



MEDIA AND FILM MAKING



An effective Media and filmmaking offer vast creative opportunities for storytelling, expression, and impact across various platforms and audiences.

Who This Course Is For

This course is for aspiring filmmakers, film enthusiasts, students, professionals seeking career advancement, and hobbyists interested in learning the art and craft of film making.

Adobe Express : Ease of Use

- Professional Templates
- Customization Options
- Integration with Creative Cloud
- Mobile-Friendly
- Social Media Compatibility
- Collaboration Features

Cost-Effectiveness Requirements: To take this course, you'll need a computer with an internet connection, and Adobe Premium License.

Course Structure

S. No	Module Name	Topics	Learning Outcomes	Duration	Software
1.	Introduction to the job role and career progression	Introduction and orientation	Description of the job-role and its requirements Know more about career progression both horizontal and vertical.	02:00	
2.	Introduction to Film Making and Screen writing	2.1 Evolution of cinema	Understanding the cultural, social, and artistic significance of cinema through critical analysis and interpretation.	08:00	
		2.2 History of cinema	Exploring the historical context and technological advancements that have shaped the development of cinema, leading to a deeper appreciation of its cultural significance and influence on society.		
		2.3 Cinema and Media in present situation	Navigating the contemporary media landscape to discern its role in shaping public discourse, cultural norms, and individual identities, fostering media literacy and informed consumption.		
		2.4 Story Development	Mastering the art of constructing narratives that captivate, engage, and leave a lasting impact on viewers.		
		2.5 Script Structure	Creating a framework that organizes plot elements, character arcs, and thematic motifs to maximize narrative impact and audience engagement.		
		2.6 Dialogue	Breathing life into characters and narratives through authentic, impactful dialogue that enhances the cinematic experience.		
		2.7 Visual Storytelling	Conveying narrative, emotion, and meaning through the deliberate and effective use of visual elements in cinema.		
3.	CINEMATOGRAPHY & LIGHTING FOR FILMS	3.1 Writing with motion	Creating dynamic and immersive storytelling experiences through the artful manipulation of motion and composition in cinematography.	08:00	
		3.2 Shooting Methods	Mastering various shooting methods to effectively translate the director's vision into compelling visual narratives.		
		3.3 Visual Language	Developing fluency in the visual language of cinema to communicate narrative, emotion, and themes with clarity and impact.		

		3.4 Language Of The Lens	Utilizing the technical and artistic aspects of cinematography to convey narrative, emotion, and meaning through visual storytelling.		
		3.5 Lighting Basis	Mastering the fundamentals of lighting to sculpt mood, atmosphere, and visual composition in cinematography.		
4.	Editing practices	4.1 Editing & Refining	Proficiently editing and refining raw footage to create polished, professional-quality videos.	09:00	
		4.2 Color Grading	Harnessing tools to edit, color grade, and finish videos with precision and efficiency, achieving professional-quality results.		
		4.3 Post Productioni	Becoming proficient in for comprehensive post-production tasks, including editing, color grading, and audio mastering, to produce high-quality video content.		
		4.4 Adobe Premier Pro Overview	Achieving proficiency in Adobe Premiere Pro to edit, refine, and polish video content, ensuring high-quality production standards.		
5.	Sound Design, effects & final mixing	5.1 Introduction to Sound in Film	Understanding the crucial role of sound in film to enhance storytelling, evoke emotions, and immerse audiences in cinematic experiences.	09:00	
		5.2 Fundamentals of Sound Design	Developing proficiency in the fundamental techniques of sound design to effectively manipulate audio elements and enhance storytelling in film.		
		5.3 Principles of Dubbing	Mastering the principles of dubbing to synchronize dialogue, sound effects, and music seamlessly with visual elements, ensuring cohesive and immersive audio-visual experiences in film.		
		5.4 Re-recording Mixing	Achieving expertise in re-recording mixing to blend dialogue, music, and sound effects into a cohesive and immersive audio experience, enhancing the overall impact of the film.		
6.	Pre-production, production & post-production stages	6.1 Digital intermediate	Developing proficiency in digital intermediate processes to refine and enhance the visual quality of footage, ensuring a seamless transition from production to post-production in filmmaking.	09:00	
		6.2 Color Correction	Achieving mastery in color correction to adjust and enhance the color balance, contrast, and overall aesthetic of footage, ensuring visual coherence and storytelling impact in filmmaking.		

		6.3 DPX final output	Achieving proficiency in DPX final output to maintain the integrity of image data and facilitate seamless integration into professional post-production pipelines in filmmaking.		
7.	Marketing & Distribution	7.1 Marketing	Developing expertise in film marketing to create strategic campaigns that effectively promote films, engage audiences, and maximize box office performance.	05:00	
		7.2 Publicity	Achieving proficiency in publicity to strategically generate excitement, awareness, and interest in films, leading to increased audience engagement and box office success.		
		7.3 Distribution	Mastering distribution strategies to effectively deliver films to diverse audiences through various platforms, maximizing reach and revenue potential.		
		7.4 Exhibition	Achieving proficiency in exhibition strategies to showcase films in theaters and other venues, maximizing audience reach and engagement for successful screenings.		

**This document presents a proposed course curriculum, subject to potential modifications as determined by course administration.
The department will be duly notified and consulted prior to any alterations.**

Trainers are encouraged to offer further insights on the outlined topics within the designated schedule and availability of time.

- **Film Theory and Analysis**
- **Media Production Techniques**
- **Digital Media and Technology**
- **Screenwriting**
- **Practical Projects and Hands-On Experience**

Final Project work will be around Video Editing techniques (and/or) sound techniques using Express.