International School of FILM + MEDIA


Courses begin September 2011
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Founders’ introductions from Akkineni Nageshwara Rao
Chairman, Annapurna Studios
When I first entered the film industry in 1939, I had not even completed my primary education, let alone received any formal training in acting or filmmaking. I struggled for many years, learning whatever I could from the technicians and artists on my sets. Slowly, my acting career blossomed. I built a leading production studio and now, hundreds of films later, at the age of 87 years, I am still acting.

I have always been grateful to the media industry and my country for all that I and my family have received. For many years there has been a discussion within the family on how we can give back and show our appreciation. We sincerely believe that the best way for us to give back is through education, and specifically, education in film and media.

We are creating the world’s best film and media school, right here in Hyderabad. The school will be non-profit and will be located inside Annapurna studios. Our students will learn and make their films using the same facilities that are used by the industry, so that they are prepared for the industry.

We are very happy that the Akkineni family has this chance to repay the community for our success and I am looking forward to meeting our students.

Our goal is simple: to create the best film and media school in the world!

How are we doing this?

First, with world-class infrastructure. The 22 acres of Annapurna Studios, with shooting floors, sets, and post-production facilities will form the campus of the International School of Film + Media. We are also building another 1 lakh square feet of classroom and teaching space.

Second, with top education professionals. We have searched India, and the world, for a team who will manage the school to the standards of the world’s best universities.

And finally, with an open, inclusive, and transparent operation, run as a non-profit entity.

This entity is not called the Annapurna school, or the Akkineni school, because we have not created this initiative for ourselves. We have created it for the entire media industry, for Hyderabad, for the state of AP, and for India.

This inclusive approach excites us, because it means that you and anyone you know can join us as partners in the great cause of education and the exciting world of media.

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And it excites us because Annapurna Studios, like every other production company in India, struggles to hire trained, professional staff. We need actors. We need writers. We need production and technical staff for both film and television. We are dramatically scaling up our business, with new ventures and new productions. We have the space. We have the facilities and equipment. We need to find trained talent.

We believe that the International School of Film + Media will provide the talent pipeline that Annapurna and the industry needs.

from Kurt Inderbitzin
CEO, International School of Film + Media

As the Akkineni family, myself and our extraordinary team set out to design a world-class film and media school, we decided to build it from the ground up to be an incredible place for a student to learn, to grow, to prosper. That’s why we are non-profit, to ensure that the students’ welfare always comes before money. That’s why all of our teachers undergo intensive training, to guarantee that our students are engaged and having fun and learning every moment they are in our classrooms. That’s why our number one guiding principle here is to put students first, in all decisions, in all of our actions.

If this all seems too good to be true, don’t take my word for it. Come sit in on our staff meetings – anyone, anyone, is invited – and see what we talk about. (I can tell you right now, though, that we talk about how to make this place great for students). Or come look at our financial statements – their open to viewing by the public. (I can tell you here, too, that every rupee we spend goes to enhancing the education and lives of our students). Or come meet with me, and I’ll tell you about a special place where students really do realize their potential, and find their path in life. It’s called the International School of Film + Media, and if you’re a student interested in media, I hope very soon you’ll call it home.
India’s first private, non-profit film institute
ISFM has been formed as a non-profit entity with the dual missions of providing an incredible education for students and providing trained talent to the entire media industry.

The institute is establishing an endowment fund, managed by an independent board of directors, to provide scholarships to talented students from underprivileged backgrounds.

The school will be a model of openness and transparency. Real-time financial records will be posted online for all to see, and staff and faculty meetings are open to the public.

Students will be required to complete community service, helping charitable organizations to understand and to utilize media.

Largest, best equipped film school in Asia
Students will have access to all the filmmaking facilities of Annapurna Studios, creating a 15 acre campus with 10 sound stages, permanent sets and cutting-edge post production facilities.
The school is also building 100,000 square feet of dedicated classroom and teaching space, networked with the latest generation of wireless technology. Phase One opens in August 2011, Phase Two in April 2013.

Local and international academic affiliations
The school will provide a world-class learning experience by combining government recognized degrees with the best practices of international higher education. The flexible curriculum will force students to think creatively and to control their own progress.

The institute will also be affiliating with multiple international film schools, establishing student and faculty exchange programs and other international opportunities for our students.

Partnerships with top technology companies
The institute is affiliating with the world’s best media technology companies to provide students with 24 hour access to the latest computers and filmmaking software.

