PAS MEDIA
ACADEMY

Prospectus
Qualifications & Short Courses

PASMA is a leading media production academy based in Bloemfontein, South Africa. We specialize in film & video production, audio production, and radio & podcasting production. Our mission is to provide students with the highest quality education, resources, and opportunities to excel in the media production industry. Join us and unlock your creative potential!

Hands-On Experience & Industry Connections

PASMA's comprehensive curriculum focuses on practical learning through workshops, projects, and internships. Our strong industry ties provide networking opportunities, connecting students with media professionals and potential employers to enhance their career prospects in the media production industry.

Collaborative Environment

Our campus fosters a collaborative atmosphere where students work alongside fellow learners and industry experts on creative projects. By joining our diverse community of instructors from around the country, you'll gain invaluable global insights and perspectives in the media production field.

Comprehensive Support & Industry-Recognized Qualifications

PASMA offers extensive student support services, including academic guidance, career counseling, and personal development assistance. Our qualifications are industry-recognized, ensuring graduates are well-prepared for their future careers and possess the skills that employers value.

Full-time Qualifications

Part-time Audio-based Courses

Part-time Video-based Courses

National N Diploma Popular Music: Studio Work
* Audio Producer, Sound Engineer, Music Producer, Sound Technician etc.

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: Two years on campus, One year work experience
Minimum entry requirement: Grade 12
Intakes: January & June
Accreditation: QCTO, DHET

Program Overview

Course Objectives
This program aims to equip students with a comprehensive understanding and practical skills in audio production and popular music studio work. It prepares them for fundamental positions in the sound engineering and music production industry.

Course Duration
3 Years (2 Years of Theoretical Coursework and Practical Training + 12 Months of Workplace Learning)

Course Format
Full-Time

Curriculum Overview

Quarter 1: Foundations and Introduction to Audio Production
- Acquainting with the PASMA Learning Process
- Understanding Apple Mac OS X and Microsoft Windows OS

- Utilizing Google Drive and Documents for collaborative work
- Learning the basics of Sound Theory and Digital Audio Foundations
- Understanding Signal Path and operating Mixers
- Getting hands-on with Soundation DAW Software
- Operational Pass: Recording studio
- Exploring the Music Business (N4 level) and basics of Sound Engineering (N4 level)
- Introducing Electronic Music and Keyboard Techniques (N4 level)
- Learning the essentials of Arranging and Production (N4 level)

Quarter 2: Audio Recording Techniques and Equipment

- Delving into Song Arrangement and Audio Recording Techniques
- Learning Music Theory for Songwriters: The Fundamentals
- Understanding Microphones, Cables, and Connectors in-depth

Quarter 3: Intermediate Audio Production and Music Business

- Advancing to N5 level in Sound Engineering, Electronic Music, Keyboard Techniques, Arranging, and Production
- Participating in Assisted Studio Setup & Recording Session
- Exploring The MIDI Language, comparison of 7 DAWs, and getting introduced to Ableton: Live 11
- Learning Audio Foundations: EQ & Filters, Compression & Dynamics Processing, Delay, Modulation, and Reverb
- Understanding Analog Hardware Processor Connection & Setup
- Engaging in Track Production I

Quarter 4: Advanced DAWs, Mixing, and Career Guidance

- Learning Avid: Pro Tools, understanding a Mix Engineer's Glossary of Terms
- Receiving Entrepreneurship & Career Guidance

- Using Syntorial and Splice for music production and collaboration

Quarter 5: Advanced Music Business and Production Techniques

- Advancing to Music Business (N6 level), learning Acoustics and Cockos: Reaper, and Scaler 2
- Participating in an Audio Mixing Bootcamp
- Learning to produce Radio Ads: Writing, Producing, Editing & Mixing
- Understanding Digital Mixers I: Allen & Heath Qu 32
- Deepening knowledge in Music Production: Techniques & Concepts

Quarter 6: Audio Systems and Equipment

- Learning about Speakers and Amplifier Systems, DMX Lighting - DASLight
- Exploring Music Production: Techniques & Concepts - Part 1
- Understanding Digital Mixers II: Mackie 32 DLR and Digital Audio Connections

Quarter 7: Advanced Sound Engineering and Live Sound

- Advancing to N6 level in Sound Engineering, Electronic Music, and Keyboard Techniques
- Learning Live Sound System Setup and Fundamentals of Pro Audio Equipment
- Demystifying Audio Synthesis: The Basics, getting hands-on with Location Recorders I: Zoom F8
- Exploring Field Audio Recording, learning iZotope Ozone 7
- Understanding Music Production: Techniques & Concepts - Part 2 and Audio Mastering Techniques

Quarter 8: Network Audio, Sound Design, and Final Production

- Understanding Network Audio and Sound Design
- Engaging in Foley Recording

- Participating in Final Production Event Production, Recording, Mixing & Mastering

Entry requirements & course fees

Prerequisites
Applicants must have a National Senior Certificate (Grade 12) or an equivalent qualification, along with a demonstrated interest in music production and studio work.

Entry Requirements
- Possess a National Senior Certificate (Grade 12) or equivalent qualification
- Demonstrate a strong interest in music production and studio work.

Course Fees

Fee Type *[Year 1 & Year 2]*	Cost
Enrollment Fee	R4,800.00
Monthly Fee [12 Month plan]	R2,700.00 x 12 Months
Total Yearly Fee	R37,200.00

Teaching methods & Assessment

Teaching Methods
Video Lessons: To provide a foundation in audio production and music industry concepts
Workshops: Hands-on training in audio production techniques and equipment
Group Projects: Collaborative learning to develop teamwork and communication skills
Mentors: Industry professionals sharing their experiences and insightsPractical
Application: Students will work on real-world projects to apply their knowledge
Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- Virtual in-class participation
- Final second-year production project

Career opportunities

Graduates of this program can pursue various career opportunities in the audio production and music industry, such as:

Studio Engineer

Operate and maintain recording studio equipment, and assist artists in achieving their desired sound during recording sessions.

Live Sound Engineer

Manage sound reinforcement during live events, including concerts and performances, ensuring optimal sound quality for the audience.

Music Producer

Oversee the entire creative process of recording projects, working closely with artists and musicians to create a cohesive sound and vision.

Audio Editor

Edit and manipulate audio files for various media formats, such as podcasts, radio broadcasts, and multimedia presentations.

Sound Designer

Create and design unique soundscapes, sound effects, and audio elements for film, television, video games, and other forms of media.

