

UNIVERSITÉ DE YAOUNDÉ II



UNIVERSITY OF YAOUNDE II

École Supérieure des Sciences et
Techniques de l'Information et
de la Communication



Advanced School of Mass
Communication

INTERNSHIP REPORT

**Academic internship report carried out at TAKOV
STUDIOS from July 5th 2022 to September 5th 2022**

Presented for the partial fulfillment of the requirements of the Degree in Mass
Communication

Option : Publishing and Graphic Arts

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DISCLAIMER

The University of Yaounde II does not give any approbation to the opinions in this technical file. These opinions mentioned in this document are entitled to the author.

DEDICATION

To my lovely mother and sister.

ACKNOWLEDGMENTS

Before any further progress of this work, we wish to address our warmhearted acknowledgments to firstly:

- God Almighty for being with us throughout the period of internship;
- The Director of ASMAC, Professor Alice Nga Minkala as well as all the administrative and teaching staff, who made us acquire the best training for in the professional and social world;
- The Director of Takov Studios, Mr. Takov Handson, for the privilege to carry out our academic internship within his structure for supervising our work, for his welcome, his availability and shared knowledge;
- A classmate Kindzeka Gilad Njong for working hand in hand with me throughout all the tasks carried out during the internship.

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ABBREVIATIONS

- **ASMAC:** Advanced School of Mass Communication
- **CAAFAS:** Cameroon Academy Arts Film Award
- **CEO:** Chief Executive Officer
- **CGI:** Computer Generated Images
- **CRTV:** Cameroon Radio Television
- **EP:** Extended Play
- **Ets:** Establishment
- **JADIA:** Just Another Day In Africa
- **TV:** Television
- **VFX:** Visual Effects

LIST OF ILLUSTRATIONS

- Geographical location of Takov Studios from google maps
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INTRODUCTION

In order to provide an absolute and quality training to its students, the Advanced School of Mass Communication has programmed at the end of each academic year, an internship in a company in relation with the field and domain of the student with the aim of permitting them put into practice the knowledge acquired throughout the academic year and at the same time to become familiar with the professional environment. At third year, we are concerned with the active participation course. As interns we are called to integrate components of the company such as its identity, its culture, its organization, its actors and its activities. From the 05th of July to the 30th of September 2021, we carried out our participation internship within Takov Studios (Cameroonian Film Production House specialized in documentaries). Given our choice of specialization in the Publishing field which is cinematography, we chose this structure. A choice that is made for several reasons, namely: the professionalism of the structure, the previous successes of its films, and the structure being in perfect harmony with our future aspirations. The writing of this report was possible thanks to all the knowledge acquired throughout the months spent at Takov Studios allowing us to acquire knowledge and touch with our finger tips the practical realities of the role of a publisher in cinematography received at school. In order to properly present our internship report, it has been organized into three (03) main parts, namely the presentation of the company, the course of the internship, and its evaluation comprising of the contributions, the difficulties encountered, the remarks and the suggestions.

PART I:
PRESENTATION OF TAKOV STUDIOS

1. HISTORY OF TAKOV STUDIOS

Takov Handson began as a freelance producer and actor in 2012. After the failure of several movie productions. Takov and 4 other partners came together and produced the movie Damaru, Nights in the grass fields in 2012 under the Fame Movies as their new production house. The production house was founded by Takov Handson, Wirngo Elvis, Neville Vipo, Fontan Emmanuel and Gola Pavel. They produced the next four (4) movies with Handson as the executive producer owning 50% shares of the movies in 2015. The prominent movies of those four (4) were Thieves and Dead Dream. The production house A-Films owned by Akene Muna was involved in the four (4) movies as co-producers.

By the year 2016, Vipo Neville left and established his own production house. Emmanuel and Handson financed Rigmarole, a movie of 30mins portraying the lifestyle of university student life. They both tried selling the movie in to CRTV, Canal 2 movies, CMTV and other online movie platforms but to no avail. At the end of the day the movie was broadcasted almost for free on local channels in exchange of free adverts.

In 2017, the name of the production was changed in Legacy Home Entertainment and they produced The Cure, their first feature film of 52 mins fully financed by Takov Handson. The premier was done in 2019 at Hotel La Falaise in Yaounde. The success of the movie made CRTV, Yabadoo, Côte Ouest buy copies of the film in the two (2) official languages. This movie was the 2nd feature film broadcasted by CRTV. Legacy Home Entertainment was made a legal company and paid tax as other companies.

