

QURA
FILM ACADEMY

Prospectus 2026 – 27

Certificate in Filmmaking

11 Months · 6 Films · Complete Filmmaking

Certified by Rajalakshmi Engineering College
NAAC A++ Accredited · Affiliated to Anna University

A partnership between

Qube Cinema

Rajalakshmi Institutions

LevelUp Learning

Lata Murugan

Chennai, India · Launching July 2026

A Letter from Lata Murugan

I grew up in the corridors of AVM Studios — India's oldest surviving film studio, founded by my grandfather, A.V. Meiyappan. Cinema was not a career choice for me; it was the air I breathed. But when I entered film education — first as a student, then as a teacher across India, the United States, and Southern Africa — I saw the same gap everywhere.

Film schools taught craft in silos. You chose direction or cinematography or editing in your first year, before you even understood what filmmaking truly demanded. Theory lived in one classroom; practice lived in another. And the cost of entry was so high that talented students from middle-class families were locked out entirely.

QuRa is my answer to all of that.

In 20 years of teaching — at L.V. Prasad Film & TV Academy, at institutions across three continents — I have seen what produces great filmmakers. It is not specialization at 18. It is immersion. It is making films from day one, learning every craft, and discovering your voice through the act of creation itself.

That is what we have built at QuRa. An 11-month intensive where you don't just study filmmaking — you do it. Six films. Four phases. Theory every morning, production every afternoon. And at Rs.7 Lakhs, a price that ensures this education is accessible to anyone with the talent and the drive, not just those with the means.

Our faculty are not academics who once made films. They are working filmmakers — Emmy-nominated cinematographers, Netflix editors, Fulbright scholars — who bring the industry into the classroom every single day. Our partners — Qube Cinema, Rajalakshmi Institutions, and LevelUp Learning — bring technology, infrastructure, and a network of 18,000+ filmmakers to your doorstep.

To the students reading this: if you have a story to tell, we will give you the craft to tell it. To the parents reading this: your child will be safe, supervised, and shaped by people who have dedicated their lives to this art form.

Warm regards,

Lata Murugan

Founder & Academic Head, QuRa Film Academy

Former Head of Direction, L.V. Prasad Film & TV Academy

Why QuRa Exists

India's media and entertainment industry is projected to exceed Rs.2.5 lakh crore by 2027. With over 40 OTT platforms, an explosion in regional content, and digital advertising surpassing traditional media, the demand for skilled filmmakers has never been greater.

Yet the gap between what the industry needs and what film schools produce has never been wider. Most programs force students into a single specialization before they understand the full filmmaking process. The result: directors who don't understand cinematography, editors who've never been on set, and graduates who are technically trained but creatively incomplete.

QuRa takes a fundamentally different approach.

Complete, Not Specialized

Every student learns writing, direction, cinematography, editing, sound design, and production. You graduate understanding the entire filmmaking pipeline — not just one corner of it.

Production, Not Theory

From your first week, you're behind the camera. Six complete film projects in 11 months. Theory mornings build knowledge; practical afternoons build craft.

Accessible, Not Exclusive

At Rs.7 Lakhs — compared to Rs.13–27 Lakhs at other leading programs — QuRa makes world-class film education available to talent, not just wealth. Production costs are included in fees, so no student has a financial advantage on set.

At a Glance

11 MONTHS	6 FILM PROJECTS	1:8 FACULTY RATIO	4 PHASES	24–30 STUDENTS / COHORT
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Program Structure

Every day at QuRa follows a balanced rhythm designed to build both knowledge and craft simultaneously.

