

CREO
Valley

SCHOOL OF
FILM & TELEVISION

START LIVING YOUR DREAM TODAY!



Acting | Film Direction | Cinematography
Editing | Sound Engineering | Script Writing



SCHOOL OF FILM & TELEVISION



Facilities at CREO Valley

About Us

In the year 1896, Lumiere brothers came to Bombay (then), and gave the taste of the first ever film to be seen in India. At the time no one could have imagined that the screening of this film would pave a way for a thriving film industry in India, for the decades to come. In the present day, an Indian film finds its market in over 90 countries across the globe. By the end of 2010, India became world leader in terms of annual film output. With the production of over a thousand films every year in Hindi, English, Tamil, Telugu, Kannada and other regional languages.

Today thousands of youngsters with eyes sprinkled with star dust, leave their homes to become a part of the glamour of Tinsel Town. A chosen few are actually able to realise their dreams, the rest either give up and go back or remain a part of the lot that is commonly referred to as "the strugglers".

Coming from the veterans in the industry, enough emphasis has been laid on training and thorough knowledge of the craft of film making, as a major criterion that differentiates the strugglers from the success stories. As a youngster who wishes to be part of the Film Industry it only makes more sense to get trained under the guidance of the subject matter experts, before he or she is ready to start looking for their place in this land of dreams.

CREO Valley the organisation, (literally meaning the Valley of Creativity) was founded with a vision of imparting education in the creative fields to budding artists who are looking for platforms to polish their skills and showcase their talents. CREO Valley aims to be the preparation ground for every youngster who wants to join the film Industry. The courses at CREO Valley are priced appropriately in order to give everyone a fair chance to get the training that is the first step to fulfilling their dreams.

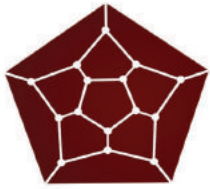
CREO Valley School of Film and Television has launched its first center in Bangalore, in order to give the youngsters from different parts of the country a chance to learn the tricks of the trade. Being located in Bangalore (which is extremely well connected both with South and with Mumbai) gives the students studying here an added advantage of trying their luck out both with Bollywood and Sandalwood. Through our connections with agencies and production houses in both the mainstream cinema and south Indian film industry, the student studying here can get a chance to work in either industry in case their portfolio is chosen for available work.

Our students are oriented in not just the advanced skills in the art forms they are pursuing, but are also given a perspective in how to make their creations reach to the aficionados in the best possible manner. The courses offered at CREO Valley School of Film & Television have been accredited by the Quality Assurance International (QAI), UK. In order to ensure high standards to impart world class training in film making, CREO Valley has created a premium infrastructure that provides a conducive environment for future story tellers while taking care that their technical requirements are met with international industry standards.

Rated amongst the Top design schools in Europe, CREO Valley also manages LISAA School of Design, Bangalore, offering Degree Courses in Design from the UGC recognized university.

CREO Valley has also set up a Production House & a Corporate Advertising Agency, for producing Feature films, Television serials, Commercials and corporate films. These ventures provide our students a unique advantage of working on live projects, which is unparalleled in India. CREO Valley School of Film & Television is fully owned and operated by SaiPath Infra & Services (P) Ltd.

- Opportunity to learn from Industry Experts from Bollywood & Sandalwood, in BANGALORE.
- A State of the art Infrastructure
- A spacious acting-cum-dance floor
- Video recording studio, Equipped with Latest cameras and equipment
- Fully equipped Mac Lab with elaborate Editing setup & Latest Softwares
- Amenities like Sound Recording studio, Modern Classrooms, Books & Movies Library, Conference hall.
- Located in the heart of the city



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"With any part you play, there is a certain amount of yourself in it. There has to be, otherwise it's just not acting. It's lying." - Johnny Depp

The Acting course at CREO Valley comprises of all the important elements of acting including body movements, expressions, voice culture, scenes and character study, imagination exercises, assertiveness, playback & lip sync etc. The Program emphasizes on theoretical and practical aspects of acting. Theatrical and on-line camera training are an integral part of the course.