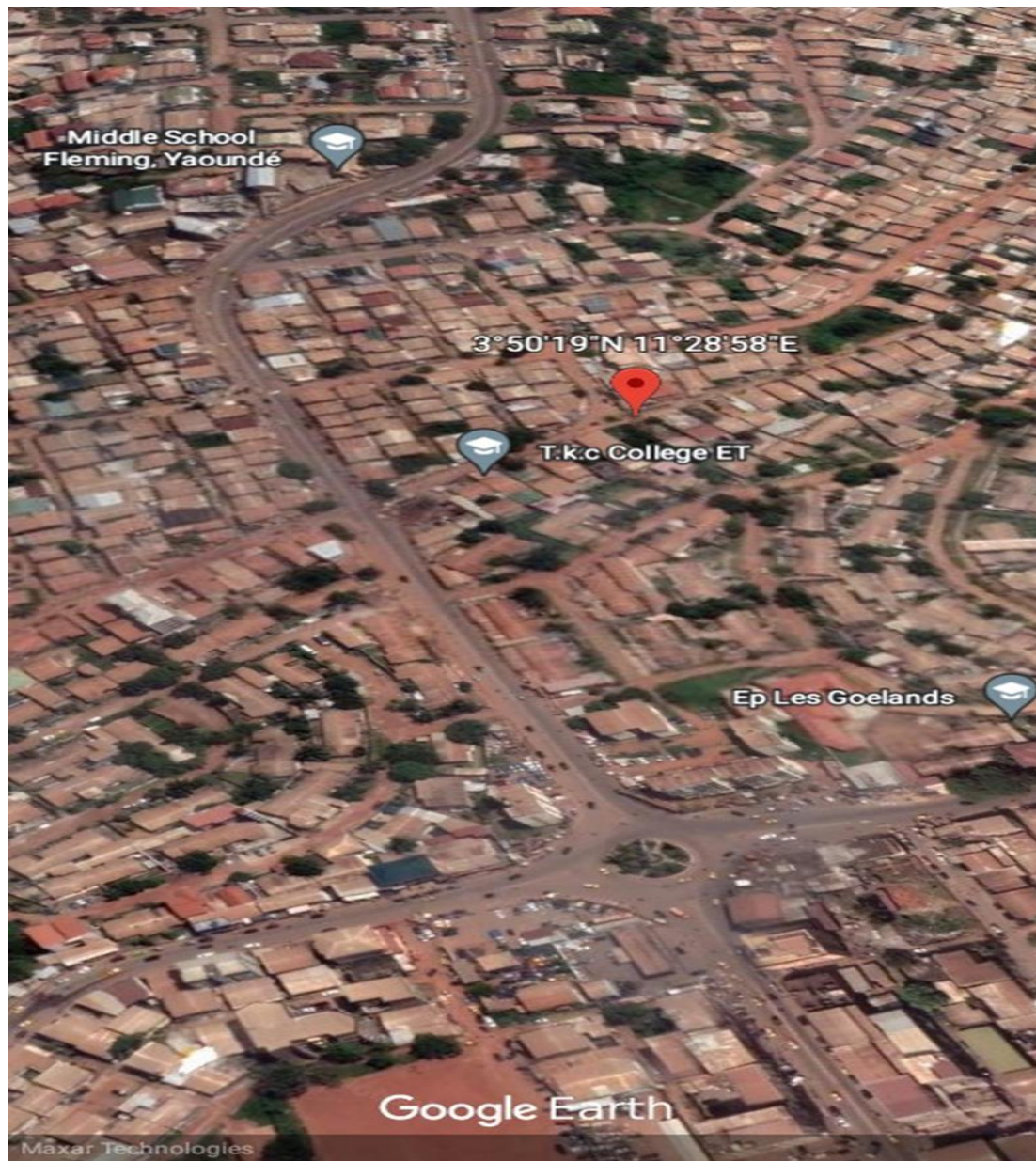
This movie won the CAAFAS Award for the best writer which was taken by Takov Handson and best editor which was taken by Diba Blerk, the editor of Fisherman's Diary. Legacy Home Entertainment got a partnership with Glass House Entertainment and produced a movie of 3000 Pounds titled Fatima's Tale in 2020.

In 2021, Emmanuel Gola got a movie project titled Afrokons and produced under Legacy Home Entertainment but later on gave credits of the movie to his own production house, Green Light Effects. Takov Handson was then left alone with Legacy Home Entertainment. It is as a result of this that the name was changed to Takov Studios and the domain of the production house was expanded to production, series production and other activities. He then produced a series Agatha The Virgin House Wife with co-producers and movies like Unbounded, The Pregnant Couple.

2. LOCATION AND VISUAL IDENTITY

a. Location

Takov Studios is situated in the center region and capital of Cameroon, Yaounde. The structure is based in the environs of Rond Point Express and TKC precisely at Superette 3km the main road.



Geographical location of Takov Studios from google maps



Takov Studios building

Takov Studios Fact Sheet	
Name	Takov Studios
Date of creation	2019
Head office	Superette
General Director	Takov Handson
Legal status	ETS
Address	BP
Email	hndsontakov@gmail.com
Phone	+23 674 777 518
Facebook	Handson Takov
Instagram	Takov Studios

b. Visual identity

Takov Studio logo has known several changes but is known today as;



3. FUNCTIONING OF THE ORGANIZATION

Takov studios which was formerly known as Legacy Home entertainment was instituted in the form of an establishment (Ets). The company's functioning of the company, the decision making and the undertakings are handled by the CEO as of now. The previous founding members of the production house have casted off and went ahead to establish their own companies. The structure is currently in evolution and in search of professionals for the roles needed in the company.

a. Services

- **Primary**

Film production

Takov Studios follows every procedure and task found in the film production chain. From the first step of acquiring the scripts; they write and edit quality and original scripts for every film production. They allocate sites for the film project according to the script, prepare a technical team (crew), a shooting plan, handle the production process right up to the post production which includes the editing, color grading and synchronization. They subscribe to both short and feature films.

Documentary

The structure produces high-quality documentaries using the same procedure of film making. In order to deliver original content, researches are being carried out, outlining of a plan to tell the story, writing a script, create a shot list then shoot and edit the footages. They produce

documentaries for various purposes such as; archiving, reference, didactic purposes, entertainment, resourcing of information.

Music video production

The structure is opened to various genres of music. They welcome artist and have a piece of the song that the artist wants to produce. Laws and clauses are set out by both parties and an agreement is signed and kept by both parties. Takov Studios partners with a music production company specialized in audio where they refer the artist to and handle the video production of the song. After the video production, they handle the registry of the song at the African Intellectual Property Organization and communicate and commercialize the music.

Audiovisual video content production

Takov Studios is into the proposal and production of audiovisual contents. They carry out electronic media processing of both sound and visual components. They handle news reports, interviews, case studies and social media contents.

Visual content production

This service includes the creation of posters for commercials, billboards, flyers, banners and every other communication tool that has to do with software like Adobe Photoshop and Adobe Illustrator.

- **Secondary**

Still photography

These are photographs that are mostly inanimate subject matter. It is the capturing of objects. It is neither a video nor a movie but rather a static treated footage. It could be abstract contents likes the sky, rocks, food, products for publicity or commercialization.

This service was recently added into the structure as a result of the halt placed on movie production and in order to keep the structure functioning.

Studio photography

This involves taking professional concept photography, headshot for professional profiles, lotteries, curriculum vitae, passports and other legal documents, birthday, pre-wedding,

editorial photoshoot. It also involves taking shots of animals, jewelries, fruits etc. These shots are taken with careful selection of the backdrop and lighting to blend with the color of the subject matter and communicate properly through the visuals.

Outdoor photography

It is same as studio still photography but in this case the shots are taken in an open landscape. The precision is made with the right camera settings, arrangement of lights, right timing of the day and quality editing, proper location scouting by the choice of the client or that of the photographer, the climate and lighting (natural sunlight). The location scouting could include rural and urban areas, ghetto, plain landscape, lakes etc.

Event coverage

Takov studios handles several events such as birthday parties, music concerts, defense ceremonies, press conferences, public events, official visits, launching ceremonies and a wide range of events except funerals.

Wedding photography

Takov Studios offers a series of wedding packages to clients which vary according to price. It may include the video of the wedding, the soft copy of the wedding photoshoot, printed portraits of the couples. The studio is able to accompany a couple throughout their wedding, capturing the moment right from the pre-wedding to the end of the ceremony. Offering quality photos and wedding film to the couple.

