

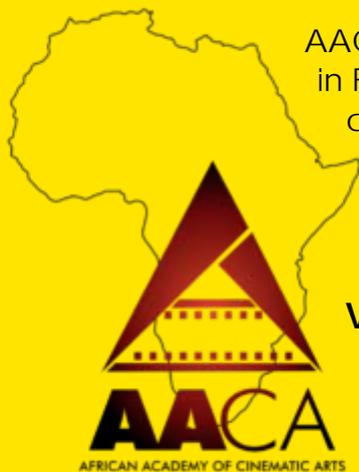


INFORMATION PACK

2017

RAISING THE NEXT GENERATION OF INDUSTRY GIANTS

WHO IS AACA



AACA is Africa's premier Academy for training exclusively in Film production and screen acting. We offer various courses in flexible time frames to all aspiring filmmakers young or old, inexperienced or just needing advanced training. We are based in Johannesburg's creative capital, Maboneng

VISION

The African Academy of Cinematic Arts aims to craft generations of film makers with a passion for telling authentic stories that are visually dynamic and culturally relevant through intensive mentor driven training and skills programs which will mold learners from film students into industry professionals.

MISSION

The mission of AACA is to educate learners who are passionate about creating visually compelling cinema through our mentor driven programmes. AACA offers training in film production, screen performance and provides the platform through which aspiring film makers and performers can thrive. AACA programmes are hands on while not neglecting class room learning. AACA will offer credit bearing and non credit bearing courses that equip and up skill learners in the cinematic arts.

HANDS ON TRAINING

As the age of artificial intelligence (AI) is speedily closing in on us, the question that is bugging the minds of the average working-class is, "will I also loose my job to a Robot? Well... my answer is definitely yes if your job is repetitive. The next set of relevant people in the society will be: the creatives, skilled individuals, people whose brains is in complete harmony with your hands. I call them creators, hence our main focus at African Academy of Cinematic Arts(AACA) is to create creators, highly skilled

Individuals in the art of film-making. Our programs are designed in line with the mission of the DTI to continually improve the skills that will empower South Africa's economic citizens.

We are determined to make film makers through our hands on training and mentorship. Our teaching and training philosophy is summarized in this our famous saying, We don't just tell you how to do it, we show you how to do it.

FACILITIES

AACA runs on the ethos of preparing the learner for the reality of the film industry exposing them to a wide range of equipment - AACA has fostered relationships with production and gear houses exposing our learners to real work situations using real equipment.

CANNON 5D MK III, XF-205; RED CINE CAMERAS; SONY F55, F3, A7S ii; ARRI CINEMA GEAR; BLACKMAGIC CINEMA CAMERA; APPLE iPhone 7
MANFROTTO GEAR; DJI RONIN; LED LIGHTING KITS; RED HEAD LIGHTING KITS; BLONDE LIGHTING KITS; APPLE iMAC COMPUTERS; ADOBE PREMIERE CC, ADOBE AFTER EFFECT CC, ADOBE STORY; ADOBE INDESIGN, ADOBE PHOTOSHOP; ADOBE MEDIA ENCODER; FINAL DRAFT PRO; APPLE FINAL CUT PRO-X, AVID MEDIA COMPOSER; PRO-TOOLS; LOGIC PRO-X; CUBASE, YAMAHA STUDIO MONITORS, FIREFACE AUDIO INTERFACE, UNIVERSAL AUDIO MK2, LA-610 MKII; STUDIO HEAD PHONE PRE-AMPS; RODE CLASSICS; SWITCHER STUDIO PRO.

MENTORSHIP



At AACA you are fully immersed into an intensive project driven experience. Taking you from knowing nothing or very little about cinema to writing, shooting and editing your own films. Our dynamic mentor driven programs allow learners to directly tap into years of expertise and experiences of our mentors, facilitators and subject matter

experts.

Our ethos is mentor for life - Learners are not only limited to mentors during the course but will have access to their mentors for life.

