

MES Asmabi College, P.Vemballur
Department of Digital Film Production 2023-24
Certificate Course in the Art of Ad Film Making

Department. : Digital Film Production
Name of the Course : Certificate Course in the Art of Ad Film Making
Course Code : AAF001
Name of the Coordinator : Rasidha M S
7025829847, rasidha41@gmail.com
Head of the Department : Mynag Suresh
Maximum number of students : 77
Duration of the course : 30 Hrs
Modules : 4
Level : UG
Teaching Methodology : Direct method, group discussions
Teaching aids : PPT, PDF & YouTube videos



Signature of Co-ordinator



Signature of HoD






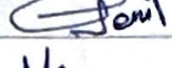

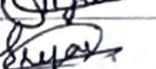
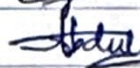
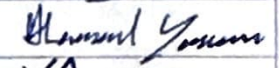
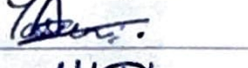


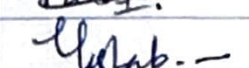
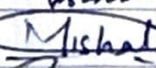
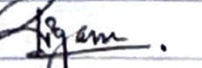

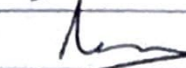
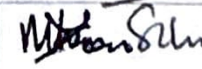
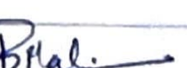
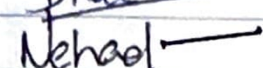


Signature of Principal





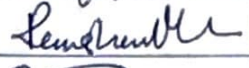

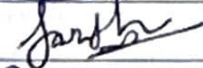
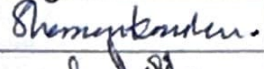
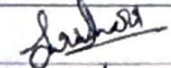
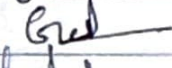


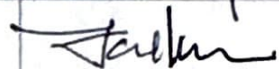





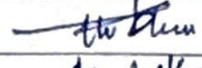
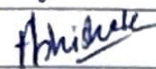
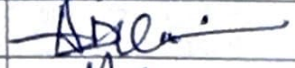

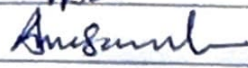
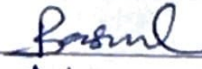
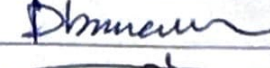
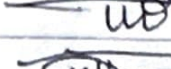
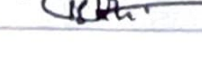
Principal In Charge
M.E.S Asmabi College
P.Vemballur

MES Asmabi College, P Vemballur

Department of Digital Film Production, Certificate Course in The Art of AD Film Making


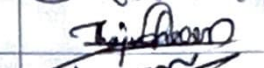


SL.NO	NAME OF THE STUDENT	CLASS & DEPARTMENT	SIGNATURE
1	ABIJITH M A	IIIrd B Voc DFP	
2	FARHAN K H	IIIrd B Voc DFP	
3	JASIR T A	IIIrd B Voc DFP	
4	JENIL E J	IIIrd B Voc DFP	
5	MOHAMED NIZAM	IIIrd B Voc DFP	
6	SIYAD K A	IIIrd B Voc DFP	
7	SREYAS K S	IIIrd B Voc DFP	
8	ABDULLAH HANAN M I	IIIrd B Voc DFP	
9	AFNAS C R	IIIrd B Voc DFP	
10	AHAMMED YASEEN P N	IIIrd B Voc DFP	
11	AKHILESH C R	IIIrd B Voc DFP	
12	BIN FAHADH K B	IIIrd B Voc DFP	
13	FAHAD M S	IIIrd B Voc DFP	
14	MISHAB P U	IIIrd B Voc DFP	
15	MISHAL P S	IIIrd B Voc DFP	
16	MOHAMED RIYAM P H	IIIrd B Voc DFP	
17	MOHAMED MARWAN C M	IIIrd B Voc DFP	
18	MOHAMMED SALIH K S	IIIrd B Voc DFP	
19	MOHAMMED YUSUF P T	IIIrd B Voc DFP	
20	MUHAMMED BILAL A S	IIIrd B Voc DFP	
21	NEHAD K N	IIIrd B Voc DFP	

22	PRATHYUSH SUNDARAN	IIIrd B Voc DFP	
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23	RASHIN V R	IIIrd B Voc DFP	
24	RIJAS K S	IIIrd B Voc DFP	
25	RINSHAD T S	IIIrd B Voc DFP	
26	SAMAY M R	IIIrd B Voc DFP	
27	SARATH K S	IIIrd B Voc DFP	
28	SHARANKRISHNA A S	IIIrd B Voc DFP	
29	SREEHARI K S	IIIrd B Voc DFP	
30	GEO V NIJO	IIIrd B Voc DFP	
31	MOHAMMED SHINAS T S	IIIrd B Voc DFP	
32	AMEGH V M	IIInd B Voc DFP	
33	MOHAMMED FAVAZ K M	IIInd B Voc DFP	
34	NAJIH RAYAN K N	IIInd B Voc DFP	
35	RASIM MAHMOOD N M	IIInd B Voc DFP	
36	ANSIYA V M	IIInd B Voc DFP	
37	SHINSIA P S	IIInd B Voc DFP	
38	ABDUSALAM P R	IIInd B Voc DFP	
39	ABHINAV K S	IIInd B Voc DFP	
40	ABHISHEK K S	IIInd B Voc DFP	
41	ADIL.E.P.	IIInd B Voc DFP	
42	AKASH CS	IIInd B Voc DFP	
43	ASWAN P P	IIInd B Voc DFP	
44	BASIL P B	IIInd B Voc DFP	
45	DHRUVAN T P	IIInd B Voc DFP	
46	HARIKRISHNAN C S	IIInd B Voc DFP	
47	JISHNU K N	IIInd B Voc DFP	

48	MOHAMAD ADHIL K M	IIInd B Voc DFP	Mohamad Adhil
49	MOHAMED ASHIF P A	IIInd B Voc DFP	Ashif

50	MOHAMED HIGHNESS	IIInd B Voc DFP	Mohamed Highness
51	MOHAMED SHAFI R S	IIInd B Voc DFP	Shafi
52	MOHAMMAD ASLAM	IIInd B Voc DFP	Aslam
53	MUHAMMED KHAIS R K	IIInd B Voc DFP	Khaish
54	NISHAL K M	IIInd B Voc DFP	Nishal
55	RAHMAN	IIInd B Voc DFP	Rahman
56	SAFWAN K K	IIInd B Voc DFP	Safwan
57	THANSIL N A	IIInd B Voc DFP	Thansil
58	VISHNU DAS A D	IIInd B Voc DFP	Vishnu
59	VISHNU V S	IIInd B Voc DFP	Vishnu
60	ANANDAKRISHNA P U	Ist B Voc DFP	Anandakrishna
61	MOHAMMED MUZAMMIL M	Ist B Voc DFP	Muzammil
62	MOHAMMED SAHIL U L	Ist B Voc DFP	Sahil
63	NIKHIL N L	Ist B Voc DFP	Nikhil
64	NIYAS V A	Ist B Voc DFP	Niyas
65	ABDUL FATHAH	Ist B Voc DFP	Fathah
66	ADITHYAN M H	Ist B Voc DFP	Adithyan
67	AKHIL K D	Ist B Voc DFP	Akhil
68	ASHISH K P	Ist B Voc DFP	Ashish
69	FAHAL A A	Ist B Voc DFP	Fahal
70	K S ASWIN	Ist B Voc DFP	Aswin
71	MOHAMMED SHAFI V M	Ist B Voc DFP	Shafi
72	MUHAMAD AL AMEEN	Ist B Voc DFP	Alameen
73	MUHAMMED IJAS N S	Ist B Voc DFP	Ijas

74	SALMANUL FARIS P T	Ist B Voc DFP	
75	THAJUDHEEN	Ist B Voc DFP	
76	MOHAMMED FAYAZ	Ist B Voc DFP	
77	AMSHAD	Ist B Voc DFP	