Commercial video production

Advert videos require much care and attention to details more than any other form of video production as an error can lead to misunderstanding which makes the video useless and almost disastrous in some cases. Takov Studios.

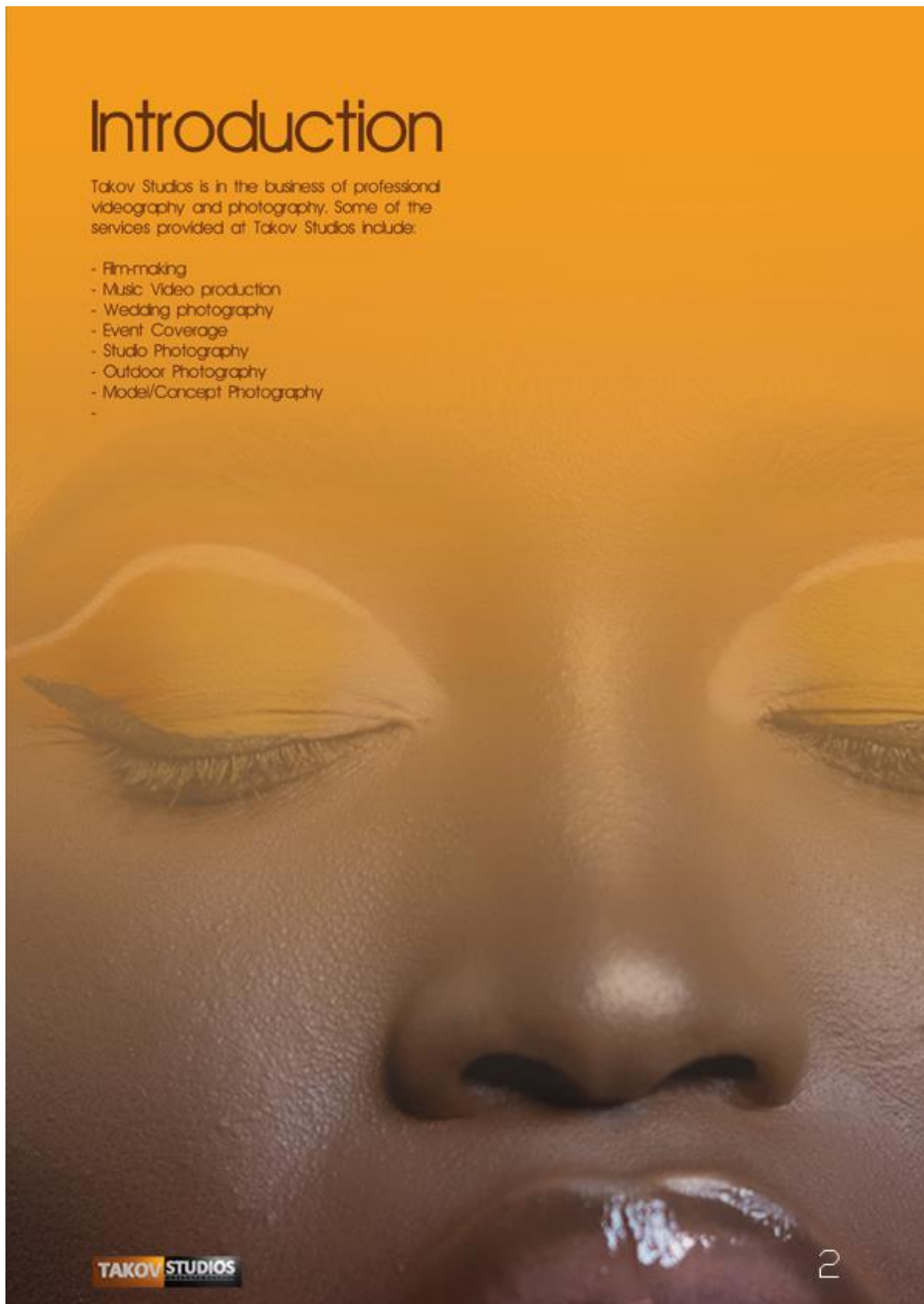
Corporate Video production

Corporate videos for organizations to help ameliorate their communication internally and with their audience. The video could be of any genre be it a documentary, short film, news report, commercial, etc. Takov studios produces these videos for enterprises that approach them and equally take the risk of producing spontaneous projects and proposing to enterprises.

b. Takov Studios Catalogue



Takov Studios catalogue cover page



Takov Studios catalogue introduction



Takov Studios catalogue outdoor photography sample



Takov Studios catalogue sample

c. Human and material resources

- **Human resources**

As earlier mentioned above the CEO of Takov Studios carries out his tasks alone. To run the company, in cases of film, music and documentary production, event coverage, he hires his teams per project. In case of the secondary services such as still photography he handles the project alone.

- **Material resources**

1.1. Hardware

Camera

Takov studios has one main camera, Fujifilm xt-3 camera given the fact that over the years the production house was robbed and their equipment were stolen. Attempts to retrieve or trace the embezzled items were in vain. With the outbreak of the COVID-19 Takov studios faced a challenging year. Despite that, they were able to recover from the loss and the crisis of the COVID-19 by purchasing the necessary equipment which will be sited below. When necessary, one or two cameras are rented from other production house in order to deliver quality work.



Camera gimbal and stabilizer

An equipment that can help you equilibrate the camera and shoot smooth, cinematic footage. It helps to capture and stabilize subjects or images. A common 3 axis gimbal allows a camera mounted on it to be independent of the movement of the one holding the gimbal. These 3 axes are identified as pitch, yaw, and roll.



Lights and light stand

Light is one of the photographic equipment that is used for shooting purposes. The purpose is to provide lighting assistance for the object to be illuminated with different intensity. A light stand is an essential piece of support equipment for photographers working with off camera flash or continuous lighting.



Light reflectors

A reflector does what its name suggests it reflects light. It is a simple tool that helps a photographer manipulate light by providing an additional surface for the light to bounce off. A reflector does not create light, but it simply directs or redirects the existing light from a source.



Computers

In the studio, we need computers for post-production and storage. We have one personal computer and screen for previewing and editing photos and videos. A wrongly calibrated monitor can be highly misleading thus causing a great failure in the editing process. Hence the choice of screen and graphics for studio use is an essential part of company building. There is more than one computer in Takov studios but only one is used for editing.



