



READY
AIM
FIRE



PROSPECTUS



**And whatever you do, whether in word or deed,
do it all in the name of the Lord Jesus, giving
thanks to God the Father through him.**

Colossians 3:17





ABOUT US

[WHY READY AIM FIRE?]

In an ever-increasing digital world, communication has become more crucial than ever.

The goal at READY AIM FIRE isn't to train up believers to become great communicators so that we can rise to prominence in society, but rather to learn to use the tools at our disposal to glorify our King and to make His name known!

In his letter to the Colossian church, Paul gave this instruction:

"Let the message of Christ dwell among you richly as you teach and admonish one another with all wisdom through psalms, hymns, and songs from the Spirit, singing to God with gratitude in your hearts.

And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him."

Yes, we do want to teach excellently and to see our students create quality projects, but more than that we want to see the students become firmly rooted in our Lord Jesus as they learn to explore their creativity.

When our hearts and minds are firstly fixed on what is above, we'll be able to approach everything with the perspective of His kingdom, and it'll cause us to truly make an impact on the world around us.

The name READY AIM FIRE comes from the great commission in Matthew 28, where Jesus commanded his followers to go and make disciples of all nations, and so our heart is to see students get ready, to take aim at the purposes of God for their lives and then to see them fired into the nations, using media as a tool to impact lives.

[THE PROGRAM]

READY AIM FIRE is a 11 month media training program that was birthed out of Oxygen Life Church (www.oxygenlife.co.za) in Gqeberha (Port Elizabeth) South Africa.

Our program runs Monday to Friday from 8:30am until 12:30pm.

Students will be expected to complete assignments and group projects after class hours.

Although the students will be focusing on media during the week, one of our core pillars is biblical discipleship, and so students will also be involved in worship and devotion times.

The media program will focus on:

- AV Sound and Camera
- Graphic Design
- Photography
- Videography
- Scriptwriting/Directing
- Cinematography/Editing
- Sound production
- Training done on the Adobe Creative Cloud

[OUR FOCUS]

We believe that in order to create work that truly impacts lives, our hearts and minds need to be submitted to the rule and reign of Jesus. He is the giver of life and our focus is to know Him. From this place, we want to equip students with knowledge and tools to create work that is an outward expression of an inward revelation.

Jesus First

The studies, the projects, the laughs and fellowship that make up READY AIM FIRE are all very important, but they're not our first priority. Jesus is. A personal, dynamic relationship with Jesus is the most important thing for each person, and everything else flows from that.

Team

Proverbs 27 says, "As iron sharpens iron, so one person sharpens another."

The world of media will find students often working in team. Students will learn what it means to consider others greater than themselves and to serve unconditionally. This heart, is crucial in becoming a reflection of Jesus.

Let's go!

God reaches out, and so we do the same. Jesus left His throne to seek those who were lost, and so we reach out to people who need to hear the message that Jesus died for the sins of the world, that we might have life. We will not only reach out practically, but will learn how media can be used to encourage, build up and share the truth of the Gospel.

One Heart

Unity is a big value in the Bible. God shows His favour and blessing when we walk with a common vision and purpose. READY AIM FIRE'S heart is that as a team, we would be committed to the local church and submit ourselves to its leaders, whether Oxygen Life church or the local church you belong to in Gqeberha.

Excellence

Excellence doesn't always mean a polished product, but rather the heart and effort it took to get there. Students need to realize that creativity isn't always the product, but the process... Which needs to start with a willingness to risk. We see willing and teachable hearts as success! With this attitude, students can truly learn to make excellent work.



CURRICULUM



[*OUR CURRICULUM*]

We are incredibly blessed at Oxygen Life Church to have high caliber industry professionals among us. Students will be lectured by these professionals who love Jesus and care deeply for the well being of the students.

This however doesn't mean that students won't be pushed, actually often caring for someone means stretching them out of their comfort zone and running alongside them to see them overcome their challenge.

Students can then expect this course to be high paced, and will require their full commitment.

This is designed intentionally, as students will experience industry standards that will prepare them for what is to come.

In the first 6 months, students will be building a strong foundation as they learn a wide array of media skills and concepts in their AV, graphic design, photography and videography training. Their classes will be equally balanced between theory and practical application.

The last 5 months, students will be building on their foundation as they are trained to become digital storytellers through film production training.

In this school students will be trained in teams to conceptualize a story, write the script, direct and film the project and see it edited and packaged.

Students will display their final short films at their graduation ceremony at the end of the school.

There are no spectators at READY AIM FIRE. Students must be ready to jump in, grow in vulnerability, learn to take risks and receive feedback while having a ton of fun along the way.

