ABOUT US

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

SACAC made a humble beginning in 2003 as a small media school with 25 students. Today our alumni, comprises over 1500 Art, Media and Communication professionals.

We offer diploma programmes in Photography, Audio Engineering & Music Production, Creative Documentary, Advertising and Public Relations. In addition to these courses SACAC also offers short-term courses that are essentially weekend, non-degree programmes primarily meant to help advance or change career paths or simply for personal, non-vocational enrichment.

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 are proud of the progress we have made, without compromising on our values and philosophy.

COURSES

**CREATIVE
GRAPHIC DESIGN**
4 MONTHS

**CREATIVE
WRITING**
3 MONTHS

**PAINTING
SKETCHING**
3 MONTHS

**PHOTOGRAPHY
FOUNDATION**
2 MONTHS

CREATIVE
GRAPHIC DESIGN

The Short-Term Creative Graphic Design course at SACAC is a creative process that focusses on providing a strong foundation for budding designers to gather expertise in Communication Design. Our efforts are to not only provide in-depth study of software but also to educate students about the principles of design, colour notation system, graphic products such as corporate identity package and magazine articles, photo editing, vector-based drawings, book lay-outing and typography along with basics of App Design.

However, the mind is the most important design tool. Aside from technology, a creative mind thriving with ideas, good judgment, observation, quantitative and analytical thinking are required for creative design layouts and rendering. New ideas can come by way of experimenting with tools and methods as well.

From road signs to reference manuals, graphic design enhances transfer of knowledge and visual messages. We help students develop an inner eye for design, project based design aesthetics, colour and visual perception, creating customised vector graphics, image editing & effects and layout design of industry-oriented graphic products.

Graphic designers often form part of a team working on corporate identity and branding projects.

Graphic design career paths cover all ends of the creative spectrum. This programme prepares candidates to get absorbed in various creative fields such as advertising, visual/product design, communication design etc.

The Course Core Faculty Bhairvin Mathur is a Graphic Designer with 10 years of experience. Starting as a Fashion Designer from NIFT Bangalore, Bhairvin has worked with leading design houses like Munch and Wills Lifestyle.

For details, visit
http://www.sac.ac.in

CREATIVE WRITING

This course will help participants hone their creative writing skills and emerge as better story tellers. The course has attracted a varied colourful mix comprising doctors, bureaucrats, pilots, businessmen, consultants, engineers, chartered accountants, junior editors from publishing houses, software developers, fashion designers, fashionistas, homemakers, teachers, journalists, lawyers, activists, grandmothers, undergraduates and also a deputy commissioner of police! As they went through the motions of exacting workshops and practicals, they displayed a burst of creative talent and witnessed an amazing growth in their skills and confidence. It opened a new world to them. For some, it was a life changing experience as their perspective changed. We shared their joy as they got published.

The course is packed with lots of practical activity allowing participants to test and experiment with the nuts and bolts of writing that they just learned. The practical assignments also help inculcate requisite skills, discipline, and confidence.

The course Core Faculty Ramesh Menon is an author and award-winning journalist. He is also a documentary film maker and corporate trainer and lectures at numerous prestigious universities.

To bring in variety, we occasionally invite authors like Urvashi Butalia, Namita Gokhale, Ajith Pillai, Jai Arjun Singh, Kulpreet Yadav, Sakshi Chanana and Anurag Anand to conduct interactive sessions.

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PAINTING, SKETCHING

Overview

The course is designed to give expression to the students' visual thoughts on a canvas. To help the students develop drawing skills, they will go through various exercises aimed at improving skills to present nature's creations on paper. Textures and colour are added later to the practice so that they grow as an artist to present their mental images better. They will then slowly explore their own emotional images and start presenting them with a brush. This will help in bringing out the creative side of a person which is also therapeutic in nature.

Curriculum

- A brief run through the history of painting
- Warming up exercise with freehand techniques
- Practice composition, silhouette, line and perspective of nature
- Exploring texture, 3D elements, lights and shades in nature
- Discussions on perspective, aspect and form
- Enhancing basic sense of composition and filling the frame beautifully
- Discussion on art as an expression of sublime emotions
- Painting natural objects with water colours

The Course Core Faculty Kavita Nayar has been an artist for over three decades. She works in various mediums – oil on canvas or acrylics, lithography, etchings, serigraphy or pastels on paper. She has received many scholarships and grants and has worked in France, England, Sweden, Hungary, Luxembourg, Mauritius, USA & China. She obtained her Bachelors degree from Shantiniketan in West Bengal, followed by a Masters from the Delhi College of Art. She has held solo shows in New York, Oxford University, Mauritius, Delhi, Kolkata, and Mumbai.

For details, visit
http://www.sac.ac.in

PHOTOGRAPHY FOUNDATION

Making DSLR camera users advance in photography with deeper understanding of camera technique & visual interpretation. The course enables you to know how and when to use camera settings creatively. This foundation course is a 16 days workshop done on weekends over two months.

• Introduction – Full of information, interesting facts and imagery, which helps photographers get familiar with aperture, shutter speed and sensor sensitivity.
• Composition – The composition of a frame is the key to making a good photograph. One learns how to arrange elements within a frame to make the photograph stand out.
• Understanding Natural Light – A profound understanding of light is important. This session covers topics like golden hours, effect of color temperature and shooting at dawn and dusk.
• Understanding Fill-in-Flash – This topic helps photographers shoot with flash yet achieve the most natural-looking photos.
• Introduction To Studio Light – This session is held inside our studio, which is equipped with lights, stands, light meter, soft boxes, reflectors, honey combs, snoots, back drops etc.
• Introduction to Post Production – This is an integral part of digital photography. Through these sessions we will guide you to make your images technically sound.
• Shooting a Monument in Delhi – A perfect wrap up session – a photo walk where professional photographers are invited to join.

Armed with a camera and an eye for the interesting, the course faculty Idris Ahmed shoots photographs across genres. He also takes workshops at various institutes, conducts photo expeditions and heads Photo Commune, a collective of photography enthusiasts.

For details, visit
http://www.sac.ac.in/