External hard drives, SD cards, USB flash (Storage devices)

Storage devices play an indispensable role in the functioning of a production house. There are many ways in which we store raw pictures and footage but the fastest and most efficient is the use of USB flash and SD cards. We send heavy files to clients such as wedding films and photos. The SD cards are used to in the cameras.

1.2. Software

Adobe Photoshop

A software used for image editing, retouching, creating image and compositions. Photoshop is your go-to application for working with pixel-based images designed for print, web, and mobile apps. Powerful editing tools let you correct exposure and colour balance, crop and straighten images, alter colours in your photograph, remove blemishes from a portrait, or combine multiple images into a new scene.



Adobe Premier Pro

This software is a powerful video editing tool for professional films, documentaries, YouTube videos. It is the principal tool in the company and mostly intervenes at the postproduction stage of filmmaking.



Adobe Audition

It is used audio finishing and delivering a polished and mixed sound. After editing videos, there are cases where the sounds that accompany the videos or additional sound effects need to be edited.



Adobe After Effects

Adobe After Effects is a 2.5D animation software used for animation, visual effects, and motion picture compositing. After Effects is used in film, TV, and web video creation. This software is used in the post production phase, and has hundreds of effects that can be used to manipulate imagery. This allows you to combine layers of video and images into the same scene.



Adobe Illustrator

Adobe Illustrator is one of the most popular, reliable, and feature-packed design software for creating vector graphics, sketches, drawings, and artwork.



d. Visions, missions, partners

❖ Visions

Takov Studios visualize the boost of capital by setting up a complete TV Channel to distribute and broadcast their productions and serve as a distribution point to other producers having in mind the one of the troubles of the film industry is distribution.

❖ Missions

Produce for low budgets films to solve the problem of the audience's inability to purchase movies at reasonable prices and make profit. Takov Studios is also looking forward to provide quality cultural content on social media platforms be it short movies, documentaries, feature films etc.

❖ **Partners**

- Green Light Effects
- KK Expressions
- Drille Photography
- Focus Unvail
- Stew Dione

PART II:
DESCRIPTION OF TASKS PERFORMED

1. RECEPTION AT TAKOV STUDIOS

We began our internship on July 5th, 2022. When we arrived at the premises of Takov studios we were welcomed by the CEO of Takov Studios Mr. Takov Handson. The other intern was already accustomed to the studio so he assisted the CEO in briefly introducing me to the structure, its customs, philosophy and rules. We in turn explained our field of study, what role we could play in his structure based on our professional training; and the plus we could bring to his company. Being enlightened by our conversation, we were given the go ahead to help develop Takov Studios with our skills and capacities. On that same day, we were assigned to carry out some activities as we were already trusted as level 3 students. During the second week, we were asked by our supervisor to start working on our defense project alongside with him. He strictly followed up our work from the starting point which was the choice of a cultural concept as publishers writing and proofreading of our scripts. And then to the stage of the production of our short films. Our defense project was one other greatest task that we handle during our stay at Takov Studios.

We were also given a brief presentation of the tools used in the structure to provide customer services. Given the fact that it was the first day, no task was carried out. Rather tasks were confided to us and explained to be executed the next day with a date and time limit for delivery.

2. TASK PERFORMED AT TAKOV STUDIOS

We will elaborate and list the tasks carried out for the past three months of internship at Takov Studios. The classification of the task will be according to the stages of editorial content production namely; conception, elaboration, production, editing and final distribution as taught in school. This choice of approach is as a result of the fact that there were projects which we only did conception and as well as a majority of some other works where we only did the production and editing. Each project had its own specific characteristics which we will now classify in terms of the stages of editorial production.

For the tasks which were not directly related to the field of publishing and Graphic we are not going to analyze them. The tasks carried out will be analyzed and described below;

i. Development of the editorial line and graphic chart of Takov Studios

Given the fact that the structure had not yet established any specific editorial line nor graphic chart, as publishers we deemed it necessary to be a plus to Takov Studios by applying the professional training acquired. We defined his audience and target while restructuring his line of production.

➤ Editorial line

Takov Studios is restructured into a production house specialized in the conception of movies and documentaries unveiling and valorizing the African culture in general and the Cameroonian culture to be precise. He brings to light African talents, values and identity.

Target of Takov Studios



Movie streaming platforms

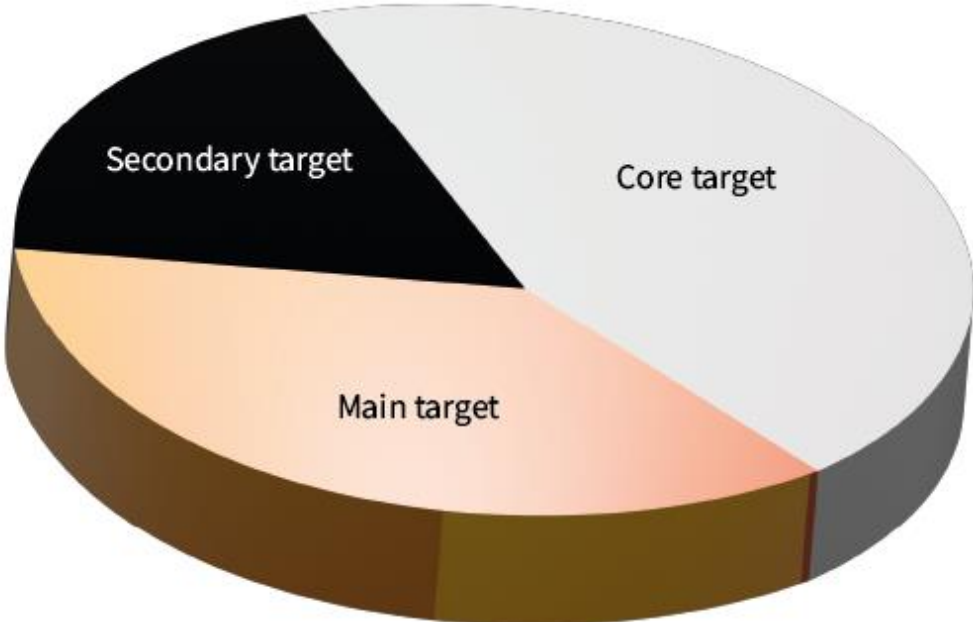


Movie distributors, cinema theatres, festivals



TV stations

3D pie chart of Takov Studios target



➤ **Graphic Chart**

Over the years, the visual identifications of the structure have changed names and logos but the current visual identity has been developed, treated and installed by we the interns of Takov Studios alongside with its editorial line. As a way of harmonizing and the presentation of the products, services and communication language we provided visual and media entities to facilitate the identifications of the structure to the public, customers and partners. The elements that surround this graphic chart will be seen below.



