

Course-Specific requirements

Attach a write-up on the following topic(s) in accordance with your choice of course. Attach any additional requisites (portfolio, samples etc. as indicated below) to the form at the time of submission.

Advertising & Public Relations (IMC)

Write an autobiographical essay. Mention what you think and understand about the Ad & PR programme, how SACAC fits into your plans, and how you feel the AD & PR programme will help you achieve your goals. In what way(s) do you feel you will be able to contribute to the programme and your peers? Your essay should not exceed 1,000 words.

Applied Journalism and Media Communication & Digital Media Communication

1. What do you want to do in life and how can the one year programme in Applied Journalism and Media Communication help you achieve that? Your essay should not exceed 300 words.
2. What means the most to you and why? (Your write-up should not exceed 50 words)

Film & Video Production

1. A film career is a self-made and often unstructured career. Write a statement of purpose within 600 words giving your compelling reasons to choose this field and your reasons for joining SACAC.
2. Write about your favourite film maker giving reference of a film made by him/her. Please send a DVD of the film along with the form. Analyse it from the perspective of story, screenplay, camera, sound, and editing. Your essay should not exceed 500 words.
3. Send copies of any creative work that you might have done (can be photographs, scripts, poetry, plays, lyrics, music and/or short film) in print/CD/DVD/URL along with the form.

Audio Engineering & Music Production

Select a song (Indian/Western; Film/Non Film) of your choice and try to identify the different instruments used in the recording and, if possible, also try to explain the recording technique(s) used. Your essay should not exceed 500 words. (For uncommon/rare tracks, please provide web link or details.)

Creative Photography

1. Write about your favourite photographer. Attach one photo taken by him/her and analyse it from the perspective of theme, context and visual appeal. Your essay should not exceed 500 words.
2. Submit your portfolio with 20 photographs.

Checklist for enclosure

1. Crossed DD for Rs. 1000/- in favour of Sri Aurobindo Centre for Arts & Communication, payable at New Delhi.
2. 4 photographs of size: 3 x 4 cm each (Paste 2 on the form and send 2 separately with the form)
3. Attested photocopy of mark sheets of graduation and other relevant academic certificates / examination ticket if you are appearing for your final year graduation examination.
4. Portfolio/CD/ DVD in safe folders/pouches (as specified in the Course-specific Requirement section above).

Instructions for admission test

1. Bring your admit card to the examination centre.
2. Carry the stationery you need. Answer sheets will be provided at the examination hall.
3. Kindly reach the examination centre at least 30 minutes before the scheduled time. Late-comers will not be entertained.
4. Bags and mobile phones will be kept aside during the test.

Term & Conditions

1. Application form once sold / issued in the name of candidate cannot be returned and/or transferred.
2. SACAC reserves the right to call applicants for interview.
3. Application form should be complete in all respects.
4. Rights to admission are reserved with SACAC.
5. Fee once paid is non-refundable and non-transferrable.
6. All disputes are subjects to the exclusive jurisdiction of Delhi Courts.

Note: Incomplete forms will not be considered

Declaration

I confirm that the information on this form is complete and accurate to the best of my knowledge.

Signature

Date

Place