MABONENG IS YOUR SET



Based in the heart of Johannesburg's trendy Maboneng Precinct, the city streets of Johannesburg is your set students have unlimited access to shoot anywhere in the Maboneng Precinct in a safe environment with 24 Hour

security. Our learners have unprecedented access to shoot with in the Maboneng a living community which is your set.

ACCREDITED TRAINING

AACA is driven to provide learners with an engaging and accredited learning experience. We have designed our courses with the industry and the future industry champion in mind. All of our Facilitators are experts in their fields and have extensive experience in training and production, our Assessors and Moderators are resisted in accordance wit SETA legislation.

AACA is committed to providing high quality accredited programs. In the interest of quality assurance AACA has partnered with MICT SETA accredited training provider Guquka Management and Consulting - ACC/2015/07/0042, Who provide accreditation and quality assurance services.

AACA OFFERS THE FOLLOWING QUALIFICATIONS:

SAQA NQF LEVEL 4 - 61450: FET CERTIFICATE IN FILM AND TELEVISION PRODUCTION OPERATIONS

ADMISSION REQUIREMENTS:



All our courses require:

A Matric (Grade 12) Certificate (or equivalent)
Motivation Letter as Part of Application Process
Candidates may be required to attend an interview

ACTING STUDENTS:

May be required to attend an interview and audition for their place
Acting students should upload a 2 Min video performance clip (which can be shot on a cellphone) and uploaded to YouTube, Facebook or other online video service.

Students can perform any piece they want.

AREAS OF STUDY

<p>DIRECTING</p> <p>In movies and television, the film director holds a privileged position. Much like a conductor of an orchestra, a director must coordinate a whole team of actors, crew members, camera operators, producers, and the many other individual positions that make up a film set. A director is at once familiar with all of the elements of a production while making sure each department works well with each other, ensuring her or his creative vision is realized.</p>	<p>SCRIPTWRITING</p> <p>Every great film project – whether it’s a movie, television episode – starts with a good script. A well-written script provides the emotional core and narrative structure that allow the production to shine. It’s often said that you can make a bad movie with a good screenplay, but you can’t make a good movie with a bad screenplay. At African Academy of Cinematic Arts - screenwriting and naratology is at the core of our program</p>
<p>PRODUCING</p> <p>Producing requires a visionary while production design requires a visionary who will physically put together a world that only exists in the Directors mind. Here at AACA we teach you how to understand the theory behind running a production and upstanding the people you area leading and equally important how to physically work with in a budget to create a world on screen. We teach our students how to take there work to the world on every possible platform, every discipline is taught how market themself as well as there work.</p>	<p>CINEMATOGRAPHY</p> <p>A Cinematographer also called "DP" or "DOP" Director of photography is one of the most important persons in a film or any motion picture set because all the tedious pre production word and planing all comes down to capturing those breath taking shots. it's the Cinematographer's job to decide what lens to use, which character is in focus and which is not, lighting style, depth of field, angles of shot, color, the list goes on. At African Academy of Cinematic Arts, our cinematography course is designed to give you everything you need (Theory and Practical). Join the movement.</p>
<p>EDITING</p> <p>Editors hold one of the most critical roles in the filmmaking industry, and are key collaborators in the filmmaking process. Many of cinema’s most prolific directors work with the same editor over their entire careers. Filmmakers rely on an editor’s storytelling and digital editing skills to complete and polish their films. Editors are not just limited to the film industry; they work in many areas of media, including news, documentaries, television, and web series. Story telling is at the core of our program</p>	<p>ACTING</p> <p>Designed equally for beginning actors as well as those with experience, the Academy’s acting mentorship provides actors with intensive training in screen acting, modern on-camera acting techniques, and supporting acting classes, which contribute to the creation of a filmed performance. Learners are mentored by Maumela Mahuwa (Susan, Muvhango) who creates a stimulating environment which transforms a mediocre actor into a performer of skill and grace - At AACA performance students have the opportunity to audition for any AACA production.</p>

SOUND DESIGN

In movies and television, the film director holds a privileged position. Much like a conductor of an orchestra, a director must coordinate a whole team of actors, crew members, camera operators, producers, and the many other individual positions that make up a film set. A director is at once familiar with all of the elements of a production while making sure each department works well with each other, ensuring her or his creative vision is realized.