1st logo



Final logo

- **Logotype**

This logo is a typographic logo also known as wordmark. The typography boldly bears the name of the structure “Takov” in white and “Studios” in orange gradient. Each of the words are framed up with an orange gradient rectangle and a black rectangle respectively.



NB: It is compulsory to use this version of the logo in the majority of cases, except in the special cases explained on the following pages.



NB: The minimum size of the logo should never be less than
W: 75.2 mm
H: 15.75 mm

- **Colorimetric**

Grey

The gradient grey is found on the name of the founder of the production house “Takov”. It conveys cultural virtue, originality and the selective nature of the contents of the company as it covers a vernacular name, Takov. The clarity of the color explains its edifying mission and impact on the audience.

Gold (orange gradient)

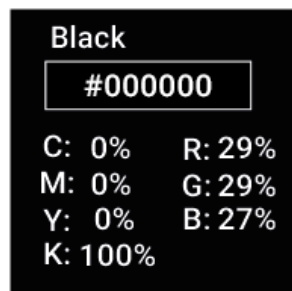
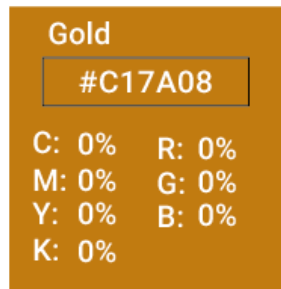
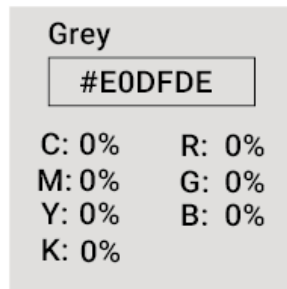
This gradient gold color which is a mixture of orange, yellow and brown is found on “Studios” as sign of the valorisation of Africanism. The boldness of the color reveals the credibility of the company, its services and products to the target audience and the mass audience.

Black

This color being bold, sophisticated and dominant, it conveys professionalism and simplicity. The color stands as the frame of the “Studios” to back up the point of credibility of the company.

2.1. Main Colors

These are the prominent colors used in the reference logo to identify Takov Studios



White

It conveys innocence, purity and virtue which stands as a reflection of the selective content distributed by the production house. The clarity of the color explains its edifying mission and impact on the audience.

- **Typography**

Typography of the logotype

Font name: Josefa Rounded Pro (with 3D effects)

Font style: regular (with 3D effects)

Font size used: 54 pts

Typography for layouts

- For scripts

Font name: Courier New

- For text

Font name: Roboto

Font style: Medium

- For headings

Font name: Roboto

Font style: Bold

- For adverts

Font names: Helvetica, Monument extended, Bodoni, etc.

Josefa Rounded Pro

Courier New

Helvetica




Roboto

Monument extended

Bodoni

- **Logo and variations**

Those are the presentation of the reference logo and its variations. It includes the indication on where, in what case and how it should be used in order to identify the structure and its communication medium be it visual or print.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">REFERENCE LOGO</p>		<ul style="list-style-type: none"> > Use: In the majority of cases except in special cases > Background: On a white background > Minimum size: W: 75.2 mm H: 15.75 mm
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">EXCEPTIONAL USE</p>		<ul style="list-style-type: none"> > Use: For printing documents in one colour (black) > Background: White background only > Minimum size: W: 75.2 mm H: 15.75 mm
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">EXCEPTIONAL USE</p>		<ul style="list-style-type: none"> > Use: Printed on technical equipments like Camera, mics, lights, director's chair > Background: White background only > Minimum size: W: 75.2 mm H: 15.75 mm

- **Don'ts**

These are the strict laws concerning the alteration of the logo

Do not's: The rules for the application of the logotype must be followed and any alterations to the colours and shapes of the symbol and lettering is forbidden



- > It is forbidden to change the font of the logo



- > It is forbidden to apply any effect on the logo e.g Drop shadow



- > It is forbidden to slope/slant the logo



- > It is forbidden to change the logo into any color other than those in the graphic chart



- > It is forbidden to place the logo on a background that will make the logo illegible



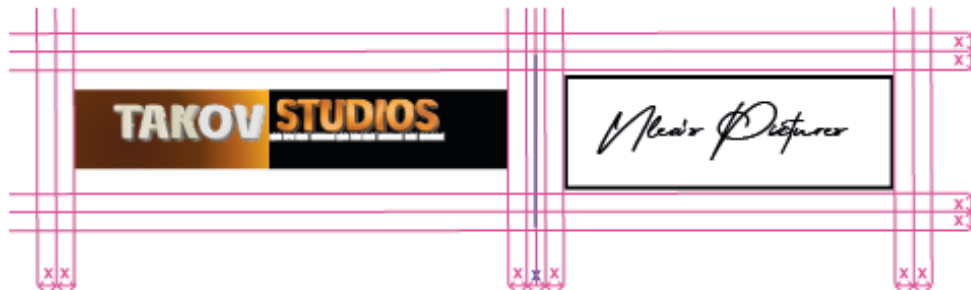
- > It is forbidden to place/use the logo without its frame



- > It is forbidden to deform the logo

- **Case of partnership**

This is the case when the logo of a partner or the logo of any project has to be placed by the logo of the Nlea's Pictures.



When placing the reference logo with a partner logo, it should be on the left and the partner logo on the right. These two items are separated by a vertical line. If the logo varies in size, the thickness of the line (and the title block) shall always remain proportional to the source file.

