

APPLICANT'S GUIDE TO THE HONOURS PROGRAMME

INFORMATION FOR PROSPECTIVE STUDENTS

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The Overall Goal of AFDA, the South African School of Motion Picture Medium and Live Performance

To develop an institution that meaningfully contributes to South African nation building and rewards all stakeholders by providing a stimulating and internationally recognised tertiary learning experience, that will empower learners with competitive professional skills levels, creating a pool of highly talented graduates that will grow an economically viable South African entertainment industry.

The Honours Programme: Introduction

The Honours programme is a one year full time degree starting in February and ending in November with Producing term breaks in April and September and a production window in June and July. The focus of the honours programme is to provide opportunities for students to acquire in depth conceptual and applied skills in a chosen major discipline. Each student will be expected to complete a major project in their discipline and two minor projects in sub-fields of that discipline. The programme offers options in documentary making, twenty-four minute dramatic narratives, commercials, trailers or promotional films for a feature film for those students who are intending to continue with the Masters of Fine Arts programme, and a variety of selected discipline skills by means of internships.

Students will be challenged academically to research primary and secondary sources in their field of speciality and to present and defend their research in colloquiums. This research will culminate in a thesis which will demonstrate a thorough understanding of academic and applied knowledge in their nominated discipline.

The honours programme is also designed to prepare the student for the industry by means of discipline master classes presented by industry experts and the option of internships at approved production companies.

The top fourth year productions can be commissioned for broadcast by the national broadcaster and satellite broadcasters such as M-Net, and sent to various international film festivals. AFDA films have won numerous international awards which include being a finalist in the Cannes Short Film Festival 2006 and winning the student Oscar for the best foreign short film, 2006.

Honours students are expected to contextualise their specific discipline work in the larger framework of motion picture production by attending the master classes offered in other disciplines.

The degree is structured in such a way that the student will attain the following professional competencies in the environment of motion picture production: a commitment to life long learning and professional values, reliability and the capacities for self management, co-operation and team work, as well as the ability to effectively communicate and successfully apply problem solving strategies.

The Honours programme in Live Performance offers Screen Acting as a major.

Honours Discipline Focuses

The Honours programme in Motion Picture Medium at AFDA offers the following disciplines as a major:

- ★ Screenwriting
- ★ Producing
- ★ Directing
- ★ Production Design
- ★ Costume make-up and styling
- ★ Cinematography
- ★ Sound Design
- ★ Editing
- ★ Visual FX
- ★ Animation Direction
- ★ Media Music Production
- ★ Television Production

The Honours programme in Live Performance offers Screen Acting as a major.

The Application Process and Entrance Requirements

The honours programme is open to third year graduates from AFDA as well as postgraduate students from other tertiary institutions and applicants from the industry, provided they fulfill AFDA's requirements for the recognition of prior learning (RPL).

Third year AFDA students are invited to join the honours programme in the fourth term of their graduation year. Should a third year student not be on the list but wish to return to honours, they may approach the postgraduate administrator and state their intent. These cases will be dealt with on an individual basis based on the final results of the student.

RPL applicants (students from other institutions and industry applicants) must complete the following steps:

The First Step Interview and Portfolio Review

Before applying, it is mandatory for potential applicants to have a review of their creative and written work and an interview. These interviews can be conducted by telephone, but we prefer an initial visit to AFDA to meet with and discuss your learning goals and expectations of the programme with representatives of the postgraduate committee. These reviews / interviews are performed at no cost, last approximately an hour, and will aid in determining the potential applicant's course of action. Reviews and interviews will be held on our campuses during office hours. Call the postgraduate administrator to make an appointment.

The following is required for the interview/review:

- ★ A two to five page document stating learning goals, programme expectations and current skills base.
 - ★ Curriculum Vitae.
 - ★ Examples of academic writing.
 - ★ Evidence of related skills for the major discipline the prospect student is nominating: for instance, if interested in Screenwriting a selection of personal creative and written work; if interested in visual disciplines a portfolio of images generated; if interested in Production audited statements of an event or project produced and managed, and so forth.
 - ★ Completed application form.
 - ★ National Senior Certificate/ Grade 12 or international equivalent, and/or proof of highest academic qualification. Proviso: the lower the academic qualification, the higher the number of professional years required.
 - ★ Two letters of recommendation from academic and/or professional colleagues.
 - ★ International students must supply any required documents from their country of residence.
 - ★ Any other supporting material.
- A show reel portfolio according to the following guidelines:
- ★ Show reels must be on DVD and limited to 30 minutes of material made within the past 3 years.
 - ★ All material presented must include the creative effort of the applicant, as indicated at the head of each section, or noted on the label. Serving in a “below the line” capacity on a project is not acceptable for portfolio material.
 - ★ Writers may submit stage- or screenplays as well as other writing samples.

