

ASOM SAFT

Ahalia Campus, Palakkad



Prospectus

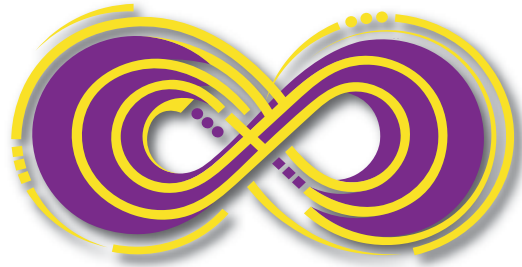


**Ahalia School of
Media Studies and
Future Technologies**

An Initiative of



2024



Prospectus

AY 2024-25

**ASOM
SAFT**

Ahalia School of Media Studies and Future Technologies

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Chairman's Message

At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), we envisage to provide a one-stop solution for the comprehensive requirements in various media sectors. Our modern facilities are designed to help create and refine storytelling with ease with a range of courses in Virtual Production, Animation, VFX, AI Media Arts and Practice, and Extended Reality as well as Diploma and certificate programs in Screenwriting and Screen Acting. With insights from industry experts in South India, students shall gain valuable skills and experience. It's an exciting time to be a part of ASOMSAFT, as we host these innovative courses and contribute to shaping the future of media and technology.

At completion, ASOMSAFT will unveil a new, eco-friendly campus that complements the existing Ahalia campus. This modern facility will blend advanced technology with a green, natural setting, creating an ideal environment for students and enthusiasts of art, media, and cinematography. Designed to be a hub of creativity and innovation, the campus promises to become the most coveted destination in the country for those passionate about these fields, offering a unique blend of modern amenities and environmental harmony.

At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), we're creating a place where the future of media and technology is taking shape. Partake and witness how Ahalia School of Media Studies and Future Technologies (ASOMSAFT) can help you reach your creative goals and grow in your career.

Dr. V. S. GOPAL

Chairman

Ahalia Group

VP Academics' Message

As Kerala becomes an exciting hub for innovation and growth, Ahalia School of Media Studies and Future Technologies (ASOMSAFT) is thrilled to be a key part of the Ahalia Edu Health campus. In these times of brain drain, financial difficulties, and resource shortages, ASOMSAFT shines as a beacon of opportunity, dedicated to turning these challenges into a thriving center for learning and development.

Our goal is to support Ahalia's vision of creating a place where exceptional talent is nurtured and transformed into industry-ready professionals. We are focused on providing valuable knowledge and opportunities that are accessible to everyone.

We invite students and their families to join us on this exciting journey. At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), you will be part of a community that helps you grow, provides you with essential skills, and prepares you for success in the media industry. Take this opportunity to be part of an innovative and emerging field of media education.

RAJITHAN E. P. B.

Vice President (Academics)

Ahalia Group

Vision

To be a leading institution of Global standards in media and technology education with industry connection, inspiring creativity and innovation through a dynamic curriculum and modern facilities, while preparing students to excel in a rapidly evolving global industry.

Mission

Our mission at Ahalia School of Media Studies and Future Technologies (ASOMSAFT) is to provide an exceptional skills and knowledge experience that combines theoretical knowledge with maximum real time exposure and practical application. We are dedicated to equipping students with advanced technology integration to make them industry ready in their respective areas of media production, virtual technologies, and creative arts through hands-on learning and guidance from the industry experts. By fostering a dynamic and collaborative learning environment, we aim to prepare our graduates for thriving careers by acquiring prominent positions in the media and technology fields. As we embark on an exciting new journey with Ahalia Media Park, we're eager for all students to join us in a groundbreaking venue with state of arts facilities which will help your creativity and ideas blossom and bear fruits.

Glimpse into Our programmes

Bachelor of Visual Arts (BVA) Programmes

Virtual Production This area involves creating and manipulating digital environments in real-time, often used in filmmaking and television. Students can explore careers in Film and TV production, virtual reality experiences, and interactive media.

Animation With a focus on both traditional and digital animation techniques, students can prepare for roles in film, television, gaming, and online content creation. The animation industry is growing with opportunities in feature films, TV shows, video games, and advertising.

Extended Reality (XR) XR encompasses virtual reality (VR), augmented reality (AR), and mixed reality (MR). This field is expanding rapidly with applications in gaming, training simulations, interactive experiences, and even virtual events.

A.I. in Media Arts and Practice Artificial intelligence is increasingly being used to create and enhance media content. Students can explore how AI is transforming creative processes, from generating art to automating production tasks, opening new roles in tech-driven media innovation.

Cinematic Visual Effects (CVFX) VFX involves creating digital effects for movies, TV shows, and video games. With the rise of high-definition and immersive media, VFX skills are in high demand for producing realistic and imaginative effects.

Diploma/ Certificate Programmes

Screenwriting **Story Development:** Learn to create engaging and original stories that captivate audiences and meet industry standards.

Character Creation: Develop complex, multi-dimensional characters that drive the narrative forward.

Script Structure: Master the elements of script structure, including plot development, pacing, and scene construction.

Genre Specialization: Explore various genres and styles to tailor scripts for specific audiences and platforms.

Portfolio Building: Create a portfolio of scripts and screenplays to showcase script to potential employers and industry professionals.

Screen Acting **Acting Techniques:** Acquire fundamental and advanced acting techniques, including methods, improvisation, and character analysis.

Performance Skills: Develop skills in physical movement, voice control, and emotional expression to enhance on-screen performances.

Industry Training: Receive training in industry practices, including auditioning, working with cameras, and understanding production processes.

Practical Experience: Participate in hands-on projects, scene work, and film projects to apply skills in real-world scenarios

Specialized Training: Explore additional areas such as traditional and contemporary acting methods, movement choreography, and virtual production techniques.

About Ahalia School of Media Studies and Future Technologies (ASOMSAFT)

Green Campus

Enjoy learning on a beautiful, eco-friendly campus that blends modern technology with a natural, green setting.

Varied Courses

Explore five exciting Bachelor of Visual Arts (BVA) courses, including Virtual Production, Animation, VFX, AI Media Arts, and Extended Reality.

