



# Creative Tech

Content Creation  
Graphic Design



# 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

# 20 WEEKS

The creative industry is evolving rapidly, driven by new technologies, digital platforms, and changing demands. Whether you're a designer or content creator, the right skills can set you apart. The Creative Tech Programmes equip you with technical expertise, business acumen, and industry connections to succeed. In 20 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

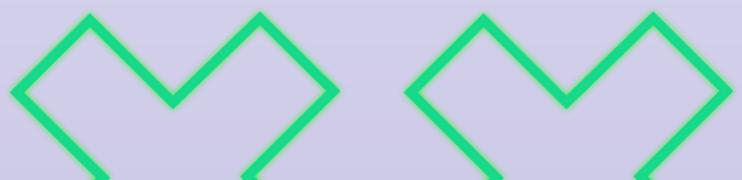


# CONTENT CREATION

Content shapes our world, from entertainment to social media. This course immerses you in the full content creation process, storytelling, branding, audience engagement, and monetisation. 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

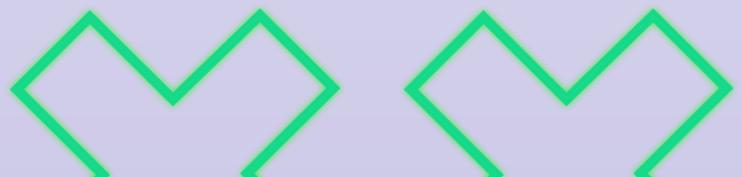
Course Learning Outcomes	
<b>CLO 1</b>	Develop original concepts for creative content.
<b>CLO 2</b>	Create engaging and informative content across multiple media.
<b>CLO 3</b>	Create impactful and engaging creative content by applying storytelling principles, scriptwriting techniques, and audience engagement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





# SPECIALISATION BREAKDOWN

Week	Module
Week 1 - 4	<ul style="list-style-type: none"><li>• <b>Module 1:</b> Introduction to Content Creation</li><li>• <b>Module 2:</b> Audience Research. Content Type &amp; Platform Selection</li><li>• <b>Module 3:</b> Storytelling &amp; Structure</li><li>• <b>Module 4:</b> Refining Your Prototype</li></ul>
Week 5	<b>Catch-up week</b>
Week 6 - 10	<ul style="list-style-type: none"><li>• <b>Module 5:</b> Lo-Fi Pre-Production</li><li>• <b>Module 6:</b> Filming Your Content</li><li>• <b>Module 7:</b> Introduction to Editing</li><li>• <b>Module 8:</b> Rhythm, Captions, &amp; Sound</li><li>• <b>Module 9:</b> Creating Your First Publishable Version</li></ul>
Week 11	<b>Catch-up week</b>
Week 12 - 16	<ul style="list-style-type: none"><li>• <b>Module 10:</b> Cinematic Layout &amp; Motion Graphics Foundations</li><li>• <b>Module 11:</b> Traditional &amp; Hybrid Approaches</li><li>• <b>Module 12:</b> From Sequences to a Final Piece</li><li>• <b>Module 13:</b> Optimising and Tracking Engagement</li><li>• <b>Module 14:</b> AI as a Creative Partner</li></ul>
Week 17 - 18	<ul style="list-style-type: none"><li>• <b>Module 15 - 16:</b> Business Foundations for Content Creators &amp; Final Project</li></ul>
Week 19	<b>Final Catch-up week</b>
Week 20	<b>Graduation</b>



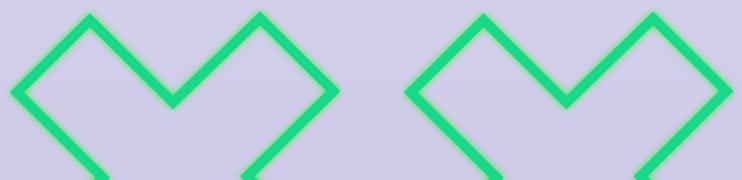


# GRAPHIC DESIGN

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





# SPECIALISATION BREAKDOWN

Week	Module
<b>Week 1 - 4</b>	<ul style="list-style-type: none"><li>• <b>Module 1:</b> Introduction to Graphic Design</li><li>• <b>Module 2:</b> Sketching Your Visual Language</li><li>• <b>Module 3:</b> Color Theory &amp; Emotional Expression</li><li>• <b>Module 4:</b> Poster Design</li></ul>
<b>Week 5</b>	<b>Catch-up week</b>
<b>Week 6 - 8</b>	<ul style="list-style-type: none"><li>• <b>Module 5:</b> Editorial Design</li><li>• <b>Module 6:</b> Mood, Tone, &amp; Visual Direction</li><li>• <b>Module 7:</b> Layout Design</li></ul>
<b>Week 9 - 11</b>	<ul style="list-style-type: none"><li>• <b>Module 8:</b> Designing for Social Media</li><li>• <b>Module 9:</b> Visual Sequencing and Layouts</li><li>• <b>Module 10:</b> Refinement for Digital Publishing</li></ul>
<b>Week 12</b>	<b>Catch-up week</b>
<b>Week 13 - 16</b>	<ul style="list-style-type: none"><li>• <b>Module 11:</b> Brand Identity Design</li><li>• <b>Module 12:</b> Logo, Typography, &amp; Visual Language</li><li>• <b>Module 13:</b> Brand Systems</li><li>• <b>Module 14:</b> Design Refinement</li></ul>
<b>Week 17 - 18</b>	<ul style="list-style-type: none"><li>• <b>Module 15:</b> Building &amp; Presenting Your Portfolio</li><li>• <b>Module 16:</b> Focus on Freelancing</li></ul>
<b>Week 19</b>	<b>Final Catch-up week</b>
<b>Week 20</b>	Graduation