AFDA will review your work and provide a critique and assessment of what will be required by you to achieve your desired goals. A staff member will accompany you on a tour of the campus and facilities.

If the postgraduate committee finds your work to be of a level to qualify for acceptance into the Postgraduate programme, you will be advised to apply. Alternatively, AFDA may suggest applying for the undergraduate programme where you will be placed in the relevant year, pending your skills base. Regardless of how you wish to proceed, AFDA needs to see a body of your work before any further discussion can begin.

Guidelines for a Show Reel Portfolio for the Honours Programme in Motion Picture

- ★ Show reels must be on DVD and limited to 30 minutes of material made within the past 3 years.
- ★ All material presented must include the creative effort of the applicant, as indicated at the head of each section, or noted on the label. Serving in a “below the line” capacity on a project is not acceptable for portfolio material.
- ★ Writers may submit scripts as well as other writing samples.

It is your personal, creative work that interests us. Samples of your professional work may be included, but are secondary. Professional work should be labeled as such.

Entrance Requirements

In addition to experience in television or motion picture productions, or related activities, applicants for the Honours Programme must meet at least one of the following criteria for admission (except in extraordinary circumstances as determined by the postgraduate committee):

- ★ Students from other institutions who have undergraduate degrees in the following fields: marketing, law, commerce, architecture, related visual or fine arts degrees, and degrees in the humanities that informs creative writing
- ★ Five years of experience in the industry in a key conceptual capacity if you don't have a degree
- ★ All students, regardless of their backgrounds, must provide evidence that shows their passion to perform and produce work of exceptional artistic standards

The Second Step

Application, Registration and Enrollment Process

If the Postgraduate committee has advised you to apply the postgraduate administrator will submit your application form and related documents to the Marketing Department. You are guaranteed entry to the honours programme on final acceptance and payment of the registration fee. Applications are accepted for consideration throughout the academic year.

The enrollment window for Honours starts on the 30th of January 2013 and ends on the 3rd February 2013. Please contact the Marketing Department if you are unsure of what is needed to register and enroll. Please contact the Programme Administrator if you have a valid reason for not being able to enroll in this window in order to arrange an alternative enrollment date.

Programme Format

Please see the tables below which provide an overview of the timetable and learning activities. Students will receive training in the induction session in the first week of the first term on preparing Learning Goals. The Learning Goal will contribute to plotting a student's learning plan for the year and outline the two individual projects and the group project which a student must complete in order to achieve the required amount of a minimum of 120 credits to meet the requirements of the degree.

Assigning of Credits

The postgraduate committee will assign credit value to the proposed projects. They will also appoint discipline mentors and academic supervisors to guide you to the completion of these projects.

Students may earn credits for creative work by successfully completing individual and group projects and master classes. Credits for academic work may be earned by successfully completing the required written work that is associated with individual and group projects. This work includes research of cultural, aesthetic, technical, historical or philosophic issues of concern to a student's production. Students will earn credits for all the learning activities as listed below.

Governance Structure of the School of Postgraduate Studies

The Role of the Postgraduate Committee

The Postgraduate committee is the formal authority in the postgraduate programme. Students will present their learning goals of proposed work and completed work for assessment and acceptance by the postgraduate committee.

The Role of the Academic Supervisor

Each student will be assigned an academic supervisor with whom they will work over the course of their Honours programme. Some of the academic supervisors are represented on the postgraduate committee and oversee all academic work that is required for degree purposes.

The supervisor, who is less involved in the creative development of the student than are discipline mentors, provides overall academic supervision and guidance of the student to ensure the requirements of the degree are fulfilled.

The Role of the Discipline Mentor

AFDA staff performs the function of discipline mentors. They provide creative guidance and instruction, critical feedback and procedural advice on honours projects and productions.