Broadcast Engineer

Work in radio or television broadcasting, ensuring proper transmission of audio signals and maintaining broadcast equipment.

Audio Post-Production Specialist

Handle the editing, mixing, and mastering of audio tracks for film, television, and other media projects.

Music Supervisor

Collaborate with directors and producers to select and license the appropriate music for film, television, and advertising projects.

Audio Consultant

Provide expert advice on sound system design, installation, and optimization for various applications, such as concert venues, corporate events, or houses of worship.

Music Educator

Teach audio production and music technology courses at educational institutions or offer private lessons.

Higher Certificate: Film & Television Production
Film director, video producer, video editor, director of photography, camera person, scriptwriter etc.

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: One year on campus
Minimum entry requirement: Grade 12
Intakes: January & June
Accreditation: MICT Seta

Program Overview

Course Objectives
This program aims to provide students with a comprehensive understanding and practical skills in film and video production. It prepares them for fundamental positions in the film and video production industry, as well as for freelance opportunities and starting their own production company.

Course Duration
1 Year (Full-Time)

Course Format
Full-Time

Curriculum Overview

Quarter 1: Foundations and Introduction to Video Production
- Grasping the PASMA Learning Process
- Navigating through Apple Mac OS X and Microsoft Windows OS

- Utilizing Google Drive and Documents for collaborative work

- Basics of Video Production and its diverse environments

- Introduction to Video Recording and Editing Technologies

- In-depth understanding of the Video Camera

- Getting hands-on experience with the Canon DSLR Camera

- An overview of Photography and use of Adobe Lightroom

- Operational Pass: Gaining expertise in Canon DSLR

- Engaging in foundational Video Production activities

- Exploring the nuances of Visual Storytelling

Quarter 2: Skills Development and Video Production Techniques

- Mastering Adobe Premiere for professional video editing

- Engaging in Screenwriting I for script development

- Acquiring skills in Video Lighting techniques

- Exploring Location Lighting for Video Production

- Diving deep into Video Foundations: Cameras and Shooting

- Learning to manage Audio for Video

- Handling Smartphone Gimbal - DJI OSMO 2

- Operating Camera Gimbal II - Zhiyun Crane 2

- Using a Teleprompter for scripted video shoots

- Recreating a Music Video for practical understanding

Quarter 3: Advanced Techniques and Short Film Production

- Operational Pass: Getting proficient with Samsung NX 1 Mirrorless camera

- Enhancing scripting skills in Screenwriting II

- Learning the role of a Producer in Creating a Short Film

- Understanding cinematography techniques for Short Film creation

- Working with Actors and Directing a Short Film

- Gaining on-set experience in Short Film production

- Multi-Camera Video Production and Post-production techniques

- Participating in Assisted Short-film Production (Film Production Week)

- Learning to use Switcher Studio for live video creation

- Analyzing films in Film Studies

- Exploring production software: Studio Binder

- Producing a Super-short Film for practical experience

Quarter 4: Specialized Equipment and Career Preparation

- Blackmagic 2.5K Cinema Camera Green card certification

- Learning to operate Camera Drone: DJI Mavic

- Producing a Short film as a capstone project

- Developing entrepreneurial skills and receiving Career Guidance for a sustainable career in film and video production.

Entry requirements & course fees

Prerequisites
Applicants must have a National Senior Certificate (Grade 12) or an equivalent qualification, along with a demonstrated interest in film and video production.

Entry Requirements

- Possess a National Senior Certificate (Grade 12) or equivalent qualification

- Demonstrate a strong interest in film and video production.

Course Fees

Fee Type	Cost
Enrollment Fee	R4,800.00
Monthly Fee [12 Month plan]	R2,700.00 x 12 Months
Total Yearly Fee	R37,200.00

Teaching methods & Assessment

Teaching Methods

Video Lessons: To provide a foundation in film and video production concepts
Workshops: Hands-on training in video production techniques and equipment
Group Projects: Collaborative learning to develop teamwork and communication skills
Mentors: Industry professionals sharing their experiences and insights
Practical Application: Students will work on real-world projects to apply their knowledge

Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- Virtual In-class participation
- Production projects

Career opportunities

Graduates of this program can pursue various career opportunities in the film and video production industry, such as:

Film or Video Director

Oversee the creative and technical aspects of film or video production, including

working with actors, managing the crew, and ensuring the project's vision is realized.

Cinematographer

Create the visual look of a film or video project by selecting cameras, lenses, and

lighting techniques to achieve the desired mood and atmosphere.

Video Editor

Assemble raw footage, select the best shots, and create a coherent narrative through

editing techniques, transitions, and special effects.

Screenwriter

Develop scripts and storylines for film, television, or other visual media formats.

Camera Operator

Operate cameras and related equipment to capture footage for film, television, or video productions.

Production Assistant

Support the production team by assisting with various tasks, such as organizing schedules, coordinating logistics, and managing paperwork.

Producer

Oversee the entire production process, including securing funding, hiring crew members, and ensuring the project is completed on time and within budget.

Art Director

Design and oversee the visual aspects of film and video projects, including sets, props, costumes, and makeup.

Sound Designer

Create and edit sound effects and audio elements to enhance the overall atmosphere and mood of a film or video project.

Visual Effects Artist

Create and integrate computer-generated imagery (CGI) and visual effects into film or video projects.

Location Manager

Research, secure, and manage shooting locations for film and video productions.

Film or Video Production Educator

Teach film and video production courses at educational institutions or offer private lessons.

Higher Certificate: Radio Production
Television presenter, radio host, podcaster, sports broadcaster etc.

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: One year on campus
Minimum entry requirement: Grade 12
Intakes: January & June
Accreditation: MICT Seta

Program Overview

Course Objectives
This program aims to equip students with a comprehensive understanding and practical skills in presenting for video and audio, radio broadcasting, podcasting production, and influencer content creation. It prepares them for fundamental positions in the television, streaming, radio, and podcasting industry, as well as freelance opportunities, collaborations, and starting their own podcast or radio show.

