

the school for the creative economy

[AFDA]

Film | Television | Performance | Business Innovation | Creative Writing



★ MOST RECOGNISED GRADUATES IN SA FILM AND TV ★

★ FULLY ACCREDITED HIGHER CERTIFICATE PROGRAMMES, UNDERGRADUATE DEGREES AND POSTGRADUATE QUALIFICATIONS

★ GRADUATE WITH YOUR OWN INDUSTRY-READY PORTFOLIO ★

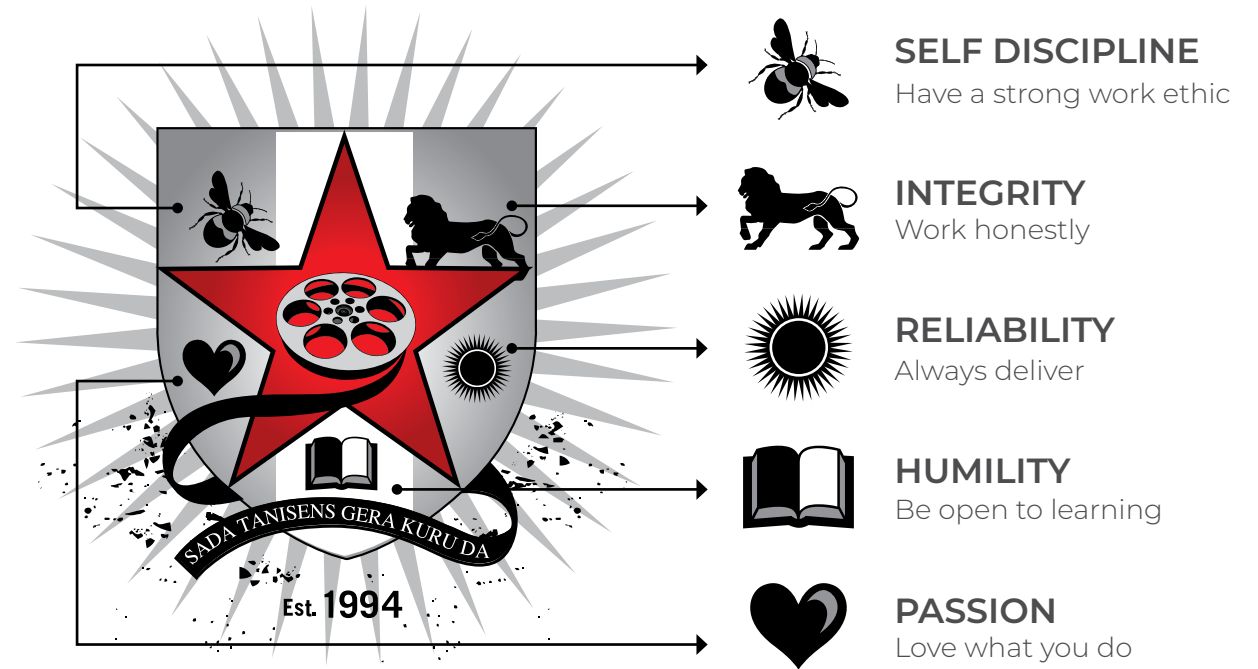


**‘Sada
tanisens
gera kuru
da’** (**‘Our actions create us’**)
The AFDA motto, a Khoisan expression

Welcome to Your Future.

The Goal.

To develop a value-driven educational institution that contributes to transformative nation building and rewards all stakeholders by providing a relevant, stimulating, rigorous and globally integrated learning experience that empowers students with productive innovative skills, enabling graduates to grow sustainable creative economies.



The Values.

