



INFORMATION PACK

2018

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 for all aspiring filmmakers and actors, We are based in Johannesburg's culturally vibrant and artistic community - Maboneng.

VISION

AACA - African Academy of Cinematic Arts aims to craft generations of film makers with a passion for story telling which are visually dynamic and relevant through intensive mentor driven training and skills programs which will metamorphose our learners from film students into industry giants.

MISSION

The mission of AACA is to educate learners who are passionate about creating visually compelling cinema through our mentor driven courses. Our courses are highly practical while not neglecting class room learning. These credit bearing courses are internationally recognised, this means that our students can work on any production anywhere in the world.

ACCREDITED TRAINING

At AACA all our courses are fully accredited with MICT SETA. Our Assessors and Moderators are registered in accordance with SETA legislation.

ACCREDITATION DETAILS: MICT SETA ACC/2017/07/0062

QUALIFICATIONS OFFERED:

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

AREAS OF STUDY

Our courses are designed in line with the mission of the DTI to continually improve the skills that will empower South Africa's economic citizens. Our teaching and training philosophy is summarized in our famous saying, "We don't just tell you how to do it, we show you how to do it". Practically speaking our learners leave the academy as film makers and not film maker "wanna be's"

PRODUCING (Compulsory)

Budgeting, Scheduling, Time Lines and negotiations. Money, Money and more money is the lifeline of every creative business, the producer holds their business key of every production.

SCRIPTWRITING (Compulsory)

Every Film starts with a Concepts and concept develops into a story. The scriptwriter has the rare skill to craft an ordinary story into a screenplay. At AACA, *NARRATOLOGY* is the core of our programme.

DIRECTING (Compulsory)

A director is the conductor of the orchestra. He or she is the creative boss of the production at once familiar with all of the elements of a production while making sure each department works well with each other to ensure her or his creative vision is taken from concept to cinema.

QUOTE: "Shaping and Moulding the creative vision."

ACTING (Elective)

Actors are the stars of the production which Inspire audiences and deliver the message of the film. Acting is the privilege to exist for just a moment in someone else's shoes.

PRODUCTION DESIGN (Elective)

The Production Designer possesses the highly sought after skill to create the film world making use of set design, props, wardrobe and Make-Up. They take the director's vision and turn it into a tangible reality.

CINEMATOGRAPHY (Elective)

It all comes down to the eye of the lens. A Cinematographer translates the director's vision using the camera to manipulate shadow and light to bring the story to life.

EDITING (Elective)

Much like a musician which uses notes and chords to create melodies. Editors piece the puzzle of a film together using shots crafting each frame into a living narrative.

SOUND DESIGN (Elective)

No movie is complete without sound. A Sound Designer fabricates the soundscape, by acquiring and manipulating audio signals, to create an all immersive cathartic experience.

1 Year Film Making Course	1 Year Film Making with Acting Specialisation	18 Month Film Making Course
Full Time	Full Time	Part Time

COURSE OVERVIEW

African Academy of Cinematic Arts 1-Year Filmmaking Program/18 Month Part Time Course gives students the all-around filmmaking experience necessary to make their own films. Over the course of the year Students 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 Producing, Directing, Cinematography, Production Design, Sound Design and Editing and acting. Learners take part in an exciting program which challenges and develops them each step of the way.

Learners write, shoot, direct, and edit and acting in their own films. They shoot projects in HD using cutting edge cinematographic equipment. All projects are edited digitally using the latest softwares and Apple Macintosh systems.

COURSE OUTLINE

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 you into an intense production process starting with concept development and concludes with a film which is ready for cinema, streaming or broadcast. The Academy provides mentorship and internship with industry professionals who are currently producing content for main stream broadcasters.

Maumela Mahuwa alongside other industry professionals work closely with aspiring actors to develop and grow their talent.

BASELINE PRODUCTION

You produce a pre-written script aimed at assessing the Learners skill level and induct them into the film making process.

