

**INTERNATIONALLY RECOGNISED, MULTI AWARD-WINNING
SCHOOL FOR THE CREATIVE ECONOMY**

[AFDA]

Film | Television | Performance | Business Innovation | Creative Writing

IN THE LAST 5 YEARS



★ MOST RECOGNISED GRADUATES IN SA FILM AND TV ★

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

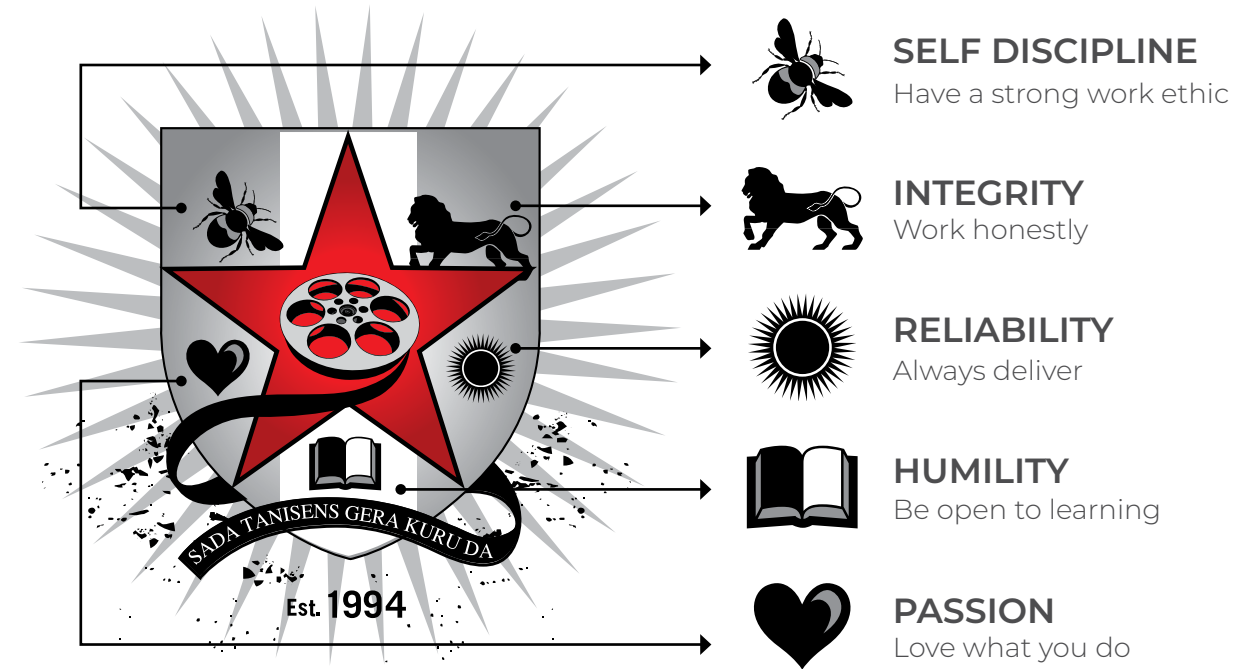
★ GRADUATE WITH YOUR OWN INDUSTRY-READY PORTFOLIO ★

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

Start Your Career with AFDA.

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.

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.



