

CERTIFICATE COURSE IN FASHION MODELLING

"Master the Art of Fashion. Compete for the Crown of the Industry."
"Prince and Queen of Karnataka" to both ICRA-trained models and external applicants

Dear Student,

"The Stage is Set. Are You Ready to Compete?"

Organization Overview

All Indian Collaborative Cine Makers Film Board Council Trust (R)

The All Indian Collaborative Cine Makers Film Board Council Trust (R), operating through the Indian Cinema Research Academy, stands as a premier regulatory and educational body dedicated to the advancement of Indian Cinema. Our mission is to bridge the gap between raw talent and industry standards by providing research-backed training, ethical certification, and a collaborative platform for filmmakers, artists, and technicians. We serve as a gateway for the next generation of visionaries to enter the world of entertainment with professional integrity and technical excellence.

Certificate Course in Fashion Modeling

This comprehensive program, Created by the All Indian Collaborative Cine Makers Film Board Council Trust (R) in association with the Indian Cinema Research Academy, is designed to bridge the gap between raw talent and industry readiness. Whether you are aiming for the high-fashion runway, commercial print work, or the silver screen, this course provides the technical foundation and professional poise required to succeed in the competitive world of Indian media and fashion.

Prince/Queen of Karnataka State Level Award

The "Prince/Queen of Karnataka" state award nomination process into your Certificate Course in Fashion and Modeling at the Indian Cinema Research Academy (ICRA), you need to create a clear, merit-based pathway. This is a strategic move to raise the prestige of Awards. By opening the nomination for the "Prince and Queen of Karnataka" to both ICRA-trained models and external applicants, it transform the event from a graduation showcase into a competitive state-level event.

Nominations for "Prince and Queen of Karnataka"

1. Track A: The ICRA Scholars (Direct Integration)

- **Eligibility:** Students who have completed the 8-week certification.
- **Advantage:** They have already been assessed on their "Cine-Model" skills, grooming, and camera presence throughout the course.
- **Entry:** Their final "Graduation Performance" acts as their preliminary audition for the award.

2. Track B: External Nominations (Open Audition)

- **Eligibility:** Independent models or aspiring talent from across Karnataka.
- **Requirement:** Must submit an "ICRA-Standard Portfolio" and a professional video introduction (The "Slate").
- **Screening:** External applicants are invited to a "Pre-Nomination Audition Day" where they are judged against the same criteria as your internal students.

Operational Steps for the AUDITION

1. **The Nomination :** An online / Offline visit where external models can submit their portfolio and pay an audition fee
2. **The "Audition Circuit":** Holding the regional selection rounds in major cities like Bengaluru, Hubballi, and Mysuru to find the best talent.
3. **The Finalist Camp:** Bring the top nominees on one stage from both Track A and Track B together for a 2-day "Bootcamp" organized by the Indian Cinema Research Academy. External candidates meet the high standards of the Course before the grand finale.
4. **Verification:** sign an undertaking that they respect the rules of the AICCMFBCT and ICRA

CERTIFICATE COURSE IN FASHION MODELLING

Course Description: Certificate in Fashion Modeling

Elevate Your Presence. Master the Craft.

The **Certificate Course in Fashion Modeling** is an intensive, practical program designed for individuals who aspire to dominate the runway, excel in commercial print, and build a powerful personal brand in the global fashion industry.

Moving beyond mere "walking," this course delves into the psychology of performance, the technicalities of camera angles, and the business of self-management. Under the guidance of the Indian Cinema Research Academy, students will learn to navigate the intersection of high fashion and cinematic storytelling.

Our curriculum integrates theoretical knowledge with rigorous practical training. Students are mentored by industry professionals, including seasoned fashion choreographers, stylists, photographers, and casting directors. The focus is on cultivating a **professional persona**, understanding **marketability**, and mastering the **nuances of camera presence**.

Core Modules Include:

- **Personality Development & Grooming:** Focus on posture, body language, vocal projection, and confidence building.
- **The Art of Modeling:** Mastery of ramp walks, runway etiquette, and posing techniques for print and editorial shoots.
- **Camera Facing Skills:** Understanding lighting, angles, and facial expressions for commercial ads and film screen tests.
- **Fashion Fundamentals:** Insight into current industry trends, garment handling, and styling basics.
- **Professional Portfolio Building:** Guidance on how to curate a professional composite card (comp card) and the basics of self-branding and social media presence.
- **Industry Navigation:** Understanding the business side of modelling, including how to approach agencies, handle auditions, and manage contracts.

Why Choose This Course?

