

# MEDIA

COLLEGE OF TV, FILMS & CREATIVE ARTS



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FILM MAKING



ANIMATION



ADVERTISING



PHOTOGRAPHY



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# OVERVIEW

College of creative TV film and creative arts is the most sought after gateway for every aspiring individual to the fast growing world of media and film making. Having a strong foundation on the rich heritage of learned and experienced individuals, the institute is envisaged by its founders as the one stop shop for cutting edge technology and traditional expertise that acts as platform for limitless opportunities for career in media world and film making. It strives to equip its pupils with skills to nurture their talents to groom them into five star performers of tomorrow.

Grab your chance to carve your niche and make a mark in the world of media and films. We give you wings to fly with seamless guidance and creative freedom to make your dreams come true. College of TV film and creative arts offers globally accepted standards of education in field of digital marketing, cinematography, lighting, DJing, anchoring, videography, photography, acting, video editing and much more.

Reach for the skies and write your name among the stars with college of TV film and creative arts.

## COLLEGE OF TV, FILM & CREATIVE ARTS

› Digital Marketing › Film Making › Video Editing › Photography › Photography

# COURSES

## FULL TIME / PART TIME

- Film Making (Cinematography)
- Video Editing
- Videography & Lighting Techniques
- Photography & Lighting Techniques
- Sound Recording, Audio Engineering & Music Production
- Advertising
- VFX, 3D Animation
- Radio Production & Jokey
- Acting & Film Making
- Tv, Journalism, News Reading & News Anchoring

### BATCHES

Morning and Evening

Special classes on Saturdays & Sundays

3, 6 months, and 1 year certificate & diploma courses

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# FILM MAKING

## Course Overview

A great way to tell stories, this course will help to not only be a story letter but also acquire knowledge of technical skills that are used in film making.

## SCOPE

Feature film maker, documentary maker, TV Commercials etc.

## COURSE CONTENT

- Editing in Final Cut Pro
- Building and finishing the rough cut
- Trimming clip duration
- Refining edit points
- Advanced trimming techniques
- Refining the editing process
- Multicam editing
- Capturing and transferring footage
- Applying transitions
- Mixing audio tracks
- Creating titles
- Compositing
- Speed changes
- Creating dynamic effects and key framing
- Applying and mastering filters
- Outputting

# VIDEO EDITING

## Course Overview

Delivers practical Training in basic editing and takes to find cut-pro user interface. Various topics will be covered to enable students to edit professional quality videos.

## Career Options:

- **Final Cut Pro X Master**

Person can work in various T.V. Channel or production house, as Video Editor or a Freelance Video Editor or can also setup Non-Liner Video editing and sound recording studio at home.

- **Adobe After Effects**

Motion Graphic Professional, Visual Effects Artist, After Effects Expert, Visualizer, Art Director, Video Editor, 2D and 3D Animator etc.

- **Adobe Premiere Pro Master**

Person can work in various T.V. Channel or production house, as Video Editor or a Freelance Video Editor or can also setup NonLiner Video editing and sound recording studio at home.

# VIDEO EDITING

## **Final Cut Pro X Master Course Content**

- Exploring the Final Cut Pro X Interface
- Importing
- Organizing Clips in an Event
- Building a Rough Cut
- Fine tuning a Rough Cut
- Adding to the Primary Storyline
- Working with Sound
- Working with Titles, Generators and Themes
- Retiming and Transforming Clips
- Applying Effects and Enhancing Color
- Exporting and Sharing Your Project
- Applying Transitions

## **Adobe After Effects Course Content**

- Overview of workflow in After Effects
- How to make animation using After Effects and Presets
- Using Animating text
- Working of shape layers
- Process of animating a multimedia presentation
- Simulating lighting changes procedure
- Masking in After Effects
- Distorting objects with the Puppet tools
- Usage of Roto Brush tool
- How to do color correction
- Making a 3D object and using 3D features
- Working with Advanced editing techniques
- After Effects Rendering and outputting

# VIDEO EDITING

## Adobe Premiere Pro Master Course Content

- Touring Adobe Premiere Pro Cc2017
- Selecting Settings, Adjusting preferences, And Managing Assets
- Importing and Managing Tapeless Media
- Shooting and Capturing Great Video Assets
- Creating Cuts-Only Videos
- Adding Video Transitions
- Creating Dynamic Titles
- Applying Specialized Editing Tools
- Adding Video Effects
- Changing Time
- Acquiring and Editing Audio
- Sweetening Your Sound and Mixing Audio
- Analyzing Content
- Exploring Compositing Techniques
- Working With Colour, Nested Sequences And Shortcuts
- Managing Your Projects
- Exploring Adobe On location Cs5
- Using Photoshop and After Effects to Enhance Your Video Projects
- Exporting Frames, Clips and Sequences
- Authoring DVDS with Adobe Encore Cs5
- Tests and Showreel

**Duration:** 50/100 Hours

**Eligibility:** 12th Pass

**No. of seats:** 20 per batch

**Medium:** Hindi & English

**Affiliation:** own flagship course

**COLLEGE OF TV, FILM & CREATIVE ARTS**

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# VIDEOGRAPHY & LIGHTING TECHNIQUES

## Overview

This program provides students with the opportunity to create projects using digital video (DV) & High Definition Video (HDV). The curriculum provides training in DV/ HDV/ DSLR camera technology & lighting. Through lectures, demonstrations, and hands-on training, acquire the skills necessary for digital film making. Our faculty of industry professionals guide you through the process and emphasizes the skills needed to produce a quality DV/ HDV/ DSLR production from pre-production to final output.

