

**The TDA Tech Series** ® [click here](#)

**Presents**

“THE TDA MEDIA CLUB”

**Offered in Partnership with**

Ian P. Universal (PTY) LTD

### **What is “The TDA Media Club”?**



The TDA Media Club is a school club offering students skill development in the basics of media production, TV programme packaging and understanding distribution platforms. Click [here](#) to watch The TDA Media Club launch video created by Ian P. Universal.

### **Announcing Film and Media lessons in Collaboration with Ian P. Universal!**

We have partnered with Ian P. Universal (PTY) LTD on our journey to re-imagine education. One of our three values is Creativity. We are therefore committed to creating learning opportunities for our learners to use their imaginations and explore their original ideas.



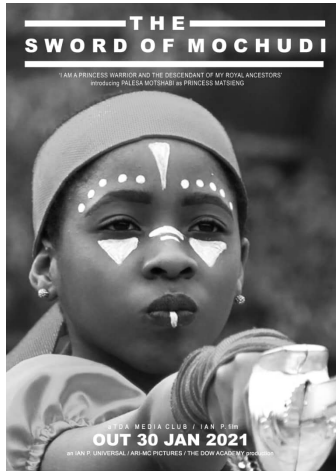
Ian P. Universal (PTY) LTD is a registered South African media company focused on concept design, development, production and building media properties. Ian P. Universal has over 18 years experience, with its first brand project, CAMPUS CONNECTION at UCT in 2003 being acquired for SABC

**Courage. Creativity. Community.**

[www.thedowacademy.org](http://www.thedowacademy.org)

1 primetime. Since then, the company has produced over 23 shows and now owns a catalogue of franchises such as NSQC™ National School Quiz Championships, BOTU®, COTUC® varsity quiz challenges, Meet The CEO®, Ian P. presents The Vendor® and BSTV (Botswana School TV now Primary Catch Up) in partnership with Camp Botswana. Click [here](#) to watch a Primary Catch-up video.

## 2020 TDA Media Club



The first TDA Media Club ran in Term 3 2020 with 10 Standard 6 students. In the first TDA Media Club, the students created a short film called The Sword of Mochudi, which will debut 30 January 2021 at Capitol Cinema Theatre in Phakalane, Botswana. The students acted, directed, assisted with the script and assisted with the production of the film. Besides having a lot of fun, they learned skills which can lead to a career in media. Click [here](#) and [here](#) to see the trailers for the short film.

## Why Introduce Media Skills @TDA?

Media is an avenue of creative expression which is in high demand for commercial purposes in today's digitally connected age. The Media Club will afford students an opportunity for skills development in the basics of:

- ★ Speaking in front of an audience
- ★ Media production
- ★ Programme packaging and
- ★ An understanding of media distribution platforms.



**Courage. Creativity. Community.**  
[www.thedowacademy.org](http://www.thedowacademy.org)

Under the professional leadership of Ian P. Universal, each group will produce a broadcast-ready project. Click [here](#) to see a video produced for BTV by the Ian P. Universal team.

## How Will it Work?

The TDA Media Club will be led by Mr. Ian P. Venganai, CEO of Ian P. Universal (PTY) LTD and his team. They will be assisted in the classroom by a TDA teacher. The TDA Media Club is open to 15 Standard 7 students, whom will meet twice per week. The TDA Media Club will be focused on broadcast result training. Click [here](#) to appreciate the use of graphics in media production.

## How do Students Apply?

Interested students at The Dow Academy who are currently in Standard 7 are eligible to apply. Students should email a one page typed document as motivation to [info@thedowacademy.org](mailto:info@thedowacademy.org), or submit a handwritten letter to their class teacher. The application should describe why the student is interested in the programme, and how they would use the skills they learn in their community. Parents should please click [here](#) to confirm consent for your child to participate. *15 students will then be selected based on the quality of their applications and the parents completion of the parent consent form.*



The deadline for the application is **26 January 2021** and will be strictly enforced.

## When Does it Start and How Much Does it Cost?

TDA Media Club	2 February 2021 - 8 April 2021 14:00 to 15:30 Tuesdays and Thursdays
Venue	The Dow Academy Reception Campus
Cost	P1,000 per student*

\*The cost per student covers the professional services of Ian P. Universal (PTY) LTD. TDA will cover the costs relating to use of school facilities for filming and production.

**Courage. Creativity. Community.**

[www.thedowacademy.org](http://www.thedowacademy.org)