



# THE LAUNCHPAD



FOR  
TOMORROW'S



CREATORS,  
LEADERS &  
ENTREPRENEURS



INDIAN INSTITUTE OF  
**CREATIVE SKILLS**

20  
25  
7

Innovating  
Creative  
Minds  
Glocally

At IICS,  
we don't  
just train  
professionals,  
—

**We shape  
the creative  
leaders of  
tomorrow.**



# INDIAN INSTITUTE OF **CREATIVE** SKILLS



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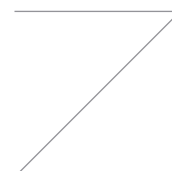
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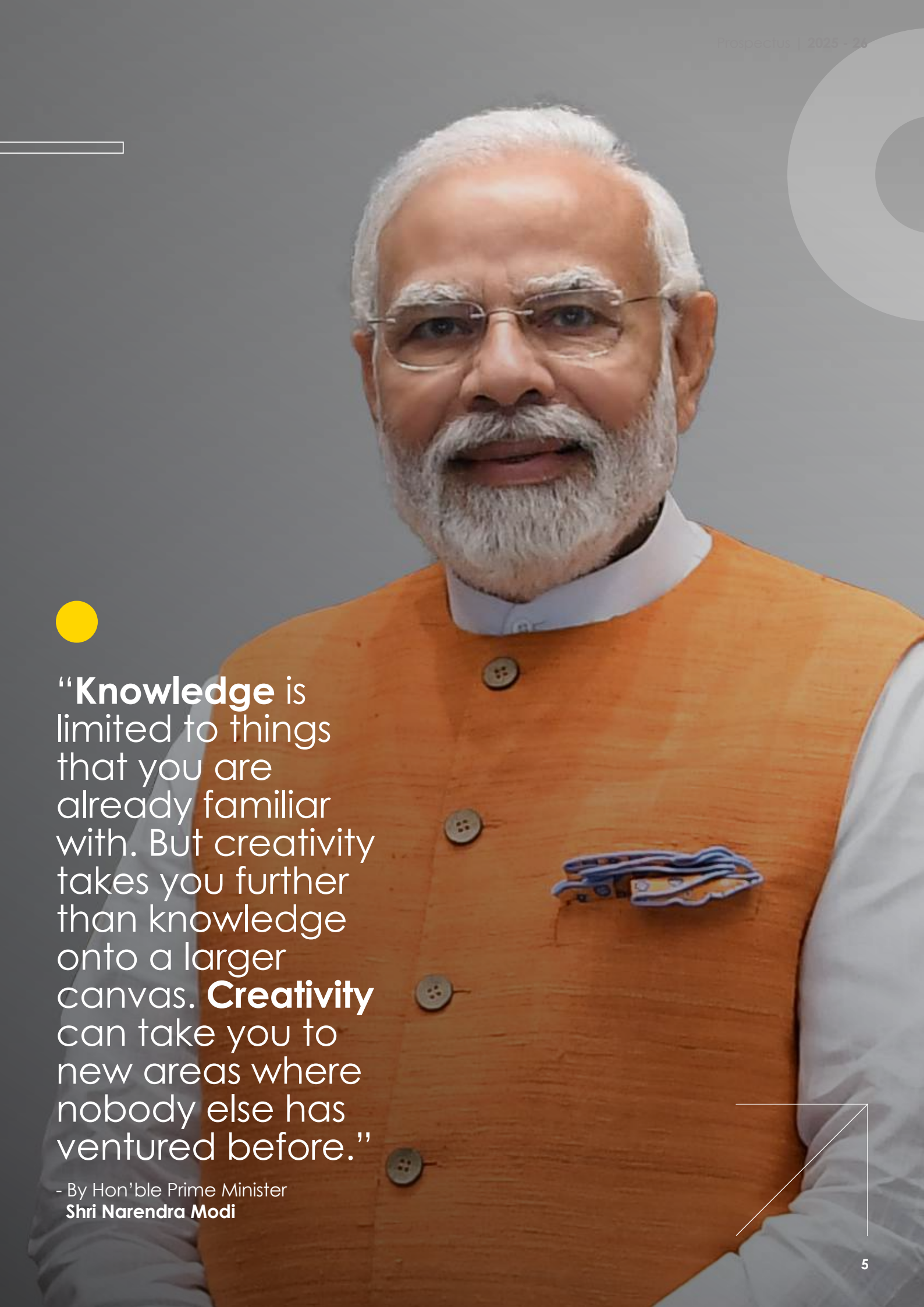
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A portrait of Shri Narendra Modi, the Prime Minister of India, wearing an orange kurta and glasses. The background is a solid grey color. There are decorative elements: a white horizontal line at the top left, a yellow circle to the left of the quote, and a white diagonal line at the bottom right.

“**Knowledge** is limited to things that you are already familiar with. But creativity takes you further than knowledge onto a larger canvas. **Creativity** can take you to new areas where nobody else has ventured before.”

- By Hon'ble Prime Minister  
**Shri Narendra Modi**

Msde & Skill India

# Building a Skilled Nation



कौशल विकास और  
उद्यमशीलता मंत्रालय  
MINISTRY OF  
SKILL DEVELOPMENT  
AND ENTREPRENEURSHIP

## Ministry of Skill Development and Entrepreneurship (MSDE)

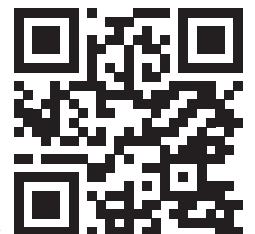
The Ministry of Skill Development and Entrepreneurship (MSDE), established in 2014, drives India's skill development initiatives through programs like Skill India, PMKVY 4.0, and PM-NAPS, focusing on upskilling, apprenticeships, and entrepreneurship. Its primary objective is to bridge the skill gap, enhance employability, and promote innovation across sectors. The ministry has trained over 2.27 crore individuals, increased youth employability to 51.3%, and boosted women's participation to 52.3%. It has modernized 1,000 ITIs, established 719 PMKKs, and launched the Skill India Digital Hub, offering 690 online courses. Through global collaborations and industry-aligned training, MSDE is empowering millions, reducing unemployment, and positioning India as a global skill capital.



**Skill India**  
कौशल भारत - कुशल भारत

## SKILL INDIA MISSION

Skill India, launched in 2015, is a flagship initiative under the Ministry of Skill Development and Entrepreneurship (MSDE) aimed at creating a skilled workforce to meet the demands of a rapidly evolving economy. The program focuses on providing industry-relevant training through schemes like Pradhan Mantri Kaushal Vikas Yojana (PMKVY), which has certified over 1.13 crore individuals since its inception. It emphasizes emerging sectors such as AI, robotics, and green energy, ensuring alignment with future job markets. By partnering with global institutions and industries, Skill India has significantly boosted youth employability, raising it from 33.9% in 2014 to 51.3% in 2024. Through its scalable and inclusive approach, Skill India is transforming India into a global hub for skilled talent.



Scan here for more details

“

The Media & Entertainment sector is a cornerstone of India's global influence, and its future depends on skilled professionals who can push creative and technological boundaries. IICS plays a vital role in equipping young talent with cutting-edge expertise, ensuring they are ready to lead the industry. The Ministry of Skills Development & Entrepreneurship remains committed to strengthening skill-based education, industry collaborations, and infrastructure to make India the world's creative powerhouse.”

-  
By Union Minister of State (Independent Charge)  
for Skill Development and Entrepreneurship  
**Shri Jayant Chaudhary**

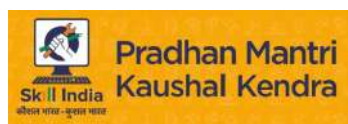
This is a draft message and can be modified as per your suggestions.

# Programs By The Ministry Of Skill Development



## PMKVY

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL). Under this scheme, training and assessment fees are completely paid by the Government.



## PMKK

Under the Skill India Mission, the Ministry of Skill Development and Entrepreneurship (MSDE) has initiated the establishment of state of the art, visible, aspirational model training centres in every district of India. These model training centres are referred to as Pradhan Mantri Kaushal Kendra (PMKK). PMKK are equipped to run industry-driven courses of high quality with focus on employability and create an aspirational value for skill development training. PMKK envisions transforming the short-term training ecosystem from a mandate driven delivery model to a sustainable institutional model.



## JSS

The Scheme of Jan Shikshan Sansthan (JSS), formerly known as Shramik Vidyapeeth, has been implemented through a network of NGOs in the country since March 1967. Its objective is to improve the occupational skills and technical knowledge of the non/neo literates and persons having rudimentary level of education upto 8th standard and other school dropouts beyond 8th standard i.e. upto class 12th to raise their efficiency, increase productive ability and enhance their livelihood opportunities.



## NAPS

National Apprenticeship Promotion Scheme-2 (NAPS-2) aims to promote apprenticeship training in the country, by providing partial stipend support to the apprentices engaged under the Apprentice Act, 1961, undertaking capacity building of the apprenticeship ecosystem, and providing advocacy assistance to the stakeholders.

## SANKALP

Skill Acquisition and Knowledge Awareness for Livelihood Promotion ("SANKALP") is a programme of the Ministry of Skill Development with loan assistance from the World Bank. It aims to improve short term skill training qualitatively and quantitatively through strengthening institutions, bring in better market connectivity and inclusion of marginalised sections of the society.

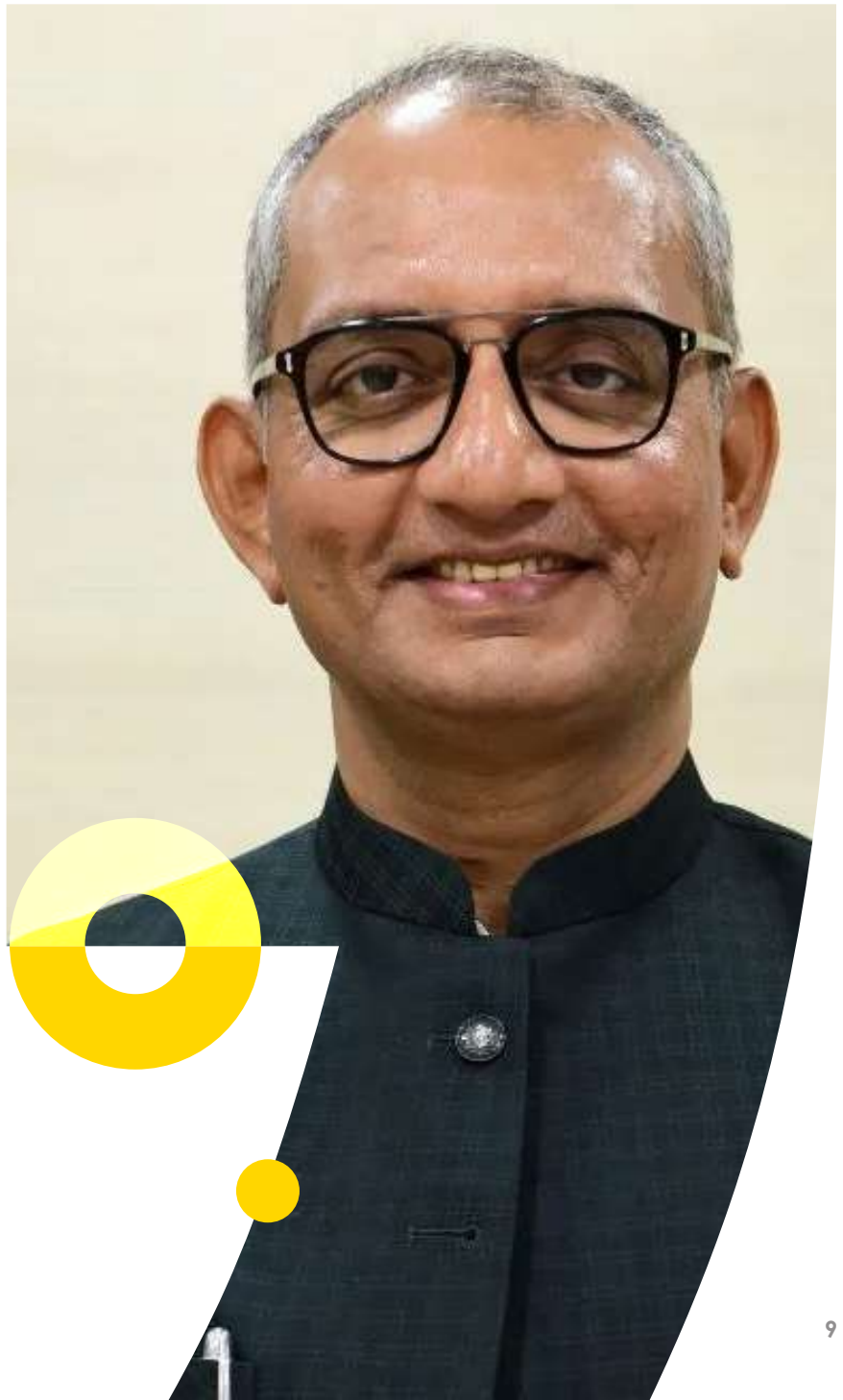


Scan here for more details

“India’s Media & Entertainment sector is poised for exponential growth, with the AVGC (Animation, Visual Effects, Gaming, and Comics) industry alone projected to exceed \$25 billion by 2030. With a young, digitally native workforce, India has the potential to become a global hub for creative services. The Indian Institute of Creative Skills (IICS) is a pivotal initiative that aligns with our vision of transforming raw talent into future-ready professionals through industry-integrated training. By bridging the skill gap and fostering innovation, we are not only unlocking new job opportunities but also reinforcing India’s position as a leader in the global creative economy.”

