

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

**Internship carried out at Takov Studios from July
5th to October 20th, 2022**

Submitted in partial fulfillment of the requirements for the degree of
Bachelor of Arts (BA) in information and communication studies

Field: Publishing and graphic arts

By:

Kindzeka Gilead Njong
Level 3 in Publishing and graphic arts

Professional supervisor:

Mr Takov Hanson
Supervisor's function

Academic year: 2021-2022

Date of submission/defense: November 2022

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

**Internship carried out at Takov Studios from July
5th to October 20th, 2022**

Submitted in partial fulfillment of the requirements for the degree of
Bachelor of Arts (BA) in information and communication studies

Field: Publishing and graphic arts

By:

Kindzeka Gilead Njong
Level 3 in Publishing and graphic arts

Professional supervisor:

Mr Takov Hanson
Supervisor's function

Academic year: 2021-2022

Date of submission/defense: November 2022

DISCLAIMER

The University of Yaoundé II does not intend to give any approval or disapproval to the opinions contained in this internship report. These opinions must be considered as their authors personal ideas.

To my mum

ACKNOWLEDGEMENTS

We would like to thank all persons and institutions who contributed relentlessly during the period of our internship leading to the conception of this work.

The director of The Advanced School of Mass Communication – Prof, Alice Nga Minkala, the CEO of Takov Studios – Mr Takov Handson for his professional supervision and for giving the opportunity to participate in their enterprise, Mme Priscille Djamfa and other lecturers for their priceless assistances and tutoring. I sincerely appreciate my Family and friends for their aid in every aspect.

TABLE OF CONTENTS

Disclaimer.....	4
Acknowledgements.....	6
Table of contents.....	7
List of abbreviations.....	9
Table of illustrations	10
Introduction	11
Organisational profiling of Takov Studios.....	13
History of Takov Studios.	14
The Services provided by Takov Studios.....	19
The Mission of Takov Studios.....	19
Vision of Takov Studios.....	19
Principal Services.....	19
Movie making:	19
Documentary film making:.....	20
Music Video production:	20
Audio-visual content production:.....	20
Secondary Services	21
Still Photography:	21
Studio photography:	21
Outdoor Photography:	21
Event Coverage:.....	21
Wedding Photography:.....	21
Cooperate Video production:.....	21
Commercial video production:	22
Takov Studios Catalogue.....	23
Key Materials used at Takov Studios.....	28
Hardware	28
Camera.....	28
Camera Stabilizers (gimbal and Tripod)	29
Lights, diffusers, reflectors and light stands.....	29
Computers.....	30
(Storage devices) External hard drives, SD cards, USB flash.....	30
Software.....	30
Adobe Premier pro:	30

Adobe Audition.....	30
Adobe Photoshop	31
Adobe Lightroom classic.....	31
Adobe After Effects.....	31
Handbrake.....	32
Adobe illustrator.....	32
Reception at Takov Studios.....	33
Analytic Description of Tasks done:.....	34
Conception of editorial works.....	34
Documentaries on all forms of jobs done by young Cameroonians	35
The production Videos of Afro jingles for kids:.....	35
The production of a music review and commentary show:.....	36
Conception of Video ideas for music videos:.....	36
Elaboration and pre-production of Projects.....	36
Production.....	37
At Takov studios we shot wedding films:	38
We were part of a movie production crew.....	39
We shot and assisted the production of music videos:.....	40
We shot short Documentaries and Commercials	40
Post-production:	41
Tasks related to distribution and promotion.	42
Global evaluation of the communication and the publishing practices in Takov Studios	43
Communication in Takov Studios.....	43
Internal.....	43
External Communication:.....	43
The benefits of our internship at Takov studios	45
Difficulties	49
suggestions to Takov studios.....	51
Conclusion:.....	53
References	54
Appendices	55

LIST OF ABBREVIATIONS

ASMAC: Advanced School of Mass Communication

CEO: Chief Executive Officer

TV: Television

CGI: Computer Generated Images

VFX: Visual Effects

CRTV: Cameroon Radio Television

CAAFAS: Cameroon Academy Arts Film Award

JADIA: Just Another Day In Africa

EP: Extended Play

TABLE OF ILLUSTRATIONS

Geographical location of Takov studios.....	16
Picture of Takov Studios building	15
Takov Studios catalogue cover page.....	23
Takov Studios catalogue sample.....	25
Fujifilm xt – 3 Camera	28
Gimbal.....	29
Premiere pro logo.....	30
Adobe Audition logo.....	30
Lightroom Logo	31
After Effects logo.....	31
Handbrake logo.....	32
Our participation on Kon production set.....	56
Our participation on Tamical music video shoot set.....	57
Graphic Design for Music video release	58

INTRODUCTION

At the end of a successful three years professional training program in the Advanced school of Mass Communication, students in the field of Publishing and Graphic Arts in preparation for public defence need to partake in a three months academic internship known as a Participation internship. This internship must constitute activities related to editorial production and should be done in (a publishing house, a printing press, an audio-visual production company, a film production company, etc.) An internship report accompanied by a certificate of completion from the institution where the internship was done should thereof be presented by the student to the jury in conformity to the school's pre-established rules. This participation internship is aimed at preparing the student for his/her autonomy by integrating into the professional world and becoming capable of executing assigned tasks under the strict supervision of a professional who gives instructions on how the assigned tasks should be executed, to check on the quality of the work done, give corrections if needed thereby accompanying the student during the internship. The internship is equally meant to help the student in the production of their academic project. This document therefore is our internship report and constitutes all the required information as stipulated by The Advanced School of Mass Communication.

We chose to carry out our internship in an independent film production company known as Takov Studios located in the city of Yaoundé at Superette neighbourhood. This choice was influenced by our decision to specialise in the domain of cinematography and to later on defend on a short film project. It was left to us to find a film production company ready to accept us as interns for three months. We had worked on previous projects together with the CEO at Takov Studios, Mr Takov Handson whom we first hand witnessed and admired his skills in film production, and for this reason, it was not a difficult task getting accepted in the studio due to previous acquaintance. In order to economise financially, we chose Takov Studios because the studio is not far from where we live, in this way, we would not have to spend much on transportation to and from the studio, and this will equally permit us to always be on time in the studio to keep a clean punctuality record.

