VISION STATEMENT
SAE Institute South Africa aims to be the leading educator in creative media studies throughout Africa.

MISSION STATEMENT
SAE Institute provides specialist courses to effectively prepare professionals for careers in creative media technology.

SAE Institute is a quality assured institute with a commitment to excellence.

Our curriculum focus on the needs of students and the local and international media industry.

Our trainers teach the latest knowledge, technology and expertise.

Our campus utilises state-of-the-art equipment, studios and facilities.

Our graduates will be leaders of development and innovation in global media and entertainment industries.

SAE Institute supports free intellectual enquiry and encourages and supports a culture of creative scholarship and development.

SAE Institute makes a positive contribution to the intellectual, technological and creative capacity of Africa and across the world.

SAE Institute values students from diverse sections of society and is committed to equity and opportunities for all.
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SOUND PRODUCTION

This curriculum thoroughly addresses the art and science of making music albums and sound design for picture, to ensure all graduates have the superior theoretical and practical skills necessary to work in the entertainment and music industries across the globe. The syllabus covers each sub-discipline of sound production in the same detail. Students are also constantly exposed to the qualities expected of an individual in the industry with relation to professional practice and credibility, over and above talent and skill as a sound engineer and/or producer.

OVERVIEW

Sound Production - Curriculum

Higher Certificate in Sound Production (1 year)

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SOUND PRODUCTION UNITS

TRIMESTER 1

HCSP101: Principles of Sound & Sound Production
This unit thoroughly addresses the theoretical principles of what sound actually is, in order to provide an intricate understanding of the physics in action, in the name of making superior sounding recordings. The science of sound is examined, including the physical & mathematical principles & electronic concepts and theories that relate to the propagation of sound in the recording process and human auditory perception.

HCSP102: Introduction to Audio Technology
This unit introduces a practical accomplishment to NCAP101 that addresses analogue & digital technologies, vintage and modern, and all the pertinent aspects of the hardware and software that sound engineers and producers have at their disposal.

HCSP103: Signal Processing & Aural Perception
This unit delves deeply into the intricacies of dynamics and the sound of environments, to provide a thorough context for skilled and creative use of effects and dynamics processors in sound production. Hardware and software emulations (plug-ins) are thoroughly addressed within the context that all great sound engineers have an intricate understanding of ambience, tempo and transients.

HCSP104: Applied Music Theory
This unit teaches the language of music. As with any language, the greater one’s vocabulary, the greater one’s flexibility in communication. The unit addresses all aspects of music composition from the initial creative thought through to completion of the recorded work.
TRIMESTER 2

HCSP201: Digital Audio Production
A detailed understanding of digital audio theory is essential for sound engineers to ensure they capitalise on the superior resolution of contemporary digital audio.
Digidesign’s Pro Tools hardware and software is taught in detail for this unit, utilising the HD3 system mated to the ICON D-Control ES console.

HCSP202: MIDI & Electronic Music Production
The art and science of electronic music production (EMP) using a digital audio workstation (DAW) is the focus of this unit. The history of sound synthesis and its influence on the popular musical landscape is analysed and the contribution of synthesized instruments/sounds in different musical genres is considered.
Apple’s Logic software is utilised for this unit.

HCSP203: Music Styles
This unit follows the chronology of contemporary music from Baroque to singles and albums in the charts today. The unit delves into the sociopolitical specifics that have influenced many genres through the ages.
All truly great engineers and producers have an encyclopedic knowledge of all periods of music, not only what is hip today.

HCSP204: Studio Production
This unit addresses the entire studio experience from pre-production to final mix.
The Neve Genesys Console is taught in intricate detail, accompanied by extensive hardware and software equipment.

TRIMESTER 3

HCSP301: Creative Project
This unit is the culmination of the year’s sound production studies in the realisation of a creative audio project as a means of artistic expression. The project requires students to plan, manage and complete a creative work within a specialised area of audio production, demonstrating technical & creative abilities, with a written report documenting the process.

