Accredited Africa Training Institute for Capacity Development
Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa
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COURSE BROCHURE

Film Television Video Production Specialisation Selection Training

Communication Studies and Language / Communication Studies

Unit Standard 117536 · NQF Level 4 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the specialised knowledge and practical skills required to select and pursue a specific discipline within film, television, and video production. Participants will gain insights into the various specialisations available, enabling them to make informed career choices and develop targeted competencies for their chosen field.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117536
Accreditation	SAQA Accredited · NQF Level 4 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS — verifiable online

LEARNING OUTCOMES

- Analyse the range of specialisations available in film, television, and video production and identify personal aptitude and interest areas.
- Evaluate the roles, responsibilities, and skill requirements of key production specialisations such as directing, cinematography, editing, sound, and production design.
- Apply industry-standard criteria to select a specialisation that aligns with career goals and market demands.
- Demonstrate foundational knowledge and technical skills relevant to the chosen specialisation through practical exercises.
- Develop a personal career development plan outlining steps to achieve proficiency in the selected specialisation.
- Assess the impact of emerging technologies and trends on specialisation choices within the film and television industry.

WHO SHOULD ATTEND

- This course is designed for aspiring film, television, and video production professionals, including entry-level technicians, recent graduates, and individuals seeking to specialise within the industry.

COURSE OUTLINE

Day 1: Introduction to Film, Television, and Video Production

- Overview of the South African film and television industry
- Production phases: pre-production, production, post-production
- Core production roles: director, producer, cinematographer, editor, sound designer
- Industry sectors: commercial, corporate, broadcast, feature film, streaming
- Professional conduct and ethical considerations

Day 2: Pre-Production Planning and Script Development

- Script breakdown and analysis
- Storyboarding techniques and visual planning
- Production scheduling and budgeting basics
- Location scouting and permits
- Copyright, clearances, and release forms

Day 3: Camera Fundamentals and Cinematography

- Camera sensors, resolution, and frame rates
- Lens selection: prime vs. zoom, focal length, aperture
- Composition rules: rule of thirds, leading lines, depth of field
- Camera movement: pans, tilts, dolly, steadicam, handheld
- Lighting fundamentals: three-point lighting, colour temperature, diffusion

Day 4: Sound Recording and Audio Design

- Microphone types: shotgun, lavalier, dynamic, condenser
- Audio recorders and mixing boards
- Recording levels, gain staging, and avoiding distortion
- Ambient sound, room tone, and sound effects
- Dialogue recording techniques on set

Day 5: Directing and Performance

- Directing for camera vs. stage
- Actor communication: rehearsals, feedback, and motivation
- Blocking for single and multi-camera setups
- Continuity and coverage considerations
- Directing documentary and unscripted content

Day 6: Production Management and Logistics

- Production paperwork: call sheets, production reports, release forms
- Crew coordination and communication
- Budget tracking and cost control
- Health and safety on set
- Catering, transport, and accommodation logistics

Day 7: Post-Production Workflow and Editing

- Non-linear editing systems: Avid, Premiere Pro, DaVinci Resolve
- Ingest, transcoding, and media management
- Cutting on action, match cuts, and J/L cuts
- Audio sweetening and mixing basics

- Colour correction workflow and LUTs

Day 8: Visual Effects and Motion Graphics

- Green screen keying: chroma key, lighting, spill
- Tracking: point tracking, planar tracking, 3D camera tracking
- Compositing layers and blending modes
- Motion graphics software: After Effects, Fusion
- Title design and animated lower thirds

Day 9: Sound Design and Final Mix

- Foley recording techniques
- Sound effects libraries and editing
- Dialogue editing: cleaning, ADR sync, EQ
- Mixing: balancing dialogue, music, and effects
- Loudness metering and delivery specifications

Day 10: Distribution and Exhibition Platforms

- Theatrical, broadcast, and digital distribution
- Encoding formats: ProRes, H.264, H.265, DCP
- Metadata and closed captions
- Film festivals and market strategies
- Social media and online promotion

Day 11: Specialisation Selection – Career Pathways

- Specialisations: directing, cinematography, editing, sound, production design, VFX
- Skills gap analysis and self-assessment
- Portfolio development and showreel creation
- Professional associations and guilds in South Africa
- Mentorship and internship opportunities

Day 12: Integration Project and Course Review

- Group project planning and execution
- Integration of pre-production, production, and post-production
- Peer review and critique session
- Course summary and key takeaways
- Certification and next steps

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 30,100.00	**R 30,100.00**
1	In-House	R 40,600.00	**R 40,600.00**
1	On-Campus (Pretoria)	R 45,200.00	**R 45,200.00**

UPCOMING SESSIONS

Start	End	Method	Venue
02 Dec 2026	17 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
02 Dec 2026	17 Dec 2026	On-Campus	Kinshasa, DRC
03 Dec 2026	18 Dec 2026	On-Campus	Pretoria, South Africa
04 Dec 2026	21 Dec 2026	On-Campus	Dar es Salaam, Tanzania
07 Dec 2026	22 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
07 Dec 2026	22 Dec 2026	On-Campus	Blantyre, Malawi
08 Dec 2026	23 Dec 2026	On-Campus	Kinshasa, DRC
09 Dec 2026	24 Dec 2026	On-Campus	Bangkok, Thailand

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTATION OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117536) and click **Get A Quotation**. Select your training method and number of delegates — your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to **apply@aaticd.co.za** — our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically — the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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