Certificate Programme on
Film Production and Management

[On-Campus Observing COVID-19 Guidelines]

December 1, 2021 to January 24, 2022
Practical Sessions in AMA Studio.
7 Weeks • 32 Class sessions • 70 hours • Sundays to Thursdays
Sundays: 10.00 a.m. to 1.00 p.m.
Mondays to Thursdays: 5.30 p.m. to 7.30 p.m.

at Torrent-AMA Management Centre • Core-AMA Management House
ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Film making involves a number of discrete stages including an initial story idea through scriptwriting, casting, shooting, editing and screening the finished product before an audience. Since the introduction of DV technology, tools of production have become more democratized. Filmmakers can conceivably shoot a film, create and edit the sound and music, mix the final film on a home computer. The Internet has allowed for relatively inexpensive distribution of independent films on websites such as YouTube. Over the last few years this field has witnessed quite a few remarkable changes. An amateur armed with a smart phone can capture a live session, edit the same & even broadcast it. All that one needs to make a film is an idea & zeal to visualize it.

This course at AMA is designed for anyone concerned with the best way to explore creativity through lens & microphones, through Sound & Visuals, through Light & Moving pixels. It’s for all interested. Till date 210 students participated in seventeen batches & produced 250 short films. All films are available on YouTube at ‘ama fpm’.

Course content:
1. Basic understanding of the visual grammar
2. Types of production – Studio, Field
3. Cast & Crew
4. Pre-Production- Scripting, Treatment, Planning, Budget
5. Production – Cinematography, Lighting, Sound, Direction
6. Post-Production – Editing, Animation, Music
7. Media Management & Media Business

Methodology:
• Theory lectures with PPTs, film clips, interaction & hands on experience
• Final production of a short film in Group of 4 to 5 students. Infrastructure support, if required, will be provided.
• Preview of Final Production in a formal function.
• Each student will be given a certificate with Group photo on successful completion of the course.
Course Director:

Ms. Malti Mehta, Course Director, Film Production & Management, Digital Film Editing & Creative Writing for Films & Media Certificate programs at AMA. Former Director & Producer, Educational Multi Media Research Centre; Former Head, Centre for Development Communication, Gujarat University. She has produced more than 300 TV programs for national telecast, apart from several short films for various organizations teaching Film/ video making to graduate and post graduate students at various universities and institutes, Jury Member for Visual Communication & Animation Diploma films at NID, Ahmedabad and NIFT, Gandhinagar.

Expert Faculty: Film makers, Media professionals & Technical experts along with Course Director.

Seats: Maximum 20 students per batch. Admission after formal interview.

Course Fee: Rs.20,000/- per student including GST. The cheque may be drawn in the name of ‘Ahmedabad Management Association’.

Attendance: Regular attendance in class is compulsory. Certificate shall be issued only to candidate having minimum 80% attendance and on completion of assignments. Interested and serious students only should apply. Please send a brief profile along with the registration form.

REGISTRATION FORM

Certificate Programme on

Film Production and Management

December 12, 2021 to January 24, 2022

Please register your participation to: ama@amaindia.org; WhatsApp. No. 7203030990 mentioning name of the programme, programme date, participant name, mobile number and e-mail ID. Phone: 079-26308601-2-3-4-5 Mobile: 7203030990 • Website: www.amaindia.org

Name(s) Designation
1.
2.

Organisation:

GST No.: AMA GST No.: 24AAATA 5881D1Z0

Address: Phone:

Pin Code: Mobile:

E-mail: