**Title:** How to promote a movie in 10 days

**Faculty:** Baishakhee Sengupta

**Maximum participants:** 20

**Venue:** NID, Ahmedabad

**Overview:**
To understand and design a complete communication package for a film or a film festival. The touch-points will cover three stages of audience engagement:

- Pre-release (Posters/standees, viral marketing, social media, websites, film related Apps etc.)
- In theaters (Promotional giveaways, paid co-branding, film books, press kit etc.)
- Post release (DVDs, soundtracks, merchandising, memorabilia etc.)

**Objective:**
- To create awareness of all the elements required in creating a successful communication package
- To sharpen the understanding of basic elements of graphic design, when applied to film promotion.

**Methodology:**
- Group work based on a film director (a tribute section) or an individual film
- General discussion and a quick study of clichés and norms of visual language.
- Workshops and feedback sessions.
- Screening and a display of the communication package created.

**Faculty Profile:**
Baishakhee holds an under graduate diploma in Graphic Design (2001) from NID, Ahmedabad. She is a communication designer with proficiency in handling design projects from concept to conclusion, specialising in brand communications involving design strategy articulation, design framework and multi-touchpoint development.

Baishakhee has 12 plus years of industry experience. She has worked as Art Director of Communication Design at Philips Design and as Associate creative director in Future Brands, Future Group. Prior to that she was the Associate creative director, communication strategy group for Human Factors International.

**Current affiliation:** Communication Design and Brand Consultant

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