

Welcome to the World of **Practical Cinema**

Learn it by
Doing it



Learn Practical
Cinema

Be a Responsible
Filmmaker

Become the
Fittest



Vision

To create confident, competent visual storytellers who elevate Indian cinema by mastering the craft through hands-on experience, industry exposure, and production-integrated learning.



Mission

To nurture a new generation of film professionals by blending cinematic psychology, creative experimentation, & real-world filmmaking. WIFT is committed to excellence in media education with industry-oriented curriculum and professional mentorship.

Chairman **Firoz Babu Thairinil**

"Cinema is like any other profession. It is growing as a competitive business sector where creativity is turned into a product and sold to the masses. While filmmaking is lesser known among conventional academic options, its impact is rising, and the need for structured training- both theoretical and practical-is more critical than ever."

Mr. Firoz Thairinil is the **Founder and Chief Executive** Officer of Westford Education Group and a passionate film producer.

Thairinil is an alumnus of the prestigious University of Oxford, holding a PG Diploma in AI for Business Applications. He also earned an MBA in Marketing from the University of Wales, UK, and is currently pursuing an MSc in Social Business and Entrepreneurship from the London School of Economics (LSE). A Fellow of the Chartered Management Institute (CMI) and the Royal Society of Arts (RSA), he remains dedicated to educational excellence.



Director Syamdhar

"In the past, filmmakers learned the craft after years of serving as assistants. Today, academic film education accelerates that journey. To survive in this industry, aspiring creators must understand both theory and practice. Having personally studied filmmaking in an academic setting, I can attest to how it builds technical versatility and sharpens communication—traits essential for success."

Syamdhara is a **film director and screenwriter** active in the Malayalam film industry. He is best known for directing the popular films *7th Day* and *Pullikkaran Starad*. He holds an MFA in Film Making from Amrita University. He laid the foundation of his creative journey by assisting renowned filmmakers and built a strong visual storytelling sensibility through years of experience directing and conceptualizing impactful television commercials across industries.





The Faculty of Influence Panel

WIFT's Faculty of Influence is a distinguished collective of industry leaders—filmmakers, technicians, and creators—who actively shape cinema today. They are the academic collaborators who mentor students, guide projects, and bring professional insights through Cinematic Psychology. This panel bridges the gap between film education and the realities of the industry.

Tharun Moorthy
(Faculty of Influence)

The **writer-director** behind *Operation Java*, *Saudi Vellakka*, and *Thudaram*, Tharun's cinema walks the tightrope between conscience and craft. His frames echo truth and challenge the norm.



Sujith Vaassudev (ISC)
(Faculty of Influence)

The lens behind cinematic gems like *Drishyam*, *Memories*, *Lucifer*, & *Empuraan*. Recipient of the Kerala State Film Award for Best Cinematographer in 2013. As an **ISC member** & **director**, Sujith's vision teaches students how light and composition speak louder than words.



Anuraj Manohar
(Faculty of Influence)

The bold storyteller behind *Ishq* and *Narivetta*, Anuraj brings raw emotion and strong ethics into his filmmaking, pushing young filmmakers to find their own narrative voice.



Jofin T. Chacko
(Faculty of Influence)

Director of *The Priest* and *Rekhachithram*, Jofin blends mystery with mood. A proud WIFT alumnus, he is a genre filmmaker who crafts atmospheric narratives & encourages students to explore the unseen layers of cinema.

Kiran Das
(Faculty of Influence)

Kerala State Award-winning **editor** (Ishq), known for his rhythmic mastery and emotional cuts in films like Thondimuthalum Driksakshiyum, Joseph, Jaji, and Romancham.



Liju Prabhakar
(Faculty of Influence)

A senior **colourist** whose command of tone, mood, and palette shapes the visual depth of films. He is a three-time recipient of the Kerala State Award for Best Colorist in 2019, 2020, and 2021. His eye for texture and detail helps students translate emotion into visual tone.

Tony Magmyth
(Faculty of Influence)

A creative force in Malayalam cinema's **visual effects** scene, Tony is known for pushing the boundaries of cinematic imagination with **hybrid storytelling & visual innovation**.



Arun Ashok
(Faculty of Influence)

National and Kerala State Award-winning **sync sound artist** behind *Chavittu*, Arun is a proud **WIFT alumnus** returning to guide the next generation through the sonic language of cinema.





ALUMNI IN ACTION

Established **alumni network** across **film industries**
(Malayalam, Tamil, Telugu, and Hindi)