HCSP302: Acoustics and Live Sound Production
Every single space/environment in the world has a unique sound, whether indoors or outdoors, large or small. An acute awareness of this is essential for every engineer and producer as it directly influences their daily work.
Live sound reinforcement is one of the most challenging and exciting aspects of sound engineering. Students are exposed to, and work on many large sound systems at real-world live performances.

HCSP303: Audio Post Production
This unit addresses sound-to-picture in all its variants from advertisements to feature films.
Disciplines like foley and ADR are thoroughly experienced as is mixing in surround sound for cinema and home theatre systems.

HCSP304: Mastering & Media Preparation
Mastering is the final technical and creative step of any high-end sound production.
This unit thoroughly addresses what mastering actually is, how it is executed and why it is such a valuable component of concluding an sound production.
Analogue and digital, hardware and software technologies are taught, including the required standards for delivery of all current media to ensure impeccable replication of many thousands of copies at the pressing plant.

ENTRY REQUIREMENTS

General Admission Requirements
• Successful completion of South African grade 12 or equivalent OR
• Successful completion of the equivalent academic learning of an NQF 4 Qualification, or higher.

English Language
Successful applicants for all courses must be proficient in written and spoken English.
In case of TOEFL or IELTS testing, students must score 6.0 on IELTS, 550 on TOEFL (paper-based), 213 on TOEFL (computer-based) OR 79 (Internet based).
If an applicant is a native English speaker or has studied in the medium of English on a secondary or post-secondary level, then the English language test requirement may be waived.
Please contact SAE Institute for special admission and/or RPL (Recognition of Prior Learning).

COURSE INFO

Qualification: Higher Certificate in Sound Production
Duration: 12 months

CLASS TIMES

Course starting in January: Monday to Thursdays 09:00-12:00
Course starting in September: Monday to Thursdays 16:30-19:30
**DIGITAL FILM PRODUCTION**

This course is designed to provide students with experience in all facets of digital filmmaking and production, and foster creative confidence and artistic independence in a hands-on learning environment. The course covers the technical and creative components of digital filmmaking including: project development, screenwriting, digital camera operation, production management, directing, editing and sound design. Students create their own projects to develop their skills as production managers, cinematographers and editors with the aim of becoming proficient filmmakers.

**OVERVIEW**

**Digital Film Production - Curriculum**

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<td>HCDFP304: Digital TV Commercial Production</td>
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**DIGITAL FILM PRODUCTION UNITS**

**TRIMESTER 1**

**HCDFP101: Digital Film Production 1** (DFP 1)

This unit introduces the key elements of film and television production; the roles of a production crew; digital camera operation, composition and framing; mise en scène; basic lighting, storytelling, film genres, film styles, and basic editing techniques. Students examine non-verbal communications in silent cinema, and, among other practical assignments, plan, shoot and edit a short silent film.

**HCDFP102: Digital Film Post-Production 1** (DPP 2)

Theoretical and practical implications of the editing process in the production of a digital film are examined. Digital editing techniques, their history & aesthetics are explored. Montage as communication of a narrative is analysed and applied to a practical project.

**HCDFP103: Introduction to Digital Imaging**

This unit introduces two dimensional (2D) digital image manipulation in the context of contemporary culture, media industries and the arts. Practical skills in graphic design are studied and the integration of digital images into musical works across the spectrum of creative media including CD, DVD, web and print media are applied.

**HCDFP104: Film Studies**

This unit studies the semiotics of cinema i.e. the social, cultural, & political forces that have shaped the global film industry, charting the journey of film history from early cinema (ca. 1890 to 1945) to contemporary technologies. Key styles, genres and leading figures shaping film as a new language of expression and art form are examined.
TRIMESTER 2

HCDFP201: Digital Film Production 2 (DFP2)
This unit builds on the knowledge and practical skills acquired in the first unit (DFP1) and further explores digital film production with special attention placed on cinematography, lighting techniques and sound recording. Among various practical assignments, students write and produce a short film in the style of a specific genre.