-  
Secretary, Ministry of  
Skill Development and  
Entrepreneurship

**Shri Atul Kumar Tiwari**





### About NSDC

National Skill Development Corporation (NSDC) as the 'Principal Architect of the Skill Ecosystem', stands as India's leading force in skilling, reskilling, and upskilling, driving transformative initiatives that unlock opportunities for the workforce of tomorrow.

By providing funding support, concessional loans, and innovative financial solutions, NSDC empowers enterprises, start-ups, and organizations to make a meaningful impact in emerging and futuristic skill sectors and empower India's workforce to compete Globally.

As the strategic implementation and knowledge partner of the Skill India Mission, NSDC is committed to breaking financial barriers and fostering private sector collaboration in vocational training. Our mission is to design and deliver efficient, Industry-relevant training programs that equip individuals with the skills needed to thrive in an evolving Global economy.

At NSDC, we reimagine the future of work by nurturing talent, enabling innovation, and creating pathways to boundless opportunities.

Backed by NSDC's support and the expertise of the Media and Entertainment Skills Council (MESC), the Indian Institute of Creative Skills delivers cutting-edge programs that empower the creators, leaders, and entrepreneurs of tomorrow. IICS is equipped to nurture learners and creative professionals who are innovation-driven and job-ready to succeed in a rapidly evolving creative economy.

### NSDC Verticals



# INDIAN INSTITUTE OF CREATIVE SKILLS

**The Indian Institute of Creative Skills (IICS)** is where creativity meets opportunity. As a pioneering institution in Media, Entertainment, and creative arts, IICS offers a unique blend of experiential learning, Industry mentorship, and Global exposure to bridge the gap between education and career success.

With state-of-the-art facilities and programs designed by leading Industry experts, IICS equips students with practical skills and entrepreneurial vision to lead in their chosen fields. At IICS, we nurture innovation and creativity, empowering learners to excel in a dynamic and competitive creative landscape.

“

Skilling is the cornerstone of societal progress, and fostering world-class institutes is essential to equip individuals with the capabilities needed to thrive in a dynamic Global economy. The Indian Institute of Creative Skills (IICS) is a visionary initiative that places creativity at the heart of skill development, nurturing talent that not only meets professional standards but also pioneers new possibilities.



At IICS, the focus is on empowering individuals to become creative entrepreneurs, shaping Industries and driving innovation rather than merely joining the workforce.

NSDC is proud to champion this initiative, providing unwavering support to build a world of boundless opportunities and a thriving creative ecosystem.”

-  
Chief Executive Officer,  
National Skill Development Corporation  
**Shri Ved Mani Tiwari**



“In the world of cinema and creativity, excellence is not a choice but a journey. IICS is where the future filmmakers, artists, and leaders are sculpted with knowledge, passion, and skill”

-  
Chairman Emeritus of MESC  
**Shri Subhash Ghai**

“The future of cinema and creativity lies in the hands of skilled storytellers and innovators. IICS is where those stories begin, and the skills to tell them are crafted.”



-  
Chairman Emeritus of MESC  
**Padma Shri Ramesh Sippy**

“Creativity is the heartbeat of progress. IICS nurture the creators who will define tomorrow’s world through passion, innovation, and skill”

-  
Chairman Emeritus of MESC  
**Shri Kamal Haasan**



# Media & Entertainment Skills Council



## About MESC

The Media and Entertainment Skills Council (MESC), established in 2012, is a Not-for-Profit Organization under the Ministry of Skill Development and Entrepreneurship, dedicated to enhancing skill development in the Media and Entertainment sector. Initially funded by the National Skill Development Corporation (NSDC) and incubated at the Federation of Indian Chambers of Commerce and Industry (FICCI), MESC operates as an awarding body with the National Council for Vocational and Education Trainings (NCVET). MESC boasts a strong governing council board comprised of top Industry leaders and professionals representing the 12 sub-sectors within the Media and Entertainment Industry. The council, with its wealth of expertise and experience, guides MESC in its mission to align training standards with Industry needs and foster innovation across all sectors. Under their stewardship, MESC has been able to adapt swiftly to the evolving demands of the Industry, ensuring that its initiatives remain relevant and impactful.



“Our goal is to **transform passion** into sustainable careers, setting new standards in the **Media and Entertainment sector.**”

-  
Chief Executive Officer, Media and  
Entertainment Skills Council  
**Dr. (Hon) Mohit Soni**

A portrait of Padma Shri Dr. Shankar Mahadevan, a man with a beard and glasses, wearing a dark grey turtleneck sweater with a green, textured graphic of a tiger. He is smiling and has his hands clasped in front of him. The background is a dark, warm brown.

“Music, like  
all art forms,  
thrives on  
creativity and  
skill. IICS tune  
the minds of  
tomorrow’s  
artists,  
preparing  
them to  
create, inspire,  
and lead the  
future of the  
entertainment  
world.”

Chairman, Media and Entertainment Skills  
Council and Indian Singer and Composer  
**Padma Shri Dr. Shankar Mahadevan**



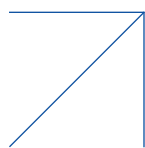
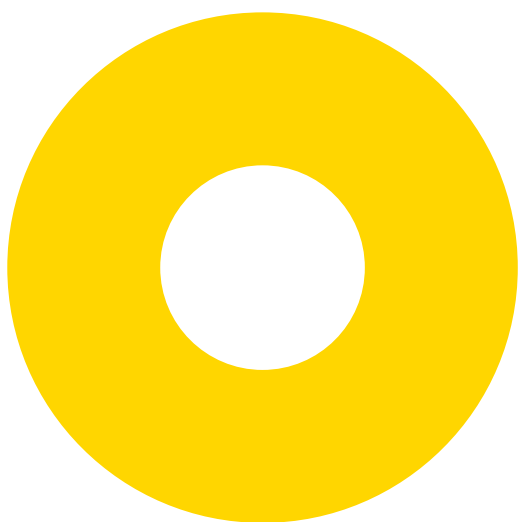
●  
Why  
Choose  
IICS?

In a world bursting with creative opportunities, IICS stands apart.

We don't just equip you with tools for a career; we **Inspire** you to **Lead Innovate & Shape The Future**

---

# Welcome to IICS: Where Dreams Transform Into Reality



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The Indian Institute of Creative Skills (IICS) is more than an institution; it is a launchpad for innovation, leadership, and entrepreneurship in the Media and Entertainment Industry. Our purpose is to nurture visionaries who can redefine Global benchmarks in creativity and content creation.

IICS has a unique blend of

- **Rigorous Training**
- **Practical Exposure**
- **Industry Mentorship**

IICS equips students to thrive in a highly competitive and dynamic sector. At IICS, every student embarks on a journey of self-discovery, gaining the skills, confidence, and network to transform their passion into reality.

---

# Empowering Creators to Lead the Future

At IICS, we focus on developing entrepreneurial skills alongside technical expertise. **Why?** Because the future of the Media and Entertainment Industry lies in creators who can think beyond conventional boundaries and bring new ideas to life.



## Key Pillars of our Philosophy

- **Empowering Creativity:** Creativity isn't just encouraged; it's celebrated. We provide an environment where ideas flourish and innovation thrive.
- **Entrepreneurship First:** Our programs are designed to help you build your brand, create Intellectual Property, and identify opportunities in National and Global Markets.



- **Industry-Driven Learning:** Every aspect of our training aligns with what the Industry demands today and anticipates for tomorrow.

- **Global Perspective:** With International mentors and Global projects, you gain exposure to how the Industry operates worldwide.

- **Impact-Oriented Approach:** Beyond personal success, we emphasize creating opportunities that contribute to India's economic and cultural growth.





# The IICS Commitment

Inspiring Excellence,  
Sparking Innovation, Shaping Leaders.



## ***Excellence***

Delivering world-class education that sets new standards for the Media and Entertainment Industry.



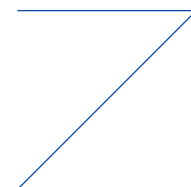
## ***Innovation***

Introducing cutting-edge programs and advanced technology to stay ahead of Industry trends.



## ***Leadership***

Grooming students to be trailblazers who can drive the future of Creative Industries.



# The IICS Difference:

## More Than Just Training



At IICS, education isn't confined to classrooms or limited to theory—it's a journey of transformation.

We don't just train students; we empower them to become catalysts for change. Our programs seamlessly integrate creativity, leadership, and technical expertise, ensuring graduates don't just meet Industry

expectations—they set new benchmarks. Through rigorous hands-on experience, exclusive mentorship, and cutting-edge resources, we provide an education that goes beyond textbooks.



At IICS, students:

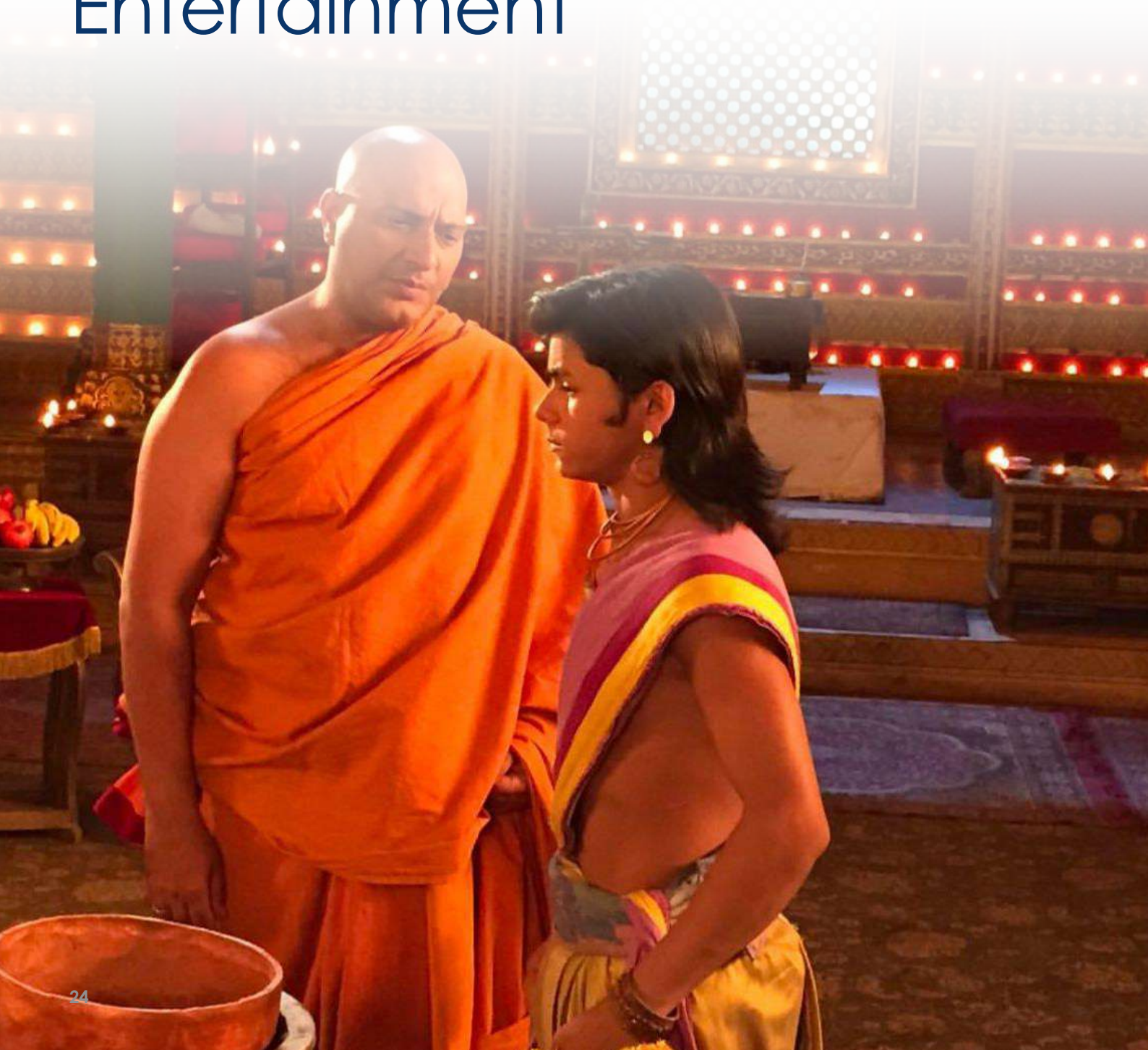
- **Work directly on Live Industry projects**, gaining exposure to real-world challenges.
- **Collaborate with Industry Leaders** to co-create solutions and innovations.
- **Develop Intellectual Properties (IPs)** that pave their way into Global creative markets.