## Course Content:

- Lenses and film formats
- Framing and composition of shots
- Camera and controls, mounts and adjustments
- Basic optics and filters
- Controlling exposure
- Perspective and depth of field
- Camera movements
- Shooting for editing
- Camera care routing
- The movie camera
- Types of luminaries and their mounts
- Lights and lighting the sets
- Extensive practical exercise for operating the camera
- Final review / certificate distribution

**Duration:** 50/100 Hours

**Eligibility:** 12th Pass

**No. of seats:** 20 per batch

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# PHOTOGRAPHY

## & LIGHTING TECHNIQUES

### Overview

A picture is worth a thousand words! Artists want to express their feelings and emotions through their pictures, people love nature and want to capture its beauty. Photography is a medium of creative art and a photograph is a picture created with mechanical, chemical or electronic means.

Newspapers and news magazines need news events covered with supporting photos. Stock agencies always want pictures, you may sell your work for calendars or greeting cards. There are many advertising agencies who want photos to create ads for their clients. The number of new magazines continues to grow. And all of them need photos.

Models want their portfolios done, companies want to promote their products and services, people want their family functions covered, there is no end to the list.

# PHOTOGRAPHY

## & LIGHTING TECHNIQUES

### Course Content

- Introduction to Photography
- Exposure to different types of camera's used in the field
- Working on Professional SLR camera's
- Understanding of Technically like Shutter Speed, Aperture Focusing, Different Lenses, etc.
- Different formats such as RAW, JPEG, TIFF...
- Indoor and Outdoor Photography
- Working on Live Projects and Assignments.
- Documentation of Significant events, places, people and objects.
- Lighting setups for Fashion Photography and Flash Photography with Speed lights.
- Learn Skin Cleanup and Picture Enhancement techniques in adobe Photoshop.
- Practical training and classroom projects in fashion, portfolio, product & nature landscape photography.

**Duration:** 50/100 Hours

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# SOUND RECORDING, AUDIO ENGINEERING & MUSIC PRODUCTION

## INTRODUCTION

This course helps to learn to start a career in commercial radio, enhance to work skills in community radio. The course will help develop the understanding of on/air computers.

## SCOPE

Work as TV Journalist, News reporter, Researcher, T.V. Anchor, Content Writer, Production Executive, Voice Over Artist etc. also can work as Freelance reporter.

- Introduction to microphones
- patching
- M.I.D.I
- setting up recording studios
- Recording procedures
- Production techniques
- Signal flow
- Multitrack recording
- Covers all aspects of multi track recording and mixer use for acoustic recording such as analogue vs digital mixers, signal flow
- Mic/line inputs, monitor inputs
- Group outputs and master outputs
- Aux send and returns
- Connections; SLR, 1/4 inch, phono,
- Optical
- Balanced & Unbalanced connection
- Levels
- Routing,
- Bouncing Down
- Dropping in and out
- Electronics, amplifiers, signal processors
- Mixing Techniques
- Equalisation techniques
- Metering
- Sampling
- Synthesisers
- Reverberation
- Digital delays
- DAW Sequencing Digital

# SOUND RECONDDING, AUDIO ENGINEERING & MUSIC PRODUCTION

## Audio workstation

- S.M.P.T.E synchronisation
- Compression and Noise Gates
- Digital vs Analog Formats
- cable wiring, routing and patchays
- lining up,
- Multi-Track recording and microphone techniques
- Microphone types, placement, stereo techniques
- Recording electric guitars, using DI boxes bass cabinet miking
- Recording techniques
- Vocal, getting a good monitor mix microphone selection and placement for vocals
- Advanced Effects and EQ use
- Electricity and audio, hums, earth loops, impedance matching
- Recording a band
- Overdubbing
- Archiving and session recall
- Routines
- Creating a rough Mix
- Cut and pasting
- Group track
- Using Controllers
- The mixer
- Using plug-ins
- Audio & automation editing
- Channel assignment
- VST instruments
- Recording audio etc
- Importing Audio
- Audio recording
- Software's
- Nondio
- Cubase
- Pro tools



# ADVERTISING

## DIGITAL MARKETING & ADVERTISING

### OVERVIEW

we provide training to make you Master in Digital Marketing. It will happen by making you familiar with all the aspects of digital marketing course. This covers website creation and planning, optimizing it for search engines, and improving social media presence along with generating leads via paid advertising

