SAE CREATIVE MEDIA INSTITUTE

ANIMATION / AUDIO / FILM / GAMES

FULL-TIME PROGRAMMES

GUIDING YOU TO CREATIVE MEDIA CAREER SUCCESS

Entering and navigating the creative media industry is daunting. We provide globally recognised relevant education and skills to ensure your success within the worldwide industry.

WE UNDERSTAND THAT YOU ARE LOOKING TO:

- Receive a globally recognised qualification.
- Create with the best and become the best, anywhere in the world.
- Receive practical skills and experience in world-class facilities.
- Study at a credible and trustworthy institution.

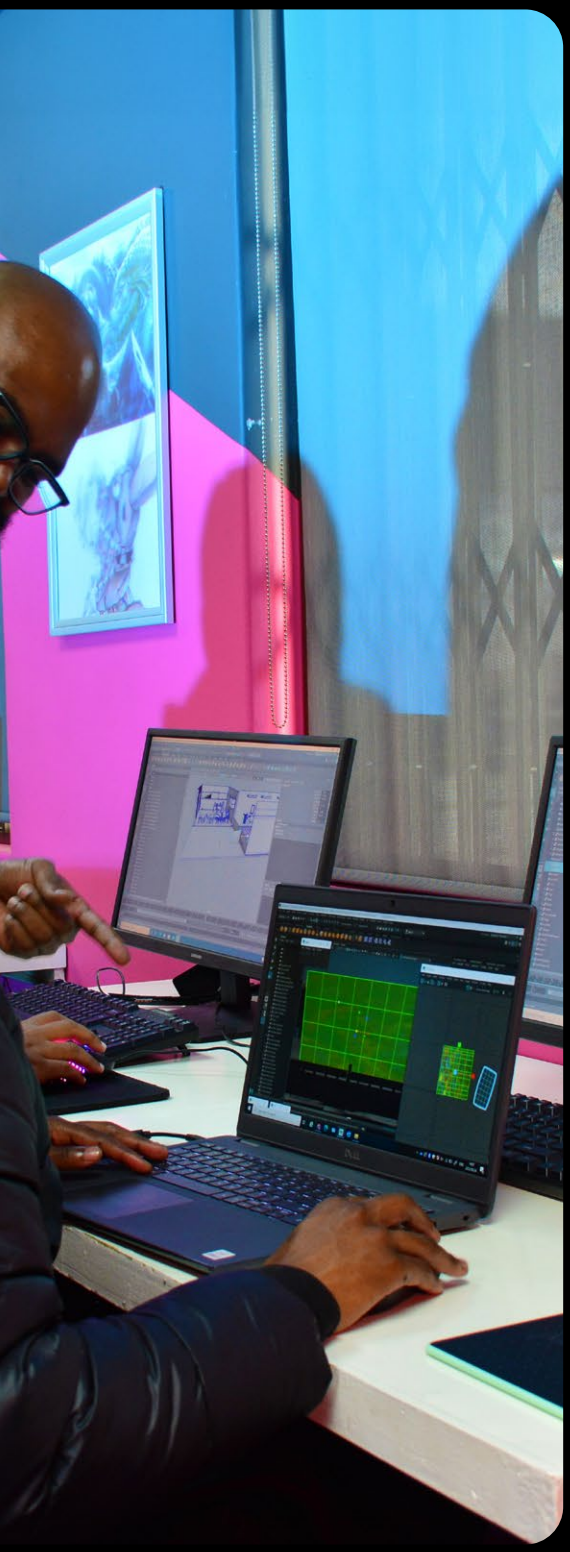
WE UNDERSTAND IT'S DAUNTING RIGHT NOW BECAUSE:

- It's a big industry to break into.
- Navigating and networking the industry can be overwhelming.
- You want to make sure you choose the best institution.
- You are unsure of the career opportunities available.

OUR PLAN FOR YOUR SUCCESS:

- Practical experience in world-class facilities.
- Creating networking opportunities.
- Collaboration across different creative mediums.
- Nationally registered and internationally recognised qualifications.
- Provide you with a Successfully Pass Money Back Guarantee.