HCDFP202: Digital Film Post-Production 2 (DPP2)
Building on the knowledge and skills acquired in the first digital post-production unit (DPP1), this unit further explores theoretical and practical aspects digital post-production with emphasis placed on multi-cam editing, colour grading and sound editing and mixing. The unit examines workflow, project management and the skills techniques required to edit drama, documentary, commercial, TV magazine insert, and music video productions.

HCDFP203: Motion Graphics
Motion graphics as a form of communication in the creative media industries are analysed. A history of motion graphics within film production is applied to a number of creative projects.

HCDFP204: Documentary Production
This unit examines documentary as an expressive film language. Analysis of documentary styles, pioneering films & filmmakers in the medium and investigative research strategies for uncovering stories, common production and post-production techniques are explored. Among other practical assignments, students write and produce a documentary of their own.

TRIMESTER 3

HCDFP301: Creative Project
This unit is the culmination of the year’s film production studies in the realisation of a film project as a means of artistic expression. The project requires students to plan, manage and complete a creative work within a specialised area of film production, demonstrating technical & creative abilities, including a written report documenting the process.

HCDFP302: Adaptations
This unit explores the reinterpretation of visual art, literature, and music in film. The author/producer/director matrix is examined in relation to film adaptations, examining key elements of character development and story. Students learn how to adapt existing works for the screen. Facets of story, script, camera, sound, understanding of editing and post-production techniques are examined in the creation of an adapted work.

HCDFP303: Visual Effects (VFX)
Students are introduced to the practical techniques of ‘digital visual effects’ focusing on compositing within the film and television industry. Digital effects as a visual film language, animation techniques, and integration of live action footage are applied to analyse existing film and media creative works and to the production of creative work.

HCDFP304: Digital TV Commercial Production
This unit explores the television commercial (TVC) as means of communication to effectively sell products and/or services to an audience. Critical phases of pre-production; production; and post-production are examined in relation to the key aspects of TVC production, including various approaches that the director may take.

COURSE INFO

Qualification:
Higher Certificate in Digital Film Production
Duration: 12 months

CLASS TIMES

Course starting in January:
Monday to Thursdays 09:00-12:00

Course starting in September:
Monday to Thursdays 16:30-19:30

ENTRY REQUIREMENTS

General Admission Requirements
• Successful completion of South African grade 12 or equivalent OR
• Successful completion of the equivalent academic learning of an NQF 4 Qualification, or higher.

English Language
Successful applicants for all courses must be proficient in written and spoken English. In case of TOEFL or IELTS testing, students must score 6.0 on IELTS, 550 on TOEFL (paper-based), 213 on TOEFL (computer-based) OR 79 (Internet based).

If an applicant is a native English speaker or has studied in the medium of English on a secondary or post-secondary level, then the English language test requirement may be waived.

Please contact SAE Institute for special admission and/or RPL (Recognition of Prior Learning).
ANIMATION & VISUAL EFFECTS
In this qualification students acquire comprehensive skills in free-hand drawing, stop-motion, 2D and 3D computer-generated 3D 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 also gain comprehensive expertise of the contemporary ‘infotainment’ industry.

OVERVIEW

Animation & Visual Effects - Curriculum
Higher Certificate in Animation & Visual Effects (1 year)

Trimester 1

HCAN101: Fundamentals of Drawing
HCAN102: Principles of 3D Modelling
HCAN103: Introduction to Digital Imaging
HCAN104: Scripting & Story Boarding

Trimester 2

HCAN201: Stop Motion Animation
HCAN202: Motion Graphics
HCAN203: Modelling Digital Environments
HCAN204: 3D Animation

Trimester 3

HCAN301: Principles of 2D Animation
HCAN302: Character Animation
HCAN303: Animating for Film & Television
HCAN304: Creative Project

ANIMATION UNITS

TRIMESTER 1

HCAN101: Fundamentals of Drawing
Students are introduced to the concepts and methodologies of drawing using a variety of media with a focus on drawing from life, character design and construction.

