



# 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

In our increasingly digital world, effective communication has become more crucial than ever.

At READY AIM FIRE, our goal isn't merely to train believers to become great communicators for societal prominence. Instead, we aim to equip them with the tools to glorify our King and make His name known.

Paul, in his letter to the Colossian church, instructed:

*"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."*

While we strive for excellence in teaching and encourage our students to create quality projects, our primary desire is for them to become deeply rooted in our Lord Jesus as they explore their creativity.

When our hearts and minds are fixed on heavenly things, we can approach everything with a kingdom perspective, truly impacting the world around us.

The name READY AIM FIRE is inspired by the Great Commission in Matthew 28, where Jesus commanded His followers to make disciples of all nations. Our mission is to prepare students, help them focus on God's purposes for their lives, and send them out into the nations, using media as a tool to impact lives.



**FOLLOW US ON  
INSTAGRAM FOR UPDATES**





# THE PROGRAM

*Monday*

*Friday!*

READY AIM FIRE is an 11-month media training program initiated by Oxygen Life Church ([www.oxygenlife.co.za](http://www.oxygenlife.co.za)) in Gqeberha (Port Elizabeth), South Africa. The program runs from Monday to Friday, 8:30 AM to 12:30 PM. from Oxygen Life's building.

(13 2nd avenue, Walmer)

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

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.

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

While the primary focus is on media, biblical discipleship is one of our core pillars. Students will participate in worship and devotion times. Additionally, we will organize field trips, such as camps, hikes, and conferences, providing opportunities for the team to bond and grow in friendships.





# 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.

## 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

We are incredibly blessed at Oxygen Life Church to have high-caliber industry professionals among us. These professionals, who love Jesus and deeply care for the well-being of our students, will be lecturing and guiding them.

However, this doesn't mean 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 their 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 endeavors.

In the first six months, students will build a strong foundation by learning a wide array of media skills and concepts in AV, graphic design, photography, and videography. Their classes will be equally balanced between 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 conceptualize a story, write the script, direct and film the project, and see it edited and packaged. They will showcase their final short films at the graduation ceremony at the end of the program.

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 & Illustrator, highlighting the basics of the programs 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, write & storyboard a story.

### **Directing**

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 -  
You will learn how to use it as a tool.

### **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.

### **Editing**

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 & Lecturer



**HELNA BROWN**

Design Lecturer



**SAM BRAUTESETH**

Photography Lecturer



**ROBERT BARRON**

Sound Lecturer

## TERM DATES – 2025

**Term 1** 15 January - 28 March

**Term 2** 8 April - 27 June

**Term 3** 22 July - 3 October

**Term 4** 13 October - 28 November



# FEES

Application fee - R150 (Once off)  
Monthly Fee - R4800 per month (11 Months)

Bursaries are available for qualifying RSA residents - contact [admin@readyaimfiremedia.com](mailto: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  
Camp  
Four12 Conference & Regional Equip  
Gear usage/insurance  
Adobe creative cloud licenses

## Fees Exclude

The use of the telephone and printer  
Accommodation and food  
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 their studies at READY AIM FIRE at any point after the start of the year, they will be 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 under the following circumstances:

The student consistently behaves in a manner contrary to the READY AIM FIRE code of conduct.

Fees are outstanding for a period longer than two months, unless prior arrangements have been made and approved by READY AIM FIRE. 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 READY AIM FIRE and will be liable for four months' worth of fees. Written warnings can be issued for outstanding projects, absenteeism, and behavior 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.



# CONTACT INFORMATION

## Physical Address

13 2nd Avenue  
Walmer  
Gqeberha  
6071

## Church Website

[www.oxygenlife.co.za](http://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](mailto:admin@readyaimfiremedia.com)

## Office Hours

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