Apart from all the above reasons stated to justify our choice of Takov Studios as an ideal structure to carry out our internship, the greatest and most valuable reason which undoubtedly persuaded us to a greater extent was the fact that Takov Studios is a new production company with very little capital in form of equipment, human and financial resources to function, and has been managing so far despite the numerous hurdles in the country and film industry. We wanted to see the structure being built from its early stages. We understand that at the end of our professional training in The Advanced School of Mass Communication. We would probably have to start a business of our own with anything that we can gather in the form of capital. As a new enterprise, decision making can be very difficult as there is an imposing need for distinction from all the other existing companies and make use of all the available tools to gain projects and deliver a result which is as good as that of a full fleshed company with which we would inevitably compete with.

Given the fact that Takov Studios is a small enterprise which needed more in terms of human resources, we knew that our skills and knowledge gotten from school will be of great use to the development of the studio, we wanted a place where we will not have to sit watch or carryout tasks which are not related to the domain of publishing and graphic arts thus Takov Studios was ideal.

After having justified our choice of Takov Studios as institution to carry out our internship, we will now proceed to an in-depth presentation of Takov Studios and further to presenting a detailed report of the evolution of our internship by presenting the tasks executed and conclude with a critical evaluation on the benefits, difficulties and more encountered during the three months internship at Takov Studios.

ORGANISATIONAL PROFILING OF TAKOV STUDIOS



HISTORY OF TAKOV STUDIOS.

The history of Takov Studios can be traced to 2015 in the city of Buea when university students passionate about the movies they saw on TV screens decided to massively take on acting as a hobby and career as it seemed to be a promising domain. Mr Takov Handson and his university peers were actors before deciding to start a film production company, after acting in projects such as, Damaro, they decided to open a film production house to improve the film industry in Cameroon as they deemed it to be poor after their observation and sad experiences. Wirngo Elvis, Neville Vipo, Fonban Emmanuel, Gola Pavel and Takov Hanson after struggling in the dying movie industry in Cameroon, moving from audition to audition without any success, opened a Film production company which they called “Fame Production”.

Without any equipment, they coproduced movies with A-films which provided the technical equipment needed for production. They created and produced four original movies (Thieves, Dead Dream, etc). The group of four started disintegrating in the year 2016 as the partners started creating their own production houses. Takov Handson and Fonban Emanuel later on raised the finance to produce a short university movie (Rigmarole) that reflected the lives of students in the university of Buea. They acted in and directed the film as a team. They decided to propose this movie to CRTV but to do this, they needed to have been a registered production house, (they raised money and created another enterprise known as Legacy home entertainment). When they approached CRTV, their film was rejected due to low quality and unprofessionalism. The project’s failure led to a great blunder in the lives of its producers as they went from TV stations to distribution company trying to raise money from their production to no avail.

In 2017, when they had gained a lot of experience, they produced a movie (the Cure) under legacy home entertainment. 100% financed by Takov Handson with about 800,000 FCFA, they premiered the movie in 2019 at Hotel la Falaise and kept on proposing the movie to CRTV and Cote-ouest amongst others, who bought both the English and the French versions of the movie. This project was a success, they transformed Legacy home Entertainment into a Company and paid taxes. Yabadoo, CRTV, BT tv, Cote-ouest and other distribution platforms were streaming ‘The Cure’. The movie won two awards on CAAFAS as Best writer by Takov Handson and best Editor by Diba Blerk who got more openings and edited Fisherman’s Diary which was a great hit in 2020.

The awards gave them the partnership to produce a movie with G-Class entertainment who was to finance the project with about 3000 pounds. (Fatima's Tale) the movie was to be premiered in the UK but due to the Covid 19 Pandemic, the movie has not yet been premiered.

2021, Emmanuel gets a movie (Afrokons) production project from a German producer which they both produced under legacy home Entertainment but Emmanuel creates his own production house (Green lights Effects) and accredited the project Afrokons to his own production house. Mr Takov Handson was then the only one left in legacy home Entertainment. He then changed the name of the production company from Legacy Home Entertainment to Takov Studio in order to make it a family legacy.

With Takov Studios, they decided to extend from just movie production to music videos, co-production (unbounded) movies series projects (Agatha the Virgin Housewife), and many other secondary services such as still photography.

Picture of Takov Studios building



Geographical location of Takov studios
(google Maps) earth: Yaoundé - Superette



Takov Studios Graphic charter

Logo



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

Do nots: 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

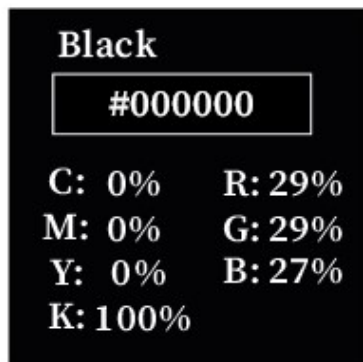
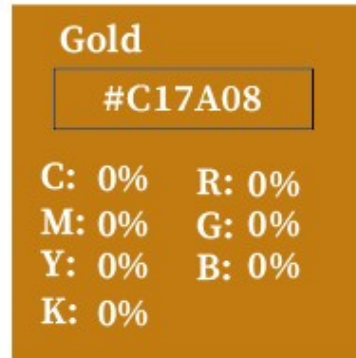
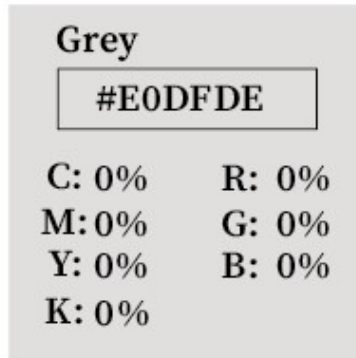


> It is **forbidden** to deform the logo

Colour Palette

2.1. Main Colors

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



YouTube@Takov Studios

Facebook@Takov Studios

Instagram @Takov_studios

THE SERVICES PROVIDED BY TAKOV STUDIOS

The primary service and the main objective for the creation of Takov Studios was to produce movies and other video content but to be able to finance the production of these films, there is the unending need for financing as this seems to be the most evident difficulty faced by Cameroonian film makers. In order to solve the problem of finance. Takov Studios took on secondary services which serve as a means to raise the needed capital to keep the company functioning and to finance film projects.

The Mission of Takov Studios

Given the rate at which the movie making industry has drastically fallen in the recent years with film makers not being able to make profit from their films, Takov Studios has decided to take advantage of internet technology and focus more on online distribution by producing video content for a YouTube channel and other social media platforms. To produce low budget good quality films such as documentaries, and short movies for online distribution

Vision of Takov Studios

Takov Studios hope that in the nearest futures, they will maximize their capital through the creation of a full fleshed tv channel to distribute his contents and contents from other film producers. Given that distribution in the film production company in Cameroon is the main problem.