# Creating Doers: Shaping the Future of Indian Media and Entertainment

The Global creative economy is driven by visionaries who dare to do. IICS builds doers, not followers. By fostering entrepreneurial thinking, we position our students to:

- **Launch their own ventures** in the Media and Entertainment space.
- Drive India's creative economy through **original content, storytelling, and IP creation.**
- **Compete Globally** while celebrating India's unique cultural heritage.



# Entrepreneurship at the Core

IICS goes beyond preparing students for careers—it equips them to create opportunities.

With a curriculum steeped in entrepreneurial principles, IICS students are trained to:

- Recognize gaps in the Industry and develop scalable solutions.
- Leverage India's rich tradition and emerging technologies to create Globally relevant projects.
- Build sustainable businesses that impact the Media and Entertainment landscape.

# Exclusive Industry- Driven Model

*Our programs aren't just designed for the Industry—they're designed by the Industry.*

*Each course at IICS is curated in collaboration with National and International Leaders in Media, Entertainment, and Creative Arts. This ensures that our students:*

- Learn the latest trends and techniques directly from seasoned professionals.
- Gain exposure to both the creative and commercial aspects of the Industry.
- Graduate with portfolios that reflect the highest standards of excellence.



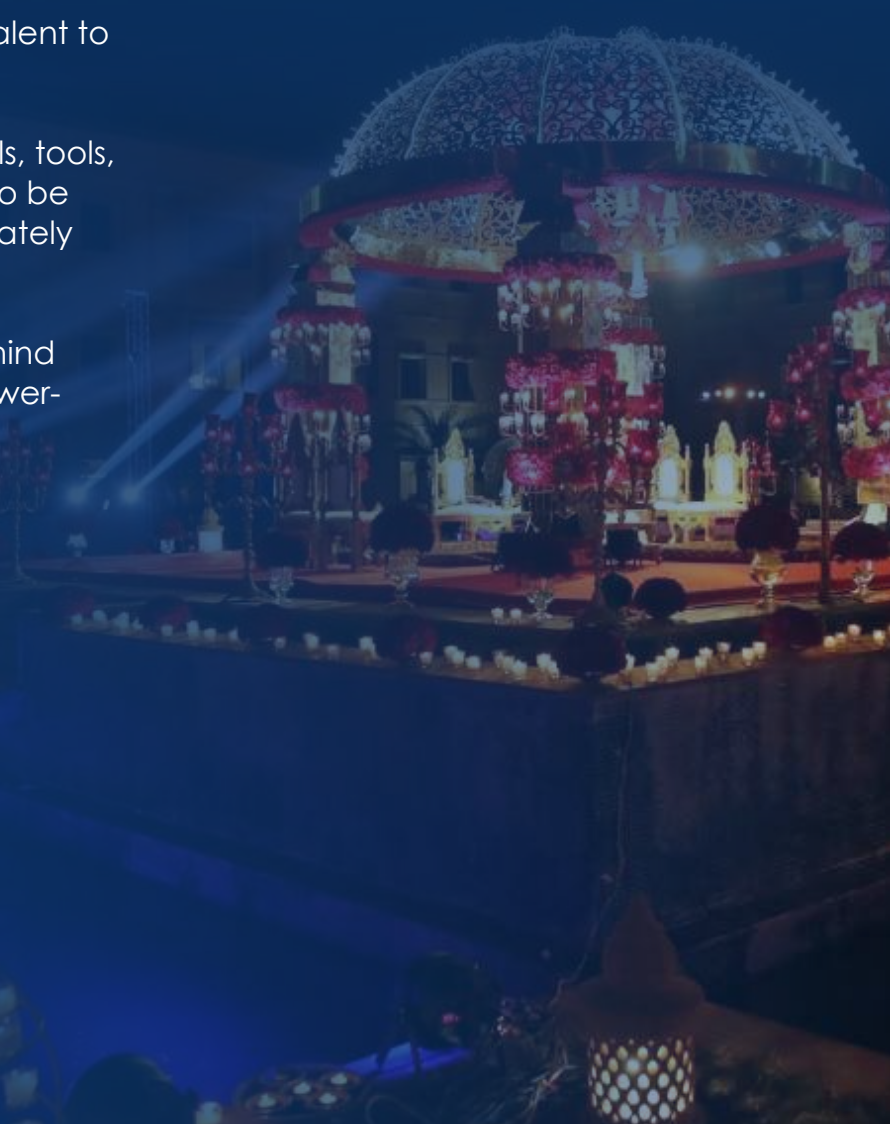
# Empowering India's Media and Entertainment Industry: Bridging Skill Gaps

India's creative sector is vast, but the talent to match its potential is scarce.

IICS is here to bridge that gap.

By equipping students with the right skills, tools, and connections, we empower them to be the changemakers the Industry desperately needs.

Our alumni will be the driving force behind India's ascent as a Global Creative Powerhouse.



# Discover IICS's Dynamic Departments

○ School of  
**Performing Arts and  
Media Management**

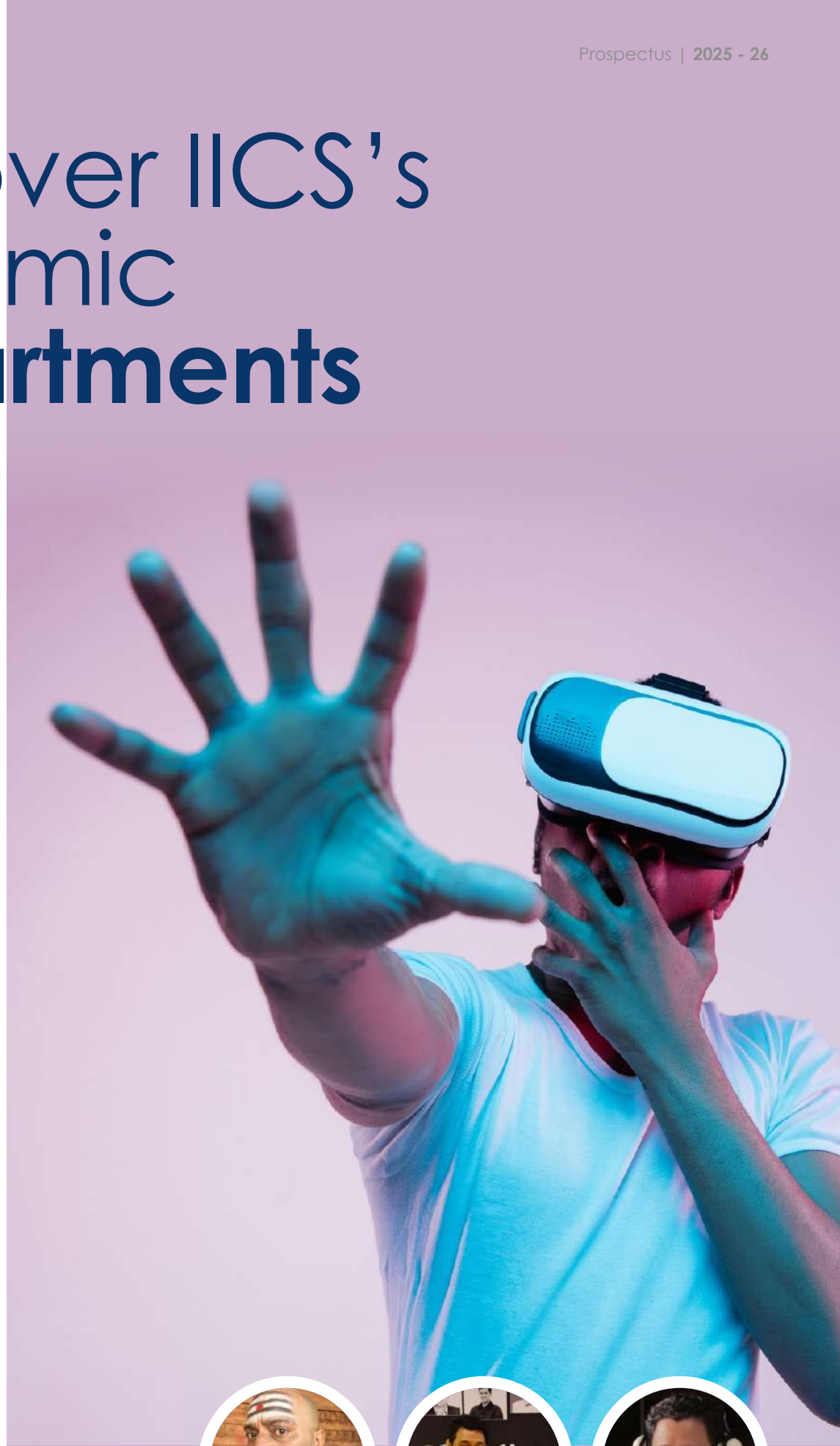
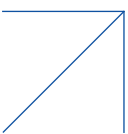
○ School of  
**Sound and Music  
Production**

○ School of  
**New Age Media**

○ School of  
**Events and  
Experiential Media**

○ School of  
**Creative  
Communication**

○ School of  
**Digital Content  
Creation**





# School Of Performing Arts & Media Management

Creating Bold Visions,  
Performing Unforgettable  
Stories



**Programs That  
Transform  
Dreams into  
Reality**

• *Certificate in  
Performing Arts and  
Media Management*

• *Certificate in  
Hair, Makeup and  
Prosthetics*

## Why this Journey Matters?

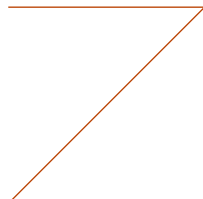
The Performing Arts are not just about Entertainment—they are a Multi-Billion-Dollar Industry shaping the cultural and creative economy. India, with its rich artistic heritage, is at the heart of this Global movement.

By joining this department, you don't just become a part of the Industry; you position yourself as a leader who can innovate, captivate, and redefine artistic boundaries.