India’s best industry connections
The school is backed by some of South India’s biggest names in filmmaking, acting, animation and visual effects. These relationships provide students with unparalleled opportunities for internships and placements.
Our short courses were developed with a single-minded purpose: to provide real skills through hands-on learning. While some courses, such as Film Appreciation, are based on personal interest, most of the courses are focused on skills that are currently in demand in the media industry.

All these courses have strictly limited seats, and some have selective entry based on applications and interviews. We encourage you to apply as early as possible so our admissions staff can guide you through the application process.

ISFM Acting Certificate
Launch your screen career!

Our Acting certificate is unlike any other course out there.

Most Acting courses start with the school management. They decide what you, as an actor, should learn, and then hire faculty to teach that course. The problem is that what the school thinks you should learn, often doesn’t meet the real demands of the industry.

We’ve taken a different approach. We went out into the industry and worked with directors, producers, experienced actors and casting agents, to answer this question – what are the five key skill-sets that new actors need to develop in order to win auditions, and make a great impression on set?

Many new actors have talent, passion, and ambition. They are ready to work hard, yet they struggle to find work. Clearly, something is missing.

The course is designed to turn you from an amateur into a professional, fully trained in the key skills that the industry demands:

- Actor’s approach – characterization and scene analysis
- On-set professionalism and communication skills
- Fitness, dance and grooming
- Voice and diction
- Audition skills

Why don’t other schools teach all this? Because using so many different types of faculty is expensive for the school, even if it is better for the student.
ISFM is a non-profit institute, and we are committed to putting students first. That’s why we focus on the real skills you need to hone your career, and we provide you with the best faculty possible.

This course is 8 weeks of intensive, hard work. Your body will hurt and you will probably be physically and mentally exhausted. As you transform your skills, you will have an incredible learning experience, alongside others who share your dream. The friendships you make in this course will last you well into your career.

**COURSE DATES** September 2011  
**DURATION** 8 weeks | M – F | 9am – 5pm  
**FEE** Rs. 1,50,000/-

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Practical Filmmaking

The Practical Filmmaking course, held over five weekends, allows you to jump directly into hands-on filmmaking.

This condensed course skips the theory, and focuses on the technical skills. The five weekends are spent working in small groups, developing and producing a short film from start to finish. Beginning with writing a script, students take their story through pre-production, production, and post production.

**SUBJECTS INCLUDE**

- Introduction to technical aspects of filmmaking
- Fundamentals of visual storytelling
- Developing a short film script
- Pre-production of the short film
- Casting
- Fundamentals of direction
- Fundamentals of cinematography
- Fundamentals of editing and sound design
- Project – making a 5-minute short film in groups of 4-5 students

These short films can be used as a personal showreel or for submission to festivals.

The course is hand-on from day one. Each student learns the entire filmmaking process, and will be equipped with the skills to keep developing their own short films independently.

This course, running on weekends, is open to anyone interested in learning filmmaking, or honing their existing skills. It is a great opportunity to network with other part-time filmmakers, sharing ideas and building friendships that will pay off when you need someone to help out on your next short film.

**COURSE DATES** September 2011  
**DURATION** 5 weekends | S, Su | 9am – 6pm  
**FEE** Rs. 50,000/-
Direction Certificate

Our direction course is unique in India.

Most film schools market their direction courses by offering vague promises about students being offered real films to direct once they graduate.

In the real world, it doesn’t quite work like that. 99% of today’s directors in film, television and advertising, started off as Assistant Directors.

Assistant Directors (AD’s) are some of the most important and busiest staff on a film set. They coordinate the interaction between the director and all other departments. They work with the production team to break down the script and understand the requirements for the shoot. They manage the actors, scout locations and plan for all contingencies.

Experienced, well trained AD’s are in high demand from every director in the industry.

If there is such demand, why don’t other schools teach these skills?

Firstly, you have to have great faculty with up-to-date production experience who can teach students about the latest production techniques. Finding such teachers is difficult. Secondly, these skills have to be taught through practical training, not though sitting in a classroom. This requires facilities and space. Finally, it is much easier to make money by selling students on the dream of being a director, rather than focussing on the skills that the industry actually needs.

In meeting these needs, our Direction Course covers two streams of learning.

1. We teach you the essential skills of being a fantastic AD, so that you can begin working the day you finish the course.