who we are

MEMBER
OF CILECT



30+
AREAS OF STUDY

4
CAMPUSES

ESTABLISHED
JHB **CPT**
1994 2003
DBN **GQ**
2013 2015

4
UNDERGRADUATE
DEGREES

4
POSTGRADUATE
PROGRAMMES

3
HIGHER
CERTIFICATES

27000+
STUDENTS

70000+
ALUMNI



AFDA Programmes

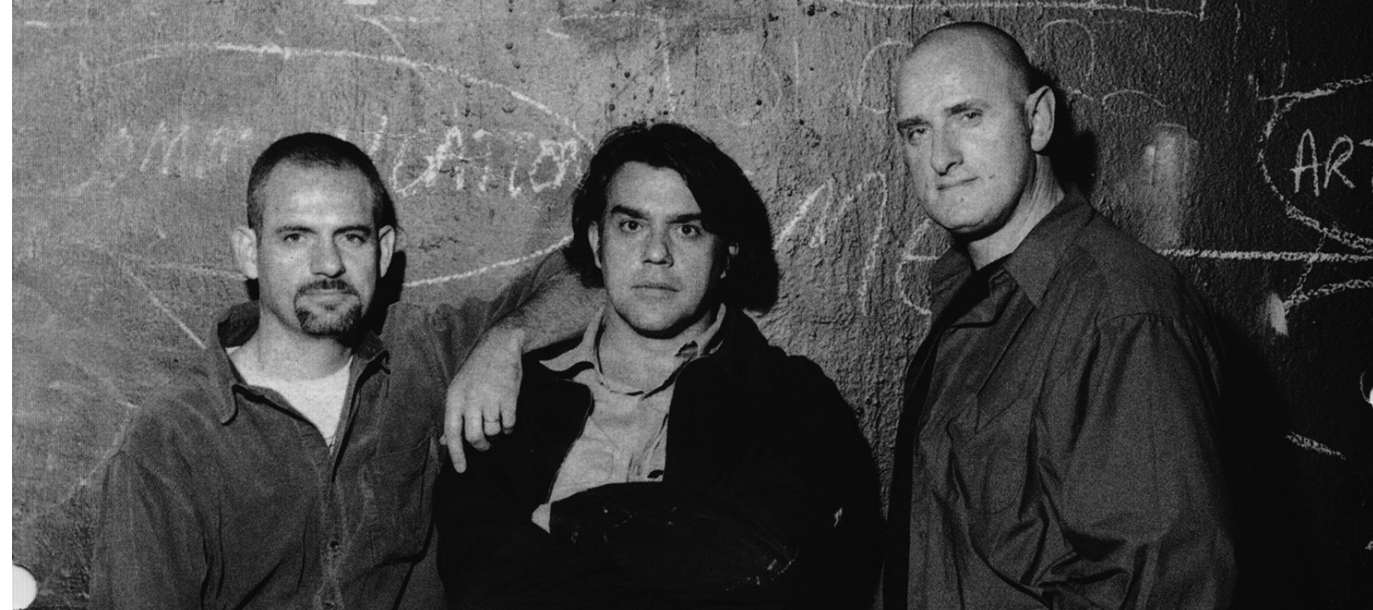
- ✓ **Higher Certificate in Film, TV & Entertainment Production**
NQF Level 5 | SAQA ID 90741
- ✓ **Higher Certificate in Performing Arts**
NQF Level 5 | SAQA ID 111403
- ✓ **Higher Certificate in Radio & Podcasting**
NQF Level 5 | SAQA ID 99532
- ✓ **Bachelor of Arts in Motion Picture Medium**
NQF Level 7 | SAQA ID 35934
- ✓ **Bachelor of Arts in Live Performance**
NQF Level 7 | SAQA ID 35936
- ✓ **Bachelor of Creative Writing**
NQF Level 7 | SAQA ID 112550
- ✓ **Bachelor of Commerce in Business Innovation & Entrepreneurship**
NQF Level 7 | SAQA ID 94705
- ✓ **Bachelor of Arts Honours in Motion Picture Medium**
NQF Level 8 | SAQA ID 35935
- ✓ **Bachelor of Arts Honours in Live Performance**
NQF Level 8 | SAQA ID 35937
- ✓ **Postgraduate Diploma in Innovation**
NQF Level 8 | SAQA ID 111396
- ✓ **Master of Fine Arts in Motion Picture Medium**
NQF Level 9 | SAQA ID 96800



Why AFDA

AFDA has a unique and progressive project-led research and learning approach and faculty made up of industry experts and academics that:

- 1 Utilise a stimulating **HYBRID LEARNING** and teaching approach.
- 2 Develop **21ST CENTURY SKILLS** like creativity, collaboration, values & goal setting, critical thinking and digital technology.
- 3 Offer students **GENERAL & SPECIALISED SKILLS** in film, theatre, television and business innovation production and audience/market dynamics.
- 4 Utilise diverse teaching and learning experiences that include instructional, student-led, **EXPERIENTIAL, COLLABORATIVE** and **EXPLORATIVE LEARNING**.
- 5 Do not have traditional sit- down examinations, but rather **MULTIPLE ASSESSMENT MODES** which include audience / market, industry experts and collective-individual project and research assessment to suit different learning styles and mimic industry practices.
- 6 Develops **INDUSTRY READY GRADUATES** who are skilled and connected to a pool of creatives.



AFDA was founded in 1994 by Garth Holmes, Bata Passchier and Deon Opperman.

From its early beginnings of 6 students, a rented VCR and broken TV it has become one of the leading institutions of its kind in the world today. AFDA now has over 2600 students, a permanent staff of over 260 academics and administrators and 4 fully equipped campuses in Johannesburg, Cape Town, Durban and Gqeberha.

AFDA now has over 6500 alumni. Our graduates are pervasive and well known and respected in the entertainment industry both locally and abroad. They work in all sectors of the creative economy and its associated industries. Many of them have created companies that employ both small and large numbers of practitioners and services. Many have made their mark abroad. Many have diverted into other industries and careers and continue to make critical contribution to SA's GDP.

AFDA is an internationally recognized institution and is a full member of CILECT – The International Association of Film and Television Schools. AFDA's membership to CILECT gives AFDA students and alumni the opportunity to continue or further their studies at any of the 180+ CILECT member film schools around the world.

The AFDA Film School

- Higher Certificate in Film, TV & Entertainment Production
- Bachelor of Arts in Motion Picture Medium
- Bachelor of Arts Honours in Motion Picture Medium
- Master of Fine Arts in Motion Picture Medium





UNPACKED ARRI ALEXA MINI



CLOSE-UP OF THE ARRI ALEXA MINI



STUDENT ON SET WITH ARRI ALEXA CAMERA



SOUND STUDENT BOOM OPERATOR



INDUSTRY GOLD-STANDARD ARRI ALEXA MINI: HOLLYWOOD'S FAVOURITE CAMERA



BEHIND THE SCENES: AFDA STUDENTS ON SET

Higher Certificate in Film, TV & Entertainment Production

1 Year Full-time | NQF level 5 | SAQA ID 90741

All AFDA campuses: Johannesburg | Cape Town | Durban | Gqeberha

The **Higher Certificate in Film, Television and Entertainment Production** focuses on basic technical and / or production skills important for the running of a film or television set. The HC programme equips learners with entry level technical and vocational skills for a variety of assistantships in the Creative Industries. It also enables students to enter a degree programme of their choice.

There are 2 streams within the programme. Both streams, or a combination of modules from the two streams, will be offered on a given campus, depending on the student intake and the demand in the selection of a module on that campus.

*(*Please check with your campus of choice which modules will be offered.)*

Stream 1:

TECHNICAL

- ✓ Introductions to camera, grips, lighting, multi-cam studio operations and on-set sound recording.

Stream 2:

PRODUCTION and ART DEPARTMENT

- ✓ Introductions to production coordination, art department, wardrobe, make-up & styling, and post-production coordination.

On selected campuses a module will be offered in BUSINESS INNOVATION AND TECHNOLOGIES FOR THE CREATIVE ECONOMY.

This module teaches students how to become a:

- ✓ Research Survey / Brand Activation Assistant
- ✓ VR Exhibition Assistant



READY FOR ACTION



STUDENTS BEHIND THE SCENES ZOOMING IN



STUDENTS READY TO SHOOT



STUDENTS WIRED FOR SOUND

Bachelor of Arts in Motion Picture Medium

3 Years Full-Time | NQF Level 7 | SAQA ID 359341

All AFDA Campuses: Johannesburg | Cape Town | Durban | Gqeberha

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 programme 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 initially gain a broad set of basic conceptual, technical and craft skills in production, screen design, image production, post-production as well as sound and music production. Based on their skills and talents, they will select two disciplines in which they will acquire comprehensive skills. Discipline skills acquisition over the three years of study has been designed to equip students with the required skill sets to meet the ever-evolving production needs of the 21st century motion picture industry.



STUDENTS ON SET LOOKING FOR THE BEST SHOT



THE DIRECTOR'S INVALUABLE MONITOR

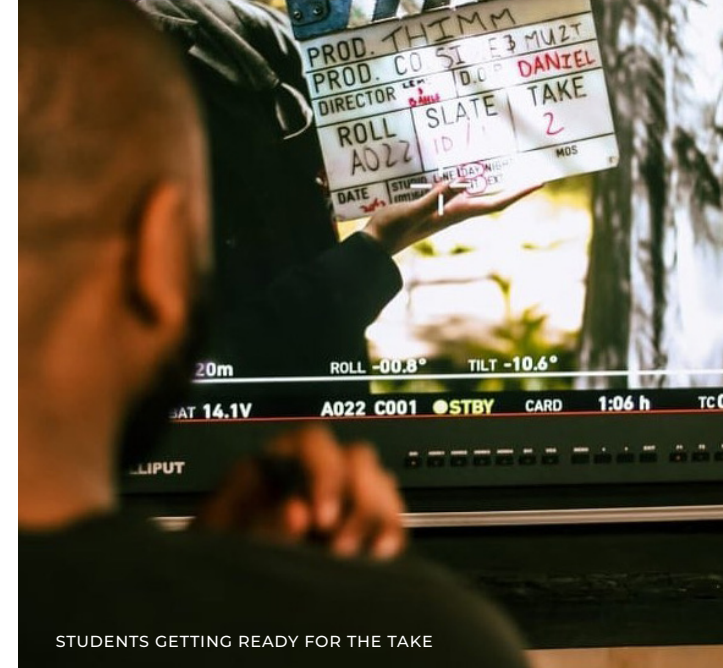


STUDENTS GET DOWN ON SET

Disciplines & Majors

available in the **BA Motion Picture Medium Degree**

- ✓ Writing
- ✓ Producing
- ✓ Directing
- ✓ Cinematography
- ✓ Data & Grading
- ✓ Production Design
- ✓ Character Design and Styling
- ✓ Editing
- ✓ Visual Effects
- ✓ Animation
- ✓ Sound Design
- ✓ Media Music Production



STUDENTS GETTING READY FOR THE TAKE



CONTEMPLATING THE NEXT SHOT



CHARACTER DESIGN & STYLING STUDENT
PUTTING ON THE FINAL TOUCH



PRODUCTION DESIGN STUDENT BUILDING
A SET TO CONTRIBUTE TO THE FILM'S NARRATIVE

BA Honours in Motion Picture Medium

1 Year Full-time | NQF level 8 | SAQA ID 35935

All AFDA Campuses: Johannesburg | Cape town | Durban | Gqeberha

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

Students in the **Motion Picture Medium Honours** programme 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

DISCIPLINES ON OFFER:

- ✔ Writing | Directing | Producing;
- ✔ Production Design | Character Design & Styling
- ✔ Cinematography | Data & Grading
- ✔ Editing | Visual Effects | Animation*
- ✔ Media Music Production*
- ✔ Sound Design

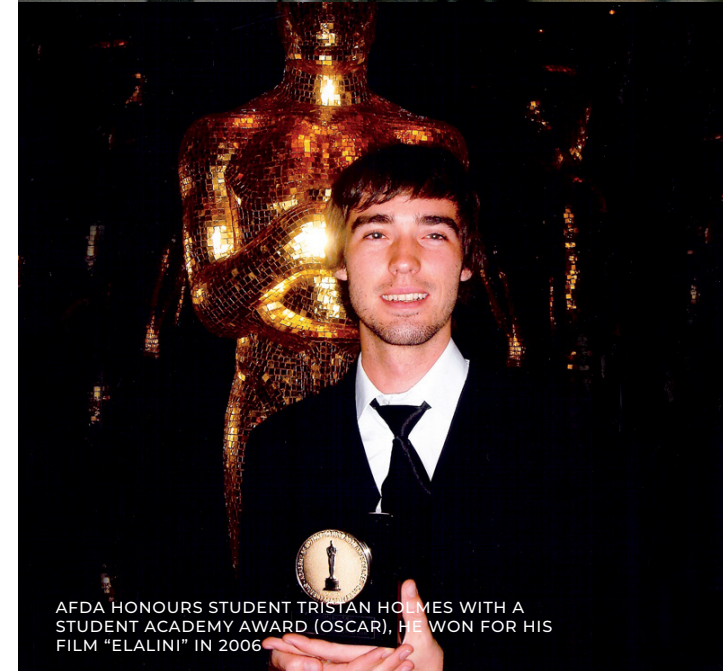
*Available in AFDA Johannesburg only

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.