Interactive Learning

Take part in workshops and interactive sessions with professionals to enhance your skills. Get hands-on practice with our immersive facilities and projects.

Special Programs

Gain specialized skills with our diploma and certificate programs in Screenwriting and Screen Acting.

Accomplished Faculty

Learn from experienced professionals and industry experts from South India.

24/7 Campus

Join a lively group of fellow students who share your passion for media and arts, in a 24/7 Campus, allowing students to practice their workflows based on the curriculum.

Career Readiness

Prepare for your future career with a curriculum designed to keep up with industry waves and offer valuable networking opportunities.

The Ahalia School of Media Studies and Future Technology, a dynamic new addition to one of the largest and most picturesque campuses in our nation. Situated within the flourishing expanses of Ahalia's landscape, our campus serves as a sanctuary for creativity, inspiring artists and innovators alike.

ASOMSAFT stands at the forefront of a media revolution, with Bachelor of Visual arts by university partner Medhavi Skills University's recognised by UGC guidelines and enacted by the legislative assembly of Sikkim in Virtual Production, Animation, VFX, A.I. Media Arts and Practice, and Extended Reality.

Our specializations don't stop there; we also provide specialized certification and Diploma programs in Screen Acting and Screenwriting, designed to cultivate the next generation of storytellers. We are a residential college that fosters a close-knit community where students live and learn together in a supportive and academically stimulating environment.

At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), we're a key piece of a bigger dream. Dive into a world where your passion shapes tomorrow's media landscape.

AHALIA CAMPUS

Following its success in the U.A.E., Ahalia Group expanded into India by founding the Ahalia Health, Heritage, and Knowledge Village in Palakkad, Kerala in 2005. This initiative highlights a visionary commitment to health, heritage, and knowledge—values that are preserved from the past, upheld in the present, and passed on for the benefit of future generations.

Ahalia School of Media Studies and Future Technologies (ASOMSAFT)

A Jewel in Ahalia's Largest and
Greenest Campus

Welcome to Ahalia School of Media Studies and Future Technologies (ASOMSAFT), situated within the Ahalia Health, Heritage, and Knowledge Village in Palakkad, Kerala. As part of the largest and greenest Ahalia campus, Ahalia School of Media Studies and Future Technologies (ASOMSAFT) benefits from a rich ecosystem that harmoniously integrates health, heritage, and knowledge themes. Our campus provides a nurturing environment where academic excellence thrives alongside the preservation of natural and cultural heritage. Here, you will experience a unique blend of modern education within a setting dedicated to sustainability and holistic well-being.

Ahalia Heritage Village "Vasudhaiva Kutumbakam" The World as One Family

The Ahalia Health, Heritage, and Knowledge Village campus is gracefully situated at the base of the breathtaking Western Ghats, offering magnificent views of mountains, lush valleys, expansive green fields, and carefully maintained herbal gardens.

At Ahalia Heritage Village, our mission is to preserve and pass on ancient knowledge and skills to the new generation. We are committed to honouring and reviving the traditional creativity and craftsmanship of our ancestors.

Granite Sculpture Park

An extension of
the dynamic vision

Granite Sculpture Park features more than thirty large sculptures, some reaching up to 20 feet tall. The park's theme focuses on womanhood and includes statues of figures from Indian myths and legends, such as Ahalia, Draupadi, and Kannagi.

<https://www.ahaliaheritagevillage.org/>

Medhavi Skills University

About MSU Medhavi Skills University (MSU), established by the 2021 Sikkim Act and recognized by the UGC, offers industry-led, skill-embedded programs for youth employment. Our tech-integrated, NEP 2020-aligned framework implements Outcome-Based Education (OBE) with competency-driven curricula, industry training, and innovative teaching. MSU collaborates with corporates on curriculum design, program delivery, and practical training.

MSU Chancellor's Message

“MSU’s goal is to unlock the human capital by leveraging the demographic dividend of India to bridge the skill gap, enhance employment and entrepreneurship for Indian youth. We are dedicated to providing lifelong skilling, reskilling and upskilling opportunities for all to continuously upgrade their skills in line with the evolving times and technologies.”

PRAVESH DUDANI

Founder & Chancellor

Medhavi Skills University

Bachelor of Visual Arts Programmes in-depth

Virtual Production

Virtual Production is revolutionizing the filmmaking industry by integrating real-time rendering, advanced visual effects, and virtual environments. This cutting-edge technology enables filmmakers to blend live-action footage with CGI in real-time, offering unparalleled creative control and efficiency. It marks a transformative shift similar to the transition from analog to digital filmmaking, allowing for more immersive and dynamic scenes. The shift from analog to digital filmmaking enhanced visual storytelling through better quality, flexibility, and cost-efficiency. Virtual Production continues this evolution by allowing real-time visualization of complex scenes, interaction with digital elements, and immediate adjustments during shooting. This reduces reliance on green screens and post-production, streamlining the filmmaking process and fostering more collaborative and creative environments. Learning these skills opens up career opportunities in film, television, gaming, and advertising, positioning individuals at the forefront of a rapidly evolving industry.

The Bachelor of Visual Arts (BVA) in Virtual Production at Ahalia School of Media Studies and Future Technologies (ASOMSAFT) is designed to provide students with essential knowledge and practical skills. The curriculum includes real-time rendering, motion capture, VR, AR, MR, and industry-standard tools like Unreal Engine and Unity. Students will gain hands-on experience with advanced equipment, including LED volumes and motion capture systems, and have access to an international standard Virtual Production Volume. The program emphasizes creativity, innovation, and industry readiness.

Course Structure

Semester 1: This semester provides a comprehensive introduction to media and film fundamentals, laying the groundwork for your journey into Virtual Production.

Cinema Foundation Course

Semester 2: Introducing the basics of Virtual Production, digital imaging, computer graphics, 3D modeling, and XR technologies.

Introduction to Virtual Production

Key Topics:

- Introduction to Virtual Production
- Digital Imaging and Computer Graphics
- 3D Modeling and Animation

Semester 3: Deepening skills in Unreal Engine, asset creation, virtual camera techniques, lighting, and motion capture.