Course Duration
1 Year (Full-Time)

Course Format
Full-Time

Curriculum Overview

Quarter 1: Introduction to Radio and Podcasting
- An orientation to the PASMA Learning Process
- Operating systems: Apple Mac OS X, Microsoft Windows OS

- Collaboration tools: Google Drive and Documents
- Fundamentals of Radio Broadcasting and Podcasting
- Audio Recording and Editing Technologies overview
- Scriptwriting for Radio and Podcasts
- Voice Techniques and Training
- Introduction to Interview Techniques

Quarter 2: Radio Production and Podcasting Techniques

- Exploring Radio Production Environments
- Diving into Podcast Production Environments
- Mastering Audio for Radio and Podcasting
- Understanding Radio Show Planning and Formats
- Getting the hang of Podcast Planning and Formats
- Training on Radio and Podcast Hosting
- Learning Live Broadcasting Techniques
- Editing and Post-Production for Radio and Podcasts

Quarter 3: Advanced Production and Promotion

- Sound Design for Radio and Podcasts
- Radio Advertising and Sponsorships
- Podcast Monetization Strategies
- Social Media Promotion and Marketing
- Introduction to Radio Station Operations and Management
- Podcast Distribution and Platforms
- Building a Listener Base and Community Engagement

Quarter 4: Final Projects and Career Guidance

- Radio Show Production Project
- Podcast Production Project
- Portfolio Creation and Presentation

- Entrepreneurship and Freelance Opportunities
- Job Search Strategies and Networking
- Career Guidance and Professional Development

Entry requirements & course fees

Prerequisites
Applicants must have a National Senior Certificate (Grade 12) or an equivalent qualification, along with a demonstrated interest in video and audio presenting, radio broadcasting and podcasting.

Entry Requirements

- Possess a National Senior Certificate (Grade 12) or equivalent qualification
- Demonstrate a strong interest in radio broadcasting, podcasting, and influencer content creation.

Course Fees

Fee Type	Cost
Enrollment Fee	R4,800.00
Monthly Fee [12 Month plan]	R2,700.00 x 12 Months
Total Yearly Fee	R37,200.00

Teaching methods & Assessment

Interactive Video Lessons:To provide a foundation in radio broadcasting, podcasting, and influencer content creation concepts
Workshops: Hands-on training in radio, podcast production techniques, equipment, and influencer strategies
Group Projects: Collaborative learning to develop teamwork and communication skills

Mentors: Industry professionals sharing their experiences and insights in broadcasting, podcasting, and influencer collaborations
Practical Application: Students will work on real-world projects to apply their knowledge in radio, podcasting, and influencer content creation

Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- In-class participation
- Final radio show and podcast production projects

Career opportunities

Graduates of this program can pursue various career opportunities in the radio broadcasting and podcasting industry, such as:

Presenter

Host live or pre-recorded content for radio, TV, podcasts, or online platforms, engaging with audiences and conducting interviews. Utilize influencer strategies and social media to enhance content reach and impact.

Radio Host

Present live or pre-recorded radio shows, conduct interviews, and engage with listeners on-air and through social media.

Podcast Host

Create, produce, and distribute original podcast content, either independently or as part of a network or production company, occasionally utilizing influencer strategies to grow the audience.

Radio Producer

Coordinate and manage radio show production, including content development, scheduling, and technical operations.

Podcast Producer

Oversee the planning, production, and distribution of podcast episodes, ensuring high-quality content and sound while occasionally collaborating with influencers.

Podcast Network Manager

Manage a collection of podcasts under a single network, overseeing production, marketing, and distribution efforts.

Content Marketer

Develop and execute marketing strategies for radio stations or podcasts, leveraging social media, advertising, promotional events, and occasional influencer partnerships to grow the audience.

Voice-over Artist

Provide voice talent for radio commercials, podcasts, audiobooks, and other media projects.

Radio and Podcasting Educator

Teach radio broadcasting and podcasting courses at educational institutions or offer private lessons.

Next Level Music Production & Beat Programming using FL Studio

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 12 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
The primary objective of this course is to provide students with a comprehensive understanding of music production and beat programming using FL Studio. By the end of this 20-week blended learning program, students will have developed the necessary skills to create, record, mix, and master their own music projects.

Course Duration
12 weeks (3 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:

- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Curriculum overview

Module 1: Introduction to FL Studio and Digital Audio Workstations (Weeks 1-2)

- Overview of FL Studio's interface and features
- Comparison of various DAWs and their applications
- Looking at audio interfaces
- Setting up your workspace and organizing your projects
- Setting up your home studio environment and equipment

Module 2: Beat Programming and Drum Sequencing in FL Studio (Weeks 3-4)

- Creating drum patterns using the Step Sequencer
- Building custom drum kits with the FPC and other virtual instruments
- Using swing, groove, and quantization for rhythmic variation
- Layering and processing drum sounds for professional results

Contact Workshop 1: Introduction to FL Studio and Beat Programming (end of Week 4)
➔ Hands-on exploration of FL Studio's interface and features ➔ Hands-on practice with creating drum patterns and building custom drum kits

Module 3: Arrangement & Composition and basic Recording in FL Studio (Weeks 5-6)

- Working with the Piano Roll for melodic and harmonic composition
- Building and arranging song structures with the Playlist
- Implementing automation and modulation for dynamic arrangements
- Audio and MIDI tracks in FL Studio
- Recording vocals and instruments in FL Studio
- Tips for overcoming writer's block and sparking creativity

Module 4: Sound Design and Synthesis with FL Studio (Weeks 7-8)

- Overview of synthesis techniques and FL Studio's native synthesizers
- Designing custom sounds for bass, leads, and pads
- Utilizing modulation, LFOs, and envelopes for dynamic soundscapes
- Sampling and using audio clips for creative sound design

Contact Workshop 2: Arrangement, Composition, and Sound Design (end of Week 8)

- → In-depth exploration of creating melodic and harmonic compositions and arranging song structures
- → Basic vocal recording
- → Practical experience with designing custom sounds and creating dynamic soundscapes

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Module 5: Collaboration and Creative Workflows in FL Studio (Weeks 9-12)

- Collaborating with other producers and musicians using FL Studio
- Sharing project files and using version control for efficient collaboration
- Developing personalized templates and workflows for efficient music production

- Tips for staying organized and managing your time effectively

Contact Workshop 3: Collaboration and Creative Workflows (end of Week 12)

→ Hands-on practice with collaborating and developing personalized workflows

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in music production, audio engineering, and beat programming.

Entry Requirements & necessary hardware
1. Possess at least a Grade 9 or an equivalent qualification.
2. Laptop or desktop computer capable of running FL Studio software:
   Windows: 2.0 GHz Intel Pentium 4 / AMD Athlon 64 (or later) compatible CPU or macOS: 10.13.6 or late, 4 GB RAM or more (8 GB or more recommended)
   4 GB free disk space
3. Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.

Course Fees

Fee Type	Cost
Enrollment Fee (once-off, before commencement)	R1,450.00
Monthly Fee	R1,450 x 3 Months
Total Fee	R5,800.00

Teaching methods & Assessment

Interactive Video Lessons: To provide a foundation in music production, audio engineering, and beat programming concepts

Workshops: Hands-on training in FL Studio, music production techniques, and equipment

Virtual Mentor Sessions: Online one-on-one discussions with mentors, designed to optimize learning experiences by providing personalized guidance, feedback, and insights from industry professionals in music production and beat programming.

Group Projects: Collaborative learning to develop teamwork and communication skills

Practical Application: Students will work on simulated real-world projects to apply their knowledge in music production and beat programming using FL Studio

Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- In-class participation
- Final music production and beat programming projects

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired fundamental skills and competencies in music production and beat programming, such as:

Music Production

Develop the ability to create, arrange, and develop music projects in collaboration with artists.

Beatmaking

Learn to create basic beats and drum patterns for various music styles and genres.

Mixing

Gain fundamental skills in combining and balancing individual tracks, applying audio effects, and creating cohesive mixes.

DAW Proficiency

Acquire a basic understanding of FL Studio's interface and functions to facilitate music production and beat programming.

Collaboration

Improve your ability to work effectively with artists, producers, and clients in a professional setting.

Recording & Producing Vocals

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 6 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
The primary objective of this course is to provide students with a comprehensive understanding of recording and producing vocals. By the end of this 8-week blended learning program, students will have developed the necessary skills to capture, process, and mix vocals for professional-sounding music projects.

Course Duration
6 weeks (1.5 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:

- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Curriculum overview

Module 1: Introduction to Recording & Producing Vocals (Weeks 1-2)

- Understanding the importance of vocals in music production
- Understanding the human voice and its characteristics
- Basic vocal recording and production techniques
- Setting up a home recording environment for optimal results
- Preparing the vocalist for recording sessions
- Basic vocal training and exercises
- Looking at Digital Audio Workstations (DAWs) with a focus on vocal production

Module 2: Microphone Selection and Techniques for Vocal Recording (Weeks 2-3)

- Microphone types, polar patterns, and their applications
- Positioning microphones for optimal vocal capture
- The use of pop filters, reflection filters, and other accessories
- Recording lead vocals: technique, microphone placement, and performance coaching

Module 3: Vocal Processing Techniques (Week 4)

- Tuning and pitch correction for vocal tracks, including the use of Autotune
- Compression, equalization, and other essential processing techniques
- Using time-based effects like reverb and delay for depth and space.

Contact Workshop 1: Vocal Recording and Processing (end of Week 4)

➔ Practical experience with setting up a home recording environment, preparing for recording sessions, and vocal recording techniques

➔ In-depth exploration of tuning, pitch correction, and other essential vocal processing techniques, including Autotune

Module 4: Vocal Arrangement, Harmonies, and Background Vocals (Weeks 5-6)

- Composing vocal harmonies and counter-melodies
- Layering and panning vocal parts for a rich, full sound
- Techniques for creating unique vocal textures and effects
- Techniques for capturing engaging background vocals and adlibs
- Processing and mixing background vocals to complement the lead vocal
- Creative techniques for using adlibs to enhance a song's arrangement

Contact Workshop 2: Vocal Arrangement and Harmonies (end of Week 6)

➔ Hands-on practice with composing vocal harmonies, creating unique vocal textures, and recording and producing background vocals and adlibs.

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in vocal recording and mixing.

Entry Requirements & necessary hardware

1. Possess at least a Grade 10 or an equivalent qualification.
2. Laptop or desktop computer capable of running DAW software (e.g., FL Studio, Ableton Live, Logic Pro, etc.):
   Windows: 2.0 GHz Intel Pentium 4 / AMD Athlon 64 (or later) compatible CPU or macOS: 10.13.6 or later, 4 GB RAM or more (8 GB or more recommended)
   4 GB free disk space
3. Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.

Course Fees

Fee Type	Cost
Enrollment Fee (once-off, before commencement)	R1,450.00
Monthly Fee	R1,450 x 2 Months
Total Fee	R4,350.00

Teaching methods & Assessment

Interactive Video Lessons: To provide a foundation in vocal recording and mixing concepts
Workshops: Hands-on training in DAWs, vocal recording techniques, and equipment
Virtual Mentor Sessions: Online one-on-one discussions with mentors, designed to optimize learning experiences by providing personalized guidance, feedback, and insights from industry professionals in vocal recording and mixing.
Group Projects: Collaborative learning to develop teamwork and communication skills
Practical Application: Students will work on simulated real-world projects to apply their knowledge in vocal recording and mixing using DAWs

Assessment Methods

- Theoretical tests
- On-campus practical activities
- Virtual in-class participation

- Final vocal recording and mixing project

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired fundamental skills and competencies in recording and mixing vocals, such as:

Vocal Recording Techniques

Learn to capture high-quality vocal recordings while managing the recording process and equipment for optimal results.

Mixing Skills & Basic Mastering Skills

Develop the ability to combine and balance individual vocal tracks, apply audio effects, and create cohesive mixes that achieve the desired sonic goals.

Vocal Processing

Gain expertise in using compression, EQ, reverb, delay, and other specialized vocal processing tools to enhance vocal recordings.

Harmonies and Vocal Layering

Understand how to work with vocalists to shape their performances, develop harmonies, and create layered vocals for maximum impact in music projects.

DAW Proficiency

Acquire practical experience in navigating and utilizing Digital Audio Workstations (DAWs) for vocal recording, processing, and mixing.

Studio Setup

Learn how to set up a home studio environment and select the appropriate equipment for vocal recording.

Microphone Techniques

Understand microphone selection and positioning for capturing optimal vocal performances.

Audio Mixing for aspiring professionals

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 8 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
This 8-week course aims to provide students with a thorough understanding of audio mixing in music production, emphasizing the emotional impact of sound. Through online resources and hands-on sessions, learners will traverse the entire mixing process, from session setup to finalization. This course seeks to equip students with skills to balance different audio elements, utilize compression and EQ, apply effects, and avoid overcompression, ultimately producing a polished, professional mix.

Course Duration
8 weeks (1.5 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:

Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:
- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Curriculum Overview

Module 1: Setting the Stage for Mixing (Week 1)

- Understanding the emotional impact of sound on listeners
- The role of audio mixing in music production
- Identifying your approach and intent in audio mixing
- Improving your listening environment

Module 2: Laying the Groundwork (Week 2)

- Preparing your session for mixing
- Setting up subgroups and effects
- Developing a groove and emphasizing important elements

Module 3: The Building Blocks of Your Mix (Weeks 3-4)

- Assigning and mixing various components (drums, bass, vocals)
- Balancing rhythm section and other instruments
- Understanding and applying the principles of panning
- Exploring compression and its application in your mix

Contact Workshop 1: Setting Up and Building Your Mix (end of Week 4)

> ➔ Hands-on session on prepping and setting up your mix.
>
> ➔ Practical application of assigning and mixing various components, balancing rhythm section and other instruments, and applying panning and compression.