This logo is only used on a white background. If the partner logo is larger than in our example, you should extend the image block to the right whilst ensuring that the two white spaces 'x' remain between the end of the logo and any other elements

ii. Conception of editorial products

After explaining to us the vision he had for the production house, Mr. Takov Handson made us to understand that besides from being hired for the production of clients works, he has a plan to create and distribute the structure's own spontaneous audio-visual contents. We carried out brain storming sessions as a team including our supervisor to conceive original content. We as

well read books; watched samples or documentaries and short films to see if we could adapt or reproduce existing concepts into audiovisual or cinematic context. We spent time doing research on specific topics that we could possibly develop and verify the facts and genesis of these topics. After all these actions coupled together, dozens of ideas were presented to our supervisor for the final decision-making. Given the fact that he has been in the domain longer than us interns, he judged the ideas based on his experience and some were accepted while others were rejected. Those accepted were those which were realizable according to our budget and sure to bring back profit into the structure.

iii. Documentaries on all forms of jobs done by young Cameroonians

Having the role of publishers which is to provide quality content reflecting our society, we decided to treat of the main issues faced by youths, unemployment. Our research showed that a good number of Cameroonian youths live in penury, have low living standards and can barely afford their basic needs. The problem of unemployment has clearly affected the youths and society negatively as many tend to engage in fraudulent acts such as cyber criminality commonly known as *scamming*.

As a result of this notice, we decided to produce documentaries exploring various works, little jobs and trades carried out by passionate and determined youths. With the aim of reducing the rate of unemployment and promoting the spirit of entrepreneurship, we decided to contact, young talented youths to produce educative but entertaining documentaries on this topic in the form of episodes. For example, we contacted a handyman, a tailor, a blacksmith, an upcoming artist, a photographer etc.

iv. Videos of Afro jingles for kids

Our research proved that there was the absence of creative and educative visual content for children and teenagers both on online streaming platforms and TV Channels. As a matter of fact, it came to our notice that the most viewed content of that sort were foreign and western productions or example Cocomelon-Nursery Rhymes on YouTube channel with over 144 million subscribers which is specialized in the production of educative contents for babies and kids such as songs and jingles.

We took a second look at our country and continent and discovered that there's no one who produces such content. The contents on Cocomelon YouTube channel reflect the western culture is foreign to our society. They contain foreign rhythms and melodies which have

as objective to foster the western cultures in accent, sound, dressing and customs etc. As publishers given the act that we are to produce cultural content and we ought to reflect our environment, society, identity and values we decided to have a partnership with an Artist and music producer (Fritz Arnold AKA Kibaii) who was going to work on the audio while Takov studios focuses on the video production.

An agreement was made with the artist to commence with the production of cultural and didactic inspired nursery rhymes, jingles, and poems after the completion of current project (the release of EP titled Hunters and Shepherds)

v. The production of a music review ad commentary show

It came to our notice that as far as the music industry is concern, the Cameroonian audience consumes more of foreign music. Parties, weddings, ceremonies are more saturated with Western music from artists such as Beyonce, Rihanna, Nicky Minaj, and from neighboring countries such as Nigeria we have Davido, Naira Marley, Ayra Starr, Wizkid. As a eans to develop and promote our local music industry, we suggested to start a mini show where music lovers and music intellectuals will be given a platform to express their honest thoughts about Cameroonian music for amelioration. A show where criticism, suggestions and comments will be welcomed in order to better the local music industry and promote our own across the globe. The project was seen to be lucrative if broadcasted on online platforms as it will be educative, entertaining and contributing to our development.

vi. Conception of Video ideas for music videos

As interns, we took part in the music video shoot of several artists such as Wanshey, Laterson Raizy, Tamical, Tanji Wise and Orlando Blue. To come out with creative cultural concepts we had to listen to audios and propos some ideas for the video shoot.

We realized video concept creation was much more different and challenging compared to the other editorial content which we were creating in school such as news reports, analysis presentation, documentaries etc. The music video concept was sort of a narrative story where we had to write scripts that align and explain the audio music s storyline.

Cases were the artist comes with his audio and his own concept already prepared, we studied the concept together and bring in suggestions as publishers.

vii. Elaboration and pre-production of Projects

After carrying out our research and providing ideas of a project and the idea was validated and clearly understood, we had to move to the next step which entailed elaborating on the description of the project. This process in cinema is the pre-production phase where we draft the necessary equipment and crew to achieve the production of the project. We understood that the budgeting, script break down, shot-listing, correcting and planning for production was to be done here. Tools such as posters, project calendars, photoshoots were done at this stage.

For instance, the production of “Duma” music video, song by Laterson took a long series of changes on the concept for the video and when the final idea was decided upon, we moved on with the elaboration of all the contacts, materials, locations and budgeting. But During Budgeting, the idea was changed and we had to start all over with a more budget friendly idea.

Still in this phase we provide a scenario and script. In evaluating the script, we check the originality of the acts in the scripts and if the content adapts to our African and precisely our Cameroonian society. After the validity of the story in relation to the genre we want to produce, we focus on editing the content we edit the form, that is, we clean the text from every blemish, syntax, orthographic and grammatical errors.

During the course of our internship we were introduced to a new software such as Celtx which does the formatting of film scripts in a standard format. Before this we used other software for book editing such as InDesign and Microsoft word but Celtx makes the editing and layout of film scripts extremely easy with industry standard results. Another task we carried out in the pre-production phase was to look for talents and cast them as vixen in the music videos. We contacted made public flyers to communicate on the project and the roles needed and contacted friends. When an artist wanted dancers or any other specific talents for his/her video we were tasked with finding talents that best fit the description given to us.

Given that most of the videos were shot during our internship were event coverages (wedding videos) much work on scripting was not done. However, we did plan to make every video unique with a new idea.

viii. Production

With the available equipment at the studio and sometimes with rented materials, handled the capturing of images, camera manipulation and lighting. No training was given back in school on how to be technical camera operators but this was something we gained during our internship which is plus given the fact that we are trained to be the head of an audio-visual production house.

In our courses back in school we were taught important lessons on camera angles and their meanings, types of shots, shot sizes and when they should be used, cinema rules of composition such as the rule of thirds and the 180-degree diagonal line, shot framing etc. Most of these audio-visual technics are some of the essential elements that make a good quality film. During production we applied these technics which were of great importance and a plus to every production project carried out.

