

**REPORT ON Ad. Verb – THE ART OF AD FILM MAKING
WORKSHOP**

Venue: **AUDITORIUM**

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

In association with film club workshop “**Ad. Verb**” organized by B.Voc Digital Film Production



Profile: 80 Students from B.Voc digital film production

The "Ad. Verb - The Art of Ad Film Making Workshop" 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.





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.

Coordinator:

RASIDHA.M.S (Faculty)