DIRECTING STUDENT HAPPY WITH WHAT'S ON THE MONITOR



AFDA HONOURS STUDENT TRISTAN HOLMES WITH A STUDENT ACADEMY AWARD (OSCAR), HE WON FOR HIS FILM "ELALINI" IN 2006



STUDENT SURROUNDED BY LIGHT RIGGING GEAR



AFDA
AWARD
WINNING
ALUMNI



Master of Fine Arts in Motion Picture Medium

2 Years Part-time | NQF level 9 | SAQA ID 96800

AFDA Campuses: Johannesburg | Cape Town

**MFA is open to students who have completed an Honours degree at a registered university in a relevant field, or qualify to RPL into Masters studies.*

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
- ✓ Special Projects* on request, such as Podcast Series, Game Prototypes, Commercial Campaigns or Virtual Reality Immersive Experiences

**Special projects need to adhere to the requirements of a NQF Level 9 qualification.*

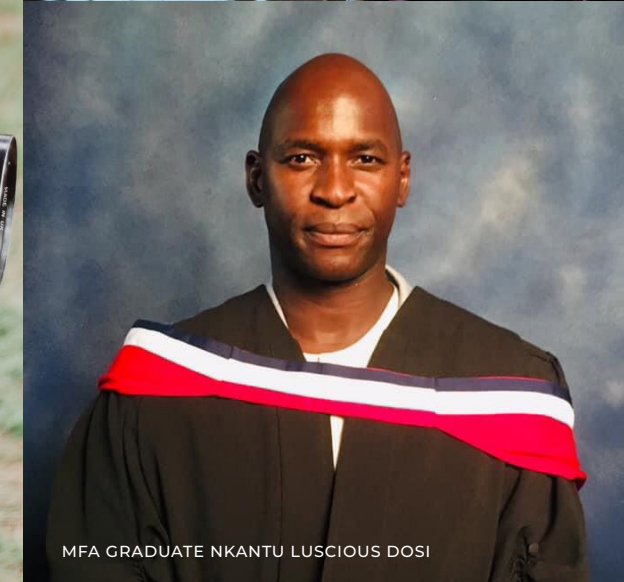
With a Masters level focus on Research-led Practice / Practice-led Research, the AFDA Masters programme not only equips students to apply research and critical engagement to the production of a feature length motion picture, but also to generate valuable applied research that will benefit the growth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



CINEMATOGRAPHER STUDENT IN FULL FOCUS



ON SET BEHIND THE SCENES



MFA GRADUATE NKANTU LUSCIUS DOSI

AFDA Postgraduate Alumni



TOM MARAIS

CINEMATOGRAPHER
[AFDA JOHANNESBURG,
BA HONOURS MOTION
PICTURE MEDIUM]



SHEKHINAH

**LIVE PERFORMANCE
ARTIST**
[AFDA JOHANNESBURG,
BA LIVE PERFORMANCE]



**BRETT
MICHAEL
INNES**

**WRITER, DIRECTOR
& PRODUCER**
[AFDA JOHANNESBURG,
BA MOTION PICTURE MEDIUM]



**THUTHUKA
MTHEMBU**

ACTOR
[AFDA DURBAN,
BA LIVE PERFORMANCE]



**THAPELO
MOKOENA**

**ACTOR, TV
PRESENTER &
PRODUCER**
[AFDA JOHANNESBURG,
BA HONOURS LIVE PERFORMANCE]

Our Global Footprint



"Thina Sobabili"

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"



"Noem My Skollie"



"Toorbos"



"The Wound"



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



OSCAR

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

AFDA staff, students and alumni played a key role in the making of the 2021 Student Academy Award winning film "Lakutshon' Ilanga"

AFDA alumnus **Kyle Stroebel** works as colourist on Oscar winning documentary "My Octopus Teacher"



THE OSCARS

325 FEATURE FILMS

AFDA alumni in key positions in over 325 feature film productions



BATTLE: LOS ANGELES

OVER 8500

The AFDA Community includes:
Over 6500 ALUMNI &
Over 2600 Students

OVER 220

AFDA graduation productions produced annually

CILECT OVER 180

AFDA is a member of CILECT with over 180 audio visual institutions in 65 countries on 6 continents

32 COUNTRIES

In the last 3 years AFDA Graduation Films have been selected to screen at film festivals in 32 countries around the world



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



CANNES LIONS

8 SAMAS

AFDA Alumni won 8 Awards in the last 3 years. **Shekhinah** winning 5



3 LOERIES

AFDA honours film "Delville Wood" wins at Loeries awards 2022



LOERIES

OVER 30

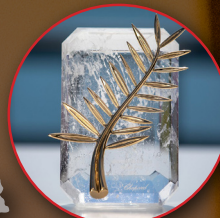
SAFTAs

AFDA alumni cinematographers have won over 30 Golden Horn Awards



15th ANNUAL SAFTAs

21 GOLDEN HORN SAFTAs in 2022



TOP 5 FINALIST

FESTIVAL DE CANNES

Court de Metrage
2006 AFDA Student Film "Ongeriewe"



OVER 320

AFDA alumni in key positions in over 320 television and online streaming platforms



AFDA graduation films have won **Simon Sabella** Best Student Film Award for 8 years running

8 YEARS IN A ROW

3 AFRICA ACADEMY AWARDS

AFDA artist in residence **Vusi Africa's** film, "Surviving Gaza" wins 3 Africa Academy awards



The AFDA School of Live Performance

- Higher Certificate in Performing Arts
- Higher Certificate in Radio & Podcasting
- Bachelor of Arts in Live Performance
- Bachelor of Arts Honours in Live Performance



Higher Certificate in Performing Arts

1 Year Full-time | NQF level 5 | SAQA ID 111403

All AFDA Campuses: Johannesburg | Cape Town | Durban | Gqeberha

The 1-year **Higher Certificate in Performing Arts** is project-led, with a focus on learning through experience. Students are assessed on how they are able to analyse and apply the knowledge they have by performing a prescribed text, as well as running a theatre production including stage props, costumes, sound, lighting and production administration.