The consistent practice of these technics during our three years of professional training and constant practice during class exercises, made us better at capturing images and operating cameras. Our skills were noticed in Takov Studios and we were one of the two interns to be trusted with the manipulation of Camera and lighting setups.

ix. At Takov studios we shot wedding films:

The shooting of a wedding film like any other event coverage is different from other video production in the sense that there is no prepared scenario, retakes cannot be done, it is extremely long, the videographer has to use his intellect to decide what to capture and what not to capture, you never know what the couple might want in their video, there's a lot of dispersion in the crowd etc. A complete wedding in Africa is a combination of three wedding; traditional, court and white wedding. Most couples program their full wedding to happen in two days. Given that we had done a two months' initiation internship at KK XPRESSIONS after level two, which is specialized in wedding photography and videography, we had shot over 20 weddings by this time. We there had experience in shooting wedding videos. An application of the shot angles, shot types, creative color setup with lights, and meaningful camera movements made our videos to stand out. Wedding videography was more exciting than we had ever expected it to be, we travelled to other towns like Douala, Buea, Bamenda to shoot weddings. We shot the weddings of two princesses from the Nso fondom, the wedding of late Sultan Njoya's granddaughter another many others which were a great occasion and experience. The discovery of how marriages are done in most tribes of the nation Cameroon was exciting, we

learned a lot of traditional lessons which we understand will probably be of great use to us in the future on our editorial projects. Shooting weddings at Takov Studios demanded qualities such as punctuality; we had to be with the couple at all times and be vigilant enough not to miss any important moment.

Another event we shot at Takov Studios was a music show by artist WANSHEY and his tribal music live band. In this production which was known as JADIA meaning ‘just another day in Africa’ Takov Studios was hired by the swizz investors to assist the main photographer, Ed Gobina, from the Netherlands in the production as they needed a big crew. During this show, we handled one Camera on a tripod and were tasks with capturing the backup singers and the main artists when they came to our range of the stage, we equally captured reactions from the public. It was a great experience to work with foreigners and see what they considered special in Africa.

After working on the JADIA project which was not only the live show but also a series of about 7 music videos for the JADIA EP project, a documentary on the rise of Cameroon tribal chief rapper WANSHEY and the shooting of a short video to announce his invitation to Trace made in Africa hosted by Portugal, we saw Africa in a different special way. This was not the only music show we shot however, the others were similar and we did almost the same undertaking with slight alterations but we were most enlightened by the JADIA project which partly inspired us on the shot choices for our defense project.

x. We were part of a movie production crew

During our internship period in Takov studios, we took part in the shooting of two movies. the first one known as ‘KON’ was a Wirsy Bernard production. A movie which was aimed at sensitizing the Nso people on the aspect of family marriages in the Nso tribe. The dialogue in the movie was 70% in Nso language ‘Lamnso’, 20% English language and 10% Nigerian Igbo language as this movie was going to be distributed in Nigeria.

Takov studios was hired to do the technical production of the film, that is, set lights, capture images and sound. In this film production set, we did not have a single role as the crew was quite a small crew with just two technicians, we were in charge of capturing sound, setting up lights and assisting the DOP, Mr Takov Handson at the same time. The production of the movie Kon went on for close to two weeks and was one of the fastest crew we have ever been part of. We first hand experienced the full benefit of team work and professionalism. Taking part in a film production teaches a lot, we were part of discussions on the problems faced by

the film industry in Cameroon and ways to solve these problems, we met exciting, worked with actors and producers from Nigeria who had more experience in movie production which they gave us during our break discussions. Hence being on set was a way to learn things such as film distribution techniques, promotion tactics etc.

Another great film which we took part in the production set was the film 'SEMO' by green light productions, in this project, Takov Studios was hired to take just the BTS (Behind the Scenes shots). We were to handle the lights while Mr Takov captured the production crew and the cast as they were producing the film. Semo is a war movie that tries to present the damages caused by the war in the Northwest and Southwest regions of Cameroon. With regard to this, the actors had to act with military uniform which is usually a problematic if done without authorization. On the way to the acting location, the crew in charge of wardrobe was clogged and arrested by gendarmes when they saw the military uniforms in their bags.

This disaster could have been avoided if the director got a shooting and production permit from the department of cinematography in the ministry of arts and culture. It was at this set that we knew that we were going to have a major difficulty in getting a shooting permit for our defense project. We were told that the director had applied for the permits which were never given to him, he lost a lot of time and money at the police station due to this interruption. The acquisition of shooting permits in Cameroon is a major problem which has to be resolved. Instead of the government to give subsidies to local film makers as a way to develop the dying entertainment industry in the country, a film maker has to spend a lot to get authorization to produce. We were told in school that getting authorization was not going to cost us any money or be an issue but when we actually went to get the permits, we were asked to pay a sum of money that was more than a quarter of our insufficient budget. The only option we had left was to shoot without permission and handle any unplanned situation.

xi. We shot and assisted the production of music videos

In Takov Studios, we shot a couple of music for artists of diverse genres. Shooting a music video demands, a high level of creativity. In these types of videos, videographers try to be as original as possible even if it means breaking all the rules of the professional in order to be outstanding. We were part of many production crews; some where we were the director of photography and others where we directed the talents, managed the lighting, managed the production set as a first assistant director making sure that all went well. The shooting of music videos are usually short productions and thus is a way in which most production companies

usually show their might when it comes to production. In a music video, you can get perfect camera movement, acting, set design and lighting, costumes etc. Most videographers invest in music videos and for this reason, there is a grand level of competition in the sector.

xii. We shot short Documentaries and Commercials

For other more formal films such as documentaries, we put in to practice all the lessons which we had learnt in school. This involves severe research as earlier explained and the respect of film production technic. For instance, when shooting the documentary about the student who created a dance school to train people how to dance and made money out of it, we took part in the production mutually as writer and director. We asked the dancer the questions to which he responded; we directed the DOP on the shots to capture as we had planned as well as improvised shots. For the commercials, we shot just one commercial video for a health enterprise. In this production, we were tasked with handling the focus on the camera.

Other audio-visual works done during our internship at Takov studios include freelance news production for journalists, studio videos, educative videos and inspection videos. In general, as projects came to Takov Studios, we often did different tasks at the stage of production per project ranging from operating cameras, lights, directing the crew, managing the production etc. there were productions such as the capturing of class lessons in primary schools for the Ministry of basic education meant for math class inspections where we handled the production alone as a single man crew.

xiii. Work in relation to post-production

Considering the fact that our role as concerns to our field makes us intervene more during the stage of post-production, this is an area where we placed more attention.

After completing the 2nd phase of production which comprise of capturing footages, we create backups of these footages in a drive or folder for easy access. We view, select and align the footages that best fit the narratives. In big production companies this is usually the work of assistant editors. We take the selected and aligned footages to the video editing software, Premier Pro. This was done for all productions; documentaries, music and wedding videos etc. The editing styles (transitions, cuts, sound design, font choice, color grading) were different based on the type of genre and client's taste. The CEO was contented with our contribution to the structure as we handled all graphic works such as texts like subtitles and illustrations.

xiv. Work in relation to distribution and promotion.