# Certificate in Performing Arts and Media Management

**Course Duration: 2 Years**

(12 Months Learning + 6 Months Industry Experience + 6 Months Paid Internship)



## Year 1. Foundations in Performing Arts and Media

### Semester 1. Basics of Acting and Media

#### Acting Fundamentals

- *Introduction to Acting: Techniques and Methods*
- *Voice Modulation and Diction*
- *Body Language and Movement*
- *Improvisation and Scene Work*

#### Introduction to Media and Communication

- *Basics of Mass Communication*
- *Role of Media in Performing Arts*
- *Media Ethics and Law*

#### Acting for Camera and Stage

- *Differences between Theatre, Film, and Television Acting*
- *Camera Angles, Blocking, and Continuity*
- *Stage Performance Techniques*

#### Workshop: Anchoring and Presentation Skills

- *TV and Event Anchoring Basics*
- *Script Reading and Delivery*

### Semester 2. Developing Acting Skills and Understanding Media

#### Advanced Acting Techniques

- *Stanislavski, Meisner, and Method Acting*
- *Emotional Recall and Character Development*
- *Performing Monologues*

#### Theatre Arts

- *Stage Design and Lighting*
- *Rehearsal and Performance Techniques*
- *Working with Ensembles*

#### Acting for Television and Film

- *Auditioning for TV and Film*
- *Working with Directors and Crews*
- *On-Screen Presence*

#### Content Creation Basics

- *Scriptwriting for Short Films, Plays, and TV*
- *Storyboarding and Concept Development*
- *Basics of Video Editing*

#### Workshop: Public Speaking and Media Relations

- *Mastering Speech Delivery*
- *Managing Media Interviews*



## Year 2. Mastery and Media Entrepreneurship

### Semester 3. Specialization and Professional Skills

#### Acting for Diverse Genres

- *Comedy, Tragedy, Action, and Musical Theatre*
- *Voice Acting and Dubbing for Animation*

#### Content and Media Management

- *Introduction to Digital Marketing for Media*
- *Social Media Management for Performers*
- *Building a Personal Brand*

#### Media Production Techniques

- *Producing for Television and Film*
- *Basics of Cinematography and Directing*
- *Collaborative Projects*

#### Theatre Production and Direction

- *Conceptualizing and Directing Plays*
- *Managing Theatre Productions*

#### Workshop: Improvisation and live Performances

- *Working Without a Script*
- *Engaging live Audiences*

### Semester 4. Entrepreneurship and Industry Exposure

#### Media Entrepreneurship

- *Starting a Production House*
- *Funding and Budgeting for Projects*
- *Intellectual Property and Copyrights*

#### Industry Networking and Career Preparation

- *Building a Professional Portfolio*
- *Networking in the Film and Media Industry*
- *Mock Auditions and Interviews*

#### Capstone Project

- *Short Film Production (Acting or Directing)*
- *Theatre Performance (Solo or Ensemble)*
- *Media Campaign for Personal Brand or Organization*

#### Internship and Industry Exposure

- *Internship with Media Houses or Theatre Groups*
- *Shadowing Professionals in Film/TV Sets*

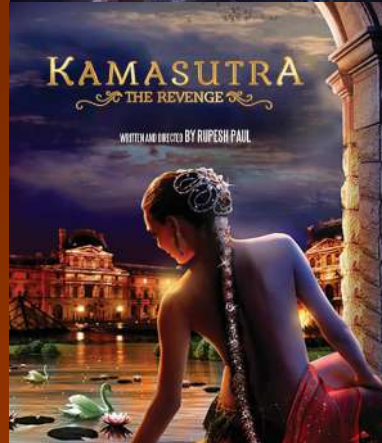
### Additional Features

- *Guest Lectures and Masterclasses by Industry Stalwarts.*
- *Field Trips to theatres, Film sets, and production houses.*
- *Industry Certification in Acting, Theatre, and Media Management.*
- *Access to a State-of-the-Art Studio for practical learning.*

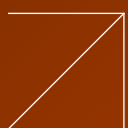
# Career Outcomes

Graduates can pursue careers as

- Film and Television Actors
- Theater Actors
- Voice-Over Artists
- Screenwriters
- Filmmakers
- Casting Directors
- Talent Agents
- Acting Instructors



# Your Talent, Your Future— Endless Opportunities Ahead





**A LEGACY ACROSS FILM & TELEVISION**

- Karz (2002)
- LOC: Kargil (2003)
- Lakshya (2004)
- Eik Dastak (2007)
- Tum Mili Toh Sahi (2010)
- Bheja Fry 2 (2011)
- Ata Pata Lapatta (2012)
- Singh Saab The Great (2013)
- Black Home (2015)
- Mmrisa (2015)
- Zorawar (2016)
- Bhoothnath (2008)
- The Kashmir Files (2022)
- 1920:Horrors of the Heart (2023)
- Singh Saab the Great (2013)
- Ishq Mein Marjawan (2019)
- Peshwa Bajirao (2007)



“In acting, you don't just tell a story—you live it. My journey spans over 500 Films, 300 documentaries, and countless TV series, and I've seen how authenticity and skill can open doors to unimaginable opportunities. At IICS, I will walk this journey with you, ensuring you are equipped with the confidence, network, and artistry to shine in this competitive field. Let's bring your dreams to life together.”

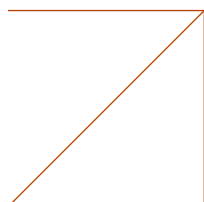


-  
**Dr(Hon). Amit Behl**  
 Award-Winning Film,  
 Television, Theatre  
 Actor, Professor of  
 Media & Entertainment,  
 Creative Producer &  
 Senior Consultant, Chief  
 Mentor, Indian Institute Of  
 Creative Skills

# Certificate in Hair, MakeUp and Prosthetics

## Course Duration: 1 Year

(6 Months Learning + 3 Months Industry Experience + 3 Months Paid Internship)



### Semester 1. Makeup Artistry Course

- 1: Fundamentals of Makeup
- 2: Essential Techniques
- 3: Advanced Techniques
- 4: Special Effects Makeup
- 5: Business and Portfolio Development

### Semester 2. Hair Styling Course

- 1: Basics of Hair Styling
- 2: Cutting and Shaping Techniques
- 3: Styling Techniques
- 4: Hair Coloring
- 5: Professional Development

### Semester 3. Prosthetics and Special Effects

- 1: Introduction to Prosthetics
- 2: Sculpting and Molding
- 3: Application Techniques
- 4: Advanced Special Effects
- 5: Industry Insights and Portfolio Building

## Our Makeup Brand Partners



# Career Outcomes

Graduates can work as :

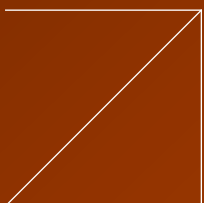
- Makeup Artists
- Special Effects Artists
- Prosthetic Technicians

They can find employment in :

- Film and Television Studios
- Theater Companies
- Fashion Shows,

and freelance opportunities, with roles such as :

- Makeup Artist
- Sfx Artist
- Prosthetic Technician







Mission: Impossible - Ghost Protocol (2011)  
 The Experiment (2010)  
 Tenet (2020)  
 London Has Fallen (2016)  
 Fukrey (2013)  
 Gulaab Gang (2014)  
 Kathal: A Jackfruit Mystery (2023)  
 Bombay Begums (2021)  
 Dahan: Raakan  
 Ka Rahasya (2022)



"Make-up, hair, and prosthetics are ways to represent people in their purest, most visual form! They are the transformative tools that breathe life into characters, turning imagination into reality and immersing audiences in worlds that feel tangible and alive. These arts not only enhance visual narratives but also play a pivotal role in shaping identities, emotions, and time periods—making them indispensable in the realms of Film, television, and theater. As a seasoned artist with years of experience in creating iconic looks and unforgettable transformations for Indian and international productions, I am here to share the secrets of this intricate craft. At IICS, I will mentor you to master the fine art of make-up, hair design, and prosthetics, empowering you to become a creative visionary who can shape the very essence of storytelling through your artistry."

**Ms. Yasmin Rodgers**

*Celebrity Makeup  
 and Prosthetics Artist,  
 Chief Mentor, Indian Institute  
 Of Creative Skills*



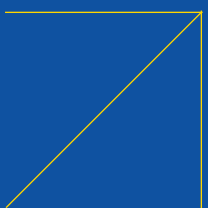


# School of Sound and Music Production

Shaping the Future  
with Every Note and  
Soundwave



**Program** That  
Transform  
Dreams into  
Reality



• *Certificate  
in **Sound  
Recording and  
Sound Design***

## Why this Journey Matters?

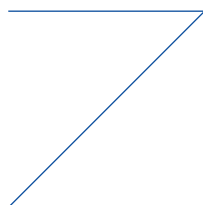
Sound and Music are integral to the Media Industry, driving emotions and bringing stories to life. With the rapid expansion of Industries like Film, Gaming, Digital Media, and live performances, sound professionals are in high demand.

By joining this department, you're stepping into a world where the boundary between creativity and technology blurs, enabling you to play a pivotal role in shaping the future of audio across multiple sectors.

# Certificate in Sound Recording and Sound Design

## Course Duration: 2 Years

(12 Months Learning + 6 Months Industry  
Experience + 6 Months Paid Internship)



## Year 1

### Semester 1. Introduction to Cinema and Filmmaking

#### Introduction to Cinema

- *Storytelling tradition (Audio and Video)*
- *History and evolution of Cinema*
- *Film forms and Film theories*
- *Genres of Films and forms*

#### Introduction to Filmmaking

- *Fiction and non-fiction (documentaries, OTT series, Corporate Films and Ads)*
- *Different stages of Film production*
- *Screenplay and mise-en-scène*
- *Scene division and Shot division*
- *Scene Study*
- *Character study*

#### Introduction to different departments of Cinema (Direction, Camera, Sound and Edit)

- *Camera composition, types of shots, camera angles and movements*
- *Basics of Editing (Rhythm cuts and transitions)*
- *Various stages of Sound Production and Sound Designing, Mixing*
- *Music Production (BGM and Songs)*
- *Stage Performance Techniques*

### Semester 2. Sound Recording, Sound Designing and Sound Editing

#### Introduction to Sound Recording and Sound Designing

- *Psychology and emotion of Sound*
- *Sound as a visual narrative*
- *History and evolution of Sound Technology in Cinema*
- *Different types of Screen and live sound*
- *Aesthetics and Science of Sound*

#### Sound Recording and Sound Editing

- *Recording and editing of sounds (dialogue, ambience, foley, SFX and music)*
- *Types of microphones, wires, tools, gears and equipment for different types of sound recording*
- *Sound recording and editing software*

#### Project (Dialogue Film)

- *10-minute Film project, fiction or non-fiction, based on dialogue, spoken words*

## Year 2

### Semester 3. Sound Mixing, Mastering and Playback Project

#### Sound Mixing

- Track Laying
- Production Sound Mixing (For narrative, non-narrative, live sound, public address)
- Post-production Sound Mixing (For Narrative and Music)
- Post-production Sound (Film - ADR Mixing, Foley Mixing, Music Mixing)

#### Mastering

- Types of Auditoriums
- Types of Speaker System
- Introduction to Dolby Digital mix, Sound Dimensions
- Re-recording Mixing (Aesthetics and Technologies)

#### Playback Project

- 5-10 minute Film, fiction or non-fiction, to be made without dialogues, preferably with music and playback sound

### Semester 4. Sound Design, Sound Production and Film Project

#### Sound Design (Aesthetics, Spirituality and Technology)

- What is Sound Design
- How to design sound
- Marriage of Creativity and Technology
- Study of Films by different Directors and Sound Designers

#### Different formats of Sound Production

- Sound Design for All formats (OTT, TV, Documentary, News, live Broadcast, Music videos, Trailers, Promos, Corporates, Ads, Stage shows, live Concerts, Sound Installation and exhibitions, Animation, Gaming, AI and Experimentation)
- Play Selection or Original Script Development

#### Graduation Portfolio

- Project Portfolio of work showcasing sound recordings, design, editing, and mixing work.



## Additional Program Components

### **Guest Lectures and Workshops:**

Regular sessions with Industry experts, renowned artists and Media professionals to provide insights and mentorship.

### **Networking Opportunities:**

Participation in seminars, Industry conferences, and showcase Events to build professional connections and explore career opportunities.

## Career Services

### **Resume and Portfolio Reviews:**

Personalized feedback to enhance portfolio of work.

### **Job Placement Assistance:**

Support in arranging Internships and job interviews in Studios and Production companies.

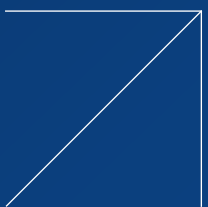
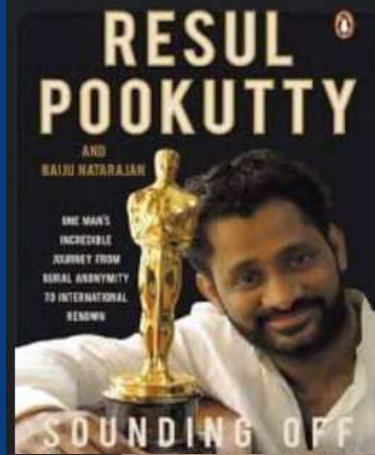
### **Freelancing and Entrepreneurship Workshops:**

Guidance on building a sustainable and successful career in the audio Industry.

