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[AFIDA]

THE CREATIVE ECONOMY

THE SCHOOL FOR

MOTION PICTURE AND
LIVE PERFORMANCE
PROGRAMME



[AFDA]
GRADUATES





AFDA 2.0

As technological advancement continues on an exponential scale, it has been suggested that the only area where human beings will remain relevant is within the creative industries. The AFDA Bachelor of Arts degree programmes focuses on evolving production skills for fragmenting audiences and interconnected exhibition platforms within the transforming creative economy of the 21st century. The innovative multi-tiered, project-led, work-integrated learning approach, known as AFDA 2.0, will prepare our students for a new frontier in the creative economies.

During the first eighteen months of the Undergraduate BA degree, students will have the opportunity to explore up to twelve different disciplines. They will have access to our state-of-the-art Discipline, Technical and Craft (DTC) facilities, to experience the many disciplines that contribute to the making of a motion picture production as well as the various mediums through which performances are brought to an audience. During this first half of the 3year degree, students will become multi-skilled, gaining technical competencies on a broad range of equipment and software. Then mid-way through 2nd year, students will select their discipline of specialisation to major in until they graduate at the end of 3rd year.

In addition to the above-mentioned Discipline Studies in the BA Degree, students will also engage in Conceptual, Contextual, Reflection and Project Studies, as well as tutorials.

"PRODUCTION"



**AFDA 1ST YEAR STUDENT IN
A DISCIPLINE, TECHNICAL
AND CRAFT (DTC) VENUE**



EXPERIMENTAL FESTIVAL ON JHB CAMPUS



UNDERGRADUATE BACHELOR OF ARTS (BA)

in Motion Picture Medium

3 YEARS FULL-TIME

SAQA ID 35934

NQF LEVEL 7

The AFDA Bachelor of Arts in Motion Picture Medium is internationally recognised, as evidenced by winning numerous industry-acclaimed awards, for providing students with a rigorous, well-rounded, comprehensive education in motion picture production. The programme is designed to equip students with the necessary conceptual, practical and contextual skills to produce multiple forms of film, TV, stage and emerging media content. What defines the program and sets it apart, is its experiential approach to learning, allowing graduates to thrive in the creative economy of the 21st century.

Students will be guided in how to produce work in a variety of formats for a range of distribution platforms. These include short dramatic narratives, pilot episodes for a drama or comedy series, documentaries, multi-camera actuality or drama shows, social media productions and virtual reality experiences. Distribution platforms include social media platforms, broadcast and streaming services, open access Web 3.0 services, as well as New Technologies' services, platforms or devices.

In Discipline Studies, students will explore the fields of production, screen design, image production, post-production and sound and music production. These discipline concentrations, and the perceptual and concrete skills they inform, have been conceptualized in such a way that they meet the ever-evolving production needs of the 21st century motion picture industry.

DISCIPLINES & MAJORS

FILM AND TELEVISION

Production

- Writing
- Producing
- Directing

Image Production

- Cinematography
- Data & Grading

Screen Design

- Production Design
- Character Design and Styling

Post-Production

- Editing
- Visual Effects, Broadcast Design and Animation

Sound & Music

- Sound Recording, Design and Mixing
- Media Music Production



DISCIPLINE, TECHNICAL AND CRAFT (DTC) VENUES





AFDA CINEMATOGRAPHY STUDENTS ON SET



UNDERGRADUATE BACHELOR OF ARTS (BA)

in Live Performance

3 YEARS FULL-TIME

SAQA ID 35936

NQF LEVEL 7

The AFDA Bachelor of Arts in Live Performance programme is designed to equip students with the necessary conceptual, practical and contextual skills to perform on stage, screen, TV, or within the music industry. As is the same in the Motion Picture degree, students in the Live Performance stream follow a project-led, experiential approach to their learning. Students are assessed on how they are able to analyse and apply their knowledge in the context of creating live performance projects for film, TV, stage and emerging media, ensuring that students are prepared to meet the production needs of the 21st century performance industry.

In Discipline Studies, students will have the opportunity to use the knowledge they have gained in Ideation Studies to experiment, improvise and express their creative voice in the disciplines of stage acting, screen acting and musical performance, as well as a choice of various motion picture disciplines.

Students will gain the skills to successfully position themselves as a performer or presenter for contact environments such as cinemas and theatres, as well as on digital platforms such as social media, broadcast and streaming services, and open access Web 3.0 services.

