

# SRI AUROBINDO CENTRE FOR ARTS & COMMUNICATION





The true attitude is to take life as a field of perpetual study, where one must never stop learning and think that one knows everything there is to know. One can always know more and understand better.

*The Mother*



The first principle of true teaching is that nothing can be taught. The teacher is not an instructor or task-master, he is a helper and guide. His business is to suggest and not to impose.

*Sri Aurobindo*

## SRI AUROBINDO SOCIETY

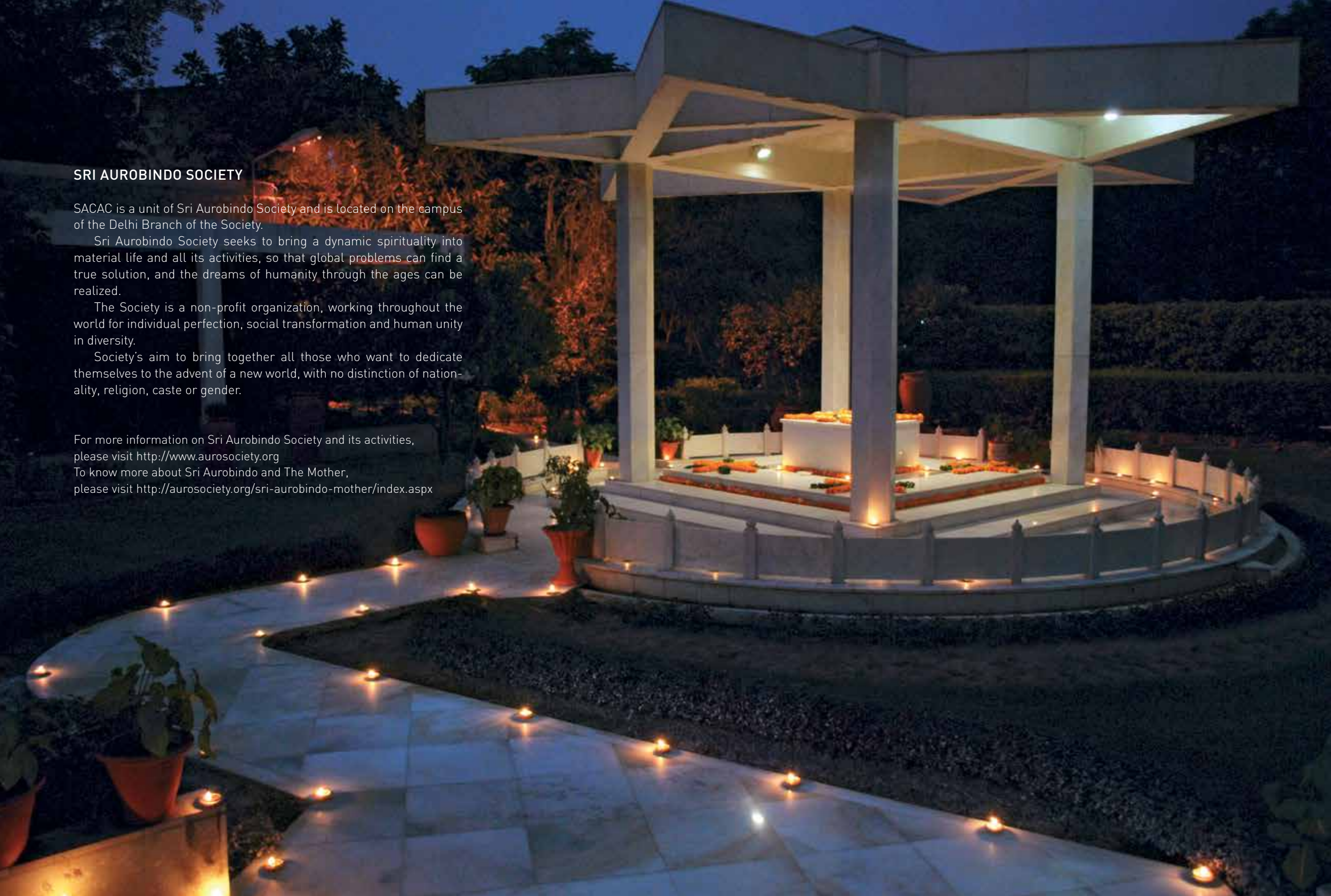
SACAC is a unit of Sri Aurobindo Society and is located on the campus of the Delhi Branch of the Society.

