



UNIVERSITY OF MUMBAI'S



GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT

Syllabus for the Bachelor in Film Production & Management

Credit Based Semester and Grading System with effect from the
Academic Year

(2017-2018)

AC 11-05-2017

Item No.

UNIVERSITY OF MUMBAI'S



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Bachelor in Film Production & Management
2	Eligibility for Admission	10+2 pass – with minimum 45% marks Admissions on the basis of Written Test & Interview.
3	Passing Marks	50% passing marks
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	Three years full time/ 6 semester
6	Level	Bachelor
7	Pattern	Yearly / semester
8	Status	New
9	To be implemented from Academic Year	From academic year 2017-18

Date: 11/05/2017

Signature :

Dr. Anil Karnik, I/C. Director, Garware Institute of Career Education & Development

INTRODUCTION

Recent years have seen a surge of a different kind of (gen next) cinema for the coming of age audience. With the exploration of various genres, cinema is no more a prerogative of the rich. A person from any background can experiment with cinema. Also with the Internet revolution the world has become a global space. YouTube has created opportunities for young film makers, who can experiment short film and build confidence to move on to big screen. Cinema has transcended the boundaries. In our country earlier cinema was considered not a very good field to opt for but with the changing times, multicultural country, access to latest technology and with the help of social media and search engine many youngsters are attracted to this field. Now a day's students want to explore the options of film making and various allied fields e.g. Script writing, Acting, Choreography, Television production, video production, editing, cinematography, directing, producing etc. with the kind of technology growth, high speed internet connectivity film production is emerging as one of the biggest career for any individual.

PREAMBLE

The aim of this 3 years degree course is to develop the base of students in Filmmaking and further take them to the in-depth real life scenario in film production. Our well structured programme covers both technical and theory aspects related to the film. Technical aspects include understanding classical narrative structure, multi camera filming and digital editing, etc. The theory aspects include film making, history of Indian cinema and world cinema, media history, communication and social science. The students are trained to think artistically and critically and make films. There are many sub fields where a student can get trained and further develop his/her understanding in cinematography, film editing, sound designing & Production management.

Objectives of the course

The main objective of the course after the completion of three years degree program is that students will learn to be a full fledged producer & make films independently for production houses, television & short film industry. They will have hands on skills in various fields, demonstrating leadership in their respective domain.

Job Opportunities

One can become a full fledged producer and produce content for Cinema, Tv & Digital platforms. The production houses in turn will provide job opportunities to several technicians & creative people of the film & media industry.

BACHELOR OF FILM PRODUCTION & MANAGEMENT

(THREE YEARS FULL TIME)

	Subject Code	Core Subject	Assessment Patterns			Teaching Hours			Total Credits
		Topics	Internal Marks 75	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	
SEMESTER I	1.1	Communication	75	25	100	45	90	135	6
	1.2	Understanding Art	75	25	100	30	90	120	5
	1.3	Process of Thinking	75	25	100	30	120	150	6
	1.4	Basics of Photography	75	25	100	30	90	120	5
	1.5	Introduction to Film Making	75	25	100	45	120	165	7
			Total			500	180	510	690
SEMESTER II	2.6	The Writer Within	75	25	100	30	90	120	5
	2.7	Creating & Building Characters	75	25	100	30	90	120	5
	2.8	Story Telling	75	25	100	30	90	120	5
	2.9	Film Appreciation	75	25	100	30	90	120	5
	2.10	Project Five Minute Film (Internship Project)	100	-	100	-	210	210	7
		Total			500	120	570	690	27
SEMESTER III	3.11	Film Production	75	25	100	30	90	120	5
	3.12	Pre-Production, Budgeting & Funding	75	25	100	30	90	120	5
	3.13	Fiction & Non-Fiction Production			100	30	90	120	5
	3.14	Roles of Directors & Technicians	75	25	100	30	90	120	5
	3.15	Project - Ad film / Public Service Film	100	-	100	-	210	210	7
		Total			500	120	570	690	27