Time	Focus	Activities
Morning	Theory & Film Language	Film history, visual grammar, screenwriting, story structure, analysis of cinema
Afternoon	Practical & Production	Camera work, lighting setups, sound recording, editing, on-set production

Six Pillars of Learning

Discipline	What You'll Learn
Screenwriting & Story	Story structure, character development, dialogue craft, screenplay formatting
Direction & Blocking	Visual storytelling, working with actors, performance extraction, on-set leadership
Cinematography	Camera operations, composition, colour theory, lighting setups, visual language
Editing & Post	Assembly, pacing, sound design, colour grading, DI workflows, finishing
Sound Design	Production sound, Foley, ambient design, mixing, mastering
Production & Industry	Budgeting, scheduling, festival strategy, distribution, career building

11 Months. 4 Phases.

Phase 1: Foundations

Months 1–3

Still photography, composition, and framing. Introduction to cinema language and visual grammar. You learn to see like a filmmaker. Your first project — a photo story — teaches you to tell a story through images before you ever touch a moving camera.

Phase 2: Building Blocks

Months 4–6

Moving image, continuity, and dialogue scenes. Documentary theory, interview techniques, and field recording. Cameras, sound equipment, and editing software become your daily tools. You complete a continuity exercise, an interview exercise, and begin pre-production on your documentary film.

Phase 3: Applied Craft

Months 7–9

Documentary production, music video creation, ad filmmaking with AI tools, and advanced sound design. This is your highest period of creative output — you produce a complete documentary film, a music video or ad film, and refine your technical skills across every discipline.

Phase 4: The Final Film

Months 10–11

Write, shoot, and complete post-production on your 10-minute narrative short film. This is your thesis — the film you take into the world. Faculty mentorship intensifies. Your film is screened for an industry audience and the best work is submitted to national and international film festivals.

YOUR PORTFOLIO

Six Films. One Year.

Progressive projects that build from still images to a complete narrative short film. By graduation, you have a professional portfolio that demonstrates your range across multiple formats.

#	Project	Timeline	Description
01	Photo Story	Months 1–2	Master composition and visual storytelling through curated still images.
02	Continuity Exercise	Month 3	Learn the grammar of filmmaking — cuts, continuity, and dialogue scenes.
03	Interview Exercise	Month 4	Develop documentary skills — framing, lighting, and sound recording.
04	Documentary Film	Months 5–6	Produce a complete non-fiction film from research to final cut.
05	Music Video / Ad Film	Months 7–8	Create commercial content using AI tools and current industry technology.
06	Final Narrative Short Film	Months 9–11	Write, direct, shoot, and edit your own 10-minute narrative film.

All production costs — equipment, locations, post-production — are subsidized from your fees. No student needs to spend out of pocket on any project. Films are judged purely on creative merit.

YOUR INSTRUCTORS

Learn From Those Who've Shaped the Screen

QuRa's faculty are not retired academics. They are working filmmakers and industry professionals who bring real-world experience into every session.

Dr. Uma Vanga

Filmmaker & Academician

A filmmaker, film critic, media scholar, and gender activist with over 32 years in media education. Two-time Fulbright Fellow. Former leadership roles at L.V. Prasad Film & TV Academy, Loyola College, and the Asian College of Journalism.

Sharanya Chander

Cinematographer

Trained under ace DOP Nirav Shah. Worked on Enthiran 2.0, Super Deluxe, and Sita Ramam. Shot Coke Studio Tamil and the Netflix documentary Nayanthara: Beyond the Fairy Tale. Member of the Indian Women Cinematographer Collective.

Sraiyanti

Cinematographer

Director of Photography on Gargi (2022) and The Feast (2024) — Best Visual Storytelling at IFFLA. Emmy-nominated for India's Forbidden Love. Documentary Auto Queens premiered at IDFA. Has worked with VICE, Al Jazeera, and Discovery.

Abhishikta Kaila

Editor

Award-winning editor and SRFTI graduate. On-set editor with director Abhishek Chaubey on the Netflix series Killer Soup. Has assisted National Award-winning editor Sreekar Prasad on Baahubali, RRR, and Guru.

