



**THE
UNIVERSE**

ENCOMPASSES EVER-EXPANDING
HORIZONS.

24



And we are the 24
Celestial bodies powering
the Creative Cosmos

CRAFTING CREATIVE COMMUNICATION

In an ever-evolving creative universe, CCC, or Crafting Creative Communication at MICA, is a ten-month boot camp that enriches the ideator in each of us by teaching skills that channel our creativity and help us think out of the box.

Having produced some of the finest creative minds out there, CCC imparts the very essence of the industry into a dynamic curriculum that keeps up with its astronomical progress.

With elements like carefully curated modules, industry immersions, and interactions shaping the process, bit by bit, we've built a collective of creative whizzes that are ready to shape the cosmos as Copywriters, Art Directors, Strategists, Designers, Animators, Illustrators, Editors, and Filmmakers.

We've only scratched the surface of our creativity.

Its luminance is yet to be uncovered.

PLACEMENT PROCESS

Our Internship Placement
Season begins in the third
week of November 2023.

Let's browse through the
placement process :



Confirm your participation
via the linked form



A placement committee
member will assist you



Review student portfolios
through our website



Schedule the selection
process



Selected students will join
from 2nd January 2024



OUR BUILDING PROCESS



IDEA GENERATION TECHNIQUES

We built multidimensional skills for multi-directional ideas. We worked, reworked, and reworked some more to come up with unexpected ideas that not only sell but also surprise the audience.



COPYWRITING

Modules on persuasive writing, headline writing, copy-crafting, and scripting for all mediums have helped us understand and deliver the intricacies of writing.



STORYTELLING

Once upon a time, we thought all stories began like this. But then, the world of storytelling revealed itself to us. Playing with words and visuals taught us how to make our narratives impactful.



ART DIRECTION

We learned the importance of every element in a piece of communication. Theories of typography, visual perception, metaphors, and color psychology – we employ these and more while crafting visuals.



WRITING CREATIVE BRIEFS

We understand that the finished product is only as good as the foundation it is built on. So, we don't just craft campaigns but also write well-structured briefs to kickstart them.



SEMIOTICS

We learned to decipher hidden codes in communication to understand what makes them so effective. When we see ads, our semiotic lenses magnify color, tone, culture and history and help us apply the same.



CAMPAIGN PLANNING

From insight mining to devising positioning statements, we learned how to design full-fledged campaigns built on emotional truths across platforms.



TVC PLANNING AND SCRIPTING

From scripting to campaign planning, we decoded the processes and intricacies of creating ads that make one enjoy commercial breaks.



CONTENT MARKETING

From memes to reels, our unconventional ideas now find a place in the bigger picture. And for this one, we also put on our 'Creator' hats!



DRAWING FROM LIFE

There is an inherent artist in all of us. Drawing from Life introduced us to art fundamentals through ~ line, form, shape, structure, light, and shadow.



PHOTOGRAPHY

We learned how to frame narratives in pictures. From FujiFilm to front cameras, we were taught how to capture and enhance visuals to make them worthy of use in advertising.



DIGITAL COMMUNICATION

We learned to keep up with the ever-evolving digital world and shape it. How? Understanding user personas, learning to identify trends, and quickly jumping onto topicals.



WRITING FOR RADIO

We delved into the nuances of creating content for the ears to see, feel, and experience! Now, we don't just make you see creativity; we also make you hear it.



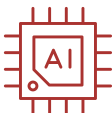
TOOL LEARNING

We know that ideas are nothing without execution, so each of us developed skills to bring our ideas to life with sessions on Adobe Photoshop, Illustrator, and Premiere Pro. So when you hire one of us, you get a bit of everything.



BRANDING

We indulged in designing a brand identity - the entire design process, from ideation to creation to presentation. We delved into how brand guidelines serve as an identity guide for brands.



INNOVATIVE MARKETING

The course pushes us to think beyond conventional advertising. With artificial intelligence becoming an intrinsic part of everything we do, we learned how to leverage it for our benefit to create clutter-breaking content.



FILM-MAKING

We brought our visions to the screen and got the hang of all aspects - from pre-production (scriptwriting, storyboarding) to production (cinematography, direction) to post-production (editing, sound design).