WE'RE HERE TO HELP YOU MAKE THE BEST CHOICE



- Global Leader in Creative Media Education with 47 campuses in 23 countries.
- In existence for over 50 years, providing you with the best reputational head start.
- Real-world facilities, creative spaces filled with the latest equipment and software.
- Global award-winning creative media alumni.
- Alumni employed at prominent creative media companies.

JOIN OUR GLOBALLY SUCCESSFUL GRADUATES FROM ACROSS THE WORLD!

Enrolling at SAE Institute couldn't be easier:

Apply
www.sae.edu.za

Finalise the enrolment paperwork

Graduate successfully and break into the industry

"SAE has taught me how to be brave enough to get out of my comfort zone and try new things. It has also prepared me to be in charge and take ownership of my work."

Princess Kabeya
SAE GRADUATE

ANIMATIC

Industries that employ animation professionals:

- Corporate Services
- E-Learning Resource Creation and Asset Design
- Web Animation and Digital Media
- Film, Television and Advertising
- AR, VR and Gaming
- Architecture and Engineering

GLOBAL 3D ANIMATION MARKET EXPECTED TO REACH APPROX.
40 BILLION
USD by 2028

80% of animated content is on TV AND STREAMING PLATFORMS

Global demand increased by 30% SINCE 2013 DUE TO 3D MOBILE GAMES & APPLICATIONS

IN YOUR ANIMATION CLASSROOM

Learn how to master industry-standard equipment that you will be using in the work place — all part of your SAE experience.

Stop-motion equipment.

High-powered PCs with industry animation software and drawing tablets.

Career paths:

- 2D Animator
- 3D Modeller
- Compositing Artist
- Layout Artist
- Lighting Artist
- Production Coordinator
- Texture Artist
- Concept Artist
- Illustrator
- Rigging Artist
- Graphic Designer
- Key Frame Animator
- Motion Graphics Artist
- Stop Motion Animator
- Character Designer
- Storyboard Artist
- Animatics Editor
- VFX Artist
- Rendering Artist
- Digital Ink and Paint Artist
- Animation Producer
- Scriptwriter

BACHELOR OF ARTS IN MOTION DESIGN AND ANIMATION

OVERVIEW

The Bachelor of Arts in Motion Design and Animation degree teaches all predominant aspects of Animation. Ranging from digital 3D and 2D animation skills to tradigital Animation practices, motion graphics, VFX and stop-motion. Though animation functions within a primarily digital environment these days, within the BA programme there is a strong focus on developing traditional skills such as drawing, painting and sculpture to support original thinking and creative problem-solving.

Learn skills that are directly transferable to the digital realm, since a greater understanding of aesthetics within the world of animation will lead to a more adaptable animator. All of which can be applied to a character, asset creation, story or any of the processes of production for animation development. Theory modules include the history of art, history of animated media, media studies and academic research skills. The final year of study includes a practical project that forms the centerpiece of the student's portfolio.

PROGRAMME CONTENT INCLUDES

- Foundational Principles of Animation
- Motion Design through Tradigital Animation Techniques
- Storyboarding: Composing Animated Stories
- Digital 2D & 3D Animation
- Stop-Motion Animation
- Concept Art: Character, Asset and Environment Design
- Drawing for Animation
- Screenwriting: Telling Compelling Stories
- Visual Effects and Motions Graphics
- Understanding the Origins of Animation
- Business Fundamentals of Animation
- Research Methodologies: Critical Engagement with Animated Media

Qualification

Bachelor of Arts in
Motion Design and Animation
(SAQA ID No: 94949, NQF Level 7)

Admission Requirements

National Senior Certificate with a Bachelor entry or equivalent. Art experience is recommended.

Duration

3 Years, Full-Time

Intakes Per Year

March

HIGHER CERTIFICATE
IN ANIMATION AND VISUAL EFFECTS

OVERVIEW

In the Higher Certificate in Animation and Visual Effects programme, students acquire comprehensive skills in freehand drawing, 2D and 3D computer-generated graphics and animation using the industry's most widely used software.

The curriculum provides an understanding of the systems and equipment used for creating animation and the practical experience required for production techniques and design concepts. Students gain comprehensive expertise of the contemporary 'infotainment' industry.

