CINEMA FACTORY
ACADEMY

DIRECTION & SCREENPLAY

1 YEAR DIPLOMA COURSE CATALOG

MENTORS

SUGAN
DIRECTOR

Sugan Padmanathan is a filmmaker, educator, and media professional with extensive experience at Ramoji Film City Group under the mentorship of Hon'ble Ramoji Rao. A gold medalist from MGR Film Institute (Adayar), he has excelled in talent management and facilitation across South Indian cinema, assisted international filmmakers, directed diverse projects, and continues to mentor aspiring talent with global insights.

ARANTHAI MANIAN
PRINCIPAL

Aranthai Manian is a multifaceted personality with a diverse range of talents.As a filmmaker, film critic,scholar, historian and an actor, he has made significant contributions to the Tamil film industry and academia. With a postgraduate degree in English literature, a diploma in journalism and training in screenplay writing and direction,he has a strong foundation in the arts. He has authored 36 books in Tamil, covering subjects from films and music to biography and history. His extensive experience in the film industry includes directing the legendary actor Sivaji Ganesan in television.

PS VINOTH RAJ
DIRECTOR

P.S. Vinothraj is an Indian film director and screenwriter known for his critically acclaimed debut film "Pebbles"(Koozhangal). India's official entry for the best feature film at the 94th academy awards.Vinothraj's journey to becoming a filmmaker was marked by challenges and a relentless pursuit of his passion for cinema.

- Tiger Award at the International Film Festival of Rotterdam
- The Golden Apricot Award at the Golden Apricot International Film Festival
- Best Director Award at the Singapore International Film Festival
- Best Film Award at the Dhaka International Film Festival

Full Title: Diploma in Film Direction and Screenplay
Short Title: DFD (Diploma in Film Direction and Screenplay)
Duration: 1 Year
NSQF Level: 6
MESC Alignment: MES/Q0203 – Film Director

India's 1st Abroad Feild
Trip For Flim Students

Every Wednesday: Micro Shoots

SEMESTER 1 : UNDERSTANDING THE CINEMA

Month 1 : Introduction to Cinema
Week 1 - 2 :

- Understanding cinema: What is cinema?

- The Language of cinema: Visual storytelling, mise-en-scène, and cinematography

- Attraction to cinema: Exploring what draws audiences to the silver screen

Month 2 : Developing Story Ideas
Week 3 - 4 :

- Knowledge of the story world: Building believable and immersive worlds

- Developing thoughts and ideas: From brainstorming to initial concepts

Month 3 : Themes and Story Ideas
Week 5- 6 :

- Identifying themes: recognizing central themes in storytelling

- Developing story ideas: Crafting compelling narratives

Month 4 : Grammar of Cinema
Week 7 - 8 :

- Understanding the grammar of cinema: Shots, cuts, and transitions

- Practical exercises: Applying cinematic grammar in short exercises

The Godfather

Month 5: Direction and Production

Week 9 – 10 :

- What is Direction? Roles and responsibilities of a director

- Directorial techniques: From pre- production to post-production

Week 11 – 12 :

- Understanding production: How production houses and the film industry operate

- The Production process: From development to distribution

Month 6: Types of films, target audiences, and story structures

Week 13-16:

- Film genres: exploring different types of films

- Target Audiences: identifying and understanding your audience

- The Seven Stories: Universal story structures

- Types of Conflicts: Crafting compelling conflicts

Month 7: Genres, Plots, and Central Themes in Cinema

Week 17 - 20 :

- Genres of Cinema: detailed study of various film genres

- Plot Development: Creating engaging and coherent plots

- Top 10 Themes: Exploring recurring themes in cinema

- Thematic depth: Adding layers to your narrative

SEMESTER 2 :