Module 4: Fine-tuning Your Mix (Weeks 5-6)

- Using noise gates and de-essers
- Deep dive into EQ: understanding parameters, frequency juggling, equalizing rhythm section and instruments

Module 5: Enhancing Your Mix with Effects (Weeks 7-8)

- Understanding and applying reverb and delay
- Adding modulation effects to your mix
- Finalizing your mix: using mix bus compression and avoiding hypercompression

> **Contact Workshop 2:** Fine-tuning and Finalizing Your Mix (end of Week 8)
>
> ➔ A practical session on applying EQ and compression to enhance your mix.
>
> ➔ Hands-on session on using effects and finalizing your mix.

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in finalizing and mixing multi-track projects.

Entry Requirements & necessary hardware
1. Possess at least a Grade 10 or an equivalent qualification.

2. Laptop or desktop computer capable of running DAW software (e.g., FL Studio, Ableton Live, Logic Pro, etc.):
    Windows: 2.0 GHz Intel Pentium 4 / AMD Athlon 64 (or later) compatible CPU or macOS: 10.13.6 or later, 4 GB RAM or more (8 GB or more recommended)
    4 GB free disk space
3. Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.
4. Digital Audio Workstation (DAW) software installed
5. Basic audio equipment: headphones or studio monitors, audio interface

Course Fees

Fee Type	Cost
Enrollment Fee (once-off, before commencement)	R1,450.00
Monthly Fee	R1,450 x 2 Months
Total Fee	R4,350.00

Teaching methods & Assessment

Interactive Video Lessons: To lay down a solid theoretical foundation in audio mixing principles, techniques, and best practices.
Live Virtual Workshops: Hands-on training in the use of DAWs, mixing techniques, and audio effect plugins.
Mentorship Sessions: Personalized online interactions with experienced audio engineers in the field, providing expert advice, guidance, and constructive feedback on student work.
Collaborative Group Projects: Opportunities for students to work together on mix projects, fostering a cooperative learning environment while enhancing communication and teamwork skills.
Practical Assignments: Students will apply what they've learned in real-world-like mixing tasks. This helps to consolidate their knowledge and skills in audio mixing.

Assessment Methods

- Theoretical tests

- On-campus practical activities
- In-class participation
- Final vocal recording and mixing projects

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired fundamental skills and competencies in audio mixing, such as:

Technical Skills

Proficiency in DAWs, understanding of audio signal flow, audio effects, and their application in mixing.

Critical Listening

Ability to analyze and critically assess audio quality and make appropriate adjustments in the mix.

Creativity

Ability to use audio effects and mixing techniques creatively to enhance the musicality of the mix.

Communication and Teamwork

Ability to work effectively in a team, communicate ideas clearly, and accept and give constructive feedback.

Problem-Solving

Ability to identify and solve problems that may arise during the mixing process.

Audio Mastering Principles

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 6 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
The primary objective of this course is to provide students with a comprehensive understanding of audio mastering in music production. By the end of this 6-week blended learning program, students will have developed the necessary skills to understand the mastering mindset, set up a mastering chain, use EQ and dynamic processing in mastering, and finalize and deliver mastered tracks.

Course Duration
6 weeks (1.5 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:
- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Module 1: Mastering Essentials (Week 1)

- The role and importance of mastering in music production
- Understanding the mastering mindset and setting up your mastering environment
- Comparing mixing and mastering: The key differences and transitions

Module 2: Mastering Chain Basics (Week 2)

- Understanding the mastering chain: Order of processing and why it matters
- Basic tools of the mastering chain: Equalizers, compressors, limiters, and more

Module 3: Mastering EQ (Weeks 3-4)

- Mastering with EQ: Adjusting tonal balance for clarity and consistency
- Stereo Field Enhancement: Width and Depth considerations
- Using Mid/Side processing in mastering
- Introduction to dynamics in mastering: Compression, limiting, and expansion
- Understanding and applying loudness standards

Contact Workshop 1: Mastering Chain Fundamentals and EQ (end of Week 4)
➔ Hands-on session on setting up and using a mastering chain ➔ A practical session on using dynamic processing for mastering ➔ Practical application of mastering with EQ and stereo field enhancement

Module 4: Dynamics Processing in Mastering (Weeks 5-6)

- Understanding dithering and when to use it
- Sequencing and spacing: Creating the final album flow
- Preparing your mastered tracks for various delivery formats

Contact Workshop 2: Finalizing (end of Week 6)
➔ A practical session on using dithering and file exporting ➔ Practical execution of sequencing and spacing ➔ Hands-on session on finalizing the mastered track and preparing it for various delivery platforms

Entry requirements & course fees

Prerequisites
Applicants must have a basic understanding of audio mixing.

Entry Requirements & necessary hardware
1. Possess at least a Grade 10 or an equivalent qualification.
2. Laptop or desktop computer capable of running DAW software (e.g., FL Studio, Ableton Live, Logic Pro, etc.):
   Windows: 2.0 GHz Intel Pentium 4 / AMD Athlon 64 (or later) compatible CPU or macOS: 10.13.6 or later, 4 GB RAM or more (8 GB or more recommended)

4 GB free disk space
3. Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.
4. Digital Audio Workstation (DAW) software installed
5. Basic audio equipment: headphones or studio monitors, audio interface

Course Fees

Fee Type	Cost
Enrollment Fee (once-off, before commencement)	R1,450.00
Monthly Fee [1 Month plan]	R1,450 x 2 Months
Total Fee	R4,350.00

Teaching methods & Assessment

Interactive Video Lessons: To provide a foundation in the principles of audio mastering
Workshops: Hands-on training in mastering chain basics, dynamics processing, and finalizing and delivery
Virtual Mentor Sessions: Online one-on-one discussions with mentors, designed to optimize learning experiences by providing personalized guidance, feedback, and insights from industry professionals in music mastering.
Practical Application: Students will work on tracks provided to practice mastering

Assessment Methods

- Theoretical tests & exams

- On-campus practical activities

- In-class participation

- Final mastering projects

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired the following skills and competencies in audio mastering:

Mastering Mindset

Understanding the role and importance of mastering in music production.