Our acting course is meant to help you get over your inhibitions, to de limit your imagination & to open up to a whole gamut of personalities within yourself. At CREO Valley you get a chance to learn the nuances of the art of acting and performing through traditional & modern techniques.

Course Outline

- ◊ Basics of Acting
- ◊ Concentration
- ◊ Action Problems
- ◊ Orientation to The World of Cinema
- ◊ Playback and Lip Syncing
- ◊ Improvisation & Dubbing
- ◊ Yoga and Meditation
- ◊ Body Language
- ◊ Scenes & Character Study
- ◊ Expression Exercises
- ◊ Diction, Voice Culture & Voice Analysis
- ◊ Exercises for Observation & Imagination
- ◊ Vital Skills & Personality Enhancement
 - ◊ The art of communication
 - ◊ Acting Therapy
 - ◊ Assertiveness
 - ◊ Motivation
 - ◊ Transformation
 - ◊ Realizing Potentials

Chief Mentor

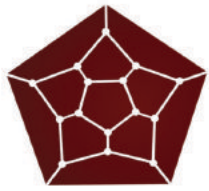
Mr Virendra Saxena is an Indian theatre, film and television actor. He is an alumnus of the National School of Drama (NSD), & is known for his character roles as well as his unique voice. He has acted in over 80 Indian films and few Hollywood films like White Rainbow, Cotton Mary, In Custody and also in many television serials. He has been contributing to the industry since 1975.



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Our Film Direction Course is an intensive program which covers a comprehensive range of filmmaking proficiencies including writing, producing, directing, editing and cinematography. It is designed to allow the student a successful transition from the campus to the world of films, television or video production. The program also includes an option of structured internship for merit holding students.

In the program our esteemed faculty guides the students to develop his or her individual style of story telling and film making, with their own sense of narration & perspectives. This course gives insights into Direction of Documentaries , Corporate Films , Ad Films & Music Videos.



Course Outline

- ◊ Film History
- ◊ Image Projection.
- ◊ Story Boarding & Ground Planning
- ◊ Visual media : Optical, Analog, Digital
- ◊ Pre-Production, Production and Post-Production skills
 - ◊ Tools of Screenwriting- Character, Conflict & Structure.
 - ◊ Imagination & Visualization
 - ◊ Visual sense: Frames, Rules of framing and composition
 - ◊ Types of shots & angles, Camera movements.
 - ◊ Depth of Field, Perspective.

"The director is the only person who knows what the film is about."

Satyajit Ray

- ◊ Understanding Lighting & Composition.
- ◊ Continuity of Space & Time
- ◊ Preproduction for Director: Charts, Shooting script, Shot division, Master shot, Insert
- ◊ Concept of Misc-en-Scene.
- ◊ Casting and working with Actors
- ◊ Vocabulary & Jargon used in the Film Industry
- ◊ Production Design, Sound Design and handling Post-production
- ◊ Film Appreciation & Analysis.
- ◊ Documentary Films / Music-video / Ad-films
- ◊ Insights about marketing, distribution & career development in Films and TV.

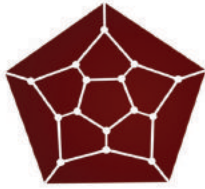
Chief Mentor

K.M. Chaitanya is a master in the art of film-making . He is a film director, documentary maker , TV Producer and theater person. His first feature film Aa Dinagalu in Kannada, won various awards including the Filmfare Award South for Best Director & Best Feature Film in 2007. Aa Dinagalu was listed by The Week among the top 10 Indian films of the year 2007. He has worked with International Media Channels like BBC & CNN. He has got both critical & commercial acclaim for his feature films & other works.

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A Cinematographer plays a very important role in the process of film making. His job is to convey the perspective of the Director to the audience effectively.

The Course aims to give the student a thorough training in every required aspect of Cinematography ,including Introduction to different cameras, their functions, lighting, camera angles & movements etc.