HCAN102: Principles of 3D Modelling
This unit provides an understanding of 3D modelling and its place in the multimedia and interactive entertainment environment. Students are introduced to current tools, principles, and practices for the efficient creation, transformation and editing of 3D objects. The outcomes of these tasks are combined into a final project at the end of the trimester.

HCAN103: Introduction to Digital Imaging
This unit aims to critically examine the role of two dimensional (2D) digital imaging within contemporary culture, media industries and the arts. Students will explore the context and scope of both bitmap and vector imaging products, whilst developing practical skills in the creation, manipulation and preparation of 2D digital images for integration into a range of media.

HCAN104: Scripting & Story Boarding
Story boarding and stage development for character animations. Students will create an animated character narrative complete with character development, script, storyboard, camera and lighting.
TRIMESTER 2

HCAN201: Stop Motion Animation
This unit introduces students to the fundamental methods and concepts of observing, spacing and timing. Its primary focus is on understanding basic animation skills and developing a feel for motion, spacing and timing. The unit also addresses balance, anticipation and basic acting.

HCAN202: Motion Graphics
This unit gives students a strong awareness of the relationship between the creative media industries and motion graphics as a means of communication as well as being an art form within itself.

HCAN203: Modelling Digital Environments
This unit extends knowledge of modelling and animation with particular focus on the design and modelling of complex 3D environments. Students look at the impact of environment on game-play and films, as well as the broader influence on the look and feel of interactive packages.

HCAN204: 3D Animation
This unit develops knowledge and skills in the design and creation of 3D animated characters. Students explore lighting and composition theories, examine the use of dialogue and lip-sync in 3D and further develop their 3D animation skills. Students will also apply traditional principles of animation to 3D digital characters and investigate how these characters are brought to life in a typical animation studio.

TRIMESTER 3

HCAN301: Principles of 2D Animation
This unit introduces the principles and practices of 2D animation and is complemented by the 3D modelling units. The combination of these units provides a foundation for the more advanced units in 3D animation and modelling which follow.

HCAN302: Character Animation
Students will gain in-depth expertise in character animation techniques such as gesture and body language, facial animation, comedic timing and acting theories, history and principles. They will also become familiar with the underlying origins of emotional response, both anatomical and psychological. These techniques and principles will enable students to create psychologically truthful performances in their character animations.

HCAN303: Animation for Film & Television
This unit extends the knowledge of the theory of visual effects for film and television including practical applications. The unit will cover a wide variety of visual effects subjects, with particular focus on compositing, rendering elements, 3D Dynamics, matte painting, motion capture, camera tracking, and particles systems. Students will examine the impact of compositing on the production process and the broader question of how we perceive reality, and how special effects and compositing affect this.

HCAN304: Creative Project
This unit provides students with an opportunity to consolidate all of their new skills and create a short animated film that will form a substantial component of their show reel upon graduation.

COURSE INFO

Qualification: Higher Certificate in Animation & Visual Effects
Duration: 12 months

CLASS TIMES

Course starting in January: Monday to Thursdays 09:00-12:00
Course starting in September: Monday to Thursdays 16:30-19:30

ENTRY REQUIREMENTS

General Admission Requirements
• Successful completion of South African grade 12 or equivalent OR
• Successful completion of the equivalent academic learning of an NQF 4 Qualification, or higher.

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SHORT COURSES

ANIMATION

Animation has become one of the primary tools of communication and entertainment in this century. Computer animation is being used extensively in the games, film and television industries. Film studios are animating fight sequences that take too long to film with real actors, online games are used for marketing and advertising and entertainment and students are learning via computer simulation using extensive animation.

Students attending the Animation Short Course will learn comprehensive skills in computer-generated 3D graphics, animation and VFX (Visual Effects). The curriculum includes extensive use of the Maya 3D software.