PROGRAMME CONTENT INCLUDES

- Foundational Principles of Animation
- Drawing for Animation
- Storyboarding: Composing Animated Stories
- Tradigital Hand-Drawn Animation
- Digital 2D & 3D Animation
- Concept Art: Character and Environment Design
- Visual Effects and Motion Graphics
- Business Fundamentals of Animation

Qualification

Higher Certificate in
Animation and Visual Effects
(SAQA ID No: 86986, NQF Level 5)

Admission Requirements

National Senior Certificate with Higher Certificate entry or equivalent.
Communication in English at NQF 4.
Maths / Maths Literacy NQF 4.
Computer Literacy NQF 3.
Art experience is recommended.

Duration

1 Year, Full-Time
1.5 Years, Part-Time

Intakes Per Year

March

> **Masterclasses, industry-based lecturers and an amazingSound Department have provided me with creative passion and inspiration.**

Ethan De Lily
SAE GRADUATE

Industries that employ audio professionals:

- Live Music
- Music Publishing
- Sound Recording
- Radio and Advertising
- Film and Television
- Gaming

R5.9 BILLION
AFRICA'S ANNUAL MUSIC STREAMING REVENUE
by 2026

STREAMING NEARLY
75% of the total music income
in South Africa

GLOBAL RECORDED MUSIC REVENUES REACHED
$29.6 BILLION
in 2024

IN YOUR AUDIO CLASSROOM

Learn how to master industry-standard equipment that you will be using in the workplace — all part of your SAE experience.

Variety of recording desks / consoles.

High-powered Apple computers, with industry leading DAW software and controllers.

Career paths:

- Recording Engineer
- Music Producer
- Recording Studio Manager
- Broadcast Engineer
- Audio Technician
- Digital Audio Editor
- Sound Designer
- Sound Effects Producer
- Field Recordist
- Location Sound Mixer
- Utility Sound
- ADR Recordist
- Re-Recording Mixer
- Audio Director
- Studio Designer
- Acoustician
- Instrument Technician
- Live Sound Systems Engineer
- Events Technician
- Mastering Engineer
- Music Editor
- Audio Programmer

BACHELOR OF ARTS IN SOUND PRODUCTION

OVERVIEW

The Bachelor of Arts in Sound Production curriculum addresses the art, science and technology of sound production across a wide range of applications from music recording to sound production for film, television and live concert sound. Each sub-discipline of sound production is covered in detail, in order to ensure that all graduates have the theoretical and practical skills required to be able to work in the global entertainment and music space.

In addition to the essential skills and knowledge required applications to be a sound engineer/producer, students are continuously exposed to the pertinent values, attitudes and qualities expected from an industry professional. Graduates will be able to function effectively and make a meaningful contribution to the sound industry and society, using this qualification.

PROGRAMME CONTENT INCLUDES

- Analogue & Digital Audio: Theories and Workflows
- Multi-Track Recording
- Microphone Theory and Techniques
- Signal Processing and Effects
- Mixing and Mastering Techniques
- Signal Flow
- Music Production
- Stylistic Composition
- Acoustics
- Music Production Techniques
- Live Sound Reinforcement
- Business, Legal and Marketing Studies
- Sound for Film and TV

Qualification

Bachelor of Arts in
Sound Production
(SAQA ID No: 90673, NQF Level 7)

Admission Requirements

National Senior Certificate with a Bachelor entry or equivalent.

Duration

3 Years, Full-Time

Intakes Per Year

March

HIGHER CERTIFICATE IN SOUND PRODUCTION

OVERVIEW

The Higher Certificate in Sound Production curriculum equips students with the necessary practical skills, knowledge, values and attitudes required to enter the broad scope of the global music and entertainment industries and operate effectively as audio professionals.

The curriculum covers a wide range of applied skills and knowledge in music theory, music business, audio technology, electronic music production, sound for film and television, final mastering and live sound. The programme culminates in a final creative project where students get the opportunity to apply their skills and knowledge to a production of their choice, which is evaluated on professional practice, technical aptitude and creativity.