Timetable and Learning Activities Overview

Core Course Lectures	Core Course Lectures	G R O U P P R O J E C T P R O D U C T I O N		
Core Course Colloquiums	Core Course Colloquiums			Core Course Colloquiums
Individual or Collective discipline master classes (Including Documentary option)	Individual or Collective discipline master classes		Individual or Collective discipline master classes: (Including Commercials option)	Collective discipline master classes: Marketing Exhibition Industry orientation
			Internship	
Formal review retreat: project proposal sign-off				
Retreat: Screenwriting			Retreat: Post-production	
Supervisor reviews	Supervisor reviews		Supervisor reviews	Supervisor reviews
Mentor reviews	Mentor reviews			
Project review for individual projects	Group review: VALA for group project		Project review for individual projects	Formal group review: Final presentation of group project
Formal review for Individual Projects	Formal review: Individual Projects		Formal review for Individual Projects	Formal review: Individual Projects & thesis delivery
	Exhibition: Individual projects: terms 1 & 2			Exhibition: Group & Individual projects: terms 3 & 4
3rd year Experimental assist: RPL only				

Timetable Breakdown: Honours

TERM 1: 2013

WEEK	TIME	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY
1	Morning	Assembly Induction	Guest speakers	Narrative C.C.	Guest speakers	Perf. CC
02 - 06/02	Afternoon	Induction				
2	Morning	Medium C.C.	Consultations	Aesthetic C.C.	Consultations	Control. C.C.
09 - 13/02	Afternoon					
3	Morning	First pres Feedback	First pres Feedback	Final pres Feedback	Final pres Feedback	Contingency
16 - 20/02	Afternoon					
4	Morning	Narrative C.C.	Consultations	Perf. C.C.	Consultations	Medium. C.C.
23 - 27/02	Afternoon					
5	Morning	Aesthetic C.C.	Consultations	Control. C.C.	Consultations	Narrative C.C.
02 - 06/03	Afternoon					
6	Morning	Perf. C.C.	Consultations	Medium. C.C.	Consultations	Aesthetic C.C.
09 - 13/03	Afternoon					
7	Morning	Control. C.C.	Consultations	Colloq. prep	Consultations	Colloq. review
16 - 20/03	Afternoon					
8	Morning	Individual Project Production				
23 - 27/03	Afternoon					
9	Morning	Individual Project Production		Formal review	Formal review	Formal review
30/03 - 03/04	Afternoon			Formal review	Formal review	Formal review

A five day Screenwriting retreat will be scheduled during the term break. This is compulsory for all producers, directors, writers, actors and members of writing teams

Legend:

- ★ CC: Core Course
- ★ Perf. CC: Performance Core Course
- ★ First pres Feedback: First Presentation Feedback
- ★ Colloq. Prep. Colloquium preparation

Notes:

Induction	Students will be presented with the timetable, programme outline and course guidelines. They will receive inputs on how to generate Learning Goals.
Guest speakers	Students will receive talks by specialists on topical issues for conceptual and emotional relevance.
First Presentation Feedback	Students will present the Learning Goals of their two individual projects and their proposed group project in the presentation sessions. After their 1st presentations they will get feedback. Students must process and incorporate the feedback in their final presentations. Post-grad committee members will provide sign-off of projects or request amendments a week after presentation.
Discipline Master classes	The colour coded area indicates where individual or collective discipline master classes will be scheduled. As these depend on the availability of industry specialists they may be scheduled on short notice. Students must be on standby and consult the regular updates of the master class timetable. The consultations will conclude with a review for credits. Students will be expected to attend some discipline master classes beyond their nominated disciplines.
Consultations	Students must schedule consultations with supervisors and mentors on campus during the stipulated times. A minimum of 4 hours must be scheduled with mentors and supervisors respectively. These can be booked in ½ hour or hourly slots. If a student wants to consult with a mentor or supervisor off campus for a work related reason it must be signed off by the postgraduate administrator.
Project review	Students must present the pre-production preparation for their individual projects to an assessment panel for credits.
Colloquium review	Students will partake in a Core Course colloquium based on the core course inputs of the term. The colloquium will earn students' academic credits.
Formal review	Every student must present his/her 1st individual project. The presentation will last 30 minutes and must follow the following format: 1. Intro to thinking on project 2. Presentation of project 3. Summary statement 4. Defense to audience 5. Closing statement Members of the post-grad committee will award credits for the presentations