Block 1 (6 months)

- AV Training
 - Students will learn how to set up and run an AV desk, including sound and camera skills.
- Graphic Design
 - The graphic design week will be focused on Adobe Photoshop, highlighting the basics of the program as well as key design concepts.
- Photography
 - Students will focus on the fundamental rules of photography from composition, to lighting and camera settings.
- Videography
 - Students will learn how to shoot and edit a simple story using Adobe Premier Pro. They will also have a strong understanding of how cameras work.

Block 2 (5 months)

- Scriptwriting
 - Students will learn how to shape a good story, how to write it out and then how to storyboard it.
- Directing
 - Directing starts long before you arrive on set. You will learn the role of a director in pre production, production as well as post production.
- Sound
 - The emotion of a film is found in the sound. Students will learn how to use sound to tell a story.
- Cinematography
 - The look of a film doesn't happen by accident, each decision is carefully made by a cinematographer, using light and movement to create a feeling that will add to the meaning of the film.
- Editing
 - Editing is technical but also narrative. Students will learn how to technically edit in Adobe Premier Pro, but also how to edit a story together to create pace, meaning and emphasis.

[MEET THE TEAM]



JEREMY KING
DIRECTOR AND LECTURER



HELNA BROWN
LECTURER, GRAPHIC DESIGN



**SAMANTHA
BRAUTESETH**
LECTURER, PHOTOGRAPHY



ROBERT BARRON
LECTURER, SOUND

[COURSE SCHEDULE]

Block 1	
17 January - 14 June 2024	
Term 1	17 January - 20 March
Break	20 March - 2 April
Term 2	2 April - 14 June

Block 2	
3 July - 29 November 2024	
Term 3	3 July - 19 September
Break	19 September - 2 October
Term 4	2 October - 29 November

STUDENT FEES & CONTACT INFORMATION

[FEES]

MONTHLY FEE - R4200 PER MONTH (11 MONTHS)

Bursaries are available for qualifying RSA residents - contact admin@readyaimfiremedia.com for more information.

This installment is to be paid monthly over 11 months.

READY AIM FIRE requires a non-refundable deposit that is 50% of a monthly installment of fees. The deposit will be used as a down payment for the first month's installment.

FEES INCLUDE

- Admin/Curriculum fees
- Lecture fees
- Year-end graduation ceremony costs
- Team wear costs
- Internet access according to Bethany Trust fair usage policy
- Camp
- Four12 Conference in Cape Town
- Gear usage/insurance
- Adobe creative cloud licenses

FEES EXCLUDE

- The use of the telephone, fax machine, photocopier and printer for personal use
- Accommodation and food
- General expenses relating to Oxygen Life Church events (gatherings, meetings etc.)
- Visa's / Flights

STUDENTS NEED TO BRING:

- 1 TB external hard drive (Students will use this to backup their projects)
- Basic stationary (Pen, pencil, eraser and highlighter)
- An English Bible
- A laptop and a DSLR will be beneficial, but they are not compulsory.

[TERMINATION OF READY AIM FIRE]

If a student chooses to terminate his/her studies at READY AIM FIRE at any stage after the start of the year, he/she will be held liable for four months worth of fees from the notice date.

READY AIM FIRE reserves the right to terminate a student's participation in the program in the following instances:

- The student continually conducts himself/herself in a manner contrary to the code of conduct of READY AIM FIRE.
- If any fees are outstanding for a period longer than one month, except if prior arrangement has been made and approved by READY AIM FIRE. Should this happen, the student will be held liable for three months worth of fees from the notice date.
- After two written warnings, the student will not be able to graduate from RAF and will be liable for four months monthly fees. A written warning can be given for outstanding projects, absenteeism and behavior that is disrespectful to the schools leadership or fellow students.
- If a student is absent for more than two days, they will need to provide a doctors certificate. Failure to do so will result in a written warning.

[CONTACT INFORMATION]

POSTAL ADDRESS

Suite 2
Private Bag X13130
Humewood
6001

PHYSICAL ADDRESS

13 2nd Avenue
Walmer
Gqeberha
6071

CHURCH WEBSITE

www.oxygenlife.co.za

BANKING DETAILS

Bank: Nedbank
Account Holder: Ready Aim Fire NPC
Account no: 1216601062
Branch: PE Campus (198765)
Swift Code: NEDSZAJJ
Reference: RAF + Surname

TELEPHONE

+27 (41) 581 8633

EMAIL

admin@readyaimfiremedia.com

OFFICE HOURS

Monday - Thursday: 8AM - 4PM
Friday: 8AM - 1PM