PRODUCTION DESIGN

Production designers are responsible for the visual concept of a film, television or theatre production. They identify a design style for sets, locations, graphics, props, lighting, camera angles and costumes, while working closely with the director and producer.

At AACCA we teach Production designers the craft of this very valuable skill as well as the ability to work with very small budgets and very large budgets. Production designers are the ones who take a world that exists inside of a script and bring it to real life, making every part of the Director and Producers dream a reality.

You are a creator, you are resourceful your also smart and very hands on, AACCA has the course for you!

1 Year Film Making Course



COURSE OVERVIEW

African Academy of Cinematic Arts 1-Year Filmmaking Program gives students the all-around filmmaking experience necessary to make their own films. The year is divided into two semesters, Students in the program receive over 1,000 hours of hands-on instruction and actual production experience.

The curriculum integrates intensive study in all the major filmmaking disciplines including cinematography, directing, screenwriting, producing, and editing, with advanced hands on training. Learners take part in an exciting program which challenges and develops them through each step of the way.

Learners write, shoot, direct, and edit They shoot projects in HD using cutting edge cinematographic equipment. All projects are edited digitally

CURRICULIUM

The course is designed with the practical hands on nature of the AACA training ethos in mind. Learners are balanced between course work of the SAQA 61450 - Level 4 qualification and their hands on production experience work.

The programme is a focused mentor driven experience which puts the you into an intense production process starting with concept development and leading to a market ready film. The Academy provides the mentorship, equipment, workspace and weekly lectures.

Developing film

makers part of this unique programmer will also work closely with performers and take part in the weekly AACA Performance Lab with Maumela Mahuwa.

Student film makers leave with a quality film title under their belt.

<p>1. BASELINE PRODUCTION</p> <p>You produce a pre-written production aimed at assessing the Learners skill and induct them into the film making process.</p>	<p>2. MENTORED PRODUCTION</p> <p>You will team up with your mentors to write and produce a film lead by the mentors which will help you improve areas which need improvement as assessed in the baseline production.</p>
<p>3.ROAD TRIP PRODUCTION</p> <p>The road trip is an additional production which aims to equip you with the versatility and adaptability to be able to shoot a film anywhere Optional</p>	<p>4. DEVELOPMENT</p> <p>Its time you must learn to fly but developing and writing their own film. Mentors assist with this process by providing deadlines and oversight.</p>
<p>5. PRE-PRODUCTION</p> <p>Now you must now prepare their film for production find and secure locations, cast and crew. you and your team must face a panel of lecturers and industry professionals in order to be granted the green light to enter the production phase.</p>	<p>6. PRODUCTION</p> <p>It's time for the camera to start rolling you will have one month to capture your vision.</p>
<p>7. POST PRODUCTION</p> <p>We bring it all together in post production and prepare their film for a cinematic premier.</p>	<p>8. DISTRIBUTION</p> <p>No film is complete until it is seen by the audiences, distribution and marketing is often overlooked but it is a vital element of production. Your year is concluded by putting together a film festival for your family friends and industry guests.</p>

FULL TIME ACTING SPECIALISATION

Learners who want to do acting full time must enroll in the 1 Year Film Making Course.

Learners will be expected to meet the same entry requirements as Film Making Students and will be limited to certain elective subject offerings:

Elective 13932 Prepare and process documents for financial and banking processes Level 3 NQF Level 03 CREDITS: 5

With

Elective 114556 Plan pre-production Level 4 NQF Level 04 CREDITS: 7

Learners will need to pass an audition to qualify for this course.

OUTCOMES

No previous filmmaking experience is required. However, participants must work with self-discipline, energy and mutual respect.

During the course learners will PRODUCE, SHOOT AND EDIT their own films which lead to the learners walking away with a SAQA NQF Level 4 Qualification.