Daniel Charles Samuel

Sound Engineer

Over 15 years spanning live concerts, broadcast, and game audio. Former Head of Audio Engineering at Bridge Academy, Chennai. Currently Live Sound Engineer with Media Pro International, Dubai. Expert in L-Acoustics, Dante, and leading DAWs.

What It Feels Like to Study Here

Small Batch

24–30 students per cohort. Personalised mentorship. Hands-on equipment access for everyone. A 1:8 faculty-to-student ratio ensures you are never lost in a crowd.

Diverse Cohort

Ages 18 to 45. Fresh graduates and career-switchers. Engineers, writers, photographers, and dreamers. A rich, diverse creative community that mirrors the real film industry.

Balanced Rhythm

Theory mornings build your film language and critical thinking. Practical afternoons put that knowledge to work immediately. Knowledge and craft, built together, every single day.

Level Playing Field

All production costs are funded from fees. No student has a financial advantage during shoots. Your films are judged on creative merit alone — not your budget.

Industry Access

Masterclasses by award-winning filmmakers. Guest lectures from working professionals. Internship access facilitated by Qube Cinema's network across 4,000+ Indian screens.

Festival Promotion

The best student films from each cohort are promoted and submitted to national and international film festivals. Your thesis film is your calling card to the industry.

OUR PARTNERS

Four Partners. One Mission.

Industry. Academia. Technology. Pedagogy. United to make world-class film education accessible.

Qube Cinema — Technology & Industry Partner

Pioneer in digital cinema with 7,000+ installations across 48 countries and 4,000 Indian screens. Provides equipment access, screening facilities, an industry network spanning the entire Indian exhibition ecosystem, and internship pathways for graduates.

Rajalakshmi Institutions — Academic & Infrastructure Partner

NAAC A++ accredited institution affiliated to Anna University. Provides the City Campus at RMZ Millennium Park, Perungudi, and the 30-acre Thandalam Campus with hostel facilities, studios, screening rooms, and world-class infrastructure. Awards the Certificate in Filmmaking.

LevelUp Learning — Marketing & Curriculum Partner

India's leading filmmaking education platform with a community of 18,000+ learners and filmmakers. Drives admissions outreach, industry engagement, faculty sourcing, and manages the advisory board. Connects students to a nationwide network of working professionals.

Lata Murugan — Academic Head & Curriculum Designer

20+ years of film education across India, the US, and Southern Africa. Former Head of Direction at L.V. Prasad Film & TV Academy. Granddaughter of AVM Studios founder A.V. Meiyappan. Designed every aspect of the QuRa curriculum from first principles, drawing on two decades of observing what produces great filmmakers.

Transparent. Accessible. All-Inclusive.

Component	Amount
Tuition & Instruction	Rs.4,50,000
Equipment & Lab Access	Rs.1,00,000
Production Fund (all 6 film projects)	Rs.1,00,000
Examination & Certification	Rs.25,000
Library & Learning Resources	Rs.25,000
Total Program Fee	Rs.7,00,000

Installment Plan

Installment	When	Amount
1st Installment	At Admission	Rs.2,00,000
2nd Installment	Month 3	Rs.2,50,000
3rd Installment	Month 6	Rs.2,50,000

How QuRa Compares

	QuRa Film Academy	Whistling Woods	L.V. Prasad
Fee	Rs.7 Lakhs	Rs.27 Lakhs	Rs.13 Lakhs
Duration	1 Year (11 months)	3 Years	2 Years
Type	Certificate	B.Sc. Degree	Certificate
Production Fund	Included in fees	Additional cost	Additional cost

What's Included in Your Fee

- ✓ Full access to cameras, lenses, lighting, and sound equipment

- ✓ Editing suites and post-production facilities
- ✓ Sound studio and screening room access
- ✓ Production fund covering all 6 student film projects
- ✓ Certificate in Filmmaking from Rajalakshmi Engineering College
- ✓ Festival submission support for best student films
- ✓ Industry masterclasses and guest lectures
- ✓ Access to Qube Cinema's internship network

As a certified program from a NAAC A++ accredited institution, students may be eligible for education loans from leading banks. Contact our admissions team for guidance.

