Prof. Dr. Saiful Islam, Vice Chancellor of BUET, receives the crest from DBL Group's Managing Director & Group CEO, M.A. Jabbar

Neural Semiconductor, a concern of DBL Group partnered with the Department of Electrical & Electronic Engineering (EEE), BUET to organise a seminar titled Career Prospect in VLSI Industries on January 10, 2017. Students from EEE Department of BUET and other reputed universities who want to build their career in Very-Large-Scale Integration (VLSI) industries, attended the seminar. Prof. Dr. Saiful Islam, Vice Chancellor of BUET was present as Chief Guest of the seminar along with other distinguished guests including teachers of EEE and other Departments of BUET. Among guest speakers, there were M.A. Jabbar, Managing Director & Group CEO of DBL Group, Dr. Rabiul Islam, Senior Technical Manager, High Performance Computing Program, TSMC Technology, USA and Anil Sabbavarapu, Hardware Architect (SOC Power Management), Intel, Texas, USA.