



A) Course: Film, Movie Production & Acting

- **Duration:** 6 months.
- **Level:** Advanced Certificate
- **Credits:** To be determined based on the content of each module.

B) Module Details

Module Code	Module Name	Study Hours	Credits
FMA-101	Introduction to Film and Media Arts	40	4
FMA-102	Screenwriting and Storytelling	50	5
FMA-103	Cinematography and Lighting	60	6
FMA-104	Film Directing and Production	45	4.5
FMA-105	Acting Techniques and Performance	55	5.5
FMA-106	Film Editing and Post-Production	50	5
FMA-107	Sound Design for Film	40	4
FMA-108	Film Marketing and Distribution	55	5.5
FMA-109	Film Analysis and Critique	30	3
FMA-110	Practicum and Internship	-	12

C) Main Aims and Objectives

1. Develop foundational knowledge in film and media arts.
2. Cultivate storytelling and screenwriting skills.
3. Master cinematography and lighting techniques.
4. Acquire skills in film directing and production.
5. Enhance acting techniques and on-screen performance.
6. Learn film editing and post-production processes.
7. Understand sound design principles for film.
8. Explore film marketing and distribution strategies.
9. Develop critical analysis skills for film evaluation.
10. Gain practical experience through a practicum and internship.

D) Detailed Outline of The Syllabus Per Module

1. **FMA-101: Introduction to Film and Media Arts**
 - Evolution of Film and Media Arts
 - Overview of Film Genres
 - Role of Film in Society
 - Introduction to Visual Storytelling

2. **FMA-102: Screenwriting and Storytelling**
 - Fundamentals of Screenwriting
 - Story Structure and Development
 - Characterization and Dialogue
 - Adaptation from Text to Screen

3. **FMA-103: Cinematography and Lighting**
 - Basics of Camera Operation
 - Lighting Techniques and Composition
 - Camera Movement and Framing
 - Visual Aesthetics in Cinematography

4. **FMA-104: Film Directing and Production**
 - Director's Role and Responsibilities
 - Pre-production Planning
 - On-set Direction and Management
 - Post-production Supervision

5. **FMA-105: Acting Techniques and Performance**
 - Basics of Acting and Character Development
 - Method Acting and Improvisation
 - On-screen Presence and Emotion
 - Ensemble Acting in Film

6. **FMA-106: Film Editing and Post-Production**
 - Editing Software and Techniques
 - Sequence Editing and Timing
 - Special Effects and CGI
 - Color Grading and Sound Mixing

7. **FMA-107: Sound Design for Film**
 - Importance of Sound in Film
 - Foley Artistry and Sound Effects
 - Dialogue and Music Integration
 - Sound Design Software and Tools

8. **FMA-108: Film Marketing and Distribution**
 - Film Festivals and Market Strategies
 - Distribution Channels and Agreements
 - Marketing Campaigns for Film
 - Audience Engagement and Feedback

9. **FMA-109: Film Analysis and Critique**
 - Critical Approaches to Film
 - Film Theory and Interpretation
 - Cultural and Social Contexts in Film
 - Writing Film Critiques

10. **FMA-110: Practicum and Internship**
 - Work on Real Film Projects
 - Collaboration with Industry Professionals
 - Gain Hands-on Experience in Film Production
 - Reflection and Evaluation of Internship Experience

E) Practicals

Practical activities will be embedded in modules where applicable, focusing on hands-on experiences such as:

- Scriptwriting and storyboarding exercises.
- Cinematography and lighting setups.
- Acting workshops and on-set simulations.
- Film editing and post-production projects.
- Sound design and recording sessions.
- Film marketing campaigns.

F) Duties During Internship

During the 8-week industrial internship, students will:

- Work on film sets or production houses.
- Participate in various roles related to film production.
- Collaborate with professionals in the industry.
- Implement skills learned in real-world scenarios.

G) Country Benefits

1. Strengthening the local film industry.
2. Cultural representation through film.
3. Creation of job opportunities in film production.
4. Attraction of international film projects.
5. Increased tourism through film-related events.
6. Showcasing local talent and creativity.
7. Contribution to national arts and culture.
8. Development of a skilled workforce in film.
9. Boost to the entertainment sector and economy.
10. Enhanced global recognition and influence.

H) Students' Entrepreneurship Benefits

1. Ability to independently produce and direct films.
2. Proficiency in screenwriting and storytelling.
3. Technical expertise in cinematography and lighting.
4. Skills in film directing and production management.
5. Acting skills for on-screen performance.
6. Proficient in film editing and post-production.
7. Knowledge of sound design principles for film.
8. Understanding film marketing and distribution strategies.
9. Critical analysis skills for film evaluation.
10. Real-world experience through practicum and internship.

I) Internationally Recommended Books and Materials

- "In the Blink of an Eye" by Walter Murch
- "Story: Substance, Structure, Style, and the Principles of Screenwriting" by Robert McKee
- "Cinematography: Theory and Practice" by Blain Brown
- "Directing: Film Techniques and Aesthetics" by Michael Rabiger
- "The Actor's Studio" by Harold Clurman
- "In the Cut: A Filmmaker's Casebook" by Frank De Curtis
- "Film Editing: Great Cuts Every Filmmaker and Movie Lover Must Know" by Gael Chandler
- "The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects" by Ric Viers
- "The Marketing of Evil: How Radicals, Elitists, and Pseudo-Experts Sell Us Corruption Disguised as Freedom" by David Kupelian
- "Film Art: An Introduction" by David Bordwell and Kristin Thompson

J) Eligibility

This course is open to anyone interested in film, movie production, and acting. No specific prior experience is required, making it accessible to individuals seeking to enhance their skills in the film industry.