



INSTRUCTIONAL MEDIA CENTRE
MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD
MINISTRY OF EDUCATION, GOVT. OF INDIA

NEWS LETTER

5th Feb, 2026 : Issue #4



A TWO DAY WORKSHOP ON

مصنوعی زبانیت فلم میکنیگ

AI FILM MAKING

5th - 6th Feb, 2026



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

ABOUT MANUU

Maulana Azad National Urdu University (MANUU), established in 1998 by an Act of Parliament, is a Central University under the Ministry of Education, Govt of India promoting higher education through Urdu. Located in Hyderabad's Hi-tech City, it spans 200 acres and serves marginalized communities via regular and distance learning. Named after Maulana Abul Kalam Azad, MANUU offers 115 programs across 8 schools and 19 departments, with 18 off-campus centers in 11 states. Accredited with an 'A+' grade by NAAC, it emphasizes research, digital learning, and professional training, fostering socio-economic empowerment while preserving Urdu heritage and equipping students with contemporary skills. With its world-class infrastructure, academic programs, and vibrant campus life, MANUU has become a hub of knowledge, inclusivity, and cultural exchange.



ABOUT IMC

The Instructional Media Centre (IMC) at MANUU is an Educational Multimedia Research Centre specializing in audio-visual production, e-content creation, educational films, community radio, and digital pedagogy. IMC has state of the art audio-visual production facilities. Dedicated to enhancing higher education through innovative technologies, IMC focuses on capacity building, advocacy, and dissemination. It aims to transform education, making learning accessible across India's diverse landscape. Actively engaged in media research, IMC explores new technologies for effective teaching. Combining education, culture, and technology, it is a catalyst for digital innovation, shaping media production and research. IMC has consistently pushed boundaries by blending technology with tradition, making knowledge accessible to all.

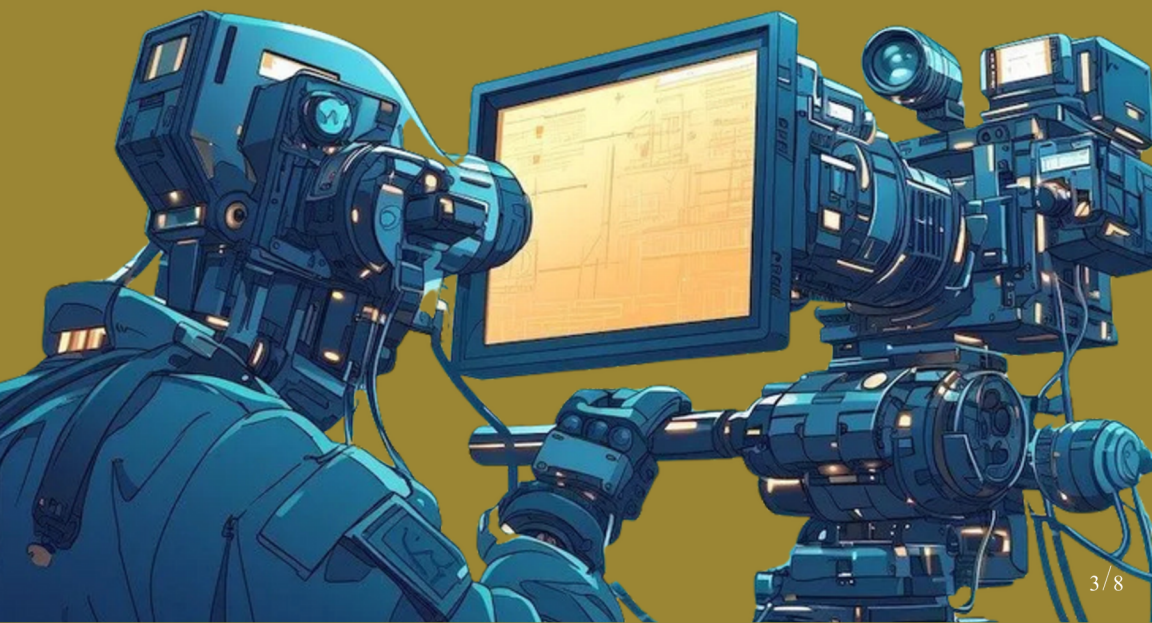


ABOUT THE WORKSHOP

This is an intensive two-day workshop titled “AI for Filmmaking” to introduce participants to the growing role of Artificial Intelligence in contemporary cinema. With rapid advancements in AI-driven technologies, filmmaking is undergoing a major transformation across all stages of production, from script development to post-production. This workshop aims to create awareness and practical understanding of how AI can be effectively and ethically integrated into creative media practices.

The workshop will offer a balanced blend of theoretical insights, ethical discussions, and hands-on demonstrations. Participants will gain foundational knowledge of Artificial Intelligence, including machine learning, generative AI, and neural networks, and explore their applications in scriptwriting, visualization, editing, sound design, and visual effects. Special emphasis will be placed on ethical concerns such as originality, authorship, and responsible use of AI tools in creative work.

The sessions will be conducted by a certified AI expert and will include practical exposure to leading AI platforms. Designed for filmmakers, content creators, faculty, and students, the workshop will foster innovation, creativity, and skill development, enabling participants to adapt to emerging technologies and enhance their cinematic storytelling capabilities.



