



RISE ACADEMY OF ENTREPRENEURSHIP

Your Passion. Our Guidance.
Your Stage.



20
24



COURSE COLLECTION

DJ COURSE COLLECTION
MUSIC PRODUCTION COURSE COLLECTION
PERFORMANCE COURSE COLLECTION
BUSINESS COURSE COLLECTION
LIVE SOUND



THE RISE ACADEMY APPROACH

Established in 2015, RISE Academy transforms raw talent into marketable performers by combining technical skills with business know-how, creating profitable brands. As the only school in Africa merging artistic talent with business expertise, our programs empower DJs, Music Producers, Performers, and Sound Engineers to build successful careers, showcasing our winning formula.

01 THE
PRACTICAL

MASTERING THE INDUSTRY

02 THE
EXPERIENCE

03 THE
BUSINESS

04 THE
INDUSTRY

Mastering the music industry goes beyond technical expertise; it involves recognizing that success relies on, and is heavily affected by other very lucrative elements.

To achieve true mastery, professionals must excel in four crucial fundamental elements that form the foundation of the industry.

These four fundamentals are;

1. The Practical
2. The Experience
3. The Business
4. The Industry

01 THE PRACTICAL

Welcome to the Practical Chapter of RISE Academy courses – the hands-on guide to mastering the technical aspects of your craft. Whether you're just starting out or aiming to enhance your skills, this section is designed to teach you the tangible steps required for DJing, music production, performance, and music engineering.

In this practical segment, we break down the complexities and focus on the physical aspects of your chosen discipline. From understanding the basics to refining your techniques, we provide you with the fundamental tools necessary to excel in your field. No matter where you are on your learning journey, this chapter ensures that you acquire the skills and knowledge needed to take your passion to the next level.

At RISE Academy, the Experience Chapter in every course immerses students in simulated real-world scenarios, ensuring they are fully equipped for the industry. Beyond technicalities, this chapter delves into practical experiences essential for real-world success, tailored to every discipline. Recognizing the significance of real-world readiness, we meticulously craft these experiences for students across all disciplines. Our commitment is to shape well-rounded professionals prepared to conquer the challenges of the industry, ensuring you're not just knowledgeable on technicalities but also experienced.

02 THE EXPERIENCE

03 THE BUSINESS

The Business Fundamentals stand out as a pivotal element across all RISE Academy courses, emphasizing the core objective of imparting money-making skills. This comprehensive module establishes a robust marketing foundation by exploring branding, social media, and public relations. It delves into growth and professionalism, addressing crucial aspects like riders, networking, agents, managers, and business plans. The fundamental encourages a growth-oriented mindset, equipping individuals to navigate challenges, overcome failure and stress, while also guiding them in securing club gigs and attracting new clients.

The Industry Fundamentals explore the music industry at national and global levels, ensuring a thorough understanding of its competitive landscape. The Industry chapter in all courses cover a broad understanding of the music business, including radio, music history, record labels, publishing, studio professionalism, copyright, alternative revenue streams, fan engagement, and the dynamics of touring and live performances. It provides students with insights into the multifaceted aspects of the industry beyond the technicalities, fostering a holistic comprehension of the music business landscape.

04 THE INDUSTRY



AVAILABLE COURSES

01 02 03 04 05

DJ COURSE COLLECTION

Ultimate DJ
Advanced DJ
DJ Production

MUSIC PRODUCTION COURSE COLLECTION

Music Production
Advanced Production
Artist Production
DJ Production

PERFORMANCE COURSE COLLECTION

Performance
Artist Production

BUSINESS COURSE COLLECTION

Music Industry Business
Entrepreneurship
Artist Management

LIVE SOUND

DJ

COURSE

COLLECTION

Our tailored programs cater to both novice enthusiasts and seasoned professionals, molding not just DJs but artists and entrepreneurs. The collection comprises three carefully crafted programs; Ultimate DJ, Advanced DJ and DJ Production.

ULTIMATE DJ

The Ultimate DJ program, in particular, is the ideal starting point for aspiring DJs looking to transform their dreams into reality. Whether you've envisioned headlining at Ultra or gracing the stages of Ibiza, mastering the fundamentals is your first crucial step, and we're here to guide you through it.

ADVANCED DJ

Strategically designed for DJs already comfortable on stage, this program elevates your skills. From intricate mixing techniques to advanced effects, we empower you to stand out and make a lasting name for yourself.

DJ PRODUCTION

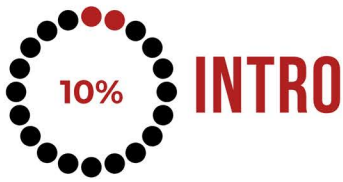
A unique combination of the Ultimate DJ and Music Production programs, this course empowers you to master both DJing and Music Production. This course is the ideal starting point to for those who wish to learn the fundamentals of both disciplines.

