

Annexure B

Training Schedule: A simple thematic / day-wise schedule

Name: The Art and Business of Indian Blockbuster Cinema

Duration: 2 weeks

Start Date: February 01, 2027. Participants need to reach the campus on January 31, 2027 (Sunday).

End Date: February 12, 2027. Participants will leave the Guest House on February 13, 2027

Location: Satyajit Ray Film and Television Institute, Kolkata (www.srfti.ac.in)

Accommodation: Guest house inside the campus on a single occupancy basis.

Maximum number of participants: 12

Minimum number of participants: 12

Eligibility: Interest / basic experience in audiovisual storytelling. Basic English communication skills.

Age: No Bar

Geographical Area: Global (All Regions)

Class Schedule: Monday to Friday 1000 IST to 1700 IST with one-hour lunch break in between (except holidays).

Objective of the Course:

This two week ITEC Course will delve into the art and business of Indian blockbuster cinema, highlighting the complex interplay between creativity and commerce in the world's biggest film industry. The course will look at how Indian popular films use fascinating storytelling, iconic stars, music, and dramatic stories to connect with the local and global audience. It will also discuss production values, marketing strategies, and audience preferences in order to create entertainment that appeals to billions of people while simultaneously generating significant revenues in a competitive global market.

Curriculum

- Introduction to Indian Popular Cinema
- Overview of the film industry in India: Bollywood and beyond.
- Key milestones, iconic filmmakers, and industry evolution.
- Discussion on cinematic language: The use of visuals, sound, and narrative style.

Genres of Indian Popular Cinema

- In-depth look at major genres: Action, Romance, Drama, Thriller etc.
- Case studies of popular films.
- How genres impact film production and marketing strategies.

Star Power & Narrative Styles

- The significance of stars in Indian cinema: Bollywood's 'Superstars' and regional heroes.
- How stars influence production choices and marketing strategies.
- Storytelling techniques in mainstream cinema: Emotional appeal, melodrama, and audience engagement.
- The portrayal of themes in popular films.

Cinema Aesthetics and Technical Aspects

- Cinematography and Sound techniques in Indian films.
- The role of postproduction aesthetics in Indian films.
- Analysis of iconic scenes.

Introduction to Film Marketing

- Marketing channels in the Indian context: Television, radio, print, outdoor advertising, social media.
- Case study of successful marketing campaigns in Indian cinema.

Distribution

- The film distribution and box office collections.

Assignment:

- Presentation on a film concept.