PRINCIPAL SERVICES

Movie making:

Takov Studios has proven capable and offers the service of going through with the complete production of both short and full-length movies. From the development stage which involves writing an engaging scenario with professional and artistic experience thereby writing with budget in mind. To the script break-down listing and preparing all the necessary props, lights, set design, location etc. When it comes to casting, Takov studios has many years of experience in film making which leaves them with a long contact list of actors ready to take on trusted projects. With these contacts at their disposal, Takov Studios is capable of finding the right cast and making the right decisions on who to cast for a particular role. Takov Studios is capable of directing a movie production adequately.

Takov Studios specialise in the capturing of images, camera and light operation, scene blocking etc which are highly required to shoot a movie. In post-production, Takov Studios is experienced enough to cut a film in a way that highlights the desired emotion.

The film production company is ready to take on the complete production of a reliable project created by another person or institution and handle just the artistic production, to respond to solicited works, and to produce their own original projects for distribution.

Documentary film making:

Takov Studios tells important stories that bring awareness to a wide audience through documentary films which serve as resources for information, inspiration, entertainment and also prompt issues of historical and social campaigns. Takov studios produces their own documentaries and also shoot and edit documentaries for other institutions

Music Video production:

Music videos create a multidimensional experience as listeners are not just listening, they are seeing equally. Music videos have been completely attached to the music industry and is one of the most important elements in the development of a music career by boosting the artist's visibility. Takov studios takes advantage of this and makes their video production services available at the disposal of musicians, proposing to them great music videos. The production of music videos also serves as a way to develop a film making career and make huge sums of money.

Audio-visual content production:

Takov Studios offers a wide range of video production services which can simply be classified as audio-visual content production, this might include instructional videos, news reports and other freelance video production services that they offer to individuals and institutions.

SECONDARY SERVICES

Still Photography:

Over the years, Takov studios has gradually shifted towards still photography as this is the latest trend therefore it is of no use to have the equipment and skills needed for great still photography and not make use of it. Still photography jobs are more frequent than video production jobs and can be arguably more lucrative.

Studio photography:

Studio photography includes birthday professional photoshoot, beauty photoshoot, concept photography, portrait, headshot photography etc which includes the usage of carefully selected backdrops and lighting setup to produce a clean and professional look to photos. Takov studios offers the service of professional studio photography at very cheap prices.

Outdoor Photography:

Takov studios equally offer the service of outdoor still photography to their clients. Outdoor still photography includes doing location scouting to look for a suitable place either rural, natural, ruins or urban as desired by the client or the photographer if the client lets the photographer do the conception of the photoshoot. A good composition, placement of lights, pose, time of the day, camera settings and editing are elements that influence the quality of a photo. Takov Studios makes careful preparation with the objective of producing original creative images for clients at affordable prices.

Event Coverage:

Takov studios is able to cover an event by capturing both video and photos and editing in an understandable manner. These events could be defence ceremonies, birthday parties, music performances, public events, official visits, press conferences, 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. 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.

Cooperate Video production:

Takov studios produces cooperate videos for organisations to help them better communicate with their audience. These videos could be in the form of presentation of the

organisation's employees, history, politics, projects, products and services, vision, mission etc, they could take the format of 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.

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

TAKOV STUDIOS CATALOGUE



Takov Studios catalogue cover page

Introduction

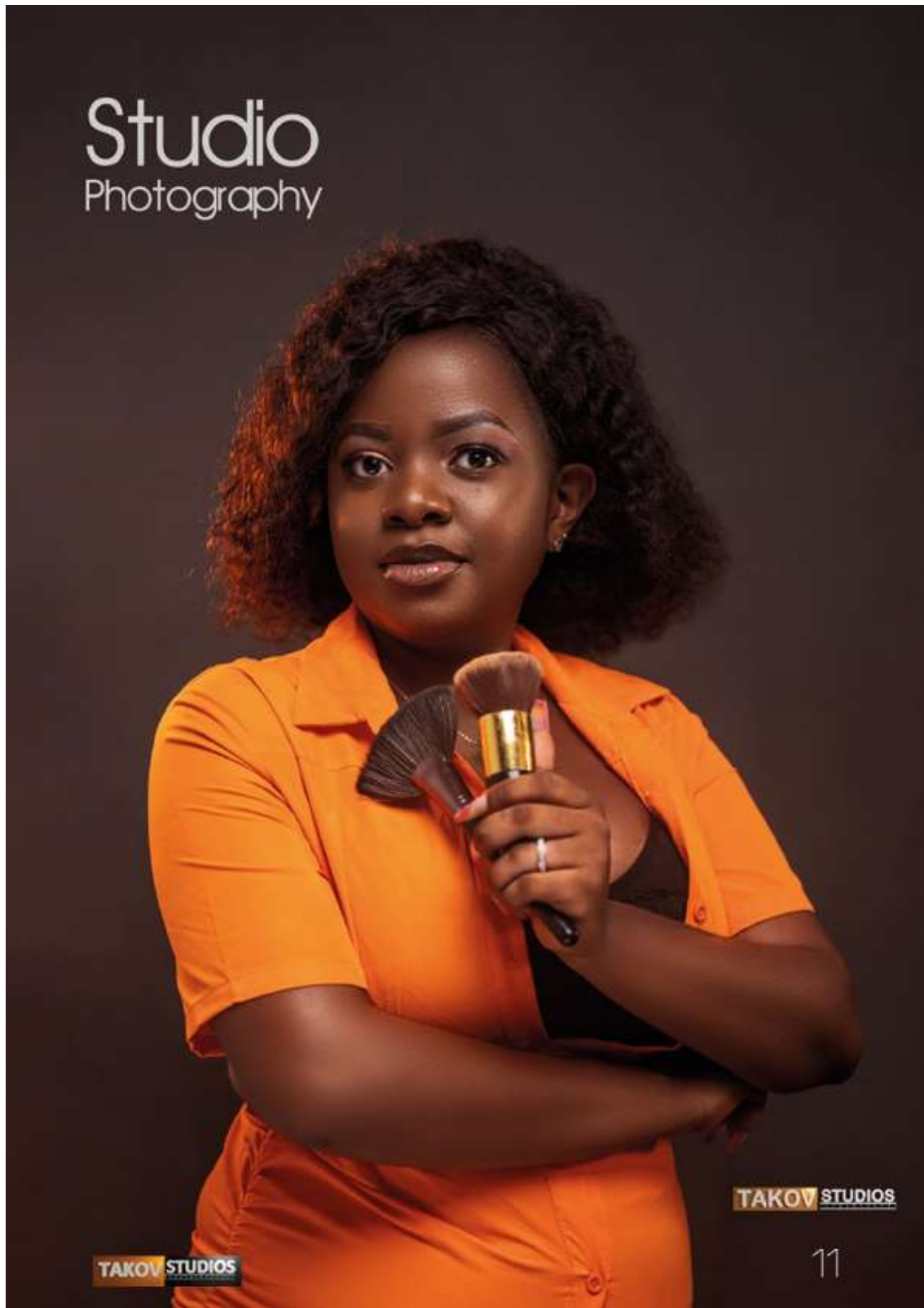
Takov Studios is in the business of professional videography and photography. Some of the services provided at Takov Studios include:

- Film-making
- Music Video production
- Wedding photography
- Event Coverage
- Studio Photography
- Outdoor Photography
- Model/Concept Photography

TAKOV STUDIOS

2

Studio
Photography



Takov Studios catalogue sample



Organigramme

Takov studios formally known as Legacy Home entertainment was created with the legal form of an establishment (Ets). All the company's decisions and activities are overseen by the CEO at this moment, all the other founding members of the production house have disserted and created their own companies, Takov Studios is therefore still under development and in search for suitable people to take on the required roles in the establishment.

Takov Studios Partners

KK XPRESSIONS

DRILLE PHOTOGRAPHY

FOCUS UNVEIL

STEW DIONE

KINZ FILMS

KEY MATERIALS USED AT TAKOV STUDIOS

Hardware

Camera

The main camera used at Takov studios is a Fujifilm xt-3 camera. In the years 2021, Takov studios was robbed and all their equipment was stolen by buglers, Efforts to track and retrieve these stolen items went in vain as none was found. In addition to the anglophone crises and other hurdles, Takov studios faced a tough year, never the less, they were able to buy a new camera, lights, computer etc and rent a new studio to start their business all over. The one camera used at Takov studios was able to satisfy the company's needs to great extent, there were cases where one or two other cameras had to be rented in order to produce good work.

Fujifilm xt – 3 Camera



Camera Stabilizers (gimbal and Tripod)

In order to capture unshaky images, there is a need for a stabilizer. A tripod is a three-legged stand highly used in almost all production house to stabilize the camera. A gimbal is a robotic machine which is equally used to stabilize images, it is different from a tripod in the sense that it can be used to capture smooth movements.



Gimbal

Lights, diffusers, reflectors and light stands

Photography is the art of drawing with lights; both still and moving pictures require a high mastery of lighting and their setups. The ability to control lights to our gain is a super power in the world of pictures. To do this, we need special lights. At Takov studios, there are lights specialised for still photography and others for videography. We use LED lights for videography and flash lights for photography. To make these lights soft and uniform on human skin, we use diffusers such as soft boxes and gels.

Computers.

In the studio, we need computers for post-production and storage. We have one personal computer and benq 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.

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

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.

Software

Adobe Premier pro:

During our internship at Takov studios, we used this software almost every day. Premiere pro is an industry standard video editing software which is user friendly and professional.



Premiere pro logo

Adobe Audition

When editing videos, we needed to equally edit the accompanying sounds, in these situations, we would use adobe audition to enhance sounds in premiere pro using the great dynamic link option.



Adobe Audition logo

Adobe Photoshop

Photoshop is a strong software with great photo editing capacities, it has inbuilt options suitable for professional photo retouching and has proven to be the best for industry purposes. As years go by, Adobe.inc make new changes to the software to help increase the level of the expression of creativity amongst photographers. During our internship at Takov Studios, we learnt a lot in this software when we were assigned with tasks pertaining to still photography.



Photoshop logo

Adobe Lightroom classic

Even stronger in exposure and lights adjustment with colour correction and grading is lightroom. This software can be used as a standalone photo editing software but in most cases, it is accompanied by photoshop and other software like Capture one. The version of lightroom used in Takov studios was old and could not import raw pictures, in this case, we had to use another software known as DNG converter to convert pictures to an alternative readable format while maintaining the format.



Lightroom Logo

Adobe After Effects

After effects is used for video editing and adding visual effects. It has the ability to calculate very high animation keyframes and expressions. Though feared by most beginners, we used this software for a project where we needed to animate phone text messages, create motion graphics such as logo reveal intros and to generate audio spectrums for song releases.



After Effects logo

Handbrake

One of the many problems faced by film makers is the size of their exported files, this software is used to compress these files without damaging the video quality. The software is capable of taking a 200mb video and compressing it to about 10mb while maintaining the quality. We used this software to compress wedding films which in most cases could range from 2gb to about 20gb.



Handbrake logo

Adobe illustrator

We used illustrator in cases where clients wanted us to create flyers, logos and other graphic contents. This vector-based designing software is great in typographic and illustration designs. We used illustrator to create a visual identity style guide for Takov Studios

Adobe InDesign

InDesign was used in the creation both for the composition of Takov studios' visual identity style guid and the layout of a catalogue for Takov studios. Our school knowledge on the usage of these various software proved to be very important in the running of a film production company.



Adobe InDesign logo

RECEPTION AT TAKOV STUDIOS

We officially started our internship at Takov studios on July 5th, 2022. Prior to this date, we had visited Takov studios and were familiar with almost every aspect of the studio, with regard to this, we did not expect to be given a tour and a grand reception into the studio. On the contrary, we were charged with task of introducing our class mate, Ngalle Laure who had never been there before. Never the less, we were given a formal welcome by the CEO of Takov Studios Mr Takov Handson, he expressed his joy in having us as interns in his studio and demanded of us what was expected from him as our supervisor. We carefully explained and made him to understand what we were studying in school and the numerous ways in which we could be of great use to his company. We were thereby given the permission to help improve the company in any way that we could.

Given that we had known and worked as a freelance videographer and graphic designer for Takov studios for over two years, it was not long before the CEO started assigning us with tasks as our professional potentials were already trusted by the institution.

After the first week of our internship at Takov studios, our professional supervisor demanded that we focus more on our defence project making sure that it was done perfectly, he constantly worked with us, inspecting and correcting our script, advising us on better decisions to take right to the extent of producing our project with us. We can say that our defence project was the greatest amongst all the other tasks which we did during our internship period in Takov studios. Given that we were to produce a short film, Mr Takov Handson made sure that we carried on with this project in the most professional and detailed way possible. At every stage of the project, he assisted and inspected the work which we did. There were situations where Takov studios rejected jobs from clients because they were busy working on our defence project. The understanding and cooperation demonstrated by the CEO of Takov studios is a great lesson learnt, team work and other soft skills acquired during this internship remain valuable to us in all our future project. Our project was used as a workshop for every lesson that Takov studios had to teach us. Our defence project with a compilation of many other tasks assigned to us during our internship period at Takov studios make up an unforgettable experience.