# Career Outcomes

Graduates of this course can pursue roles such as:

- Sound Designer
- Sound Engineer
- Sound Mixer
- Foley Artist
- Audio Post-Production Specialist
- Sound Editor





# The Visionary Leading our department

## Sound Production

IICS's Sound Production course is a two-year program covering sound recording, editing, and design, with hands-on training using Industry-standard equipment and software equipping students with the skills needed for sound editing, mixing, and mastering. The first year covers sound recording techniques, sound editing, and music production, while the second year focuses on advanced recording techniques, sound editing and mixing, and post-production sound. Students can specialize in Film and television sound production, music production, or Game audio design.





## Pooram Song

Sooraj Santhosh The Sound Story [Original Motion Picture Soundtrack]



“Sound and Music are parallel tracks of our lives. With the rapid and multi-dimensional expansion of audio-visual Industry, new grounds and opportunities are opening up in cinema, VODs, OTTs, digital Media, gaming, podcasting and live shows etc. Trained professionals of Sound and Music Production are high in demand across the globe. By joining this specialization course, you will learn, understand and execute the magic of Sound and Music Production from the best of Industry professionals and mentors to become a Sound Artist and crafts-person across multiple sectors and disciplines”

### Padma Shri Dr. Resul Pookutty

Academy Award Winner, Indian Sound Designer, Chief Mentor, Indian Institute Of Creative Skills

#### CRAFTING SOUND FOR ICONIC FILMS

- Black
- Ghajini (Hindi, Tamil)
- Musafir
- Slumdog Millionaire
- Ra.One
- Enthiran (Robo)
- 2.0
- Unfreedom
- The Best Exotic Marigold Hotel
- Million Dollar Arm
- India's Daughter
- Footprints on Water Pushpa: The Rise – Part 1
- The Goat Life (Aadujeevitham)
- Pushpa: The Rule – Part 2

#### A LEGACY OF HONORS

- Oscar (Academy Award) for Slumdog Millionaire (Best Sound Mixing)
- BAFTA Award for Slumdog Millionaire (Best Sound)
- Cinema Audio Society of America(CAS) - Best Sound Mixing - Slumdog Millionaire
- Golden Reel Award For India's Daughter
- National Award for Pazhassi Raja (Best Audiography)
- National Award for Oththa Seruppu Size 7 (Best Audiography)

#### Multiple Nominations

- MPSE (Motion Pictures Sound Editors Guild)
- Golden Reel Awards – 7-time nominee

#### State Awards

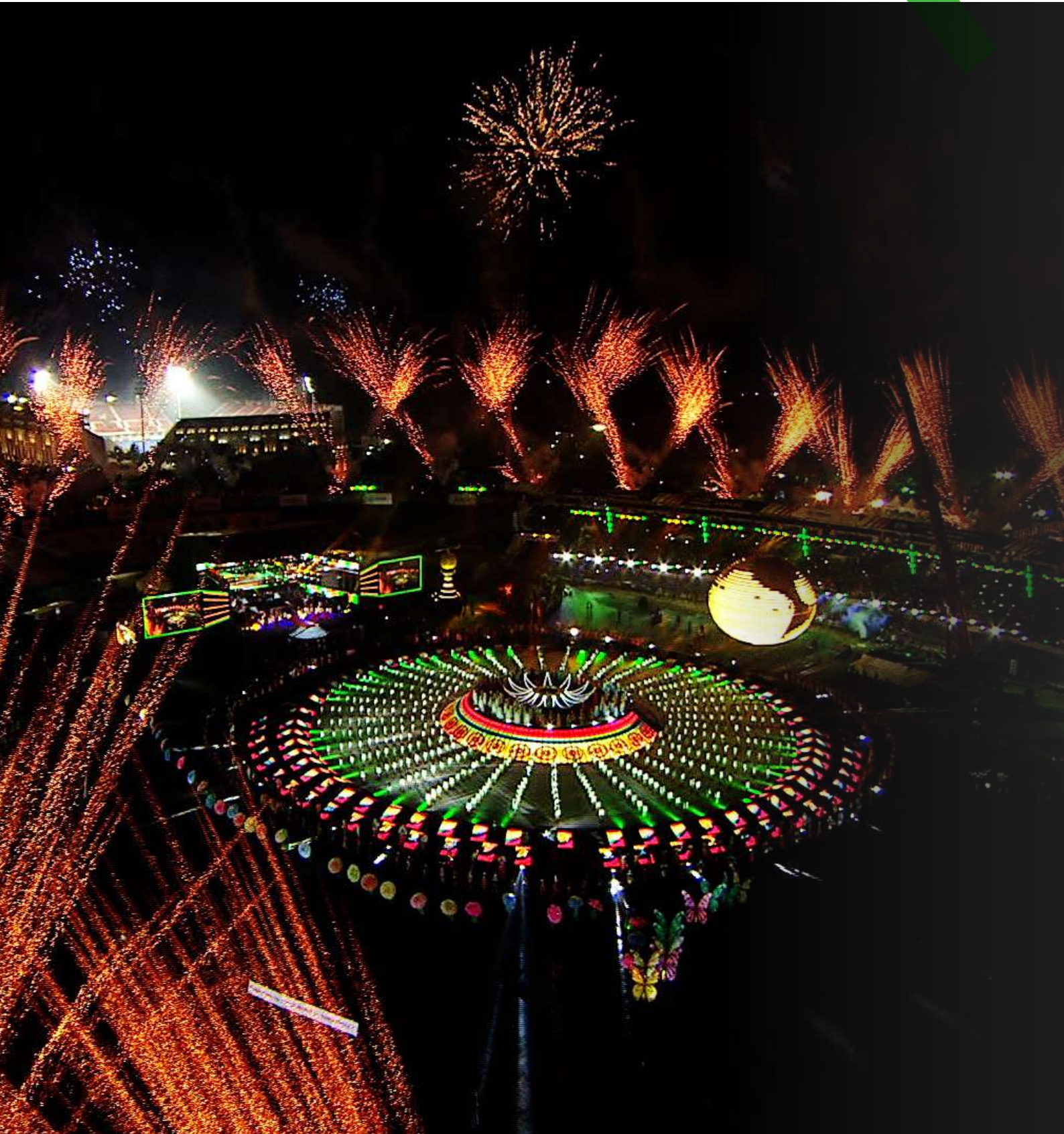
- Maharashtra State Award -Twice( Rainy Day & Kshitij)
- Goa State Award
- Kerala State Award

#### Other Recognitions & Titles

- Padma Shri by Govt. of India
- Honorary Doctorate by Sree Sankaracharya Sanskrit University, Kalady
- Distinguished Engineer Title by Rochester New York

#### Other Awards

- Zee Cine Award
- IIFA Award
- Producer's Guild Award
- Asian Film Academy Award
- Amma Award
- Asianet Film Award
- Mathrubhumi Film Award
- News Maker Of The Year Award( Malayala Manorama)
- OFTA Nominee
- FOI Award Nominee
- Filmfare Award Nominee



# School of Events and Experiential Media

Where Every Event  
Becomes a Story Worth  
Telling



**Program** That  
Transform  
Dreams into  
Reality

• *Certificate in  
The Events and  
Experiential  
Management  
Programme*

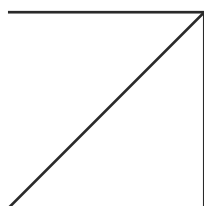
## Why this Journey Matters?

Event Management is one of the fastest-growing Industries in India, valued at over INR 10,000 Crore. From weddings to international conferences, the demand for skilled professionals to manage, design, and execute Events is skyrocketing. By joining this department, you'll gain the skills, tools, and creative thinking needed to turn any Event into a grand success, ensuring you're at the forefront of a booming Industry.

# Certificate in The Events and Experiential Management Programme

**Course Duration: 2 Years**

(12 Months Learning + 6 Months Industry  
Experience + 6 Months Paid Internship)



## Year 1

### Semester 1

#### Fundamentals of Event Management

- Overview of Experiential & Event Management
- Understanding the Science Behind Experiential Management
- Understanding the Functioning of Experiential Management
- Types of Events
- Event Planning

#### Introduction to Creativity & Project Management for Events

- Understanding Creativity – The X Factor for Events
- Sensology
- Translating Creativity in Experiences & Creative Pitches
- Introduction to Event Project management
- Project Detailing and Best Practices

#### The world of Wedding Management

- Introduction to Wedding Management
- Introduction to the Wedding Management Orbit
- Creativity in Weddings
- Wedding Project Planning:
- Finer Detailing in Weddings: Florals, Sustainability and Trousseau Packaging

#### Overview of Event Hospitality, Guest Management & Logistics Management

- Introduction to Event Logistics & Hospitality
- Invitation & Guest Management
- In-venue Management
- Overview of Hospitality Logistics Management
- Luxury Hospitality

### Semester 2

#### Overview of MICE Management

- Introduction to MICE & insights into Meetings
- Conventions & Conferences
- Exhibitions & Incentives
- Current Trends in MICE
- Destination Management

#### Technicals & Production Management for Events

- Introduction to Event Production & Operations
- Event Technicals Management:
- Infrastructure & Décor Management
- Documentation for Production & Operations
- Execution Process

#### Entertainment & Show Management

- Understanding Live Event Entertainment
- Defining Entertainment
- Fundamentals of Artiste Management
- Artiste Portfolio Management
- Legal documents for Artistes

**Pro Event Essentials**

INDUSTRY SPEAK SERIES covering various key knowledge and skill areas required in the global professional landscape of event management

Some key areas include:

- Sponsorship and Fundraising Strategies for Events
- Live Media tools for Hybrid & Virtual Events
- F&B practices for Events
- New-age Experiential Marketing
- Planning large-scale events
- Sustainability & Event Management, etc.
- Financial Management of Events
- Making events sustainable
- Entrepreneur Essentials
- Event Ethics and compliance



## Career Outcomes

The Global growth of Events and Entertainment presents unique career opportunities for those with a passion for planning and organizing different types of Events. Each type gives rise to specialisations in the field of conferences, concerts, fairs, festivals, social Events, trade shows, exhibits, online Events, special Events, sporting and leisure Events, etc.

- *Conference Manager*
- *Convention Manager*
- *Event Entrepreneurship*
- *Event Manager*
- *Event Marketing Coordinator*
- *Event Operations Director*
- *Event Production Manager*
- *Festival Manager*
- *Food and Beverage Manager*
- *Fundraising Director*
- *Meeting Planner*
- *Services Manager*
- *Social Event Coordinator*
- *Sponsorship Manager*
- *Venue and Convention Manager*
- *Venue Manager*
- *Wedding Planner*
- *Client Servicing Directors*
- *Creative Strategists*
- *Creative Director - Design*
- *Creative Director - Communications and Concepts*
- *Publicity Director*
- *New Business Development Director*
- *Entertainment Show Managers/Directors*





# The Visionary Leading our department

## Event Management

The Event Management course is designed to prepare students for planning, organizing, and executing various types of Events, from corporate conferences to big Global Events like IIFA, Filmfare, G20 etc. It combines theoretical knowledge with practical skills to ensure students can manage Events of any scale. This course aims to provide a comprehensive understanding of Event Management, including logistics, budgeting, marketing, and coordination. Students will learn to handle every aspect of Event planning and develop the organizational skills necessary for successful Event execution.



"In every Event lies the potential for creativity, innovation, and connection. With over **30 years** of experience in conceptualizing and managing Global Events, I believe in the power of designing experiences that evoke emotions and leave lasting impressions. At IICS, I will mentor you to not only plan Events but to create moments that inspire. Together, we'll transform your passion into unforgettable experiences."

**Ms. Sushma Gaikwad**  
Co-founder Ice Global.  
Experiential Media Expert,  
Chief Mentor, Indian  
Institute Of Creative Skills





# School of Video Games & Digital Media

Crafting Tomorrow's  
Content, Today



**Programs** That  
Transform  
Dreams into  
Reality

- **Certificate In  
3D Game Art**

-by Lakshya Digital

- **Certificate In AI-  
Powered Advance  
Game Development  
and Extended Reality  
(XR) Innovations**

-by Nilee Games

## Why this Journey Matters?

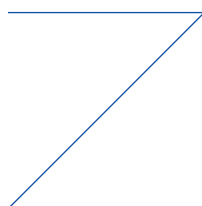
The worlds of 3D Game Art, Advanced Gaming, and Extended Reality Innovations are redefining how we create, play, and interact. From designing stunning 3D environments to developing cutting-edge games and crafting immersive XR experiences, this journey empowers you to push creative and technological boundaries. As gaming and XR continue to revolutionize entertainment, education, and beyond, the demand for visionary creators is higher than ever. At IICS, you'll gain the skills and expertise to shape the future of interactive experiences and turn your passion into a thriving career.