■ ■ ■ Meet the Expert Resource

Hemanth

KUMAR S P



Mr. Hemanth Kumar S P is a creative professional, educator, and strategist working across filmmaking, design, and emerging technologies. He is associated with NOISYFOXES: Strategic Verticals, a creative initiative driven by the belief that powerful ideas deserve bold and purposeful expression. With a strong focus on innovation, Hemanth's work bridges artistic vision with practical, industry-ready execution.

His teaching philosophy emphasizes experiential learning, critical thinking, and real-world application. He is deeply committed to preparing students and professionals for the rapidly evolving creative landscape by integrating AI-driven tools with traditional filmmaking and visual storytelling practices. Through hands-on learning and workflow-based instruction, he encourages adaptability, experimentation, and creative confidence.

Hemanth's areas of expertise include AI-integrated filmmaking, visual storytelling, look development, concept art and pre-production design workflows, motion graphics, cinematography reference building, and VFX planning. He also provides creative direction for film and campaign projects and specializes in designing efficient production workflows for studios adopting AI-enabled methodologies.

He has collaborated with premier educational institutions and industry partners, including film schools, production studios, media teams, and creative organizations across India. To date, he has trained over 2,000 professionals, contributing significantly to creative skill development and industry readiness.

AI FILM MAKING

Workshop Module (Duration: 2 Days 8 Sessions)

INAUGURAL SESSION | 10:00 AM TO 11:00 AM

Tea Break

SESSION 1 : INTRODUCTION TO AI | 11:10 TO 12:10

What will be covered:

- What AI is and how it evolved
- How AI works at a high level
- Understanding AI in today's world
- AI vs Human creativity

SESSION 2 : AI IN THE REAL WORLD & CREATIVE INDUSTRIES | 12:10 TO 13:10

What will be covered:

- How AI is used across industries
 - Technology & Finance
 - Healthcare
 - Manufacturing
 - Marketing & Media
- How AI is changing creative work
- Job impact and future trends

Day I
(5th Feb, 2026)

SESSION 3 : AI FILMMAKING | 14:30 TO 15:30

What will be covered:

- AI's role in modern filmmaking
- Where AI fits in the filmmaking process
- Overview of AI use in:
 - Scriptwriting
 - Pre-visualization
 - Production
 - Post-production

Tea Break

SESSION 4 : AI THINKING & CREATIVE WORKFLOW | 15:40 TO 16:40

What will be covered:

- How AI understands and generates content
- How creators interact with AI
- Prompting fundamentals
- AI filmmaking workflow
- AI filmmaking checklist

SESSION 5 : AI TOOLS & PRACTICAL UNDERSTANDING | 10:00 TO 11:30

What will be covered:

- Overview of AI tools used in filmmaking
- How to choose the right tool
- Free vs Paid tools
- Strengths and limitations of AI tools

Tea Break

SESSION 6 : VISUAL STORYTELLING WITH AI | 11:40 TO 13:10

What will be covered:

- Visual storytelling fundamentals
- Story → Scene → Shot → Visual
- Using AI for:
 - Concept art
 - Storyboards
 - Moodboards
- Turning ideas into visuals using AI

SESSION 7 : ADVANCED AI WORKFLOW FOR FILMMAKING | 14:30 TO 15:30

What will be covered:

- End-to-end AI filmmaking workflow
- Combining visuals, audio, and motion
- Creating AI-assisted visual sequences

SESSION 8 : ETHICS, FUTURE & SHOWCASE | 15:30 TO 16:30

What will be covered:

- AI ethics & data responsibility
- Copyright & creative ownership
- Future of AI in filmmaking
- Career and learning paths
- Final showcase & feedback

Tea Break

VALEDICTORY SESSION | 16:45 TO 17:30

Day II
(6th Feb, 2026)

OUR PATRONS | WORKSHOP ORGANISERS

Chief Patron

Prof. Syed Ainul Hasan

Hon'ble Vice Chancellor, MANUU

Patron

Prof. Sk. Ishtiyaque Ahmed

Registrar, MANUU

Workshop Director

Rizwan Ahamd

Director, IMC, MANUU

Workshop Convener

Md. Shakeel Ahmad






Engineer Gr-I, IMC, MANUU

TEAM IMC

Rizwan Ahamd	Director
Mohammad Mujahid Ali	Producer-I
Dr. Md. Imtiyaz Alam	Research Officer
Md. Shakeel Ahmad	Engineer Gr - I
Aamir Badr	Producer-I
Omar Azmi	Producer-I
Obaidullah Raihan	Cameraperson
Shaik Rahimuddin	Cameraperson
Mohd. Gulam Ahmed	Graphic Artist
Dr. Mir Hashmath Ali	Production Assistant
Dr. Mohd Abdul Muneer	Production Assistant
M. Mohammad Ghouse	Production Assistant
Ayesha Begum	Professional Assistant
Mahammed Gayasuddin	Technical Assistant
Satish Kumar Gupta	Technician
Syed Salahuddin	Technician
Shaik Manjoor	Technician
Abdul Mujeeb	U.D.C
Ahjazz Ahmed	L.D.C
Mohammad Faiyz	Video Editor
Shaik Deedar Ullah	D.E.O
K.Mahesh	Office Attendant
Abdul Shukoor	MTS



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