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Where Creativity Meets Technology

New Pathways in Film Technology & Post-Production

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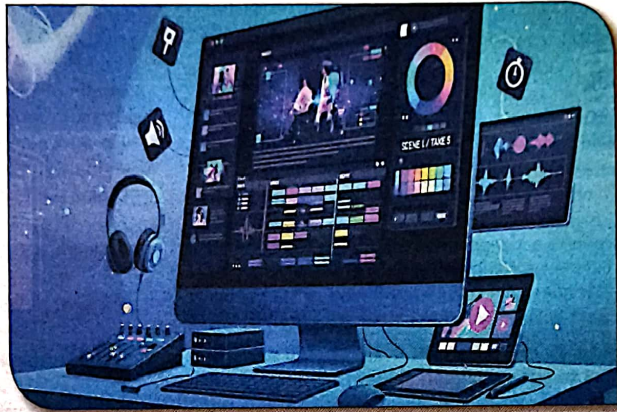
India's audio-visual sector is in the midst of a profound transformation. The rapid expansion of cinema, OTT platforms, advertising, gaming, and immersive media has not only multiplied content demand but also shifted the centre of gravity of filmmaking toward post-production. Editing, sound design, colour grading, visual effects, and digital delivery now define creative quality, production efficiency, and international competitiveness, while simultaneously shaping employment patterns across the creative economy.

Recognising that this growth demanded a new generation of highly skilled, industry-ready professionals, the Government of India moved to address a critical gap between creative ambition and technical capability. To strategically align education with evolving industry practices and national skill development priorities, it established the Indian Institute of Creative Technologies (IICT) in Mumbai—India's media and entertainment hub. Conceived as a specialised institution focused on advanced film technology and post-production, IICT represents a forward-looking response to the sector's changing needs, embedding structured academic training within the realities of contemporary audio-visual production.

UG Diploma in Film Technology: Post Production

The UG Diploma in Film Technology: Post Production offered by IICT has been designed to address a key gap in creative education—the shortage of professionals who understand both the artistic and technological dimensions of post-production workflows.

Traditionally, post-production training has been fragmented, focusing either on isolated software skills or informal, on-the-job learning. This programme adopts



a comprehensive academic approach, recognising post-production as a multidisciplinary field that combines storytelling, technology, management, and quality assurance. The curriculum is aligned with three broad objectives relevant to public education policy:

- **Skill Development for Emerging Media Sectors:** The programme responds directly to workforce requirements in the AVGC-XR sectors, which are identified growth areas within India's creative and digital economy. Training spans film, streaming platforms, immersive media, and future-ready content formats.
- **Integration of Art, Technology, and Process:** Students are trained not only in creative disciplines such as editing, sound, and colour, but also in production workflows, cloud infrastructure, delivery standards, and asset management. This integration ensures graduates are job-ready and capable of adapting to changing industry practices.
- **Employability and Professional Preparedness:** By embedding project management, collaboration protocols, and quality control processes, the programme prepares learners for structured studio environments and professional production ecosystems.

Structured Curriculum for Progressive Learning

The two-year undergraduate diploma follows a foundation-to-specialisation model, ensuring both academic depth and applied competence.

- Year One establishes core competencies in visual design, storytelling, editing, sound fundamentals, and production basics, building a strong conceptual and creative foundation.
 - Year Two advances into specialised post-production domains, including colour science, sound mixing, cloud workflows, immersive media, platform specifications, and emerging technologies.
- Each academic term includes studio-based projects, enabling students to translate theoretical understanding into practical outcomes and develop industry-aligned portfolios.

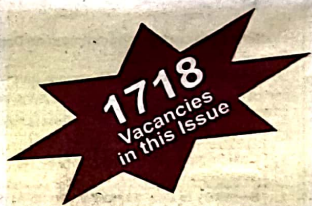
Learning Outcomes and Public Value

Graduates of the programme demonstrate outcomes that align with national education and skill objectives:

- **Technical and Creative Proficiency:** Ability to execute and supervise end-to-end post-production workflows across multiple media formats.
- **Strategic Project and Asset Management:** Competence in managing schedules, budgets,

digital assets, and delivery pipelines for complex media projects.

- **Adaptability to Technological Change:** Readiness to adopt new tools, platforms, and workflows as the media industry evolves.
- **Professional Ethics and Collaboration:** Capacity to function effectively within multidisciplinary teams while adhering to quality, compliance, and delivery standards.
- **Employment Readiness Across Sectors:** Preparation for roles in film, television, OTT platforms, advertising, gaming, immersive media, and digital content services.



Supporting Creative Workforce of the Future

As India positions itself as a global hub for content creation and digital media services, the need for structured, industry-aligned education in film technology and post-production becomes increasingly critical. Programmes such as this diploma contribute to workforce readiness, support entrepreneurship, and strengthen the overall creative ecosystem.

By combining academic rigor with applied learning and future-facing technologies, post-production education can serve as a strategic enabler of cultural expression, employment generation, and economic growth.

(The author is Head of Post Production, Indian Institute of Creative Technologies, Mumbai)

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