- **Professional Certification:** Recognized credentials from the Indian Cinema Research Academy.
- **Hands-on Experience:** Practical workshops involving mock auditions, professional photo shoots, and runway simulations.
- **Networking:** Direct exposure to the collaborative environment of the Cine Makers Film Board Council.

Course Overview

This intensive certificate program is designed to bridge the gap between traditional runway modeling and the nuanced demands of on-camera acting and fashion cinema. Our mission is to transform aspiring talent into industry-ready professionals who understand the mechanics of the frame, the rhythm of the ramp, and the business of Indian entertainment.

Course Details & Modules

1. Professional Runway & Catwalk

- **Postures & Poise:** Mastering different walk styles (High Fashion, Commercial, and Ethnic).
- **Choreography:** Learning to navigate complex ramp patterns and group sequences.
- **Backstage Etiquette:** Speed-changing, garment handling, and working with stylists.

2. Photo-Movement & Camera Facing

- **Angle Mastery:** Understanding your "best side" and working with various lighting setups.
- **Editorial vs. Catalog:** Differentiating between high-fashion storytelling and commercial posing.
- **Facial Expressions:** Conveying emotion without words—essential for "Cinematic Fashion."

3. Grooming & Personal Branding

- **Skin & Hair Care:** Maintenance routines for the high-pressure film environment.
- **The Art of Makeup:** Self-application for auditions and basic "No-Makeup" looks.
- **Social Media Management:** Building a professional portfolio on Instagram and LinkedIn.

4. Acting for Fashion (The "Cine" Edge)

- **Expression in Motion:** Techniques for TV commercials (TVCs) and music videos.
- **Audition Techniques:** How to introduce yourself (the "Slate") and nail screen tests.
- **Method Basics:** Using acting tools to bring life to a designer's vision.

5. Industry & Ethics

- **Portfolio Building:** Collaboration with professional photographers to create a "Comp Card."
- **Legal & Contracts:** Understanding agency agreements and your rights as a performer.
- **Networking:** How to approach casting directors and production houses in India.

Certification Benefits

- **Official Credential:** A certificate recognized by the *All Indian Collaborative Cine Makers Film Board Council Trust*.
- **Industry Placement:** Exclusive access to the AICCMFBCT casting database.
- **Research Access:** Utilization of the Indian Cinema Research Academy's archives for historical fashion studies.
- **Direct Nominations to ICRA State Award "PRINCE OF KARNATAKA" QWEEN OF KARNATAKA**
- **Direct Nominations to ICRA National Award "INDIAN ICONE"**
- **Direct Nominations to ICRA Beauty Contests**

Eligibility & Duration

- **Duration:** 3 Months / 6 Months (Fast-track options available).
- **Eligibility:** Open to all gender identities; (with parental consent).
- **Assessment:** Final Graduation Runway Show and a Digital Portfolio Review. And Direct Nominations for ICRA Awards



ALL INDIA COLLABORATIVE CINE MAKERS FILM BOARD COUNCIL

INDIAN CINEMA RESEARCH ACADEMY

COURSE PROGRAMMING ON

ACTING **MODELLING** **DANCE** **FITNESS** **CULTURAL CREATE**

JOIN US & BE A PART OF THE REVOLUTION
REGISTRATION OPEN NOW - VISIT OUR WEBSITE

7760433113

The banner features a dark blue background with golden accents. At the top, the text 'ALL INDIA COLLABORATIVE CINE MAKERS FILM BOARD COUNCIL' is written in white on a dark blue banner. Below it, 'INDIAN CINEMA RESEARCH ACADEMY' is written in gold on a dark blue banner. The central text 'COURSE PROGRAMMING ON' is in white on a dark blue banner. Below this, five circular icons represent the course areas: Acting (masks), Modelling (silhouette on a red carpet), Dance (dancer), Fitness (muscle man), and Cultural Create (cultural symbols). The bottom text 'JOIN US & BE A PART OF THE REVOLUTION' and 'REGISTRATION OPEN NOW - VISIT OUR WEBSITE' is in white. The phone number '7760433113' is in white on the right. The background includes illustrations of film reels, cameras, and actors.

ICRA

INDIAN CINEMA RESEARCH ACADEMY

MODELING COMBO

The "Modeling Combo" (Add-on Course)

1. Digital Content Creation & Influencer Modeling

- **The Mobile Portfolio:** How to take professional-grade "digitals" (natural-light photos) using a smartphone.
- **Reels & Motion Posters:** Mastering short-form video content for Instagram and YouTube to attract casting directors.
- **Lighting Basics:** Understanding "Three-Point Lighting" for home-based auditions.