Virtual Production Tools and Techniques

Key Topics:

- Advanced Unreal Engine
- Virtual Camera Techniques
- Lensing & Lighting in Virtual Environments
- Motion Capture and Animation

Semester 4: Focusing on practical aspects like asset creation, shooting plates, 360-degree cinematography, and acting for Virtual Production.

Practical Application and Techniques

Key Topics:

- Asset Creation/Acquisition
- Shooting Plates for Virtual Production
- 360 Degree Cinematography
- Acting for Virtual Production

Semester 5: Exploring live Virtual Production workflows, Technical Direction, ICVFX, Soundscape design, and Advanced motion capture.

Advanced Workflow and Technical Direction

Key Topics:

- Live VP Workflows
- Virtual Production Technical Direction
- In-Camera Visual Effects (ICVFX)
- Advanced Motion Capture and Animation
- Semester 6 : Production and Final Year Project
- Dedicated to producing a final year project.

Semester 6 : Production and Final Year Project Dedicated to producing a final year project, demonstrating comprehensive skills in managing and executing a Virtual Production.

Key Topics:

- Producing for Virtual Production
- Final Year Project: Concept to Completion

Semester 7 + 8 : On-Job Training (OJT) Module, providing real-world experience in a production environment.

Number of Seats: 20

Eligibility for Admission Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

- Job Opportunities:**
- **Virtual Production Supervisor:** Oversees the entire virtual production process, ensuring seamless integration of live-action and digital elements.
 - **Real-Time Visual Effects Artist:** Creates and integrates real-time visual effects to enhance on-set footage.
 - **Virtual Production Coordinator:** Manages the logistics and coordination of Virtual production projects.
 - **Virtual Camera Operator:** Operates virtual cameras to capture scenes within virtual environments.
 - **Virtual Production Pipeline Engineer:** Develops and maintains the technical pipeline for virtual production workflows.
 - **Environment Artist for Virtual Production:** Designs and creates digital environments and assets for virtual scenes.
 - **Digital Set Designer:** Constructs detailed digital sets and backgrounds for use in virtual productions.
 - **Virtual Production Asset Manager:** Oversees and organizes digital assets used in virtual production.
 - **Live Compositing Artist:** Combines live-action and digital elements in real-time to produce final images.
 - **Virtual Production Artist:** Contributes to various aspects of virtual production, including scene design and asset creation.
 - **Motion Capture Technician:** Captures and processes movement data for integration into digital characters.

- **3D Modeller** : Creates three-dimensional models for virtual environments and assets.
- **Compositing Artist**: Integrates multiple visual elements into a cohesive final image.
- **Previsualization (Previs) Artist**: Prepares visualizations of scenes to plan and visualize complex shots.
- **VP Technical Director**: Manages technical aspects of virtual production, ensuring smooth operation of equipment and software.
- **Interactive Media Designer**: Develops interactive elements and experiences within virtual environments.
- **Virtual Set Designer**: Designs and creates virtual sets for filming and production.
- **Cinematic Animator**: Animates characters and elements to produce engaging cinematic sequences.
- **Game Designer**: Designs and develops interactive game environments and mechanics.
- **Digital Matte Painter** : Creates detailed digital backgrounds and environments to enhance scenes.
- **LED Volume Technician**: Operates and maintains LED volumes used for immersive virtual production settings.
- **Virtual Art Department (VAD) Artist**: Supports the art department with virtual designs and asset creation for productions.

Extended Reality

Extended Reality (XR) encompasses Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). These immersive technologies are revolutionizing interactions with digital content, offering novel opportunities across various fields including entertainment, education, and healthcare. XR enables users to experience and manipulate digital environments in innovative ways, leading to new possibilities for storytelling, learning, and engagement. In education, XR facilitates interactive learning, making complex subjects more accessible. In healthcare, it offers advanced training methods for medical professionals and supports surgical procedures. In entertainment, XR introduces new forms of storytelling and gameplay, creating dynamic and engaging virtual worlds. Expertise in XR tools and concepts is crucial for making a significant impact in today's digital landscape.

At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), the Bachelor of Visual Arts (BVA) in Extended Reality is tailored to provide students with in-depth knowledge and hands-on experience in XR technologies. The course covers VR, AR, and MR, focusing on their diverse applications and preparing students for various career paths. Students will engage in practical training with industry-standard tools and technologies, such as VR headsets, AR devices, motion capture systems, and 3D modeling software. The program emphasizes creativity and innovation, encouraging students to explore new applications of XR in storytelling, education, and training.

Course Structure

Semester 1 : Cinema Foundation Course

This semester provides a comprehensive introduction to media and film fundamentals, laying the groundwork for your journey into Extended Reality.

Semester 2 : Introduction to Extended Reality

Introducing the basics of Extended Reality, defining XR, understanding XR hardware, and the fundamentals of 3D modeling and animation.

Key Topics:

- Introduction to Extended Reality
- Defining XR
- Understanding XR Hardware
- Fundamentals of 3D Modelling and Animation
- Introduction to XR Development Platforms

Semester 3 : Immersive Storytelling and Content Creation

Exploring immersive storytelling, narrative design, and content creation in XR, with practical case studies and projects.

Key Topics:

- Immersive Storytelling in XR
- Case Studies and Projects
- Immersive Narrative Design
- Scripting & Storyboarding for Immersive Medium
- 360° Soundscapes
- XR Content Creation
- Photogrammetry, 3D Data Acquisition - LiDAR

Semester 4 : Creating Immersive Content

Focusing on creating immersive content for VR, AR, and MR, along with UI and UX design for XR applications.

Key Topics:

- Creating Immersive Content for VR, AR, and MR
- User Interface (UI) Design for XR
- User Experience (UX) Design for XR

Semester 5 : Advanced XR Techniques and Research

Advanced programming for XR using AI, high-fidelity content creation techniques, exploring emerging XR technologies, and conducting research projects.

Key Topics:

- Advanced XR Programming Using AI
- High-Fidelity XR Content Creation Techniques
- Exploring Emerging XR Technologies
- Conducting XR-Related Research Projects

Semester 6 :
**Immersive
Design Project and
Portfolio Development**

Developing a comprehensive project and portfolio in an immersive medium.