Founding Fathers of AFDA

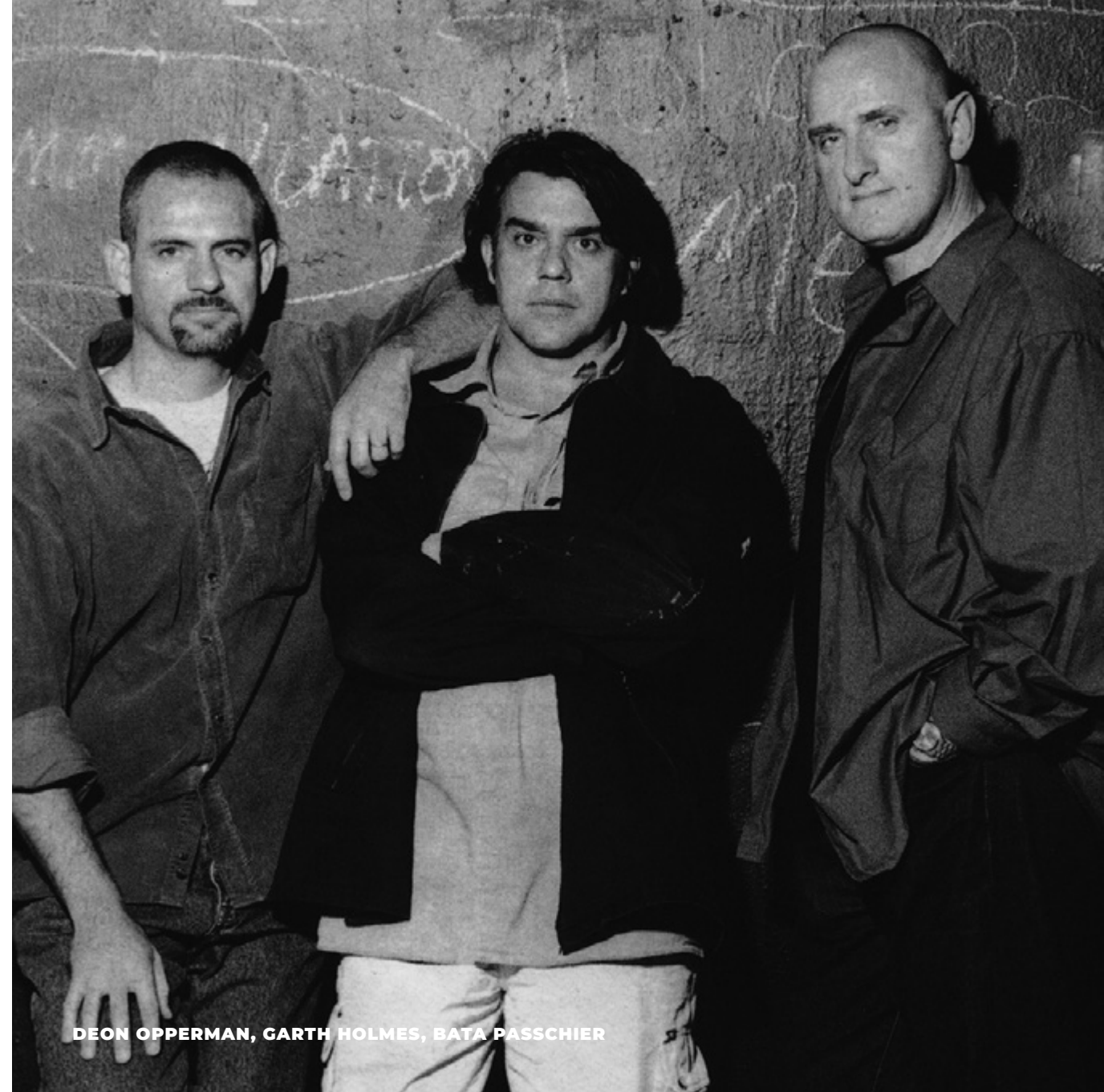
AFDA was founded in 1994 by Garth Holmes, Bata Passchier and Deon Opperman.

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 2750 students, a permanent staff of over 280 academics and administrators and 4 fully equipped campuses in Johannesburg, Cape Town, Durban and Gqeberha.

AFDA now has over 7500 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 recognised 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.



DEON OPPERMAN, GARTH HOLMES, BATA PASSCHIER

From AFDA student to AFDA CEO

AFDA and Stadio Holdings are delighted to announce the appointment of Diaan Lawrenson as the new AFDA CEO, effective 1 January 2025.

With 26 years of experience in the entertainment industry, Diaan has embraced diverse roles—actor, producer, content creator, AFDA lecturer, and Dean of AFDA Cape Town. Her work across all genres has given her a profound understanding of the industry's disciplines and workflows. Now, as the newly appointed CEO of AFDA, she brings unique insights into what students need to thrive creatively and what AFDA must deliver to prepare them for the future.

