



6 Days Advertisement Film-making Workshop
organising by
ADventura Media, Events & Communications

at **FAPCCI**, Red Hills, Hyderabad and
Kushmanv House, Rock Town Colony,
LB Nagar, Hyderabad

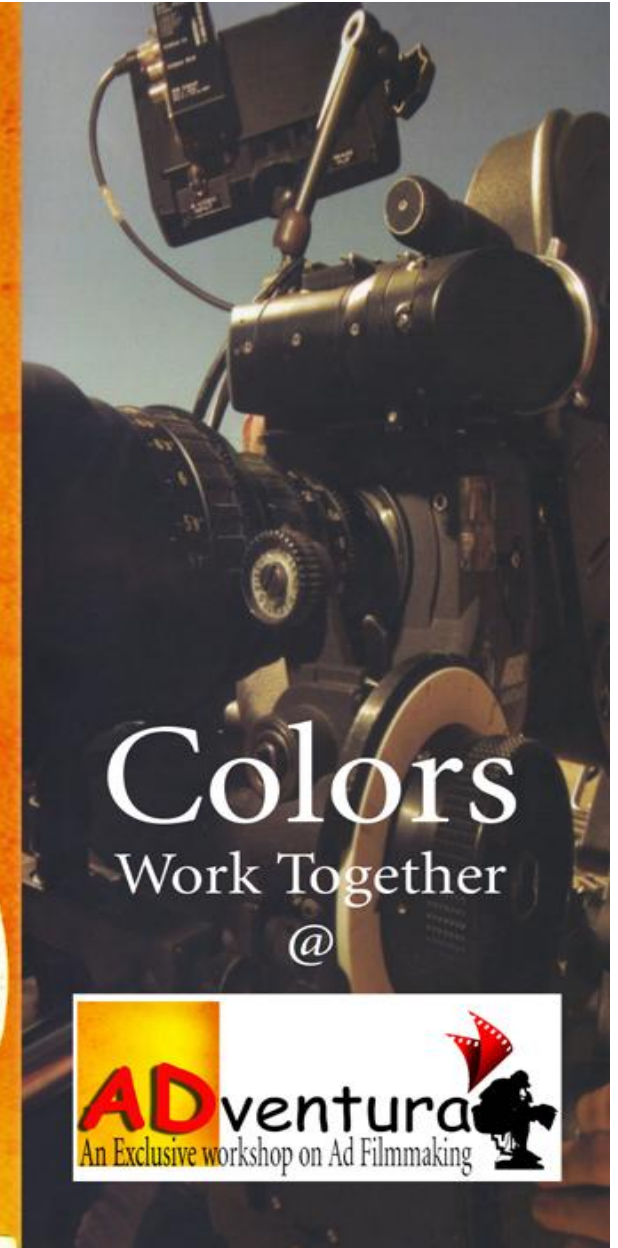
Date: June 05, 2014

Day wise schedule:

- Day 1: Talk on Branding Trends
History of Advertising & Ad Film-making
- Day 2: Advertising research, Creative Strategy,
Core Idea, Charecter Development,
Story Plots & Sub Plots, Genre & Scripting
Writing for AdFilm, Tagline & Brand Building
- Day 3: Screenplay, Storyboard, Budgeting,
Artiste Finalization & Shooting Schedule Plan
- Day 4: Shooting or Graphic Desiging work
- Day 5: Editing & Re Recording works
- Day 6: Screening of Ad Films made at Workshop
Critical Review & Certificate Presentation



(A Kushmanv Group Company)
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Adventura Ad Filmmaking Workshop

Ad Films are specialized form of Film-Making. While using the basic grammar of film-making in general, Ad films require a special knowledge of film-making craft to create instant recall, unforgettable branding and eventually impact sales.

An Ad film maker needs to have a special knowledge of the bio-response mechanism of the human mind. It is a skill full craft in which he uses of colors, textures, sound and graphics are used to create indelible images. At **Adventura** – it was felt that these specialized craft skills needed a separate specialized **Ad Film-making** workshop and hence this unique Ad film making workshop was created. It is perhaps the only workshop of its kind in India using inputs from the top most professionals and academic experts. This workshop has been carefully designed to make participants into successful Ad filmmakers.

Adventura Workshop Curriculum

1. Ad Film-making Workshop

This is an introduction to the wide, wonderful world of Advertising and provides a survey of all of the subjects will study. History of Advertising, Creative Strategy, Branding, Brand Strategy, Scripting, Storyboard, Copy Writing, Art Direction, Budget plan, Pre-Production, Production (Shooting / Photoshoot / Designing etc), Post Production (Such as Editing, Recording, RR etc) Creative Direction and integrated communications are introduced and practiced at appropriate level.

2. Creative Thinking

The subject uses team oriented brainstorming technique sessions to develop the creative skills necessary for solving advertising problems. Guest speakers include creative thinkers from a variety of disciplines.

3. Advertising Research

The subject surveys the essential area of advertising research. Participants will learn how advertising research is used, and all about the research specialist profession.

4. Creative Copy with Core Idea

The subject covers the basic elements of writing for ad film, focusing on branding, taglines and targeted customers.

5. Script Writing & Storyboard

This subject teaches the dominant of screenplay formats and storytelling styles of today's motion picture industry. Participants learn of elements of styles, format and development of character, hooks, plot points, sub plots, dialogue and genre. The participants also learn the developing of storyboards with the proper software.

6. Television Commercial or Theatre Ad Film-making

This collaborative subject develops skills in conceiving, developing and executing television or theatre commercial ad films. Participants will work with real-time scheduling, shooting, editing and other postproduction work at the **Adventura** workshop. In this session participants will interact with director, cinematographer, editor, sound engineer in producing professional quality commercial film.