2. We teach you about direction theory, so that when you do get the opportunity to direct, you can impress producers with your sense of composition, visualisation and characterisation.

SUBJECTS

- Introduction to the grammar of filmmaking
- Basics of scriptwriting
- Interpreting the script through visuals and sound
- Composition, continuity and shot division
- The assembly line of production
- Communicating with other technicians
- Understanding the role of an assistant director
- On-set actor management
- Basics of script breakdown, scheduling, budgeting

COURSE DATES September 2011

DURATION 8 weeks | M – F | 9am – 6pm

FEE Rs. 1,50,000/-
NGO Corporate Film Production

If a picture speaks a thousand words, a film can speak millions. Video content is an incredibly powerful medium for NGOs to communicate their message to donors and other stakeholders.

The internet, social media, film and video sharing sites, as well as 3G mobile phone connections, make it easier today to distribute and view short films, that at any time in history.

The challenge for NGOs is that making a film can be much more difficult than taking photos. Hiring filmmakers is expensive, and without knowing how to write and plan a film in advance, it is easy to waste money in creating content that doesn’t meet the organisation’s requirements.

This course provides NGO staff with the skills to develop and produce their own films, using free or inexpensive equipment and software. We will teach you the complete short-film making process, from writing your script, to planning the shoot, to editing the footage and recording voiceovers.

**SUBJECTS**
- Introduction to the grammar of filmmaking
- Introduction to documentary filmmaking
- Developing a script
- Fundamentals of shot division and shot taking
- Pre-production
- Project – making a 5-minute short film on an NGO

**COURSE DATES** October 2011

**DURATION** 5 days | M – F | 9am – 6pm

**FEE** Rs. 5,000/-

Music Video Production

This course is aimed at creative or production staff currently working in film or television, who wish to gain hands-on experience in producing a music video under professional guidance. Students learn the essential elements of making a music video by breaking free of the standard rules of visual narrative.

Due to the importance given to music in both the content and marketing of most Indian films, successfully developing and delivering music videos is also a route to director or senior producer roles.

This course operates alongside the Dance Course. The students of the Dance Course will provide the choreography required to bring the music videos to life.

Students finish this course with a showreel music video.

**Subjects:**
- Basics of music videos
- Creating a narrative for the song
- Exploring the visual demand of the chosen narrative
- Staging and production design
- Practical experience of shooting a music video with dance students
- Editing the video

**COURSE DATES** December 2011

**DURATION** 5 days | M – F | 9am – 6pm

**FEE** Rs. 10,000/-
Film Appreciation

This course is an introduction to the world of cinema. For viewers who have been enchanted by this medium of storytelling, this is an opportunity to explore the fundamentals of cinematic language, history and genres.

Each class features clips from multiple films within a single theme, using class discussion and debate to built a deeper understanding of cinema.

**SUBJECTS**
- Short history of cinema
- Cinema as a medium of art & communication
- Introduction to various styles of filmmaking
- Italian neorealism
- French new wave
- Indian regional
- New Hollywood
- Japanese cinema
- Bollywood / Tollywood
- Development of the Indian film narrative
- World influences on Indian cinema

**COURSE DATES** September 2011
**DURATION** 4 weekends | S, Su | 10am – 2pm
**FEE** Rs. 10,000/-

Script Lab

This course is aimed at amateur writers who have developed short stories and wish to develop them into full blown treatments. Students will be taken through the entire process of turning their stories into 25 page treatments under professional guidance.

**COURSE OBJECTIVES**
- Identifying the theme and premise of your story
- Structuring story; linear and non-linear narratives
- Characterization and basics of dialogue writing
- Importance of an effective beginning and a satisfying end
- Plot Construction
- Developing the treatment and step outline

**MANDATORY READING**
Before classes begin, any one of the following:
*Story* by Robert McKee, *Save the Cat* by Blake Snyder, or *Screenplay* by Syd Field

**COURSE ELIGIBILITY**
- Writers must submit a four page story, in English, to be considered for the script lab.

**COURSE DATES** November 2011
**DURATION** 4 weekends | S, Su | 9am – 6pm
**FEE** Rs. 15,000/-
Presentation Skills and Pitching

This course teaches how to take an idea or information and turn it into an exciting presentation that persuades and educates. These skills will be of use to filmmakers, corporate executives, teachers and sales staff.