This way of learning helps students translate their conceptual understanding into practical skills, as well as socialize their learning through collaboration with their team members. This includes learning Performing Arts techniques, practicum, arts management (hosting and technical management) as well as academic development.



PERFORMING ART STUDENTS IN ACTION

Higher Certificate in Radio & Podcasting

1 Year Full-time | NQF level 5 | SAQA ID 99532
AFDA Johannesburg Campus

The AFDA **Higher Certificate in Radio and Podcasting** programme equips learners with entry level technical and vocational skills in the world of radio and podcasting. It also equips students to enter an AFDA degree programme of their choice.

The programme focuses on the basic skills to operate a podcast or radio studio as well as the voice performance skills required for podcast and radio presenting. The programme equips students with the skills to research and

record podcasts and to conduct the logistical and technical running of a radio/podcast production. Students also learn about podcast and radio genres, presentation styles, basic station management, studio equipment and recording devices.

In the 4th term students will either stream a pre-recorded podcast produced by themselves, or assist Live Performance students in the recording of a radio drama.



Bachelor of Arts in Live Performance

3 Years Full-time | NQF level 7 | SAQA ID 35936

All AFDA Campuses: Johannesburg | Cape Town | Durban | Gqeberha

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 Research 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.



STUDENTS OWNING THE STAGE



STUDENTS ON SET AND ON SCREEN



STAYING IN CHARACTER

Disciplines & Majors

available in the BA Live Performance Degree

Screen Acting

- ✓ 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

Stage Acting

- ✓ 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

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

TV & Media Presenting

- ✓ Analysing the Media Text
- ✓ Presenting a Media Persona
- ✓ Presenting for Medium
- ✓ Realising Media Persona Aesthetics
- ✓ Capitalising Media Performance



STUDENT CAPTURED ON SCREEN



HONOURS PRODUCTION "WHISTLEBLOWERS"



STUDENT IN THE LIMELIGHT



ON CUE

BA Honours in Live Performance

1 Year Full-time | NQF level 8 | SAQA ID 35937

All AFDA Campuses: Johannesburg | Cape Town | Durban | Gqeberha

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

Students in the Honours programmes will conceptualise, develop, produce, market and professionally exhibit one of works listed below. In the **Live Performance Honours** programme, students will not only further the skills sets in their selected discipline, but will engage in the professional world of work, with the intent of launching their careers.

LIVE PERFORMANCE STUDENTS:

SCREEN ACTING:

- ✓ A lead role in a 24-minute dramatic narrative film or television pilot

STAGE ACTING:

- ✓ Two related 45 - 60-minute stage productions, of which at least one must be performed at a public arts festival.

MUSIC PERFORMANCE:

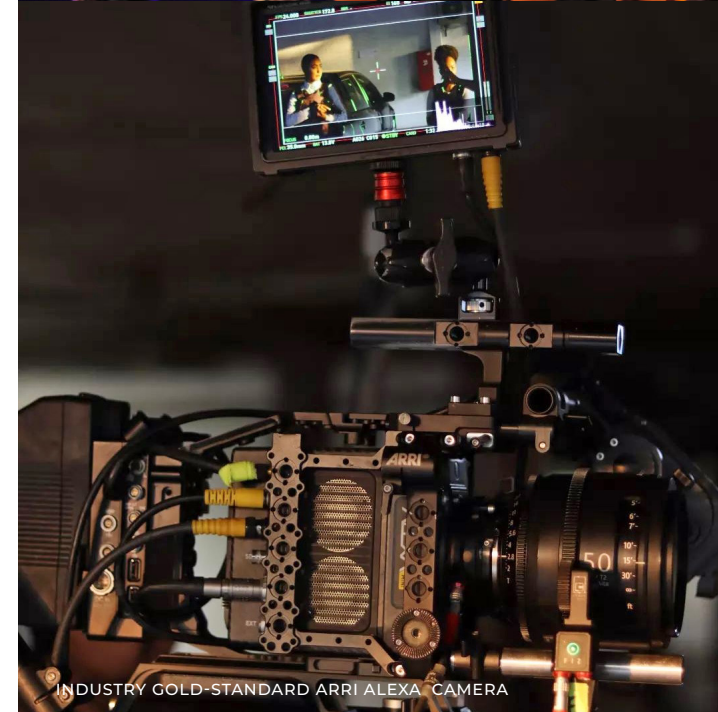
- ✓ Two 45 -60-minute music performance shows with associated album release, branded web or mobi-series; or music video.
- ✓ Two 45 -60-minute music performance shows with and associated public launch, such as an album release or a music video.

DISCIPLINES ON OFFER:

- ✓ Screen Acting
- ✓ Stage Acting
- ✓ Music Performance



STUDENTS ON STAGE



INDUSTRY GOLD-STANDARD ARRI ALEXA CAMERA



ON SET - BEHIND THE SCENES

#HumansofAFDA



The AFDA School of Business & Innovation

- ✓ Bachelor of Commerce in Business Innovation & Entrepreneurship
- ✓ Postgraduate Diploma in Innovation



Bachelor of Commerce in Business Innovation & Entrepreneurship

3 Years Full-time | NQF level 7 | SAQA ID 94705
AFDA Johannesburg & Cape Town Campuses

The **BCom in Business Innovation** at AFDA is a project-based degree designed to future-proof, stimulate, and build capacity in students to conceptualise innovative business ideas for start-up businesses; to develop business models and prototypes for these business ideas, and to test the viability of the idea with a potential marketplace. In their final year of study students will also have the opportunity to operate their entrepreneurial business in a simulated workplace.

The degree focuses on business start-up theories and models that can meaningfully apply to and create tech-based projects. Students are encouraged to conceptualise businesses for the Creative Industries, which may include a collaborative project

with students in the Motion Picture, Live Performance or Creative Writing degrees. An example of this could be a business that utilises immersive experience content, such as Augmented Reality, Mixed Reality and Virtual Reality, as its service.

The tech-focused outcomes allow students to collaborate in a team to realise their start-up business. Each student's role in the business relates to their chosen discipline, and they work together to develop, research and prepare to launch a business start-up to be tested and monetised.

*BCom programme availability on certain campuses subject to change. Please consult the Student Recruitment Officer on your campus of choice for further information.



STUDENT CREATING AN APP



STUDENTS PRESENTING



CELEBRATING A SUCCESSFUL BUSINESS PITCH



3RD YEAR BUSINESS PITCH



STUDENTS BEING ASSESSED BY PROFESSIONAL INDUSTRY PANEL

Disciplines & Majors

**available in the BCom Business Innovation
& Entrepreneurship Degree**

- ✓ Business Strategy and Management
- ✓ Marketing and Sales
- ✓ Startup Finance
- ✓ U(I)X Design and Operations



STUDENT PITCHING THEIR BUSINESS STRATEGY



IDENTIFYING THE TARGET MARKET



USING VR IN A BUSINESS PITCH

Postgraduate Diploma in Innovation

1 Year Full-time | NQF level 8 | SAQA ID 111396

AFDA Johannesburg & Cape Town Campus

The Postgraduate Diploma is open to students who have completed Undergraduate studies or qualify to RPL into Postgraduate studies

The AFDA **Postgraduate Diploma in Innovation** provides students with a rigorous education in convergence of business and technological innovation, equipping students with the necessary skills to identify a business opportunity, apply innovation theory and launch a new business venture using new technology.

The intent of this qualification is to economically boost the creative economy, by hosting an innovation incubator that develops tangible businesses through a diverse cohort of students. As is standard for Postgraduate level of studies, there is a greater focus on research along with learning outcomes in innovation and entrepreneurship to follow an Undergraduate degree. Our understanding in developing a collaboration-driven Postgraduate Diploma which can be filled with students from Undergraduate degrees of various specialisations and electives, whether in business, entertainment or otherwise, is that diversity enhances innovation. Students will not necessarily learn the foundations of business as an Undergraduate BCom programme may teach, however students

should enter the program with a keen interest in business and entrepreneurship. Students will learn about generating new ideas, researching, innovating and look at applying their previous area of specialisation (discipline) or an area of great interest to them into their role as part of a dynamic and diverse group of individuals. This group will collaborate to develop a business model that harnesses their collaborative disciplines.

The campus facilities will offer these business groups a dynamic office space / innovation lab, cultivating a prime environment for start-ups and entrepreneurial development. This includes access to equipment and new technologies such as VR and AR to leverage business opportunities utilising these or other technological mediums.

*Postgraduate Diploma in Innovation programme availability on certain campuses may vary. Please consult the Student Recruitment Officer on your campus of choice for further information.

UP AND RUNNING STUDENT BUILT APP



BUSINESS INNOVATION TEAM



BUSINESS MODEL PRESENTATION

#HumansofAFDA



The AFDA School of Creative Writing

✓ Bachelor of Creative Writing



Bachelor of Creative Writing

3 Years Full-time | NQF level 7 | SAQA ID 112550

All AFDA Campuses: Johannesburg | Cape Town | Durban | Gqeberha

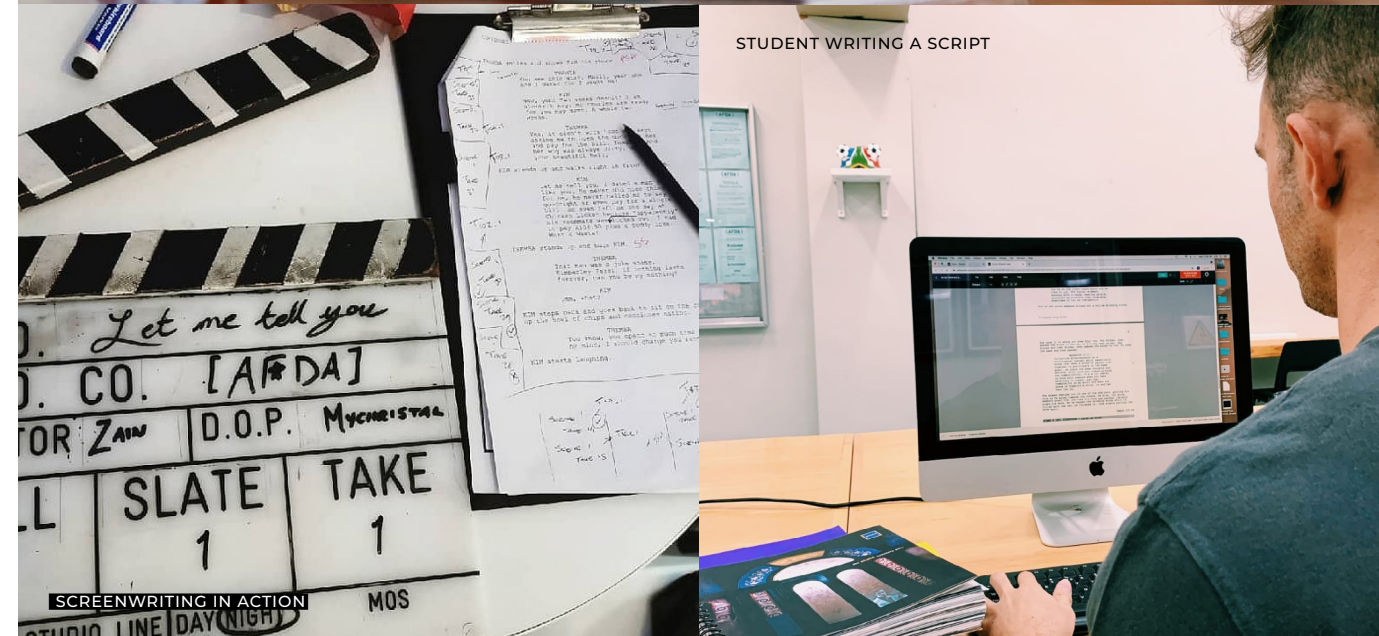
The South African and global creative industries are undergoing massive growth and diversification. There is a clear need for creative writing programmes to address the vast expansion of new platforms and media technologies.