# Certificate in 3D Game Art

-by Lakshya Digital

**Course Duration: 2 Years**

( 12 Months Learning + 6 Months Industry Experience + 6 Months Paid Internship)



## Year 1

### Semester 1

#### Intro and Fundamentals

- Overview and Introduction Game Art/Production Workflow
- Understanding Games and Games Art Developments
- Introduction to Industry Standard Software
- Understanding of 3D tools and techniques

#### Base of Art Skills

- Drawing and Painting - Traditional and Digital
- Basics of Image Editing - Photoshop
- Concept Art for Video Games -
- Assets creation- Foundational level

#### Game Art Pipeline and Production

- Understanding of Game Art pipeline
- 3D props creation (Basic and interMediate level)
- Understanding of Sculpting for Game assets
- Realistic Environment Art-Foundational level
- Weapons Creations for Games

### Semester 2

#### Transition to InterMediate Level

- Character Creation for Games
- Environment Creation for Games
- Integration and materials (UE5 and Unity)

#### Interest Mapping and Teamwork

- Teamwork assignment

## Year 2

### Semester 3

#### Specialization Focus

- Character Creation for Games - Specialization
- Environment assets Creation for Games - Specialization

#### Portfolio Creation

### Semester 4

#### Internship at a Gaming studio

- As part of the 3D Game Art course, students will undergo an intensive internship at a top-tier game studio, gaining hands-on experience in a professional production environment. This internship is designed to bridge the gap between academic learning and industry demands, allowing students to work on real projects, collaborate with seasoned artists, and understand studio pipelines. By the end of the internship, students will have practical exposure, a polished portfolio, and valuable industry connections to kickstart their careers in game development.



**WORLDS BROUGHT TO LIFE:  
ICONIC GAMES DEVELOPED**

- Baldur's Gate 3
- Starfield
- Palworld
- Alan Wake 2
- Street Fighter 6
- Forza Motorsport
- Forspoken
- Final Fantasy XVI
- Armored Core 6
- Forza Motorsport



IICS is a revolutionary initiative by MESC which will create numerous new opportunities for the creative and interested minds. The institute will definitely generate an army of skilled animators, Game designers etc. and that will not only provide individuals/ young minds a way to follow their passion but also it will be a huge contribution for the sector.

**Mr. Manvendra Shukul**  
CEO, Lakshya Digital,  
Chief Mentor, Indian  
Institute Of Creative Skills

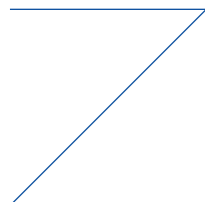


# Certificate in AI-Powered Advance Game Development & Extended Reality (XR) Innovations

-by Nilee Games

**Course Duration: 2 Years**

( 12 Months Learning + 6 Months Industry  
Experience + 6 Months Paid Internship)



## Year 1

### Semester 1. Game Development with Unity and Unreal Engine

#### Introduction to Game Design

- Overview of the Game design Industry
- Key concepts and terminology
- Understanding Game genres and platforms
- Understanding of game design in XR
- Comparing Unreal Engine and Unity3D for Game development

#### Introduction of AI in Game Development

- Fundamental of AI in Game Development
- Introduction to new age AI Tools

#### Unreal Engine and Unity3D Basics

- Introduction to Unreal Engine and Unity3D Basics
- Navigating the Unreal Engine and Unity3D interfaces
- Basic project setup and workflow in both engines

#### Level Design

- Fundamentals of level design with game genre
- Creating and designing game levels
- Using Unreal Engine tools for level creation
- Using Unity3D tools for level creation

#### Scripting Fundamentals

- Introduction to Unreal Engine's Blueprint visual scripting
- Introduction to Unity3D C# Coding
- Basic game mechanics and interactions in both game engines

#### Game Art and Assets

- Importing and using assets in Unreal Engine and Unity3D
- Basics of 3D modelling and texturing
- Understanding of designing tools
- Creating and modifying Game assets
- Developing a simple Game prototype

### Semester 2. Advanced Game Development and Extended Reality (XR)

#### Advanced Techniques

- Advanced project setup and optimization for both engines
- Utilizing advanced tools and features
- Understanding of XR and related tools
- Enhancing Game performance and quality
- Understanding AI in Game engines

#### Advanced Programming

- Complex Game mechanics and interactions using Blueprints
- Advanced C# scripting in Unity 3D
- Custom scripts and optimizing code
- Debugging and solution techniques

#### Character Design and Animation

- Rigging characters in Unreal Engine and Unity3D
- Implementing character animations
- Applying characters in the Game world

#### Multiplayer Game Design

- Basics of multiplayer Game design
- Setting up multiplayer functionality
- Networking and online features



#### Game Testing and QA

- Techniques for cross-platform testing and debugging
- User testing and feedback collection

#### Game Monetization and Launching Platforms

- Fundamentals of Game monetization
- Understanding types of Game stores and platform

### Year 2

#### Semester 3. Projects

##### Projects

- Developing a complete Game prototype
- Collaboration with peers on a major project

##### Students can choose any one from the specialized topics to tailor their education to their interests:

- Specialization in Game Design and Storytelling
- Specialization in Unity3D Game Programming and Development
- Specialization in Unreal Game Programming and Development
- Preparing for project fund raising techniques

#### Semester 4. Studio Internship

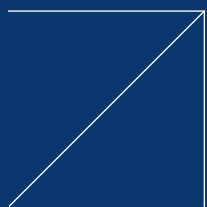
In the final term, students will have the opportunity to participate in internships with leading gaming studios. These internships provide invaluable real-world experience, allowing students to apply the skills they have learned in game design, development, programming, and testing in a professional environment.

Internships will expose students to the collaborative workflow of game production, where they can work on live projects alongside industry professionals. They may contribute to areas such as level design, asset creation, multiplayer game mechanics, quality assurance (QA), and even game testing. Through this hands-on experience, students will gain insight into the game development lifecycle, sharpen their technical skills, and build a network of industry contacts, preparing them for a successful career in gaming or XR development after graduation.

Additionally, the internship offers an excellent platform for portfolio development, as students can showcase their work and contributions to real-world projects, making them more competitive in the job market.

# Career Outcomes

Entry level jobs as Game Artist, 3D Artist, Technical Artist, 3D Designer, 3D Animator





**GAMES THAT REDEFINE FUN**

- Shiva & Reva The Quiz Show
- Gattu Battu Anti Gravity Shoes
- Shiva Ultimate Spring Leap
- Shiva The Fury of Ting Tong
- Chhota Bheem [Flying Laddu]
- Chhota Bheem [Pakdam Pakdai]
- Darr @ The Mall - Movie Game



“As the Chief Mentor of IICS for the Innovative Game Development and XR (Extended Reality) course, I am excited to guide students in exploring the limitless potential of these cutting-edge technologies. This program features masterclasses from top experts in the Global gaming Industry, offering invaluable insights. Students will gain hands-on experience, practical knowledge, and the confidence to tackle real-world challenges. My role is to provide personalized guidance, share Industry expertise, and help them sharpen both their creative and technical skills. Together, we will unlock new possibilities, inspiring innovation and preparing them for a successful career in gaming and XR.”

**Mr. Anand Jha**  
 CEO, Nilee Games, Chief  
 Mentor, Indian Institute Of  
 Creative Skills





# School of Creative Communication

Crafting the Future of  
Digital Expression



**Program**  
That  
Transform  
Dreams  
into Reality

• *Certificate in  
Journalism, PR, Image  
Strategisation and  
Brand Custodianship  
Program*

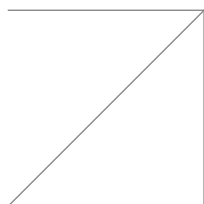
## Why this Journey Matters?

In a world driven by narratives, the power to inform, influence, and inspire is more valuable than ever. Whether you're shaping public perception through PR, Image Strategization, and Custodianship, driving change through Strategisation, or uncovering truth in Journalism, this journey equips you with the skills to craft compelling stories that matter. At IICS, you'll master the art of communication, learning to engage audiences, build trust, and make an impact in an ever-evolving media landscape.

# Certificate In Journalism, PR, Image Strategisation and Brand Custodianship Program

**Course Duration: 2 Year**

(12 Months Learning + 6 Months Industry Experience + 6 Months Paid Internship)



## Year 1

### Semester 1. Foundations of Media and Communication

#### Fundamentals of Communication

- Communication models, interpersonal communication, group communication, organizational communication, intercultural communication.

#### Journalism Fundamentals

- News writing and reporting, investigative journalism, data journalism, ethics in journalism. Basics of Image Editing - Photoshop

#### Introduction to Public Relations

- PR principles and practices, Media relations, crisis communication, public affairs, stakeholder Management.

#### Introduction to Social Media

- Social Media platforms (Facebook, Twitter, Instagram, LinkedIn, TikTok), social Media analytics, social Media marketing.

### Semester 2. Digital Media and Social Media Marketing

#### Digital Media Marketing

- Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, email marketing, influencer marketing.

#### Social Media Strategy and Management

- Social Media listening, social Media campaigns, community Management, social Media measurement and ROI.

#### Digital Storytelling

- Interactive storytelling, multiMedia journalism, mobile journalism.

#### Public Relations in the Digital Age

- Digital PR, social Media monitoring, reputation Management, influencer relations.

#### Introduction to Artificial Intelligence in Media

- AI-powered journalism tools, AI in content creation, ethical considerations of AI in Media.

### Elective Courses

#### Social Media Analytics and Measurement

- Data analysis tools, key performance indicators (KPIs), social Media listening tools.

#### Social Media for Business

- Social Media for startups, social Media for non-profits.

## Year 2

### Semester 3. Specialization & Internship (I)

#### Specialization Track (Choose One)

##### **Journalism and Media**

- *Advanced investigative reporting, data journalism, international journalism.*

##### **Public Relations and Corporate Communication**

- *Crisis communication Management, public affairs, Event Management.*

##### **Digital Marketing and Social Media**

- *Social Media advertising, social Media influencer marketing, social Media analytics.*

#### Internship (I)

- *6-8 weeks of practical training at a Media organization (newspapers, magazines, TV channels, radio stations, PR agencies, digital marketing agencies, social Media agencies, Corp Comm). (End culmination of every vertical)*

### Elective Courses

##### **Introduction to Film Studies**

- *Film genres, Film analysis, Film criticism. (In association with Amit Behl course)*

### Semester 4. Advanced Studies and Internship (II)

##### **Advanced Topics in Specialization**

- *Deep dive into chosen specialization track.*

##### **AI in Media and Communication**

- *AI-powered journalism tools, AI-powered content creation, the future of Media in the AI era.*

##### **Social Media Influencers**

- *Strategies and Ethics: Identifying and collaborating with influencers, influencer marketing campaigns, ethical considerations in influencer marketing.*

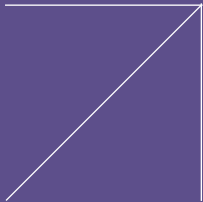
##### **Internship (II)**

- *12-16 weeks of practical training at a relevant workplace (in Collab with other verticals as per specialization).*



# Career Outcomes

- *Journalist (Print, Broadcast, Digital)*
- *Public Relations Specialist*
- *Social Media Manager*
- *Digital Marketing Specialist*
- *Content Creator*
- *Social Media Influencer*
- *Communication Consultant*
- *Media Researcher*





# The Visionary Leading our department

Master the art of storytelling, strategic communication, and brand influence with our two- year Certificate Program in Journalism, PR, Image Strategization, and Brand Custodianship at IICS. Designed to equip students with essential skills in writing, media strategy, crisis communication, and public perception management, this program prepares you to navigate and shape the modern communication landscape.

In the first year, students build a strong foundation in news writing, public relations strategies, media ethics, and visual communication. The second year delves into reputation management, crisis response, media activism, and brand custodianship, ensuring graduates are prepared to lead in Industries ranging from journalism and corporate communications to advocacy and branding.