The course will cover camera work for films, television, sports, documentaries and wildlife shoots. The students will be trained by renowned cinematographers from all these areas. The infrastructure at CREO Valley has been setup to maintain International Standards in teaching Cinematography.

The students get theoretical as well as practical inputs on key skills that are required for Digital Cinematography such as:



"And later I thought, I can't think how anyone can become a director without learning the craft of cinematography."

- Nicolas Roeg

- ◊ Using light & spot meters
- ◊ Understanding natural light
- ◊ Using artificial lights
- ◊ Understanding lenses and lensing
- ◊ Shooting for documentary
- ◊ Shooting for fiction
- ◊ Shooting for mixed form
- ◊ Understanding screenplays
- ◊ Understanding mise-en-scene
- ◊ Lighting for small & multi- character set ups
- ◊ Shooting with track, trolley and crane
- ◊ Understanding standard post production workflows
- ◊ Digital Inter-negative and colour correction processes
- ◊ Production planning with lights & light boys

Chief Mentor

Nirmal Jani is a Photography Director whose work ranges from feature films, television series, music videos to commercials.

Nirmal started his career in 1975 working alongside some of India's most accomplished cinematographers. Working with a diverse set of clients gave him a hands-on experience in high speed, motion control, jib arm and blue screen cinematography.

Filled with special effects, the commercials allowed Nirmal Jani to hone his post production skills and gain some highly specialised skills such as rigging, match dissolving, multi layer compositions etc

Nirmal has worked for nearly 50 feature films till date. Some of his work includes Hope and Little Sugar, Border, Deewar, Kuch Khatti Kuch Mitthi, Sur, Deewana to name a few.

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At CREO VALLEY, an aspiring editor will be trained in editing softwares like Final Cut Pro (FCP), AVID and Adobe Premier. An intensive training for visual effects and color correction will be given on Smoke and After Effects. Our state of the Art Mac Lab Setup gives you an ultimate cutting edge in learning the intricacies of the Art of Editing.

Course Outline

- ◊ Introduction of editing in films.
- ◊ Power of Editing. Role of a video editor.
- ◊ Idea of Continuity and Montage
- ◊ Selection of a shot, Frame and Composition
- ◊ Creative use of Transitions
- ◊ Timing, Pace, Rhythm
 - ◊ Parallel action / Intercut
 - ◊ A Lucid Cut, Rules of Editing, Breaking the Rules
 - ◊ Creative use of sound. Sound editing.
 - ◊ Handling Dialogue and Action. Creating Drama through Cuts.
 - ◊ Art of shaping a story through Cuts.
 - ◊ Understanding Negative, Video, Digital.
 - ◊ Multi-camera set-up / Off-line and On-line Editing
 - ◊ Beat-cutting / Editing Song
 - ◊ Documentary Film Editing



Working on Software

- ◊ Organize program elements, mark clips & use the timeline
- ◊ Working with clips
- ◊ Prepare & Work on Rough cut
- ◊ Cutting to music and narration
- ◊ And many more basic & advanced techniques on editing softwares

"Editing is where movies are made or broken. Many a film has been saved and many a film has been ruined in the editing room."

- Joe Dante

Chief Mentor

Mr Ballu Saluja is an institution in himself in the area of Film Editing. Winner of Two IIFA awards for the best editor for his work in Lagan, & Jodha Akbar, He has been one of the best talents in the industry over the period of almost two decades. He has been a pioneer in the field of editing and has been at the forefront of the technological revolution in the film editing in India & Now he is working on Hollywood Projects too. Apart from earlier mentioned work, his other notable works include Swades, Pinjar, God Tussi Great Ho, Whats your Rashee ? ..

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This course helps you frame your creative stories in a structured manner. You would be able to present original story ideas in a gripping manner with detailed characterizations, scenes and dialogue. Our faculty helps budding script writers to Identify & develop their own style of narration pertaining to Films, Television, Corporate films, Plays, Ad films & Documentaries.