"I have had the privilege of serving as the Dean of AFDA Cape Town for the past five and a half years, an experience that has provided me with invaluable insights into every facet of AFDA's operations. This role has not only deepened my understanding of the institution's diverse functions but has also equipped me with the knowledge and skills to contribute meaningfully at a strategic level. As I step into the role of CEO, I am eager to continue expanding my expertise in these areas while

applying the lessons learned to guide AFDA's future.

In this capacity, I will be entrusted with steering the growth and evolution of our institution, ensuring its continued relevance and impact within the creative economies. This includes fostering the development of our student body and amplifying the contributions of our alumni to the creative economies. Our students and alumni consistently play a significant role in nation-building and strengthening South Africa's economy, and I am both inspired by their achievements and excited about what the future holds for AFDA." says Diaan.

AFDA is the no.1 Oscar winning tertiary institution of its kind in Africa. With fully accredited and internationally recognised programmes, AFDA's outcomes-based learning, empowers students with the skills they need to excel in the creative and innovation economies. AFDA graduates are shaping the future of the Creative Economy worldwide with their innovative and creative expertise.



AFDA CEO DIAAN LAWRENSON



**JANE-ANNE
RAATH**

AFDA JOHANNESBURG
CAMPUS DEAN



**LEOPOLD
SENEKAL**

AFDA CAPE TOWN
CAMPUS DEAN



**DR TEMARA
PREM**

AFDA DURBAN
CAMPUS DEAN



**SIMON
PIENAAR**

AFDA GQEBERHA
CAMPUS DEAN



JOHANNESBURG CAMPUS



CAPE TOWN CAMPUS



DURBAN CAMPUS



GQEBERHA CAMPUS



HATFIELD CAMPUS

who we are

MEMBER
OF CILECT



30+
AREAS OF STUDY

5
CAMPUSES

ESTABLISHED
JOHANNESBURG 1994
CAPE TOWN 2003
DURBAN 2013
QOEBERHA 2015
HATFIELD 2025

4
UNDERGRADUATE
DEGREES

4
POSTGRADUATE
