

DUAL COURSE IN SHORT FICTION & AD FILM MAKING **(HOW TO ENGAGE EFFECTIVELY TO ENTERTAIN & SELL)**

Advertising is the mother of all mediums. Without advertising there would be no Cinema, Television, Internet, Apps, OTT, Radio, Newspapers, OOH or magazines. There would neither be awareness nor sponsorship thus, eventually leading to the collapse of all mediums.

It is indeed a rather sad state of affairs that the Advertising Association of India is advertising seeking advertisements on various channels in these difficult times.

In advertising we follow the tenets of fiction storytelling & fiction filmmaking. In fiction filmmaking, we dramatically narrate the story of the journey of a protagonist with various twist & turns which ultimately culminates in the protagonist achieving his or her goal as they have set out to achieve while depicting ideas through the narrative which are meant to inform, educate & entertain. On the other hand, in Advertising a similar dramatic narrative structure is used to engage the audience but the purpose is to eventually sell a product or a service.

As the entertainment industry, especially Cinema, turns more & more digital depending heavily on OTT platforms we need to examine the future of Cinema as we have known it to be traditionally.

This course brings to you a combined understanding of the discipline, application & execution of both Advertising & Cinema in a comprehensive & professional manner. Wherein you will learn Research, Production, Writing, Scheduling & Film making amongst other Technical crafts & skills.

The course details are as follows

(One-month approx.... 40 sessions all Online)

Course Fees - Rs. 10,000/- only

Curriculum:

- Indian Culture & evolution of Media
- Fundamentals of Advertising
- Fundamentals of Film
- USP and Target Audience
- Branding and Research
- Developing a creative strategy
- Writing a Creative Brief
- Concept, Story and Ideation Fundamentals
- Screenplay writing
- Dialogue writing
- Script finalization (Ad Film & Fiction)
- From Script to shoot Fundamentals
- Shot breakdown & Image size
- Production & Budgeting
- Master Chart
- Production Design
- Casting & Locations
- Logo, colour schemes, Story board
- PPM
- **Basics of:**
 - Cinematography
 - Sound Recording
 - Editing
 - Music recording
 - Logo animation
- Producing the final film Fiction (2-minute version) or Ad Film (30 seconds) as per the students chosen specialization.

THE FILMS WILL BE MADE BY THE STUDENTS WITH THEIR OWN MOBILES / CAMERAS & OTHER RESOURCES IN GROUPS & SHALL BE EVALUATED ONLINE.