Press Note for **Documenting Change: A Master Class on Demystifying the Documentary Film Process**.
Documentary films are a described as portrayals of reality. A means to record, reflect and educate. But how much of the documented events captured by film makers is a true representation of events? What are the elements that documentary film makers look for while making their films? What are the ethical questions that come into play when depicting life?
Avid Learning and the General Consulate of Canada, Mumbai are proud to host **Jessie Curell** of the National Film Board of Canada as she answers these questions and many more in an interactive one day session titled Documenting Change: A Masterclass on demystifying the Documentary Film Process.
Jessie will discuss styles, trends and controversies that come with documentary film making.

Date: Saturday March 28th, 2015
Time: Registration and Refreshments: 10:30AM - 11:00 AM
Master Class- 11:00AM- 4:00PM
Location: Essar House, 11, K.K Marg, Mahalaxmi, Mumbai 400034

Entry: Free

About Avid Learning

AVID Learning, a public programing platform of the Essar Group. At AVID, our constant endeavor is to bring the best of Indian and International programs, projects and events in the fields of culture,art and heritage to our discerning audience. Since our inception in 2009, AVID has conducted over 400 programs and connected with more than 40,000 individuals, a mix of students, homemakers, corporates and creative enthusiasts. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth. Another very important aspect is that the AVID Team is highly driven and thrives on collaboration. AVID has a supported and partnered with various arts and cultural events, such as Kala Ghoda Arts Festival, India Art Fair, Art Dubai, Jaipur Literature Festival, Tata Literature Live, TEDx Gateway, Social Media Week, FOCUS festival and many more. AVID also developed intellectual properties Multipolis Mumbai, AVID Spectrum and AVID Ideology which are a series of conversation on how arts and culture are changing in the city. Avid Learning aims to spread Inspired Learning as wide as its resources allow. To get more details on AVID, would request you to visit our website www.avidlearning.in.

Consulate General of Canada, Mumbai
The Consulate General of Canada in Mumbai represents Canadian interests in Western India (Maharashtra, Goa, Madhya Pradesh and Gujarat). Canada and India have longstanding bilateral ties, built upon shared values of democracy and pluralism, and strong people-to-people links. The Consulate's support of this visit is part of its ongoing promotion of the Canada-India Audiovisual Coproduction Treaty, which came into force on July 1, 2014. The Treaty will allow Canadian and Indian producers and filmmakers to combine their creative, technical and financial resources to create joint works.

Jessie Curell
Jessie Curell, Team Leader and Education Specialist for the National Film Board of Canada, has been meeting students and educators across Canada for the last four years, sharing with them news about the NFB's latest educational initiatives and listening to what they want, and need in their classrooms. With a university

background in Anthropology, Communications and Media Production, her Master's Degree thesis project was a four-month Canadian workshop tour teaching teenage girls feminism, media literacy and media production. Delivering workshops to youth is a passion for Jessie, sharing with them skills and techniques which they can apply to any medium they wish to put into action. Her latest workshops have been focused on the NFB's new iPad animation application "NFB StopMo Studio" which brings a semi-professional animation studio into any classroom or home, with limitless possibilities for fun and creative expression. This is Jessie`s third trip to India, and she is very much looking forward to meeting many new friends, colleagues, students and teachers.