Sri Aurobindo Society seeks to bring a dynamic spirituality into material life and all its activities, so that global problems can find a true solution, and the dreams of humanity through the ages can be realized.

The Society is a non-profit organization, working throughout the world for individual perfection, social transformation and human unity in diversity.

Society's aim to bring together all those who want to dedicate themselves to the advent of a new world, with no distinction of nationality, religion, caste or gender.

For more information on Sri Aurobindo Society and its activities, please visit <http://www.aurosociety.org>  
To know more about Sri Aurobindo and The Mother, please visit <http://aurosociety.org/sri-aurobindo-mother/index.aspx>





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## ABOUT US

Started in 2003, the Sri Aurobindo Centre for Arts & Communication (SACAC) is an autonomous, not-for-profit institution for creative learning in arts and communication. We are a unit of Sri Aurobindo Society, Puducherry.

Thirteen years ago, SACAC made a humble beginning as a small media school with 25 students. Today our alumni, comprises over fifteen hundred Art, Media and Communication professionals.

We offer diploma programmes in Photography, Audio Engineering & Music Production, Creative Documentary, Advertising and Public Relations. At SACAC, we believe in carving out a unique journey in creativity for our students and are guided by the fundamental premises of Integral Education as envisaged by Sri Aurobindo and the Mother.

With this in mind we have developed SACAC as a centre of excellence for training in Media Arts and Communication for aspiring students and professionals who would like to use Media as a means of self-development and self-expression, and as an instrument for social progress and change.

Over the years, the institution has grown to be a place with invaluable partners in the form of teachers, mentors and advisors, and most importantly, students. We take pride in the direction we consciously chose for SACAC and in the progress we have made, without compromising on our values and philosophy.

### Our Purpose

Creating future leaders in Arts & Mass Media Communication, with the best of human values, working for a world based on truth, harmony, creativity, and beauty.

### Our Mission

Being an international centre of educational excellence that develops human faculties to make a conscious individual with an environment that inspires and inculcates values and encourages self-development and self-expression.



## FROM THE CHAIRMAN

The purpose of education is not merely to provide information, or training and skills for a professional career. It must also equip us with life skills and be a means of self-discovery and service to others.

Education at SACAC is therefore an integral process, which tries to provide all these, while helping students to develop their faculties, imbibe values and become conscious individuals.

Our energetic and talented faculty and staff are dedicated to these ideals and work hard to create an atmosphere that inspires and encourages self-development and self-expression.

Our hope and vision at SACAC is that of enthusiastic students, growing and transforming into young professionals, who create a new future based on truth, harmony, creativity and beauty.

We invite you to join us on this exciting journey.

*Vijay Poddar*  
*Chairman, SACAC*

## FROM THE DIRECTOR

It is my pleasure to welcome you to Sri Aurobindo Centre for Arts and Communication.

We consider the holistic development of students our primary objective. With a sprawling green campus, and superior technological and infrastructural facilities, the Centre creates an exceptional space for the aesthetic and intellectual growth of our students.

We invest great effort in nurturing personal visions and voices of our students. Instead of confining them to pre-defined moulds, we encourage our students to explore and innovate as creative unique individuals. Our pedagogy introduces them to the best and latest in the practice of film making, photography, audio engineering and Ad & PR. And our faculty, comprising of highly experienced award-winning professionals who are at the frontiers of their fields, ensures that our students acquire advanced understanding and skills, becoming well equipped to join a quality demanding profession.

We take immense pride in the accomplishments of our students and alumni. Over the years, we have had eight very successful photography exhibitions. Films made by our students have earned many accolades and travelled to various national and international film festivals. Graduates from the Ad & PR department are employed with topmost agencies across India. And our audio engineering graduates are working with the most sought-after studios and teams in Delhi, Mumbai and the Indian film industry.