ANALYTIC DESCRIPTION OF TASKS DONE:

In this section, we are going to elaborately list and describe the tasks carried out during our three months internship period at Takov Studios. Our approach in this section will be classified according to the stages of editorial content production in this case which includes conception, elaboration, production, editing and final distribution as we are taught in school. We chose to use this angle of approach because there were projects which we only did conception and never carried on with the rest of the stages of editorial content production as well as a majority of 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. It should however be noted that we are not going to list all the tasks carried out during internship as some were not directly related to the field of publishing and Graphic Arts hence all those listed and analytically described below are tasks, we have considered to be helpful either technically or when it comes to professional ethics in the domain of publishing and Graphic Arts.

Conception of editorial works

We took part in the creation of Audio-visual content during our internship period at Takov Studios. After our professional supervisor, Mr Takov Handson explained to us the vision he had for the production house, we were made to understand that the institution is not only interested in being hired for the production of solicited works but has a greater interest in creating and distributing spontaneous audio-visual contents. Equipped with the basic tools needed for good quality audio-visual content production, we were assigned with the task of bringing new original ideas for audio-visual content which could be distributed on online streaming platforms.

Given this task, we made use of the professional techniques given to us in class related to the creation of editorial works, we began with the suggestion of previous ideas which we had stored in our memories, brain storming together as a team with the assistance of our professional supervisor who with due experience could quickly identify a bad, good or doable project. We spent days doing the necessary research on the internet by looking at other national and international contents which have already been produced to get inspired from these existing contents. We read some books in the public domain to see if we could adapt, we took a close look at our national culture and current societal trends and finally came up with a dozen project ideas.

After a detailed green light session with our professional supervisor, some projects were rejected and the following were seen as profitable and achievable.

Documentaries on all forms of jobs done by young Cameroonians

We observed the social situation of Cameroon youths and discovered that their living standards are below the average, that is, they are living in poverty being unable to afford their basic necessities. We find idle university graduates and undergraduates hoping for a government employment or getting involved with illegal activities such as cyber criminality (scamming) which is at its peak amongst English speaking Cameroonian youths. We assessed the situation and found that this problem is rooted in unemployment. And to solve this problem, we proposed to create short documentaries on all kind of jobs that people do in order to make money which were going to be targeted at Cameroonian youths and the general public. These documentaries were meant to inspire youths to have an entrepreneurial spirit and create jobs instead of waiting for unassured government jobs. When this idea was all set, we started contacting potential people who could serve as the subject for each short documentary episode. Some of the people we contacted accepted to take part in our suggested project while others were not cooperative. Few who accepted were a university student dance trainer, a handyman, a tailor, a blacksmith, an upcoming artist, a photographer etc.

Videos of Afro jingles for kids:

During our search for creative ideas on the internet, we discovered that the most viewed and most visited YouTube channel in the world is (Cocomelon-Nursery Rhymes) with over 144 million subscribers which is specialised in the production of educative songs and jingles for babies and kids.

Most people will do anything to make their kids happy without a lot of contemplation and argumentative thinking. This phenomenon presented itself to us as a great opportunity to make money while making the world a better place by giving back to our African society. We took a second look at our country and continent and discovered that there's no one who produces such content. The songs on Cocomelon are western songs with foreign rhythms and melodies which are aimed at promoting western cultures in language, dressing, sound, habits etc. the instilling of African cultures and promotion of African values in kids is one of the best ways to build a better Africa with conscientious Africans. 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.

The musician assured us that after he is done with his current project (the release of EP) we were going to start with the production of the afro inspired nursery- rhymes. We continued with our research on how to make a valuable project.

The production of a music review ad commentary show:

As part of our mini suggestions for a show, we decided to start a show where music listeners are going to listen to Cameroonian music and give honest comments and criticisms. The music and entertainment industry in Cameroon in general is under the shadow of entertainment works from neighbouring Nigeria. As a way to develop our local entertainment industry, we understand that we need to communicate on Cameroonian content. This is a way to increase the number of things that are said about Cameroonian art and make this at the disposal of anyone with an internet connection. This project can be a great source of income if we grow it. The show could also be a great way to promote our culture locally and internationally.

Conception of Video ideas for music videos:

During our internship period in Takov Studios, we took part in the music video shoot of about 7 different musicians. In most if not all cases, we had to listen to the audio beforehand and concept a creative music video idea. Some of these artists were; Tamical, Tanji Wise, Wanshey, Laterson, Raizy, Orlando blue etc. The production of a music video is a little more complex than the other editorial content which we were creating in school such as news reports, analysis presentation, documentaries etc because a music video is an art on its own and not a visual representation of what the artist is singing. It is a sort of continuation or accompanying story. In each project we needed to write a short film which was going to serve as storyline in the music video. In some cases, the artist came with his own concept which we were to discuss with him/her and bring in their own suggestions.

Elaboration and pre-production of Projects.

When we had done on the research on the contents of a project and the idea was validated and clearly understood, the next thing which we did was elaborate on the description of the project. This process in cinema includes the listing of everything needed to achieve the production of the project; both the human and material resources that we were going to need. 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.

After a scenario and script has been written, the next step is to check the facts presented in the script to find out if they are plausible and real or believable in the case of fiction. After checking the validity of a story, we read over the script again to correct errors in the text and make sure that if there are any knowingly left errors in the text, it should be indicated to all the members of the production team in order not to cause confusion amongst the team. During internship we were introduced to software such as Celtx which handles issues pertaining to the formatting of film scripts as they have a standard format. Before introducing us to the Celtx software, we were able to format our scripts using other software used for book editing such as InDesign and Microsoft word but Celtx makes the formatting of film scripts extremely easy with industry standard results. Another thing we did in the stage of elaboration was to look for talents and cast them as vixen in the music videos. In most of these cases, we mostly contacted our friends and created a public flyer which communicated the project to the public and indicated the need for talents. 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.

Production.

During internship, we were trusted with the capturing of images, camera manipulation and lighting. Despite the fact that we are not trained in school to be technical camera operators, we however are trained to be the head of an audio-visual production house. In these courses we were taught very important lessons such as camera angles and their meanings, shot sizes and when they should be used, cinema rules of composition such as the rule of thirds and the 180 degrees diagonal line, shot framing etc. Most of these audio-visual technics are some of the essential elements that make a good quality film.