1. BASELINE PRODUCTION (5 Minute Short Film)
2. MENTORED PRODUCTION (10 Minute Short Film)
3. ROAD TRIP PRODUCTION (Optional) (10 -20 Min Short)
4. THESIS FILM (24 - 45 Minute Film)

Learners will have access to HIGH END film production equipment for the duration of the course. Learners who complete the program will have access to AACA production equipment stores at a special discount rate when partnering with our music video production partner Gross Pictures PTY LTD.

COURSE SCHEDULE

The one year course is a disciplined and dedicated course designed to prepare you for the realities of the film industry.

Three times a week learners have a compulsory 6:00am class call time for special expert lead courses in addition these regular classes run Monday - Friday - 09:00am -16:00pm.

The campus is open 24 Hours a day and qualifying learners may book time in edit suites and studios when there are no scheduled classes are being run.

The course is intensive and designed to make you the best film maker you can be.

COST: R29 950

INCLUDES: ALL LEARNING MATERIALS, CLASS, ACCESS TO EXPERT MENTORS

REGISTRATION FEE: R2400

3 Month Part Time Film Making Course



COURSE OVERVIEW

AACA part time film making course is highly intensive and designed to teach learners the basic techniques in film making taking them through the 5 phases of production from developing and writing the script to shooting editing and distributing their short films through new media.

The course runs evening over a period of 3 months learners are exposed to all aspects of production including the weekly AACA Performance lab hosted by AACA Head of Performance Maumela Mahuwa (Susan, Muvhango).

The course places emphasis of Narrative story telling learners will have freedom to write their own script and produce pieces of Cinematic art. Learners are trained and mentored by expert film makers.

OUTCOMES:

During the course learners will PRODUCE, SHOOT, EDIT AND EVEN ACT their own short film. Learners will also walk away with a part qualification in film and television PRODUCTION operations NQF level 4. Learners will have access to HIGH END film production equipment for the duration of the course. Learners who complete the program will have access to AACA production equipment stores at a special discount rate when partnering with our music video production partner Gross Pictures PTY LTD.

COURSE SCHEDULE

Classes Run Monday to Friday 19h00 - 21h00. The campus is open 24 Hours a day and qualifying learners may book time in edit suites and studios when there are no scheduled classes are being run.

COST: R10500

INCLUDES: ALL LEARNING MATERIALS, CLASS, ACCESS TO EXPERT MENTORS

REGISTRATION FEE: R2400

7 Week Music Video Production Course



COURSE OVERVIEW

According to BILLBOARD on Youtube's 10th Anniversary in 2015, music videos made up 9 of the 10 most viewed content on youtube with Gangnam Style by Psy having over 2.8 Billion views since its release in year 2012, which has earned him millions of dollars in monetized views. It is no secret that music videos are one of the most produced content in the film making industry.

Most commercial Directors and Cinematographers started with making music videos. The music video industry in Africa alone turns out Hundreds of millions of dollars in revenue.

AACA has designed a rigorous and intensive music video course which puts the film maker to work with music stars putting them at the helm of creating visual music art. This course gives them direct access into this million dollar industry.

The aim of the course is to equip aspirant music video producers with the power and skill they need to stand on their own feet; Produce, shoot and edit world class music videos and take control of their career and financial destiny. Learners will work with and be mentored by experts in the field of music video production and learn what it takes to work with real clients to produce award-winning music videos.

OUTCOMES:

During the course learners will PRODUCE, SHOOT AND EDIT 3 music videos one of which will be with a real client. Learners will also walk away with a part qualification in film and television production operations NOF level 4.

Learners will have access to HIGH END film production equipment for the duration of the course. Learners who complete the program will have access

to AACCA production equipment stores at a special discount rate when partnering with our music video production partner Gross Pictures PTY LTD.

COURSE SCHEDULE

Classes run Saturday - 09:00am -17:00pm.

The campus is open 24 Hours a day and qualifying learners may book time in edit suites and studios when there are no scheduled classes are being run.