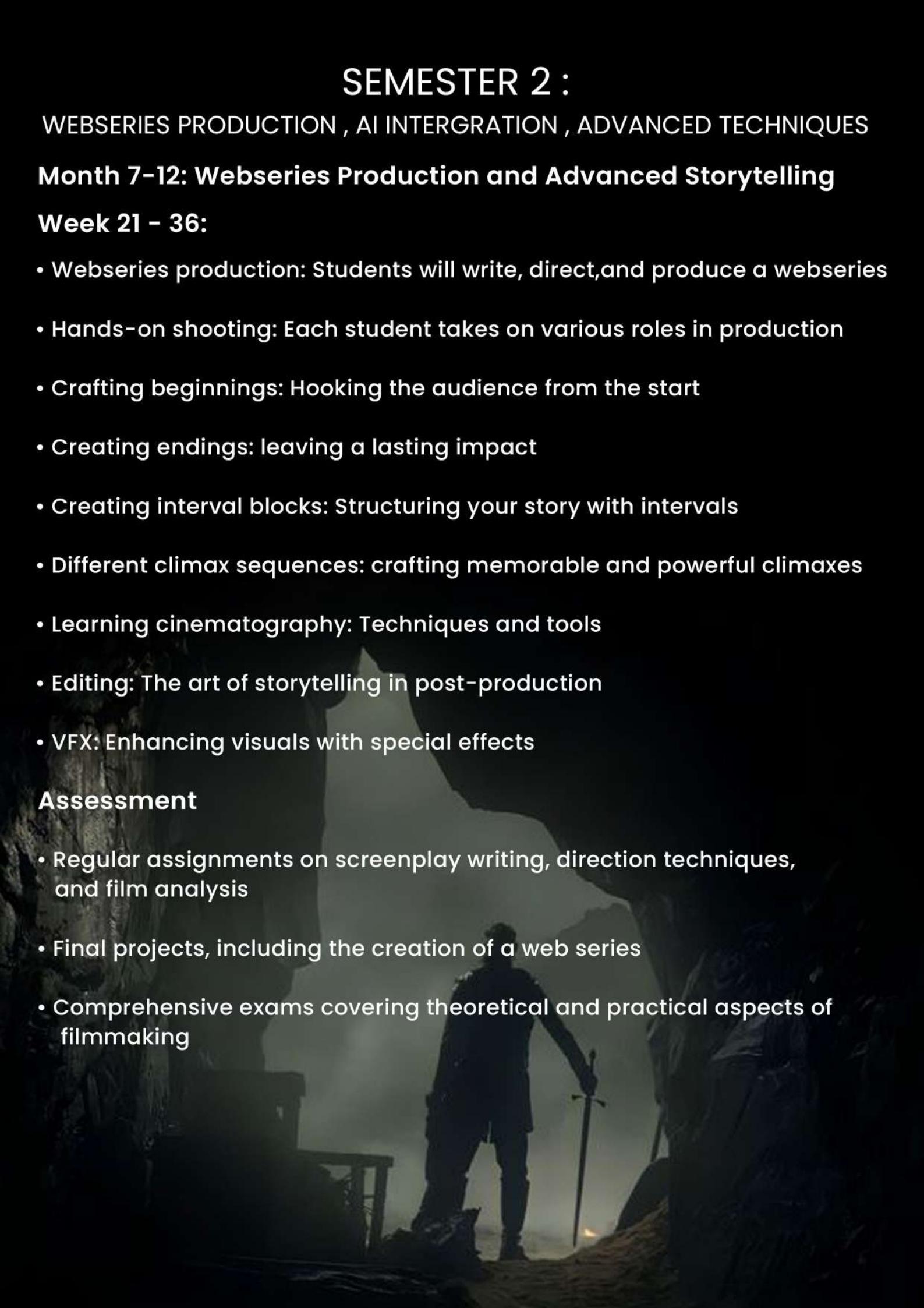WEBSERIES PRODUCTION , AI INTERGRATION , ADVANCED TECHNIQUES

Month 7-12: Webseries Production and Advanced Storytelling

Week 21 - 36:

• Webseries production: Students will write, direct,and produce a webseries

• Hands-on shooting: Each student takes on various roles in production

• Crafting beginnings: Hooking the audience from the start

• Creating endings: leaving a lasting impact

• Creating interval blocks: Structuring your story with intervals

• Different climax sequences: crafting memorable and powerful climaxes

• Learning cinematography: Techniques and tools

• Editing: The art of storytelling in post-production

• VFX: Enhancing visuals with special effects

Assessment

• Regular assignments on screenplay writing, direction techniques, and film analysis

• Final projects, including the creation of a web series

• Comprehensive exams covering theoretical and practical aspects of filmmaking

COURSE OBJECTIVES

- To introduce students to cinema as an art form, cultural practice, and medium of communication.
- To provide a historical and theoretical understanding of Indian and world cinema from the silent era to contemporary digital and OTT platforms.
- To develop critical and analytical skills in film appreciation, genre study, and cinematic grammar.
- To train students in the fundamentals of screenwriting, direction, cinematography, editing, and sound.
- To encourage students to view cinema as both an artistic expression and a professional industry with global opportunities.

LEARNING OUTCOMES

By the end of the course, students will be able to:
Knowledge & Understanding

- Demonstrate an understanding of the evolution of Indian and world cinema, key filmmakers, and cultural contexts.
- Collaborate effectively in film production teams simulating real-worlD industry practices.Attitudes & Values
- Appreciate cinema as a global cultural language and tool for social change.
- Develop ethical awareness in storytelling, representation, and authorship.
- Cultivate creativity, originality, and critical thinking in cinematic expression.

CAREER PATHWAYS

Graduates of this course will be prepared for careers in:

Film & Media Production

- **Feature Film Director** – Fiction/Non-fiction, mainstream, parallel, or experimental cinema.

- **Short Film & Independent Filmmaker** – Festival-oriented or OTT-driven content.

- **Documentary & Non-Fiction Filmmaker** – Cultural, historical, and socially relevant projects.

- **Assistant Director / Associate Director** – Entry role in feature and OTT productions.

- **Advertising Filmmaker** – Commercial ads, brand films, digital campaigns.

- **Corporate & Educational Filmmaker** – Institutional, training, and NGO films.

- **OTT/Web Series Creator** – Writing and directing episodic narratives for streaming platforms

Emerging & Interdisciplinary Careers

-VR/AR & 360° Filmmaker – Immersive storytelling.

- Interactive Media & Game Story Designer – Writing for interactive narratives and gaming.

- Film-Tech Entrepreneur – AI-driven tools for screenwriting, editing, and production.

- Cultural Entrepreneur – Running film clubs, indie theatres, or OTT startups.

- Digital Content Creator – YouTube, Instagram reels, and short-form storytelling.

- International Collaborator – Cross-cultural projects, co-productions, and festival films.

CINEMA FACTORY
ACADEMY

By the end of the course, students will be able to:

Knowledge & Understanding

- Demonstrate an understanding of the evolution of Indian and world cinema, key filmmakers, and cultural contexts.
- Explain the elements of cinematic grammar, narrative design, and film aesthetics.
- Recognize the role of cinema in shaping social, political, and cultural identities.

Skills & Application

- Apply concepts of screenplay writing, directing, editing, and visual storytelling through practical exercises (photo story, micro-film, short film).
- Critically analyze films across genres, regions, and historical movements.
- Conduct research and integrate factual/cultural authenticity into creative writing and filmmaking.
- Collaborate effectively in film production teams simulating real-world industry practices.

Attitudes & Values

- Appreciate cinema as a global cultural language and tool for social change.
- Develop ethical awareness in storytelling, representation, and authorship.
- Cultivate creativity, originality, and critical thinking in cinematic expression