It is our constant endeavour to create a space for learning where all students feel valued and flourish as creative professionals. I therefore hope that you would consider becoming a part of our SACAC family.

*Daljeet Wadhwa*  
*Director, SACAC*

## TEACHING PHILOSOPHY

At SACAC, our teaching philosophy stems from the principles of the Integral Education of Sri Aurobindo and the Mother. In essence, this philosophy emphasizes that teaching is a two-way process involving equal participation of the students and teachers. Our pedagogical principles are designed around this framework.

We promote original thought and innovation. Our students are encouraged to explore and express their creative self. We believe that a teacher is a co-creator with the students, recognizing that each student has a unique, different, and natural capacity for learning.

Mentoring is the keystone of our teacher–student relationship. Our faculty members provide an environment that enables experiential learning and progressive development.

An Optimum Teacher–Student Ratio helps provide personal attention to each of our students and ensures fruitful interactions between faculty and students.

Practicing professionals from the industry are the chief constituents of our faculty pool. Well-versed with the latest happenings in the dynamic world of media, they create an interesting and effective mix of theory and practice in their classes to help students internalize key concepts.

Our dearest wish and ambition for our students, hence our sincere endeavour, is to help each one of them reach an innate understanding of the core of creative expression. All our actions are guided by this central thought and to this end, students are exposed to varied art forms and expressions of creativity. Further, through a guided process they learn to integrate it all into an evolved, unique creative expression of their own which can be applied in the course of work in their chosen field.

But to benefit fully from our institution, a student requires some basic qualities to start with. We expect budding professionals who join us to be individuals of integrity, positive attitude, zeal and determination. The willingness to be a team player, and having respect for oneself and others in equal measure, is a must. An inclination towards developing strong interpersonal skills and having the qualities of reliability and responsibility at all times are imperative too.



### The Insights Workshop- Exploring the inner self

*“All of us who professionally use the media are the shapers of society. We can vulgarize that society. Brutalize it. Or we can help lift it onto a higher level”*

*William Bernbach, American Advertising Legend*

At SACAC, we go beyond imparting professional skills and relevant knowledge; we strive towards developing human faculties to make a conscious individual, through an environment that inspires and inculcates values and encourages self-development and self-expression.

To achieve this, we have created a programme called ‘Insights’. ‘Insights’ is a structured programme aimed towards students exploring their inner self. It is directed to reach the essential core of a person, the place from where ideas, creativity, drive and vision emerge. Combined with skills, it leads to developing a complete, creative professional.

The Insights Workshop is based on the conviction that it is the noble, spiritual, courageous, ethical part of ourselves, which is our true nature, and this is the part we must discover. As part of the Insights programme, students participate in expert-led workshops, book readings and reviews, sharing of experiences by practitioners/experts and personal mentoring, among other things.



## CAMPUS & INFRASTRUCTURE

We are located in the heart of South Delhi on the sprawling green campus of the Delhi branch of the Sri Aurobindo Society. Our 2.5 acre campus houses state of the art classrooms; a library-cum-resource Centre that is well stocked with many titles on arts, photography and communication; an Auditorium; an Amphitheatre; Studios for audiography, videography and photography; Edit rooms; a Meditation Room and a Canteen. We endeavour to provide our students with appropriate equipment of high quality and the latest in technology for a good measure of hands-on experience. All our classrooms are Wi-Fi enabled with projectors and sound systems.









**SCHOOLS**

**ADVERTISING AND  
PUBLIC RELATIONS (IMC)  
1 YEAR**

**AUDIO ENGINEERING AND  
MUSIC PRODUCTION  
1 YEAR**

**MUSIC PRODUCTION  
4 MONTHS**

**CREATIVE DOCUMENTARY  
18 MONTHS**

**PHOTOGRAPHY  
16 MONTHS**



## ADVERTISING AND PUBLIC RELATIONS

### Course Overview

The Post Graduate Diploma in Advertising & Public Relations at SA-CAC is a 1-year course. This course aims to give the students an understanding of consumers and why they behave the way they do. A thorough understanding of consumers as well as the market helps our students to create effective communication which is the focus of our course.