Timetable Breakdown: Honours

TERM 2: 2013

WEEK	TIME	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY
1	Morning	Narrative C.C.	Learning Goal Developm. Pres/ Consultation	Perf. CC	Consultations	Public Holiday: Workers Day
27/04 – 01/05	Afternoon			Medium C.C.		
2	Morning	Aesthetic C.C.	Consultations	Control. C.C.	Consultations	Colloq. review
04 – 08/05	Afternoon					
3	Morning	Narrative C.C.	Consultations	Perf. CC	Consultations	Medium. C.C.
11 – 15/05	Afternoon					
4	Morning	Aesthetic C.C.	Consultations	Control. C.C.	Consultations	Colloq. review
18 – 22/05	Afternoon					
5	Morning	Narrative C.C.	Consultations	Perf. C.C.	Consultations	Medium C.C.
25 – 29/05	Afternoon					
6	Morning	Aesthetic C.C.	Consultations	Control. C.C.	Consultations	Colloq. review
1 – 5/06	Afternoon					
7	Morning	Formal review	Formal review	Formal review	Formal review	Formal review
08-12/06	Afternoon					Exhibition

A five day Screenwriting retreat will be scheduled during the term break. This is compulsory for all producers, directors, writers, actors and members of writing teams

Legend:

- ★ CC: Core Course
- ★ Learning Goal Developm. Pres: Learning Goal Development Presentation
- ★ Colloq. Review: Colloquium review
- ★ Perf. CC: Performance Core Course

Notes:

Learning Goal Development Presentation	If a student has redefined a Learning Goal of a project since the 1st term they have an opportunity to present it to the postgraduate committee for sign-off. Students may only present to the committee if they have sign-off from their supervisor and mentor
Colloquium review	Students will participate in a core course colloquium based on the core course inputs of the term. The colloquium will earn students' academic credits
Discipline Master classes	The coded area allows for the scheduling of individual or collective discipline master classes. As these depend on the availability of industry specialists they may be scheduled on short notice. Students must be on standby and consult the regular updates of the master class timetable. An average of 72 hours of master class inputs will be delivered this term. The consultations will conclude with a review for credits. Students will be expected to attend some discipline master classes beyond their nominated disciplines.
Consultations	Students must schedule consultations with supervisors and mentors on campus during the stipulated times. A minimum of 4 hours must be scheduled with a mentors and supervisors respectively. These can be booked in ½ hour or hourly slots. If a student wants to consult with a mentor or supervisor off campus for a work related reason it must be signed off by the postgraduate administrator.
Formal review	Students must present their group work for formal review for (1) academic credits and (2) permission to proceed with principle photography. If students have completed individual projects in the 2nd term they may nominate them for review.
Exhibition	Completed individual projects will be exhibited at the mid-year festival. Documentaries and group project trailers can be exhibited for audience response.

Timetable Breakdown: Honours

TERM 3: 2013

WEEK	TIME	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY
1	Morning	Assembly				
	Afternoon					
2	Morning			Master class: Production Design for Commercials		
	Afternoon					
3	Morning	Master class: Cinematography for Commercials				
	Afternoon					
4	Morning	Master class for Producing and Directing Commercials			Pitch preparation	Commercials pitch
	Afternoon					
5	Morning	Commercials preparation				
	Afternoon					
6	Morning	Commercials production				
	Afternoon					
7	Morning	Commercials post- production				
	Afternoon					
8	Morning	Formal & Progress review	Formal & Progress review	Formal & Progress review	Formal & Progress review	Formal & Progress review
	Afternoon					

Post-production Retreat	A post-production retreat will be scheduled for the 3rd term break to ensure readiness for Final Cut presentations in the 4th term
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Notes:

Internships	Students must complete an internship during the 3rd term, 3rd term break and/or 4th term. All internships must be signed off by supervisors, mentors and the post-grad committee. An internship may be utilized to earn credits for an individual project, provided that you schedule Learning Goal presentations and Formal Reviews with the post-grad committee.
Commercials Master class	The commercials module may be utilized to earn credits for individual projects provided that you schedule Learning Goal presentations and Formal Reviews with the postgraduate committee.
Post-production and screenings	Credits for group projects will be earned by students of the post-production disciplines. 1st cut, 2nd cut, and 3rd cut presentations must be scheduled with the relevant mentors. These presentations count for Due performance credits.
Supervisor reviews	Students must schedule 8 hours of reviews with their academic supervisor to monitor thesis progress. These must be scheduled in such a way not to clash with internship responsibilities.
Formal & progress reviews	Students must present (1) individual projects and (2) thesis progress to members of the postgraduate committee. Individual project presentations will earn academic credits and thesis progress presentations will earn Due Performance credits