Key Topics:

- XR Application Deployment and Optimization
- XR Project and Portfolio Development

Semester 7 & 8 : On-Job Training (OJT)

Number of Seats: 20

Eligibility for Admission Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Job Opportunities:

**Roles in
Virtual Reality (VR):**

- **VR Developer:** Designs and programs interactive VR experiences, focusing on functionality and user engagement.
- **VR Content Creator:** Creates engaging and immersive content for VR platforms, including visuals, audio, and narrative elements.
- **Immersive Experience Designer:** Crafts and conceptualizes comprehensive VR environments and experiences that captivate users.
- **VR Game Designer :** Develops VR games, including gameplay mechanics, storylines, and immersive interactions.
- **VR Simulation Specialist:** Designs and builds realistic simulations for training, education, or entertainment using VR technology.
- **VR Technical Artist:** Bridges the gap between art and programming in VR, ensuring visual assets are optimized for performance.
- **VR User Interface (UI) Designer:** Creates intuitive and interactive user interfaces for VR applications.
- **VR User Experience (UX) Designer:** Enhances the overall user experience in VR by focusing on usability, interaction, and user satisfaction.
- **VR Hardware Specialist:** Develops, tests, and maintains the physical hardware components used in VR systems.

Roles in Augmented Reality (AR) :

- **AR Content Creator:** Develops engaging AR content, including graphics, animations, and interactive elements.
- **AR Technical Artist:** Ensures AR visual assets are optimized and integrate seamlessly with AR platforms.
- **AR Experience Designer:** Designs interactive AR experiences that blend digital content with the real world.
- **AR User Interface (UI) Designer:** Creates user interfaces specifically tailored for AR environments.
- **AR User Experience (UX) Designer:** Focuses on improving the usability and overall experience of AR applications.
- **AR Marketing Specialist:** Promotes AR technologies and applications, crafting marketing strategies and campaigns.
- **AR Hardware Specialist:** Develops and maintains hardware solutions for AR systems.

Roles in 360° Video

- **360° Video Producer :** Oversees the creation and production of 360° video content from concept to final output.
- **360° Video Director :** Directs the filming and production of 360° video projects, ensuring creative vision and technical execution.
- **360° Video Editor :** Edits 360° video footage, focusing on stitching, color correction, and narrative coherence.
- **360° Content Creator:** Produces and curates engaging content specifically for 360° video platforms.
- **360° Cinematographer :** Captures immersive 360° video footage, focusing on camera techniques and composition.
- **360° Video Post-Production Specialist :** Handles the technical aspects of 360° video post-production, including stitching and visual effects.
- **360° Video Technical Director :** Manages the technical production aspects of 360° video, ensuring high-quality output.
- **Interactive 360° Video Developer:** Creates interactive elements within 360° video experiences, allowing user interaction and engagement.
- **360° Sound Designer :** Designs and implements spatial audio for 360° video to enhance immersion and realism.

Roles in Virtual Reality (VR):

- **XR Project Manager:** Manages and coordinates XR projects, overseeing timelines, resources, and team collaboration.
- **XR Researcher:** Conducts research on XR technologies, trends, and user behaviour to inform development and innovation.
- **XR Training Specialist:** Develops and delivers training programs on XR technologies and applications.
- **Simulation Designer:** Creates detailed simulations for training, entertainment, or educational purposes across various platforms.
- **Interactive Media Specialist:** Designs and develops interactive media experiences, integrating various digital technologies.
- **Photogrammetry Specialist:** Uses photogrammetry techniques to create 3D models and environments from real-world images.

BVA in

A.I. Media Arts and Practice

This pioneering program doesn't just teach; it transforms and explores the magic of creation. Students will dive deep into the realms of machine learning and generative AI, learning to harness these powerful AI tools to push the boundaries of artistic expression. From crafting AI-generated art and designing interactive installations to developing intelligent content creation systems and revolutionizing filmmaking with AI, the possibilities are limitless.

Join us in shaping the future of creative expression. In a world where AI is redefining the boundaries of what's possible, AIMAP graduates will be the ones pushing those boundaries even further. Be more than just an artist or a technologist – become a pioneer in the AI-driven creative revolution.

The Bachelor of Visual Arts in A.I. Media Arts and Practice (AIMAP) is a groundbreaking, first-of-its-kind four-year program that stands at the forefront of the digital revolution. As the world's only course integrating AI, media, and art at this level, AIMAP is designed to sculpt the next generation of creative technologists and digital visionaries.

Course Structure

Semester 1: This semester provides a comprehensive introduction to media and film fundamentals, laying the groundwork for your journey into AI Media Arts and Practice.
Foundation Course on Media and Film

Semester 2: Begin your exciting journey into the intersection of artificial intelligence and creative arts. You'll gain hands-on experience with AI tools revolutionizing the media landscape and learn the basics of creative coding to build interactive web applications.
Introduction to A.I. in Media

Key Topics:

- Foundations of AI in Media
- Arts and Design for AI Media
- Data collection and processing (Text and Image)
- Creative coding fundamentals for AI Media
- Digital Media Production and AI Tools
- Ethics in AI and Media
- Creative project management

Semester 3: Explore how AI enhances audio and visual effects, interactive design, and digital storytelling. You'll develop skills in data visualization and web/mobile app development, crucial for today's digital media environment.
A.I. Applications in Interactive Media

Key Topics:

- Machine Learning for Media Applications
- Natural Language Processing for Media
- Interactive Media Design
- Advanced creative coding for AI Media
- Visual Storytelling with AI
- AI Media Lab projects (Audio and Video)

Semester 4: Dive deeper into machine learning applications for media and learn to safely execute an AI application in a controlled environment. Learn to build AI for custom Animation and Visual Effects use cases.
Advanced A.I. Techniques for Media

Key Topics:

- Custom AI applications for Media projects
- AI-driven Animation and VFX
- Interactive Storytelling with AI
- Data management solutions for individual and organization
- Introduction to safe AI deployments for scalable, commercial and ethical use cases

Semester 5 :
**A.I. in Immersive
and Social Media**

Gain hands-on experience with basics of Virtual Reality (VR), Augmented Reality (AR), Mixed Reality(MR), Experiential Reality (XR) and the potential use cases of AI in them. Explore AI's role in advertising, marketing, and cinematography while delving into natural language processing for media. Gain hands-on experience with virtual and augmented reality basics and AI-driven content creation.