DISCIPLINES & MAJORS

PERFORMANCE

Acting for Stage

- Defining characters through stage play analysis
- Developing goal attainment strategies and motivational force for characters
- Creating and adopting effective personalities for character engagement
- Forming defined characters through acting techniques
- Performing for the live audience

Acting for Film

- Defining characters through screenplay analysis
- Developing goal attainment strategies and motivational force for characters
- Creating and adopting effective personalities for character engagement
- Forming defined characters through acting techniques
- Performing for the camera

Music Performance

- Writing lyrics and composing songs
- Performing music
- Vocal development & music theory
- Designing and staging a personal brand
- Product management and the business of music



WHAT WE OFFER

30+

AREAS OF STUDY

4

CAMPUSES

4

UNDERGRAD
DEGREES

4

POSTGRAD
PROGRAMMES

3

HIGHER
CERTIFICATES

4500+
ALUMNI

MEMBER OF CILECT



2500+
STUDENTS







ALUMNI

AMANDA DU PONT

**ACTOR, TV PRESENTER, MODEL
AND BRAND AMBASSADOR**

AFDA BA Live Performance alumna Amanda du Pont, starred in the African Netflix Original series “Shadow” and “Slay”

SPOTLIGHT

DIAAN LAWRENSEN

**MULTI-TALENTED TV, FILM
ACTRESS AND PRODUCER**

Starred in award-winning films, notably “Sink”, “Susters” and “Raaiselkind”, the latter earning her a nomination for a SAFTA award. Also co-owner of award-winning production company Jester Productions.



OFENTSE MWASE

**CINEMATOGRAPHER,
DIRECTOR, FILMMAKER**

Ofentse has won over 21 prestigious awards in the last ten years, including Music Video of the Year at the 2017 South African Music Awards (SAMA's).



RICKY RICK

**ACCOMPLISHED PRODUCER, WRITER,
ACTOR AND RAP STAR**

His debut album “Family Matters” reached platinum status and won many accolades, including an MTV award.



**TRISTAN HOLMES, DIRECTOR OF THE
HONOURS FILM "ELALINI", PROUDLY
HOLDING THE STUDENT ACADEMY
AWARD (OSCAR) FOR BEST
FOREIGN STUDENT FILM**

POSTGRADUATE BACHELOR OF ARTS [BA] HONOURS

in Motion Picture Medium

1 year full time | SAQA ID 35935 | NQF Level 8

in Live Performance

1 year full time | SAQA ID 35937 | NQF Level 8

**BA Honours is open to students who have completed Undergraduate studies or qualify to RPL into Postgraduate studies.*

Students in the Honour's programmes will conceptualise, develop, produce, market and professionally exhibit one of the following works:

Motion Picture Students:

- 24-minute Dramatic Narrative Film
- 24-minute Pilot Programme for Television
- 24-minute Documentary film
- Four Professional Commercials / Music Videos

Live Performance Students:

Acting:

- Lead roles in two 24-minute dramatic narrative films or television pilots
- Two 45 - 60-minute stage productions
- One 45 - 60 minute stage production and a lead role in a 24-minute dramatic narrative film or television pilot

Music Performance:

- Two 45 -60-minute music performance shows with associated album release, branded web or mobi-series; or music video.

Disciplines on offer:

- Writing; Directing; Producing;
- Production Design; Character Design & Styling;
- Cinematography; Data & Grading
- Editing; Visual Effects, Broadcast Design & Animation
- Media Music Production;
- Sound Recording, Design & Mixing;
- Screen Acting, Stage Acting
- Music Performance*

With a postgraduate level focus on Research Led Practice/Practice Led Research, the AFDA Honours degrees equip students to apply research and critical engagement to the production of an artwork. The program also aims to develop key knowledge and skills for success in meeting future challenges, augmenting imagination, creativity, collaboration and communication, leadership, innovation and entrepreneurial skills

This research approach not only prepares students for further postgraduate studies, but also for entering the world of work in their preferred field of specialisation.



**THUTUKA
MTHEMBU**

ACTOR

[AFDA DURBAN,
BA LIVE PERFORMANCE]



**THAPELO
MOKOENA**

ACTOR, TV PRESENTER & PRODUCER

[AFDA JOHANNESBURG,
BA HONOURS LIVE PERFORMANCE]



AFDA

**TOM
MARAIS**

CINEMATOGRAPHER

[AFDA JOHANNESBURG,
BA HONOURS MOTION
PICTURE MEDIUM]



**SHEKHINAH
DONNELL**

LIVE PERFORMANCE ARTIST

[AFDA JOHANNESBURG,
BA LIVE PERFORMANCE]



**BRETT
MICHAEL
INNES**

**WRITER, DIRECTOR
& PRODUCER**

[AFDA JOHANNESBURG,
BA MOTION PICTURE MEDIUM]



POSTGRADUATE ALUMNI



AFDA CAPE TOWN STUDENTS ON SET



NKANTU LUSCIOUS DOSI



POSTGRADUATE MASTER OF FINE ARTS (MFA)

in Motion Picture Medium

2 YEARS PART-TIME

SAQA ID 96800
NQF LEVEL 9

Through applied research, the AFDA MFA presents students with the opportunity to master the knowledge of creating and monetising high quality, engaging long format narratives with an appeal to local audiences.