PROGRAMME CONTENT INCLUDES

- Analogue & Digital: Theories and Workflows
- Multi-Track Recording
- Microphone Theory and Techniques
- Signal Processing and Effects
- Mixing and Mastering Techniques
- Signal Flow
- Electronic Music Production
- Stylistic Composition
- Live Sound Reinforcement
- Sound for Film and TV

Qualification

Higher Certificate in
Sound Production
(SAQA ID No: 88643, NQF Level 5)

Admission Requirements

National Senior Certificate with Higher Certificate entry or equivalent.
Communication in English at NQF 4.
Maths / Maths Literacy NQF 4.
Computer Literacy NQF 3.
Basic knowledge of music.

Duration

1 Year, Full-Time
1.5 Years, Part-Time

Intakes Per Year

March

> **SAE has given me the opportunity to work with amazing equipment and learn from industry professionals.**

Felix Koelble
SAE GRADUATE

FIL

Industries that employ film professionals:

- Advertising
- Screen Industry
- Film Production
- Self-Employed Freelancer
- Television Production
- Corporate Business

THE FILM INDUSTRY CONTRIBUTED
R7.1 BILLION
to South Africa's economy

26 573 JOBS
CREATED BY THE FILM SECTOR
for local freelancers and performers in 8 months

2.1 MILLION
SUBSCRIBED TO SHOWMAX,
Africa's streaming platform

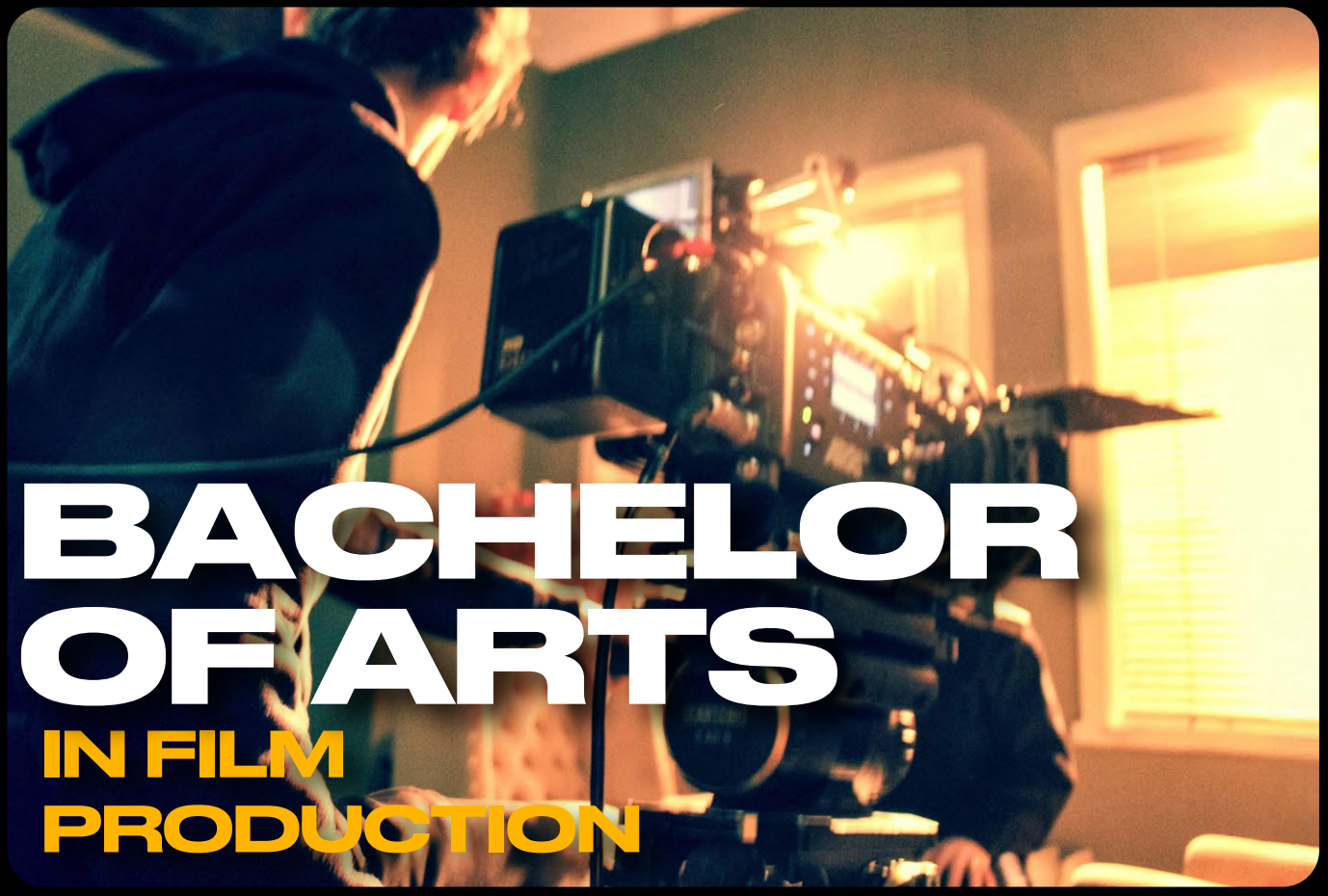
IN YOUR FILM CLASSROOM

Learn how to master industry-standard equipment that you will be using in the workplace — all part of your SAE experience.

Film editing and writing software.

Career paths:

- Video Editor
- Cinematographer
- Director
- Screenwriter
- Producer
- Visual Effects Artist
- Colourist
- Assistant Director
- Camera Assistant
- Broadcast Designer
- Production Assistant
- Editor
- Visual Effects Artist
- Location Manager
- Production Designer
- Programme Researcher
- Television Camera Operator



BACHELOR OF ARTS IN FILM PRODUCTION

OVERVIEW

The Bachelor of Arts in Film Production explores all the creative and technical elements of digital filmmaking with an emphasis on developing practical skills in pre-production, production, post-production and distribution. Throughout the three-year programme, students will gain proficiency in the many departments that make up the production process, learning within an innovative and hands-on environment that boosts their creative confidence and artistic independence.