The course is structured to provide ongoing training and improvement. Classes run for two nights each week, and students are given assignments and material to practice at home at their own pace in between classes. The course will also cover the use of visual aids such as powerpoint.

After four weeks, students will see a transformation in their presentation skills. They will be able to speak with confidence in front of a group and deliver their ideas persuasively, all while keeping their listeners engaged and entertained.

SUBJECTS
- What makes a presentation engaging?
- The humorous presenter
- Preparing for the presentation
- Structuring your content
- Using your voice as a tool
- Body language during the presentation
- Packaging the pitch
- The effective ending

COURSE DATES  September 2011
DURATION  2 nights a week for 4 weeks | 6pm – 8pm
FEE  Rs. 10,000/-

Digital Photography

This short course develops the creative and technical skills necessary to capture visually superior images on digital cameras. This course will also teach critically evaluation of both the student’s and other photographers’ work.

SUBJECTS
- Introduction to digital cameras
- Camera controls
- Sharpness
- Exposure
- Capturing light and colour
- Capturing black and white images
- Understanding lenses
- Using flash
- Fundamentals of lighting

COURSE DATES  September 2011
DURATION  6 days | Su | 9am – 6pm
FEE  Rs. 20,000/-
Movie Magic

This course trains line producers and production executives in Movie Magic software. This software enables scheduling and budgeting of a film / television project at a professional level.

The course is ideal for freelance producers looking for additional professional skills, as well as production houses that wish to develop their in-house staff.

SUBJECTS

- Basics of script breakdown
- Fundamentals of budgeting and scheduling
- Practical class on budgeting and scheduling on Excel sheets
- Navigating the Movie Magic budgeting and scheduling software
- Practical classes on budgeting and scheduling with Movie Magic
- Understanding the strip board
- Consolidating the data
- Working on multiple projects simultaneously

COURSE DATES October 2011

DURATION 2 weeks | M – F | 9am – 6pm

FEE Rs. 20,000/-

Applications For iPhone and iPad

Mobile application development provides amazing opportunities to creators, programmers, and software developers. Many people have independently created their own apps, uploaded them to the iTunes store, and began quickly making money. Imagine: an app that is bought for Rs. 80 by 20 people each day generates over Rs. 300,000 per year in sales.

There are many apps, some created in just a matter of weeks, that have sold millions of copies, at between Rs. 40 – Rs. 200 per sale. These apps include games, education and business productivity apps.

This course provides you with the same opportunity.

In addition to the huge worldwide market, with the iPhone and iPad now available in India, there is a growing opportunity for apps targeted to Indian consumers.

SUBJECTS

- Objective-C
- XCode and debugging
- Cocoa touch view and controller classes
- Interface builder and application flow
- Fetching and storing data: disk, database, and web services

COURSE DATES September 2011

DURATION 2 nights a week for 4 weeks | 9am – 6pm

FEE Rs. 20,000/-
Dance

This class teaches students the fundamentals of the film-style dance that is integral to every Indian film. In the course of 2 weeks, students will prepare a routine under a professional choreographer’s guidance, and then participate in a music video shoot that will take place towards the end of the 2nd week.

All students will receive a copy of the professionally produced music video in which they perform.

SUBJECTS

- Understanding rhythm
- Musicality
- Precision in movement
- Understanding posture and body language
- Dance as a fitness routine
- Dancing on-camera

COURSE DATES December 2011

DURATION 2 weeks | M – F | 9am – 12pm

FEE Rs. 10,000/-

Degree Courses

From mid 2012, we will be launching a revolutionary degree program. For the first time in India, students finishing their 10+2 will have the option of a bachelors/graduation program that combines a broad liberal arts education, with intensive training in film, acting or animation.

We believe that in order to be a great filmmaker, the technical skills alone are insufficient. Filmmakers should have a fundamental grounding in varying aspects of culture and society, including religion, psychology, philosophy, literature, math and economics. Lessons in all these areas enrich the student’s life, both professionally and personally, and help the student fulfil their potential no matter what track in media their life takes them.

On completing our degree programs, students will have the option of entering the industry, guided by our Student Placement Office, or continuing for higher education, such as an MBA.

Our degree programs will be fully government accredited and will feature exchange programs with universities around the world.

Subscribe to our newsletter and join us on Facebook in order to stay up to date with our latest news.
Education hasn’t changed much in the last several hundred years. A teacher or professor typically stands in front of a group of students and lectures to them about a topic, then gives them tests and papers on that topic. Standard, traditional, expected, conventional.

