

**The TDA Tech Series®** [click here](#)  
**Presents**  
**“THE TDA MEDIA CLUB”**  
**Offered in Partnership with**  
**Ian P. Universal (PTY) LTD**

## What Is “The TDA Tech Series®”?

[The TDA Tech Series®](#) is our platform for delivering technical and technological skills through innovative partnerships. **#MultiplePathways**

## 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 (NOW OPEN TO TDA AND NON-TDA STUDENTS)!

The Dow Academy has partnered with Ian P. Universal (PTY) LTD on the 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. *In 2022, TDA has opened the programme to non-TDA students in our goal to expand our vision.*

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 1 primetime. Since then, the company has produced over 23 shows and now owns a

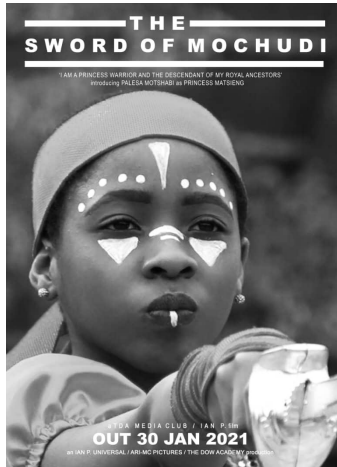


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catalogue of franchises such as NSQC™ National School Quiz Championships, BOTU®, COTUC® varsity quiz challenges, Meet The CEO®, Ian P. presents The Vendor® and BSTV (Botswana School TV now Primary Catch Up) in partnership with Camp Botswana. Click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

## 2020 to 2022 TDA Media Clubs



During the inaugural TDA Media Club in 2020, the students created a short film called *The Sword of Mochudi*, which debuted on 30 January 2021 at New Capitol Cinema Theatre in Phakalane, Botswana. The students acted, directed, assisted with the script and assisted with the production of the film. CLICK [HERE](#) TO WATCH THE FIRST FULL LENGTH SHORT FILM.

In Term 1 of 2021, the Media Club shot the second instalment of *The Sword of Mochudi*. This short film once again premiered at New Capitol Cinema in Phakalane, on 12 March 2022.

In Term 2 of 2021, secondary school media club students organized and successfully hosted the inaugural TDA'S FINEST Talent Show, which allowed the students

to showcase their individual and group talents. Please click [HERE](#) to watch their end of programme presentation

In Term 3 of 2021, TDA Media Club students operated the TDA Tele-Radio station, learning how to present shows, handle audio and video equipment and how to monitor shows for sound and video quality. Besides having a lot of fun, they learned skills which can lead to a career in media. Please click [HERE](#) to watch their end of programme presentation.



In Term 1 of 2022, The TDA Media Club students worked on a production entitled 'SPARKLE', which is an initiative comprised of multi-talented students who will take turns at hosting a series of fast paced edutainment programmes, with episode featuring segments on financial literacy, global news, digi-art and design. The team focused on talent scouting, directing and the handling of Audio/Visual equipment.

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## 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.

## 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 20 TDA and Non-TDA standard 4 to standard 7 students, who will meet three times per week, on Monday, Tuesday and Thursday from 14:00 to 15:30. The TDA Media Club will be focused on broadcast result training. Click [here](#) to appreciate the use of graphics in media production.

## How do I Apply?

Interested ***TDA and NON-TDA Secondary School students*** are eligible to apply.

<b>TDA STUDENTS</b>	<b>NON-TDA STUDENTS</b>
Email a one page typed document to <a href="mailto:tdatechseries@thedowacademy.org">tdatechseries@thedowacademy.org</a> <b>OR</b>	Email a one page typed document to <a href="mailto:tdatechseries@thedowacademy.org">tdatechseries@thedowacademy.org</a> <b>OR</b>
<p>Submit a handwritten letter to your class teacher.</p> <p>The application should describe why the student is interested in the programme, and how they would use the skills they learn to help their community.</p>	<p>Submit a handwritten letter to the TDA Primary School Campus Reception, or send it via WhatsApp to 74017451 , with "<b>TDA MEDIA CLUB</b>" written at the top of the letter.</p> <p>The application should describe why the student is interested in the programme, and how they would use the skills they learn to help their community.</p>
<b>TDA PARENTS</b> - Please click <a href="#">here</a> to confirm consent for your child to participate.	<b>NON-TDA PARENTS</b> - Please click <a href="#">here</a> to confirm consent for your child to participate.

*20 students will then be selected based on the quality of their applications **AND** the parents' completion of the parent consent form.*

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The deadline for the application is **19 May 2022** and will be strictly enforced. Deadline for payment of **the participation fee of P 1 000 is 26 May 2022**

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

TDA Media Club	31 May 2022 - 4 August 2022 14:00 to 15:30 Mondays, Tuesdays and Thursdays
Venue	The Dow Academy Primary School Campus
Cost	P1,000 per student* <u>This is a one-time fee for the whole term.</u>

\*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.