AFDA MFA students are required to complete ONE of the following outcomes:

- A Feature Film of a minimum of 48 minutes in length
- A Feature Documentary of a minimum of 48 minutes in length
- A Feature Film Screenplay/Script of TV Series – series outline and 2 episodes
- Up to 3 special projects* drawn from the following:
- Fiction: Short film, 24 minutes in length
- A pilot for a TV series or novella
- Three related commercials
- Motion picture productions for emerging media

* Special projects must be approved to ensure that these adhere to the required scope of practical work and research enquiry associated with a NQF Level 9 qualification.

With a Masters level focus on Research Led Practice/Practice Led Research, the AFDA Master's programme not only equips students to apply research and critical engagement to the production of a feature length motion picture, but also to generate valuable applied research that will benefit the growth of local creative industries.



HUMANS OF





[AFDA]



[AFDA]



"Noem My Skollie"



"The Wound"



"Thina Sobabili"



"This is not a Burial, It's a Resurrection"



"Toorbos"

5 YEARS IN A ROW

Five South African **OSCAR** candidates in five years

"Thina Sobabili"

"Noem My Skollie"

"The Wound"

"Toorbos"

"This is not a Burial, It's a Resurrection"

CILECT OVER 180

Over 180 audio visual institutions in 65 countries on 6 continents

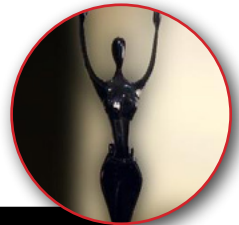
In the last 3 years AFDA Graduation Films have been selected to screen at film festivals in **26 countries** around the world

26 COUNTRIES



5 SAMA's

AFDA Alumni win 5 Awards at the 2018 SAMA's. **Shekinah** wins 3 including Female Artist of the Year



17 AFRICA ACADEMY AWARDS

AFDA alumni nominated for **17 Africa Academy Awards** in 2020

OSCAR

OSCAR First and only SA winner of Academy Award for Best Foreign Student Film in 2006 "Elalini"

OSCARS



OVER 8000

The AFDA Community includes:
Over **5500 ALUMNI** &
Over **2500 Students**

220 FEATURE FILMS

AFDA alumni in key positions in over 220 feature film productions

ON THE MAP

TOP 5
FINALIST

FESTIVAL DE CANNES

Court de Metrage
2006 AFDA Student
Film "Ongeriewe"

OVER
240

AFDA alumni in key
positions in over **240**
television productions

AFDA graduation
films have won
Simon Sabela Best
Student Film Award
for **6 years** running

6 YEARS IN A
ROW

OVER
30

SAFTA's
AFDA alumni
cinematographers
have won over 30
Golden Horn Awards

OVER
220

AFDA graduation
productions
produced annually

GRAND
PRIX



CANNES LIONS INT. FESTIVAL

AFDA graduate **Terence Neale** became
the first SA director to ever win Grand Prix
at the **Cannes Lions International Festival
of Creativity**, the world's most prestigious
advertising award



9 LOERIES

AFDA graduate **Kyle Lewis**
wins a massive **9 Loeries**
in 2017





For more information on

- Entry requirements
- Entrance exam option
- Fee structures
- Study loans
- Bursaries
- Campuses
- and to follow the Application Process to study with us



1. Apply



2. Register



3. Enrol

Go to www.afda.co.za



AFDA STUDENT ON SET



WWW.AFDA.CO.ZA

CAMPUSES

JOHANNESBURG

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CAPE TOWN

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DURBAN

2A HIGHDALE ROAD,
GLEN ANIL
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PORT ELIZABETH

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CENTRAL
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PECAMPUS@AFDA.CO.ZA

POSTGRADUATE STUDIES

POSTGRAD@AFDA.CO.ZA

INTERNATIONAL STUDENTS

INTERNATIONAL@AFDA.CO.ZA

AFDA

film • television • performance • business innovation & technology
the school for the creative economy



afda.co.za



afda.filmschool



[Afda_FilmSchool](https://twitter.com/Afda_FilmSchool)



AFDA is a Private Higher Education Institution which offers Higher Certificate and Degree programmes that are registered by the Department of Higher Education and Training (DHET) and the South African Qualifications Authority (SAQA). Our programmes are accredited and we participate productively in the ongoing reaccreditation and quality assurance processes of the Council on Higher Education (CHE) to ensure the quality of our programmes.



THE DHET CERTIFICATE NUMBER FOR AFDA IS 2001/HE07/012. AFDA IS OWNED BY STADIO HOLDINGS