MENTORED PRODUCTION

Guided by your mentors you will write, direct and produce your own film, your mentors will be with you every step of the way, from conceptualisation to final product.

ROAD TRIP PRODUCTION

The road trip is an additional production (optional) which aims to equip you with the versatility and adaptability to be able to shoot a film anywhere in any condition. #GorillaFilmMakingStyle

FINAL PRODUCTION

This will be the film that allows the student to really show off the skills that have been taught and practiced through the year. Students will get to determine and complete the full production process from Conceptualisation to Completion/Marketing.

COURSE SCHEDULES

FULL TIME COURSE SCHEDULE	PART TIME SCHEDULE
MONDAY – FRIDAY 09:00 am – 16:00am	SATURDAYS 09:30 am – 15:00

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

COURSE COST

TUITION: R35 995

REGISTRATION FEE: R2500

INCLUDES: AACA Swag Kit, Learning Materials, Assessments, Moderation, Verification, Certification.

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

COURSE SCHEDULE

FULL TIME COURSE SCHEDULE
SATURDAYS
09:00 am – 16:00am

TUITION: R5995

REGISTRATION FEE: R2500

INCLUDES: AACCA Swag Kit, Learning Materials, Assessments, Moderation, Verification, Certification.

WHY AACCA

- Our lecturers are industry professionals, meaning you will be trained by real life film makers.
- Our learners are mentored one on one by industry giants, through every phase of production. This mentorship will continue throughout the learners' career.
- We facilitate internships for qualifying graduates with companies currently creating content for mainstream media.
- Our course is highly practical to the ratio of 30% (Theory) and 70% (Practical) Learning.
- Our Acting department is lead by SABC 2's Muvhango acting giant Maumela Mahuwa(Susan).
- Free High Speed Fiber Wi-Fi Internet access.
- Maboneng is your set. Live, Shoot and Learn in Johannesburg's vibrant cultural artistic precinct Maboneng.
- Just because we are awesome!

AACCA runs on the ethos of preparing the learner for the reality of the film industry exposing them to a wide range of equipment - AACCA 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 CAMEREA; 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.

ADMISSION REQUIREMENTS:

- A Matric (Grade 12) Certificate (or equivalent)
- Valid ID/Passport
- CV
- Proof of Residence
- Motivation Letter as Part of Application Process

STUDENT LIFE

Maboneng has an amazing trendy city vibe for students and young working professionals. AACA will assist you in finding the perfect accommodation that will suit your personal style and budget. (Contact the admissions team for more information)

FREE SHUTTLE

Access to the free Maboneng shuttle service, which rotates through its route every 30 minutes from 8:00 to 19:00 daily.

MAJOR TRANSPORT ROUTES

Maboneng is situated in the central part of Johannesburg which is easily accessible from anywhere in Gauteng.

POST AACA

INTERSHIPS

Through industry partner relationships, AACA facilitates internships for qualifying learners.

AACA ALUMNI DATABASE AND ACTING AGENCY

Students are added to the AACA Alumni database or can sign up as part of the AACA Content Hub which serves as a management and booking agency.

AACA CONTENT HUB

Our graduating students can sign up to the AACA Content Hub which enables the learner to pitch their projects for funding, marketing and distribution, as well as access to AACA gear house at reduced rates.

LIFE TIME MENTORSHIP

Graduating learners have access to their mentors for life and will always remain part of the AACA family.

THE FUTURE

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 lose 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.

REGISTER ONLINE

www.aaca.co.za

BANKING DETAILS

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

Send proof of payment to: admin@aaca.co.za (Reference: Name and Surname)

CONTACT DETAILS

Address:

Unit 127, Market UP
10 Van Beek Street
Maboneng Precinct
Johannesburg
2094

Phone: +27 63 692 3918

Email: info@aaca.co.za

WEBSITE:

www.aaca.co.za

Office Hours:

09H:00 - 16H00