Key Topics:

- Advanced AI for Creative Industries
- Immersive AR, VR,MR, XR media experiences
- AI in Advertising and Marketing
- AI-Enhanced Cinematography and Film Production
- Emerging Technologies in Media Arts
- AI for Social Media Analytics

Semester 6 :
**A.I. in
Real World Applications**

Focus on using AI to streamline and enhance cross-platform media production and distribution. Explore emerging technologies in media arts and their potential applications, preparing you to be an innovator in the field. Market study to expand the possibilities of AI to other industries like healthcare and education. Ideate, build and execute AI solutions for real world problems.

Key Topics:

- AI for social impact
- Social and Ethical entrepreneurship in AI Media
- Future Trends in AI and Media
- Final Project for AIMAP

Semester 7 & 8 :
**Industry
Collaboration Project**

These final two semesters are dedicated to a year-long AI related industry collaboration project, allowing you to apply your cumulative knowledge in a real-world setting.

Key Topics:

- Advanced Project in AI Media Arts
- AI Media Ethics and Governance
- Professional Practice and Portfolio Development
- Capstone Project in collaboration with industry partners

Number of Seats: The program offers 20 seats for the academic year 2024-25.

Eligibility of Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme. Strong aptitude for A.I, Arts and technology.

Throughout the Course,
You'll engage in:

- Hands-on projects that apply AI to real-world media challenges
- Workshops led by industry professionals
- Guest lectures from AI and media experts
- Ethical considerations in AI media development
- Building a professional portfolio showcasing your AI media projects

Job Opportunities:

- AI Media Designer
- Creative Technologist (AI)
- AI Content Creator
- Interactive Media Developer (AI)
- AI Visual Effects Artist
- Data Visualization Specialist (AI)
- AI Game Designer
- Media Innovation Consultant
- AI-Assisted Filmmaker
- Digital Marketing Strategist (AI)
- AI Experience Designer
- AI Ethics Officer in Media Organizations
- AI Journalism Specialist
- Media Analytics Expert
- AI-driven Advertising Creative
- AI Designers
- AI Media Analysts
- AI Application Developers
- AI Media Strategists
- AI Media Solution Architects
- AI Creative Directors

Animation Film Design

Animation is a fundamental element of modern entertainment, unlocking endless creative possibilities and storytelling avenues. It captivates audiences worldwide with characters like Woody and Buzz Lightyear from Toy Story, and Carl Fredricksen from Up, while also bringing to life adventures such as those in Kung Fu Panda and Narnia. The Animation Film Design program is crafted to harness the full potential of animated filmmaking, providing a vibrant platform for creativity and innovative storytelling. The animation industry is a multi-billion-dollar sector that spans film, television, gaming, advertising, and more. With global revenues reaching USD 394.6 billion in 2022 and a projected CAGR of 5%, the industry is expected to grow to USD 528.8 billion by 2030.

At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), the Bachelor of Visual Arts (BVA) in Animation Film Design provides students with comprehensive knowledge and practical skills in animation. The program covers a wide range of animation techniques and technologies, including traditional methods, motion capturing, game engines, AI, and virtual production.

The Animation Film Design program aims to unlock the immense potential of animation in filmmaking, fostering creative expression and entertainment. Students benefit from hands-on training and exposure to advanced industry tools and technologies. The program emphasizes both technical proficiency and creative development, encouraging students to explore animation as a cinematic medium and develop their unique artistic style.

Course Structure

Semester 1: This semester provides a comprehensive introduction to media and film fundamentals.
Foundation Course on Media and Film

Semester 2: **Key Topics:**

- Appreciation of Art and Animation
- Aesthetics in Animation Film Direction
- Art of Visual Storytelling
- Fundamentals of Drawing
- Visual Design
- External Workshop: Illustration

Semester-End Project: Graphic Novel & Motion Comics

Semester 3: **Key Topics:**

- Animation: Story to Screen
- Elements of Film Direction
- Principles of Animation
- Figure in Motion (Life Drawing + Dynamic Poses)
- Writing for Animation: Theory and Practice
- Motion Graphics
- External Workshop: Advertisement (Non-Rigged Clay or Other Physical Medium)

Semester-End Project: Explainer Videos Using Motion Graphics

Semester 4: **Key Topics:**

- Acting for Animation
- Performance : 2D Digital Space
- Character Design
- Animation and Society
- Environment Design
- External Workshop: Art Direction

Semester-End Project: Hybrid Animation Short Film

Semester 5: **Key Topics:**

- Production Design and Management
- Performance : 3D Digital Space
- Mastering Lighting, Rendering, and Compositing Critical Thinking and New Trends in Animation
- Pitch Camp

Semester-End Project: 3D Animation Short Film

Semester 6 : Key Topics:
Project Work

- Final Animation Project
- Collaborative Project with VFX Department
- Showreel Submission

Semester 7 & 8 : Industry Collaboration Project On-Job Training (OJT) Module: Work in a production environment, gaining real-world experience and practical insights into the industry.

Number of Seats: The program offers 20 seats for the academic year 2024-25.

Eligibility for Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Job Opportunities:

- Animation Industry Roles:**
- **Character Animator:** Creates the movement and performance of characters, bringing them to life with expressive animations.
 - **Background Artist:** Designs and paints the backgrounds and environments in animated scenes.
 - **Storyboard Artist:** Illustrates scenes and sequences to plan out the visual storytelling and animation flow.
 - **Game Animator:** Develops animations specifically for video games, including character actions and game interactions.
 - **Character Rigger:** Builds skeletal structures and rigs for characters to facilitate smooth and flexible animation.
 - **Environment Artist:** Creates detailed and immersive environments and settings for animation projects.
 - **Motion Graphics Designer:** Designs animated graphics and visual effects for multimedia and video content.
 - **Visual Effects (VFX) Artist:** Creates and integrates visual effects into animation to enhance realism and impact.
 - **3D Modeller:** Constructs three-dimensional models of characters, objects, and environments for animations.
 - **Educational Animator:** Creates animations specifically designed for educational content and learning materials.
 - **UI/UX Animator:** Animates user interfaces and interactions to enhance user experience in digital products.
 - **Web Animator:** Develops animations for web applications and websites, including interactive elements and visual enhancements.
 - **Medical Animator:** Produces animations for medical and scientific visualization, explaining complex concepts and processes.