Before coming into the Advanced School of Mass Communication, we had had basic knowledge on these concepts and during our three years of professional training and constant practice during class exercises, we became 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.

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 specialised 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 colour 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 defence project.

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 sensitising the Nso people on the aspect of family marriages in the Nso tribe. The dialogue in the movie was 70% in Nso language ‘Lamnsó’, 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 technics, 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 authorisation. 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 defence 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 authorisation to produce. We were told in school that getting authorisation 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.

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.

We shot short Documentaries and Commercials

For other more formal films such as documentaries, we put in to practise 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.

Post-production:

In video production, a student from publishing and graphic arts is most pertinent at the stage of post-production as this is where we can really put in to practice the knowledge that we have in making a project clean of all errors and attractive for the public. As such Takov studios trusted us with all that concerned post production of videos.

After shooting any project, we would first backup the footage and save them in backup drives. Later on, we would classify the footage in renamed bins where it can be easily accessed. This is the work of an assistant editor in a big production company as is very important to the editing process. After watching, selecting and classifying the footage in their respective bins, we would move on to premiere pro which was the preferred video editing software at Takov studios. With our digital video editing course given to us in school and past experience, we were able to make emotional and meaningful edits to the all the videos which we were assigned with; these videos included wedding, music videos, and other audio-visual content. Each project had its own specific way in which it could best be edited. We did creative cuts, suitable transitions, sound design with copyright free music, colour correction and grading.

At Takov studios, we insisted that all graphic works including texts and illustrations should be assigned to us because this was our domain of specialty. We made sure that the texts in the videos were on point by correcting errors and using the right font types and colours in all projects. The boss was very appreciative of our patients and care when it came to the selecting font types.

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

Tasks related to distribution and promotion.

At Takov studios, we designed posters and flyers to announce upcoming projects and to communicate to the public. We were happy to be assigned with tasks where we knew that we excelled. The conception and production of visual content was not the end of the production chain. We had to find ways in which these films which we produced were going to reach the targeted audience. Apart from the elaboration of a complete social media publication plan. We searched and found websites such as filmhub which offered distribution services to independent film makers. Given our knowledge on copyright, our internship supervisor asked us to study the website, and its terms and conditions to find out if their stipulations were favourable to Takov studios. Takov studios had had bad experience with the distribution of the film ‘the cure’ for this reason, he was very prudent about giving his intellectual works to a distribution agency. We assured Takov studios that we understood the management of rights over intellectual property and explained to him where he made a mistake to sign without reading and seeking advice from someone like us who knew the game of publishing.

GLOBAL EVALUATION OF THE COMMUNICATION AND THE PUBLISHING PRACTICES IN TAKOV STUDIOS

Takov studios is an institution which is in the domain of communication. In this case their medium of operation is through visual content both moving and still pictures. The practice of communication in any enterprise can be evaluated by observing the internal and external level and quality of communication in the enterprise. We are going to attempt a global evaluation of the publishing practices in Takov studios beginning by communication in Takov Studios and then to other aspects relating to the publishing profession.

Communication in Takov Studios

Internal

At Takov studios, there are no workers. As the boss told us, he had two workers who got better ways of making money and left the institution. Hence there is no need for an internal journal. All communication in Takov studios is done through physical meetings and phone communication. While at Takov Studios, we proposed to the CEO that he create a cooperate calendar which will always be filled with the upcoming projects. Because there are no permanent workers at Takov Studio, assistance is gotten per project. When a project needs more hands, there are always freelancers who get hired for that particular project or Takov studios is partnerships with another studio for the project. In either of the cases, the projects which involve more than five people in the production usually requires a lot of communication and the easiest way to do this is to create a WhatsApp group with all the participants in the project to ease the flow of information amongst the workers.

External Communication:

The documentary films, movies, short films, and other audio-visual contents are ways in which Takov Studios practices communication. Most of these projects are fiction projects and very few are real such as documentary films. The information thus in these projects can either be highly exaggerated or tweaked to attain a particular emotion or to present a situation in a given manner. The messages that Takov studios wants to pass to the general public are issues concerning social African life and its problems. The film maker looks at his community, observes the existing problems and decides suggest an imaginative solution to these problems. Other projects can be a glorification of Africa or of humans in general.

The general purpose of Takov studios is to present information to people in a visual and interesting manner.

When Takov studios finds a message that they want to send to the public, they study the potential receiver of this information, in this way they are able to know the genre of film they will produce or the techniques used in the passing out the message to the general public. Another important issue that affects almost all communication agencies in Cameroon is language. Given that the country is bilingual, and Takov Studios is mainly an English-speaking company, they are unable to communicate with the French speaking audience in Cameroon who represent a majority of the country's population. In the nearest future, Takov Studios is going to have to make use of the services of a translator if not so, they risk not reaching the possible public that they wish to reach. To bypass this hurdle, Takov studios presents information to the public through film, their intention is to create films that tell a visual story in such a way that even without sound, a viewer is able to understand what the film is all about, the sound should accompany the image and not replace it.

Takov studios practices the lay man's understanding of communication as the CEO does not have any formal training on communication. He only does what he thinks is right or what he has learned from experience. However, his level of communication as an institution is not bad. Takov studios has a Facebook page, Instagram account and YouTube channel through which Takov studios communicates with the public. On their social media platforms, Takov studios post their current activities and show case their work.

As students who have studied enterprise management and know the importance of communication in any company, we proposed to produce a catalogue and a visual identity style guide for Takov Studios which they happily provided the information we asked for and worked together with us to produce these professional communication tools which they adopted.

THE BENEFITS OF OUR INTERNSHIP AT TAKOV STUDIOS

During the three thought-provoking months of internship at Takov studios, we learned a lot in terms of technical practices, professional ethics, gained field knowledge, contacts etc which will be very helpful to us in the future, we understand that there are some benefits which we will only notice their importance in the far futures away from those which we shall be stating bellow.

Our internship period at Takov studios gave an opportunity to practice and test our knowledge out of school before going into the job world. At the Advanced School of Mass communication just like in many other schools, education is presented as the main key to all our problems. The field of publishing and graphic arts as presented to us in the school is very important in all domains of life. We had learned so many theories, and technics to develop a profitable business on our own. There were lessons which taught us that a company will not survive without the service that publishing has to offer. Given that we had all this knowledge in our minds, we needed an opportunity to try out our skills in a functioning company. We know that our success in class may be completely useless if we cannot apply all that we have learned and create value in the job world. The internship in Takov Studios was an opportunity therefore for us to try these very important skills which we had in us. We are happy to report that this was a success, the services of a publisher are highly needed in almost all enterprises. We were assured of the fact that we could survive and make a happy living with the training that we had gotten from the advanced school of mass communication if we played our cards well.