DIGITAL FILM PRODUCTION

The DFP curriculum is aimed at students who want to hone their skills in the fundamentals of storytelling, camera operation and digital editing so they can tell engaging stories or capture authentically the stories of others.

Students are exposed to high-end and consumer HD cameras and Apple's Final Cut Studio digital film editing software.

ELECTRONIC MUSIC PRODUCTION (EMP)

The EMP curriculum provides an opportunity for music enthusiasts and audiophiles to learn the most current and traditional techniques and approaches to sound engineering and production, or to expand on existing knowledge and expertise. This short course is conducted on the best equipment by respected industry authorities.

The EMP combines the fundamentals of music production and sound engineering with practical experimentation and personal creativity. Conscientious students complete the program with the skills and knowledge to create the music they, or their clients love, and gain a strong foundation for future learning.

EMP students are taught Apple's Logic sound production software.
SAE INSTITUTE CAPE TOWN LOCATION

SAE Institute Cape Town is situated in a four-story heritage building in the parliament district of the CBD. Despite its traditional appearance, the interior offers a creative media environment with the latest in high-end sound and media equipment.

Physical Address:
5 Church Square
(Corner of Spin and Parliament Street)
Cape Town, 8000
South Africa

Postal Address:
Postnet Suite #204, Private Bag X335
Cape Town, 8000
South Africa

Contact details:
Phone: +27 (0) 21 469 3600
Fax: +27 (0) 21 465 5699
Email: capetown@sae.edu
Web: http://capetown.sae.edu
BEFORE YOU APPLY

The Application Form
The application form is located in the centre section of this booklet and can be easily removed. Additional copies are available for download online in the Enrollment section at: http://capetown.sae.edu/

How to Apply
Carefully read all documents before submitting any forms. Contact SAE Administration to gain assistance in completing forms or to have any questions answered.
- Complete all the required sections throughout the application form.
- Print clearly in block letters, using a black or blue pen.
- Print an X in the appropriate boxes.
- Attach all required documentation.
- Retain a copy for your records and send the original via post or email to SAE Institute Cape Town.

Admission Agreement
Applicants who have fulfilled the entry requirements, will receive a letter offering them a place in the course along with an Admission Agreement that outlines the obligations of both SAE and the student. To accept this offer and secure a place in the course, the applicant must read, agree and sign the Admission Agreement, retain a copy for their records and post back the original to SAE Institute Cape Town. Upon receipt of the student’s signed copy, SAE will only formalise a student’s enrolment upon receipt of the 2000 ZAR registration fee. i.e. a letter of offer does not denote a formal enrolment.

Closing Dates for Applications
Applications will be assessed for eligibility up until two weeks before the advertised commencement date of that course. Places in the course are capped and filled on a date received priority. The earlier the application is made, the more likely the applicant is to receive a place in the course. If the student is not able to commence the course on the scheduled commencement date, they may postpone commencement by contacting SAE Administration.

Essential Supporting Documents
All applications must include verified copies of the following documents, in English:
- Final transcripts of any secondary or tertiary studies indicating the units/subjects attempted and proof of completion.
- Photographic identification, including current contact information. (E.g. Passport, Drivers Licence, ID card).
- English Language test results if applicable.
- Please do not send original documents as they will not be returned.

Correctly Verified Documents
Copies of official documents included with the application must be in English and verified as being a true and accurate copy of the original.
- The records department of the institute originally issued the document/s, or anyone currently employed as a professional person can verify copies. For example, a bank manager or a credit union branch manager; accountant; barrister; solicitor; police officer of the rank of sergeant or above; postal manager; principal of an educational institute or a Justice of the Peace.
- The person verifying the documents must write “This is a true copy of the original document sighted by me” and should sign and print the following details: name; address; daytime phone number; profession or occupation; organisation and registration number (where applicable); and the date verified.