Timetable Breakdown: Honours

TERM 4: 2013

WEEK	TIME	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY	
1	Morning	Master class: Marketing		Master class: Marketing		Master class: Portfolios	
	Afternoon						
2	Morning					Colloquium Portfolio Outline	
	Afternoon						
3	Morning	Master class: Portfolios		Colloquium Portfolios			
	Afternoon						
4	Morning	Portfolio Preparation					
	Afternoon						
5	Morning	Formal review	Formal review	Formal review	Formal review	Formal review* thesis hands-in	
	Afternoon						
6	Morning	Exhibition preparation				Exhibition	
	Afternoon						
7	Morning		Review meeting by postgraduate committee			Assembly	
	Afternoon				Awards Evening prep		

Post-production	All post-production of group projects must be completed by the end of Week 3
Marketing Master classes	The Master classes in Week 1 will cover the following: (1) How to market yourself in the industry (2) How to market your product and (3) How to create a portfolio.
Colloquium Portfolio Outline	All students must present the outlines of their portfolios for class discussion
Formal review	All final individual projects and group projects will be assessed for academic credits.
Exhibition	All group projects will be assessed by a formal AFDA Audience Response. All individual projects will be exhibited at stands at the festival and will be assessed by industry mentors.
Review meeting	The postgraduate committee will meet to endorse the assessments and credit allotments of supervisors and mentors.
Assembly	Reports will be distributed at Final Assembly

Learning Activity Descriptions & Requirements:

Core Course Seminars	Theoretical inputs by academic experts in the Arts, Humanities, Commerce and Business Administration under the learning categories of Narrative, Performance, Medium, Aesthetics and Control.
Core Course Colloquiums	Presentations by students in discussion groups, under the supervision of academic experts, based on the inputs and tasks they received in Core Course Seminars. Students will participate in the following colloquiums during the year: Term 1: 1 Colloquium in the last teaching week Term 2: 1 Colloquium every second teaching week Term 3: No colloquiums Term 4: 3 Colloquiums
Collective discipline Master Classes	Lectures or demonstrations by industry experts on the latest trends or innovations in the disciplines of filmmaking.
Individual discipline workshops (RPL only)	Workshops where RPL students can acquire the discipline specific conceptual, technical and craft skills which they need to achieve the discipline requirements of the programme.
Individual research	Research for treatments, individual projects and honours thesis.
Individual self-study	Lecture preparation and course pack readings.
Supervisor consultations and reviews	Reviews by academic supervisors on the progress of individual project and thesis work.
Mentor consultations and reviews	Reviews by discipline mentors on individual project work and treatment work for the group project.
Formal reviews	Reviews of individual project work and/or thesis work by the postgraduate committee. All students will present their individual project work in a collective forum of staff & students where work will be critiqued. The post-grad will either award credits or propose further work to earn credits.
Group meetings	Meetings where students do preparation for group work without supervision, including production meetings, casting sessions and rehearsals.
Group reviews	Assessment presentations of group work, including pre-production presentations (VALA), Assembly cut screenings, 1st to 4th cut screenings, final presentation and exhibition for audience response.
Competence tests	RPL students are expected to do applied competence tests on the technical skills of their discipline of choice in order to partake in production.
Assist programme	RPL students are expected to assist on 3rd year productions in order to obtain the required craft skills in a given discipline.
Individual project	A term based project where a student delivers research and a research outcome on a topic that is related to, but not solely pertaining to, the group project. These projects must be proposed by discipline mentors, signed off by academic supervisors and ratified by the postgraduate committee. Honours students must generate two of these projects during their studies.

Group project	The pre-production, production, post-production and exhibition of a motion picture according to programme requirements and standards. Credit for this project will be shared by all students who do their outcome on the production.
Exhibitions	Students are expected to present their individual and group projects to a public audience. Individual projects will take the form of an expo whereas group projects will be subject to an audience rating.