Four Steps to Your Filmmaking Career

Step 1: Apply Online

Fill out the application form with your details, creative background, and a brief statement of purpose. No prior filmmaking experience is required — we look for creative potential, passion, and commitment.

Step 2: Written Assessment

Complete a written assessment testing your creative thinking, visual storytelling instincts, and awareness of cinema. This is not a technical exam — it evaluates how you see and think about stories.

Step 3: Personal Interview

A conversation with our faculty to understand your passion, goals, and commitment to filmmaking. We want to know who you are and what stories you want to tell.

Step 4: Enrollment

Receive your acceptance letter, complete the fee payment (full or first installment), and prepare for your first day at QuRa.

Eligibility

- Age: 18 to 45 years
- Education: Higher secondary certificate (12th standard) or equivalent
- No prior filmmaking experience required
- Selection based on written assessment + personal interview
- Passion for storytelling and visual media

Important Dates

Milestone	Date
Applications Open	Now
Early Admission Deadline	May 31, 2026
Final Admission Deadline	June 30, 2026
Program Begins	July 2026

CAREER PATHWAYS

Life After QuRa

India's media and entertainment industry is in the midst of an unprecedented expansion. Over 40 OTT platforms are actively commissioning original content. Regional language production has exploded. Digital advertising now exceeds traditional media spends. The demand for skilled, versatile filmmakers has never been higher.

As a QuRa graduate, you will be trained across every filmmaking discipline — giving you the versatility to work in multiple roles and across multiple industries.

Career Path	What You'll Do
Film Direction	Direct feature films, short films, and web series for theatrical and OTT release
Cinematography	Work as Director of Photography on films, series, commercials, and documentaries
Editing & Post-Production	Edit feature films, series, and commercial content; colour grading and DI
Sound Design	Design soundscapes for films, games, podcasts, and immersive media
Documentary Filmmaking	Produce non-fiction content for broadcasters, NGOs, and streaming platforms
Ad & Corporate Films	Create commercials, brand films, and corporate video for agencies and brands
Content Creation	Build an independent career as a digital content creator and visual storyteller

Your Industry Network

Through Qube Cinema's network of 4,000+ screens across India and LevelUp Learning's community of 18,000+ filmmakers, QuRa graduates have access to internship opportunities, industry introductions, and a professional network that extends across every segment of the Indian film industry.

CAMPUS & CONTACT

Where to Find Us

City Campus — Perungudi, Chennai

Located at RMZ Millennium Park in Perungudi, the City Campus places you in the heart of Chennai's technology and media corridor. Modern facilities, screening rooms, and editing suites in a professional working environment.

Address: Rajalakshmi Engineering College Campus, RMZ Millennium Park, Perungudi, Chennai – 600096, Tamil Nadu

Thandalam Campus — REC

The 30-acre Rajalakshmi Engineering College campus at Thandalam offers expansive outdoor shooting locations, hostel accommodation, sports facilities, a library, and the full infrastructure of an established academic institution.

Address: Rajalakshmi Engineering College, Rajalakshmi Nagar, Thandalam, Chennai – 602105, Tamil Nadu

Hostel & Accommodation

Hostel facilities are available at the Rajalakshmi Engineering College Thandalam campus for students from outside Chennai. Separate accommodation is available for men and women with supervised security, mess facilities, and 24-hour campus access. Contact the admissions team for hostel fee details and availability.

Get in Touch

Website: www.qurafilmacademy.com

Email: admissions@qurafilmacademy.com

Phone: Contact details will be updated at www.qurafilmacademy.com

We encourage parents and students to visit our campus before making a decision. To schedule a campus visit, contact our admissions team via email or through the website.

QURAFILMACADEMY

Enter as a Student. Leave as a Filmmaker.

Chennai, India · Launching July 2026