Through the completion of a range of creative media projects, students get a high level of practical experience. On completion of the degree, they will have acquired holistic knowledge of the film industry and be prepared with the skills and knowledge needed to embark on an exciting career.

PROGRAMME CONTENT INCLUDES

- Cinematography
- Business of Film — Producing
- Screenwriting
- Directing
- Post Production — Editing
- Digital Imaging
- Motion Graphics
- Research Methodology
- Business Management and Legal Studies
- Visual Effects
- Finance and Distribution
- Film History and Analysis

Qualification

Bachelor of Arts in
Film Production
(SAQA ID No: 90672, NQF Level 7)

Admission Requirements

National Senior Certificate with a Bachelor entry or equivalent.

Duration

3 Years, Full-Time

Intakes Per Year

March

HIGHER CERTIFICATE IN DIGITAL FILM PRODUCTION

OVERVIEW

The Higher Certificate in Digital Film Production is designed to provide students with experience in the many facets of digital film production, fostering creative confidence and artistic independence within a hands-on learning environment.

The programme covers the technical and creative components of digital filmmaking including: conceptualisation, screenwriting, project development, digital camera operation, lighting, production management,
directing, editing, sound design, motion graphics and VFX. In creating their own projects, students develop the necessary skills to become filmmakers.

PROGRAMME CONTENT INCLUDES

- Cinematography
- Editing
- Screenwriting and Adaptions
- Motion Graphics and Digital Imaging
- Visual Effects
- TV Commercial Production
- Documentary Production
- Narrative Film Production
- Multicam Production
- Film Studies
- Creative Projects

Qualification

Higher Certificate in
Digital Film Production
(SAQA ID No: 87006, NQF Level 5)

Admission Requirements

National Senior Certificate with Higher Certificate entry or equivalent.
Communication in English at NQF 4.
Maths / Maths Literacy NQF 4.
Computer Literacy NQF 3.

Duration

1 Year, Full-Time
1.5 Years, Part-Time

Intakes Per Year

March

"Each time I play a new game now, I look at it a lot more in-depth and from the point of the creator."