DR. KARAN GUPTA

SATISH RAJARATHNAM





“Words are power! They are the invisible threads that weave narratives, shape perceptions, and drive change. Communication, beyond being the backbone of journalism and public relations, is an art form that defines reputations and crafts legacies. As a storyteller and strategist with over three decades of experience in Indian and international media, I'm here to guide you into the transformative world of creative communication. At IICS, I will mentor you to master the craft of journalism, PR, image strategisation, and brand custodianship—empowering you to not just tell stories, but to create movements, influence thought, and leave an indelible mark on the world.”

-  
**Dr. (Hon) Anusha Srinivasan Iyer**  
*Brand Custodian, Image Strategist, International Award-winning Writer-Director, Firebrand Journalist, Egalitarian Activist, Chief Mentor, Indian Institute Of Creative Skills*





-  
**Dr. ( Hon) S Ramachandran**  
*Journalist, Filmmaker, Brand Strategist, Author, Theatrician, Chief Mentor, Indian Institute Of Creative Skills*



# School of Digital Content Creation

Crafting the Future of  
Digital Expression



**Program**  
That  
Transform  
Dreams  
into Reality

• *Certificate in  
Digital  
Management and  
Content Creation*

## Why this Journey Matters?

In today's fast-evolving world, digital content is at the heart of media, entertainment, marketing, and education. The way we create, consume, and engage with content has transformed, making digital storytelling, branding, and audience connection more important than ever. The School of Digital Content Creation is about understanding the digital ecosystem, mastering content strategy, and leveraging emerging technologies like AI, AR/VR, and data analytics to create meaningful impact. Whether you're a filmmaker, journalist, influencer, entrepreneur, or corporate leader, crafting compelling digital narratives is the key to success. This journey isn't just about learning tools—it's about shaping trends, building communities, and turning creativity into a career. In today's entertainment-driven world, digital literacy isn't just an advantage—it's a necessity. Here, we don't just adapt to change; we lead it.

# Certificate In Digital Management and Content Creation

## Course Duration: 2 Year

(12 Months Learning + 6 Months Industry  
Experience + 6 Months Paid Internship)

### Year 1

#### Semester 1. Digital Content Mastery: Building the Foundation

- Foundations of Content Creation  
Communication & Design  
Visual Content Creation  
Customer Journey & Engagement  
Digital Analytics & Measurement  
Social Media Marketing (A)

#### Semester 2. Advanced Media Strategies & AI Integration

- Audio Influence & Podcast Mastery  
Video Creation & AI Integration  
AR/VR, Blogging & Web Optimization  
Measuring Content Performance  
Creative Studio with AI Integration  
Specialization & Major Project

### Year 1

#### Semester 3. 6 Months Internship

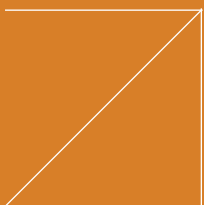
- Potential Internship Opportunities:  
Media Houses  
Film Studios  
Digital Platforms  
Advertising Agencies

#### Semester 4. 6 Months Apprenticeship

- Execute a full-scale content project under expert mentorship
  - Develop high-level content strategy & leadership skills
  - Build an industry-ready portfolio

# Career Outcomes

- Content Creators
- Social Media Managers
- Digital Marketing Specialist
- Content Specialist
- Digital Strategy and Analytics
- Brand Management







"The media and entertainment industry is evolving at lightning speed. Your creativity needs the right digital tools to make a lasting impact. Great stories deserve global audiences, and digital is the bridge. This is where passion meets technology, and creators become pioneers"

-  
**Ms. Ketki Pandit**  
*Film Producer, Director,  
Storyteller, Founder Youth Music,  
Chief Mentor, Indian Institute Of  
Creative Skills*

# International Mentors at Indian Institute of Creative Skills

***Learn from a practicing creative professional.***

Starting his career at seven years old, Mark knew he was an actor from a very early age, however; what he didn't know, was the journey involved in being an actor, and what it would present.

Mark holds a Bachelor of Arts in Applied Theatre from Griffith University, majoring in Screen Production. Additionally, he also holds a Certificate IV in training and assessment from Plenty Training, and an Honours Degree in Creative Arts from the University of Southern Queensland.

Currently working as an acting teacher with David Armstrong at the Australian Actors Studio, Mark has appeared in films, theatre, TV and TV Commercials, and his voice has been heard in



**MARK THEODOSSIOU**

Actor, Teaching Artist & Voice-over

documentaries and on radio.

Start the journey to becoming an actor today, and train with a nurturing actor with many years industry experience, and highly motivated to help, guide, support and mentor aspiring artists on their creative journey.

## HIS SPECIALIZATIONS

Acting for Film, TV & Theatre  
Voice-over & Narration  
Screen Production &  
Theatre Arts  
Acting Coaching & Training  
Creative Arts Mentoring  
Show & Voice Reels

“Skills development and industry growth almost go hand in hand, with one aiming to follow the other, because although both can be subject to individual interpretation, skills development requires:

1. *Practice*
2. *Repetition*
3. *Consistency.*

Industry growth is a reflection of how all three may stand to influence the outcome for the individual creative artist.

Therefore, it could be argued that our industry growth may not be possible without the development of our skills.”



## **Unifying Cultures Through the Power of Storytelling**

Every story has the power to transcend borders and unite the power of the human spirit. As a storyteller and media entrepreneur, I specialise in transforming personal narratives into global experiences—where culture, technology, connect with human imagination.

Since 2009, we have been at the forefront of digital media, pioneering ways to share timeless stories with new audiences worldwide. Our journey began in traditional broadcasting with SBS Television and commissioned content, earning my first broadcast credit in 2007 with FOXTEL's History Channel for Visions of Leadership, featuring interviews with six world presidents. From the rugged landscapes of Outback Australia to the historic WWII Tunnels in Darwin, our work uncovers extraordinary human stories of resilience, heritage, and innovation.

Today, our reach extends across continents, seamlessly blending Australian creativity with international collaboration. We have created groundbreaking AR-driven storytelling experiences for Singapore Comicon, partnered with PictoryTale in Norway, and collaborated with leading global brands such as Toshiba, Vogue, and the City of Melbourne to produce immersive content that transcends language and culture. As an accredited TEDxMelbourne media partner, we champion the idea that storytelling is more than just communication—



**GARETH BENSON**  
Digital Media Lecturer, Keynote  
Presenter, Author

it is the foundation of human connection and understanding.

Our latest endeavor, The Darwin Digger comic series, nominated for six Northern Territory Chief Ministers Exports Awards, now in its second edition with Singapore Battlebox, celebrates the courage of Australian heroes while captivating global audiences through dynamic 3D visuals and digital interactivity. At the heart of our work is a commitment to pushing the boundaries of storytelling. Through immersive 3D content, we are redefining how stories are experienced, ensuring that voices from every culture are heard and celebrated.

Our mission is clear: to connect humanity through stories that inspire, educate, and unite us all.

# “Follow Your Story.”

“Follow Your Story. In a world full of noise and distraction, it is the only story that counts. As Gandhi once said, ‘Be the change you wish to see in the world.’ When you own your story, you shape your destiny—transforming personal truth into a force that transcends borders and unites humanity.”

## HIS SPECIALIZATIONS

Creative Producing  
Animation  
3D Storytelling  
XR and AR Storytelling  
New Technology





## DIEU BÉNIT KINDA

Expert in Digital Marketing and Artificial Intelligence

Experienced professional in digital marketing and training with over six years of expertise. Specialist in SEO, artificial intelligence, web development, and digital strategies. Trainer for BTS NDRC and investment associate at Dootri.

As an entrepreneur and trainer in digital marketing, I recently launched my first eBook on AI, titled

***“The 4-Hour Workweek with AI”, which is currently being translated into French.***

I currently teach AI automation processes both in online programs and directly to companies, focusing on the best practices for using AI and its benefits for increased productivity and efficiency, SEO strategy, or benchmark strategy.

“Learning  
by doing  
is the  
best way  
to grow.”

“The best learning  
comes from action and  
experimentation.”





# The Blueprint for Success

Your Path to Global Creative  
**Leadership**

At IICS,  
you're not  
alone on  
your journey.  
You're **part of**  
a **movement**,  
and  
together,  
you'll **build**  
the **future**.





## Laying the Foundation

1

### Master the Craft

Your journey begins with a strong foundation of knowledge and hands-on practice. At IICS, you won't just study the theory—you'll bring your creativity to life through Industry projects and mentoring from experts. The key here is to immerse yourself in every aspect of your discipline, be it Acting, Dance, Prosthetics, Sound Design, Event Management, or Digital Media.

#### What You Get

Industry-driven curriculum, live projects, mentorship from experienced professionals.

#### What You Do

Apply your learning to real-world challenges. Start creating, experimenting, and collaborating with others.

#### Industry Integration

Work with real clients on live campaigns, projects, and Events.

#### Paid Experience

Earn while you learn, gaining valuable insights into the business side of the Industry.

## Gain Paid Industry Experience —Get Paid to Create

2

### Real Projects, Real Impact

The six-month paid Industry training is your first true exposure to the world of professional Media and Entertainment. But it's not just about observing. You'll be at the core of live production—from Film sets to Events, from creating content to launching new technologies. Get paid for what you create and build your professional career while still learning.

#### Global Networking

Meet Industry giants, collaborate with Global creators, and expand your professional network.

#### Event Participation

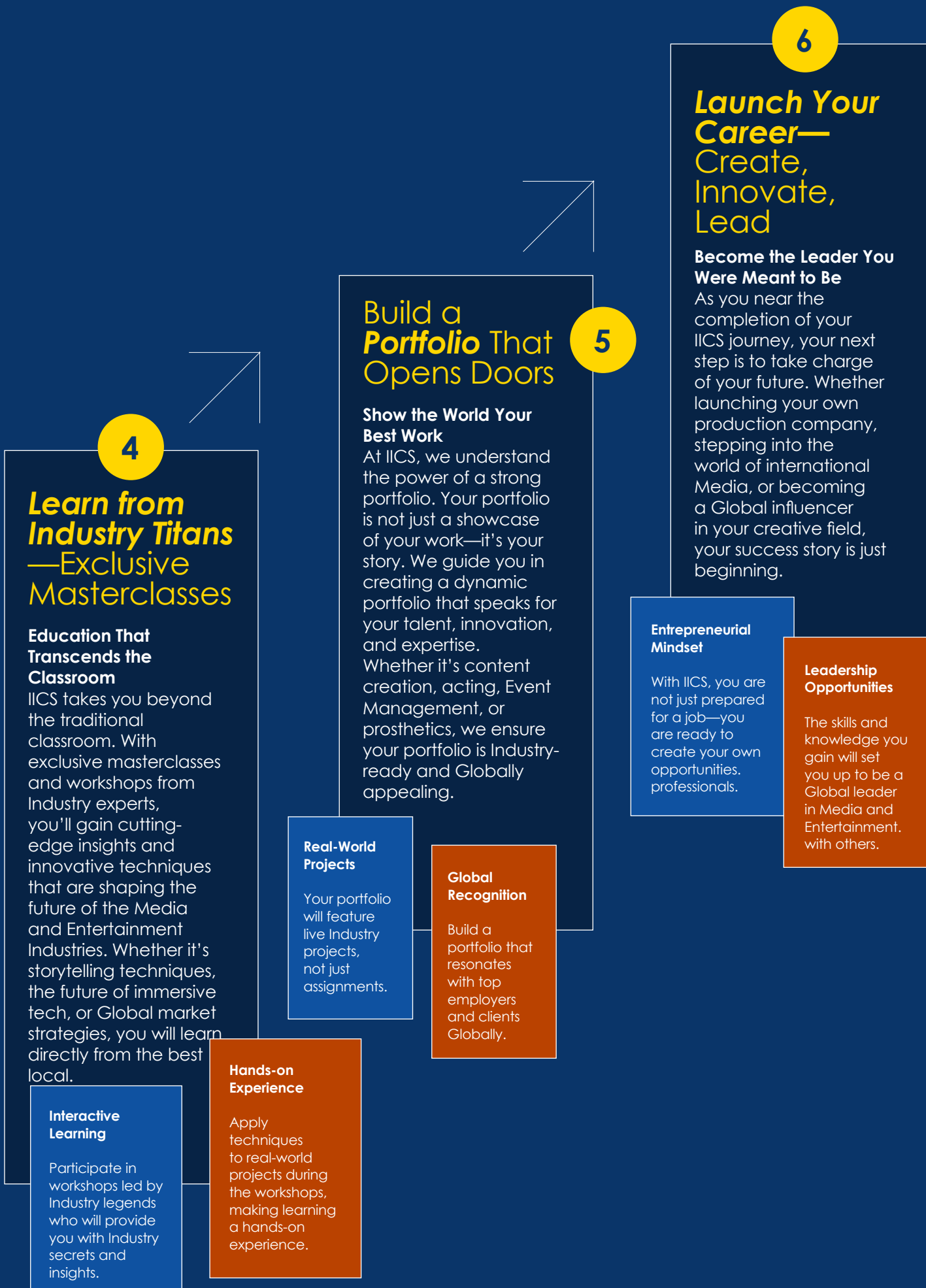
Be an active part of prestigious festivals, exhibitions, and conferences around the world.