PROGRAMMES

3
HIGHER
CERTIFICATES

2750+
STUDENTS

7500+
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



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

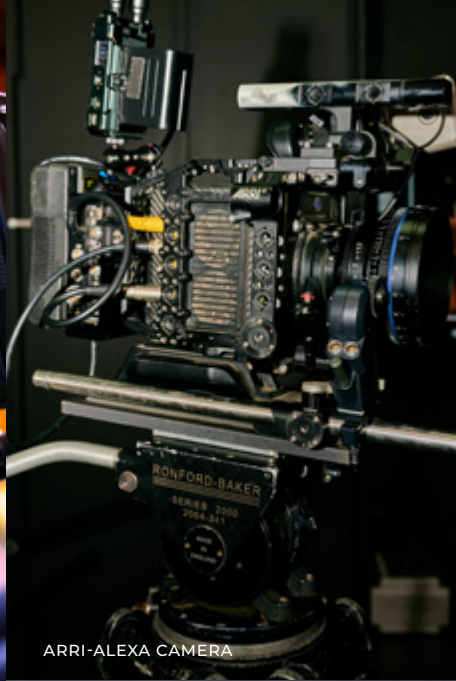




ARRI-ALEXA MINI CAMERA



PANASONIC TELEVISION CAMERA



ARRI-ALEXA CAMERA



LIGHTING EQUIPMENT



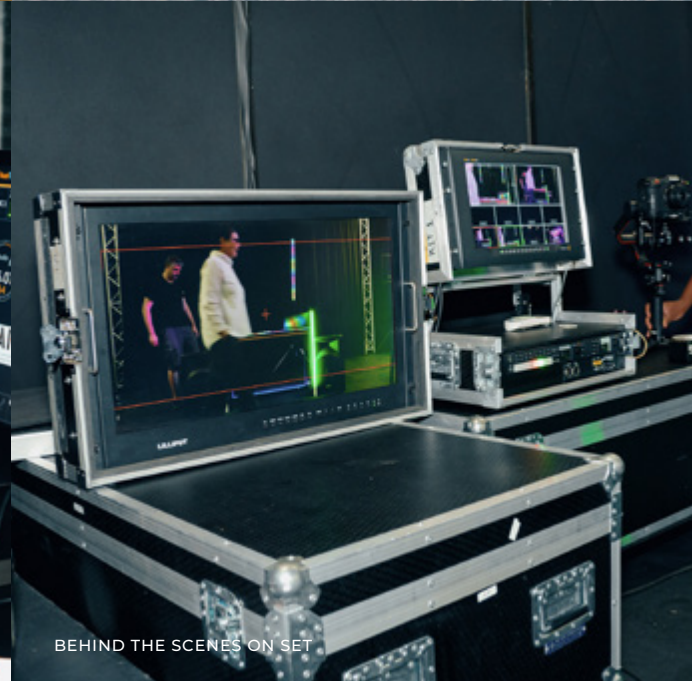
FILM SET KITS



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



SOUND STUDIO



BEHIND THE SCENES 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 | Hatfield

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.



STUDENTS FOCUSING ON SET



LIGHTS CAMERA SOUND... AND ACTION



STUDENT EDITING LIVE



STUDENT APPLYING THE LAST TOUCH OF MAKE-UP

Bachelor of Arts in Motion Picture Medium

3 Years Full-Time | NQF Level 7 | SAQA ID 35934

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

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, 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, and social media productions.

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 GETTING READY FOR ACTION



STUDENTS IN THE EDIT SUITE



STUDENTS SHOOTING A CLOSE-UP

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 (Johannesburg only)
- ✓ Sound Design
- ✓ Media Music Production



STUDENTS GETTING READY FOR THE LAST TAKE



STUDENT IN THE SOUND STUDIO



CHARACTER DESIGN & STYLING STUDENT
PUTTING ON THE FINAL TOUCH



DIRECTING STUDENT ENJOYING
WHAT HE SEES ON HIS MONITOR

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.



STUDENTS ON A COLD OUTDOOR SHOOT



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



ALL SET UP AND READY TO ROLL



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 master's 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.



Award-Winning Students & Alumni



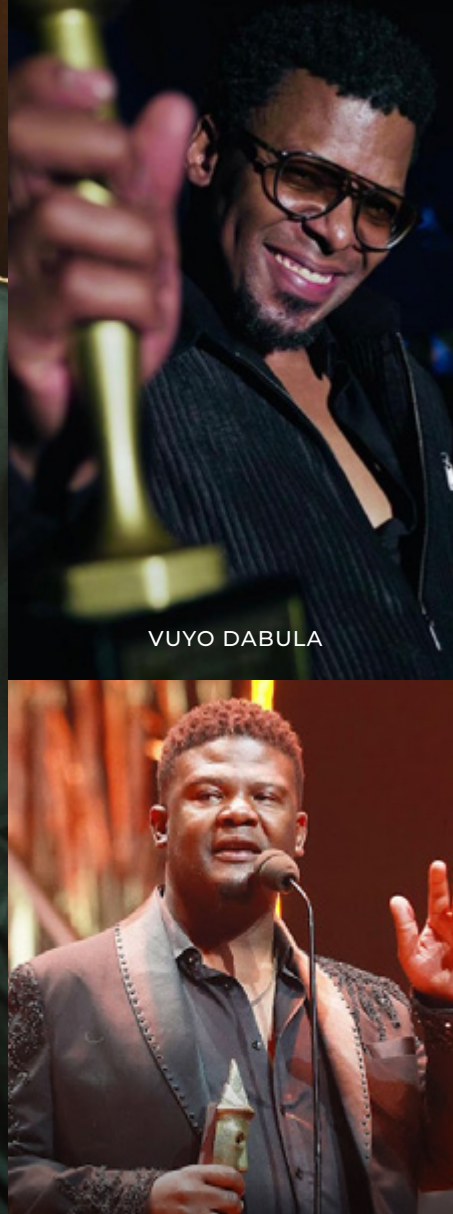
ANGUISH



CIPHER



PREV REDDY



MOTLATSI MAFATSHE



NTOBENKO DLAMINI

Our award-winning Global Footprint



"Old Righteous Blues"



