CERTIFICATE PROGRAM IN
PRODUCING

3 Months | Self-Paced

ABOUT WWI

Whistling Woods International is a Film, Television, Animation, Communication, Fashion and Media Arts institute located in Mumbai, India. Founded by one of India's leading filmmakers, Subhash Ghai, and promoted by Mukta Arts Limited, Whistling Woods International (WWI) is one of Asia's largest Media Arts institutes. The 'Hollywood Reporter' has rated Whistling Woods International as one of the Ten Best Film Schools in the world in 2010, 2013 and 2014.

The courses at WWI are designed to ensure that the students' learning is collaborative and industry-oriented. The curriculum at WWI is a unique hybrid of theory and practical, ensures that the creative dovetails well with the business aspects. These unique elements in the curriculum and the teaching methodology have seen WWI's student body grow over four times in the past ten years.

VISION

To create a state-of-the-art institution that sets new standards of world-class education in film, communication and creative arts.

MISSION

Benchmarking quality, inspiring innovation, encouraging creativity and moulding minds, by leading from the front in the field of film, media and entertainment education.

SUBHASH GHAI
CHAIRMAN

Film school was a key phase of my life and possibly the best decision I have ever made. In 1999, after having spent 20 years in the industry, having directed 19 films, produced several more, having trained several artistes and technicians in the art of filmmaking while launching their careers - I realised that a specific mix of education is needed for the filmmakers to serve the industry as well as build a career for themselves. Hence, at Whistling Woods International (WWI), we drew inspiration from the global giants of the field and created a body of expert academicians and professionals who would help us create the necessary environment conducive to the education we wanted to provide. We developed a challenging international curriculum and we built it into an incredible scope for the individual to experiment with their ideas in the art, science and business of Media and Entertainment, once educated in the art, commerce and technology of filmmaking.

MEGHNA GHAI-PURI
PRESIDENT

Determination to break the status quo led to Whistling Woods International being ranked as one of the top 10 film schools in the world. We are attempting a pioneering, pathbreaking effort in education. We bring together art, commerce and technology to make them co-exist in what can easily be called the hardest three-way marriage ever.

Our online extension, the Virtual Academy at Whistling Woods merges technology, the teaching methodology offered by the best-in-class faculty and educational pedagogy to students who perhaps cannot come to the campus to study or professionals who don't have the time for a full-time program. We offer Advanced Certificate and Certificate Programs that create an immersive, engaging and interactive learning environment for students to learn on demand, as well as through a structure. This is the next step in the evolution of education.

CORE TEAM

RAVI GUPTA
DEAN

RAHUL PURI
HEAD OF ACADEMICS

FACULTY

Our faculty body comprises of leading industry professionals and instructors from renowned global film schools and is augmented by a body of highly successful guest faculty.

ASHWINI KAUL
CINEMATOGRAPHY

PRASHANT NAIK
EDITING

ABHIJIT MAZUMDAR
DIRECTION

RABIYA NAZKI
PRODUCING

SUDIPTA BASU
SOUND RECORDING & DESIGN

ANJUM RAJBALI
SCREENWRITING

KEY HIGHLIGHTS

Certification
Certificate Program in Producing from WWI

Doubt Clearing
Moderated discussion boards for doubt solving

Access to Content
1 year access to the content

Time Commitment
Self-paced

PRODUCING CURRICULUM

The process of filmmaking can be divided into three sections – creative, technical and financial. While different teams take care of each section, it's the job of the producer to tie them all together.

WHAT DOES A PRODUCER DO?

- **Who is a Producer?**
  This class covers the role of a film producer. This includes the creative, business and financial aspects of production.

- **Responsibilities of a Producer**
  This class covers the responsibilities of the producer in detail.

- **Evolution of Film Sound**
  This class will show you the timeline of the evolution of film sound.

- **Types of Producers**
  This class covers the the main types of film producers in the industry today and their roles and responsibilities.

Script Development and Funding

- **Story Development**
  This class introduces the first step of film production where you will learn how a producer selects the story and develops it by preparing a treatment, summarizing the storyline and determining its mood and characters.

- **Idea Generation Techniques for movies**
  This class teaches you how to generate ideas to make a movie.

- **Working with writers**
  This class teaches you how a producer works with writers to develop a story

- **Writing a logline**
  This class teaches you how to write an effective logline - a one-line statement that powerfully conveys the film's plot and the emotional hook which makes it easier for you to pitch and sell your movie idea.