Student Selection Procedures
SAE endeavours to provide an environment where access to courses is not limited on the basis of age, gender or sexual or political orientation, marital status, national or ethnic background, religion or physical or intellectual disability.

Entry Requirements and Acceptance
Entry requirements are detailed in the course information sections throughout this prospectus. Admission to a program may be denied or cancelled if the applicant has not demonstrated sufficient proficiency in previous studies or if statements made by an applicant in their enrolment/admission forms or documents are shown to be false.
- Acceptance of a place in a course, by signing and submitting the Admission Agreement to SAE Administration, shall be taken to constitute acceptance of all published regulations, policies and procedures pertaining to SAE programs.

English Language Proficiency
Applicants must be proficient in writing, reading and speaking English. Where the applicant’s first language is not English they must meet the English language proficiency requirements to be admitted into a course.
- In case of TOEFL or IELTS testing, students must score 6.0 on IELTS, 550 on TOEFL (paper-based), 213 on TOEFL (computer-based) OR 79 (Internet based).
- If an applicant is a native English speaker or has studied in the medium of English on a secondary or post-secondary level, then the English language test requirement may be waived.

How to Pay Fees
Up Front Payment or Installment Plans
Applications may elect to pay fees up front or via the stipulated installment payment plan using the following method:

Correctly Verified Documents
Copies of official documents included with the application must be in English and verified as being a true and accurate copy of the original.
- The records department of the institute Electronic Transfer to the SAE Institute South Africa account. (Do not directly deposit fees as the payment receipt will not identify the applicant/student as the person who made the payment):
  - Account Name: SAE Institute South Africa Pty Ltd
  - Bank: Standard Bank
  - Account Number: 070974241
  - Branch code: 020909
  - Branch: Thibault Square
  - Swift address: sbzazzaj

Important: Please identify all Electronic Transfers by the student’s name and always keep the payment receipt.

Bank charges are to be paid in full by the applicant.

Policies and Procedures
A comprehensive list of policies and procedures are available from SAE Administration.

Continuous Improvement and Changes
SAE Institute adopts a process of continuous improvement, therefore all courses, resources, equipment and units of study are subject to change.
SAE reserves the right to vary the units of study offered in any trimester.

International Agents
SAE has registered international education agents around the globe to assist international students in applying to SAE Institutes and securing a student visa. A complete list of international agents can be found online at www.sae.edu/agents. If you require assistance with the South African visa application procedure, please send an email requesting this information to capetown@sae.edu

SAE Institute Contact
The Admissions Coordinator, located at SAE Institute Cape Town, is available to provide tours of the campus and personally assist applicants with their questions and SAE application processes.
SAE Institute Cape Town can be contacted by calling +27 (0)21 469 3600 or via email: capetown@sae.edu
SAE ENROLLMENT PROCESS

Step 1
The completed and signed application form is emailed or posted to SAE, along with all supporting documentation.

Step 2
SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites, are met. Any credit or Recognition of Prior Learning (RPL) requests will be processed.

Step 3
You will receive one of two Letters of Offer:
1. An unconditional Letter of Offer means that you have met all entry requirements;
2. A conditional Letter of Offer means that there are entry requirements that are yet to be satisfied. The applicant will be asked to submit further documents/evidence to support their application.

Step 4
An Admission Agreement will be included with the Letter of Offer. Signing this document confirms that the applicant agrees that all information on the Letter of Offer is correct and that they are accepting the offer and have read and understood SAE Institute’s Policies and Procedures.

Step 5
Fees due are listed on the Confirmation of Enrollment letter, and relate to the Fee Schedule document. SAE Institute will process the applicant’s nominated payment option for payment of Tuition Fees.

Step 6
Once payment has been processed you will receive a Confirmation of Enrolment Letter confirming that you have fulfilled admission requirements and are now a commencing student with SAE.

Step 7
SAE runs a short orientation process on the course commencement date. Orientation is compulsory and occurs at all SAE campuses during the commencement week. A schedule of orientation activities will be provided.