Mastering Chain Basics

Ability to set up and use a mastering chain.

Mastering EQ

Proficiency in adjusting tonal balance for clarity and consistency.

Dynamics Processing

Knowledge of dynamics in mastering, including compression, limiting, and expansion.

Finalizing and Delivery

Skill in finalizing the mastered track and preparing it for various delivery formats.

Live Events: Sound, Lighting and basic staging

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 10 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
The primary objective of this course is to provide students with a comprehensive understanding of the technical aspects of live event production, including sound management, lighting design, and basic staging. This course is designed to equip students with the practical skills necessary to produce high-quality live events.

Course Duration
10 weeks (2.5 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:

- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Curriculum Overview

Module 1: Introduction to Live Event Production (Weeks 1-2)

- Understanding the role of sound, lighting, and staging in live events
- The impact of technical production on audience experience
- Overview of live event industry roles and responsibilities
- Developing a vision for your event

Module 2: Sound for Live Events (Weeks 3-4)

- Understanding live sound: PA systems, microphones, and mixers
- Creating a sound plan for your event
- Sound check and mixing for live events

Contact Workshop 1: Event Planning and Live Sound (end of Week 4)

➔ Exercises and discussions on planning a live event
➔ Practical exercises in setting up and managing live sound

Module 3: Lighting for Live Events (Weeks 5-6)

- Introduction to lighting design: Fixtures, controls, and effects
- Creating a lighting plan for your event
- Setting up and operating lighting equipment

Module 4: Basic Staging for Live Events (Weeks 7-8)

- Understanding the elements of stage design

- Safety considerations for staging
- Setting up a stage for a live event

Contact Workshop 2: : Lighting and Staging (end of Week 8)
→ Exercises and discussions on planning a live event → Practical exercises in setting up and managing live sound

Module 5: Producing a Live Event (Weeks 9-10)

- Final preparations for your event
- Managing your event: Sound, lighting, and staging
- Post-event responsibilities and evaluation

Contact Workshop 3: Event Production (end of Week 10)
→ Students produce a simulated live event, combining the skills learned in the first two workshops.

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in live event production.

Entry Requirements
1. Possess at least a Grade 10 or an equivalent qualification.
2. Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.

Course Fees

Fee Type	Cost
Enrollment Fee (once-off)	R1,450.00
Monthly Fee [3 Month plan]	R1,450.00 x 3 Months
Total Fee	R5,800.00

Teaching methods & Assessment

Interactive Video Lessons: To provide a foundation in the technical aspects of live event production
Workshops: Hands-on training in sound management, lighting design, and basic staging
Virtual Mentor Sessions: Online one-on-one discussions with mentors, designed to optimize learning experiences by providing personalized guidance, feedback, and insights from industry professionals
Practical Application: Students will work on simulated real-world projects to apply their knowledge in live event production

Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- In-class participation
- Final live event production projects

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired fundamental skills and competencies in live event production, such as:

Technical Awareness

Gain a basic understanding of the technical elements involved in producing a live event, including sound, lighting, and staging.

Event Planning

Learn how to plan and coordinate the various elements of a live event for a cohesive audience experience.

Safety

Understand safety considerations for staging and other technical elements of live event production.

Practical Skills

Develop hands-on skills in setting up and managing sound and lighting for live events.

Project Management

Learn to effectively manage the various components of a live event, from the planning stages to post-event responsibilities.

Problem-solving

Learn to troubleshoot and problem-solve in a live event setting, ensuring a smooth and successful event.

Networking

Build industry connections and learn to work with a variety of professionals in the live event industry.

Record labels & music licensing: Get your sound out there

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 6 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
The primary objective of this course is to provide students with a comprehensive understanding of the music industry and the business side of music creation. By the end of this 6-week blended learning program, students will have developed the necessary skills to identify their musical passion, understand the music industry landscape, self-release and promote their music, plan their next production, and maximize the impact of their music through licensing and publishing.

Course Duration
6 weeks (1.5 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:
- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Curriculum Overview

Module 1: Discovering Your "Why" in Music Creation (Week 1)

- Identifying your passion and purpose in music
- Understanding the emotional impact of music on listeners
- The role of music in culture and society
- Developing your unique artistic identity
- Setting personal and professional goals in music

Module 2: Your Music as a Business: Product Intent and Strategy (Week 2)

- Understanding what record labels are looking for in artists
- Treating your songs as a business
- Developing a product intent for your music
- Building a marketing and promotion strategy around your product intent
- Crafting a compelling artist narrative and brand identity

Module 3: Understanding the Music Industry Landscape (Week 3)

- Overview of the music industry and key players
- Record labels, publishers, and distributors
- Copyright basics and protecting your music
- The role of digital platforms and streaming services
- Networking and building relationships within the industry

> **Contact Workshop 1:** Discovering Your "Why" and Understanding the Music Industry (end of Week 3)
>
> → Exercises and discussions on finding your passion and purpose in music creation
> → Developing a strategic approach to your music career
> → Building relationships with industry professionals

Module 4: Self-Releasing and Promoting Your Music (Week 4)

- Planning and preparing your music release
- Choosing the right distribution channels for your music
- Digital marketing and social media promotion strategies
- Building an audience and engaging with fans

Module 5: Record Labels, Getting Signed, and Planning Your Next Production (Week 5)

- Identifying and researching record labels
- Preparing your music for submission to labels
- Strategies for pitching your music to labels
- The role of artist managers and booking agents
- Importance of planning your next production for maximum impact
- Timing and coordinating your releases for optimal exposure
- Aligning your production goals with your overall career strategy

Module 6: Music Licensing, Publishing, and Maximizing Impact (Week 6)

- Introduction to music licensing and its importance
- Music publishing basics and working with publishers
- Licensing opportunities in TV, film, commercials, and other media

- Creating a music licensing strategy and pitching your music for sync opportunities
- Coordinating your licensing efforts with your overall career plan
- Strategies for maximizing the impact of your music through licensing and publishing
- Building relationships with music supervisors, licensors, and other industry professionals
- Staying up-to-date with industry trends and opportunities for your music

Contact Workshop 2: Self-Releasing, Promoting, and Maximizing Your Music (end of Week 6)

→ Crafting a compelling artist bio, press kit, and online presence
→ Developing effective pitches and presentations
→ Identifying and pitching your music for sync and licensing opportunities

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in music and the business aspects of the music industry.

Entry Requirements
Possess at least a Grade 10 or an equivalent qualification.
Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.

