



# Elements of Cinema

THE COMPLETE FILM ACADEMY



DIRECTION | ACTING | EDITING | SCRIPT WRITING | CINEMATOGRAPHY | AUDIOGRAPHY

[www.elementsofcinema.in](http://www.elementsofcinema.in)



BOLLYWOOD IS A WORD COINED TO CREATE A MAGICAL FANTASY WORLD, AND IN INDIA - WE CALL IT 'CINEMA.'



# Elements of Cinema

THE COMPLETE FILM ACADEMY

Originated in France, Cinema is undoubtedly the most powerful and popular art form of our times. After Europe, the wave reached India in 1896 and since then it has steadily grown to become the vibrant industry that we see today. Cinema is a confluence of arts drawn from a palette of creative faculties. The technique behind presenting interesting stories brings the best in cinema. It is nothing but a passionate exchange between celluloid and a group of craftsmen.

Post the entry of Cinema in India, it never failed to create a wave of hysteria that remains unmatched. The ideas and technique behind its presentation brings the best of storytelling in cinema. It is indeed the most synergetic, composite and extravagant artistic expression.

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# DARE TO DREAM

**SREERAJ M**

**President and Founder  
Elements of Cinema**



As a critic among peers, **Sreeraj M** always nurtured a dream to weave a platform for futuristic cinema – a dream to create magic on screen with brilliant technicians and artists who can prosper and thrive. His vision is to build a global audience for regional cinema with world-class affordable coaching. He believes that there is no dearth of aspirants and all we do is chisel the raw talents, connect them with icons in the field to promote original voices and ideas.

We are one among the generation-next academies in India who focus on building a new breed of professionals in Cinema. Being conscious of the huge responsibility we carry on our shoulders, EOC is committed towards imparting systematic education and stellar training to young minds curious to enter the walls of 'Tinseltown'. We are aware that rendering the industry-relevant exposure is equally necessary for preparing students to be professionals par excellence. A balanced education system, of both academic and practical exposure, creates understanding on how various streams operate; and effects of this media on the audience. Practical-oriented curriculums along with highly experienced board of faculty create unique synergies and enable 360 degree training to students. We welcome you to Elements of Cinema, and sincerely hope that you find us as the right launch-pad to embark on your professional education in the world of cinema.



**"Creativity enriches lives: ideate, challenge, inspire,  
and ultimately create many worlds"**

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# ELEMENTS OF CINEMA - MANAGEMENT



**G MARTHANDAN**  
Chairman  
**Elements of Cinema**

Director of the box office hits in Malayalam, "Paavada, Daivathinte Swantham Cleetus", etc.

G Marthandan is a synonym of quality movies. Way back in 1995, he debuted his directorial innings as an Associate with Rajeevnath. With an experience spanning over two decades, he understands all the nuances and finer details that makes a movie special. In the role of Chairman, he will lead the organisation technically with his insights on the modern day Cinema.



**AJAI VASUDEV**  
Director  
**Elements of Cinema**

With blockbuster cinemas under his directorial belt like "Masterpiece and Rajadhiraja"

Ajai Vasudev is active in the industry since a decade and a half. His presence adds a lot of value to the students who look up to be part of good movies in the future. Being a curator, he can impart a lot of wisdom that he gained in the past, with various genres of cinemas.



**DIXON PODUTHAS**  
Head-Placements  
**Elements of Cinema**

Dixon has worked in the capacity of Production controller in movies latest being "Kammara sambhavam, Kayamkulam Kochunni" etc

A much known face in the movie industry, Dixon Poduthas has worked in the capacity of Production controller in movies, latest being Kammara sambhavam, Kayamkulam Kochunni etc. He is quite popular, especially in the Malayalam Cinema circle and well connected with the artists and technicians. He could be the right connect for a discerning enthusiast for a smooth entry in the movies.

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# ELEMENTS OF CINEMA -ADVISORY BOARD



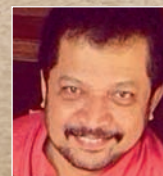
**VYSAKH**  
FILM DIRECTOR

Hit maker Director Vysakh, "Pulimurugan, Madhuraraja, Mallusingh" are some among the few hits.