2. TVC (Television Commercial) & Ad-Film Acting

- **Product Handling:** The art of "Beauty Shots"—how to hold products (jewelry, cosmetics, electronics) for the camera.
- **The "Silent" Performance:** Expressing the USP (Unique Selling Point) of a brand through facial expressions without dialogue.
- **Reaction Training:** Practicing "The Bite" (food ads) or "The Glow" (skincare ads).

3. Pageant & Personality Development

- **The Q&A Mastery:** Training for the "Intelligence Round" in national and state-level beauty pageants.
- **Public Speaking:** Developing a "Signature Introduction" for stage and media interviews.
- **Social Etiquette:** Dining, networking, and professional behavior at high-profile film events.

Under the **Indian Cinema Research Academy (ICRA)**, the curriculum is designed to go beyond basic posing. We teach a blend of technical fashion skills and cinematic performance to ensure students are ready for both the runway and the silver screen.

Below is the detailed breakdown of **What We Teach**:

1. The Art of the Walk (Runway & Ramp)

Signature Walks: Developing a unique, confident walk for various genres—Couture (High Fashion), Commercial (Ready-to-Wear), and Ethnic (Saree/Sherwani).

Technical Precision: Mastering turns, pivots, pauses, and group synchronization.

Stage Presence: Learning "The Gaze"—how to connect with an audience and cameras while in motion.

2. Camera Mastery (Posing & Angles)

Static Posing: Techniques for editorial, catalog, and commercial print shoots.

Cine-Posing: How to move "through" a pose for slow-motion cinematic shots and video ads.

Understanding Light: How to "find the light" and work with shadows to highlight your best features.

Facial Expressions: Breaking down "The Smize" and conveying complex emotions (joy, mystery, authority) without dialogue.

3. Professional Grooming & Styling

Skin & Hair Science: Daily maintenance routines and emergency "shoot-ready" fixes.

Self-Makeup: Basic to professional-level application for auditions and green-room efficiency.

Wardrobe Management: How to carry heavy garments, handle "malfunctions" professionally, and understand silhouettes.

4. The Business of Modeling

Portfolio Strategy: Creating a "Comp Card" (Model Resume) and choosing the right images to show versatility.

Casting & Auditioning: Mock audition drills, screen tests, and how to introduce yourself (the "Slate") to directors.

Legal & Ethics: Understanding contracts, agency agreements, and protecting your rights in the industry.

5. Physical & Mental Conditioning

Body Language: Posture correction and fluid movement training.

Fitness & Nutrition: Sustainable diet and exercise plans specifically for the modeling industry.

Confidence Building: Mental toughness workshops to handle industry competition and rejection.

ICRA: 8-Week Professional Transformation Syllabus

Phase 1: Foundations & Alignment

- **Week 1: Body Mechanics & Posture**
 - Correcting walking habits and spinal alignment.
 - The "Neutral Pose" and basic pivots.
 - Introduction to the "Cine-Model" concept.
 - **Week 2: The Runway Basics**
 - Techniques for the Classic Ramp Walk.
 - Understanding rhythm, beat-matching, and pace.
 - Footwear mastery (Heels for women / Formal shoes for men).
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Phase 2: The Visual Language

- **Week 3: Face & Expression (Photo-Movement)**
 - Analyzing facial structure and "best angles."
 - Micro-expressions for high-fashion editorial shoots.
 - **Combo Module:** Mobile photography for daily "digitals" and social media.
 - **Week 4: Commercial & Print Posing**
 - Posing with props and garments (Sarees, Suits, Casuals).
 - Catalog vs. High-Fashion movement.
 - Understanding "The Frame" and lighting zones.
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Phase 3: The "Cine" Edge & Grooming

- **Week 5: Screen Presence & TVC Acting**
 - **Combo Module:** Acting for Television Commercials (TVCs).
 - Product handling and "Beauty Shots."
 - Reaction shots and silent storytelling for the camera.
 - **Week 6: Professional Grooming & Styling**
 - Skin and hair care routines for a film-set lifestyle.
 - Self-makeup for auditions (Natural vs. Glamour).
 - Wardrobe management and garment ethics.
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Phase 4: The Business & Launch

- **Week 7: The Professional Portfolio & Branding**
 - **Combo Module:** Building a digital brand on Instagram/LinkedIn.
 - Mock auditions, "Slating" (Video Intros), and Comp-Card creation.
 - Legal basics: Contracts, agency rights, and industry ethics.
 - **Week 8: Grand Graduation & Assessment**
 - Final Runway Choreography rehearsal.
 - **The Graduation Show:** A live ramp walk and portfolio review.
 - Certification Ceremony.
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"Prince/Queen of Karnataka"

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