

## **APPLICATIONS INVITED FOR THE COURSE**

### **Film Production & Management**

#### **Focusing on Tourism**

**Sponsored by Tourism Corporation of Gujarat Ltd.**

**Theory Sessions through Webinar and Practical Sessions in AMA Studio.**

#### **Batch-IV**

#### **Programme Schedule**

**Starting from Monday, September 14 to October 23, 2020 (6.00 p.m. to 8.00 p.m.)**

35 class - sessions of 2 hours each (Detailed class session will be given after selection)

Classes at 6.00 p.m. to 8.00 p.m. on Monday to Saturday

**Last date for Submitting the application: 5.00 p.m. on Friday, September 11, 2020**

**Interview will be on Saturday, September 12, 2020**

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at AMA Seminar Hall, Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Ahmedabad

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Welcome. This course 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.

Filmmaking involves a number of discrete stages including an initial story, idea through research and script writing, casting, shooting, editing, mixing and screening the finished product before an audience. Filmmaking takes place using a variety of cinematic techniques. Since the introduction of digital technology, the means of production have become more democratized. Over the last few years this field has witnessed quite a few remarkable changes. Filmmakers can conceivably shoot and edit a film, create and edit the sound and music, and mix the final cut on a home computer. The Internet has allowed for relatively inexpensive distribution of independent films on social media and You Tube. An amateur armed with a smart phone can capture a live session, edit the same & even broadcast it. All that one need to make a film is an idea & zeal to visualize it.

Travel films are always popular. They provide an insight of the place like history, architecture, geography, people, nature etc. and motivate us to visit the places. For filmmakers, they provide information about the locations for shooting. Learning film making with focus on tourism, you can be next line producer, and contribute to Cinema Tourism in Gujarat.

#### **COURSE CONTENT**

1. Basic understanding of the visual grammar
2. Tourism and films – experience sharing
3. Pre-Production- Research, Scripting, Treatment, Planning, Budget
4. Production – Camera, Lighting, Sound, Direction
5. Post-Production – Editing, Graphics, Animation, Music
6. Film production Management & Marketing

### COURSE DURATION

70 hours as per the following schedule:

6.00 to 8.00 p.m. on Monday to Saturday

Classes Starting from Monday, September 14 to October 23, 2020

### COURSE METHODOLOGY

- Theory lectures with film clips, short films
- Reading material as hand-outs
- Visit to tourist place/s with expert for practical experience
- Final Production - individual
- 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 of Film Production and Management, Digital Film Editing and Creative Writing for Films and Media, Certificate Courses at AMA since 2014; Former Director & Producer, Educational Multi Media Research Centre, Ahmedabad, produced more than 300 TV programs for national telecast; Former Head of Centre for Development Communication, Gujarat University, taught Film/ video making to hundreds of graduate & post graduate students at various universities & institutes. Jury Member for Visual Communication & Animation Diploma films at NID, Ahmedabad and NIFT, Gandhinagar.

### EXPERT FACULTY

Film makers, Media professionals, Technical experts, Expert Faculty Tourism Officials along with Course Director

**Seats:** Maximum 20 students per batch

**Fee towards the participation is sponsored by Tourism Corporation of Gujarat Ltd.**

However, candidates selected for the course should remit a deposit of Rs.2000/- and give an undertaking for attending the class sessions regularly and completing the programme including project work.

Interested candidates may please send your registration to [ama@amaindia.org](mailto:ama@amaindia.org) along with the registration form and brief resume before **11<sup>th</sup> September 2020**. Selection of the candidates will be based on personal interview (Timings will be communited).

### AHMEDABAD MANAGEMENT ASSOCIATION

AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917, 7203030990

E-mail: [ama@amaindia.org](mailto:ama@amaindia.org) • Website: [www.amaindia.org](http://www.amaindia.org)



**TCGL-AMA Centre for  
Tourism and Hospitality**



## **APPLICATION FORM**

**For Admission to Film Production & Management  
Focusing on Tourism [Batch-IV]  
September 14 to October 23, 2020**

To:  
Programme Officer, Ahmedabad Management Association  
ATIRA Campus, Ahmedabad 380 015.  
Email : ama@amaindia.org

Attach  
2 stamp size  
photographs

Dear Sir,

I the undersigned hereby apply for admission to the  
Programme on **Film Production & Management: Focusing on Tourism** and  
provide the details as under:

1. _____		
(First Name -IN CAPITAL LETTERS)	Father's/Husband's Name	(Family Name)
2. Age (Completed years): _____		
3. Date of Birth: _____		
4. Address for communication: _____		
_____		
Mobile No.: _____		
5. Educational qualifications* _____		
_____		
6. Present Status of Job: _____		
Working <input type="checkbox"/> / Not working <input type="checkbox"/>		
7. Designation: _____		
Department: _____		
8. Organisation: _____		
9. Phone: (Office) _____		
10. Location: _____		
11. E-mail: _____		
12. Previous working experience, if any: _____		
_____		
_____		

I am fully aware that candidates will be eligible for the course only after final selection in the personal interview.

I confirm that the information in this application form is complete and accurate to the best of my knowledge.

I undertake that if selected, I will abide by the rules and regulations of the institution and will attend the classes regularly.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\* Please attach your Aadhar Card Copy alongwith the application form.