



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**NAAC ACCREDITED GRADE "A" INSTITUTE**  
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**Department of Journalism & Mass Communication**

**Report  
 Value Added Course  
 2018-2019  
 Certificate Course in Cinema & Visual Presentation**

**ACTIVITY : Value Added Course**

**TITLE : Certificate course in Cinema & Visual Presentation**

**VALUES:** Film Language, Visual Storytelling, Cinematic Techniques, Aesthetic Appreciation, Visual Communication, Technical Skills, Creativity and Innovation

**LEARNING OUTCOMES:**

- To demonstrate proficiency in various aspects of filmmaking, such as screenwriting, directing, cinematography, and editing.
- To understand the different stages of filmmaking, from pre-production to post-production, and be able to apply this knowledge to the creation of a film or video project.
- To understand the business of cinema, including marketing, financing, and intellectual property rights.

**Organized by** : Department of Journalism & Mass Communication

Name of Resource person	Batch
Mr. Bal Krishna Mishra	Batch 1
Mr. Mayank Arora	Batch 2

**Date** : 19/07/2018 - 25/10/2018

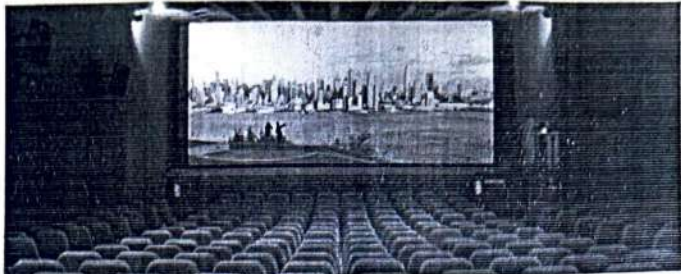
**Time** :

Batch	Time
Batch 1	Thursday- 2:00pm-4:00pm
Batch 2	Thursday - 5:00pm-7:00pm

**Venue** :

Batch	Room No.
Batch 1	Room no.- 2303
Batch 2	Room no.- 2404

**Value Added Course  
Session 2018-19  
Certificate Course in Cinema & Visual Presentation**



**Preface:**  
 A certificate course in cinema and visual presentation is designed to provide students with a comprehensive understanding of filmmaking, cinematography, and visual storytelling techniques. This course explores the art, craft, and technical aspects of cinema, focusing on how visuals are used to convey meaning, emotions, and narratives. This course combines theoretical lectures, practical exercises, workshops, film screenings, and projects. It aims to provide students with a strong foundation in filmmaking, visual storytelling, and critical analysis, preparing them for further studies or entry-level positions in the film and visual media industry.

**Duration: 30 Hours**  
**Timings: Batch 1<sup>st</sup>: 2:00pm- 4:00pm**  
**Batch 2<sup>nd</sup>: 5:00pm- 7:00pm**

**Resource Persons:**  
 Mr. Bal Krishna Mishra  
 Mr. Mayank Arora

**Registration Dates:**  
 10.07.2018-to- 15.07.2018



**Learning Outcomes:**

- Demonstrate proficiency in various aspects of filmmaking, such as screenwriting, directing, cinematography, and editing.
- Understand the different stages of filmmaking, from pre-production to post-production, and knowledge to the creation of a film or video project.
- Understand the business of cinema, marketing, financing, and IPRs.
- Apply technical skills in camera operations, lighting, sound design, and visual effects for creative film or video project.

**Note:**

- Interested students must fill in the registration form by July 15, 2018, by 5:00 pm.
- Registration forms can be collected from the Course Coordinator.
- 75% percentage attendance is mandatory to get the certificates.
- There will be 4 batches of 60 students each.
- Assessment will be held on the basis of viva voce and written/practical exam.
- Successful learners after assessment will get certificate of the VAC.
- For any queries related to the course, kindly coordinate with undersigned.

**Module:**

- Introduction to Cinema & Screenwriting (4hrs)
- The Evolution of Cinema: from silent films to the Present (3hrs)
- Pre Production Skills: Story development & scriptwriting (3hrs)
- Budgeting, Scheduling & Set Design (3hrs)
- Principles of cinematography & Camera Operations (2hrs)
- Direction & Crew Management (3hrs)
- Post Production Skills (3hrs)
- Sound Editing & Sound Designing Softwares (4hrs)
- Portfolio Development (2hrs)
- Reflection and evaluation of final film or video project (3hrs)

For any queries related for the VAC Certification course, Please Feel Free to Contact  
 Dr. Shambhu Sharan Gupta (VAC Coordinator) 9921038740

Poster/Flyer :

Social media link (promoting in any one  
 Facebook/Instagram/Twitter is mandatory)

<http://www.facebook.com/tecniaofficial>  
<http://instagram.com/tecniaofficial>

No. of Students\* (only no. to be written, list in excel or word  
 should be maintain at department level as proof for any further  
 requirement)

107

Batch	No. of Students
Batch 1	60
Batch 2	47

No. of Resource Persons\* (only no. to be written, list in excel or  
 word should be maintain at department level as proof for any  
 further requirement)

02



**Photograph**



**Report:**

The Certificate course in Cinema & Visual Presentation was conducted from 19/07/2018 to 25/10/2018 for TIAS students. The course aimed to provide students with the necessary skills and knowledge required to become proficient in cinema and visual presentation. The course was designed to be highly interactive, with a focus on hands-on learning. Students were given practical assignments and projects to complete, which allowed them to apply the skills they learned in the classroom.

The course helped students understand the nuances of cinema and visual presentation and how it differs from other forms of art. They learned how to use cameras, lighting, sound, editing, and visual effects to tell compelling stories. The Certificate course in Cinema & Visual Presentation was a valuable addition to the TIAS curriculum, providing students with the skills and knowledge required to excel in the field of cinema and visual presentation. The course was highly interactive and hands-on, allowing students to apply what they learned in real-world scenarios. The course outcome was positive, with students showing a significant improvement in their cinema and visual presentation skills and knowledge.

**Resource Person Profile**

**Batch 1 Resource Person Profile**

**Mr. Bal Krishna Mishra**, is working as Assistant Professor in the Tecnia Institute of Advanced Studies, Rohini, New Delhi. His area of expertise is Cinema, TV Production, Communication for Development, New Media

Communication Research and Political Communication.

**Batch 2 Resource Person Profile**


Mr. Mayank Arora, done Masters in Mass Communication from Guru Jambheshwar University with the specialization in Radio and TV. He has more than 2 years of experience. He always looks forward to achieving excellence in the responsibilities bestowed upon.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Dr. Shambhu Sharan Gupt



Signature of VAC Coordinator

  
Dr. Santay Shrivastava <sup>HOD</sup>  
Name and Signature of <sup>DEPARTMENT</sup> Head