Signature of Co-ordinator



Signature of HoD



Signature of Principal
Principal in Charge
M.E.S Asmabi College
P.Vemballur





CERTIFICATE COURSE IN AD FILM MAKING

DEPARTMENT OF DIGITAL FILM PRODUCTION
MES ASMABI COLLEGE, P. VEMBALLUR

Certificate

OF COMPLETION

This is to certify that Ms/Mr Ananda Krishna P.U of T B-Voc DFP MES Asmabi College,

P. Vemballur has successfully completed the Certificate Course in AD Film Making
conducted by department of Digital Film Production during the academic year 2022-2023.


PROF. DR. A BIJU
PRINCIPAL, MES ASMABI COLLEGE

PRINCIPAL
M.E.S. ASMABI COLLEGE,
P.O.P. VEMBALLUR,
HEBBANGALUR 580 671




RASIDHA M S
CO-ORDINATOR



Rasidha

[Signature]

[Signature]
Principal in Charge
M.E.S Asmabi College
P.Vemballur



Certificate Course in the art of ad film making

Introduction:

This course aims to introduce students to the skill set required for ad Film making. The course places special emphasis on personal ad Film projects, with the goal of the having practical application of theoretical knowledge. Students will gain hands on experience by creating ad Films and developing their own imaginative and creative mind. By the end of this course, students will have improved practical skills, and they would be able to pursue advanced work in ad Film making, covering a wider range of subjects.

Duration:

This course will be conducted and completed within 30 hours of duration.

Eligibility:

This course has no age limit and welcomes to all Film making enthusiasts, amateurs, and professionals as well. There is no need of submitting original mark sheet, but students would need to present it at the time of admission for verification purpose.

Medium of Instruction:

The medium of instruction for this course will be in English and Malayalam

Facilities for practical work

Headphone mic, Speaker (Camera, Hardware & equipment) Desktop 12, Laptop 2, Printer 1, Projector, Mobile, Canon camera, Tripod stand, AhujaMic, Amplifier, Podium Mic, Light reflector, Port light

Facilities for practical work (Software)

AdobePremierPro for audio-video editing, Photoshop, Canva and VN



Signature of Co-ordinator



Signature of HoD



Signature of Principal

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P.Vemballur**



Syllabus Paper 1:

Basics on understanding in the art of ad film making

Module 1: Crafting a Creative Brief- Understanding client goals and expectations. Defining target audience and market research. Translating client requirements into a clear creative brief. Emphasizing key message and desired emotions.

(8 HOURS)

Module 2: Concept Development & Scripting -Identifying product/service features and benefits. Discovering unique selling points (USPs).Generating creative concepts aligned with the product. Crafting a compelling one Liner and storyline

(8 HOURS)

Module 3: Pre-Production & Shooting Techniques- Planning shoot locations, props, and actors. Creating a shot list and shooting schedule. Basics of shooting with DSLRs/Mobile Phones. Focus on lighting, composition, and sound.

(7 HOURS)

Module 4: Editing & Final Showcase -Introduction to video editing tools editing basics: cutting, transitions, effects. Incorporating music, voiceovers, and sound effects. Presenting final ad film, discussing challenges and solutions

(7 HOURS)

Throughout the course, students will engage in practical exercises, analyze case studies, and work on hands-on assignments. Industry insights and guest speakers will provide a real-world perspective on ad film making. By the end of the course, students will possess the skills to develop creative concepts, write compelling scripts, shoot footage effectively, and edit impactful ad films that align with client objectives.



Signature of Co-ordinator



Signature of HoD



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MES ASMABI COLLEGE, P.VEMBALLUR
Department of Digital Film Production,
Certificate Course in the Art of AD film making

MCQ

Time: 1Hr

Maximum Marks: 50

Section A

1. What is the term used for advertising done for intermittent and irregular periods and alternating with shorter periods of no advertising?
 - a. Continuity
 - b. Pulse Scheduling
 - c. Intermittent Scheduling
 - d. Flight Scheduling

2. Which type of advertising aims at selling capital goods, B-to-B, and intermediary industrial products?
 - a. Corporate advertising
 - b. industrial advertising
 - c. Financial advertising
 - d. Specialty advertising

3. Who among the following is responsible to keep updates with media trends, Obtain media costs , discover market trends and understand the motivations of consumers ?