3D Animation Industry Roles:

- **Corporate Animator:** Creates animations for corporate branding, training, and promotional materials.
- **Freelance Animator:** Works independently on various animation projects, offering flexibility and diverse skills.
- **Independent Creator:** Develops and produces original animation content, often for personal projects or niche markets.
- **Animation Director:** Oversees the animation process, guiding the creative vision and ensuring the quality of animations.
- **VR/AR Animator:** Creates animations specifically for virtual and augmented reality experiences.
- **3D Animator:** Animates characters and objects in a three-dimensional space, focusing on realistic and expressive movements.
- **3D Modeller:** Creates and textures 3D models used in animation, gaming, and visual effects.
- **Rigging Artist:** Develops and applies rigs to 3D models to allow for flexible and realistic animation.
- **Texture Artist:** Applies textures and materials to 3D models to give them detailed and realistic appearances.
- **Lighting Artist:** Designs and implements lighting setups to enhance the visual mood and realism in 3D scenes.
- **Shading Artist:** Creates shaders and materials for 3D models to simulate various surface properties and effects.
- **Compositor:** Combines rendered layers and elements to create the final image or sequence in animation.
- **Visual Effects (VFX) Artist:** Adds visual effects such as explosions, weather, and magic to enhance 3D animations.
- **Layout Artist:** Plans and sets up the visual composition and camera angles for 3D scenes and animations.
- **Storyboard Artist:** Develops storyboards to map out the visual sequence and action of 3D animations.
- **Pre-visualization (Previs) Artist:** Creates preliminary versions of scenes to visualize and plan complex sequences.
- **Technical Director (TD):** Manages technical aspects of animation production, including tools, pipelines, and problem-solving.
- **Animation Supervisor:** Oversees the animation team, ensuring consistency and quality throughout the animation process.
- **Art Director :** Guides the visual style and artistic direction of animation projects.
- **Production Coordinator:** Manages the logistics and scheduling of animation production, ensuring smooth workflow.

2D Animation Industry Roles:

- **2D Animator:** Creates animations using two-dimensional techniques, focusing on character movement and visual storytelling.
- **Storyboard Artist:** Illustrates the sequence of scenes and key actions for 2D animation projects.
- **Background Artist:** Designs and paints backgrounds and settings for 2D animations.
- **Character Designer:** Develops the appearance, personality, and style of characters in 2D animations.
- **Layout Artist:** Designs and arranges backgrounds and character placements within scenes for 2D animation.
- **Key Animator:** Creates the primary frames of animation to establish the major movements and poses.
- **In-between Animator (In-betweener):** Fills in the intermediate frames between key poses to create smooth motion.
- **Clean-up Artist:** Refines and finalizes the animation frames, ensuring clean and consistent line work.
- **Colourist:** Adds colour to the cleaned-up animation frames, matching the design and mood of the project.
- **Compositor:** Combines various elements of 2D animation to create the final visual product.
- **Animation Supervisor:** Oversees the 2D animation process, ensuring quality and adherence to the artistic vision.
- **Art Director:** Directs the overall visual style and aesthetic of 2D animation projects.
- **Production Coordinator:** Handles the organizational aspects of 2D animation production, including scheduling and resource management.
- **Effects Animator:** Creates special effects and animation effects, such as explosions or weather, in 2D animation.
- **Character Rigger:** Sets up rigs for 2D characters to enable smooth and flexible animation.

Cinematic Visual Effects (CVFX)

Visual Effects (VFX) have been a fundamental aspect of movies and various other video-related content for the past two decades. They play a crucial role across diverse visual platforms, including web series, television, gaming, advertisements, e-learning, industrial and architectural visualizations, research and development, medical fields, and automotive industries. VFX encompasses a wide range of techniques including 2D and 3D animation, motion graphics, and modern aspects like virtual production, AR, VR, and XR. Technological advancements in VFX have allowed for the realization of previously unimaginable visual concepts in films and series, with iconic examples such as Jurassic Park, Titanic, The Matrix, Avatar, Star Wars, and popular series like Game of Thrones showcasing its transformative impact on visual storytelling.

The Bachelor of Visual Arts (BVA) in Cinematic Visual Effects at Ahalia School of Media Studies and Future Technologies (ASOMSAFT) is designed to equip students with both the technical and creative skills required for a successful career in the VFX industry. The program emphasizes hands-on experience, allowing students to tackle high-level VFX challenges and develop a skill set that is crucial for advancing in the field. The VFX market is projected to grow at a CAGR of 8.05% from 2023 to 2028, offering ample opportunities for skilled professionals. The curriculum is designed to foster both technical proficiency and creative excellence, preparing students for advanced roles in the industry.

Course Structure

Semester 1: This semester provides a comprehensive introduction to media and film fundamentals.
Foundation Course on Media and Film

Semester 2: **Key Topics:**
Introduction to Cinematic Visual Effects

- History of Visual Effects
- Production Workflow
- CGI Foundation & Introduction to Compositing
- Drawing Fundamentals
- Visual Storytelling
- Visual Design
- External Workshop: Illustration

Semester-End Project: Graphic Novel & Motion Comics

Semester 3: **Key Topics:**
Core VFX Skills

- VFX Workflow
- Storyboarding & Its Approach in VFX
- Elements of Film Direction
- Compositing Techniques 01
- Animation Fundamentals
- Advertisement
- Motion Graphics
- Typography & Image Process (Vector)
- External Workshop: Advertisement

Semester-End Project: Stop-motion Ad Film

Semester 4: **Key Topics:**

- Writing for VFX
- Miniature Set Creations
- Photogrammetry
- Animation for VFX
- Look Development
- 3D Dynamics 01
- Introduction to Unreal Engine
- Compositing Techniques 02
- Concept Project: Ideation

Semester-End Project: Concept Project

**Semester 5 :
Specialization and
Application**

Key Topics:

- 3D Dynamics (Fluid)
- Matte Painting & Set Extension
- 3D Tracking & Match moving
- Compositing Techniques 03
- Practical Effects
- Virtual Production 01

Semester-End Project: Group Project (Combined Project)

**Semester 6 :
Project Work**

Key Topics:

- Compositing Techniques 04 (Stereoscopy)
- Environment Design (Virtual Production 02)
- Pitch Camp
- Portfolio 02

Semester end Project : Collaborative Project with Animation

**Semester 7 & 8 :
Industry
Collaboration Project**

On-Job Training (OJT) Module, providing real-world experience in a production environment.

