



Creative Tech

Content Creation
Graphic Design
Music and Audio Production



www.alxafrica.com

Professional Foundations Programme

(your first 3 months)

What is Professional Foundations?

Professional Foundations is a foundational programme that helps young professionals develop the essential skills needed to excel in their careers.

Over 3 months, learners engage in a programme designed around practical skills and knowledge, specifically tailored to the modern tech workplace. Through a mix of individual projects, team-based challenges, and real-world applications, this programme builds a solid foundation for professional success.

Why is this Programme Important?

In today's job market, technical skills alone are not enough for a successful career. Employers seek well-rounded professionals who possess both technical know-how and soft skills—like communication, problem-solving, and leadership.

The Professional Foundations programme bridges this gap, empowering learners to navigate complex work environments with competence and confidence. This programme provides a complete toolkit for building the vital skills professionals need to succeed in a career in any industry.

Career Readiness

Learners gain critical professional skills that help them stand out in the workforce and succeed in tech-focused roles.

Collaborative Learning

Learners work in squads, encouraging peer-to-peer learning, teamwork, conflict resolution, and a culture of continuous growth. This experience also helps build a professional network, and networking skills, that will help learners grow their future careers.

Practical Application

The programme features hands-on exercises and deliverables that allow learners to immediately apply their newly acquired skills, making learning both engaging and relevant to the real world.

Key Components of the Programme

Professional Foundations emphasises 8 key Meta-Skills across Leadership, Analysis, and Execution—essential skill sets for thriving in today's workplace.

Tech Skills

Leading Self

Leading Others

**Communicating
for Impact**

Critical Thinking

**Quantitative
Reasoning**

**Managing
Complex Tasks**

**Entrepreneurial
Thinking**

16 WEEKS

The creative industry is evolving rapidly, driven by new technologies, digital platforms, and changing demands. Whether you're a designer, content creator, music producer, or exploring AI in creativity, the right skills can set you apart. The Creative Tech Programmes equip you with technical expertise, business acumen, and industry connections to succeed. In 16 weeks, you'll gain hands-on experience, build a strong portfolio, and join a dynamic creative community.

WHY CHOOSE THESE PROGRAMMES?

Our approach goes beyond technical skills. We focus on:

- Technical Skill Development
- Soft Skill Development
- Project-Based Curriculum
- Industry Relevant Skills
- Portfolio Development
- Career Preparation
- Community

WHO IS THIS FOR?

- Aspiring creatives who want to break into the creative industries and turn a hobby or side hustle into a more sustainable career.
- Suitable for people with little to no experience.

OUTCOMES & BENEFITS

- Proficiency in tools, workflows, and emerging technologies like AI.
- Essential skills in personal branding, client management, financial literacy, legal considerations, and monetization strategies, preparing you to navigate the business side of creative industries.
- Ability to collaborate effectively with diverse teams and build professional networks.
- A comprehensive portfolio that showcases your skills and prepares you for employment or entrepreneurial opportunities.
- A community of like-minded individuals

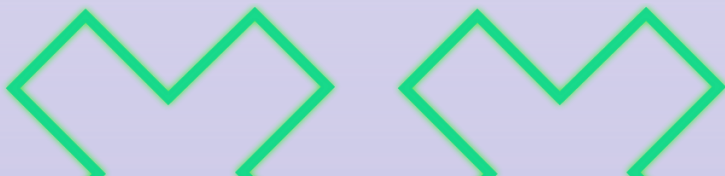


CONTENT CREATION

Content shapes our world, from entertainment to social media. This course immerses you in the full content creation process—storytelling, branding, audience engagement, and monetization. Through hands-on projects, you'll develop high-quality visuals, videos, and audio while tackling real-world challenges. Weekly tasks cover research, production, marketing, and distribution, helping you build a strong portfolio and a personal content brand.

Learning Outcomes

Course Learning Outcomes	
CLO 1	Develop original concepts for creative content.
CLO 2	Create engaging and informative content across multiple media.
CLO 3	Create impactful and engaging creative content by applying storytelling principles, scriptwriting techniques, and audience engagement strategies.
CLO 4	Identify potential outlets, distribution channels, and markets for creative content.
CLO 5	Develop an initial business model for a content brand.
CLO 6	Launch a final content project integrating production, branding, marketing, and monetization strategies.





SPECIALISATION BREAKDOWN

Week
Week 1: Introduction to Content Creation
Week 2: Audience Research, Content Type & Platform Selection
Week 3 – 4: Storytelling & Scriptwriting
Week 5 – 6: Production Planning & Pre-Production
Week 7 – 8: Video Production: Filming & Editing
Week 9 – 10: Informational Content & Animation
Week 11 – 12: Social Media Content & Ads
Week 13: AI in Content Creation & Ethics
Week 14 – 15: Business Foundations for Content Creators
Week 16: Final Project

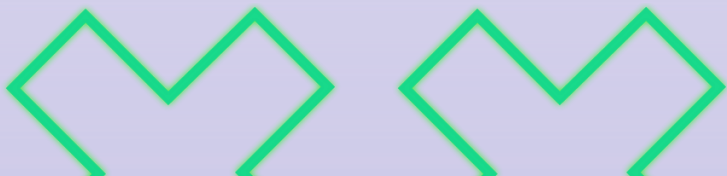


GRAPHIC DESIGN

Equips learners with the skills to craft compelling visual narratives by introducing typographic composition, layout systems, and digital design tools. Learners will explore branding, editorial design, and typography, integrating illustration and photography to create visually striking projects. With a strong emphasis on African design aesthetics and cultural storytelling, learners will build a portfolio while gaining foundational freelance skills.

