

Department / Programme:	Continuing Education Programme
Suggested Course Title:	Introduction to Filmmaking Filmmaking: 360 degree Introduction Filmmaking for Beginners
Course Code:	AFM11-2021/1
Credit Rating:	Non-credit
Duration of the Course:	6 months (24 weeks): 144 hrs contact time (via 72 sessions)
Start date:	June 21, 2022
Instructor(s):	Nomaan Bhatti, Rumman Zia, Shahzeb Khalid, Imraam Sheraz and Hisham Hasan

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 formats 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

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.

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%

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 attached pdf file.

Course Instructors

Hisham Hasan completed his training in filmmaking and direction from Toronto Film and Media College, Canada in 2008. Since then he has been teaching film, direction and production related courses such as production practices, optic design, digital cinematography, screen writing, and many others. He has taught at Toronto Film and Media College, South Asian Motion Picture Art & Television, SZABIST, and IVS Department of Communication Design, which is like his second home. In 12 years of IVS, Hisham has also been the in-charge of digital media diploma, permanent faculty and adjunct lecturer, thesis advisor, and a juror. It will be difficult to find an institution where he hasn't taught or invited as a juror across Pakistan.

Alongside teaching, Hisham has his own media entity called Third Eye Images, through which he has undertaken commissioned film and documentary projects. His work can be seen here:

<https://www.youtube.com/channel/UCuGr66KLidVksC-RUIOYNEw>

Noman Bhatti is an Assistan Professor at IVS Communication Design Programme and a regular instructor on CEP filmmaking and photography courses. He has acquired a Masters in Filmmaking from Kingston University, UK and a Fina Art diploma from Karachi School of Arts, Pakistan. Noman is passionate about teaching and pushing new boundaries for creative expression using multiple media.

He has over 15 years of experience in pre and post production, and aces in teaching camera handling, conceptualizing new point of views and of course, filming on various cameras, from 16mm film to 4K digital cameras.

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 Univeristy 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 Communitcation Design Department, IVS and engages in a number of independent projects entailing scripwrting, 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.

Imraam Sheraz

Imraam works with IVS-CEP as Digital Content Specialist, the person behind all IVS videos, interviews, insta stories; photographing, videographing and editing them. He joined IVS in 2017 and since then has become an integral part of film and photography courses and school communications. He recently taught Cinemetography to New Media students of Fine Arts Department, conducted workshops for Lyari Girls Café participants, and is currently offering a photography course in Artrageous 2022.

Cinematographer and have been a Director of Photography on many projects which went on to receive critical appreciation and accolades – music videos such as Mein Yeh Janoun Na by Abbas Ali Khan which also won Lux Style Award for Song of the Year, Dil ke Isharay by Taha G; short films like Playroom, Baba Jee (2022) and Sir e Fehrist (2021), documentaries including Polinations for British Council, Violence and Extremism for IAM Karachi amongst others. Imraam loves the spirit of Karachi and keeps on volunteering for filming initiatives to capture it, be it Creative Karachi Festival, APMC, NAPA, Sabeen Mehmud Archives, Put up a Smile Campaign or qawwalis in khanqwhas– he is always there with his equipment and skills to film it magically.