Number of Seats: The program offers 20 seats for the academic year 2024-25.

Eligibility for Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Job Opportunities:

- **VFX Supervisor:** Oversees the visual effects team and ensures the integration of VFX with live-action footage.
- **VFX Producer:** Manages budgets, schedules, and resources for VFX projects.
- **VFX Artist:** Creates visual effects elements, including explosions, magic, and other digital effects.
- **Compositor:** Combines various visual elements into a seamless final image.
- **VFX Coordinator:** Coordinates between departments and manages the flow of VFX tasks and assets.
- **FX Artist:** Specializes in creating and implementing dynamic effects like fire, smoke, and water.
- **VFX TD (Technical Director):** Develops and maintains the technical aspects of VFX production pipelines.
- **Simulation Artist:** Creates realistic simulations of natural phenomena like fluids and cloth.
- **Previs Artist:** Prepares preliminary visualizations to plan

complex scenes and effects.

- **Matte Painter:** Creates detailed backgrounds and environments that are integrated into live-action shots.
- **Roto Prep Artist:** Manually traces over footage to create realistic matte masks for compositing.
- **VFX Generalist:** Handles a variety of VFX tasks across multiple disciplines, from modeling to compositing.
- **VFX Pipeline Supervisor:** Oversees the VFX production pipeline, ensuring smooth workflow and efficiency.
- **VFX Consultant:** Provides expert advice on the technical and creative aspects of VFX projects.
- **Creative Director:** Leads the creative vision for VFX projects, ensuring alignment with the overall project goals.
- **VFX Editor:** Edits and integrates VFX shots into the final edit of a film or project.
- **CG Generalist:** Works on a range of computer-generated tasks, including modeling, texturing, and rendering.
- **Lighting Artist:** Designs and implements lighting setups for CG scenes to achieve desired visual effects.
- **Mocap Artist:** Captures and processes motion data to animate digital characters and objects.
- **Match-moving Artist:** Tracks and integrates digital elements into live-action footage to maintain spatial consistency.
- **VP Compositor (Virtual Production Compositor):** Combines virtual and live-action elements in real-time during virtual production.
- **CG Set Designer:** Creates and designs virtual environments and sets for use in CG and VFX.

Diploma/Certificate Programmes in-depth

Screenwriting

In the rapidly evolving landscape of screenwriting, adapting to technological advancements and industry shifts is crucial. This one-year course is designed to equip writers with the skills and insights needed to craft compelling scripts that resonate in today's tech-driven entertainment industry.

This comprehensive course is designed for aspiring screenwriters who want to deepen their understanding of narrative structure, character development, and the unique elements of writing for film and web series. Throughout the course, you'll explore a range of topics, including the poetics of storytelling, the nuances of cinematic language, and the art of pitching your work.

Course Structure

Semester 1: Key Topics:

- Introducing the basic principles of filmmaking
- Poetics and Rasa theory
- Basics of Formatting a screenplay
- Understanding Hero's Journey
- Structure of the Screenplay, 3-Act, 5-Act and beyond

Semester 2: Key Topics:

- Theme and Symbolism in Films
- Understanding characterization in screenplay
- Crafting Dialogue
- The Narrative world of Web Series
- Techniques of Adaptation
- Exploring the genres in films

Number of Seats: 12

Eligibility for Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Diploma in

Screen Acting

This intensive training program focuses on advanced acting techniques for camera and screen media. Through hands-on experience with expert practitioners from traditional and contemporary cinema, students will receive rigorous studio-based training, emphasizing core skills in voice, body, and mind.

The course utilizes Psychophysical Acting, inspired by Stanislavski and post-Stanislavskian practices, and provides long-term mentorship with industry professionals. This unique program in India covers acting for camera, virtual production, animation, action choreography, contemporary dance, classical and stylized acting, and performance analysis.

Spanning two terms (40 weeks total), the course includes a foundational first semester and an advanced second semester, culminating in a diploma film and a short film project for industry showcase. Students also spend the first four weeks learning filmmaking basics alongside peers from related fields. Daily film screenings will enrich their understanding of acting craft, literature, and cinema.

Course Structure

Semester 1: Foundation and Practical Training

Key Topics:

- Mindfulness and Traditional Martial Art: Yoga, meditation, and martial arts for mind-body balance.
- Voice, Speech, and Music: Phonetics, speech, monologues, and vocal training.
- Realistic and Nava Rasa Acting: Stanislavski fundamentals and ancient Indian acting techniques.
- Movement Choreography and Makeup: Dance project with virtual production and makeup skills.
- Mime, Commedia dell'arte, and Scene Work: Stylized theatre forms and scene projects with virtual production.
- Script and Character Analysis: Character development through script study.

Semester 2: Advanced Screen Acting & Professional Preparation

Key Topics:

- **Acting for Camera and Direction:** Camera acting and directing sessions.
- **Virtual Production and Action:** Motion capture techniques and stunt training.
- **Contemporary Dance and Advanced Acting:** Dance styles and detailed acting practice.
- **Performance Analysis and Psychological Gestures:** Study of performances and character psychology.
- **Character Study and Modeling/Photo Shoot:** Real-life character observation and styling.
- **Comedy and Realistic Scene Work:** Comedy practice and recorded scene projects.
- **Master Classes and Audition Techniques:** Industry expert sessions and mock auditions.
- **Professional Preparation and Final Diploma Film:** Profile development and final project showcase.