Learning Outcomes

Course Learning Outcomes	
CLO 1	Apply foundational graphic design, typography, and layout principles to create visually compelling print and digital media compositions.
CLO 2	Develop structured typographic systems using grid-based layouts, hierarchy, contrast, and color theory to enhance readability and communication.
CLO 3	Integrate illustration, photography, and digital image manipulation into typographic design to create unique branding, editorial, and marketing materials.
CLO 4	Design identity systems, branding assets, and typography that align with cultural narratives, industry standards, and diverse audience needs.
CLO 5	Curate a design portfolio showcasing technical proficiency, conceptual depth, and project experience.
CLO 6	Develop an understanding of the career preparatory materials needed to launch a design business or creative pathway.





SPECIALISATION BREAKDOWN

Phase 1: 2D Design Principles and Understanding African Textile Heritage

Week 1: What is Graphic Design?

Week 2: Understanding 2D Space

Week 3: Hierarchy & The Power of Introduction of Color

Week 4: Creating a Context & Introducing Typographic Communication

Phase 2: Understanding Typography and Print Communication

Week 5: Introduction to Modern and Classical Grid Systems in Typography

Week 6: Typographic Value & Texture – Weight, Scale & Typographic Expression

Week 7: Refinement of Typography for Editorial Contexts

Phase 3: Understand the Role of Graphic Form and Type as a Brand System

Week 8: Graphic Illustration Basics

Week 9: Digital Illustration for Typography

Week 10: Brand and Identity Asset Development

Week 11: Brand and Identity Systemic Application

Phase 4: Advanced Typography and Digital Layout Systems

Week 12: Modular Grid Systems in the Context of Social Media

Week 13: Strategies for Creating Impactful Visual Sequences in Social Media

Week 14: Photo Manipulation & Image Editing

Phase 5: Building Career Foundations

Week 15: Portfolio Development

Week 16: Freelance Skills



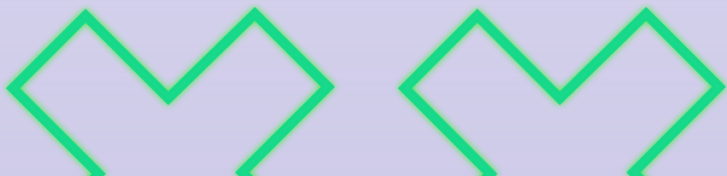


MUSIC AND AUDIO PRODUCTION

Designed for beginners who want to develop their music production skills while gaining a strong foundation in the music business. Students will learn to compose, record, arrange, mix, and master music using Digital Audio Workstations (DAWs) and creative tools. In parallel, they will explore key aspects of the music industry, including career pathways, intellectual property, financial literacy, branding, marketing, and monetization strategies. Learners will develop the technical and entrepreneurial skills to navigate the modern music industry through hands-on music production exercises, industry insights, and business planning.

Learning Outcomes

Course Learning Outcomes	
CLO 1	Produce, record, and arrange music using a Digital Audio Workstation (DAW), applying composition and sound design techniques.
CLO 2	Apply core musical elements such as rhythm, melody, harmony, and chord progressions in composition.
CLO 3	Mix and master tracks.
CLO 4	Understand and navigate the music business ecosystem, including contracts, copyright, revenue models, and distribution.
CLO 5	Develop a personal brand and career strategy in the music industry, incorporating marketing, financial planning, and networking skills.





SPECIALISATION BREAKDOWN

Phase	Week
Phase 1 – Discovering Your Sound	Week 1: Introduction to Music Production
	Week 2: Rhythm & Beatmaking
	Week 3: Melody, Harmony, & Chord Progressions
	Week 4: Songwriting & Lyric Composition
Phase 2: Building Your Producer Toolkit	Week 5: Song Structure & Automation
	Week 6: Transitioning to Full DAWs
	Week 7: Introduction to Sound Design
	Week 8: Recording & Editing
Phase 3: Designing Soundscapes	Week 9: Advanced Arrangement & Layering
	Week 10: Introduction to Mixing
	Week 11: Composing Music for Visual Media
	Week 12: Preparing Tracks for Collaboration
Phase 4: Preparing for Release	Week 13: Introduction to Soundtrap & Collaborative Workflow
	Week 14: Advanced Mixing Techniques
	Week 15: Mastering & Finalizing a Track
	Week 16: AI in Music Production