ULTIMATE DJ

The Ultimate DJ program, in particular, is the ideal starting point for aspiring DJs looking to transform their dreams into reality. Whether you've envisioned headlining at Ultra or gracing the stages of Ibiza, mastering the fundamentals is your first crucial step, and we're here to guide you through it.

COURSE VARIATIONS

ALL COURSE OPTIONS DIFFER IN TERMS OF THE NUMBER OF CLASSES INCLUDED.



This option is tailored for beginners and is the ideal starting point for those eager to have a sneak peek into the exciting world of DJ. Most often referred to as the party-trick option, this course covers 5 lessons - exploring gear setup, an introduction to digital software, mixing, beatmatching, and cueing.

Number of Classes: 5

Course Fee: R 4 950

Course Duration:

Part-time: ± 5 Weeks (24 Feb '24 - 23 Mar '24)

Full-time: ± 10 Days (6 Mar '24 - 19 Mar '24)



This course covers all the content covered in the Intro course and further explores technical skills like gains, EQ, musicality beatmatching, and mixing. Students further explore branding, marketing, social media, and PR. The DJ Battle Workshop is included in this course option.

Number of Classes: 18

Course Fee: From R 12 325

Course Duration:

Part-time: ± 22 Weeks (24 Feb '24 - 27 Jul '24)

Full-time: ± 4 Weeks (6 Mar '24 - 5 Apr '24)



The Pro Course extends beyond the Basic course, delving into practical and business-oriented subjects, including effects, sampling, digital DJing, demos, beat-matching, professionalism, riders, networking, agents and managers, and strategies for growth. Additionally, it provides insights into securing opportunities at clubs, and gigs, and attracting new clients. The DJ Battle Workshop is included in this course option.

Number of Classes: 33

Course Fee: From R 19 528

Course Duration:

Part-time: ± 40 Weeks (24 Feb '24 - 7 Dec '24)

Full-time: ± 8 Weeks (6 Mar '24 - 3 May '24)



This course surpasses other, exploring topics such as scratching, remixing, genre switching, live beat-making, and DJ controllerism. Students explore topics to further improve their stage presence, looking into microphone control, on-camera skills, and choreography. We explore industry topics like radio, copyright, music history, record labels, publishing, agents and other music organisations. Further topics covered include live streaming, alternative revenue streams, fan engagement, and touring, providing a comprehensive understanding of the diverse facets of the music industry.

Number of Classes: 53

Course Fee: From R 24 628

Course Duration:

Part-time: ± 40 Weeks (24 Feb '24 - 7 Dec '24)

Full-time: ± 8 Weeks (6 Mar '24 - 3 May '24)

ADVANCED DJ

Designed strategically for DJs who are comfortable on stage and possess a solid foundation of technical skills, the Advanced DJ program takes your DJing to the next level. From mastering intricate mixing techniques in various genres to advanced hot cues, effects processing, looping, and scratching, we empower DJs to amplify their sets while adding a touch of novelty to their performances.

COURSE VARIATIONS

ALL COURSE OPTIONS DIFFER IN TERMS OF THE NUMBER OF CLASSES INCLUDED.



35%

PRACTICAL

This 23-lesson program tailored for graduates of the Ultimate DJ Course. Dive into the intricacies of advanced DJing with topics such as Digital DJing, Hot Cues, Effects Processing, Looping, and Optimizing Digital Software. Explore vinyl-to-digital conversion, scratching techniques, hardware variance, and the sound spectrum. Elevate your performance with insights into Ableton Live, Hip Hop Tricks, multi-genre mixing, and advanced techniques. Beyond technical skills, master stage presence and crowd control. The DJ Battle Workshop is included in this course option.

Number Of Classes: 23

Course Fee: From R 17 828

Course Duration:

Part-time: ± 40 Weeks (24 Feb '24 - 7 Dec '24)



65%

PRO

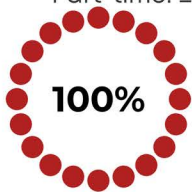
This course not only encompasses all the topics covered in the Practical Course but also delves deeper into essential subjects crucial for success in the industry. Students explore track selection, branding, marketing, social media, public relations, EPK's, professionalism, riders, networking, the distinctions between managers and agents, business plans and pitching, cultivating a growth mindset, navigating live streaming, securing opportunities in clubs and gigs, and maintaining a high level of professionalism throughout their career. The DJ Battle Workshop is included in this course option.