Script writing will be taught under the following subheadings

- The Story
- The Three Act Structure and Plot Points
- Character
- Theme/Genre
- Actions and Descriptions
- Formatting
- Rewriting, Part Two
- Agents
- Selling Your Script
- Rewriting, Part Three
- Your Career as a Writer

- Synopsis and Treatment
- The Scene Outline
- The First Draft
- First Professional Draft
- Polishing
- The Good Read
- Dialogue



"The only thing that gets me back to directing is good scripts."

-Steven Spielberg

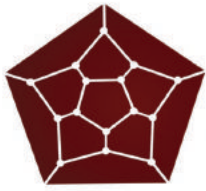


Chief Mentor
Mr Subodh Chopra has worked on different projects with some of the best names in Bollywood. His stories have been developed into major Bollywood movies. He has also written a number of scripts, screenplays, songs & dialogues. His notable works include Vasudha (as a Director), Murder, Rog, Tumsa Nahi Dekha, Dohara etc.

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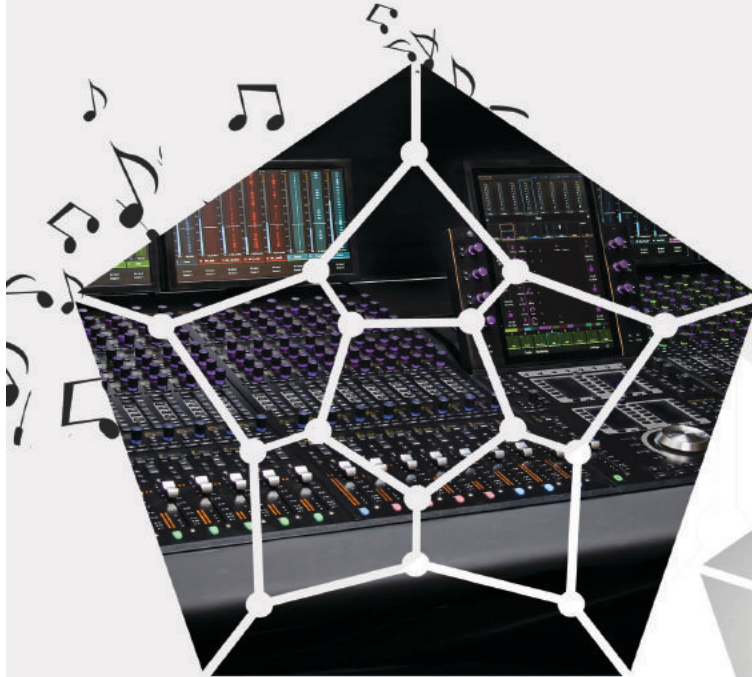
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The students get theoretical as well as technical know how on key skills that are required for Audio Recording & Design such as

- ◊ Foley recording & Dubbing
- ◊ Understanding Screenplays
- ◊ Understanding mise-en-scene
- ◊ Audio cleaning & editing
- ◊ Studio recording
- ◊ Music recording

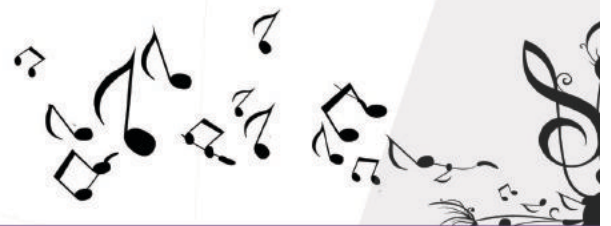
"Films are 50 percent visual and 50 percent sound. Sometimes sound even overplays the visual."

- David Lynch

CREO Valley has designed a comprehensive program in sound engineering for those who love to play with sound and music. This program covers sound recording in different genres. Editing, Sound Mixing, Voice Over, Dubbing and Creating Sound Effects.