During the internship we noticed that there are so many things which we did not take seriously while in school but there are professionals out there like the CEO of Takov Studios who will give anything to get the kind of training that we have. We easily understood that we need to continue practicing and engage ourselves in more activities that will refine our skills and make us better professionals in whatever domain that we choose to invest ourselves in.

The internship helped us to learn professional language and match them with the theoretical knowledge that we had. We discovered that these professionals practicing publishing without the training that we had, had ways of referring to things which were different from the right terms taught in school. It was in our place to understand and make a liaison between what they said and what we knew.

When we finish from school, we are going to work on projects with people who do not have the kind of training that we have. It will be an addition for us since we already understand their language and way of reasoning.

At Takov studios we learned how to deal with clients in terms of pricing, communication, resolving misunderstanding and much more. Most clients are hard to deal with in the sense that they do not know the professional term for what they want and may use a word that will mislead us in our process of trying to understand what they are interested in, there are equally clients who will want low quality work either because they don't have enough money to afford good quality work or what they prefer is not as good as they think it is and when we produce, they will be disappointed in the work. We were made to understand that despite the fact that we want to always make clients' satisfaction to be our priority, we should bear in mind the fact that we are trying to build a long-term business which will work with many clients and not just one. If a client wants something that is not good, we should propose something better and explain to them why what they want is not the best option and if they insist, then we would have to let the client go.

During our internship at Takov studios we learned that there are cases where doing things the way of the book will not be the best option to take at that moment. For instance, our supervisor saw the professional approach which we used to execute all the takes which he assigned to us and told us that doing professional work is good but there is a time when we will have a lot of work and less time, we should not spend much time on a particular client and lose more clients. This was just one of the many examples of situations where doing things formally costed more time and energy than the informal methods which the clients could afford.

We went into Takov studios because we wanted to see how a new business could survive amongst the big existing companies. At the end of this internship, we can happily say that we have learned a lot of hacks and professional techniques to start and make a living out of a sustainable and profitable business. We explained our desire to start our own company to our supervisor who accepted to guide us through with the creation of a business. He explained the current trends and tried to do a forecast of what aspects of the film-making business were promising and those that were not advisable to get into.

As students of the field of publishing and graphic arts we are trained to be entrepreneurs and managers of publishing institutions, this means that we have a wide range of professional skills which we just need to select one or more and specialise in them. We understood that most new businesses fail because the creators of the businesses focus too much on their passion which makes them to stay in an unpromising domain for a long while. Mr Takov Handson explained to us that there is a clear line that we must draw between passion and business, even though passion helps us to invest more effort in our businesses, we should not follow passion into failure.

From the few materials that are found in Takov studios we saw how we could start a business with as little as one million francs, make the right purchases and be careful on the way we spend. Even though Mr Takov Handson does not have professional training in the domain of film making or publishing and graphic arts, his experience guides him in building his business. If we combine the experience, we gathered during our internship period and the professional training that we got for the advanced school of mass communication, we are sure that we will be able to build the legacy that we have in mind.

Our internship period at Takov studios helped us to learn new techniques of film making and photography in general as well the manipulation of cameras and lights amongst other equipment. Before going for internship at Takov studios, we were familiar with canon, Nikon, lumix and Sony cameras but at Takov studios, we learned how to manipulate Fujifilm cameras which were quite different form all the other cameras we had ever used before. There were technics which he used in film making that we had never seen before, cinematic lighting setups and composition technics which are very important in film making.

At Takov studios we learned how to be ready for risks and to adapt to any situation that the job world presents to us. When we were told the history of the creation of /Takov studios, we were shocked that the company still exists because very few people are able to start a business, lose everything and start all over again. Mr Takov made us to understand that just like us, he wanted to specialise in film making and nothing more but the situations have made still photography more profitable, he therefore cannot ignore the trend, he adapts to the changes that comes by the company.

Takov studios helped us in the production of our defence project, he advised us during the project from creation to post-production. Thanks to Takov studios, we did not spend money on the acquisition of materials and crew for production. This help made our budget to be extremely low and the quality of our film to be at a professional level.

During our internship with Takov studios, we met professionals from all over the country, we met artist and made connections with so many people whom will probably be of great importance to us when we are out of school. One very important example of a contact that we had is 'Tata' a musician in Jovi's new bell record label who had an agreement with us to produce all his videos for a whole EP. Through Takov studios we were able to show our skill to the public which let to us gaining projects of our own

Our internship at Takov studios was financially beneficial to us. We were remunerated for every work that we did with Takov Studios, he understood that he did not have to pay us since we were there on internship and not as workers but he insisted on giving us little tokens that could cover our daily expenses. The flexibility in Takov studios made our internship a great experience. These are just few of the many benefits that we got form our three months internship at Takov studios. Nevertheless, it is worth mentioning that there were equally difficulties faced in Takov studios.

DIFFICULTIES

Our internship period at Takov studios presented few difficulties to us. We were able to find solutions to some of these difficulties while there were others which were above our ability to resolve.

There was not enough work for us to do at Takov studios. Given that Takov studios is a new production house which has not yet gained enough notoriety and growth, there were few projects than we would have wished to work on. During our internship period at Takov studios, we shot just two movies which were not in-house projects but co-productions. The CEO of Takov studios does not invest enough in the creation of his own visual contents thus he is more interested in getting hired to produce films rather than in the creation of his own projects. Even when we suggested ideas for the production of in-house projects which could be distributed online to grow the company's notoriety. Our supervisor was not swift to the production of these visual contents which we had conceptualized. To solve this problem, we kept ourselves busy with other aspects of the company that could develop the company. We kept on insisting on the production of the content which we had conceptualized and then came a change.

There was not enough equipment in Takov studios. With just one camera in the studio, very little could be done. Takov studios usually rented extra material from other studios in cases where more equipment was needed in a project. We were only told about the qualities of other equipment and their performances, at Takov studios, we did not get exposed to a wide range of equipment with which we could get familiar.

There was too much flexibility from our internship supervisor. In their effort to make us feel welcome in the company, the CEO of Takov Studios was so flexible with us to the extent that we saw his flexibility as a major difficulty. We were only expected in the studio when there was a project to work on, in addition to this, there was no discipline at Takov studios, we were not given deadlines to the tasks assigned to us, those who failed to perform the tasks assigned to them were not punished. In such an environment, we were left to do what we thought was right and correction was given in the form of suggestions. This friendly way of tutoring was strange to us since we were used to strictness and extreme discipline in school. We made sure that we did not abuse their leniency towards us.

