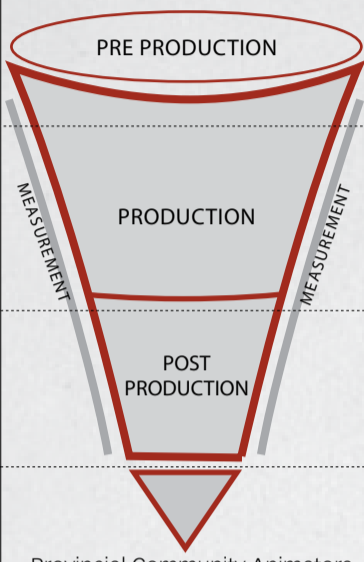


Creative opportunity not to be missed

LIMITED SEATS AVAILABLE

The Eastern Cape Development Corporation (ECDC) presents the first Local & Digital Content Training Series within its strategic partnership with National Electronic Media Institute of South Africa (NEMISA) and the Presidential National Commission on Information Society and Development (PNC on ISAD). Structured as a 3-part training series, each phase will target applicants with the specified skills, as outlined in the table below.

Duration	Training focus	Target profile	Role	Modular breakdown	Planned Dates
5 days	 <p>PRE PRODUCTION</p>	Writers Creative thinkers Researchers Social scientists	This group will set the tone & create structure for the production team to tell animated local stories.	Research & analytical skills, writing skills, legal issues, interviewing techniques, production planning, budgeting, overview of the TV landscape and processes.	07-11 Mar 2011
5 days	PRODUCTION	Technically minded media creatives Creative field workers	They have visual perspective & will translate everyday occurrences into beautiful pictures using cameras, lighting and microphones.	Basic audio recording & electronic understanding, basic video recording, setting up, striking, basic lighting, set etiquette.	14-18 Mar 2011
5 days	POST PRODUCTION	IT/ICT savvy media creatives	They understand the mechanics & creative tactics of manipulating pictures and sound using computer technology.	Tape formats, logging, computer interface, offline, online, digital cut	28 Mar - 01 April 2011
TBC	Provincial Community Animators	Top ten media creatives to be recruited from Phases 1-3	To be communicated to the qualifying top ten training registrants		

What do registrants stand to gain by participating in the training series?

The intervention is aimed at:

- Igniting the creative prowess in the emerging production sector of the Eastern Cape;
- According the creative industry the opportunity to profile local stories that are pertinent to the people of the Eastern Cape;
- Imparting technical knowhow to enable the participating technical and camera people to make maximum use of their existing equipment;
- Facilitating entrepreneurship and access to the local content markets and
- Exposing the participants to a Community Mapping Toolkit to be used to better understand the content needs of local people.

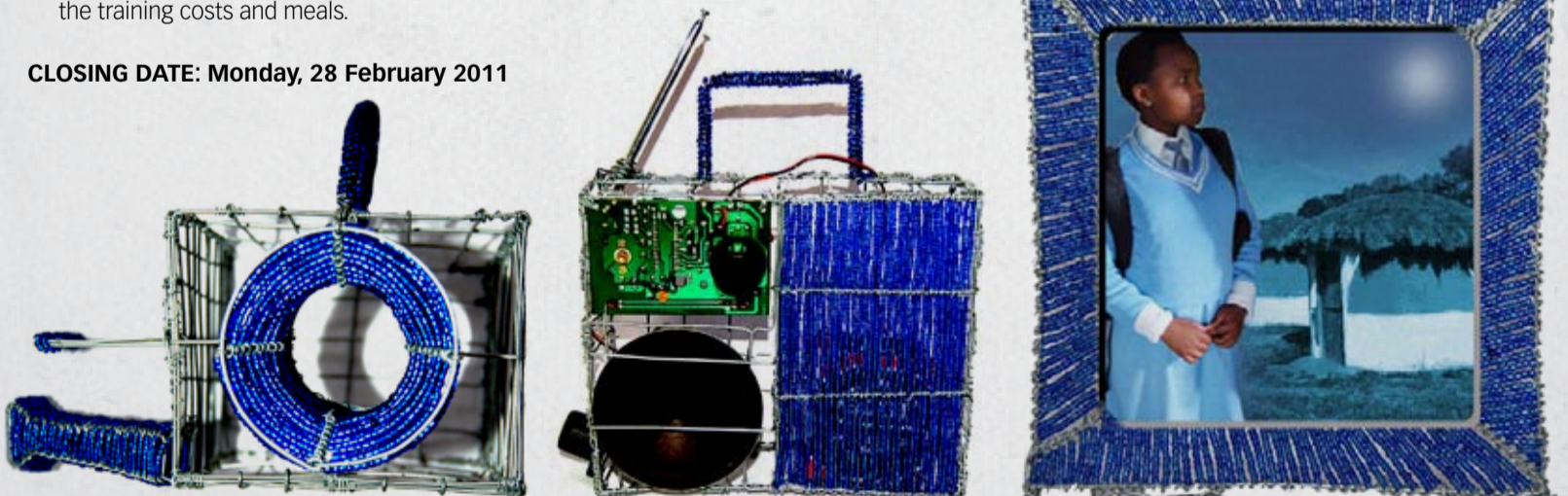
Selection criteria:

- Matric or equivalent (English essential - matric level)
- Interest in media production

Application process:

- Submit your CV & concise treatment or essay on the documentary you would like to produce to **Gcobisa Silwana, gsilwana@ecdc.co.za, Tel: 043 704 5718.**
- Clearly outline the training segment(s) you would like to be considered for: Pre-production OR Production OR Post-production.
- Arrange own transport and accommodation. The ECDC and its partners would carry the training costs and meals.

CLOSING DATE: Monday, 28 February 2011



PROUDLY SUPPORTED BY:

