

Ace Producer Exposes Students to ICT Roles in Film Production

Technical innovations, occasioned by the advent of Information and Communications Technology (ICT), have changed the way films are produced and stored, with ICT becoming even more crucial than funding in film production, renowned film producer, Mr. Tchidi Chikere, has said.

The versatile thespian, who was Guest Speaker at a recent Town and Gown seminar of the Department of Mass Communication, Covenant University, Ota, Ogun State, where he delivered a paper titled, 'The Movie Industry and ICT: Factors for Success in the Movie Industry,' said ICT has become more crucial to film production because, when harnessed, it brings about funding.



The Guest Speaker, Mr. Tchidi Chikere, receiving a souvenir from the former HOD, Mass Communication, Dr. Oladokun Omojola

Film, according to Mr. Chikere, contains information about every sphere of life; a manipulated attempt to make you think the way the writer is thinking; it seeks to get the audience on the same wavelength with the writer; there is power in visuals; and film is a visual media that communicates 'real-life' to its audience.

"ICT, however, largely speaks of the web and computers, an amalgamation of the studies of programmes, applications and the appreciation of those applications; in relation to film-making, it is a technical expertise that supports production, performance and marketing films. It has to do with audio visual engineering, exhibition, and transmission," he said.

The Guest Speaker explained that when film is something you can hold, it is still analogue and it can be said that you are "making films". But when films are shot on SD cards and are stored as data, then you are no more making films, you are now making "data", and that is a product of ICT.

"Storing films as data provides a lot of flexibility with storage in form of data compressions, as well as transmission, where movies are uploaded online for both sales and marketing purposes – meaning easier and direct access to the public," he said.

"The Internet," he added, "has become a digital market place; the bridge between film-making and ICT."

In his remarks at the event, Dr. O. Omojola, who represented the Head of Department, Mass Communication, Dr. Lanre Amodu, thanked the Guest Speaker and enjoined the students to appreciate the opportunity they had to learn from an expert in the movie industry. He described Mr. Chikere as an unusually talented film-maker, who has recorded successes both in and outside Nigeria.

Asides the students, also present at the event were some members of faculty and staff of the Mass Communication Department and the College of Business and Social Sciences.