



**Research Project titled: “Lights, Camera, and Time for Action”: Recasting Gender Equality Compliant Hindi Cinema**

**Call for Applications for Visual Designer Consultant/Agency**

This project funded by the U S Consulate, Mumbai, aims to study gender representation in Hindi films both on-screen and off-screen through quantitative research and examine gender issues in the making of films, directing films and audience perspectives of gender representation through qualitative research.

**About SMCS**

The School of Media and Cultural Studies, (SMCS) of the Tata Institute of Social Sciences, Mumbai is engaged in media teaching, production, research and dissemination. A unique feature of the School is the close linkage between its technical and academic work. The work of the School facilitates a synergy between research, teaching and production, all of which are informed by a keen sense of connection with local subaltern cultures of resistance and invention. Production is an important component of the School’s work. Its films are widely distributed and used. The School is involved in media and cultural studies research and offers a two years Masters degree in Media and Cultural Studies. More details about the School - ([www.smcs.tiss.edu](http://www.smcs.tiss.edu)). The documentary films made by the School Faculty and students are available on <https://www.youtube.com/user/SMCSchannel>

SMCS, TISS is seeking applications for Research Project: **“Lights, Camera, and Time for Action”:** **Recasting Gender Equality Compliant Hindi Cinema**. SMCS, TISS is seeking to hire a Visual Designer Consultant or Agency for reports and media outputs.

**Visual Designer Consultant/Agency for reports and media outputs**

**Description:**

The project is engaged in research studies on subject of gender representation in Hindi films. There is one quantitative and three qualitative studies being undertaken. The quantitative study has three components: (Part one) On-Screen gender representation through a sample of 35 films (Top 25 top grosser Hindi films in the year 2019 and 10 women-oriented films across 2012-19) using indicators such as demographics, occupation, domesticity, sexualization, sexual objectification, prescriptive gender norms, punishment, rewards and physical presence (Part Two) Off-screen gender presence of women in Hindi film crew and (Part Three) Women in positions of relevance in the Film Ecosystem.

**Tasks:**

1. Compile the entire study report with infographics and format the report and
2. To work with statistical as well as textual data and design infographic content in easy to understand graphics and convey important data points



**Minimum Requirements:**

1. Academic graduate qualification in any discipline for individuals or qualified team of individuals if it is a designing agency
2. To be well versed with infographics tools including software and be able to present relevant data points in a simple and visually appealing form for the report as well as for all dissemination meetings of the project, and
3. Relevant work experience of 2-3 years in the area of infographics in domain of research and demonstrated experience of delivering such work for other clients.

**Duration:**

Assignment basis from September 2022 to February 2023

**Remuneration:**

Remuneration to be paid in installments against deliverables listed in the Tasks section totaling to Rs 500,000.

**To apply:**

Interested candidates or agencies located in India may submit their CV/organisational profile with the subject line 'Visual Designer Application - Your Name' by 22<sup>nd</sup> August 2022 to [smcs@tiss.edu](mailto:smcs@tiss.edu)

Names, addresses, email id and contact numbers of two references of individuals or organisations for whom work has been undertaken and delivered has to be indicated in the CV or organisational profile information.

The shortlisting of the applicants and the online interviews will take place by **29<sup>th</sup> August**. The appointment of an individual or an agency is strictly for fulfilling the project related deliverables. Tasks can be undertaken virtually and onsite presence may be required occasionally.

**Prof Lakshmi Lingam,**  
**Dean, School of Media and Cultural Studies,**  
**TISS, Mumbai**

**12<sup>th</sup> August 2022**