

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 that offers 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 to reimagine education. One of our three values is Creativity. We are committed to creating learning opportunities for our learners to use their imaginations and explore their original ideas.

In 2022, TDA opened the programme to non-TDA students to expand our vision to the community.



Courage. Creativity. Community.
www.thedowacademy.org

In 2023, the programme will run for 2 Terms continuously, allowing students to learn even more in the media field.

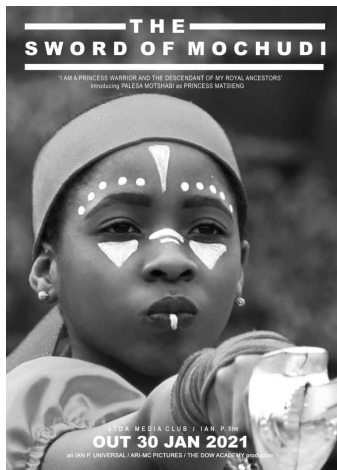
Ian P. Universal (Pty) Ltd is a registered South African media company focused on concept design, development, production, and building of media properties. Ian P. Universal has over 18 years of experience, with its first brand project, 'CAMPUS CONNECTION', at UCT in 2003, acquired for SABC 1 primetime. Since then, the company has produced over 23 shows.

Ian P. Universal (Pty) Ltd owns a catalogue of franchises such as NSQC™ National School Quiz Championships, BOTU®, COTUC® varsity quiz challenges, and Meet The CEO®.

The company also 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



OUT IN THE CINEMA 12 MARCH 2022

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, Gaborone (Botswana).

The students acted, directed, and assisted with the script and the film's production

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 again premiered at New Capitol Cinema in Phakalane, Gaborone (Botswana), on 12 March 2022.

CLICK [HERE](#) TO WATCH THE SECOND FULL-LENGTH SHORT FILM.

Courage. Creativity. Community.
www.thedowacademy.org

In Term 2 of 2021, Secondary School media club students organised and successfully hosted the inaugural 'TDA'S FINEST' Talent Show, which allowed 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 monitor shows for sound and video quality. Besides having a lot of fun, they learned skills that 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'. This programme was an initiative made up of multi-talented students who took turns hosting a series of fast-paced educational and entertainment programmes, with episodes featuring segments on financial literacy, [global news](#) (click [here](#) for the behind-the-scenes footage), digital art, and design. The team focused on talent scouting, directing, and handling of Audio/Visual equipment.

In Terms 2 and 3 of 2022, Our Media Club participants worked on an audio-visual project called "**OUR GENES FOR A DOLLAR.**" They had to apply themselves to creating a poem, adding audio, and creating a short educational video to raise awareness about creativity and education.

Click [here](#) to watch the video.



Courage. Creativity. Community.
www.thedowacademy.org

Why Introduce Media Skills @TDA?

Media is an avenue of creative expression in high demand for commercial purposes in today's digitally connected age. The Media Club will allow students to develop skills 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 in 2023?

The TDA Media Club Fellow is **Mr. Ian P. Venganai, CEO of Ian P. Universal (PTY) LTD.**

Mr. Venganai will be assisted in the classroom by a TDA teacher. The TDA Media Club is open to 20 TDA and Non-TDA Standard 3 to Standard 6 students, who will meet two times per week on Monday and Wednesday from 14:00 to 15:30.

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.

NON-TDA STUDENTS: Email a one-page typed document to tdatechseries@thedowacademy.org **OR**

Submit a handwritten letter to the TDA Primary School Campus Reception, or send it via WhatsApp to 74017451, with "**TDA MEDIA CLUB**" written at the top of the letter.

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.

Please click [here](#) to confirm consent for your child to participate.

The application and participation fee deadline is **3 February 2023** and will be enforced.

Classes for the programme will start on **8 February 2023** and end on **2 August 2023**.

The TDA Tech Series® DEMO WEEK

TDA STUDENTS: Students will undergo a "DEMO WEEK" from **30 January 2023 to 3 February 2023**. During the "DEMO WEEK," students can participate in a TDA Tech Series® programme at no cost. At the end of the Demo Week, students can choose a programme that suits them best.

This DEMO WEEK will also be open to parents. We want our parents to see and appreciate all the TDA Tech Series® offerings. Please click [here](#) for the DEMO WEEK flyer.

On the last day of the DEMO WEEK, TDA Tech Series® will contact parents with the programme their children would have chosen to pursue and payment options.

If students want to join the TDA Tech Series® programme, parents must complete a digital consent form for their child to participate in the 2 Term long programme.

Please click [here](#) to confirm consent for your child to participate.

The deadline for the application and payment of the participation fee is **3 February 2023** and will be strictly enforced.

Classes for the programme will start on **8 February 2023** and end on **2 August 2023**.

When Does it Start and How Much Does it Cost?

TDA Media Club Dates and Time	8 February 2023 - 2 August 2023 14:00 to 15:30 Monday and Wednesday
Venue	The Dow Academy Primary School Campus
Cost	ONE TIME PAYMENT OF P1,500 per student (Payable before 3 February 2023)
	OR
	TWO TERMLY PAYMENTS OF P900 per student (Payable before 3 February 2023 for Term 1) and before Term 2 2023 starts
	OR
	5 MONTHLY PAYMENTS OF P400 per student (Payable before 3 February for Month 1) And before the beginning of each month the programme runs

Courage. Creativity. Community.

www.thedowacademy.org