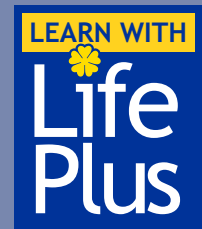


Creative Content Creation Program (CCCP)



Introduction

Cinema for a Cause is a media production house in Kolkata with over 25 years in making documentaries, short films, and commercials – while also guiding fresh talent into the world of visual storytelling.

Lifepus Enterprises is a creative production and promotion company that supports talented individuals and artistic events. Its work spans graphic design, audio-video editing, and the publication of an inspiring art magazine.

Together, **Cinema for a Cause** and **Lifepus Enterprises** bring you hands-on, real-world content creation training – built to spark ideas, boost skills, and empower the next generation of creative minds.



Course Structure

1. Graphic Design for content creators

Learn to create stunning visuals for social media.

What You'll Learn:

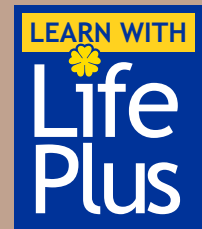
- ✓ Design principles & layout basics
- ✓ Posters, banners, social media creative
- ✓ Logo & branding basics
- ✓ Image editing, retouching & compositing
- ✓ Motion Graphics in Poster Creation

Software: CorelDRAW, Figma and Adobe Photoshop

Duration: 4 weeks | 2 sessions/week
2 hours/session | 8 Classes

In today's digital-first world, visual content drives engagement. Whether you're creating posts for social media, thumbnails for videos, or graphics for your brand — knowing how to design and edit images gives you full creative control.

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Course Structure

2. Video Editing for content creators

Tell your story with compelling video content.

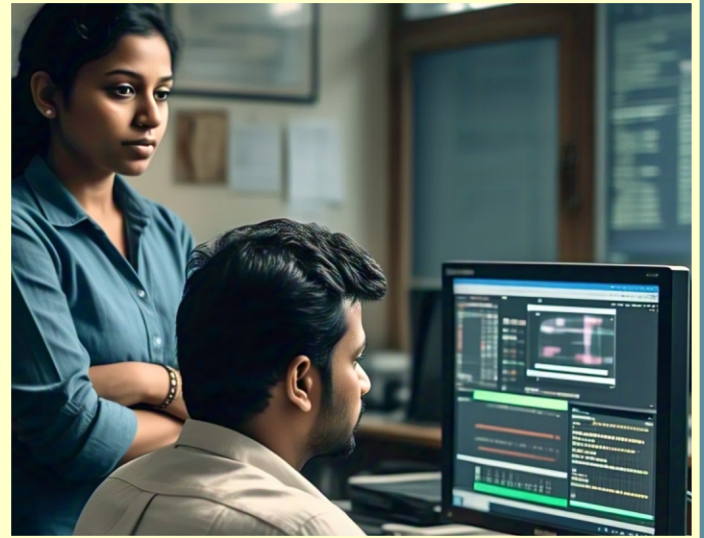
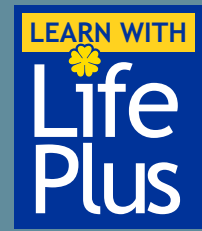
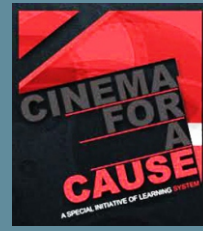
What You'll Learn:

- ✓ Editing interviews, reels, YouTube videos
- ✓ Adding music, text, transitions
- ✓ Basic color grading & audio cleanup
- ✓ Videos for Social Media Platforms

Software: Adobe Premiere Pro and
Duration: 4 weeks | 2 sessions/week
2 hours/session | 8 Classes

In the age of reels, shorts, and YouTube, video is king – and great editing is what makes your content stand out. Whether you're a vlogger, educator, or social media creator, video editing is your key to grabbing attention and growing fast.

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Course Structure

3. Digital Journalism for content creator

Master modern storytelling for media, content & social platforms..

