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# PROSPECTUS 2027

**SHAPING PEOPLE AND THEIR SKILLS  
TO SERVE IN THE DIGITAL ECONOMY.**

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# OUR STORY

## Our story begins in a time of change.

In 2021, during the COVID-19 lockdown, Oxygen Life Church's lead elder, Bradley Verreyne, tuned into an online event being hosted by one of our Four12 partnering churches. During that time, one of the leaders sensed that God was speaking about the year ahead — that Oxygen Life Church would see a media school established to train young people.

Brad immediately shared this with the local leadership team, and the collective response was clear: YES! For many years, Oxygen Life Church has celebrated creativity as a gift from God, and it felt as though He was now opening the door for a school to be established. The next question was simple but significant — who would lead it? Who had both the media experience and the heart to build something like this?

Brad gave me (Jeremy!) a call. At the time I was working in the film industry, serving humanitarian organisations around the world through a production company called Rooftop.

When Brad reached out and shared the idea, he didn't realise that God had already been preparing my heart years earlier. A dream had been planted — one that lay dormant until that phone call.

Since then, we have seen incredible partnership with businesses that have helped get Ready Aim Fire (RAF) off the ground. We have trained students from across South Africa and around the world, with students coming from nations such as the Netherlands, Japan, India, and Kenya.

In 2026, the story continues as we've added an in-house agency (and short courses!) alongside the school.

This is our story — a school placed on God's heart, birthed in a small town, and believing for a big impact in the lives of people around the world. We are excited for how it is continuing to unfold, and trust that as you read through these pages, you will consider being part of it too.

*Jeremy King*

**Director, Ready Aim Fire**

# OUR VALUES



## THE GOSPEL IS THE POWER OF GOD UNTO SALVATION

We believe that salvation is by grace alone, through faith in Jesus Christ. He is the giver of life, and our highest calling is to know Him. A personal and growing relationship with Jesus is our first priority, and everything we do flows from being rooted in Him.

While our studies, projects, and community life matter, they are not the ultimate goal. True and lasting impact in our work and creativity begins with hearts and minds submitted to the rule and reign of Christ. With that in mind, these are the values guiding everything we do:

### 1. COLLABORATION IS KEY

In a highly competitive industry, RAF values collaboration over competition. Do we believe in excellence and providing offerings that stand out from the rest? Yes. Do we believe that celebrating each other's victories and learning how to work in team is just as important? Also, yes.

From how we teach our students to how we partner with businesses in the city — we believe that people are our biggest asset, and learning to work with them, our biggest strength.

### 2. CHARACTER OVER CRAFT

In a world with no shortage of craft — tools, technology, skills, and software — character is often overlooked, yet increasingly in demand. We believe that what truly sets people apart in the digital economy is not craft alone, but character.

This conviction influences how we train: shaping people as well as developing their skills, so they are able to offer real, meaningful value to the digital economy.

### 3. IT'S NOT THAT DEEP

We believe in taking our work seriously, without taking ourselves too seriously. As we value people, we value connection, building relationships and, with that, having fun.

In the school context, this allows us to cultivate a space where students feel safe enough to take risks and pursue excellence, knowing that their identity is secure — not in what they produce, but in who the Lord has made them to be. We believe that people do their best work when they are supported, challenged, and connected. This value is also carried across our agency and short courses.

# THE ECOSYSTEM



While the school\* has always been — and will continue to be — our central focus, in 2026 we launched two additional arms to RAF: an agency and short courses.

Not only do these support our sustainability goals as a school, but they also allow RAF to become an ecosystem whereby students have more meaningful opportunities opened up to them.

*\* The rest of this prospectus shares everything you need to know about the school.*



There is a big gap between media graduates, and industry. Our agency bridges this. We connect real-world clients with graduates, enabling students to gain valuable industry experience, earn an income, and receive mentorship and oversight.

This means that post-RAF, our graduates have an opportunity to gain practical, *paid* experience that prepares them for the realities of the creative industry and helps them build the confidence and portfolio needed to launch their careers.



Life is busy, and not everyone can afford to set aside a full year to train. Some need short, sharp, and curated training and mentorship that equips them with scalable skills, while also helping them re-envision and feel inspired again. That's what our short courses do.