And wrong.

Research into the human mind and how the brain processes information has taught us much in the last decade about superior ways for educators to impart information to students. Unfortunately, most schools – including those that have done much of this research – cannot adopt these cutting edge techniques. Schools are often too immersed in tradition and a tenure-system that resists change to adopt proven and progressive educational methods.

We’re not.

We’re new. And we’re committed to giving students the best educational experience in the world. Inspired by the greatest of the world’s academic institutes, along with the aforementioned proven educational techniques, we have built an educational institute that is:

- Absolutely committed to our student’s welfare and growth
- Devoted to engaging and entertaining students in every class, because an engaged and entertained mind (research shows) absorbs and retains information better and longer
- Allowing our students tremendous flexibility and ownership over their schedule and education, because (research shows) that such students learn more and are more prepared for the real world they enter following their education.
If you’re looking for an educational experience where students are put first; where every day of their education is exciting, engaging and productive; where they are prepared to enter the real working world because they have been taught, every day, self-sufficiency and inner strength, then take a good look at the International School of Film + Media.

Non-Profit Education
Profit works in business. Profit works in media. Profit doesn’t work in education.

The goal of education is to shape the life and minds of a future generation. When a school is not focused on profit, you can make sure you put student welfare first, rather than profits, and focus on the long-term development of the school.

Every great educational institute in the world, that has stood the test of time, is non-profit.

Think of Harvard, Stanford, Oxford, Cambridge, the Sorbonne. All non-profit.

What does non-profit mean?
Non-profit does not mean free. It doesn’t necessarily mean cheap. What it means is that no profits are paid out to owners or shareholders. Additionally, the school can never be sold to make a profit.

Every rupee that comes into the school through tuition, or our fundraising events, is retained within the school, to be spent on education. This allows us to spend money on superior faculty and facilities, to provide scholarships to deserving students, and to invest in the long-term success of the school.

Simply put, non-profit schools provide vastly more value to students.
If you could build a school anywhere in India, where would you build it? We chose to build ours right in the middle of one of the largest film and television production studios in the country.

Why? Because if you want to learn about the ocean, you should be in Goa, not Delhi. If you want to learn about media, why not be centered in the middle of a giant media factory like Annapurna Studios?

Annapurna Studios is one of India’s largest film and television production complexes. The 22 acre property houses 10 shooting floors (5 AC and 5 non-AC), permanent sets, beautiful outdoor locations, private Avid editing suites, sound recording and dubbing studios, a preview theatre, and a state-of-the-art DI facility.

In addition, we’re building 100,000 square feet of dedicated classroom and teaching space, networked with the latest generation of wireless technology. Phase One opens in August 2011, Phase Two in mid-2012.
By being smack in the middle of a giant studio, our students have unprecedented access to producing their own student films in world-class sound stages and controlled locations. And they have the chance to see professional films being shot on a daily basis. Almost every day, feature films and television shows are developed, rehearsed, filmed, and edited within the studio grounds.

What’s more, our students can intern on productions at the studio – real world experience on real world films and TV shows. This experience can open doors to a professional career in the media world when our students complete their coursework.
Admissions are currently open for the 2011 short courses.

If you have questions on course content, eligibility, the application process, or even careers in the film and media industry, please don’t hesitate to get in touch with us.

The latest course details, including dates, faculty and news are always available on our website:

www.internationalschooloffilmandmedia.com

Please note that while students will generally have the option of making films and performing in their language of choice, all courses are taught in English to ensure equal learning opportunity to students from around India and around the world. A reasonable proficiency in English is required for admission.

Our admissions staff are available from 10am to 6pm:

- Road No. 2, Banjara Hills, Hyderabad 500 033
- By phone: +91 40 4914 1234
- Email: info@isfm.org.in
- Or even facebook.com/internationalschooloffilmandmedia

All short courses have strictly limited class sizes, to ensure a personal teaching environment, and many of the courses have selective entry. For these reasons, we encourage you to apply as early as possible so that our admissions staff can help guide you through the selection process.

Admissions for our degree programs will commence in February 2012.

To apply for a short course:

1. Complete the application form. Forms are available within our brochures, from our admissions office, or on our website.
2. Post your form and fee payment, or bring them in person to our admissions office.
3. Some courses will have additional selection requirements, such as interviews or auditions. Contact the admissions office for complete details.
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