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 & 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 IS:
• Practical experience in world class facilities.
• Creating networking opportunities.
• Collaboration across different creative mediums.
• Receive a nationally registered and internationally recognised qualification.
• 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 44 years, providing you with the best reputational head start.
• Real world facilities, creative spaces filled with the latest equipment and software.
• Award winning alumni of prestigious international and local film and music awards.
• Alumni employed at prominent creative media companies.

JOIN OUR GLOBALLY SUCCESSFUL GRADUATES FROM ACROSS THE WORLD!
Enrolling at SAE Institute couldn’t be easier

1 APPLY www.sae.edu.za
2 FINALISE THE ENROLMENT PAPERWORK
3 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

**ANIMATION**

**CAREER PATHS**

- 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

**INDUSTRIES THAT EMPLOY ANIMATION PROFESSIONALS**

**SAE**

- 3D Graphic Artist/Animator
- 2D Animator
- 3D Modeler
- Compositing Artist
- Layout and Lighting Artist
- Animation Project Coordination
- Texture Artist
- Concept Artist/Illustrator
- Rigging Artist
- Graphic Designer
- Key Frame Animator
- Motion Artist
- Stop Motion Animator
- Character Designer
- Storyboard Artist
- VFX Artist
- Exhibition Designer
- Rendering Artist
- Digital Ink and Paint Artist
- Animation Producer
- Scriptwriter

**IN YOUR ANIMATION CLASSROOM**

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

**Production spend per movie**

- 20-300 MILLION USD

**Top grossing movies**

- 2/6 WHERE ANIMATED

**Global animation industry growth worth:**

- 270 BILLION USD

**Stop Motion Equipment.**

High Powered PC’s with industry Animation Software and Wacom Drawing Tablets.
BACHELOR OF ARTS
IN MOTION DESIGN AND ANIMATION

OVERVIEW
The Bachelor of Arts in Motion Design and Animation 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. Skills that are directly transferrable 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 Motion Graphics
- Understanding the origins of animation
- Business fundamentals of animation
- Research methodologies: critical engagement with animated media

ADMISSION REQUIREMENTS
- National Senior Certificate with a Bachelor entry or equivalent
- Art experience is recommended

DURATION
3 Years, Full-time

INTAKES PER YEAR
March

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

HIGHER CERTIFICATE
IN ANIMATION AND VISUAL EFFECTS

OVERVIEW
In the Higher Certificate in Animation and Visual Effects programme students acquire comprehensive skills in free-hand 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

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
- Experience in art recommended

DURATION
1 Year, Full-Time

INTAKES PER YEAR
March and July

QUALIFICATION
Higher Certificate in Animation and Visual Effects (SAQA ID No: 86986, NQF Level 5)
Masterclasses, industry-based lecturers and an amazing sound department, has provided me with creative passion and inspiration.

Ethan De Lily

The music industry to grow from **62 BILLION IN 2017** TO **131 BILLION USD in 2030**

Added to Spotify every day **40 000 NEW SONGS**

Music Streaming Revenue, **24.7 BILLION USD**

**IN YOUR AUDIO CLASSROOM**

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

**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

**INDUSTRIES THAT EMPLOY AUDIO PROFESSIONALS**

- **LIVE MUSIC**
- **MUSIC PUBLISHING AND SOUND RECORDING**
- **TELEVISION**
- **RADIO AND ADVERTISING**
- **FILM**
- **GAMING**

**Variety of recording desks/consoles.**

**High powered Apple computers, with industry leading DAW software and controllers.**
**Bachelor of Arts in Sound Production**

**Overview**
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 from 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: theories & workflows
- Multi-track recording
- Microphone theory and techniques
- Signal processing and effects
- Mixing & Mastering techniques
- Signal flow
- Electronic music production
- Music styles, history & music theory
- Acoustics
- Music production techniques
- Live Sound reinforcement
- Business, legal and marketing studies
- Sound for film and TV

**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 & Mastering techniques
- Signal flow
- Electronic music production
- Music styles, history & music theory
- Live Sound reinforcement
- Sound for film and TV

**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

**Intakes Per Year**
March and July
CAREER PATHS

INDUSTRIES THAT EMPLOY FILM PROFESSIONALS

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

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

Felix Koelble

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.

