



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

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

04 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

MUSIC PRODUCTION COURSE COLLECTION

Unlock your musical potential and navigate the music and entertainment industry with our comprehensive Music Production Course Collection. This collection offers four dynamic programs, from Music Production and Advanced techniques to DJ and Artist Production, providing you with the skills to craft high-quality tracks, effective marketing strategies, and other essential elements.

MUSIC PRODUCTION

Our Music Production course equips students with the skills to produce high-quality tracks, and effectively market and distribute their music, confidently.

ADVANCED MUSIC PRODUCTION

This course is a comprehensive program focusing on mixing, mastering, & sound design. Designed for experienced producers, this course provides hands-on training in advanced mixing techniques, mastering principles, and innovative sound design methods.

ARTIST PRODUCTION

Our Artist-Producer course uniquely combines the Performance and Music Production programs. It teaches you to set yourself up as a performer who can earn money both on and off stage, ensuring that you are a recognized brand.

DJ PRODUCTION

The DJ Production Course uniquely combines the Ultimate DJ and Music Production programs, empowering aspiring DJs to master both DJing and music production. Graduates emerge with the confidence to perform live and share their personally produced tracks with a global audience.

MUSIC PRODUCTION

Our Music Production course equips students with the skills to produce high-quality tracks, and effectively market and distribute their music.

COURSE VARIATIONS

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



PRACTICAL

In this course, students can expect a transformative journey through the essential skills required to master the foundational phase of music production. Guided by experienced instructors, students will delve into a diverse range of topics, beginning with an exploration of the basics and historical evolution of music production. The course progresses through critical areas such as an in-depth study of FL Studio, the art of song creation, effective sequencing, and the incorporation of sampling techniques. From understanding the fundamentals of music theory to crafting compelling arrangements and utilizing signal processing techniques, students will gain a holistic perspective on the intricacies of music production. With a focus on enhancing both technical proficiency and creative expression, students will explore advanced techniques, including EQ, automation, compression, studio equipment, sound design, mixing, and mastering. Students will emerge equipped with not only the knowledge and skills needed to navigate the complex world of music production but also with a creative mindset to express themselves confidently in this evolving landscape.

Number of Classes: 25

Course Fee: From R 18 678

Course Duration:

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

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



PRO

The Pro Course is a dynamic exploration that not only covers all the practical essentials from the Practical Music Production course but also plunges into the critical elements shaping your success. Explore topics like Track Selection, delving into the intricacies of choosing the right

tracks for maximum impact. The course also tackles Branding and Marketing, providing insights into building a unique identity and effectively promoting your work. Dive into the realms of Social Media and Public Relations to harness the power of online presence, followed by an exploration of EPK (Electronic Press Kit) creation for a professional image.

The curriculum emphasizes the importance of being Professional in various aspects, including dealing with Riders, Networking, and understanding the roles of Agents and Managers. students will gain strategic insights into developing Business Plans and Pitching their ideas, cultivating a Growth Mindset in dealing with deadlines, failure, and stress. Aspiring professionals will learn the ropes of getting into clubs and gigs, attracting new clients, and navigating the complexities of the Radio landscape. The course also covers essential aspects of Music History, Record Labels, and Music Organizations, shedding light on the industry's historical context. students will gain knowledge in Publishing, Studio Professionalism, Copyright, and identifying Alternative Revenue Streams. The curriculum also addresses Fan Engagement and the establishment of Fan Clubs, culminating in a comprehensive exploration of Touring and Live Performances. Students will not only master the technical facets of music production but also learn to navigate the multifaceted world of the music industry with expertise and confidence.

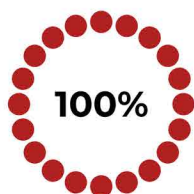
Number of Classes: 51

Course Fee: From R 24 628

Course Duration:

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

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



GLOBAL MASTERCLASS

MOST COMPREHENSIVE

The Global Masterclass Course is a dynamic exploration that not only covers all the essentials from the Pro Music Production course but also plunges into the critical elements shaping your experience. Explore workshops and hands-on topics like Studio Simulation, immersing yourself in a true-to-life studio environment to refine your skills. Engage in a Live Recording Session, experiencing the nuances of capturing music in its raw form. The Collaborative Project segment offers a unique opportunity to collaborate with peers, fostering a sense of teamwork crucial in the industry. Delve into Genre Exploration to widen your musical palette and understand the intricacies of various styles. Music for Media provides insights into composing for visual content, while the Remix Challenge hones your ability to reinterpret and innovate existing tracks. Learn the art of Client Interaction, crucial for navigating the professional landscape, and explore Live Performance Production to master the craft of delivering electrifying performances. The course extends its reach into Podcast Production, teaching the nuances of creating engaging audio content. The Global Masterclass Course offers a holistic and experiential journey that transcends the boundaries of traditional music production education, preparing you for the dynamic challenges of the global industry.