- a. Client service executive
 - b. Media Planner
 - c. Media Buyer
 - d. Advertising Agency
4. What are the factors should be considered while setting the advertising budget?
- a. Competition
 - b. Market Situation
 - c. Sales decay rate
 - d. All of the above
5. Which is the oldest largest advertisement agency in India ?
- a. Lowas Lintas
 - b. Ogilvy & Mather
 - c. Hindustan Thompson Associates Ltd
 - d. None of these
6. Production is a part of which department ?
- a. Creative
 - b. Media
 - c. Client Servicing
 - d. Marketing Research
7. For which type of market small packaging , single-use packets are suitable ?
- a. Urban
 - b. Rural

- c. Semi-Urban
 - d. Metros
8. What is the term used to denote the number of times a particular advertisement reaches the same person or family.
- a. Frequency
 - b. Reach
 - c. Relatedness
 - d. Gross impression
9. Which is an art director's counterpart of a blueprint.
- a. Ad copy
 - b. Storyboard
 - c. Layout
 - d. Visuals
10. The number of copies sold or distributed by newspaper or magazine is termed as
- a. Readership
 - b. Circulation
 - c. Frequency
 - d. Reach

Reenank
Principal in Charge
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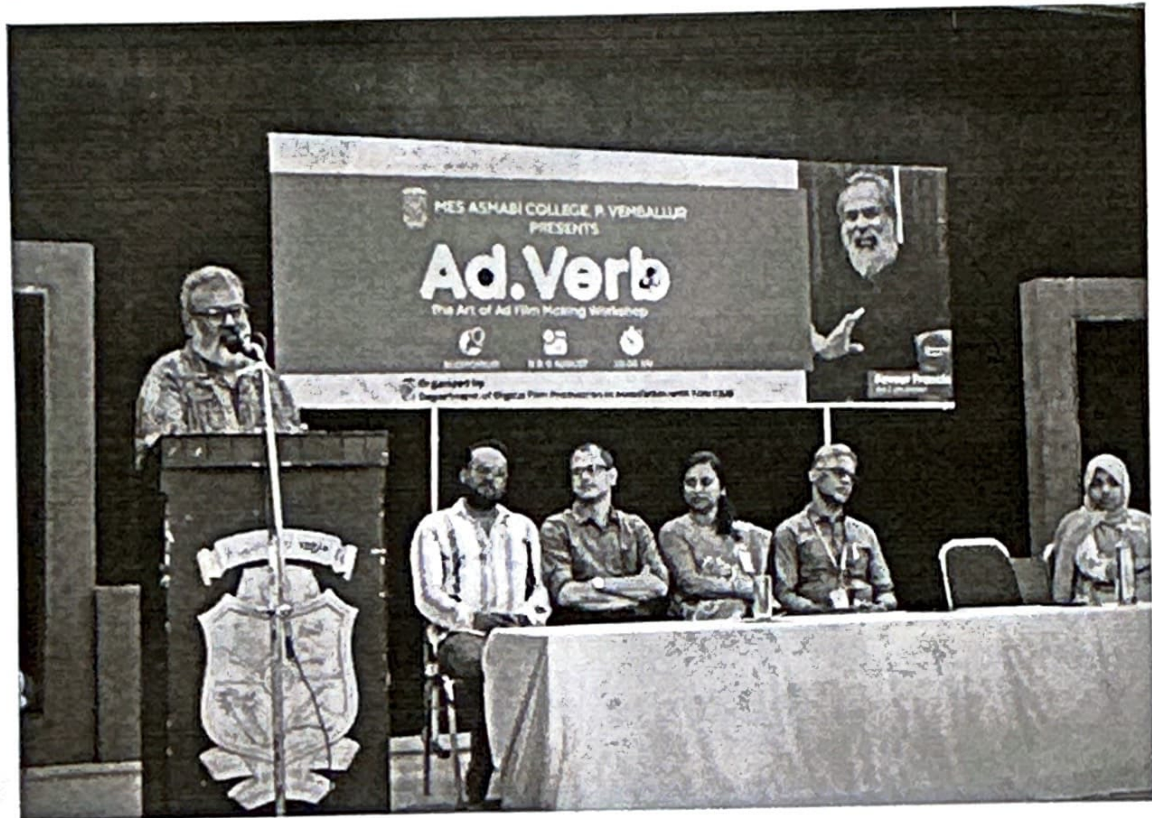
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Report and Outcome on Certificate course in the Art of AD Film making