Number Of Classes: 41

Course fee: From R 22 078

Course Duration:

Part-time: ± 40 Weeks (24 Feb '24 - 7 Dec '24)



100%

GLOBAL MASTERCLASS

MOST COMPREHENSIVE

This course is the most comprehensive, encompassing all Pro topics and extending further into critical areas such as radio, music history, record labels, publishing, studio professionalism, copyright, alternative revenue streams, fan engagement, touring, live performances, on-camera skills, choreography, microphone control, stage presence & storytelling, performing live, live streaming, and advanced DJ techniques like scratching, mashup and remix, genre switching, live beat-making, and DJ controllerism. This comprehensive program ensures participants are well-equipped to navigate the diverse and dynamic landscape of the global music industry.

Number Of Classes: 61

Course Fee: From R 27 178

Course Duration:

Part-time: ± 40 Weeks (24 Feb '24 - 7 Dec '24)

DJ PRODUCTION

The DJ Production Course is a unique blend of two distinguished educational paths: the Ultimate DJ and Music Production programs. Within this comprehensive curriculum, we offer aspiring DJs a transformative experience that empowers them to not only master the art of DJing but also unleash their creativity in music production.

COURSE VARIATIONS

ALL COURSE OPTIONS DIFFER IN TERMS OF THE NUMBER OF CLASSES INCLUDED.



PRO

Throughout the program, students master FL Studio, sequencing, and sampling while building a strong musical foundation. They explore nuances in arrangement and processing, enhance skills in EQ, automation, compression, and studio equipment. The course delves into mixing intricacies and secrets of mastering. DJ Basics covers gear setup, cueing, and beatmatching, while the DJ Skills section refines gains, EQ, musicality, and advanced mixing. DJ Techniques cover effects, sampling, and digital DJing, with a focus on creating compelling demos. Business acumen is developed with insights into track selection, marketing, branding, social media, public relations, and professionalism. Students also explore growth mindset, handling deadlines, and industry insights covering radio, music history, record labels, publishing, copyright, and fan engagement.

Number of Classes: 66

Course Fee: From R 33 978

Course Duration:

Part-time: ± 40 Wks (24 Feb '24 - 7 Dec '24)

Full-time: ± 18-19 Wks (6 Mar '24 - 19 Jul '24)



**GLOBAL
MASTERCLASS
MOST COMPREHENSIVE**

This course covers all topics included in the Pro course while further exploring Global standard disciplines. Experience the intricacies of studio simulation, collaborative projects, and live recording sessions, while exploring diverse genres and honing skills in music for media and remix challenges. Engage with clients, produce live performances, and delve into the dynamic worlds of podcast production and virtual reality. Elevate your DJing skills with advanced techniques like scratching, mashups, and live beatmaking, and polish your on-camera presence, choreography, microphone control, and storytelling to command the stage with unparalleled charisma. The course culminates in a comprehensive exploration of performing live, live streaming, and online performance strategies, ensuring you're equipped to make an indelible mark in the global music landscape.

Number of Classes: 87

Course Fee: From R 38 976

Course Duration:

Part-time: ± 40 Wks (24 Feb '24 - 7 Dec '24)

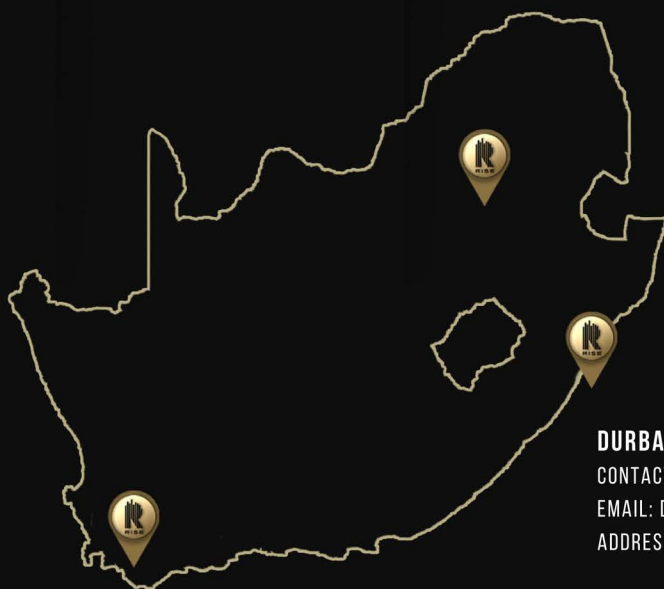
Full-time: ± 18-19 Wks (6 Mar '24 - 19 Jul '24)



**THERE'S
SOMETHING
MAGICAL ABOUT
BEING PART OF A
COMMUNITY
WHERE
EVERYONE
SHARES THE
SAME BURNING
PASSION**

ANDISWA SHABALALA
CLASS OF 2023
DJ PRODUCTION & LIVE SOUND





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