SUBJECT-WISE SYLLABUS

SUBJECT CODE	SUBJECTS	TOTAL HRS	SESSION OF 3 HRS
SEMESTER I			
1.1	<p>Communication</p> <p>*Unit 1 - Includes means of communication, language as a tool, process, developing skills, identifying barriers, non-verbal communication etc.</p> <p>*Unit 2 – Relationships & Interpersonal Communication.</p> <p>Unit 3 - Communication workshop - Listening & Speaking, Integrity, Professionalism with practical exercises</p> <p>Unit 4 - Communication in Art & Visual Medium - Paintings, Photography, Sculpture</p> <p>Unit 5 - Communication in Performing Arts - Music, dance & theatre</p> <p>Unit 6 - Communication in films - fiction, non-fiction - themes, stories etc.</p> <p>Unit 7- Communication in Advertising & Media</p> <p>Total Communication</p>	<p>16</p> <p>18</p> <p>17</p> <p>23</p> <p>23</p> <p>23</p> <p>15</p> <p>135</p>	<p>5</p> <p>6</p> <p>6</p> <p>8</p> <p>8</p> <p>8</p> <p>5</p>
1.2	<p>Art & Design</p> <p>Understanding Art</p> <p>Unit 1- History of Art, Cave drawings to language & story telling</p> <p>Unit 2 - Art Appreciation - Indian & Global</p> <p>*Unit 3 –Study of Music - Indian & Western</p> <p>*Unit 4 – Tribal Art.</p> <p>Unit 5 - Deconstruction of Design - layers in story-telling as an art, complexity in written classics, (short stories, and analyzing cinematic structures of different genres of films)</p> <p>Unit 6 - Team work - team building - emergence of leadership</p> <p>Unit 7 - Design story in slides - project</p>	<p>7</p> <p>13</p> <p>20</p> <p>9</p> <p>25</p> <p>16</p> <p>30</p> <p>120</p>	<p>2</p> <p>4</p> <p>7</p> <p>3</p> <p>8</p> <p>5</p> <p>10</p>
1.3	<p>Process of Thinking</p> <p>Unit 1 - Idea Generation</p> <p>Unit 2 – Process of creativity</p> <p>Unit 3 - Thinking in Images & Sounds - analysis of poems, short stories creating visual imagery</p> <p>Unit 4 -Deconstruction of novels, epics</p> <p>Unit 5 - Fundamentals of Drama, 3 act structure, epic format</p> <p>Unit 6 - Creativity & Thinking Out of the Box Workshop</p>	<p>14</p> <p>15</p> <p>20</p> <p>20</p> <p>15</p> <p>16</p>	<p>5</p> <p>5</p> <p>7</p> <p>7</p> <p>5</p> <p>5</p>

	Unit 7 - Thinking & Design in Film - Writing, shooting, editing, cinematography, sound design exercises	50	17
	Total Process of Thinking	150	
1.4	Basics of Photography		
	Unit 1 – History of Photography	19	6
	Unit 2 – Experimenting with light	15	5
	Unit 3 - Colour & composition	20	7
	Unit 4 - Exposure & lighting, Lenses & Filters	19	6
	Unit 5 - Film Vs Digital	13	4
	Unit 6 - Still photography - candid & set up	17	6
	Unit 7 - Capturing moving images - candid & set up	17	6
	Total Basics of Photography	120	
1.5	Introduction to Film Making - Group Project		
	Unit 1 - Process of filmmaking - roles of technicians & artists involved	6	2
	Unit 2 - Writing - Observation of Characters & Situations	14	5
	Unit 3 - Mis-en-scene, Continuity - narrative spatial, temporal, Imaginary Line, Shot Division	21	7
	Unit 4 - Shooting - Live action and dramatized	22	7
	Unit 5 - Recording Sound - dialogue, effects, a musical instrument	22	7
	Unit 6 - Editing - Basics of narration - order, selection and timing of shots	22	7
	Unit 7 - Production - overview of elements, basic budgetting & planning	22	7
	Unit 8 - Auditions, Rehearsals - working with actors	22	7
SEMESTER II			
2.6	The Writer Within		
	Unit 1- Public Speaking, Written communication, Social Media, Correspondence	30	10
	Unit 2 - Professionalism, Team building & Leadership Workshop	27	9
	Unit 3 - Dramatic, Non dramatic, Story, plot, sub-plot, 3 Act structure	20	7
	Unit 4 - Writing - from concept to scene	25	8
	Unit 5 - Preparing for End-of-term project	18	6

	Total The Writer Within	120	
2.7	Creating & Building Characters Unit 1 - Developing oneself - getting one's design -Dealing with issues, complaints, anger, low self-esteem, unworkability Unit 2 - Learning to be & Learning to be with other people (UNESCO) Unit 3 - Study of human behaviour - Psychology & Behavioural science Unit 4 - Study of characters from epics, literature & cinema Unit 5 - Creating & Building characters Total Creating & Building Characters	24 19 18 28 31 120	8 6 6 9 10 40
2.8	Story Telling *Unit 1 - Story Telling - Narration & Pitching Unit 2 - Role of Drama in Story Telling Unit 3 - Story Telling through Camera Unit 4 - Story Telling through Editing Unit 5 - Story Telling through use of Sound & Music Unit 6 - Story Telling in Cinema Total Story Telling	20 15 20 25 20 20 120	7 5 7 8 7 7
2.9	Film Appreciation Unit 1 – Contemporary Cinema Unit 2 - Regional Cinema Unit 3 – Documentary Unit 4 – Animation Films Unit 5 - Video & Digital Formats - Aspect ratios - Conversion Unit 6 - Motion graphics/special effect Total Film Appreciation	25 25 20 20 15 15 120	8 8 7 7 5 5
2.10	Project - 5 min film Unit 1- Finalizing the writing 2-5 mins film Unit 2- Pre-production & Planning, Budgetting etc. Unit 3- Finalising Locations & Actors, Rehearsals Unit 4- Shooting & Editing	15 15 10 160	5 5 3 53