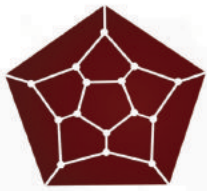
- ◊ Indoor and Outdoor location recording
- ◊ Dialogue and Voice Over recording
- ◊ Single & Multi Track recording
- ◊ Track Layering, Mono & Stereo Mixing for Film
- ◊ Understanding standard audio post production workflow



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Virendra Saxena
An Indian Theatre,
Film and Television actor

Alumnus of the National School of Drama (NSD) who has acted in over 80 Indian Films and a few Hollywood Films like White Rainbow, Cotton Mary and In Custody



Ballu Saluja
Film Editor

Winner of Two IIFA awards as the Best Editor for his work in Lagaan, & Jodha Akbar. His other notable works include Swades, Pinjar, God Tussi Great Ho and Whats your Rashee ?



Nirmal Jani
Director of Photography

His major works include Hope and Little Sugar, Black Mail, Deewar, KuchKhati Kuch Mitthi, Sur, Deewana



Subodh Chopra
Script Writer

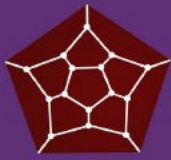
His notable work includes Vasudha (as a director), Rog, Tumsa Nahi Dekha, Dohara.



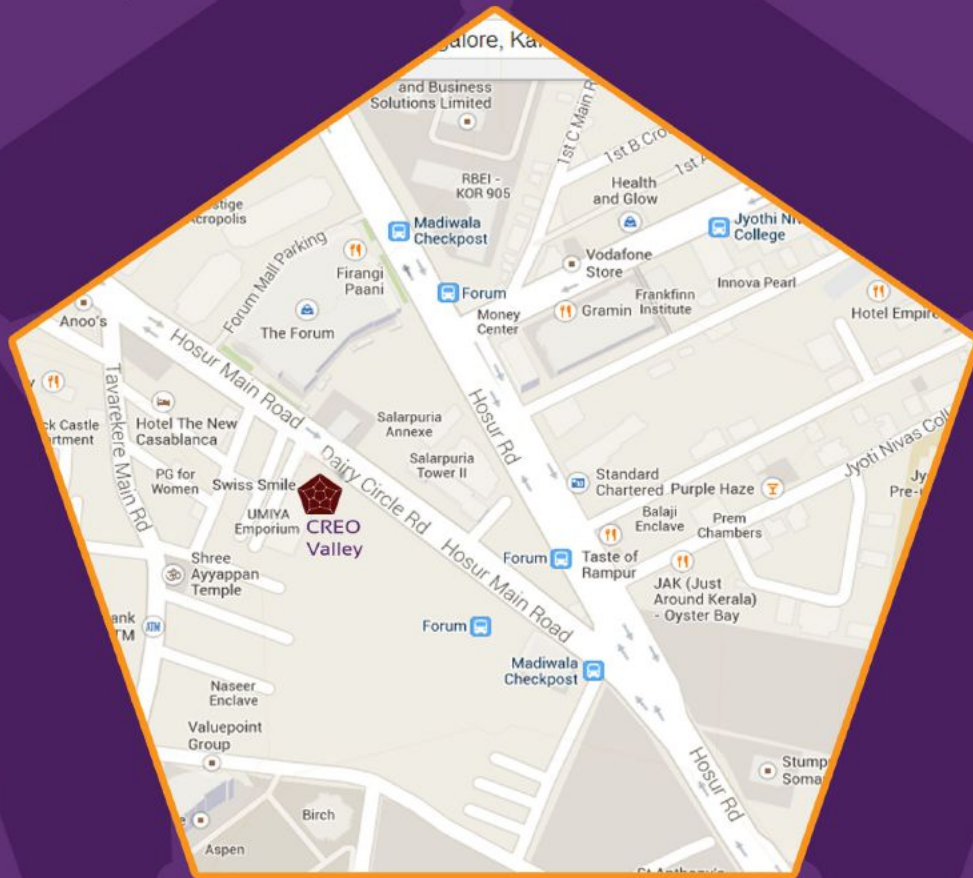
K.M. Chaitanya
Director- Film, TV & Theatre

Filmfare & multiple award winning director with critical and commercial acclaim. His work has been showcased by BBC and CNN

"Filmmaking is a chance to live many lifetimes."
- Robert Altman



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