Number of Seats: 16

Eligibility for Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Weekend Certification Course in

Screenwriting

This weekend course is designed for anyone with a passion for storytelling and a dream of seeing their narrative on screen. Whether you're a working professional, student, or homemaker, this course will help you transform your story ideas into polished, industry-standard screenplays, regardless of your background or experience level.

From Aristotle to AI, explore the principles of storytelling, from classical theories to modern narrative techniques. Develop the skills needed to craft compelling stories across various formats, including short films, feature films, and web series.

Join us to discover the art and craft of screenwriting and unlock your potential to create engaging, professional-quality screenplays.

Course Structure

Semester 1: Key Topics:

- Understanding the Basic Principles of Filmmaking
- Screenplay and Various Forms of Literature
- Rasa Theory and Aristotle's Poetics in Screenwriting
- Exploring the Three-Act Structure
- The Hero's Journey
- Developing Characters
- Understanding Non-Narrative Cinema
- Formulating Ideas for Feature Films and Web Series

Semester 2: Key Topics:

- Understanding Genres
- Theme and Symbolism in Screenwriting
- Analyzing Groundbreaking Screenplays
- Writing Dialogue
- The Art of Adaptation
- Writing a Short Film
- Mentorship for Writing a Feature-Length Screenplay

Number of Seats: 12

Eligibility for Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Screen Acting

The Weekend Certificate Course on Acting at Ahalia Film School is a comprehensive 100-day program designed for aspiring actors. The course focuses on skill development for new-age cinema, integrating both traditional and modern acting techniques. It prepares students to explore their unique qualities and enhances their ability to portray characters on screen with confidence and depth.

This course is structured into four equal modules, each spanning 10 weekends. Every 10th weekend will include an extended class that continues through the subsequent five weekdays, totaling a full week of intensive training. This extended session is dedicated to advanced topics, including XR (Extended Reality), traditional acting methods, and methodical approaches. Students will have the opportunity to work with scripts, directors, and co-actors, gaining practical experience and developing their craft.

Course Structure

Semester 1: Actor Preparation :

Module 1 INTRODUCTION TO EXPLORING THE UNIQUE ACTOR - BODY& MIND

- Systematic Training for Body & Mind Awareness
- Developing Skills like Observation, Imagination, Memory
- Physicality, Psychology & Emotion

Module 2 Script & Character Development

WORKING WITH SCRIPT - IN DEPTH ANALYSIS

- Character/Role Play
- Text & Voice
- Finding the Physicality of the Role: Muscular Energy & Character Pathway
- Improvisations & Scene Work

Preparing Actors for New Technologies

- Acting for Green Screen & Virtual Production
- Acting for Animation Movies
- Motion Capture Techniques for Actors

Module 3
PHYSICALITY
& PSYCHOLOGY

Training to Face the Camera

- Acting for Camera
- Makeup & Costume
- Working on Orders/Between Action & Cut

Module 4
INDUSTRY READY
APPROACH &
INTERACTIVE SESSIONS

Shooting Sample and Analyzing:

- Audition Techniques
- Self-Taping

Classes from Masters & Industry Professionals

- Regular Screenings of Classic and World Movies
- Interactions
- Workshops & Master Classes from Working Professionals and Subject Experts

Module 4
INDUSTRY READY
APPROACH &
INTERACTIVE SESSIONS

Shooting Sample and Analyzing:

- Audition Techniques
- Self-Taping

Classes from Masters & Industry Professionals

- Regular Screenings of Classic and World Movies
- Interactions
- Workshops & Master Classes from Working Professionals and Subject Experts

Number of Seats: 16

Eligibility for Admission: Intermediate (12th pass), based on your 12th board results, you can enroll in this programme.

Admission Process

To learn more and start your application, read through all details including all the requirements on how to apply and what's required. If you have any questions or need help, our admissions team is here to assist you.

Upon interest enquiry you may request the application form. On filling the requirement, we will be starting the Google meet sessions organized to clear doubts, have a dialogue between the faculty and the students. Listed below are the proof/documentation required while applying.

- 1. Passport size photographs** - Keep a soft copy of your latest photograph. In the dimensions of to be uploaded as jpg.
- 2. Personal Identification:** Provide a government-issued ID, such as a passport, driver's license, or national ID card.
- 3. Academic Records:** Submit transcripts or report cards/ Marksheets from previous educational institutions.
- 4. Proof of Address:** Provide documents like utility bills or rental agreements confirming your current address.

Subsequently based on the application and date set to Application form closing, the Knowledge based test (open book format) date shall be released. A 6-hour time window will be allowed to submit the test. The next week will include, intimation and slot booking, to understand the logistics of the arrival of the students for the last leg of admissions: Orientation and Interview. The students will interact with the faculty based on grouped interests that shall further lead them to the interview round. The last two weeks shall be divided into three-day batches based on pre-decided slots.

On the last day of the orientation and interview, the result list shall be announced. Allowing students to plan their arrival for the beginning of the academic year.



<https://forms.gle/NRXV8n95vm6zJL1g9>

Disciplinary Note

At Ahalia School of Media Studies and Future Technologies (ASOMSAFT), we are committed to creating a fair, respectful, and dignified learning environment. Our anti-discrimination policy, aligned with ICC standards and educational equity guidelines, ensures adherence to legal and ethical principles.

Internal Complaint Committee Objectives:

- Develop and implement a comprehensive policy to prevent sexual harassment.
- Ensure effective policy execution with proper reporting and follow-up procedures.
- Reinforce commitment to a harassment-free workplace.
- Promote awareness of sexual harassment through social and psychological initiatives.
- Establish a secure environment to deter sexual harassment.
- Create a permanent system for addressing gender-based violence.

Our commitment extends to preventing all forms of discrimination, including those based on race, ethnicity, gender identity, sexual orientation, religion, disability, and socio-economic status. We uphold diversity as enhancing the educational experience and ensure full participation in all activities.

Disciplinary Framework:

Strict repercussions for failing to adhere to these standards.

Clear reporting channels, thorough investigations, and fair resolutions.

We strive to foster an academic culture where diversity is celebrated and discrimination is challenged. All members of our community are expected to contribute positively and uphold these values, reinforcing our commitment to an equitable and supportive educational environment.

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