COST: R5995

INCLUDES: ALL LEARNING MATERIALS, CLASS, ACCESS TO EXPERT MENTORS

REGISTRATION FEE: R2400

1 Year Acting Mentorship



COURSE OVERVIEW

Designed equally for beginning actors as well as those with experience, AACA's Acting & performance course provides actors with intensive training in screen acting, modern on-camera acting techniques, and supporting acting classes, which contribute to the creation of a filmed performance.

Unlike other acting colleges, the emphasis at the African Academy of Cinematic Arts' Acting & performance mentorship is on providing practical experience and hands-on education to our students so that not only do they develop their craft as actors, but excel at acting in front of the camera. Learners are coached and mentored by Maumela Mauhwa and veterans of the South African film industry, independent film and television—who give each student a personal focus and teach the rigorous discipline necessary for launching a career in film and television.

It is the AACA's hands-on approach and the attention to the application of acting skills to performing in front of the camera that make the Academy one of the top acting schools in the country.

Outcomes

When enrolling in an acting program at the African Academy of Cinematic Arts's performance mentorship, students can expect to take the following courses depending on the curriculum of the workshop or program in which they enrolled.

Please note this is a mentorship program which leads to a Part Qualification (NQF LEVEL 4 - 61450) however it can lead to a Full Qualification (NQF Level 4 - 61450) when a learner enrolls into the 1 year film making course with Acting as a Specialization, compulsory subject choices will apply. (See 1 Year Film Making Course)

SUBJECTS

Movement - Voice - Monologues – Improvisation- Open Casting - Film Craft - Audition Technique - Business of Acting -Mask and Clown - Meisner - Text Analysis - Speech

COURSE SCHEDULE

Learners need to commit to attending the weekly AACCA Performance Lab with Maumela Mahuwa and their acting coaches. Regular classes run Wednesdays - 19:00pm -21:00pm.

Learners will also be invited to audition for roles which may require after hours work from the learner.

Learners attend one class per week with their performance coaches and a individual coaching session with their mentor Maumela Mahuwa once per term. Learners will also have the opportunity to audition for any AACCA production.

COST: R19 000

INCLUDES: ALL LEARNING MATERIALS, CLASSES, ACCESS TO EXPERT MENTORS

REGISTRATION FEE: R2400

PAYMENT PLANS

1 Year Film Making		
TYPE	AMOUNT	DESCRIPTION
ONCE OFF	R29,995	One payment made prior to the start of the course
PAY PER SEMESTER	R16, 496	Two Lump sum Payments 5% Interest Will Be Charged
PAY PER TERM	R8248	Four Lump sum Payments 10% Interest Will Be Charged
MONTHLY PAYMENTS	R2999	Twelve Monthly Payments 20% Interest Will Be Charged
1 Year Acting Mentorship		
TYPE	AMOUNT	DESCRIPTION
ONCE OFF	R19,000	One payment made prior to the start of the course
PAY PER SEMESTER	R9975	Two Lump sum Payments 5% Interest Will Be Charged
PAY PER TERM	R5225	Four Lumps sum Payments 10% Interest Will Be Charged
MONTHLY PAYMENTS	R1900	Twelve Monthly Payments 20% Interest Will Be Charged
3 Month Film Making		
TYPE	AMOUNT	DESCRIPTION
ONCE OFF	R10,800	One payment made prior to the start of the course
STAGGERED PAYMENT	R5940	Two Lump sum Payments 10% Interest Will Be Charged
7 Week Music Video Course		
TYPE	AMOUNT	DESCRIPTION
ONCE OFF	R5995	One payment made prior to the start of the course
REGISTRATION FEE		
TYPE	AMOUNT	DESCRIPTION
ONCE OFF	R2400	Registration fee is payable on all courses – this secures the learners place on the course.

BANKING DETAILS

FIRST NATIONAL BANK (FNB)
 ACCOUNT NAME: AACA
 ACCOUNT NUMBER: 62681551571
 BRANCH CODE: 250655

Send proof of payment to: info@aaca.co.za

CONTACT DETAILS

Address:

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1401

Phone: +27 063 692 3918

Email: info@aaca.co.za

WEBSITE:

www.aaca.co.za

Office Hours:

09H:00 - 16H00