Luka Nolan
SAE GRADUATE

GAM

Industries that employ gaming professionals:

- Video Game Design
- Serious Games and Simulations
- VR & AR Development
- App & Mobile Development
- Education and e-Learning
- Software Development
- Web Development
- Animation

26.5 MILLION
GAMERS IN SOUTH AFRICA

$333 MILLION
GROWTH IN SOUTH AFRICAN GAMES SPENDING EXPECTED BY 2026

OVER
$600 BILLION+
USD PROJECTED GROWTH BY 2030

IN YOUR GAMES CLASSROOM

Learn how to master industry-standard equipment that you will be using in the workplace — all part of your SAE experience.

High-powered PCs with industry Gaming software, drawing tablets, VR headsets and gaming controllers.

IES

Career paths:

- Game Designer
- Level Designer
- Game Economy Designer
- Community Managers
- Simulation Specialists
- Systems Designer
- Sound Designer for Games
- Level Designer
- Lighting Designer
- Content Designer
- Tools Engineer
- User Interface Designer
- Software Engineer
- Game Player Engineer
- Asset Creation
- Backend & Network Engineer

BACHELOR OF ARTS
IN GAME DESIGN AND PRODUCTION

OVERVIEW

The Bachelor of Arts in Game Design and Production allows candidates to dive deep into both the design and production aspects of gaming with a strong focus on the technology and creativity required in this industry. The programme is structured to provide a balance between developing the necessary skills needed to gain competence in game design, as well as being exposed to industry knowledge and theoretical practices in order to critically engage with the contemporary media environment and the gaming industry as a whole.

Students can expect to grow into creative contributors to the African and international gaming industries.

PROGRAMME CONTENT INCLUDES

- 2D Asset Design Creation for Gaming
- 3D Asset Design Creation for Gaming
- Understanding the Origins and History of Gaming
- Analysing the Role of Media in Gaming
- Getting Your Game into the Industry
- Research Basics: Critical Engagement with Gaming
- Scripting: Coding for Games
- Play Testing and Prototyping
- Game Aesthetics and Mechanics
- Creation of Digital and Analogue Games

Qualification

Bachelor of Arts in
Game Design and Production
(SAQA ID No: 110820, NQF Level 7)

Admission Requirements

National Senior Certificate with a Bachelor entry or equivalent.

Duration

3 Years, Full-Time

Intakes Per Year

March

HIGHER CERTIFICATE
IN GAME DESIGN AND PRODUCTION

OVERVIEW

The Higher Certificate in Game Design and Production programme equips students with the knowledge and practical skills to create games with a strong focus on technology and creativity. The curriculum aims to contribute to the growth, quality and competitiveness of the graduates entering the African and international gaming industries.

PROGRAMME CONTENT INCLUDES

- Game Studies: Storytelling and Game Theory
- Digital Imaging: Creating 2D Imagery
- Scripting: Coding for Games
- UI Design: Enhancing the Game-User Experience
- Game Production: Understanding the Basics
- Asset Design: Building Digital Models/Props
- Introduction to Game Engines

Qualification

Higher Certificate in
Game Design and Production
(SAQA ID No: 110793, NQF Level 5)

Admission Requirements

National Senior Certificate with Higher Certificate entry or equivalent.

Duration

1 Year, Full-Time
1.5 Years, Part-Time

Intakes Per Year

March

BOOK YOUR CAMPUS TOUR

Explore our facilities and see what's available to you. We're ready to take you on a personalised tour.

CAPE TOWN
Tel: +27 87 057 1972
Email: capetown@sae.edu
6th Floor, De Waterkant Centre,
9 Somerset Road Greenpoint,
Cape Town, 8005

JOHANNESBURG
Tel: +27 10 442 6940
Email: jhb@sae.edu
2nd Floor, Design District Building,
cnr. Keyes & Tyrwhitt Ave, Rosebank,
Johannesburg, 2196

PRETORIA
Tel: +27 00 000 0000
Email: pta@sae.edu.za
22 Umgazi Road,
Ashlea Gardens
Pretoria, 0081

ENQUIRE NOW

SCAN HERE

Full-Time, Online & Part-Time programmes available

SAE.EDU.ZA

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ANIMATION AUDIO FILM GAMES