### COURSE CONTENT

- Digital Marketing Overview
- Website Planing & Creation
- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Mobile Marketing
- Google Analytics
- Email Marketing
- Ecommerce Marketing
- Lead Generation
- Content Marketing
- Affiliate Marketing
- Adsense
- Blogging
- Online Reputation Management
- Practice / Doubt Sessions



# ADVERTISING

## CAREER AFTER DIGITAL MARKETING COURSE

**Executive (SEO Executive, SMO, Executive, PPC Executive)**

Experience: 0-1 Year

Salary: 12k-22k

### **Specialist**

Experience: 1-3 Years

Salary: 16k-28k

### **Team Leader**

Experience: 2-4 Years

Salary: 25k-40k

### **Strategist/ Analyst**

Salary: 32k-55k

### **Digital Marketing Head**

Salary: 48k - 2.50 Lakh

**Duration:** 80 Hours

**Eligibility:** Business Owners/Job Seekers/ Freelancers/ 12th Pass  
Undergraduate/Graduate /Housewives

**No. of seats:** 20 per batch

**Medium:** Hindi & English

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# ADVERTISING

## PRINT MEDIA & ADVERTISEMENT

- Newspaper
- Magazines
- Self Business of Advertising Agency
- Commercial on TV and Radio
- Outdoor Advertisement
- Flex, Leaflets, Brochures Banners, Newsletters, Flyers  
Billboards, Books, Posters

**Duration:**

**Eligibility:** 12th Pass

**No. of seats:** 20 per batch

**Medium:** Hindi & English

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## CAREER OPTIONS

- Graphic Artist/ Designer
- Art Director
- Creative Director
- Production Artist
- Visualiser
- Layouting Artist
- Image Editor
- Digital/ Matte Painter etc.

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# VFX, 3D ANIMATION

## (3DS MAX, MAYA)

### COURSE OVERVIEW

This course will help learn about how in film-making, visual effects (VFX) are processed by imagery that is created to manipulate outside the context of a live action shot.

### SCOPE

Opportunities lie in UI design, Graphic design, Storyboarding, Game design, 3D Modelling Texturing and Lighting, dynamics and VFX.

### COURSE CONTENT

- Editing in Final Cut Pro
- Building and finishing the rough cut
- Trimming clip duration
- Refining edit points
- Advanced trimming techniques
- Refining the editing process
- Multicam editing
- Capturing and transferring footage
- Applying transitions
- Mixing audio tracks
- Creating titles
- Compositing
- Speed changes
- Creating dynamic effects and key framing
- Applying and mastering filters
- Outputting

**Duration:** 50/100 Hours

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# RADIO PRODUCTION & JOKEY

## Overview

Radio jockeying, though a non-conventional career, is fast catching up with other traditional jobs. With the advent of FM channels, Radio Jockeying has become a popular career option for many youngsters. A radio jockey is a person whose job is to communicate with people through the radio and play either their favorite songs or other hit numbers. You can get into this field by enrolling for Radio Jockey Courses offered at College of Tv, Films & Creative Arts in India.

## Course Content

- Understand the medium of broadcasting and basic of radio jockeying
- Skills-set acquisition: language, interviewing, managing phone-ins and developing contents
- Developing radio script
- Developing voice acting skills
- Interactions with popular radio jockey / Eminent media professionals
- Music arrangement and show production
- Sessions with speech therapist
- Sessions with voice over artist:
- Mike usage and developing styles of speech
- Develop understanding of Genres of Music
- Real life - Real time handling of dial-ins
- Mock Interviews

**Duration:** 50/100 Hours

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# TV JOURNALISM, NEWS READING & NEWS ANCHORING

## Objectives of the Curriculum

To make students aware of technical and aesthetical aspects of Television Journalism. To develop capacity of evaluation and analysis of the events happening around us. To develop skills for writing script, Voice Over and for these medium. To develop skills of understanding of job prospectus in the field of newspaper, radio and television.

## Course content

Introduction to T.V. Journalism

Language and Television

Reporting

Interview

Anchoring/News Reading

Camera Aesthetics

Digital Video formats

Lighting

Introduction to Editing

Concepts of Linear Editing

Concepts of Non Linear Editing

Editing process

Electronic News Production System

**Duration:** 50/100 Hours

**Eligibility:** 12th Pass

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# ACTING

## & FILM MAKING

### Overview

College of Tv, Films & Creative Arts focuses on the individual; preparing each to perform at their peak, with confidence. We show you how, and where, to find professional work, and how to avoid costly and unnecessary mistakes along the way... Providing a well-trained, professionally oriented talent pool to casting professionals, producers, and studios. The Institute provides Actors and technicians with the best possible skills, and information; and productions with reliable, well trained, well informed talent.

### Course Content

- Understanding the medium of film and television
- An actor and his body, observation and imagination
- Script analysis, characterization and its research, body language skills and direction training
- Improvisation and the actor
- Understanding the technicalities of short division, angles and magnification
- Understanding camera and lighting
- Movement in a scene
- Interacting and reacting to co-actors
- Preparation for and Enactment of scents
- Dubbing
- Basics of action
- Live studio visits for observation of professional actor performing their crafts
- Demo film

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DOWNLOAD BROCHURE



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