



**Roopa & Anand Pandit – AMA Centre for
Film Production Management**

**Certificate Programme on
DIGITAL FILM EDITING**

**Batch-4
5 Weeks, Monday to Friday, January 21 to February 22, 2019
(6.30 to 8.30pm), Total 50 Hours (25 days)
(Limited to 8 seats)**

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

Welcome. This course is designed for all interested in learning the skill of telling the story in visually lucid and effective manner by learning the skill called digital film editing.

After translating the written script into a film, it is now time to string the shots in such a manner so as to 'Construct' a story for the viewers. A good film will have a graph that takes audience through ups & downs, fast & slow sequences. Today audience is so used to visual grammar that they can speed-read the film even while skipping some portions. Films being delivered on mobile phones & other similar smaller screens, filmmakers have to struggle with ECUs, CUs & MCUs if visuals are to be seen clearly. Time & Rhythm are two major editorial concerns. Motivation, Information, Composition, Sound, Camera Angles and Continuity are some of the elements which affect editing. Shooting in single camera productions happen in a non-linear manner. Editing provides the opportunity to select the best parts of the best shots, helps joining disjointed shots to create meaningful scenes, sequences, final program, omits unwanted, irrelevant, distracting shots, direct the audience's interest from one aspect of a scene to another. All these will be covered in the course.

Course content:

1. Digital Film production: An overview
2. Understanding visual grammar
3. ***Basic principles of film editing***
4. Understanding different software for editing, Adobe Premier CS6
5. Demonstration and practical of audio (Voice, Music, Ambience) and video (Visuals, Text, Images, Graphics) editing
6. Final project: a short film - from available source

Course Methodology:

- Theory lectures with film clips, audio-video progs, PPTs
- Reading material as hand-outs
- 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 and Management, at AMA since 2014. Former Director & Producer, Educational Multi Media Research Centre, Ahmedabad and Head of Centre for Development Communication, Gujarat University. Having more than 30 years of experience of film making including editing, she has produced more than 300 higher educational TV programs for UGC and several short films, taught Film making to hundreds of graduate & post graduate students at various Universities & Institutes. Jury Member for Visual Communication & Animation Diploma films at NID, Ahmedabad & NIFT, Gandhinagar.

Faculty:

Ms. Dhara Shah, a freelance editor, with more than 25 years of experience in editing, working with organizations like Doordarshan, DECU-ISRO, EMMRC and with well-known film makers.

Course Fee:

Rs.15,000/- per student including GST. Concession for Students & Member 10%. The cheque may be drawn in the name of '**Ahmedabad Management Association**'.

Registration:

Please send your registration along with participation fee to:

Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,

Ahmedabad 380 015 • Phone:079-26308601-5

Mobile: 9537407187, 7069940917, 7203030990 • Fax: 079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.

Android Mobile App: AMA-Ahmedabad amaIndia.org

