Here's introducing, Reading Right- an ed-tech startup that conducts research- based/ critical news learning programs and is India's first organisation in the field of explanatory journalism. In a world of media illiteracy, the value add from news learning has lost its meaning and implication while we are here to change it. Our objective is not just to see that the masses read news articles but it is to ensure that they read quality content about the world and leverage it to build solutions to complex problems across all realms. We intend to culminate the education commenced by institutions. We believe and quite strongly that a whole new relevant system of education can be carved from news articles across platforms. Just like the traditional curriculum the news curriculum too seeks formal help in selecting, understanding & utilising the reading material; And we are here to provide precisely that- only in a manner that is way more:

✓ **Faster**- with crisp, to the point explanations & information to be learnt within minutes.

✓ **Relatable**- with the support of animated infographic videos for every piece of content explained in writing.

✓ **Understandable**- With explanations from those who actually understand.

✓ **Accessible**-with the use of a clean, easy to access app.

✓ **Engaging**- With games that enable slipping into real world job roles.

"An app that seeks to ensure every age between 14-60 reads & thoroughly understands-meticulously selected educative news articles; although, not by providing an overall dumbed down version of the original article like most explanatory journalism efforts, but by use of clickable buttons on the article syndicated (from selective publications only), so as to extract the explanation & context for every concept, every word & every incomprehensible line thereat; while substantiating each article by infographic videos and games."

What are we looking for in students?

A suitable candidate must be creative, sharp, well versed with Adobe photoshop, Adobe premier pro, Adobe after affects, flash & sound editing skills (for incorporating voiceovers into the video). They must have a degree in animation (2D animation).

Specifically, An animator must have a basic knowledge of Adobe Premier Pro & an advanced hands on experience with Adobe After Effects;

An illustrator must have a basic understanding of Adobe Photoshop while an advanced hands on experience with Adobe Illustrator.

What exactly is the work?

Students of animation will work with our content writers to create scripts for a storyboarding. Based on which they will have to create infographic videos. Every news article we provide explanations for will have 2 supporting animation videos which are infographic in nature. It will be a 2-3 mins video.

One infographic video will be a story that captures the essence of the topic; While the other will be an analysis infographic video where tables, charts and tree branches can be depicted with immense simplicity. These two videos need to be containing a voiceover. The voiceover artist will be jointly selected and hired by our organisation.

The games for the app are developed by the technical team, but animation experts are required to assist in the design of each game developed by developing animations for each.

Other avenues where animation experts will work in are UI/UX of the app and web.

So if you are a 2D animator you will be creating the animation for the above tasks (infographic videos, games, explainer videos, app UI/UX) and if you are an illustrator or graphic designer then you will be required to provide illustrations that will be utilised by the animator.

What do the students get?

At the end of the internship/probation they get a internship certificate/ joining letter to continue further with an increased full time salary. Students will be working with experts from every domain (legal/policy/medical/business etc) to make e-learning commendable. They will have creative independence and decision making freedom. They will be working in teams and planning the visual communication overall. They will be made to lead projects in visual design, visual communication and animation. ***Most importantly, they will receive complete training from the experts in the animation industry.***

Remuneration of interns?

Role	Internship Duration	Internship Stipend (Per month INR)	Full time package on confirmation (Lakhs/ annum)
Junior	12 months	5000	3-4
Associate	6-12 months	7000-8000	5-6

How many hours do interns have to work?

We require each intern to submit at least one 3 min infographic video daily. If they work in teams, we will need a total of x number of videos for a team size having x people while each person in the team can work on their area of expertise. E.g An expert in graphics will only create graphics for all x videos, an expert in motion will only do that for all x videos. Thus the time per person can be accordingly understood. We need about 20 experts at the least so 20 videos a day is what we intend to start our app with.

Sample video

https://youtu.be/YlQgeyKV-QM

Is it going to be fun filled?

Fun is an understatement. With a power to transform the animation in education, it doesn't get any better!

Location

Work from home. But we will have a technologically equipped portal to string all the communication between all animation experts and make it a seamless process no matter where they are based out of.

Resume drop: **animation@readingright.in**

For further details on our organisation,

visit- readingright.in

We look forward to associating with you and seek your kind response at your earliest convenience. Please feel free to reach out for any concerns or clarifications.

Best,
Team Reading Right