- **Film Budget**
  This class teaches you how to prepare a comprehensive film budget - a financial document outlining every single cost associated with producing the movie, ranging from pre-production costs to the costs of promotion of the movie once it is made.

- **Basics of Film Financing**
  In this class, you will learn about different methods and entities that can potentially finance a film. You will learn how to effectively approach different sources of budget as you plan to make your movie in its development stage prior to pre-production.

- **How to make your film stand out to financers**
  This class introduces you to tried and tested successful techniques that will help you prepare a persuasive movie pitch that will stand out to the financers.

Producer in Pre-Production

- **Producer's role in pre-production**
  This class gives you a comprehensive overview about the producer's role during pre-production.

- **Setting up your film company (LLC)**
  This class teaches you about the important steps that you need to consider while establishing your own production company with a Limited Liability Corporation model.

- **Script Breakdown**
  This class teaches you industry standard norms on breaking a script during pre-production into its basic scene elements such as cast members, props, objects etc. which helps you to keep track of everything that is going on during production.

- **Selecting your crew**
  This class discusses some important aspects to consider before hiring your crew for production and post production

- **Creative Planning phase**
  This class teaches you how to plan creatively prior to shooting

- **Workflow from line producer's point of view**
  This class teaches you about the workflow from the shoes of a line producer, and how to effectively plan and communicate every vital step of the pre-production process.

- **Budgeting and Scheduling**
  This class teaches you how to successfully allocate the available budget to different stakeholders involved in the filmmaking process.

- **Preparing a Call Sheet**
  This class teaches you the industry standard rules for writing a proper call sheet that includes all necessary elements

Producer in Principal photography

- **How to manage a production?**
  This class teaches you about all the elements that you need to consider and effectively coordinate during the principal photography stage of filmmaking.

- **Gearing up for post production**
  This class teaches you how to get ready for post production after the principal photography is complete.

- **The Big Picture**
  This class teaches you how to tie in all the elements of a film together.

- **Q&A Sessions with an expert (Case study questions)**
  In this class, you will encounter case study questions and Q&A sessions with an industry expert that will help you contextualize everything that you have learnt with how things work in the real world in the film industry.

Producer in Post Production

- **How to manage post production**
  This class provides a comprehensive overview of the key responsibilities of a film producer in order to manage the post production process smoothly and keep the workflow intact.

- **Post production supervisor**
  This class will help you understand how you can supervise the post production process effectively and ensure the post production workflow is intact.

- **The editorial team**
  This class will educate you about the relationship between the producers and the editing team of the movie.

- **The sound workflow**
  This class teaches you how to structure and carry out the sound design workflow during post production.

- **Color Correction**
  This class teaches you about colour correction on the material you have filmed.

- **Packaging the final deliverables**
  This class teaches you how to package the final deliverables during the post production stage.

- **Completing the film**
  This class teaches you of the final steps involved in completion of the film.

Taking your film to the audience

- **Why distribution of film is a tough job?**
  Producers are responsible for the promotion and distribution of the film after its completion. This class outlines all the crucial challenges that a producer needs to overcome while working with different third party organizations for the successful distribution of the movie.

- **Indian Box Office Model**
  This class gives you a comprehensive overview of the Indian Box Office model which outlines the technicalities of how Box Office revenues are calculated, taxation associated with box office collection etc.

- **Rise of OTT Platforms**
  This class draws your attention towards a crucial trend in the global as well as the Indian film industry - the rapid rise of Over The Top (OTT) platforms. You will learn how you can effectively adapt with the changing trends in film consumers' priorities and habits to maximize your reach and profits.

- **Film marketing and publicity**
  This class teaches you about the rising trends in the M&E Industry and effective strategies concerning the marketing and publicity of your film. Successful marketing and publicity varies greatly depending on many external factors and in this class, you will learn about these variables which will help you maximize your film's reach.

- **Start your next project**
  This class teaches you how to get started on your next film project.

PROGRAM
DETAILS

PROGRAM STARTS
Please refer to the website
for program start date

LEARNING STRUCTURE
Self-paced learning

DURATION
3 Months

PROGRAM FEE
9,000 INR

ELIGIBILITY
Applicants need to have cleared Xth grade or equivalent
All candidates need to have reading and speaking proficiency in English

FOR FURTHER DETAILS
call us at +91-9324372335 or write to us
at virtualacademy@whistlingwoods.net.

DO WHAT YOU LOVE

Choose a job you love, & you will
never have to work a day in
your life {Confucius}