Upcoming Film



Naveen Joseph
Cinematographer



Upcoming Film



Viswan Sreejith
Director



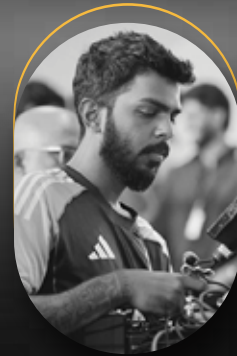
Our Independent Storytellers in Action



Jofin T Chacko
Director



Vinayak Sasikumar
Writer



Samuel Henry
Cinematographer



Our Independent Storytellers in Action



Naveen Joseph
Cinematographer



Anoop V Shylaja
Cinematographer



Our Independent Storytellers in Action



Akhil Lailasuran
Cinematographer



Akhil Anilkumar
Director



Sethunath Padmakumar
Director



Our Independent Storytellers in Action



Arun Asok
SYNC Sound Artist & Sound Designer



Joe Christo Xavier
Cinematographer



Aman
Cinematographer



Our Independent Storytellers in Action



Amal Thomas
Cinematographer



Anand Krishna Raj
Director



Our **Independent** Storytellers in Action



Ajay TA
Cinematographer



Franklin Shaji
Cinematographer



Fazlin Muhammad
Director



Our Independent Storytellers in Action



Amalnath R
Cinematographer



Ajil Wilson
Director



Anu Mohan
Still Photography



13 Years of Creative Legacy



With over 13 years of transformative experience in film and media education, WIFT stands as a creative powerhouse in the South Indian film education landscape. From producing nationally recognized alumni to pioneering student-led production ventures, our journey has been one of bold experimentation and deep-rooted learning.

About Wift

Established in 2012, Westford Institute of Film Technology (WIFT) is a premier institution for film and visual media studies in Kerala. Located in the heart of Cochin, WIFT believes in 'Learning by Doing', offering cutting-edge programs in filmmaking, editing, sound, animation, and digital content.

WIFT is the first film school in India to launch its own student production house, WIFT Cinemas, giving students real-world exposure.

Award-winning Alumni


Arun Ashok – A proud WIFT alumnus, Arun is a **National and Kerala State Award-winning sync sound artist**. His groundbreaking work in Chavittu redefined the sound-scape of Malayalam cinema and won him both national and state recognition.





RESPONSIBLE
FILMMAKING FOR

FUTURE



Cinema-in-Practice Learning System

Training through actual filmmaking

Highly trained & experienced faculty panel

Industry-integration with Cinematic Psychology

Learn from professionals who shape today's cinema



ACADEMIC
PROGRAMS

PG Diploma / Diploma in Digital film technology

Cinematography

Our cinematography program ensures that students learn by doing, with a strong focus on practical training and real shooting experience. The first module introduces students to photography, the basics of cinematography, editing, and the creative process of filmmaking. Focusing more on advanced cinematography techniques in the second module, Students explore deeper topics in lighting, camera movement, composition, and visual style. Each topic is supported by practical shoot sessions, allowing students to apply what they learn immediately. The third and longest module provides intensive real-world cinematic experience. Students work with professional setups and industry-standard cameras such as Sony Venice, RED and ARRI, along with other filmmaking equipment. By the end of the module, students develop a final portfolio project showcasing their skills in cinematography.

Certifications

NSDC + CIQ (UK)

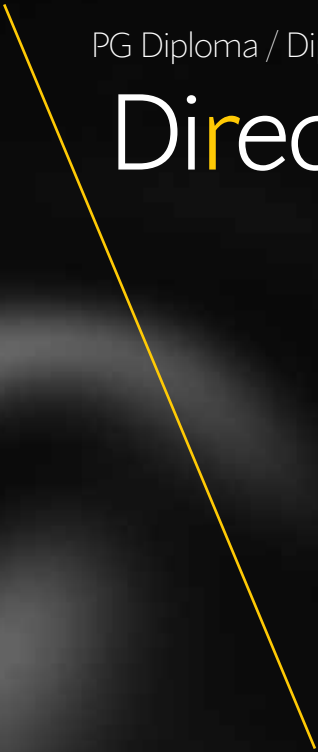
Duration

15 Months Training + Project

Seats

16





PG Diploma / Diploma in Digital film technology

Direction

This Intensive Hands-On Program builds a strong foundation in filmmaking in the first module by learning essential principles of storytelling, visual language, and basic filmmaking techniques. The second module introduces advanced sessions in screenwriting and film direction. Each session is supported by regular practical exercises, allowing students to gain hands-on experience. The third and longest module provides extensive real-world cinematic experience. Students work with professional setups, equipment, and practical filmmaking environments. Through intensive practice and mentorship, students develop and complete a final portfolio project that showcases their creative and technical abilities.

Certifications

NSDC + CIQ (UK)

Duration

15 Months Training + Project

Seats

16

A person with a beard, wearing a plaid shirt, is seen from the side, operating a professional camera. The camera has a monitor attached to the top. The background is dark and out of focus, suggesting a studio or production set environment. A thin yellow diagonal line is visible on the left side of the image.

Projects

Feature Film as Final Project (Optional)

30+ Concept Shoots
(Including music video, Ad film, fight sequence etc.)

3 Major Short Fictions

Professional Diploma in

Film Editing & DI

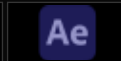
A focused program for students who want to master the art and software of film editing. Covers offline editing, DI processes, and practical collaboration with directing and cinematography departments.

Duration
1 Year

Certifications
NSDC / WIFT

Seats
22

Software
FCP, Adobe Premiere Pro,
DaVinci Resolve,
After Effects (Motion Graphics)



Integrated Diploma in

Creative Media Production

A multidisciplinary program combining visual storytelling, direction, cinematography, editing, branding, copywriting, and AI-enhanced digital content creation for the fast-evolving media landscape.