	Unit 5- Additional Editing & Sound work with basic mixing (2 tracks)	10	3
	Total Project - 5 min film	210	
	SEMESTER III		
3.11	Film Production		
	Unit 1- History of Cinema	15	5
	Unit 2- Production Office & Team - Different Roles	5	2
	Unit 3- Gorilla / Movie Magic software	25	8
	Unit 4 - Location Hunting & Casting - Stars, Character Actors, Junior Artists	10	3
	Unit 5- Technician Associations - FFI & Rules, Minimum Wages, Disputes	5	2
	Unit 6- Film Appreciation & Analysis	60	20
	Total Film Production	120	
3.12	Pre-production, Budgetting & Funding		
	Unit 1- Finding Funding / Sponsorship for Ad /Public Service film, Liasing with Client	18	6
	Unit 2- Script & Script Breakdown - Location, Character, Props Breakdown	15	5
	Unit 3- Scheduling exercizes	14	5
	Unit 4- Budgetting till final copy - from ready feature script	14	5
	Unit 5- Co-ordinating with Director of Project - Production Meetings, Organizing shoot	15	5
	Unit 6- Study of Advertising Films	19	6
	Unit 7- Study of Documentary Films	25	8
	Total Pre-production, Budgetting & Funding	120	
3.13	Fiction & Non-fiction Production		
	Unit 1- Nature & Requirements of Fictional story-telling	20	7
	Unit 2- Nature & Requirements of Non-fiction story-telling	20	7
	Unit 3- News production - coverage of events	15	5
	Unit 4- Planning, Personnel & Equipment	25	8

	Unit 5- Food & Transport, Travel, Lodging & Boarding - multiple locations	25	8
	Unit 6- Finance, Independent Funding, Corporate Funding & Recovery	15	5
	Total Fiction & Non-fiction Production	120	
3.14	Roles of Directors & Technicians		
	Unit 1- Roles & Requirements of Director & Technicians	25	8
	Unit 2- Script Requirements & Solutions	25	8
	Unit 3- Production Design & Art Direction	30	10
	Unit 4 - Post - production - Technology until release copy	25	8
	Unit 5 -Relationship with Distributors & Exhibitors - Norms & Contracts	15	5
	Total Roles of Directors & Technicians	120	
3.15	Project - Ad film / Public Service film		
	Unit 1 - Shooting & Editing, Final mix, titles & copy	210	70
	Total Project (Ad film / Public Service film)	210	
	SEMESTER IV		
4.16	Labour Management & Laws		
	Unit 1 - Labour Laws	10	3
	Unit 2 - Labour Management	10	3
	Unit 3 - Use of Child Artists & Animals	15	5
	Unit 4 - Locations - Environmental issues, heritage sites etc.	15	5
	Unit 5 - Shooting in India & Abroad - State subsidies, work permits, local rules etc.	25	8
	Unit 6 - Contracts of Actors & Technicians, Agreements with Distributors/Exhibitors	15	5
	Total Labour Management & Laws	90	
4.17	Television Production & Pitching		
	Unit 1 - How Television Channels work - Advertising, Revenue, TRPs	15	5
	Unit 2 - News Production - challenges	15	5

	Unit 3 - Television Serials	15	5
	Unit 4 - Web series	15	5
	Unit 5 - Pitching	15	5
	Unit 6 - Television Multi-cam set-up with On-line editing - Fiction / Reality Show	45	15
	Total Television Production & Pitching	120	
4.18	Production Management		
	Unit 1 - Roles of persons in Production - Producer, Co-producer, Executive Producer, Line Producer, Production Manager etc.	20	7
	Unit 2 - Short Fiction Script breakdown	15	5
	Unit 3 - Budgetting & Scheduling	25	8
	Unit 4 - Production Meetings, Auditions	10	3
	Unit 5 - Finalising locations & Actors	30	10
	Unit 6 - Paperwork, Preparing Call sheets etc.	20	7
	Total Production Management	120	
4.19	Indian Film Studies		
	Unit 1 - History of Indian Cinema	15	5
	Unit 2 - Movements in India - Art, Commercial, Middle, Parallel, Indie	25	8
	Unit 3 - Film Appreciation & Analysis	25	8
	Unit 4 - Indian Cinema Box Office Study -	5	2
	Unit 5 - Understanding Mass Audience, Niche Audience, etc - Research	5	2
	Total Movie Magic	75	
4.20	Project - Short fiction with dialogue (8-10 mins)		
	Unit 1 - Preparation, Shooting & Editng of 8-10 mins short fiction dialogue film	300	100
	Total Project - Short fiction with dialogue (8-10 mins)	300	
	SEMESTER V		
5.21	Production Design & Introduction to CGI & VFX		
	Unit 1 - What is Production Design - Workshop	7	2