This arm supports the school while also keeping us sharp by rubbing shoulders with industry professionals. Students will be the first to know when these extracurricular short courses launch.



# THE STRUCTURE

Our school is a one-year media training programme based in Gqeberha (Port Elizabeth), South Africa.

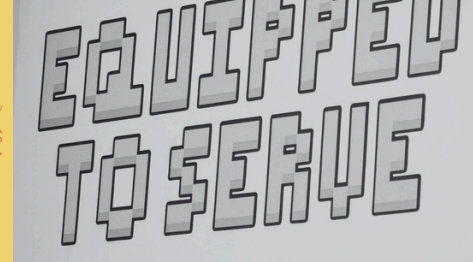
The school runs from **Monday to Friday, 8:00am to 12:30pm**, from Oxygen Life Church's building – 13 2nd Ave, Walmer.

Students are expected to complete assignments and group projects outside of class hours.

We believe the school will significantly boost students' confidence in their abilities. Given its intensive nature, it is crucial for students to maintain consistent attendance.

While the primary focus is on media, biblical discipleship is also a big part of the school. Students will participate in worship and devotion times throughout the year.

Additionally, we will organise field trips such as camps, hikes and conferences, providing opportunities for the team to bond and grow in friendship, as well as grow as individuals in the Lord.



# THE CURRICULUM

Our school has a network of high-calibre industry professionals. These professionals, who love Jesus and deeply care for the well-being of our students, will be lecturing and guiding them throughout the year.

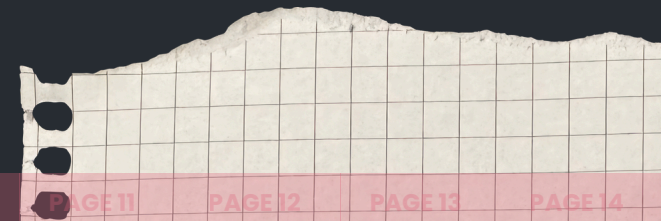
However, this doesn't mean that students won't be challenged. Caring for someone often involves pushing them out of their comfort zones and running alongside them to help them overcome challenges. Students can expect this course to be fast-paced and demanding, requiring their full commitment. This is intentional, as they will be experiencing industry standards that will prepare them for future careers.

In the first six months, students will build a strong foundation by learning a wide array of media skills and concepts in audiovisual media, graphic design, photography, and videography. Their classes will include a strong mix of theory and practical application. In the final five months, students will build on this foundation as they are trained to become digital storytellers through film production training. Working in teams, students will conceptualise a story, write the script, produce, direct and film the project, followed by editing and packaging it for viewing. They will showcase their final short films at the graduation ceremony at the end of the year.

There are no spectators at RAF. 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.

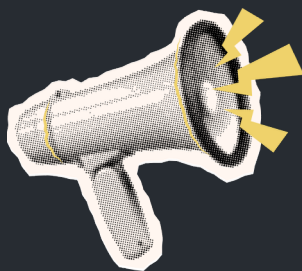
**“During my time at RAF, I learnt how to find my identity in the Lord as a creative. I feel like that set me up for success in the workplace because I now know who I am in the Lord and I don't have to strive to be something that I'm not.”**

- *Avela Vena, South Africa*



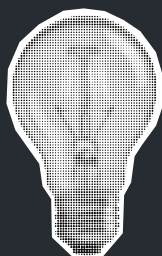
# BLOCK ONE

JANUARY – JUNE 2027



## BRANDING

Students will learn the basics of branding, focusing on creating a clear identity, and exploring how to develop simple, effective campaigns for targeted audiences.



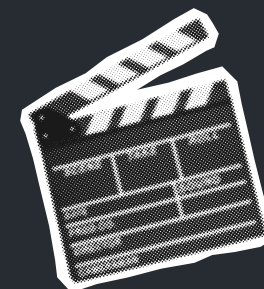
## GRAPHIC DESIGN

Here, students will learn to think like designers. They will learn the basics of Adobe software and other industry tools, as well as learn key design theory and how to apply it effectively.



