

ISSUE NUMBER

MAY JUNE 2026

CCR 4

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HEY, DEAR READERS



I'd like to talk about AI before i start writing. AI has generally made studying media so much harder. when you're working really hard there's always someone working better using AI. I'd also like to make this magazine a tribute to all filmmakers that put in the effort coming up with storylines, editing and building the scene. This film opening has definitely increased my respect for them all.

FaltuFilmss productions are against the use of AI in any media context especially as a software for editing or filming.

Atifa Naeem

Director, editor and writer

• HOW DID YOU INTEGRATE TECHNOLOGIES – SOFTWARE, HARDWARE AND ONLINE – IN THIS PROJECT?





SOFTWARE

THE SOFTWARES I USED FOR THE EDITING OF THE FILM INCULDED DA VINCI RESOLVE AND CANVA.

I USED DA VINCI TO ADD THE CUTS AND TITLES AS WELL AS MUSIC TO THE FILM FOR BETTER QUALITY AND PRODUCTION.

DAVINCI WAS PERFECT FOR PROFESSIONAL USE SINCE WE COULDN'T USE AMATUER TOOLS AND COULDN'T OPERATE WITH OTHER PAID APPLICATIONS SINCE OUR BUDGET WAS KEPT TO THE MINIMUM. CANVA WAS INITIALLY USED FOR THE LOGO OF THE FILM IN THE BEGINNING BUT WE EVENTUALLY SHIFTED TO PREMIER PRO

THERE WAS ALSO INCREASED USE OF PROMOTIONAL SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM AND WHATSAPP.

WE REACHED OUT TO MOST ARTISTS REGARDING MUSIC AND SCREENING ON GMAIL AS WELL.

PRODUCING THE LOGO



When producing the logo, we initially used canva but decided to switch to premier pro. Premier pro gave us a wider range of opportunities to experiment with the tools hence, we came up with the logo. Our inspo was from sarmad khoosat productions where he animates a red dot slowly coming down and meeting the rest of the title. Hence, we tried that out and it worked. The background was kept yellow as we felt it was more symbolic towards the film.



For the behind the scenes we did use an iphone but for the shots we used my lumix camera. We also tried getting a gimble to help with the shots but unfortunately didn't have the budget for it.

Most of the editing was done on my laptop and shots were all kept in a USB. For the sound we also recorded that with an iphone . We did take a ligh along but didn't have much use of it since there was already a lot.