**UDAYAKRISHNA**  
SCRIPT WRITER

Udayakrishna is a screenwriter, known for his works in Malayalam cinema. Twenty:20, Pokkiri Raja, Rajadhi Raja



**BENNY P NAYARAMBALAM**  
SCRIPT WRITER

Benny P Nayarambalam had a successful career as a screenwriter, with most of his films turning into blockbusters. "Chanthupottu, "Marykkundoru Kunjaadu, "Velipadinte Pusthakam.



## WHY & HOW



A group of successful Cinema professionals founded Elements of Cinema with a dream to create a platform to impart their experience, cultivate a new generation of futuristic professionals. The academy is one of the most sought after schools for the discerning enthusiasts to thrive in their chosen genre. Today, the school offers courses in multiple disciplines that create Directors, Actors, Script writers, Editors, Cinematographers etc. Multiple workshops and lectures on the craft are scientifically designed to make every student confident to create their space and succeed in the ever-growing entertainment industry.

We inspire students with fire in their bellies to create indigenous path breaking career opportunities and guide them in the right direction. We successfully achieve this feat, with a curriculum that integrates technical knowledge with practical wisdom, taught by marked industry professionals. The programs here are designed with most up-to-date industry technologies, practices and solutions, thus enabling them to identify their individual voices.

**"It's an industry which is biased to what they think is talent" – Imtiaz Ali**



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## COURSES & DISCOURSES

It's not complicated. Learn the successful theories and techniques from the masters of each stream. We have handpicked essential elements of cinema for you and we select students through a screening test that assesses their level of interest and aptitude to pursue a career in Cinema. Continuous formative assessment takes place during all classes. Summative assessment takes place at the end of each term or each project and typically includes marks for preparation, process and outcome. Marks are made available at the end of every course for reflection and future corrections. Certificates will be awarded on successful completion of the course. Our courses on offering as below:

### CERTIFICATE COURSE IN DIRECTION [12 MONTHS]

Class tutorials | Guest lecturers | Workshops | Seminars | Research projects | Scene study | Practicals | Evaluations



Basic course on acting, cinematography and editing are the initial sessions and then progresses to effective coordination and development of various stages. There will be studies on analysis and interpretation, as well as aesthetics and processes particular to screen. Workshops are designed where one get a chance to direct short projects within limited parameters and challenges.



"You have to push very hard to get something unusual  
something different." – Danny Boyle

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## CERTIFICATE COURSE IN ACTING [ 6 MONTHS]

**Class tutorials | Guest lecturers | Workshops | Seminars | Research projects | Scene study | Practicals | Evaluations**

Our course is aimed to challenge the talents, invent and kindle passion within and cultivate professionals par excellence. The curriculum covers dramatic lessons and develops the highest levels of performance. We target to create rounded professionals with a full range of appropriate movement, throw of voice and acting techniques. Though we offer the knowledge and skills required for the acting, we simultaneously equip them with latest developments in the profession, enhanced both by the teaching staff's knowhow of the domain and through intensive workshops.



## CERTIFICATE COURSE IN EDITING [12 MONTHS]

**Class tutorials | Guest lecturers | Workshops | Seminars | Research projects | Scene study | Practicals | Evaluations**



Theory, practical exercises, standards, workflows etc. are focussed in the curriculum. Importance is given to elements that impact visual narratives, essentials of story, performance, cinematography, frame composition, sound and design. Developing professional connects with the Director and his/her point of view is taught in detail.

**"As you grow in this business, you learn how to do more with less" - Morgan Freeman**



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## CERTIFICATE COURSE IN SCRIPT WRITING [ 3 MONTHS]

**Class tutorials | Guest lecturers | Workshops | Seminars | Research projects | Scene study | Practicals | Evaluations**

The curriculum covers basics of story, script and screenwriting and how to effectively project it in industry standards. The course teaches an aspirant writer from ideation till presentation in a structured format covering three act structure, stages of character/story development and structures. All students are exposed to sessions and workshops with handpicked visiting faculties selected among noted professionals in the industry. On course-completion, one acquires a wholesome understanding of story presentation required for the current industry with right sequencing, theme, dialogue, action and visuals.