"Thina Sobabili"

6 YEARS IN A ROW

Seven AFDA Alumni Films nominated and candidates for **OSCARS** Best Foreign Language Film



"Noem My Skollie"

"Old Righteous Blues"
"Thina Sobabili"
"Noem My Skollie"
"The Wound"
"Toorbos"
"This is not a Burial, It's a Resurrection"



"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"

AFDA alumnus **Adam Thal** produced Oscar nominated film "The Last Ranger"



360 FEATURE FILMS

AFDA alumni in key positions in over 360 feature film productions

OVER 9650

The AFDA Community includes:
Over **7500 ALUMNI** &
Over **2750 Students**

OVER 220

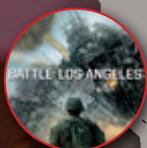
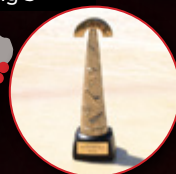
AFDA graduation productions produced annually

CILECT OVER 180

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

10 SAMAs

AFDA Alumni have won **10 Awards** in the last 5 years. **Shekhinah** winning 5



"BATTLE LOS ANGELES"

10 SASC VISUAL SPECTRUM AWARDS

25 Gold / Silver
2 Bronze awards

34 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



OVER 40

SAFTAs

AFDA Grad Films have won 10 Golden Horn Awards for Best Student Films



FOR 4 YEARS IN A ROW

AFDA alumnus **Adam Bentel** ranked No.1 Cinematographer by the **Loeries**

17 GOLDEN HORN SAFTAs in 2024



"ANGUISH"



TOP 5 FINALIST

FESTIVAL DE CANNES

Court de Metrage 2006 AFDA Student Film "Ongeriewe"



AFDA graduation films have won **Simon Sabela** Best Student Film Award for 10 years running



10 YEARS IN A ROW

1 SONY FUTURE FILMMAKER AWARDS

AFDA Graduate Film, "Anguish" won Best Student Film at Sony Future Filmmaker Awards in 2024 in Los Angeles



METRO FM AWARDS 2024
Best African Pop Album
Bongiswe Mabundla

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 | Hatfield

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.

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.

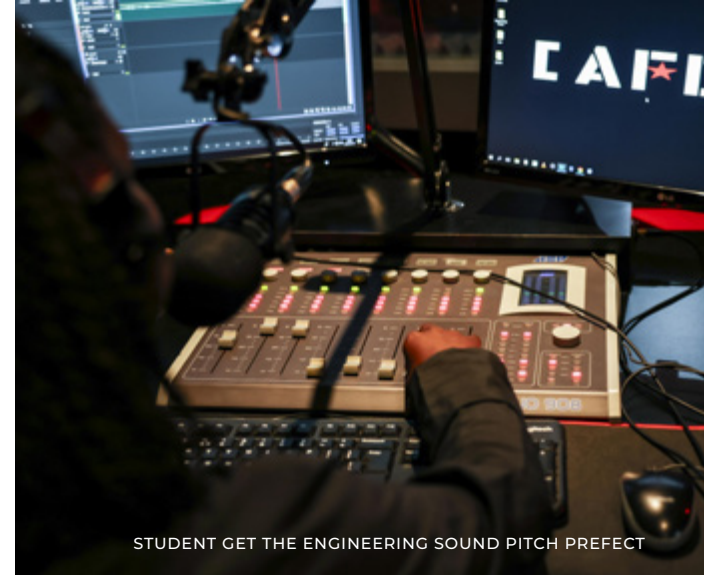
The programme focuses on the basic skills to operate a podcast or radio studio as well as the voice performance skills required for podcast and radio presenting. The programme equips students with the skills to research and

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.



ON AIR



STUDENT GET THE ENGINEERING SOUND PITCH PERFECT



STUDENT WIRED FOR SOUND

Bachelor of Arts in Live Performance

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

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

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 a variety of digital platforms.



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

Media Presenting

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



MUSIC STUDENT BELTING IT OUT ON STAGE



STUDENTS TAKING A BOW



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.