The mode of instruction in this course is simulation exercises, case study analysis, classroom teaching, guest lectures and off-site and on-site workshops through which students develop a professional toolkit to attain marketing success. The mantra of this course is application and then some more application! In addition to sharing experiences and observations from the industry, our faculty members act as guides for students in their various stages of learning.

After a strong foundation in Integrated Marketing Communication, students may choose their internships in Account Management, Copywriting, Digital Marketing or Public Relations.

Successful completion of the advertising and public relations course opens up a wide range of opportunities in the communications industry. Our students become decision makers in almost any company concerned with consumer/customer communications, including advertising, public relations, promotions, internet marketing, media and client organizations.

### Curriculum

The programme has been designed in consultation with industry practitioners from the field of Communication. The endeavour is to orchestrate the learning content in a step-by-step manner so that by the end of the course the student is able to connect all the dots to understand the complete picture of the IMC spectrum.

### Topics

- Consumer Behaviour
- Marketing & Marketing Environment
- Market Segmentation
- Positioning Strategy
- Product Life Cycle
- Marketing Mix
- Market Research
- Corporate Communication
- Public Relations
- Marketing in Digital Media

- Advertising & Ad Agency Functions
- Product Management
- Brand Management
- Sociology of Consumption
- Psychology of Consumption
- Consumer Decision Making
- Integrated Marketing Communications
- Ideation and Evaluation of the Creative Idea

#### Course Highlights

- Industry Mentors conduct workshops with students to hone their application skills by offering 'live' case studies and problems. They will be guided by the Mentors while working on the solutions.
- Workshop series planned on Account Planning and 'Awakening the Social Consciousness : Creating CSR Programmes'.
- Live Project from the Industry culminating in the outstation Study Tour and Industry visit to be followed by project submission and evaluation by Industry panel.
- Industry Faculty led guest lecture series.

#### Faculty

Ashish Bajaj, Hitesh Manocha, Papiya Tahiliani, Rahul Dhawan, Raj Kumar Jha, Ramesh Menon, Shailaja Manocha, Simrat Gulati, Vishal Sagar

#### Guest Faculty

Ayan Banik, Head – Brand Strategy, Cheil Worldwide  
 Farah Bashir, Head – Consumer Insights, Cheil Worldwide  
 Nima Namchu, NCD, Havas  
 Omair Siddiqui Strategic Planner, Lowe  
 Parshu Narayanan, Ex-Managing Partner & NCD, Publicis Capital  
 Pinaki Bhattacharya, Senior Vice President, Account Planning, JWT Delhi  
 Subho Sengupta, Vice President and SBU Head, JWT Delhi  
 Sunil Sachdeva, Ex-Joint Chairman, Publicis Capital  
 Vandana Das, Senior VP (DDB Mudra Group) & Branch Head

For detailed curriculum and faculty profile, visit  
<http://www.sac.ac.in>





## AUDIO ENGINEERING AND MUSIC PRODUCTION

### Course Overview

This diploma course is designed with an approach steeped in practicing the nuances and methods prevalent in the current day music production scenario. The students are engaged in learning not only the theory behind the tools used in the studio but also how they can be used in realizing the sound in their head. The curriculum takes the students through the nuances of music production in a methodical manner. The sessions focus on giving the students a firm grasp on the fundamentals of sound and how through the use of the technology of DAW they can shape their ideas into productions that are release worthy.

The course tries to imbibe the core values of SACAC and tries to inculcate and instill a bend in the thought process of the students, where the routine of practice leads to carving self-expression and the paces of development of ones' ideas is realized.

The faculty is comprised of seasoned musicians and producers who put these ideas and approaches to practice on a daily basis in their own productions in studios and with bands. The students get ample opportunity and time over the duration of the course to ingrain and imbibe a workflow and approach, from which their work will greatly benefit. The projects done during the duration of the course are designed to make the students explore their ideas and develop them not only technically but also aesthetically.