During internship, we discovered that not all the theories taught in school could be applied in the field, especially in Cameroon where the film industry and the entertainment

industry in general is largely dominated by people who have got no professional training in the domain or those who simply refuse to carry out the tasks the professional way. The internship presented to us a wide range of failures in the theories which we were taught in school and important courses which were not taught. The school gets into the details of the editorial process of book production as detailed as it could ever get but we hoped that these theories could be tweaked and applied to other sectors of publishing such as cinema but this was not the case. We faced great difficulties in the acquisition of shooting permits and ended up shooting our project without the required permits due to the difficulty involved in the acquisition of these permits, a situation completely contrary to what we were told it was going to be.

At Takov studios, we were not allowed to exploit our full potential and used the school technics in the execution of tasks assigned to us. This is not because they were against our methods but simply because we were unable to deliver work as fast as expected. Takov studios has a policy where they try to deliver all jobs to the clients fastest than they could ever receive from other studios. For instance, most studios in the city of Yaoundé will deliver a wedding film and photos to the couple in about three weeks after the wedding ceremony but at Takov studios, a wedding film and photobook should be ready in at most three days after the wedding ceremony. We were impressed by the speed at which work was done single handedly at Takov studios. It was however a disadvantage for us who could not keep up with the pace at which work was done. In most cases, we were not able to carefully make the best professional choices in post-production. To be able to keep up with this level of work, we made use of templates which were not as good as the jobs we were able to edit manually.

SUGGESTIONS TO TAKOV STUDIOS

We suggest that Takov studios hire workers who will make the business to grow rapidly, a wise employment of an assistant videographer, a photographer and an editor for a start will enable to Takov studios to reach a wider range of clients and produce more professional work while maintaining the fast of work which they value. If Takov studios hires workers, the psychology of their business management is going to change and all the practices of the publishing profession could be applied thereby helping the company to grow its profit.

We think that Takov studios should produce more spontaneous projects and distribute online. the company just like all other companies in the domain of publishing need to take advantage of the great audience that internet technologies put at their disposal. As years go by, new social media platforms and video streaming platforms are developed. These new and old platforms all demand an extreme amount of content. It is therefore a great opportunity for Takov studios to create professional content and distribute online. This has a great potential of making money for the company or creating more visibility which will attract clients thereby growing the business.

During our internship period at Takov studios, we suggested that Takov studios create a visual identity style guide which will differentiate the production house form any other production house in the country and in the world at large. We were assigned with the task of producing this style guide for the company amongst many other communication documents such as a catalogue that showcases the previous works done by Takov studios. The catalogue produced as presented above was helpful to the studio and we hope that it is going to be of great use to the growth of Takov studios.

We suggest that Takov studios should select a domain of speciality which will serve as their editorial line. The decision to produce only a particular genre, theme or any other speciality that could distinguish Takov studios form any other film maker is key to the growth of the company. At the moment Takov studios will produce anything that will pay well. This method of production could bring little sums of money from various little diverse jobs but if Takov studios can decide to produce only a particular type of product, they will set a respectful place amongst other production companies thereby attracting bigger projects.

We suggest that Takov studios should produce cooperate video such as documentaries and commercials which they will present to companies since most companies who need video

services do not know how important these could be. At this moment, Takov studios waits for clients to expressed their need in the service that they give such as a couple getting married who express the desire for the memories be kept. There are companies who do not know that videos are a great way to communicate on the company's products and services, and could be a beneficial way to grow the company's visibility or to better reach their desired audience. Takov studios should study companies and propose films which could solve their problems. A great example is the existence of so many new tv stations in Cameroon who are unable to afford good quality films to broadcast on their channel. If Takov studios can create great impacting low budget films and propose to these companies, we believe that some of these tv channels will purchase these films.

Our final suggestion to Takov studios is that they should stop still photography and focus on video production as this is the domain, they are passionate about and have adequate experience and skills in video production. We understand that Takov studios extended its services to till photography as a measure to keep the company function and partially due to industry trends. We think that the company is mature enough to continue building more value in film production which they have already made a name in by winning awards in film productions instead of trying to build a reputation in still photography. In the domain of still photography, Takov studios competes with experienced and specialised photographers who are leading the way. As an award-winning film maker, it will be wiser for Takov studios to focus on film making.

CONCLUSION:

Our internship period at Takov studios was extremely beneficial and we are grateful to the CEO of Takov studios, Mr Takov Handson for the wonderful experience. We are equally grateful to the advanced school of mass communication for making it possible for us to have unforgetting experiences out of school and to cherish the training which we were getting. We were highly welcomed into Takov studios where we spent more than three months of a great number of new experiences and skills. We were able to practice all the theoretical lessons given to us in school, learn new technics, get familiarised with the professional world, meet new contacts and above all we were able to start a business of our own which we plan to apply all the knowledge we have gathered from the class lessons and internships to make profit, develop a healthier future for us and the ones that come after us.

We started out with the aim to give an analytic report of our participation internship at Takov studios which started July 5th, 2022 and ended on October 20th, 2022. It should be noted that students in the advanced school of Mass Communication are called upon to carry out an which will complete their learning process in their respective fields of information and communication.

After examining the objectives, the functioning and activities of Takov studios production house presenting its various activities and how we contributed to the company's daily activities, we are happy to report that the internship went on in a splendid manner, even though we are not sure of recounting all the events and tasks done during our internship, we hope that those reported in this document have given a comprehensive description of our internship at Takov studios.

REFERENCES

Internship report, 2020-2021 at KK Xpressions

Takov Studios archives,

Asmac archives

Omega production resource; internship report by Lydia Anne Burgess

APPENDICES

Certificate of completion of internship.

Our participation on Kon production set



Our participation on Tamical music video shoot set



TAKE IT SLOW

TAKOV

JULY 29

NEW VIDEO

TAKOV STUDIOS

The poster features a central photograph of a man with short dark hair and glasses, wearing a dark and light striped short-sleeved shirt. He is sitting at a wooden bar, holding a glass of amber liquid in his left hand. The background is a blurred outdoor setting with trees. The overall design is set against a light blue, textured background. The text 'TAKE IT SLOW' is written vertically in large, bold, black letters on the left side. The word 'TAKOV' is written in a stylized, white, jagged font across the middle of the photo. The date 'JULY 29' is in large, bold, black letters in the bottom right corner. 'NEW VIDEO' is in smaller black letters below the main title. 'TAKOV STUDIOS' is in small white letters at the bottom left of the photo.



