

Season Greetings from Avid Learning!

We have programmed Film making workshop for children (Age group – 8 to 14 years) which we feel would be of interest to many, featuring CEO & Founder of Purple People Labs, Youth led Media Company as our faculty. It would be of great help if you include it in an editorial write up or a newspaper listing. Feel free to contact us to get in touch with our faculty as well. We have attached a press release below.

It would be really helpful if you could include this in your listings and/or Editorial a little before the date of the workshop as this will help kids and their parents to plan their weekend.

Lights, Camera, Action!

Your children have always been the stars of your home movies. Now, it's time to flip the perspective and let the junior auteurs step behind the camera!

Lights, Camera, Action! is an AVID Children's Series workshop held in collaboration with Purple People Labs that introduces young artists to the joys of working in a visual medium. This beginner's film-making workshop demystifies the art of scripting, shooting and editing for the next generation of directorial geniuses. The students will experience the thrill of creating an original film as they go from pre-production to post-production all by themselves. Apart from the basics of theory, the workshop also offers hands-on experience in handling shooting and production equipment.

All this training will culminate in each student creating a one-minute short film that is entirely their own. This is a fun, immersive and interactive experience that will introduce children to a fascinating art form. So give your child the chance to find their inner director, because a career of a hundred films could begin with a single workshop!

Details

Date: Saturday, 14th December, 2013 from 11:00 AM to 1:00PM

Venue: Essar House , 11 KK Marg, Opposite Mahalaxmi Racecourse, Mahalaxmi

Fees: Rs. 700/-

To Register (mobile): 9819731922/9930134152

(email): register@avidedu.in

(website): www.avidlearning.in






LIGHTS CAMERA ACTION

A Filmmaking Workshop
make your own film and star in it too!

Avid Children's Series presents an immersive workshop with Purple Peoples Lab, that will introduce kids to scripting, shooting, editing a short one minute film created on their own! A fun experience that will get them started on their first film project.

Take aways:

- Introduction, Screening, Framing, Ideation and Creating storyboards
- Handling Equipment basics
- Orientation to the Pre-production Plan
- Learning hands on project shooting and presentation

So, if you have always wanted to make that surprise video of mum and dad for their anniversary or create your own in house production for friends or even school, this is a good place to start.

Date: Sat, 14th Dec, 2013
Time: 11:00 AM - 1:00 PM
Fee: ₹700/-
Age: 8-14 years
Venue: Essar House, 11 K. K. Marg, Mahalaxmi, Mumbai 34




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About Faculty

Shweta Parakh:

Kids – youth- Media- Change & Edutainment; has always been the passions that drive her. Making her way into the Limca Book of World Records at 13, for being part of the team that created India's first in-house television channel, Shweta has taken on several roles of proactive leadership during her formative years. She has been a sub-editor of Times Nie's first student run edition, Radio Jockey with 94.3 FM College Radio, Reporter & Producer at TV9, Director of Kids News Show on Sahara Samay, driven nationwide Kids Media Events, Senior Producer at ESPL Media, Head Ideation for Format Sales with production houses for Television shows, run a Web Network for kids, Project Head for International Student Film shoots in Malaysia, Singapore, Sri Lanka, Canada. She actively works on ground with several NGOs to trigger change through media and loves children! As a student she has been part of several International Exchange Programs and a strong participant at MUNs all over the world.

About Avid Learning

Avid Learning, an Essar Group initiative, fosters creative learning through workshops, discussion forums and other programs across the fields of Culture & Heritage, Literature, and Art including Visual, Performing & Applied Arts. Started in 2009, AVID has touched the lives of over 10,000 participants with 150 programs. AVID workshops are open to all and are delivered by experts from India and abroad. These workshops are highly interactive with a fun mix of lecture-demonstrations, audio-visual presentations and practical sessions, concluding in an event that summarizes the essence of the AVID Experience.

With its presence in Dubai this year and future plans for New York and London, AVID aspires to make its learning platform global. AVID believes today's knowledge seekers should have limitless opportunities...because learning never stops. To get more details on AVID, would request you to visit our website www.avidlearning.in