What You'll Learn:

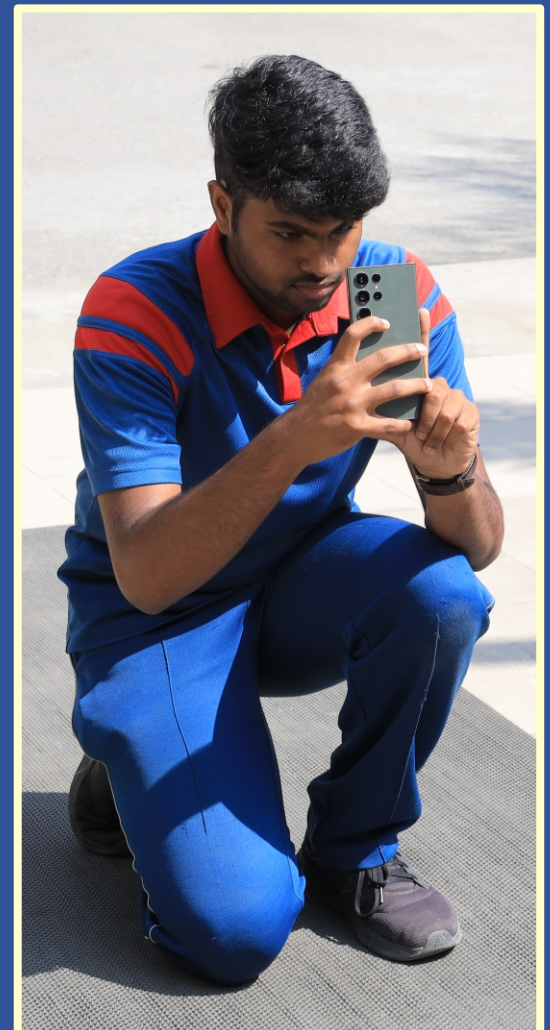
- ✓ Photography fundamentals and videography for social media
- ✓ Writing headlines, captions & micro-stories and articles creation.
- ✓ Using social media for reporting.
- ✓ Conducting interviews & covering events.
- ✓ Facing the CAMERA | Using your VOICE

Tools Used: Smartphone, Camera, microphone, and relevant AI tools

Duration: 2 weeks | 2 sessions/week
2 hours/session | 4 Classes

In today's fast-paced world, digital journalism plays a vital role in delivering real-time news, stories, and opinions through social media, blogs, and online platforms.

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Course Structure

4.Short Film & Documentary Making

Hands-on training in storytelling, production & post-production.

What You'll Learn:

- ✓ Research, Ideation, & Script
- ✓ Camera Handling
- ✓ Lighting Techniques & Scene Setup
- ✓ Makeup, Expression & Character Portrayal
- ✓ Short Film Direction & Production Workflow
- ✓ Promotion Distribution & Marketing for YouTube and Festivals

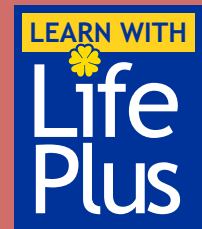
Tools Used: Camera equipments and props, Smartphone, Light setups

Duration: 4 weeks | 2 sessions/week
2 hours/session | 8 Classes

Importance of cinematic storytelling for the content creators

Whether you're passionate about storytelling or want to create content that matters, learning filmmaking gives you a voice that reaches far beyond words.

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Fees Structure

Creative Content Creation Program (CCCP)

Course Fee Structure

Total Fee: ₹15,000

Payable at the start of classes:
₹12,000

Remaining ₹3,000 to be paid in the following month

Registration & Payment Instructions

Step 1: Fill in your details in the registration form

Step 2: Scan the QR code to pay ₹250* as a registration fee

(*This amount will be adjusted with your course fee)

Register with just Rs. 250
Adjustable with course fees



Scan QR Code to
Book your spot urgently



Contact for Details:
WhatsApp or Call:
9477764615

Enquiry and Training

Flat B1, 2nd Floor
9 Purbachal Bidhan Road
Kolkata - 700078

Workshops will held in different indoor and outdoor locations as per requirements within south Kolkata ranage

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A Cinema for a Cause and
Lifeplus Enterprises Program