Number of Classes: 61

Course Fee: From R 27 924

Course Duration:

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

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

ADVANCED MUSIC PRODUCTION

The Advanced Music Production Course is a comprehensive program focusing on mixing, mastering, and sound design.

COURSE VARIATIONS

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



This course is designed for students who have already done the Pro or Global Music Production courses and, therefore, only covers Advanced practical topics. Designed for experienced producers, this course provides hands-on training in advanced mixing techniques, mastering principles, and innovative sound design methods. Students will culminate the course, showcasing their refined skills and artistic vision in music production by producing a fully mastered EP.

Number of Classes: 25

Course Fee: From R 18 678

Course Duration:

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

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

ARTIST PRODUCTION

The Artist-Producer program is perfect for aspiring performers who want to produce their own music. If you have ever imagined having your music on the radio or charting on Spotify whilst headlining The Superbowl, you must first master the basics and we have got you covered.

By the end of the program, our students will be confident enough to perform for a live audience and have the skills to submit their music to global labels, having produced their music themselves.

COURSE VARIATIONS

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



The Artist Production Pro Course is a dynamic and all-encompassing program, strategically blending the essential elements of the Music Production Pro Course and the Performance Pro Course. This comprehensive curriculum is meticulously designed to provide aspiring artists with a holistic education covering performance, music production, and vital industry insights.

In the performance segment students engage in vocal coaching, ensuring the development of powerful and emotive voices. The course covers the intricacies of song selection, choreography, and dance, fostering a dynamic and visually engaging stage presence. Microphone control techniques are honed for professional and clear performances in both studio and live settings. Students gain valuable insights into the art of performance, mastering on-camera presentation, and refining their songwriting skills.

Guided by experienced instructors, students will delve into a diverse range of Music Production topics, beginning with an exploration of the basics and historical evolution of music production. The course progresses through critical areas such as an in-depth study of FL Studio, the art of song creation, effective sequencing, and the incorporation of sampling techniques. From understanding the fundamentals of music theory to crafting compelling arrangements and utilizing signal processing techniques, students will gain a holistic perspective on the intricacies of music production. With a focus on enhancing both technical proficiency and creative expression, students will explore advanced techniques, including EQ, automation, compression, studio equipment, sound design, mixing, and mastering.

Furthermore, the course explores topics like Track Selection, delving into the intricacies of choosing the right tracks for maximum impact. The course also tackles Branding and Marketing, providing insights into building a unique identity and effectively promoting your work. Dive into the realms of Social Media and Public Relations to harness the power of online presence, followed by an exploration of EPK (Electronic Press Kit) creation for a professional image.

The curriculum emphasizes the importance of being Professional in various aspects, including dealing with Riders, Networking, and understanding the roles of Agents and Managers. students will gain strategic insights into developing Business Plans and Pitching their ideas, cultivating a Growth Mindset in dealing with deadlines, failure, and stress. Aspiring professionals will learn the ropes of getting into clubs and gigs, attracting new clients, and navigating the complexities of the Radio landscape. The course also covers essential aspects of Music History, Record Labels, and Music Organizations, shedding light on the industry's historical context. students will gain knowledge in Publishing, Studio Professionalism, Copyright, and identifying Alternative Revenue Streams. The curriculum also addresses Fan Engagement and the establishment of Fan Clubs, culminating in a comprehensive exploration of Touring and Live Performances. Students will not only master the technical facets of music production but also learn to navigate the multifaceted world of the music industry with expertise and confidence.

Number of Classes: 59

Course Fee: From R 27 501

Course Duration:

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



The Global Course covers all topics covered in the Artist Production Pro Course, offering an extended exploration into the diverse realms of music creation, performance, and production.