### Curriculum

- Introduction to sound and basic electronics
- Concepts of acoustics and studio design
- Western and Hindustani music theory and appreciation
- Digital audio concepts, DAWs and the studio environment
- Microphones and recoding techniques
- MIDI technology and concepts
- Sound design for video
- Live sound reinforcement
- Music business and its legal aspects
- Audio / music mixing and mastering

### Faculty and Visiting Artists

Gaurav Chintamani, Chayan Adhikari, Ujwal Nagar, Krishna Rao, Abhishek Mathur, Anindo Bose, Sidhant Mathur, Aveleon Giles Vaz, Harshit Mishra, Anupam Pandey, Aurelio

For detailed curriculum and faculty profile, visit  
<http://www.sac.ac.in>



## CERTIFICATE COURSE: MUSIC PRODUCTION

### Course Overview

The Certificate Course in Music Production is an intensive short-term course of three months for musicians as well as music enthusiasts who want to further their skills in music production, arrangement and composition on a Digital Audio Workstation (DAW). The course is taught on *Logic Pro X*, though all the techniques can be translated to other softwares.

Whether your final goal is to be an electronic music producer, film composer, programmer, and arranger or even to be a 'bedroom producer' this unique curriculum will teach you not only the fundamentals of audio and the technical aspects related to music production, but also give you an insight into the aesthetic choices made by music producers, ultimately encouraging you to experiment and find your own way of doing things.

Well-designed exercises will always ensure that at each stage you are 'learning by doing'. Carefully designed assignments and projects will re-create real world scenarios faced by producers and composers. The skills acquired in this course are used by music industry professionals like Music Directors / Producers, Composers and Songwriters, Arrangers, Programmers and Sequencers, Films Scorers.

### Curriculum

- Fundamentals of Sound
- The DAW (Digital Audio Workstation) Intro to Logic Pro X
- Signal Flow and the Mixer
- MIDI Recording and Editing
- Subtractive Synthesis
- Controller mapping, Automation
- Arrangement Exercises
- Audio Operations
- Intro to Sampling : Sampler Instruments
- Creative Sampling, Remixing
- Mixing : How to make your music sound professional
- The Mixdown

### Faculty

Abhishek Mathur, Gaurav Chintamani

For detailed curriculum and faculty profile, visit  
<http://www.sac.ac.in>



## CREATIVE DOCUMENTARY

The Creative Documentary Course (CDC) is an 18-month post-graduate diploma course in filmmaking.

### Course Overview

The Creative Documentary Course (CDC) is the first of its kind in India. Initiated in 2013, the course encourages students to work with image, sound, time and space in ways that are innovative and exploratory, with one primary goal in mind – that of searching for their own voice. We work with the belief that all narratives, themes and subjects have been addressed by someone, somewhere, sometime. True originality lies in the filmmaker's own perspective, her/his own unique position, reflections and perceptions. Mentored by some of the most eminent names in documentary filmmaking from within and outside India, our students undergo an intensive, creative learning process through consistent exposures to screenings, discussion, lectures and workshops that are formulated to develop a larger understanding of cinema and the world around us. A vital aspect of the course is individual mentoring. Our student intake is deliberately kept low to allow for detailed, personal sessions with faculty at each stage of learning.

### Curriculum

The academic term comprises 4 semesters. In broad strokes, the curriculum addresses:

#### Practice

- Introduction to documentary practice
- Conceptualization, research, pre production
- Production; post-production
- Individual and group filmmaking exercises and projects
- Student productions – a mid-term location film project and the final Diploma film, among others

#### Understanding the Context

- Varied practices of contemporary documentary filmmaking
- Documentary history and theory
- Critical ethical and aesthetic concepts concerning documentary

#### Film Viewing and Analysis

- Film screenings with contextual discussion
- Developing critical and analytical skills through conversations, presentations and written exercises
- Sessions with eminent filmmakers through workshops and lectures



- Film screenings

### Expanding the Mind

- Field visits to diverse locations to experience space and time in a multiplicity of ways
- Exposure and sensitization to various facets of life, art and politics through site visits to screenings, performances and exhibitions

### Faculty

Sameera Jain (Course Director); Ruchika Negi (Core Faculty)

### Visiting Faculty

Eminent film/ art practitioners are invited through the academic term for workshops that explore the technical, aesthetic and conceptual aspects of documentary practice, and for film screenings followed by comprehensive discussion on various aspects of filmmaking.