## Get Global Exposure Through Exclusive Events

3

### Your Moment to Shine

Your IICS experience will also include international Events and Global exposure. Imagine curating an exhibition at an international Film festival or showcasing your work at a Global conference. We open doors for you to step into the Global spotlight and ensure your creative journey doesn't just stay local.



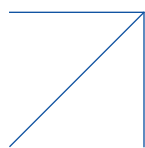
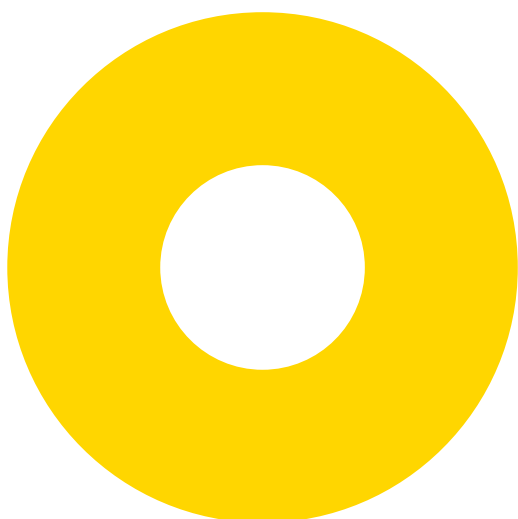


# Infrastructure Built to **Empower** Creators

The question is not,  
“**Can** I create?”  
but  
“**What** can I create  
next?”

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# The Tools of Tomorrow, Today



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Walk into a world where the latest technology is at your fingertips, waiting for you to unlock its potential.

**Virtual reality?**

We have it.

**Augmented reality?**

Ready for you to innovate with.

**State-of-the-art production studios?**

They're yours to transform.

This isn't about learning to use tools; it's about **mastering** the **future** of Media.

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# Every Corner Inspires Creativity

Our production pipelines, soundstages, editing suites—they're not just rooms. They are environments that push boundaries and help you create with purpose.



Picture yourself working in **world-class facilities** that mirror Industry standards, where every project you undertake prepares you for the real world. Whether you're crafting your own Film, designing cutting-edge sound, or experimenting with immersive tech, you'll be doing it in spaces designed for greatness.



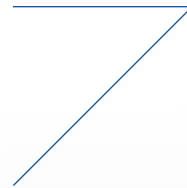
# International Exposure and **Event** Participation

Taking Your Talent **Global**

This isn't just about learning from the best—**it's about learning with the best from all over the world.** At IICS, Global is your starting point, and the future is yours to shape.

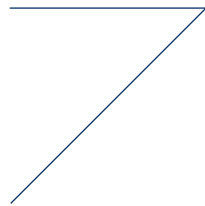


At IICS, your journey isn't bound by borders—it's fueled by international exposure. Think of it as taking your creativity and placing it on the Global stage. Whether it's participating in Global Media festivals, attending workshops with world-renowned creators, or collaborating on international projects, your work will echo across continents.



# Admission to IICS

The Gateway to Your  
Creative Future



This isn't just an application.  
It's a challenge.

**Are you ready** to push boundaries,  
redefine what's possible, and prove that  
you have what it takes to be part of IICS?

## ● The Selection Process: Are You the Best?

Our selection process is designed to  
test your creativity, drive, and potential.  
At IICS, only the most dedicated and  
passionate individuals make the cut. It's  
not about just fitting the mold; it's about  
breaking it and shaping something new.



• **Application Review:** *The first impression counts.*



• **MECAT (Media and Entertainment Creative Aptitude Test):** *A specialized test that assesses your aptitude for creativity and your understanding of the Media and Entertainment Industry.*



• **Audition/ Portfolio Review:** *Showcase your talent and your ability to captivate and engage your audience.*



• **Group Discussion:** *Assesses your ability to collaborate, communicate, and contribute meaningfully in a team setting.*



• **Personal Interview:** *The Personal Interview (PI) is where you truly shine.*



• **Final Selection:** *The final selection is based on your performance in all of the above stages.*



## Eligibility and Application Process: Meeting the Standard

The path to IICS is clear, but only for those who dare to walk it.



## Eligibility Requirements

- **Minimum Academic Qualification:** Applicants must have completed 10+2 or equivalent.
- **Portfolio/Showreel:** We require a creative portfolio or showreel showcasing your best work. This could include acting clips, dance videos, design samples, or any other creative work that demonstrates your abilities and passion.
- **Demonstrated Passion:** We're looking for individuals who have not only excelled academically but have also demonstrated a strong passion and dedication to their craft.

Catalyzing Growth

# MESC's Initiatives For A Skilled India



## VIDYADAAN

MESC formulated Media Talk Back (Monthly Magazine) in August 2017 and have covered various sub-sectors of the Media & Entertainment Industry. Media Talk Back is the Showcase of Industry's Expertise, Opportunities, Possibilities and Real Life Stories.



## CREATIVE WARRIORS

Creative Warriors (CW) Programs is one of the initiatives by the Media & Entertainment Skills Council to bring our nation one step closer to the "Skill India Mission". These programs focus on the pursuit of advancement & enhancement of Media and Entertainment Courses in coordination with Industry Leaders.



## MEDIA TALKBACK

MESC formulated Media Talk Back (Monthly Magazine) in August 2017 and have covered various sub-sectors of the Media & Entertainment Industry. Media Talk Back is the Showcase of Industry's Expertise, Opportunities, Possibilities and Real Life Stories.



## AWSITC

Authorized WorldSkills India Training centres are designed to train and groom the future WorldSkills Competition winners. AWSITC will prepare candidates to win the Gold by showcasing their skills at National and International stage.



## LUMINARY LINES

Luminary Lines is an initiative backed by the renowned Media and Entertainment Skills Council. Our goal is to achieve unmatched success and take brands to new heights with our creative solutions.

# MECAT

MEDIA AND ENTERTAINMENT  
CREATIVE APTITUDE TEST

## MECAT

(Class 11th onwards)

MECAT is all about you and your journey in the creative world. It looks at your unique creative and problem-solving abilities, as well as your personality traits, so you can make informed career choices from 10th grade onwards.

## MECAT Jr.

(Class 6th-10th onwards)

You the young children are ready to explore the world of possibilities. With MECAT Jr. you can uncover your potential and discover new interests and have fun while doing it!



## INDICATIVE CAREER FITMENT

75%

Art & Design

90%

Film Making

70%

Animation & Gaming

85%

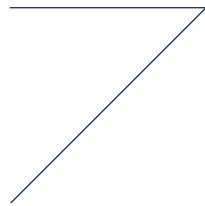
Journalism & Mass Comm.



Scan & Appear Now!

# Scholarships & Financial Aid

## Invest in Your Future



At IICS, we believe that talent shouldn't be limited by financial constraints. Our scholarships and financial aid programs are designed for those who show the potential to change the creative world, regardless of their background.

The investment in your future is not just about money; it's about the value of your vision, your ambition, and the legacy you're going to create.



• **Merit-Based Scholarships:**

*Exceptional candidates who demonstrate extraordinary talent and creativity in their portfolios, interviews, and selection rounds may be awarded merit-based scholarships. These scholarships reward not just hard work, but true innovation.*



• **Need-Based Financial Aid:**

*We understand that financial constraints should never stand in the way of talent. Our need-based financial aid helps support students who need assistance but have the potential to excel in the creative Industry.*



• **Industry Sponsorships:** *We partner with leading organizations in the Media and Entertainment Industry to offer sponsorships for students with high potential. These sponsorships can help cover tuition fees, living expenses, and other associated costs.*



## Your Future, Powered by IICS

Welcome to your future.

This isn't just about a degree or job—it's about shaping a creative career that transforms Industries, inspires others, and leads to Global recognition.

At IICS, you're not just stepping into a classroom—you're **entering an ecosystem of innovation, opportunity, and limitless possibilities**



## Career Pathways: From Entrepreneur to Industry Icon

At IICS, we don't just prepare you for a role—we empower you to define the future of Media.

From building your own creative empire to collaborating with Global giants, your career will be defined by vision, creativity, and leadership.

The question is not what's next—**it's how far can you go?**

# The **Final Step:** Take Action Today

You've read the vision. You've seen the opportunities. Now, it's your turn to make the leap. The future of creative Media awaits, and the first step starts here.



**Connect** with Us

***Stay inspired. Stay connected.***

Follow us on social Media for the latest updates, student stories, and a glimpse into the transformative journey of being an IICS student.

**Find Us Here:**

 @iics\_official

 @iicsofficial

 @iicsofficial

 +91 959-4949-959

 [www.iicsindia.org](http://www.iicsindia.org)



**Note:** The copyrights of the images used in the IICS brochure lie with their respective owners

The Launchpad for Tomorrow's **Creators, Leaders, and Entrepreneurs**

## ADMISSION FORM

Paste  
Your  
Photo

### PERSONAL INFORMATION

**Full Name** \_\_\_\_\_  
**Date of Birth** \_\_\_\_\_ **Gender**  Male  Female  Other  
**Nationality** \_\_\_\_\_ **Contact Number** \_\_\_\_\_  
**Candidate's Alternate Mob. No.** \_\_\_\_\_ **Aadhar Number** \_\_\_\_\_  
**Email Address** \_\_\_\_\_  
**Permanent Address** \_\_\_\_\_  
**Current Address (if different)** \_\_\_\_\_  
**Father's Name** \_\_\_\_\_ **Mother's Name** \_\_\_\_\_  
**Father's Occupation** \_\_\_\_\_ **Mother's Occupation** \_\_\_\_\_  
**Father's Mob. No.** \_\_\_\_\_ **Mother's Mob. No.** \_\_\_\_\_

### PROGRAM DETAILS

#### Program Applied For (Select One)

- The Events and Experiential Management Programme
- 3D Game Art
- AI-Powered Advance Game Development and Extended Reality (XR) Innovations
- Hair, MakeUp and Prosthetics
- Sound Recording and Sound Design
- Journalism, PR, Image Strategisation and Brand Custodianship Program
- Performing Arts and Media Management
- Digital Management and Content Creation

#### How did you learn about IICS?

- Website  Social Media  Referral  Google
- Other \_\_\_\_\_

### WORK EXPERIENCE (if applicable)

**Company Name** \_\_\_\_\_  
**Position Held** \_\_\_\_\_  
**Duration** \_\_\_\_\_  
**Responsibilities** \_\_\_\_\_

### EDUCATIONAL BACKGROUND

#### Standard 10th

**School Name** \_\_\_\_\_  
**CGPA/ Percentage** \_\_\_\_\_  
**Year of Completion** \_\_\_\_\_

#### Standard 12th

**School Name** \_\_\_\_\_  
**CGPA/ Percentage** \_\_\_\_\_  
**Year of Completion** \_\_\_\_\_

#### Graduation (if applicable)

**Degree** \_\_\_\_\_  
**Institution Name** \_\_\_\_\_  
**Year of Completion** \_\_\_\_\_

**Other Relevant Qualifications** \_\_\_\_\_

### CREATIVE PORTFOLIO

**Link to Portfolio/Showreel** (Google Drive/YouTube/Other) \_\_\_\_\_

**List of Major Creative Projects** (if applicable) \_\_\_\_\_




20  
25





# INDIAN INSTITUTE OF CREATIVE SKILLS

**Connect** with Us  
*Stay inspired. Stay connected.*

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 [www.iicsindia.org](http://www.iicsindia.org)

This is a draft brochure and is open to refinements based on your suggestions