Explore Music Production workshops and hands-on topics like Studio Simulation, immersing yourself in a true-to-life studio environment to refine your skills. Engage in a Live Recording Session, experiencing the nuances of capturing music in its raw form. The Collaborative Project segment offers a unique opportunity to collaborate with peers, fostering a sense of teamwork crucial in the industry. Delve into Genre Exploration to widen your musical palette and understand the intricacies of various styles. Music for Media provides insights into composing for visual content, while the Remix Challenge hones your ability to reinterpret and innovate existing tracks. Learn the art of Client Interaction, crucial for navigating the professional landscape, and explore Live Performance Production to master the craft of delivering electrifying performances. The course extends its reach into Podcast Production, teaching the nuances of creating engaging audio content.

In the Performance chapter students engage in the art of rearranging music, songwriting, and original music creation, further honing their skills in music theory and instrumentation. The course provides an extensive exploration of live performance, focusing on stage presence, audience engagement, stage design, and costume considerations, ensuring a captivating and immersive experience for audiences. Additionally, students delve into the intricacies of recording and studio performance, live streaming, and online performance, staying attuned to the evolving landscape of the modern music industry. The curriculum also expands into critical business and industry topics, including advanced networking strategies, navigating relationships with agents and managers, creating effective business plans, and developing a

growth mindset for sustained success. Practical insights into securing gigs, expanding clientele, and alternative revenue streams are covered, providing students with a holistic understanding of the industry's multifaceted nature. The course also emphasizes the importance of professionalism and explores the dynamics of fan engagement and fan clubs, equipping students with the knowledge and skills needed to thrive as accomplished and well-rounded performers in the global music arena.

The Global Masterclass is a comprehensive, forward-looking program ensuring students not only master the essentials but also stay at the forefront of the evolving landscape of music production and performance.

Number of Classes: 81

Course Fee: From R 32 601

Course Duration:

Part-time: ± 40 Wks (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.

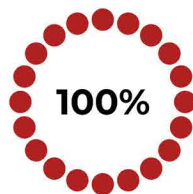
Number of Classes: 66

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:

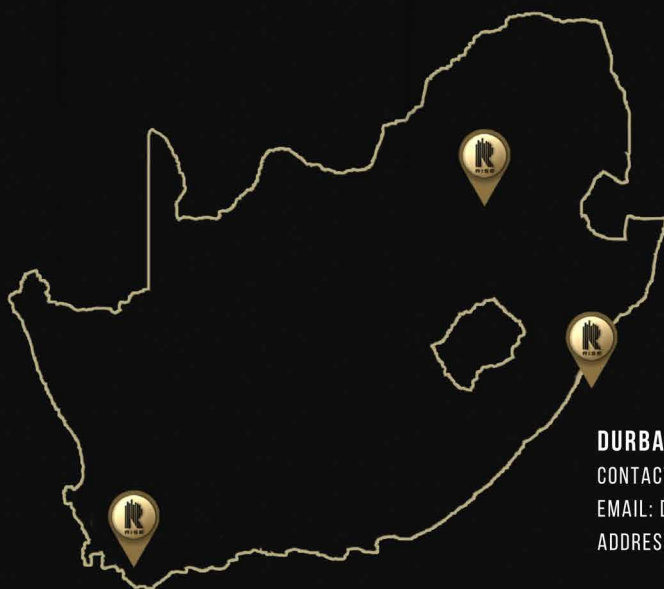
Part-time: ± 40 Wks (24 Feb '24 - 7 Dec '24)

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



JOHANNESBURG

CONTACT NUMBER: 011 447 6651
EMAIL: JOHANNESBURG@RISEACADEMY.CO.ZA
ADDRESS: 173 OXFORD RD, ROSEBANK, JHB

DURBAN

CONTACT NUMBER: 011 447 6651
EMAIL: DURBAN@RISEACADEMY.CO.ZA
ADDRESS: 70 BUCKINGHAM TERRACE, WESTVILLE, DURBAN

CAPE TOWN

CONTACT NUMBER: 021 3000 384
EMAIL: CAPETOWN@RISEACADEMY.CO.ZA
ADDRESS: 80 STRAND ST, CAPE TOWN CITY CENTRE

PHONE: 011 447 6651

WHATSAPP NUMBER: 071 224 3232

GENERAL ENQUIRIES: INFO@RISEACADEMY.CO.ZA

WEBSITE: WWW.RISEACADEMY.CO.ZA