Duration

1 Year

Certifications

WIFT / NSDC

Seats

12

Focus Areas

Visual Design, Cinematography,
Direction, Copywriting, Digital Marketing,
AI Tools



Diploma in

Sound Design & Audio Production

Equips students with technical and creative skills in audio production, including dubbing, mixing, soundscapes, and sync sound. Ideal for those passionate about the sound side of cinema.

Duration

1 Year

Certifications

NSDC / WIFT

Seats

6

Focus Areas

Sound Design, Sound Recording
(Sync Sound & ADR), Sound Mixing, Music
Production and Music Programming



Diploma in

Animation & Visual Effects

A compact, hands-on course that introduces students to the essentials of animation and VFX- right from modeling and rigging to rendering and compositing. Students leave with a strong portfolio tailored to their area of interest.

Duration

1 Year

Seats

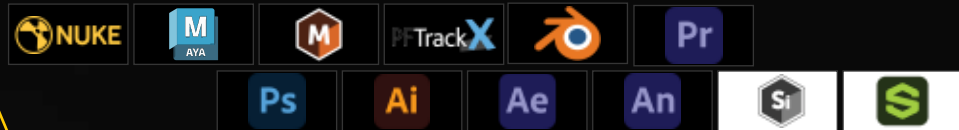
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Certifications

WIFT / NSDC

Software

Autodesk Maya, Blender, After Effects, Nuke, Mocha Pro, PFTrack, Silhouette Substance Painter, Adobe Animate, Photoshop, Illustrator



Diploma in

2D Animation & Motion Graphics

A comprehensive program designed for students who aspire to build strong artistic foundations and master industry-standard tools in 2D animation and motion graphics. The course blends classical animation principles with modern digital workflows, preparing students for careers in animation studios, advertising agencies, digital content production, and film.

Duration

1 Year

Certifications

WIFT / NSDC

Seats

12

Focus Areas

Adobe Animate, Adobe Photoshop,
Adobe After Effects, Autodesk, SketchBook,
MonkeyJam

AnPsAe

Diploma in

Film Editing & Visual Effects

A specialized program designed for students who want to master the craft of video editing along with professional visual effects workflows. The course combines storytelling through editing with modern compositing and VFX techniques used in films, advertisements, and digital media.

Duration

1 Year

Seats

12

Certifications

WIFT / NSDC

Software

Final Cut Pro X, Adobe Premiere Pro, Adobe After Effects, Foundry Nuke
Blender, Mocha, Silhouette



Affiliations & Accreditations



Central Government Approved National
Accreditation



International Professional
Qualification



INFRASTRUCTURE



Preview Theatre



4K Projection with 7.2 Dolby Atmos
Surround Sound System

A person is seen from the side, working at a desk with multiple computer monitors. The monitors display various stages of video editing, including a video preview window, a timeline, and a multi-track audio mixer. The scene is dimly lit, with the primary light source being the screens themselves.

Editing Mac Lab



Networked high-performance systems (Mac) with editing and post-production software.



Sound Studio



Fully equipped for Sound Design, Recording, Foley, Mixing, and Music Production.



DI Lab



Industry-grade setup (Davinci) for colour grading.

A behind-the-scenes view of a film set. The scene is dimly lit with warm, yellowish light from several large, spherical lighting fixtures hanging from the ceiling. One fixture in the center is particularly bright. To the right, another large, white, ribbed spherical light hangs. In the foreground, the backs of two people are visible as they look towards the set. The background shows various pieces of equipment, including a clock on the wall and a fan. The overall atmosphere is professional and focused.

Shooting Floor

Versatile space for set construction
and multi-cam production.



OUR
P
RODUCTION
BANNERS

The logo for WIFT Cinemas features the word "WIFT" in large, bold, multi-colored letters (purple, blue, green, yellow, orange, red) with a gradient effect. Below it, the word "cinemas" is written in a smaller, lowercase, sans-serif font.

WIFT proudly stands as the first film school in India to launch a dedicated production banner exclusively for student-led cinema. WIFT Cinemas was founded to offer alumni a launchpad for their debut independent projects, blending education with real industry practice.



Eravu

(Script-to-Screen initiative)



Une Vie Movies is a vibrant production house affiliated with WIFT, focused on bringing bold, original stories to life. As a subsidiary of WIFT, it produces films beyond student projects—aimed with an emphasis on narrative-driven content.

Perumani

(Direction team included WIFT students)





STUDENT PRODUCTIONS AT WIFT

From concept shoots to short fictions, WIFT students are actively involved in the creation of original productions throughout their academic journey.







ALUMNI IN ACTION

Established **alumni network** across **film industries**
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100% Placement Assistance

Filmmaking Dept.

More success stories...Visit @wift.cochin



Editing Dept.

More success stories... Visit @wift.cochin



Sound Designing Dept.

More success stories...Visit @wift.cochin



Visual Effects Dept.

More success stories... Visit [@wift.cochin](https://www.wift.cochin)



Your Journey Into Cinema Starts Here

JOIN **wift**
Westford Institute of Film Technology

Let's Inspire

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