## CERTIFICATE COURSE IN CINEMATOGRAPHY [12 MONTHS]

**Class tutorials | Guest lecturers | Workshops | Seminars | Research projects | Scene study | Practicals | Evaluations**



The goal is to polish the technical skills and expression through state-of-the-art workshops, indigenous and joint projects, theories and current standards. Cinematography students get to work with masters on film sets and are guided to develop networking skills required by the industry. The goal of becoming an ace cinematographer is achieved through intensive classroom study, self-direction and workshops in specific projects. By the time of course completion, students will be proficient with various camera systems, lighting schemes and handling of visual tools.

"No other aspect of filmmaking has tempted me to do a film other than the script and the story itself" - Deepika Padukone

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## CERTIFICATE IN AUDIOGRAPHY [12 Months]

**Class tutorials | Guest lecturers | Workshops | Seminars | Research projects | Scene study | Practicals | Evaluations**

Cinema is an audio-visual medium. And the importance of sound in creating the magic of cinema cannot be over-stated. Students of Audiography learn essential technical elements of film sound and the aesthetics of sound design. Besides laying the foundation for professional expertise, the course introduces students to creative possibilities within this domain. The syllabus covers basics of Sound; Sound Recording techniques, sound recording tools; location sound recording; studio recording; sound post-production work. The practicals are designed to give basic skills to students in different miking techniques; use of digital sound recorders, Sound Mixing Consoles; track laying; preparing 'stems' for surround mix, dubbing, music recording; foley recording. Students work on Protools software and learn about importing; sound synchronisation; track laying on Protools. They are introduced to Dolby film and sound projection systems and fundamentals of acoustics of recording studios & auditoriums. Audiography students work on various recording and mixing exercises in addition to sound design for the final film.



The sky is an infinite movie to me. I never get tired of looking at what's happening up there.  
- Adrian Hauser

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# LEARN FROM THE MASTERS

Our list of faculties is our strength; besides our core team of professionals – We have many visiting lecturers who are extremely successful in their respective line of works.

## DIRECTION



## SCRIPT



## CINEMATOGRAPHY



## ACTING



## EDITING





## OUR SPECIALITIES

Our speciality is to educate and train all aspirant movie enthusiasts, polish their creative faculties, train and equip them with all technological aspects of visual media production, performance trials and practical sessions. We assist our students make innovative visual products which not only entertain but positively impact on the social fabric, thereby bettering the qualitative cinema output.

We act as a catalyst to connect and network the trade with passionate, resourceful students having a strong and powerful career dream in cinema. We provide them with ace techniques, technology and tools to realise their vision to be part of tomorrow. Our aim is to create the finest and most sought after academy offering a handful of quality courses that can ease a smart launch to the world of Cinema.

### EDITING SUITE



Editing facilities equipped with movie cameras, video cameras, sound recording and video equipments and learn the art from experts.

### PREVIEW THEATRE



Experience our smart-theatre with best quality audio/video facilities, ideal for private screenings that precedes official release.

### ACTING STUDIO



A platform to learn, polish and perform one's finer skill in acting under the guidance of our faculties of experienced film professionals.

### SOUND SUITE



A sound mixing unit where one can train on various platforms and learn the latest techniques and applications popular in the industry.

### ANIMATION & VFX LAB



Explore and fine-tune with colours, compositions and lighting at this state-of-the-art laboratory which will make you an ace technician.

### SHOOTING FLOOR



An introduction to various shooting floors that is used in real cinema, to understand how one chooses a floor and how its effectively used.





—DARE TO DREAM—

"The delicate balance of mentoring someone is not creating them in your own image,  
but giving them the opportunity to create themselves" - Steven Spielberg

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**CALL US TO UNDERSTAND MORE ABOUT OUR COURSES**

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**COCHIN | COIMBATORE | DUBAI**