



Don Bosco International Media Academy Paris

DBIMA

Établissement d'Enseignement Supérieur Privé

Inspiring Since 1883 - 1981 - 2019





# POSTGRADUATE DIPLOMA IN AD FILMMAKING

ST. XAVIER'S MUMBAI-INDIA  
&  
DON BOSCO INTERNATIONAL MEDIA ACADEMY, PARIS-FRANCE







# COURSE OVERVIEW

The Postgraduate Diploma in Ad Filmmaking is a focused, high-impact, practice-oriented program jointly offered by **XIC - St. Xavier's College, Mumbai and Don Bosco International Media Academy (DBIMA), Paris.**

Designed for aspiring ad filmmakers and media professionals, the program merges creative thinking with technical expertise to create compelling audio-visual advertising content.

The course begins with a theoretical phase in Mumbai, led by industry experts in advertising, filmmaking, and branding. Few Ad-film script will be selected based on the team allocation to becoming greenlighted production projects of the batch. Under mentorship, a development phase is conducted online in collaboration with DBIMA Paris. Key crew positions (Director, Producer, Cinematographer, Editor, etc.) are assigned, and intensive online preparatory pre-production begins.

It culminates in a one-month intensive production at DBIMA Paris (1<sup>st</sup> May – 31<sup>st</sup> May 2026), providing hands-on experience, as students plan, prep, shoot, and complete post-production of the selected ad-films. Participants will be trained using professional-grade equipment, working with actors and international crew, and following real-world workflows under expert supervision.







# COURSE STRUCTURE

## 1. India Phase –XIC - St. Xavier's, Mumbai

Completed post graduation Diploma at XIC

## 2. France Phase – DBIMA,Paris

Duration: 1<sup>st</sup> May to 31<sup>st</sup> May 2026

Mode: In-campus, Workshops, Hands-on approach & Practical classes

Schedule: Monday–Friday, 9:00 AM – 6:00 PM

Focus:

- Hands-on advertising film production
- Industry-standard hardware and software training
- Working with professional cast and crew
- Collaborative production teams





## Professional Tools & Equipment:

- Development Phase: Fade-In, You me Script
- Pre-Production Phase: Microsoft office, Windows & Mac Lab, Prep studio
- Production Phase: Industry Approved/Standard Cinema Line Cameras, Lighting Kits, Grip Equipment, Sound Recording Gear
- Post-Production Phase: Adobe Premiere Pro, After Effects, DaVinci Resolve, Pro tools, DCP

## 3. DBIMA Paris – Academic Phases

### Week 1: Theoretical and Practical Understanding of European Ad Filmmaking

- Immersion in European advertising aesthetics and production norms
- Workshops on traditional advertising methods, European ad filmmaking perspective & narrative styles
- Workshops on preparing for an actual production of ad films
- Workshops on discovering / handling & usage of equipment setup training & safety briefings







## **Week 2: Pre-Production**

- Casting sessions, location scouting, tech scouting, authorizations
- Breakdown, Shooting Schedule, Transport & catering plan
- Collaborative planning sessions and final production preparations
- Approval of production documentation

## **Week 3: Production Phase**

- Execution of ad production
- 5-day intensive shoot as per the schedule
- On-set experience in multiple key roles
- Real-time crew coordination and field management

## **Week 4: Post-Production & Graduation**

- Editing, sound design, color grading
- Final mastering of ad films & Final screenings and feedback session
- Presentation to faculty and industry reviewers
- Graduation ceremony and diploma distribution



## 4. Learning Outcomes

Upon successful completion of the program, students will be able to:

- The ability to completely understand different phases of ad filmmaking
- Demonstrate the ability to work in a professional set collaboratively from concept to completion
- Gain mastery over the technical and creative aspects of ad filmmaking
- Develop leadership skills within structured film crew environments
- Acquire practical knowledge of international production standards and workflows
- Understand audience targeting, branding language, and visual strategy from the production point of view
- Deliver a professionally executed ad film suitable for exploitation







## 5. Benefits & Outcomes

- **International Experience**

One month International student life in Paris—immerse yourself in European culture, aesthetics, and the creative environment.

- **Hands-On Production**

Plan, shoot, and edit a complete advertising film with full crew and cast, using top-tier production equipment and real-world workflows.

- **Professional Portfolio**

Leave with a high-quality advertisement and its production bible produced in Paris to showcase in job applications, freelance projects, or brand pitches.

- **Collaborative Networking**

Work alongside global creatives and build professional relationships that can last a lifetime.

- **Real-World Skillset**

Operate/Navigate within real production pipelines using professional gear, software & hardware in a controlled, deadline-driven production setting.

- **Career Boost**

The dual international diploma and practical project will enhance your résumé and open doors in global advertising agencies, film studios, and digital marketing firms.





## 6. Eligibility and Admission Requirements

Bachelor's degree or equivalent in media, mass communication, or related field

## 7. Certification

Upon completion, students will be awarded:

- Postgraduate Diploma in Advertising & marketing – XIC - St. Xavier's College, Mumbai
- Postgraduate Diploma in Ad Filmmaking – DBIMA Paris

## 8. Career Opportunities

Graduates of this program will be eligible for roles such as:

- Advertising Filmmaker
- Commercial Director
- Branded Content Creator
- Creative Producer
- Visual Strategist
- Freelance Director/Editor for ads and social campaigns







## 9. Student Support and Facilities

- Access to professional editing and production studios
- Mentorship by Indian and European advertising professionals
- Visa support documents and residency guidance
- Peer collaboration and group workshops
- Cultural activities and industry visits during Paris stay

## 10. Important Dates and Timeline

- Application Deadline: August 31, 2025
- Confirmation fee: Rs 5000/- INR (Non - Refundable)
- Total Fees : 4500 EUROS (inclusive of air fare and stay)
- Dates DBIMA Paris: 1<sup>st</sup> May - 31<sup>st</sup> May 2026



## 11. Terms and Conditions

- The non-refundable Registration fee is due & mandatory
- Personal expenses are not included.
- Students must maintain 90% attendance and submit final ad projects for certification.
- DBIMA and XIC - St. Xavier's reserve the right to use student work for academic and promotional purposes with due credits.
- All students must uphold professional conduct throughout the course.







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