Course Fees

Fee Type	Cost
Enrollment Fee (once-off)	R2,450.00

Monthly Fee [1 Month plan]	R2,450.00 x 1 Months
Total Fee	R4,900.00

Teaching methods & Assessment

Video lessons: To provide a foundation in the business aspects of the music industry
Workshops: Hands-on training in networking, pitching, and promotion
Virtual Mentor Sessions: Online one-on-one discussions with mentors, designed to optimize learning experiences by providing personalized guidance, feedback, and insights from industry professionals
Group Projects: Collaborative learning to develop teamwork and communication skills
Practical Application: Students will work on simulated real-world projects to apply their knowledge in the music industry

Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- In-class participation
- Final music business projects

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired fundamental skills and competencies in the music industry, such as:

Industry Awareness

Gain a basic understanding of the music industry landscape, including key players, roles, and trends.

Music Promotion

Learn how to effectively promote music through various channels, such as social media and digital platforms.

Talent Recognition

Identify and support emerging artists, understanding their potential for success in the industry.

Basic Music Licensing

Grasp the fundamentals of music licensing and the importance of protecting artists' work.

Networking

Develop essential networking skills to build connections within the music industry.

Marketing Basics

Acquire foundational knowledge in marketing and promotion strategies for music and artists.

Intro to Contract Negotiation

Learn the basics of music contracts and the importance of fair agreements.

Project Coordination

Understand the importance of planning and coordinating music releases and productions for optimal exposure and impact.

Video Editing Techniques

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 6 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Duration
6 weeks (2 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:
- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Course Objectives

The primary objective of this course is to equip students with a comprehensive understanding of the video editing process, focusing on storytelling techniques, technical skills, the role of sound and music in video content, and the impact of editing decisions on the overall narrative.

Curriculum Overview

Module 1: Understanding the Video Editing Landscape (Week 1)

- Introduction to video editing: its role and importance in storytelling
- Understanding the technical aspects of video editing: formats, resolutions, frame rates
- Exploring different video editing software options

Module 2: Basic Video Editing Techniques (Weeks 2-3)

- Introduction to video editing techniques: cutting, trimming, transitions
- Understanding continuity editing and why it matters
- Exploring creative editing techniques: match cuts, cross-cutting, montage

Contact Workshop 1: Video Editing Landscape and Basic Techniques (end of Week 3)

→ Discussion and hands-on experience with different video editing software
→ Hands-on session on fine-tuning basic editing techniques

Module 3: Storytelling through Video Editing (Weeks 4-5)

- The role of video editing in storytelling
- Techniques for creating tension and pacing in your videos
- Using sound and music effectively in your edits

Module 4: Finishing Your Video (Week 6)

- Color grading and correction basics
- Adding titles and graphics to your video
- Exporting and delivering your final video

Contact Workshop 2: Storytelling and Finishing Your Video (end of Week 6)

→ Practical session on using editing techniques to enhance storytelling

→ Hands-on session on finalizing and exporting your video

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in video production and the technical aspects of video editing.

Entry Requirements
Possess at least a Grade 10 or an equivalent qualification.
Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.

Course Fees

Fee Type	Cost
Enrollment Fee (once-off)	R1,450.00
Monthly Fee [3 Month plan]	R1,450.00 x 3 Months
Total Fee	R5,800.00

Teaching methods & Assessment

Video lessons: To provide a foundation in the technical and creative aspects of video editing
Workshops: Hands-on training in video editing techniques and storytelling
Virtual Mentor Sessions: Online one-on-one discussions with mentors, providing personalized guidance and feedback
Practical Application: Students will work on real-world video editing projects to apply their knowledge

Assessment Methods

- Theoretical tests
- On-campus practical activities
- In-class participation
- Final video editing project
- Essential Skills & Competencies

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired fundamental skills and competencies in video editing, such as:

Mastering Visual Storytelling

Understanding of video editing techniques and their impact on storytelling

Technical Proficiency

Basic technical skills in video editing software

Creating Dramatic Pace and Tension

Ability to create tension and pacing in videos through editing

Sound and Music in Video Production

Understanding of how sound and music can enhance a video

Finalizing the Video

Competency in finishing a video: color grading, adding titles, and exporting for delivery

DIY Filmmaking & Video Production

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 12 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

Program Overview

Course Objectives
The primary objective of this course is to empower students with the fundamental skills and knowledge needed to create their own films and videos. The course focuses on understanding the language of film, the use of camera equipment and editing software, conceptualizing and planning a video production, and effectively telling a story through visual means.

Course Duration
12 weeks (3 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:
- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Curriculum Overview

Module 1: Understanding the Language of Film (Weeks 1-2)

- Understanding the emotional impact of film on viewers
- The role of filmmaking in culture and society
- Developing your unique storytelling style
- Setting personal and professional goals in film

Module 2: Camera Basics and Video Production Techniques (Weeks 3-4)

- Understanding different types of cameras and their uses
- Basic filming techniques and shot composition
- Planning your shoot: from concept to storyboard

Contact Workshop 1: Developing Your Storytelling Style and Filming Techniques (end of Week 4)
➔ Exercises and discussions on finding your unique voice in filmmaking ➔ Hands-on session exploring various filming techniques and camera handling

Module 3: Post-production and Editing (Weeks 5-6)

- Introduction to editing software and its usage
- Basic video editing techniques: from rough cut to final edit
- The role of sound and music in enhancing your video

Module 4: Finalizing and Sharing Your Video (Weeks 7-8)

- Color grading and final touches
- Exporting your video for different platforms
- Developing a strategy for sharing and promoting your video

Contact Workshop 2: Basic Video Editing and Finalizing Your Video (end of Week 8)

→ Hands-on session learning the basics of video editing
→ Hands-on session on finalizing and exporting your video

Module 5: Advanced Filmmaking Techniques (Weeks 9-10)

- Advanced camera techniques and equipment
- Advanced editing techniques and software
- The role of special effects and compositing in filmmaking

Module 6: Developing Your Filmmaking Career (Weeks 11-12)

- Building a portfolio and showreel
- Networking and building relationships within the industry
- Understanding the film industry and career opportunities

Contact Workshop 3: Advanced Filmmaking Techniques and Career Development (end of Week 12)

→ Hands-on session exploring advanced filming, editing, effects and compositing techniques
→ Discussions and exercises on career development in filmmaking

Entry requirements & course fees

Prerequisites

Applicants must have a demonstrated interest in film and video production.

Entry Requirements

Possess at least a Grade 10 or an equivalent qualification.
Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.