#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 & Entrepreneurship** 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.

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



COLLABORATION & INNOVATION



CELEBRATING A SUCCESSFUL 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.

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.

The Postgraduate diploma, with a focus on research and collaborative projects can accommodate students from Undergraduate degrees of various specialisations and electives, whether in business, entertainment or otherwise.

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.

At the end of the year-long programme students will have generated a innovate start-up business that will have the capacity to attract, as well as a reflective research report that encapsulates each students individual learning journey.

**The Postgraduate Diploma in Innovation is available on the Johannesburg and Cape Town campuses.*



BUSINESS INNOVATION TEAM



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



COLLABORATIVE STORY WRITING



SCREENWRITING IN ACTION



STUDENT WRITING A SCRIPT

#HumansofAFDA



Careers in the Creative Economy

Film

Director, Producer, Content Creators, Production Manager, Unit Manager, Location Manager, Production co-ordinator, Distributor, Floor Manager, Agent, Casting co-ordinator, Researcher, Assistant Director (1st, 2nd etc), Scriptwriter, Script editor, Script Supervisor, Continuity, Animator, Art director, Art department co-ordinator, Production Designer, Props Master, Set Dresser/ Decorator, Prosthetics artist, Stylist, Costume Designer, Makeup Artist, Wardrobe Supervisor, SFX, Director of Photography, Focus Puller, Camera Operator, Camera Assistant, Grip, Grip Assistant, DIT, Lighting technician, Videographer, Cinematographer, Equipment management & rental, Colourist, Grading, Editor, Assistant Editor, VFX Artist, VFX Supervisor, 2D Artist, 3D Artist, Boom Operator, Sound recorder, Foley Artist/ Editor, Sound Designer, Sound Editor, Sound Assistant, Music Editor, Music composer, Post-production supervisor, Re-recording mixer etc.

Television

TV Producer, Production Coordinator, Floor Manager, Director, TV Writer(s), Script editor/ supervisor, Researcher, Studio Manager, Camera operator, Lighting Technician, Studio Technician, Vision Mixer, Graphics/ Broadcast Designer, Sound Recorder, Sound Editor, Continuity etc.

Live Performance

Stage Actor / Actress, Screen Actor / Actress, Music Performer, Presenter, Singer, Voice over artist, Drama coaching, Stage production development, Teaching & training etc.

Business & Innovation

Entrepreneur, Strategist, Marketer, Brand development & management, Communication & Sales, Events Management, Entertainment & Artist Management, Project Manager, Digital/Social Media/ Online specialist, Finance, Product Development, Consulting, Business Management, Operations, Networking Engineer, Support, Technician, Developer, Content Creator etc.

Creative Writing

Screenwriter, Script Editor, Dialogue Writer, Story Consultant, TV Show Writer, Novelist, Short Story Writer, Poet, Journalist, Editor, Content Writer, Copywriter, Content Creator, SEO Writer, Social Media Manager, Brand Storyteller, Narrative Designer, Game Scriptwriter, Playwright, Dramaturg, Creative Writing Lecturer, Workshop Facilitator

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 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.

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.

Quick & Easy

links to access
key information
about AFDA



**Apply
Online**



**Important
Documents**



**View
Learning
Staff**



**View
Campus
Details**



**Read
AFDA
News**



**Alumni
Community
Website!**



Follow us on social media:

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



Tag us online

Share your AFDA experience

#StartYourCareerWithAFDA
#TellYourAFDAStory
#HumansofAFDA
#AlumniofAFDA

‘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



GQEBERHA

+27 (0) 41 582 1266

pecampus@afda.co.za

28 Bird Street
Central 6006, Gqeberha

POSTGRADUATE STUDIES

postgrad@afda.co.za



HATFIELD

+27 (0)12 824 4420

HatfieldCampus@afda.co.za

367 Hilda Street,
Hatfield, 0028

INTERNATIONAL STUDENTS

international@afda.co.za

[AFDA]

The South African School of Motion Picture Medium and Live Performance (PTY) LTD t/a 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.