The new 3-year AFDA **Bachelor of Creative Writing** programme is structured to respond to this rapidly changing landscape, while offering integrated, rather than isolated creative writing projects. It will deliver multi-skilled writers that can create content for a variety of existing and emerging media platforms.

AFDA's Bachelor of Creative Writing will supply students with a broad-based skillset and provide a multitude of career possibilities.

Disciplines & Majors

- ✓ Short Story
- ✓ Screen Writing: Film & TV
- ✓ Play Writing
- ✓ Promotional Writing



#HumansofAFDA



General Information

1

ENTRY REQUIREMENTS



Higher Certificate
entry into Higher Certificate



Undergraduate Bachelor's Degrees
(BA / BCOM / B CREATIVE WRITING) entry into 1st year



Undergraduate Bachelor's Degrees
(BA / BCOM / B CREATIVE WRITING) entry into 2nd year



Postgraduate Honours Degrees
BA HONS entry requirements



Postgraduate Master Of Fine Arts
MFA entry requirements

2

INTERNATIONAL STUDENTS



3

FINANCE & BURSARIES



Fees



Bursaries



Study Loans

4

HOW TO APPLY



Entry Requirements

into AFDA's fully-accredited programmes



Higher Certificate programmes

1 YEAR COURSE

National Senior Certificate (South African Grade 12 / Matric) with entry into a Diploma or Higher Certificate or equivalent.

SHOULD YOU NOT HAVE THE ABOVE YOU MAY ALSO QUALIFY TO ENTER IF YOU:

Complete and pass the AFDA Entrance Exam.

Please contact your nearest AFDA Campus for details on the Entrance Exam.



1ST YEAR OF Undergraduate Bachelor's Degrees (BA / BCom / B Creative Writing)

3 YEAR COURSE

National Senior Certificate (South African Grade 12 / Matric) with entry into a Bachelor's degree.

OR

You may also enter an AFDA degree if you have successfully completed an accredited Higher Certificate programme.

SHOULD YOU NOT HAVE THE ABOVE, YOU MAY ALSO QUALIFY TO ENTER IF YOU HAVE ONE OF THE FOLLOWING:

- ✓ A National Skills Certificate / National Certificate (Vocational) (NCV) on NQF level 4 with 3 fundamental subjects (including English) above 60% and 4 vocational subjects above 70%.
- ✓ A technical N5 certificate with 4 subjects passed on N5 level including Maths and English.

- ✓ The ACE School of Tomorrow (Accelerated Christian Education) on an achievement level similar to Grade 12 with Bachelor's Pass.
- ✓ You have passed the first year of an accredited programme on NQF 6 or 7 (first year of a diploma or degree) or equivalent.
- ✓ If you do not have Grade 12 but are 23 years or older, you can apply for exemption to study a degree at AFDA with Universities South Africa.

CONTACT DETAILS:
Matriculation Board & Exemption Certificates

✉ Applications@USAf.ac.za
☎ +27 (0)87 138 3001/2
+27 10 591 4401/2



*RECOGNITION OF PRIOR LEARNING

RPL stands for Recognition of Prior Learning. It arises from an international tendency to increase students' access to education by articulating various types and levels of education with each other, to promote lifelong learning and ensuring no-one is barred from higher education. In South Africa, it was a core principle of the White Paper on Higher Education in the late nineties, and again in the January 2012 Green Paper for post-school education and training issued by The Department of Higher Education and Training.

All Higher Education institutions in South Africa must have a policy and procedure to assess prospective students' RPL to see if they can enter the courses with a reasonable chance of success.

AFDA's alternative routes to access degree studies include RPL from other relevant and equal qualifications. To find out if you qualify, send us an email with your enquiry or request an interview.



2ND YEAR OF Undergraduate Bachelor's Degrees (BA / BCom / B Creative Writing)

YOU MAY RPL* INTO SECOND YEAR OF AN AFDA DEGREE IF YOU HAVE ONE OF THE FOLLOWING:

- ✓ Completed 1st year at a registered university in a relevant field and have no outstanding credits.
- ✓ 5 years relevant experience in the industry with key responsibilities and roles; and that you pass a formal assessment of the discipline you want to enter.



