



Department / Programme:	Continuing Education Programme
Suggested Course Title:	The Art of Filmmaking
Course Code:	AFM3-2023/2
Credit Rating:	Non-credit
Duration of the Course:	6 months (24 weeks): 144 hrs contact time (via 72 sessions)
Suggested Start date:	AygyestlSeptember 2023
Instructor(s):	Shahzeb Khalid *(Course Lead) Arbab Hussain Imraam Sheraz

Course Overview and Learning Objectives

The Diploma in “The Art of Filmmaking” will provide conceptual, technical and artistic overview of the filmmaking process. The students will get hands-on experience of screenwriting and scripting, shooting and cinematography, art and production design, directing, producing, sound design and editing. In addition to the technical skills and camera handling, course participants will develop their conceptual understanding of the film structure – through film analysis, the instructors will help the students deconstruct key aspects of film structure for them to understand how it is conceptualized and brought together to communicate a story, an idea, a vision.

The diploma aims to equip the course participants with adequate skills and knowledge for them to make independent digital video content and small-scale narrative film. More specifically, the course will:

- Develop the fundamental understanding of filmmaking process and technical skills
- Help course participants know what makes a good film and how to work towards it
- Provide practical experience of camera handling, shooting, lighting, directing, budgeting and producing different forms of film
- Give experience of working as a crew-member in producing a short narrative film
- Enable participants to figure out their interest in the specific aspect of filmmaking (e.g. cinematography, production design, etc) for pursuing as professional career or field of study
- Push the participants to think and communicate visually, through moving images
- Provide exposure to industry experts, commercial film production set/environment, and related careers and fields of practice

IVS-CEP is a service provider of international bachelorettes for career related studies. Completing this diploma will be counted in IB diploma as well. Moreover, IVS is a degree awarding institution and its certification is widely accepted at national and international educational institutes, as well as the media industry.

Learning and Teaching Activities

Filmmaking is a collaborative process. The participants will be engaged in group projects from day 1 of the class, where they will engage in analytical exercises, scripting, ideation and story boarding, and eventually producing a short film, along with two creative films.

They will be required to act as crew members and take turns to do lighting, directing, acting, art and sound production, editing amongst other tasks related to making a film.

Throughout the course, industry experts and technicians will be invited to share tips and techniques in their field of specialization, and also for mentoring students and critiquing their work.

Key Assignments

While attending the sessions, the course participants will be required to develop 1 short film, 1 fashion film and at least 1 DVC which will be assessed and critiqued by jury, and included in the school-wide screening. In addition, a film “package” will be developed, after pre-production process and demands are taught in the diploma (first 9 weeks). This package will entail a Screenplay (adapted or original), Pitch document, Budget, Schedule, Call Sheets, Movement Orders, Mood Boards, Director's Statement and other materials. The package will be ready reviewed by a panel of industry professionals and the instructors, and participants will be required to incorporate the feedback given before proceeding to the second part of the course.

Equipment and Studio Usage

Students will be using IVS studio and equipment during the classes and school days group assignments. They will need to book the equipment required in advance. Students will be informed about the SOPs and permission required by the AFM team. There is no need to buy DSLR prior to enrollment in the course. However, if students want to practice independently, they will need to use their own equipment. Instructors will be able to provide guidance about equipment rentals and purchase.

Course Assessment Methods

Course participants are expected to attend all classes, guest lectures, exposure visits and project juries. It is the responsibility of students to come prepared for each session while completing the assigned task by respective instructor.

A varied range of assessment methods will be used depending on the course modules and aims of assessment. Class assignments, presentations, practical exercises, scripts produced, group work and collaboration, final production and projects will be assessed to establish the learning progress, creativity and effort put in by the course participants. In case of group projects, final product e.g. short film will be assessed. However, the instructors will be closely observing the individual contribution, performance as crew member and team-player, level of commitment and responsibility shown in meeting the assigned tasks and timelines. This will also be taken into account while grading the actual film or final project.

An indicative weightage allocated to different components of the course work is as follows:

Class participation and attentiveness	10%
Assignments	30%
Project Juries	50%
Engagement in Guest Lectures/ Exposure visits	10%

AFM students are expected to show academic integrity and correct attributions of ideas/script/inspiration in their film projects. While no idea is original, AFM participants should not copy, cheat or misrepresent their contribution in a group project or assignment.

Course Duration & Time Demands

The diploma is of 144 contact hours, with 3 hour classes every Monday and Friday. Course participants are expected to allocated at least 3-4 hours per week for participating in course activities – these will include guest lectures, exposure visits, film screenings, group assignments, shooting and post production work, and other curricular activities. Participants are encouraged to benefit from workshops and talks organized by IVS-CEP during the course of their diploma.

Weekwise Content Outline

See the attachment for the full updated schedule.

Selection Process

To apply the candidates will need to fill out the online registration form and pay the registration fee (PKR 8,000/- only). Once the registrations are received, the candidates will be called for a selection interview in which AFM instructors are going to assess the commitment and interest levels towards the course. Selected candidates will be intimated about their results and called for a mandatory course orientation. Full tuition fee (PKR 72,000/-) will need to be paid in advance i.e prior to the course start date.

Course Instructors

Shahzeb Khalid is a well-rounded media professional with extensive experience in all aspects of filmmaking. He works as an independent Director of Photography, after honing his experience with formal training at University of London, where he completed his Masters in Filmmaking with a specialization in Cinematography from Goldsmith College with a distinction. He has been teaching as an adjunct faculty in Communication Design Department, IVS and engages in a number of independent projects entailing scriptwriting, creative direction, digital production and film distribution. Some of his projects include digital production of Sprite Spice Wars, Uber, PSL amongst many other commercial ventures. Shahzeb is keen to help amateur filmmakers and videographers to learn about the business processes, discipline and demands of film projects. His knowledge of the industry and what it takes to become a successful, independent media professional proves invaluable for the young and aspiring filmmakers. For this, he also conducts master classes to share his experience, tips and techniques.

Arbaab Hussain is an independent filmmaker with an impressive repertoire of short films, commercial projects and animated venture. Hussain graduated in 2014 from Film and Media from the Department of Visual Studies, Karachi University. Immediately after he joined SOC Films and played an instrumental role in developing Pakistan's first 3D film "Teen Bahadur". Hussain is also one of the founder member of Teeli which first worked independently and later won the Aegis on Dawn media group. There Hussain scripted, directed and produced dozens of short films known for their punching humour that reflected on societal issues. Hussain is also teaching film at Visual Studies department.

Imraam Sheeraz is associated with IVS since 2017 in various full time positions. He is the resident videographer and digital media specialist of IVS-CEP. In addition to his work at IVS, Imraam has a prolific portfolio of commercial and professional projects; through which he has received critical acclaim and awards as a cinematographer. He has shot a number of musical videos with artists such as Abbas Ali Khab, Umair Jaswal, and Faraz Haider. Imraam has acted in selected short films and a lot of student films so he is well placed to guide students in working on their independent projects. Last but not the least, Imraam can flaunt his technical expertise in sound and colour design.