More than 2.5 MILLION people work in the USA Film and Video Industry

Value of the global film industry 234 BILLION USD

Netflix generated 24.9 BILLION USD in revenue

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

Green screens, cameras & lighting equipment.

Hi Powered Macs with Adobe creative suite and Da Vinci Resolve software.
BACHELOR OF ARTS IN FILM PRODUCTION

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

OVERVIEW
Bachelor of Arts in Film Production explores all the creative and technical elements of digital film-making, with an emphasis on developing practical skills in pre-production, production, post-production and distribution. Throughout the 3-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
• Research project

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

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

OVERVIEW
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 film making 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 film makers.

PROGRAMME CONTENT INCLUDES
• Cinematography
• Editing
• Screenwriting and adaptions
• Production management
• Directing
• Motion Graphics and Visual Effects
• TV commercial production
• Documentary production
• Narrative film production
• Multicam production
• Film studies
• Creative projects

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

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

Luka Nolan

INDUSTRIES THAT EMPLOY GAMING PROFESSIONALS

- Advertising
- Corporate Business
- Healthcare
- Emergency Management
- AR and VR Industries
- Education and Training
- Urban Planning

Spent on gamer
150 BILLION USD

72% of internet-connected South Africans play games on a variety of devices.

Gamers Worldwide
2.7 BILLION

GAMERS HAVE THE SKILLS TO CHANGE THE WORLD, AND WE CAN GIVE YOU THE SKILLS TO HELP CHANGE YOURS.

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

High Powered PC’s with industry Gaming software and Wacom Drawing Tablets.

CAREER PATHS
- Studio Engineer
- 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
- Backend & Network Engineer
- User Interface Designer
- Software Engineer
- Game Player Engineer
- Asset Creation
- Animation

EDUCATION AND TRAINING
GAMERS HAVE THE SKILLS TO CHANGE THE WORLD, AND WE CAN GIVE YOU THE SKILLS TO HELP CHANGE YOURS.

GAMERS WILL TAKE OVER THE WORLD.
BACHELOR OF ARTS IN GAME DESIGN AND PRODUCTION

OVERVIEW
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

ADMISSION REQUIREMENTS
- National Senior Certificate with a Bachelor entry or equivalent

DURATION
3 Years, Full-time

INTAKES PER YEAR
March

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

HIGHER CERTIFICATE IN GAME DESIGN AND PRODUCTION

OVERVIEW
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

ADMISSION REQUIREMENTS
- National Senior Certificate with Higher Certificate entry or equivalent

DURATION
1 Year, Full-time

INTAKES PER YEAR
March and July

QUALIFICATION
Higher Certificate in Game Design and Production (SAQA ID No: 110793, NQF Level 5)
HIGHER CERTIFICATE IN VIRTUAL REALITY STUDIES

OVERVIEW
This programme develops students’ skills and knowledge in applying consumer level VR and AR hardware and software to produce immersive interactive experiences. Instead of focusing on a specific industry, this programme focuses on the core technical and design consideration of working with these technologies. By doing so, the outcomes of the programme are applicable to a wide range of paraprofessional industry roles and applications in areas such as health, tourism, medical, military and entertainment.

PROGRAMME CONTENT INCLUDES
• Managing software projects
• Virtual Reality technologies
• Augmented Reality technologies
• Scholarly perspectives on computer mediated reality
• Contemporary industrial practices
• Mixed reality hardware
• Computer mediated reality major project

QUALIFICATION
Higher Certificate in Virtual Reality Studies
(SAQA ID No: 115602, NQF Level 5)

ADMISSION REQUIREMENTS
• National Senior Certificate with Higher Certificate entry or equivalent

DURATION
1 Year, Full-time

INTAKES PER YEAR
March and July

VIRTUAL REALITY MARKET IN 2020
6.1 BILLION

VIRTUAL REALITY MARKET BY 2025
20.9 BILLION

MOVE BEYOND NOVELTY EDUCATION INTO A VIRTUAL REALITY OF CREATION AND IMMERSIVE STORYTELLING
BOOK YOUR CAMPUS TOUR

Explore our facilities and see what’s available to you, we’re ready to take you on a personalised tour.

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Full-time, Part-time & Online programmes available

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