



FAQs for Filmmakers

1. What is the genre accepted by School Cinema? What format are School Cinema films shot on?

Today, films have an unbelievable impact in society, indirectly educating, & influencing thousands across the world. And that was how the idea of SCHOOL CINEMA was born – School Cinema is a learning module on life skills, values & attitudes, developed through research and taught using short films and thought provoking workbooks.

School Cinema is directly implemented in schools, as part of the curriculum, where children see different films based on various values, themes and issues, alongside fun workbooks that further reiterate the message of the film.

The films deal with universally faced youth issues such as body image, self-confidence, bullying, communication, peer pressure and friendship, and helping the youth make better informed decisions about their lives and their careers. Sensitively made short films are packaged with custom-designed worksheets, EQ-Aptitude-SWOT tests to help facilitate a better understanding of oneself, and of the film's core message.

2. What is the genre accepted by School Cinema? What format are School Cinema films shot on?

School Cinema has in its bouquet a range of formats – from fiction, to non-fiction to documentaries and animation. We are open to exploring new formats and types of film. However, we prefer all films to be shot and submitted in HD.

3. What films has SC made till now? Have they won any awards/festival selections?

We have made several award winning films including six that have received National Film Awards namely 'The Finish Line' by Akshay Roy and 'Red Building Where the Sun Sets' by Revathi which each won the Award in 2011, 'Chasing the Rainbow' by Charu Shree Roy which won in 2013, 'Best Friends Forever' by Sandeep Modi which won in 2015 and 'The Waterfall' by Lipika Singh Darai and 'Little Magician' by Neha Sharma that each won in 2016. Other films like 'Super Girl' (Some of its selections include TIFF Kids, Providence Children's Film Festival and the Children's Film Festival Seattle as well as the Annual BAMKids Film Festival where it was awarded Best Live Action Short Film), 'Myna And Asterix' (Selection at the International Children's Film Festival of India, the Chicago International Children's Film Festival and many more), 'Chinese Whispers' (Selections include IFFI, Goa and the International Documentary and Short Film Festival of Kerala among others) 'All is Well' (Indian Film Festival of LA, Jaipur International Film Festival and many more). We have acquired award winning films such as the Oscar nominated 'Little Terrorist' from Ashvin Kumar, and multiple award winning 'Heal', from Pakistan-based filmmaker Mian Abdul Ahmed.

We have close to 140 short films currently in our bank – some productions, some international and domestic acquisitions. We have ready modules for implementation for Classes KG to 11 (each module consists of 12 films).

4. Which age group do they target? Can I have more information about these age groups?

Usually we produce a complete module at a time consisting of up to ten films for students of the same age group, one film for teachers and one film for parents. However, this time around we are looking to produce individual films for students of classes 5, 7 and 8. Along with briefing documents on each of the different topics, we have also created a ‘Target Audience Descriptor’ – which is basically an introduction to children in that age group; to their habits, their likes, their dislikes, fears etc. It has been designed to help filmmakers who may not have access to children of that age, to better understand them.

We are also looking to produce two films for teachers – one for teachers of class 1 and another for teachers of class 4.

5. How many films are being produced?

We want to make 7 films – two for students of Class 5, two for students of Class 7, one for students of Class 8, one for teachers of class 1 and one for teachers of class 8. The relevant topics for each of these films have been provided on the Call to Filmmakers page. Additionally, a detailed content docket has been provided for each topic. Each topic will be different & hence each film will have its own message & core meaning. But they will all have to adhere to the main theme we are dealing with.

6. What topics will this theme include? What information will I be given to work with?

As mentioned above, detailed ‘content dockets’ will accompany any enquiry about any particular topic. Along with the Content Docket, the Target Audience Descriptor will also be sent. This will profile the ‘type’ of children you will be making this film for. They will contain in detail:

Key Message – This is in essence what any child should say after watching the film, if asked what the film was about / what he learnt from it.

Take-away for the child – This has been divided into 3 parts with each part being then later given an associated percentage.

- (a) Awareness – What should the film make the child aware about?
- (b) Understanding – What is that realization that we want the child to come to through the film?
- (c) Action – What is the required action that we want the child to perform as an effect of the film?

We are looking for innovative and interesting ways in which you can interpret the topic – whether through fiction, non-fiction, instructional videos or documentaries. Remember, the film is only a conversation sparker – there are worksheets that can take the learning forward and cover the information that needs to be presented.

7. What kind of films will be accepted? How can I be a part of this?

We are currently inviting story briefs / synopses / ideas / concept for any of the topics. You may choose one or more topics of interest to you & what you feel you would be able translate on screen the best. What you send should have overall treatment ideas, look & feel of the proposed film. The idea is to give us a clear understanding of how you 'see' the film & how you would convey a particular topic. The key has to be making films that stay with the audience but won't preach & be judgmental in content.

There are two ways you can be a part of this:

Acquisitions – We are open to looking at complete films that fit into any of the topics in the list provided. This means if we like the film & if you are open to an acquisition we work out a suitable deal for educational exhibition rights of your film. If you have a film that you think fits in with one of the topics mentioned and is suitable for the mentioned age group, do let us know about the film, and we can see what we can do from there.

Productions – You can also pick a topic of your choice from the list & pitch for it by submitting story ideas / concepts as mentioned above. If a story or concept is approved internally we take it forward.

8. How many films can I pitch for?

You can pitch for any number of topics. You can be an individual/ agency or a production house. The one we like the best will be selected.

9. What is the budget?

Our budget for the current season is between Rs. 5 to 6 lakhs per film. However, it also depends on the film concept.

10. What are the timelines?

We want to close all our film topics by 30th September 2017 and get final delivery of the films by 15th December 2017.

11. How do I take this forward?

Once you have your research materials, we look forward to hearing from you with your ideas and presentations. Next, we take it from there.