Course Fees

Fee Type	Cost
Enrollment Fee (once-off, before commencement)	R1,450.00
Monthly Fee	R1,450 x 3 Months
Total Fee	R5,800.00

Teaching methods & Assessment

Video lessons: To provide a foundation in the basic concepts and techniques of filmmaking and video production.
Workshops: Hands-on training in filming and editing techniques.
Virtual Mentor Sessions: Online one-on-one discussions with mentors, providing personalized guidance, feedback, and insights from industry professionals.
Group Projects: Collaborative learning to develop teamwork and communication skills.
Practical Application: Students will work on creating their own short film or video project.

Assessment Methods

- Theoretical tests & exams
- On-campus practical activities
- In-class participation

- Final video project

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired the following skills and competencies:

Understanding of film language

Gain a basic understanding of the language of film and how it's used to tell a story.

Technical skills

Acquire basic skills in using camera equipment and editing software.

Planning and organization

Learn how to plan a video production from concept to final product.

Storytelling

Develop your unique storytelling style and learn how to effectively convey it through film.

Post-production

Understand the process of editing, color grading, and finalizing a video.

Promotion

Learn how to promote and share your video effectively.

Content Creation, Podcasting and Personal Branding Mastery

Method: Online + On-campus practical workshops + Virtual Mentor Sessions
Duration: 12 Weeks
Minimum entry requirement: Grade 10
Intakes: January & June
Accreditation: PAS Media Academy

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Program Overview

Course Duration
12 weeks (3 months)

Course Format
Blended learning approach with online video lessons on the PASMA learning platform and contact workshops at the PASMA campus for each module.

Face-to-face Practicals:
Monthly practical contact workshops at PASMA's flagship campus with experienced mentors.

Online theory:
- Virtual mentor classes with experienced mentors
- 4 hours of weekly interactive video lessons
- Weekly home activities/projects.

All contact workshops are streamed from the PASMA studios for learners that cannot be on-campus.

Course Objectives

This course aims to equip students with the skills and knowledge necessary to become successful digital content creators. It covers the basics of content creation, including podcasting, video production, writing, and visual content creation, as well as personal branding, online presence management, content strategy, audience engagement, and monetization.

Curriculum Overview

Module 1: Introduction to Digital Content Creation and Personal Branding

(Weeks 1-2)

- Understanding the digital content creation landscape
- The importance of personal branding in the digital age
- Identifying your content creation goals and target audience
- Defining your brand identity and values

Module 2: Recording Techniques for Podcasting (Weeks 3-4)

- Understanding the podcasting landscape
- Identifying your podcast topic and target audience
- Creating a podcasting plan and script
- Basic recording techniques for audio podcasts
- Setting up your recording environment
- Basics of video production for digital platforms
- Understanding different types of cameras and their uses
- Basic filming techniques and shot composition
- Planning your video: from concept to storyboard

Contact Workshop 1: Podcasting and Video Content Creation (end of Week 4)

➔ Hands-on session on setting up your recording environment, practicing recording techniques, and basic filming techniques

Module 3: Writing and Visual Content Creation (Weeks 5-6)

- Blogging and article writing
- Writing for social media
- SEO basics for content creators
- Basics of photography and graphic design for digital platforms
- Understanding the importance of visual branding
- Creating visually appealing content for different platforms

Module 4: Building Your Online Presence and Content Strategy (Weeks 7-8)

- Creating a professional online portfolio
- Leveraging social media platforms for brand visibility
- Effective use of SEO and keywords
- Developing a content strategy aligned with your brand
- Best practices for content creation across different platforms
- The role of storytelling in personal branding

Contact Workshop 2: Building Your Online Presence and Content Strategy (end of Week 8)

→ Hands-on session on creating an online portfolio, optimizing it for search engines, and developing a content strategy

Module 5: Audience Engagement, Publishing, and Monetizing Your Content (Weeks 9-12)

- Understanding the role of engagement in audience growth
- Strategies for effective audience interaction
- Publishing your podcast on various platforms
- Exporting your video for different platforms
- Developing a strategy for promoting your content
- Engaging with your audience and building a community

- Understanding different monetization strategies for digital creators
- Working with sponsors and advertisers
- Crowdfunding and patronage models
- Selling products or services

Contact Workshop 3: Audience Engagement, Publishing, and Monetizing Your Content (end of Week 12)

→ Hands-on session on using analytics for audience growth, engagement strategies, and exploring different monetization strategies.

Entry requirements & course fees

Prerequisites
Applicants must have a demonstrated interest in digital content creation, personal branding, and online media. Prior experience in podcasting, video production, writing, or visual content creation is beneficial but not required.

Entry Requirements
Possess at least a Grade 10 or an equivalent qualification.
Reliable internet connection for accessing online course materials and participating in virtual mentor sessions.
Basic computer skills and familiarity with the internet.
Access to a computer or laptop with audio/video capabilities for podcasting and video production tasks..

Course Fees

Fee Type	Cost
Enrollment Fee (once-off, before commencement)	R1,450.00
Monthly Fee	R1,450 x 3 Months

Total Fee	R5,800.00

Teaching methods & Assessment

Video Lessons: These lessons cover the fundamentals of digital content creation and personal branding, including podcasting, video production, writing, visual content creation, and more.

Workshops: Hands-on sessions where students apply the concepts and techniques learned in the video lessons.

Virtual Mentor Sessions: Online discussions with mentors offering personalized guidance, feedback, and industry insights.

Practical Application: Students will create their own digital content and develop their personal brand and online presence throughout the course.

Assessment Methods

- Theoretical tests
- On-campus practical activities
- Final Content Creation Project

Essential Skills & Competencies

Upon completion of this program, graduates will have acquired the following skills and competencies:

Podcasting Understanding

Gain a comprehensive understanding of the podcasting landscape, including how to create engaging audio and video content.

Technical Proficiency

Acquire essential skills in using recording equipment and editing software for podcasting and video production.

Planning and Organization

Learn how to plan and organize a podcast episode or video content from concept to final product, including scripting, recording, and post-production.

Editing Skills

Develop proficiency in audio and video editing techniques, enhancing the quality and impact of your podcast episodes and video content.

Promotion and Audience Engagement

Learn effective strategies for promoting your content, engaging with your audience, and building a loyal listener or viewer base.

Personal Branding

Understand the principles of personal branding and learn how to create and manage a compelling online presence.

Content Strategy

Develop a content strategy aligned with your personal brand and audience preferences, and learn how to consistently create content that resonates with your target audience.

Monetization

Understand different monetization strategies for digital creators and learn how to generate income from your content.