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**DJMC IUST Holds Workshop by Deutsche Welle's Producer**

Awantipora, April 23: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised a workshop with Rouf Fida, Video Producer, Deutsche Welle on Thursday. The workshop as part of the department's ongoing Industry Connect initiative aimed to provide media students with insights into the process of transforming reports into compelling visual stories.

During the workshop titled 'Journey of a Frame: From Report to Story,', Fida shared key principles of visual storytelling, urging students to start a story with a clear idea before filming it. Drawing from his professional experience, Fida highlighted that every shot should serve a purpose, with careful attention to be given to composition, including framing, balance and movement. He underscored the critical role of audio, describing it as an essential component of storytelling that enhances both immersion and credibility. Emphasizing the human element, he noted that compelling stories are rooted in real people, emotions and lived experiences. He advised students to capture a variety of shots and cutaways to build a coherent and engaging narrative.

The workshop featured practical exercises and interactive discussions, with students engaging actively on aspects of video production. Meanwhile, a departmental profile video was screened on the occasion.

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