Postgraduate AFDA Honours Degrees (BA HONS) programme

YOU MAY ENTER INTO THE AFDA HONOURS DEGREE PROGRAMME IF YOU HAVE ONE OF THE FOLLOWING:

- ✓ Completed an undergraduate Bachelor's degree at AFDA.
- ✓ Completed a 3-year degree programme at a registered university in a relevant field and have no outstanding credits.
 - Please note that the relevance / suitability of your particular degree will be assessed by AFDA and may require that you attend an interview.
- ✓ **RPL:** You have 5 years relevant experience in the industry with key responsibilities and roles; and that you pass a formal assessment of the discipline you want to enter.

FOR MORE INFORMATION AROUND THE RPL PROCESS FOR POSTGRADUATE STUDIES, PLEASE CONTACT

✉ postgrad@afda.co.za



Postgraduate AFDA Master of Fine Arts (MFA) programme

YOU MAY ENTER INTO THE AFDA MFA PROGRAMME IF YOU HAVE ONE OF THE FOLLOWING:

- ✓ Completed an AFDA Honours degree.
- ✓ Completed an Honours degree at a registered university in a relevant field and have no outstanding credits.
- ✓ **RPL:** You have 10 years relevant experience in the industry with key responsibilities and roles; and that you pass a formal assessment of the discipline you want to enter.

International Students



If applicants have a recognised international qualification and meet the criteria listed in the Higher Education Act or the AFDA RPL for Access policy (based on the HE Act of 2008), then they may immediately qualify for access into their chosen AFDA qualification.

Alternative access options include via SAQA, or via the AFDA Entrance Exam. Each applicant will be advised individually regarding entry, based on their application with submission of all academic transcript and qualification documents.

A Certified copy of a SAQA Certificate of Evaluation of the applicant's International qualifications is required for acceptance into AFDA programmes. This certificate is obtained from the South African Qualifications Authority – SAQA (www.saqa.org.za) The NQF Act, 67 of 2008, gives SAQA the mandate to, “with respect to International qualifications, provide an evaluation and advisory service consistent with this Act”.

SAQA fulfils this mandate through the Directorate of International Qualifications Evaluations and Advisory Services (DIQEAS). The work of DIQEAS helps to clarify the meaning of International qualifications for local use and links those qualifications to NQF levels so that the holders of International qualifications can take up work and study opportunities in South Africa.

FOR MORE INFORMATION


Further information on how to apply for the certification of evaluation can be found on the website:

 <http://www.saqa.org.za/>

Feel free to contact our International Recruitment Office:

 <https://afda.co.za/about/your-questions-answered/>

 international@afda.co.za

 **+27 (0) 41 582 1266**
+27 (0) 21 448 7600

Finance & Bursaries



Fees

Please visit

 www.afda.co.za

to access AFDA's fee structures. Ensure to take note of the various fees and payment plan deadlines.



Bursaries

There are numerous organisations that offer bursaries and funding for students in need.

Download bursary information from

 <https://afda.co.za/admissions/study-loans/>

or contact your preferred campus for advice. Please ensure to take note of each bursary's specific criteria, application procedures and deadlines.



Study Loans

There are many study loan providers that AFDA students can apply to in order to finance their education. Students and their fee payers are advised to do research on which of the various South African banking institutions can offer them the best interest rate. Students and fee payers can also work with student funding organisations such as Fundi, Manati Alternate Student Funding or Student Hero.

We recommend once you have received your AFDA acceptance letter via email, you use it to apply for a Study Loan in the year before you enrol and start studying at AFDA.

FUNDI

 www.fundi.co.za

 support@fundi.co.za

 0860 55 55 44

MANATI ALTERNATE STUDENT FUNDING:

 www.manati.co.za

 info@manati.co.za

 010 594 5398

STUDENT HERO:

 www.studenthero.co.za

 hello@studenthero.co.za

 031 942 7294

How to Apply


The Application Process

Your Journey to Enrolling as a Student at AFDA begins here:

STEP 1



APPLY ONLINE

Apply for your chosen course on  www.afda.co.za or at your preferred AFDA campus.

STEP 2



ACCEPTANCE LETTER & CAMPUS VISIT

Once you have submitted your application, you will receive feedback on your application via email within 7 working days. You can then book your consultation at your chosen campus so that we can answer any questions you might have. If you are unable to make it to a campus, we can arrange for a telephonic or Zoom consultation.

STEP 3



REGISTER

To guarantee your spot for the academic year, you need to pay a registration fee. Please remember to use your student number when you make the payment (the acceptance letter you received contains your student number). You can pay online or do an EFT payment at the bank.

STEP 4



ENROL

Enrolment is the final step to complete before beginning your studies for the year at AFDA. Every student, both new and returning, need to complete enrolment to ensure the documents submitted and the enrolment agreement signed is valid for the year ahead in which you will be studying at AFDA.

**‘Our
actions
create
us’** (‘Sada tanisens
gera kuru da’)
The AFDA motto, a Khoisan expression



CAMPUSES

JOHANNESBURG

+27 (0)11 482 8345

jhbcampus@afda.co.za

41 Frost Avenue,
Auckland Park, Johannesburg



CAPE TOWN

+27 (0)21 448 7600

cptcampus@afda.co.za

18 Lower Scott Road,
Observatory, Cape Town

DURBAN

+27 (0) 31 569 2252

dbncampus@afda.co.za

2A Highdale Road
Glen Anil 4051, Durban



GQEERHA

+27 (0) 41 582 1266

pecampus@afda.co.za

28 Bird Street
Central 6006, Gqeberha

POSTGRADUATE STUDIES

postgrad@afda.co.za



INTERNATIONAL STUDENTS

international@afda.co.za

FOLLOW US ON:



to keep up to date with what's happening at AFDA

or
visit our website



www.afda.co.za

to find out more & enquire with us!



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