MEET THE
DEVELOPERS

Prof. R.M. Simha

CCC, Co-chair and Professor at MICA

Copywriting for static, radio and video,
Script Writing and Idea Generation Techniques

Dr Falguni Vasavada-Oza

CCC, Co-chair and Professor at MICA | Influencer

Marketing and Social Media Strategy

Prof. Zahir Mirza

Adjunct faculty at Sir JJ Institute of Applied Art

Introduction to Design, Visual Communication
and Design Research

Rajneesh Krishna

Professor at MICA

Consumer Insight Mining

Suraja Kishore

CEO, BBDO India

Explaining the CCC Concept of
Unexpected Relevance

Rajeev Raja

CEO, BrandMusiq

The Future is Sound, A Look into MOGOs

Mitul Shah

Founder and CEO, Calculated Chaos

Behind the Scenes of a Communications Agency

Utkarsh Ujjwal

Creative Communications Manager, Disney+Hotstar

A beginner's guide to Advertising

Hanoz Mogrelia

Retired at Wunderman Thompson |

Adjunct faculty at Whistling Woods International

Biggest Sins and Virtues of Advertising

Kaivalya Kulkarni

Social and Community Lead, Ather Energy
Content Marketing

Hardik Foflia

Planning Director, Ogilvy
Creative Brief Writing and Understanding

Shradha Agarwal

Co-Founder & CEO, Grapes
Introduction to Social Media
and Content Creation

Mrunal Kalsekar

Commercial Photographer
Photography 101

Jignesh Vasavada

Visiting Faculty | Over 30 years of
media experience from print to radio
Radio to Audio Workshop

Oorna Datta

Founder, Oorna Datta Designs
Creative Resume

Naseer Masood

Vice President, Advanced UX at HFI
UI/UX

Kosal Malladi

Vice President, Madison Loop
Influencer Marketing

Rohan Ayyar

Co-founder, 99stairs
SEO

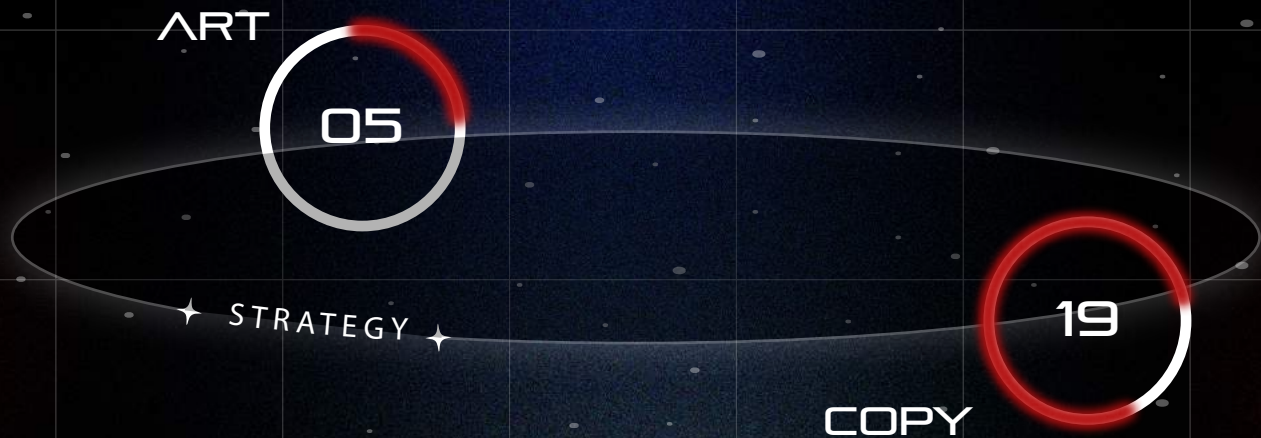
Tanmay Vora

Leadership Coach, Visual Storyteller, and
Founder, QAspire Consulting
Creative Sketch Notes

Charu Chopra

Independent Consultant
A look at advertising strategy

BATCH PROFILE



Emerging from 13 diverse corners of the country are the 24 enigmatic celestial beings of filled with radiance and glory. Rooted in creativity, 20 of us possess a wealth of expertise in multiple realms of Media, Communication, Advertising and Arts, and other industries*.

Additionally, 4 are sowed with the expansive knowledge of various disciplines and schools of thought.

WORK EXPERIENCE

17 + 03 + 04
RELEVANT OTHERS FRESHERS

Together, diverse yet the same, explored yet unexplored, we make up the creative cosmos where possibilities are infinite, and ideas flow as energies.

**Other Industries - Engineering, HR, Global Consultancy*

RECRUITERS



This year-long boot camp has initiated a creativity launch sequence. The 24 diverse and vibrant entities are ready to take off and leave a mark on the universe with their innovative ideas.

We have braced ourselves for the journey into the creative industry and are eagerly waiting to hear from you.



Reach out to us on

placements_ccc@micamail.in

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Mansi Agarwal	+91 743 184 4566
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