Some eminent practitioners, artists and scholars from India and abroad who have been invited to teach and interact with the students include—Amar Kanwar, Amit Mahanti, Anirban Datta, Ankit Pogula, Anugyan Nag, Anupama Chandra, Asheesh Pandya, Avijit Mukul Kishore, Gargi Sen, Gustav Hamos, Ira Bhaskar, Iram Ghufuran, Kersti Uibo, Laura Di Nitto, Maya Rao, Nilita Vachani, Nirmal Chander, Priya Sen, Priyanka Chhabra, R. V. Ramani, Rahul Roy, Rajula Shah, Reena Mohan, Ritika Kaushik, Saba Dewan, Samreen Farooqui, Shabani Hassanwalia, Shubha Mudgal, Sherna Dastur, Subasri Krishnan, Sudhir Agarwal and Yousuf Saeed.

### Academic Council

Amar Kanwar, Avijit Mukul Kishore, Bina Paul, Gargi Sen, Ira Bhaskar, Sherna Dastur, Shubha Mudgal

For detailed curriculum and faculty profile, visit <http://www.sac.ac.in>





## PHOTOGRAPHY

SACAC School of Photography offers a 15-month course that is dedicated to making students technically sound and in helping them realize their unique visual aesthetic.

### Course Overview

The Diploma in Photography is designed for students interested in making images with a special focus on the documentary genre. The students are oriented towards understanding the workings of digital image making, history of photography, fundamentals of aesthetics and issues of representation in photography. The proficient use of a variety of photographic skills and processes, through hands-on workshops and practice sessions enable them to become visual storytellers. A team of distinguished faculty is at the helm of our photography school. They bring their extensive experience to the programme in order to impart the rigor and sensitivity that is necessary to the life and work of a professional photographer. This programme also explores other professional applications such as editing, research and archiving.

### Curriculum

- Digital Photography: Image making & post production
- History of Photography
- Street Photography
- Photojournalism
- Documentary Photography
- Long Exposures & the Fantastical in Photography
- Typography, Form & Book Design
- Commercial Photography – Lighting for Portraiture & Still Life
- The Moving Image and Sound
- Creative Writing
- Professional Practice

### Artist in Residence

The SACAC School of Photography offers an artist in residence programme that makes it stand out among photography schools in India. Every year the students travel to Puducherry, away from the dictates of the classroom, to immerse themselves into their craft. This residency provides the students with opportunities to ideate, conceptualize, investigate and execute a project within a short span under the guidance of a professional photographer.

### Annual Photography Exhibition

The last semester of the course allows the students using all the skills acquired during the course to focus on a photo project that best defines their understanding of the photographic art form. The photography course then culminates with an exhibition of this project. An annual affair, the photography exhibition is held in the lush green SACAC campus in Delhi and another leading art and cultural centre. The students are involved in the entire process – that of printing, framing and laying out of the exhibition itself. During the weeklong exhibition, distinguished photographers and magazine and agency editors are invited for interactive sessions with the students and to review their portfolio.

### Annual Volunteer Programme at an International Photography Festival

SACAC School of Photography students get the opportunity to volunteer at an International Photography Festival. In the process the students not only get to experience the workings of a festival hands on, but also interact with international photographers, curators and artists.