In order to communicate on projects that were worked on before their release, we had to look for look for leas to attain out targets and objectives. We initiated the use of social media platforms and visual conceptions. Flyers and posters and teasers in case of films, documentaries were mounted to promote and enhance the distribution of these projects.

During our research a website was found, Film Hub which helps distribute movies for independent filmmakers. The terms and conditions of the website had to be carefully studied to ensure that the distribution of any content on the platform was safe. His prudency as concerns distributing his intellectual products on any platform was as a results of the inconveniences faced in distributing “The Cure”. Nevertheless, we assured him of mastering the management rights, cautioned him on not signing contracts without thoroughly reading the terms and conditions or seeking advice from people in the field.

The above tasks are the main tasks we did in Takov studios which we think are worth presenting in detail, nevertheless, we took part in still photography projects which included setting lights, choosing the perfect background with our knowledge on color theory. There are other tasks which we will present in the second related to communication at Takov Studios.

PART III:
EVALUATION OF THE INTERNSHIP AT TAKOV
STUDIOS

1. BENEFITS OF THE INTERNSHIP

a. Professionally

- Become more familiar with software such as Adobe Lightroom, Adobe Premier Pro and Adobe Photoshop;
- Gaining field knowledge and ethics
- Opportunity
- Appropriate procedure for documentary and commercial video production a manuscript for children;
- Understand the main functions of marketing, graphic design, editorial, communication and translation managers when it comes to book publishing in general and children's book publishing in particular;
- Understand the importance of defining an editorial line and a graphic chart at the beginning of the establishment of a production house;
- Professional language;
- Learnt how to normalize adapting to situation, have a risk bearing and open mindset;
- Marketing and language when confronted with a client;
- Smart professional approach and tips in order to be more productive and not waste a lot of time on one client;
- Understand how to maximize the little equipment available and carefully spend during production;
- Understanding the importance of delivering proper and quality work even if the client demands something poor for the image of the structure.

b. Socially

- Living together, solidarity and sharing;
- Humility, proximity respect for hierarchy;
- Good communication skills and eloquence in expressing oneself among a team to properly convey information, message, task or problem;
- Rigor and impact in team work each with idea proposed by others;
- The development of a sense of human relations in a professional setting;
- Visiting new sites, gaining new experience, understanding different ways of living according to locations;
- Respect for the professional environment and the maintenance of healthiness;
- Meeting new set of people in the domain, creating new professional relationship and getting contacts that can help us in the nearest future.

c. Academically

- Identify the role of a publisher in a movie production house at the editorial sector and on the managerial level;
- put into practice the theoretical knowledge acquired throughout our course at ASMAC in the Publishing and Graphic Arts sector;
- The importance of our professional training back at school in the field as many in the field including our supervisor Takov Handson gained knowledge from us the interns.

2. DIFFICULTIES ENCOUNTERED

- The tasks at Takov Studios were not as many as expected. Taking into consideration that the structure is new in the domain and a halt was placed on movie production due to COVID-19 and some financial crises;
- Equipment was not enough. Only one camera and one computer was available in the structure and this limited our work to an extent;
- Flexibility from the CEO of Takov Studios. Giving the fact that he is a young adult and the structure is still new, we were expected at the studio only when there a project to work on. This is seen as a difficulty because it made us the interns to have laxity at some point.
- Due to time constraint and the need to satisfy many clients, we were limited in exploiting and working with the techniques used in school;
- The CEO barely focused on the production of his own cinematographic and audiovisual content and invested more in being hired and to produce. We proposed cultural innovative contents which he still didn't develop. Thus, we insisted and developed these content to bring advancement and change in the structure;
- The application of the theory acquired in school was not possible in all cases when we arrived Takov Studios given the fact that there was a difference between that theory and the reality of the field.
- There were some failures in the theory section. Not everything we needed to know as professional was given to us. Faced with the field of work, we realized there some important topics we had to detail understand that were only highlighted during our training;
- We were faced with difficulties on acquiring shooting permits for our short film projects given the fact that we were not represented in a group by our lecturer. We ended up producing our movies without hooting permits. This issue we faced was shocking and contrary to what we were taught in school;
- Noise coming from the neighboring building which was a printing house affected our work during cases of postproduction of movies. The sound from the computer couldn't be heard clearly and there was the need to pause or proceed with another task till printing was done.

3. SUGGESTIONS

- We suggested that Takov Studios should define a specific target and audience and to harmonize its visual identity to its customers, partners and the public at large by providing it a graphic chart;
- We proposed that as a production house, Takov Studios should study the audiovisual market most especially TV stations and propose content to them;
- Normalize the signing of contracts with clients with long term projects such as movies, documentaries in order to help record rights, responsibilities and obligations of both parties, to ensure payment, and have a formal written document in case one breaches his contract;
- The structure should focus on building more value in film production elaborate on own cultural content and increase their catalogue in film making and documentaries;
- Develop the communication sector for a greater visibility of the structure and for the credibility of its products and services;
- Establish a channel for distribution and social media platforms for online broadcasting while making use of the internet and websites to rerate a strong presence online and attain a greater audience;

4. CONCLUSION

Our experience at Takov Studios within the past three months was rich and beneficial to us the interns and equally to our supervisor. We appreciate the opportunity of integrating the professional world. We are equally thankful to the Advanced School of Mass Communication for insisting on our insertion into the practical domain of our field through sessions of internship and carefully analyzing our academic and intellectual progress. The welcoming and the interaction at Takov Studios was very friendly yet professional and conducive for efficient productivity.

Our stay at Takov Studios made us see the importance of our professional training at ASMAC and bring more value to the structure. We must say we were exposed to the reality of the field and found out that not all theory could be applied once in the field of work. Nevertheless, tips and techniques for fast and quality work were acquired from our supervisor and implemented during the completion of some tasks.

In a nutshell, after having presented Takov Studios, its functioning, missions, visions, service and products, the tasks we completed, the experiences gotten during our stay at the structure, the news contacts made and the plus we brought into the company, we are glad to say that, our internship was carried out successfully and we respectfully represented our school.

REFERENCES

ASMAC manual guides on how to draft a professional internship report

Internship report, 2020-2021 at C3AP

Takov Studios archives,

Omega production resource; internship report by Lydia Anne Burgess

APPENDIX

Attestation

Music video shoot



Shoot for the project movie Arrah



Movie shoot



Graphic Design for Music video release