	Unit 2 - Art Direction - what it takes to design & construct a set	13	4
	Unit 3 - Production Design, Planning, Execution, Budgets, Personnel	18	6
	Unit 4 - VFX Workshop	19	6
	Unit 5 - CGI - Impact & Process	18	6
	Total Production Design & Introduction to CGI & VFX	75	
5.22	Dance, Action, Song & Post Production		
	Unit 1 - Song Picturization Workshop	15	5
	Unit 2 - Shooting song & editing - group exercise	30	10
	Unit 3 - Action Workshop with Action Director	25	8
	Unit 4 - Planning action, execution, costs, safety, insurance	20	7
	Unit 5 - Post Production Management & Co-ordination - Editing, Sound work, Mixing, 1st copy, Marketing & Sales	15	5
	Post Production	105	
5.23	Co-productions, International Treaties, State policies & Grants		
	Unit 1 - Indian co-productions - MOUs, Agreements etc.	20	7
	Unit 2 - Co-productions & Foreign funding - MOUs, FERA, Agreements, Arbitration, Insurance	15	5
	Unit 3 - Treaties with Countries	15	5
	Unit 4 - Crowd Funding, Loans / Collaterals / Negative Right Holders	20	7
	Unit 5 - Business & Legal Correspondence & Paperwork	20	7
	Total Co-productions, International Treaties, State policies & Grants	90	
5.24	Documentary & Event Management		
	Unit 1 - Documentary Films - as a genre	25	8
	Unit 2 - Telling a story - viewpoint, fact Vs interpretation	15	5
	Unit 3 - Biographies, Social, Educational, Wildlife, Travel, Anthropological, Corporate, Compilation	25	8
	Unit 4 - Research, Writing for documentary - concept to script, commentary	15	5

	Unit 5 - Writing for the end-of-term project	20	7
	Unit 6 - Event Management - Play	20	7
	Total Statev Policies & Grants	120	
5.25	Project - Documentary		
	Unit 1 - 10 - 15 mins documentary	300	100
	Total Project - Documentary	300	
	SEMESTER VI		
6.26	Film Marketing & Monetization		
	Unit 1 - Conventional Film Markets - India & Overseas Theatrical, Television, Film Festival markets	15	5
	Unit 2 - Unconventional marketing - guerilla marketing, markets - planes, ships, buses, restaurants - for film & music	20	7
	Unit 3 - Language, Sequel rights, IPR Rights,	10	3
	Unit 4 - Unconventional Publicity strategies, Mechandise	15	5
	Total Film Marketing & Monetization	60	
6.27	Digital Marketing		
	Unit 1 - Social Media marketing, Search engine Marketing	20	7
	Unit 2 - Google Adwords, Analytics	10	3
	Unit 3 - Email marketing, Blogging, Online Media Planning, PR, Publicity, Branding	15	5
	Unit 4 - U tube channel management	15	5
	Unit 5 - Piracy Laws & protection	15	5
	Total Digital Marketing	60	
6.28	Planning Graduation Film		
	Unit 1 - Script Breakdown. Budgetting, Scheduling, Organizing Shoot	15	5
	Unit 2 - Post production - final copy	10	3
	Unit 3 - Censor Certification, Festivals, Marketing	15	5
	Planning Graduation Film	60	

6.29	Risk Analysis & Management Unit 1 - Risk Analysis Unit 2 - Uncertainties in business - case studies Unit 3 - Tools, Reports, safeguards Unit 4 - Risk Management Unit 5 - Software Total Risk Analysis & Management	 9 9 9 9 9 45	 3 3 3 3 3
6.30	Project - Graduation Film (Short Fiction) Unit 1 - Shooting, Editing, Sound work, Mixing Project - Graduation Film (Short Fiction)	 480 480	 160

UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
Ordinances, Regulations and Syllabus Relating to
BACHELOR'S IN FILM PRODUCTION & MANAGEMENT
THREE YEAR FULL TIME COURSE
Proposed syllabus w.e.f. academic year 2017 - 2018

R. _____ PASSING STANDARD AND PERFORMANCE GRADING :

The minimum percentage required for passing will be 50% in each paper (Internal & External).

The PERFORMANCE GRADING of the learners shall be on the ten point scale be adopted uniformly for all courses.

MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:
 $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner :
 $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

R. _____ PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken together. i.e. (Internal plus External Examination)

R. _____

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R. _____ ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.