



SHORT COURSE
PROSPECTUS

REVOLUTION MEDIA ACADEMY

| DIGITAL CONTENT CREATION PROGRAMME

Filmmaking for the Digital Age

Create stories, produce video and use AI tools to enhance your creative workflow.

DURATION

4 Weeks

STUDY MODE

Online / Part-Time

AVAILABILITY

Year-Round

TOTAL FEE

R 3 000

COURSE OVERVIEW

This practical course introduces learners to storytelling and content creation in the digital age. Aspiring filmmakers, content creators and media professionals develop compelling stories and transform them into quality visual content through traditional production techniques and AI-powered tools.

WHY STUDY THIS PROGRAMME?

Story-Led Training

AI-Powered Workflows

Video Production Fundamentals

Editing & Post-Production

Portfolio Development

Content Strategy

DESIGNED FOR

Aspiring Filmmakers

Content Creators

Media Professionals

Beginners

Digital Storytellers

1

Modern Storytelling

Audience, ideas and creative purpose

3

Scriptwriting & Structure

Crafting clear visual narratives

5

Video Production

Core production fundamentals

7

Editing & Post-Production

Refining video for audiences

9

Monetisation & Strategy

Planning sustainable content work

2

Creative Thinking

Developing strong content concepts

4

Pre-Production Planning

Preparing content efficiently

6

AI Content Tools

Supporting creative workflows

8

Optimisation & Publishing

Preparing content for platforms

10

Final Project & Portfolio

Demonstrating applied skills

CONTEMPORARY SKILLS

- Idea development
- Visual production
- Social media content
- AI-assisted ideation
- Video editing
- Digital publishing
- Creative optimisation
- Portfolio building
- Content strategy

CREATE, EDIT AND PUBLISH STORIES FOR TODAY'S DIGITAL WORLD

PROGRAMME OBJECTIVES

1

Develop compelling story ideas

2

Plan and produce visual content

3

Use AI tools to support creativity

4

Edit and refine digital video

5

Optimise content for platforms

6

Build a practical portfolio

Skills to Opportunity

CAREER OPPORTUNITIES

- Content Creator

• Video Editor

• Filmmaker / Videographer

• Social Media Content Producer
- Digital Content Strategist

• Junior Creative Director

• Multimedia Producer

• Marketing Content Creator
- Brand Content Creator

• Freelance Video Producer

• Educational Content Creator

• Podcast & Video Producer

INDUSTRIES YOU CAN WORK IN

- YouTube content

• TikTok content

• Instagram content
- Online video

• Digital broadcasting

• Brand content
- Marketing content

• Education media

• Freelance production

PROGRAMME AT A GLANCE

An accessible entry point for aspiring filmmakers and digital content creators. Bring your stories to life — creativity meets modern technology.

STUDY MODE

Online / Part-Time with optional campus experience

DURATION

4 Weeks — applications open year-round

PORTFOLIO

Build a practical portfolio demonstrating digital content skills

ADMISSION REQUIREMENTS

- Grade 10 or higher
- No prior filmmaking experience required
- A smartphone or basic camera can be used to start

CLASS SCHEDULE

Delivered online with an optional campus experience for practical exposure. Applications are available year-round.

EQUIPMENT & FACILITIES

Learners use accessible production tools including smartphones or basic cameras. AI tools are introduced as workflow support within the programme.

FEES & CERTIFICATION

Course Fee

One-off payment of R 3 000 upon enrolment.

No Application Fee Required

Apply at no cost. The full course fee is payable once upon acceptance.

CERTIFICATION

Certificate of Completion — Includes formative and summative assignments, tests and projects. This short course is non-credit-bearing.

R 3 000

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