Venue: AUDITORIUM

Date: 08/08/2023 & 09/08/2023

In association with film club "Ad.verb" organised by B.Voc Digital Film Production



Profile: 77 Students from B.Voc digital film production

The "Ad.verb - The Art of Ad Film Making " was a two-day event conducted by the Department of Digital Film Production at MES Asmabi College on August 8th and 9th, 2023. The workshop aimed to provide students with insights into the world of ad film making, focusing on aspects like client brief interpretation, script creation, production preparation, shooting, and final film presentation. The workshop was held at the MES Asmabi College Auditorium located in P. Vemballur. In association

with film club the event was organized by Department of Digital Film Production, with the goal of enhancing the understanding and practical skills of students in the field of ad film making. A total of 80 students participated in the workshop, demonstrating the strong interest and engagement of the student community in learning about ad film making. The event saw the felicitation of esteemed individuals who graced the occasion is Dr. K P Sumedhan, Director of Self Financing Courses, Dr. Reena Mohamed P M, Vice Principal and Dr. Sanand Sadanand, Staff Secretary.

The Day 1 (08/08/2023) morning first session was started at 10.00 AM and the topic is Introduction and the process of transforming a client brief into a creative brief. The session ends at 11.15 AM. The Day 1 morning second session was started at 11.30 AM and the session was Group discussion on selecting a product or service for the ad film. The session ends at 1.00 PM. The Day 1 afternoon first session was started at 2.00 PM and the topic is Identifying Unique Selling Points (USPs) and crafting a script based on the chosen USP. The session ends at 3.15 PM. The Day 1 afternoon second session was started at 3.30 PM and the topic is crafting a one-line script and its presentation. The Day 1 workshop session ends at 5.00 PM.

The Day 2 (09/08/2023) morning session was started at 10.00 AM and the session discussed preparing for production based on the presented scripts. The session was ends at 11.15 AM. The Day 2 session 2 & 3 started at 11.30 AM and ended at 3.00 PM (Including lunch). The session focused on shooting of the selected scripts using DSLR or mobile phones, along with further USP exploration and script development. The Day 2 session 4 was started at 3.30 PM and ends at 5.00 PM. The final session was Presentation of the final ad films followed by evaluation. The workshop concluded with the presentation and evaluation of the final ad films, bringing the event to a successful end.



Objective:

To gain and share knowledge on AD film making.

Expérience :

The entire programme was coordinated with the support of the Principal, the B. Voc Digital Film Production department and the film club of MES Asmabi College, Vemballur. Feedback: All the participants of the workshop have expressed their gratitude to the AD Verb workshop team and Mr. Favour Francis sir making the workshop more practice oriented.

The training methodology includes: -

- Video tutorials
- Special lecture session by external experts
- Practical Sessions
- write your own screenplay

Outcome:

The "Ad. Verb - The Art of Ad Film Making Workshop" provided an opportunity for students to delve into the intricacies of ad film production, learn from industry experts, and gain practical experience in scriptwriting, shooting, and presentation. The event not only enriched the participants' understanding of ad film making but also fostered creative thinking and collaboration among them.



Signature of Co-ordinator



Signature of HoD



Signature of Principal

Principal In Charge
M.E.S Asmabi College
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