## PHOTOGRAPHY

Students will focus on the fundamental rules of photography — from composition to lighting and camera settings.



## VIDEOGRAPHY

Through shooting and editing a simple story using Adobe Premiere Pro, students will develop a practical understanding of visual storytelling and how cameras work.

# BLOCK TWO

JULY – NOVEMBER 2027



## SCRIPTWRITING

Stories don't just happen; they need to be created and structured intentionally. Students will learn foundational storytelling models that can be applied to both long-form and short-form content.



## DIRECTING

Working with people is an art. Students will learn how to direct their crew and actors, and how to bring out the very best in everyone they collaborate with. This is a personal, hands-on, and practical module.



## SOUND

Sound involves both recording and editing, and plays a key role in creating emotion and meaning. Students will learn how to master this crucial element in video production.



## CINEMATOGRAPHY

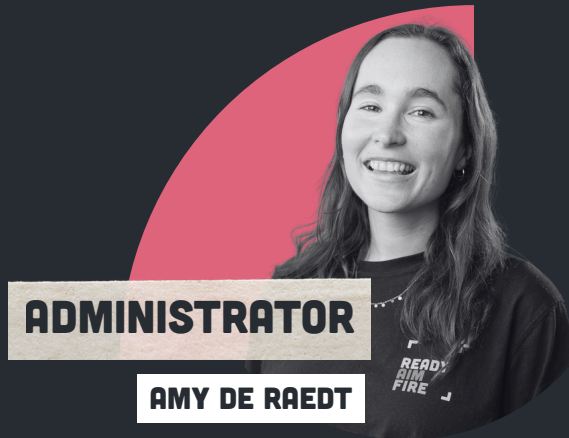
Building on their videography knowledge, students will learn how to light their scenes with intention, as well as how to move their cameras to enhance communication, emotion, and storytelling impact.

# THE TEAM



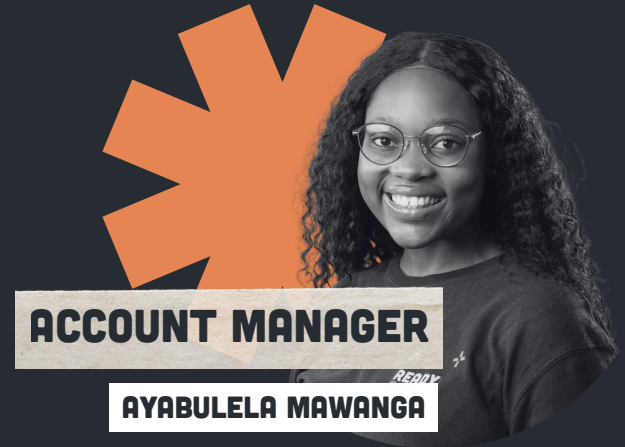
**DIRECTOR**

**JEREMY KING**



**ADMINISTRATOR**

**AMY DE RAEDT**



**ACCOUNT MANAGER**

**AYABULELA MAWANGA**

**TOGETHER WITH A DIVERSE RANGE OF INDUSTRY PROFESSIONALS, CREATIVES AND LEADERS:**

*That's about 100 years worth of combined experience!*

**OUR BOARD MEMBERS:**

*Brad Verreyne & Antal Meiswinkel*





# 2027 TERM DATES

- TERM 01** 13 January – 19 March
- TERM 02** 06 April – 25 June
- TERM 03** 13 July – 23 September
- TERM 04** 05 October – 26 November

*Work hard,  
rest hard!*

# FEES

- Once-off Application Fee: R300
- Non-refundable Deposit: 50% of your first month's fee. This deposit will be used as a down payment.