### Faculty

Anita Khemka, Course Director

Aditya Arya

Bharat Choudhary

Chandan Gomes

Dhruv Malhotra

Dileep Prakash

Dinesh Khanna

Nishant Shukla

Ram Rehman

Rukminee Guha Thakurta

Sebastian Cortes

### Visiting Artists

Adil Hassan, Altaf Qadri, Amit Mehra, Amit Pasricha, Anastasia Taylor-Lind, Anay Mann, Anshika Verma, Anusha Yadav, Bandeep Singh, Bharat Choudhary, Daniel Berhuelak, Dayanita Singh, Edson Dias, Findlay Merker, Gauri Gill, Gurinder Osan, Harish Tyagi, Kiran Mohan, Kurt Hoerbst, Mahesh Shantaram, Mansi Midha, Manish Swarup, Myriam Meloni, Pablo Bartholomew, Parthiv Shah, Pradeep Dasgupta, Prashant Panjiar, Prashanth Panjiar, Ruhani Kaur, Sacha Goldberger, Samar Jodha, Sohrab Hura, Srinivas Kuruganti, Tanvi Misra, Tarun Khiwal, Vicky Roy and Vivan Sundaram.

For detailed curriculum and faculty profile, visit

<http://www.sac.ac.in>



# ADMISSIONS

## ELIGIBILITY CRITERIA & DESIRED ATTRIBUTES (COURSE WISE)

### Advertising & Public Relations

#### Eligibility

- Bachelor's degree (Graduates in any discipline, including those awaiting their final year result)

#### Desired Attributes

- A creative and innovative bent of mind
- Written and spoken proficiency in English
- Interest in contemporary society and events
- Motivation and persistence to meet one's goals
- An aptitude to work in a team environment

### Audio Engineering & Music Production

#### Eligibility

- Bachelor's degree (or equivalent)
- Limited seats for undergraduates (10+2). Selection strictly on merit

#### Desired Attributes

- A creative and innovative bent of mind
- Interest in music
- Knowledge of basic computer operation
- Orientation towards audio technology and production

### Creative Documentary

#### Eligibility:

- Minimum age for eligibility, 20 years. There is no upper age limit
- Graduation preferred (graduates in any discipline, including those awaiting their final year result/equivalent qualifications/working professionals)
- We particularly encourage individuals who have a keen interest in the arts. Formal training/certification in creative arts is not mandatory

#### Desired Attributes:

- A creative and innovative bent of mind
- Proficiency in at least one language – English or Hindi
- Strong writing skills in English or Hindi
- Keenness for research
- Commitment & motivation for a long-term engagement with the film medium
- Qualities of self-motivation, patience, dynamism, perseverance
- An aptitude to work in a team environment

### Photography

#### Eligibility

- Minimum age for eligibility, 20 years. However, individual cases of age 18+ will be considered after evaluation by an expert panel
- Graduation preferred. (Graduates in any discipline, including those awaiting their final year result/equivalent qualifications/working professionals)

#### Desired Attributes

- A creative and innovative bent of mind
- Passion and curiosity for the visual media and its aesthetics
- Motivation and persistence to meet one's goals
- Knowledge of basic computer operations

### Application Form

The Application Form may be downloaded in PDF format from the website, ([www.sac.ac.in](http://www.sac.ac.in)) or collected from SACAC office.

### Submission of Form

The form, along with the a fee of Rs. 2000/- can be dropped at or couriered to the following address:

**Sri Aurobindo Centre for Arts & Communication Sri Aurobindo Society, New Mehrauli Road, Adhchini, New Delhi - 110 017**

The fee may be paid in cash at the SACAC office or by sending a DD in favour of 'Sri Aurobindo Centre for Arts and Communication' payable at New Delhi.

Applicants will be provided with a copy of the prospectus and a receipt in lieu of payment made.

### Entrance Test

All applicants, except for photography, are required to take a programme specific written exam as part of the selection process.

### Interviews

The interview rounds are the most significant part of the selection process. The goal is to determine suitability and ensure that expectations are aligned to what each programme has to offer. The idea is also to gauge an applicant's enthusiasm and passion for the chosen subject.

### Offer and Admission

Shortlisted candidates will be intimated via email and sent an offer letter at the registered address. They are required to submit the admission fee within the period specified in the offer letter.

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