



SHORT COURSE
PROSPECTUS

REVOLUTION MEDIA ACADEMY

| CREATIVE MEDIA PROGRAMME

Video Production & Content Creation

Create stories for screens of every size: film, television and today's digital platforms.

DURATION

10 Weeks

STUDY MODE

Saturdays Only

CONTACT TIME

4 Hours Per Week

TOTAL FEE

R 10 000

INTAKES

2 Per Year

COURSE OVERVIEW

This practical programme equips learners with the skills required to create professional video content for film, television, digital media, social media platforms and online content channels. Learners develop hands-on experience in camera operation, lighting, sound recording, editing and content production.

WHY STUDY THIS PROGRAMME?

Hands-On Practical Training

Portfolio Development

Industry-Relevant Skills

Professional Equipment Access

Saturday-Based Learning

Career-Focused Training

DESIGNED FOR

School Leavers

Aspiring Filmmakers

Content Creators

YouTubers

Entrepreneurs

Social Media Creators

Career Changers

1 Storytelling & Visual Communication

Concepts, structure and visual language

3 Lighting for Film & Content Creation

Location and studio lighting practice

5 Video Editing & Post Production

Editing, colour and delivery formats

7 Multi-Camera Production

Studio and event production workflows

9 YouTube & Online Video Production

Channel-ready formats and publishing

2 Camera Operations & Cinematography

Exposure, lenses, framing and movement

4 Audio Recording & Production

Clean dialogue and location sound

6 Social Media Content Production

Vertical video and short-form content

8 Directing & Production Planning

Pre-production, crew roles and shoots

10 Portfolio Development

Presenting finished work professionally

CONTEMPORARY SKILLS

Smartphone Filmmaking

Vertical Video Production

YouTube Production

Content Creation Workflows

Social Media Video Strategy

AI-Assisted Editing Workflows

Content Planning

Creator Branding

Online Publishing

AI tools are introduced as practical support within editing and content workflows, alongside the creative, technical and production skills that remain central to the programme.

EDIT FOR SCREENS, PLATFORMS AND AUDIENCES**PROGRAMME OBJECTIVES****1** Plan video productions**2** Operate professional cameras**3** Capture professional audio**4** Produce for multiple platforms**5** Edit and deliver productions**6** Build a professional portfolio**Skills to Opportunity****CAREER OPPORTUNITIES**

- Content Creator
- YouTube Creator
- Videographer
- Video Editor
- Camera Operator
- Production Assistant
- TV Production Assistant
- Digital Media Producer
- Corporate Video Producer
- Social Media Content Producer
- Production Coordinator
- Freelance Filmmaker
- Multimedia Content Creator
- Online Video Producer
- Documentary Production Assistant

INDUSTRIES YOU CAN WORK IN

- Film & Television
- Digital Media
- Advertising
- Marketing Agencies
- Corporate Communications
- Government Communications
- Social Media Production
- Companies
- Online Media Platforms

CONTINUE YOUR LEARNING JOURNEY

After completing this short programme, you can continue your studies with the following Accredited QCTO Programmes.

NQF 5
Video, Film and Multimedia Practitioner**NQF 5**
Radio & Multimedia Content Practitioner**NQF 6**
Media/Programme Content Production Manager**ADMISSION REQUIREMENTS**

- Grade 10 or higher
- Basic computer literacy
- Ability to communicate in English

CLASS SCHEDULE

Classes are offered on Saturdays only over a 10-week study period. The programme offers two intakes per year.

EQUIPMENT & FACILITIES

Practical exposure to camera, lighting, sound recording, studio and post-production resources.

FEES & CERTIFICATION

Deposit

R 5 000

Total Course Fee

R 10 000

Deposit R 5 000 plus 2 × R 2 500 monthly via EFT or debit order. Learner guides are included.

No Application Fee Required

Apply at no cost. Registration fees only become payable once you have been accepted.

CERTIFICATION

Certificate of Completion — This short course is not registered on the NQF and is not credit-bearing.