## Monthly Fees:

**We offer the following three payment plans:**

- 11 months (Jan – Nov): R5900 p/month
- 12 months (Jan – Dec): R5409 p/month
- Upfront (Jan): R61 655

## Fees Include:

- Admin and curriculum costs
- Lecturing costs
- Year-end graduation ceremony costs
- Teamwear costs
- Internet access
- Camps
- Four12 Conference / Regional Equip
- Gear usage and insurance costs
- Adobe Creative Cloud licenses

## Fees Exclude:

- The use of phone and printer services
- Accommodation and food
- Visa and flight costs

## Students need to bring:

- 1TB external hard drive (students will use this to backup their projects)
- A pair of headphones and earphones
- Basic stationery (pen, pencil, eraser and highlighter)
- An English Bible

*A laptop and a camera (DSLR or mirrorless) will be beneficial, but they are not compulsory.*

## Bursaries:

Bursaries are available for qualifying South African residents. Contact [amy@readyaimfiremedia.com](mailto:amy@readyaimfiremedia.com) for more information.

**Bursary applications close 1 September 2026.**



# ACCOMMODATION

Since January 2023, we've operated a student house within walking distance of Oxygen Life's building, as well as nearby coffee shops and grocery stores.

The property hosts 15 students across a 4-bedroom house and two garden flatlets, creating a vibrant community atmosphere with access to a lovely garden, patio, and swimming pool.

The main house is reserved for female students, while the flatlets are designated for males. There is also ample off-street parking for all residents.

Each year, a male and a female house leader live on-site to support and assist students.

**Contact us on [admin@readyaimfiremedia.com](mailto:admin@readyaimfiremedia.com) if you are interested in securing your spot.**



*Such a lekker space!*

**P.S. Lekker is a South African term that means really nice!**

# FINE PRINT

If a student chooses to terminate their studies at RAF at any point after the start of the year, they will be liable for four months' worth of fees from the notice date.

RAF reserves the right to terminate a student's participation in the school under the following circumstances:

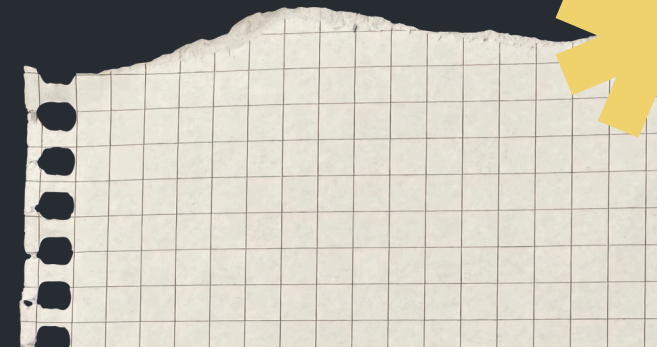
- The student consistently behaves in a manner contrary to the RAF code of conduct.
- Fees are outstanding for a period longer than two months, unless prior arrangements have been made and approved by RAF.
- In this case, the student will be liable for three months' worth of fees from the notice date.
- After receiving two written warnings, the student will not be able to graduate from RAF and will be liable for four months' worth of fees. Written warnings can be issued for outstanding projects, absenteeism, and behaviour that is disrespectful to the school's leadership or fellow students.

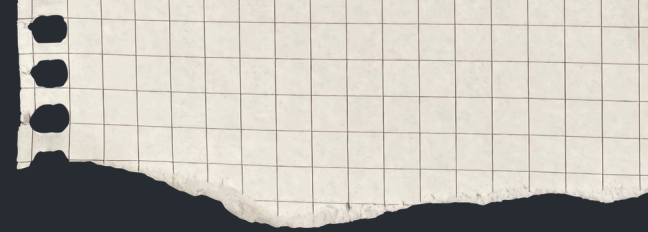
To graduate, students must achieve at least 90% attendance and 90% project completion. If a student is absent for more than two days due to illness, a doctor's note is required.

If the student does not qualify for course completion but has been enrolled for the duration of the course, they will be liable to pay the full tuition.

*Eish!*

**Eish is a South African expression that can mean "that's crazy!"**





## READY TO APPLY?

You can complete  
the Application  
Form by scanning  
this QR code.



**Applications close  
30 November 2026.**



# CONTACT INFORMATION

## ADDRESS

13 2nd Avenue, Walmer  
Gqeberha (Port Elizabeth)  
South Africa

## BANK DETAILS

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

## GET IN TOUCH

Email [amy@readyaimfiremedia.com](mailto:amy@readyaimfiremedia.com)



**READY**  
**AIM**  
**FIRE**

