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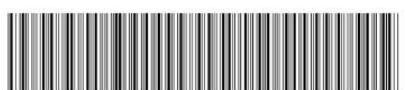
RISE ACADEMY OF ENTREPRENEURSHIP

Your Passion. Our Guidance.
Your Stage.

SINCE 2015

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THE MUSIC
INDUSTRY IS VERY
COMPETITIVE. I
JOINED RISE SO
THAT I COULD TAKE
CONTROL OF MY
CAREER AND BE AN
INDEPENDENT
SUCCESSFUL
WOMAN.

Nontobeko Ngema - Mawhoo
Music Production
Class of 2022 and 2023

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Craig Green

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Higher Occupational Certificate in Sound Operation, Live Sound

DJ COURSE COLLECTION

Ultimate DJ, Advanced DJ, DJ Production

MUSIC PRODUCTION COURSE COLLECTION

Music Production, Advanced Music Production, DJ Production, Artist Production

PERFORMANCE COURSE COLLECTION

Performance, Artist Production

BUSINESS COURSE COLLECTION

Artist Management, Music Industry Business, Entrepreneurship

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Welcome to RISE Academy, where your passion for music becomes your path to success.

Since our founding in 2015, we've dedicated ourselves to transforming raw talent into marketable performers. We understand that mastering the music industry goes beyond technical skills—it requires real-world experience, business savvy, and a deep understanding of the industry itself. At RISE Academy, we provide an all-encompassing education that empowers aspiring DJs, producers, performers, and sound engineers to build their careers and personal brands with confidence.

The local and international music scenes are evolving rapidly. With the rise of digital platforms, social media, and global streaming, musicians now have unprecedented access to audiences across the world. The demand for diverse talent, fresh sounds, and innovative performers is higher than ever. Whether you're looking to headline a major festival, produce chart-topping tracks, or build a sustainable career behind the scenes, the opportunities are endless. Now is the perfect time to enter the music industry, and at RISE Academy, we're here to guide you every step of the way.

“ Our approach is simple: provide our students with the practical tools, real-world experience, and business acumen needed to thrive in today’s competitive market. ”

From mastering your craft to navigating the complexities of branding and networking, our programs are designed to equip you with everything you need to succeed.

We look forward to being part of your journey.

Craig Green

Warm regards,
Craig Green
Director, RISE Academy

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

ANDISWA SHABALALA
CLASS OF 2023
DJ PRODUCTION & LIVE SOUND



THE RISE ACADEMY APPROACH TO MASTERING THE MUSIC INDUSTRY

At RISE Academy, we don't just teach you how to perform – we equip you to thrive.

Established in 2015, we've transformed raw talent into profitable, marketable brands by merging creative expertise with business know-how. As Africa's premier academy combining artistry with entrepreneurship, our programs are designed to empower DJs, music producers, performers, and sound engineers to build sustainable, successful careers.

But mastering the music industry takes more than just technical skills. True success comes from understanding the whole picture – from the stage to the studio and the boardroom. At RISE Academy, we focus on four key elements that shape the future of every artist;

01

The Practical

In the Practical chapter, we break down the complexities of DJing, music production, and live performance into hands-on lessons. Whether you're learning how to perfect your first mix or developing advanced techniques, we ensure you have the essential tools to elevate your craft. Wherever you are in your journey, this chapter guarantees you'll leave with the skills and knowledge to take your passion to the next level.

02

The Experience

We believe that real-world experience is crucial. In the Experience chapter, we immerse you in simulated industry scenarios, providing invaluable insight into what it truly takes to succeed. We go beyond just theory, preparing you to face the challenges and excitement of the professional world with confidence.

03

The Business

Talent alone won't make you a star – knowing how to market yourself will. In the Business chapter, we guide you through essential elements like branding, social media, and securing gigs. You'll learn how to position yourself for growth and success in an increasingly competitive market, overcoming setbacks and stress with resilience and professionalism.

04

The Industry

RISE Academy's Industry chapter dives deep into the intricacies of the music business. From understanding the dynamics of record labels and publishing to touring, fan engagement, and alternative revenue streams, we prepare you to navigate the ever-evolving music landscape. You'll gain a comprehensive view of the global industry and learn how to make your mark on it.

At RISE Academy, we provide more than just an education – we build careers.

Ready to take the next step? Let's make your dreams a reality.



AVAILABLE COURSES

01 02 03 04 05

SOUND OPERATION	DJ COURSE COLLECTION	MUSIC PRODUCTION COURSE COLLECTION	PERFORMANCE COURSE COLLECTION	BUSINESS COURSE COLLECTION
Higher Occupational	Ultimate DJ	Music Production	Performance	Music Industry Business
Certificate in Sound Operation	Advanced DJ DJ Production	Advanced Production Artist Production DJ Production	Artist Production	Entrepreneurship Artist Management
Live Sound				

HIGHER OCCUPATIONAL CERTIFICATE IN SOUND OPERATION

Are you aiming for a career in sound for music, film, live events, or broadcasting? This course equips you with the technical skills and business acumen to thrive as a Sound Engineer, Broadcast Sound Specialist, or Post-Production Sound Expert. You'll master sound theory, audio equipment operation, and sound management for various settings, from live concerts to film production. Whether you dream of becoming a Live Sound Technician, Foley Artist, or Field Recordist, this course provides a solid foundation for a wide range of careers in the dynamic world of sound.

LIVE SOUND

This course is perfect for anyone passionate about music, sound, and live events! A Sound Engineer needs hands-on experience to stand out in the competitive industry, which is why this course blends practical lessons with real-world event work. Our students gain experience by working on sound setups for major events, including concerts by top artists like Nasty C and Black Coffee. Partnered with The Live Group, known for its 22 years of experience and perfect event safety record, we ensure you get the event experience needed to build an impressive CV and thrive in the live sound industry.

01 SOUND OPERATOR COURSE COLLECTION

HIGHER OCCUPATIONAL CERTIFICATE IN SOUND OPERATION NQF LEVEL 5



Are you passionate about sound and looking for a career in music, film, live events, or broadcasting? Have you ever dreamt of becoming a Sound Engineer, Audio Technician, or Broadcast Sound Specialist? This course equips you with the skills and knowledge needed to thrive in diverse audio settings, including live events, recording studios, and broadcasting.

Students will master sound theory, operate professional audio equipment, and apply advanced knowledge of audio principles to meet professional industry standards. Whether aspiring to be a Live Sound Technician, Foley Artist, Music Producer, or Field Recordist, graduates will be prepared for various roles across multiple sectors, including film and television as Dialogue Editors, managing live audio for concerts and events as Sound Mixers, or specializing in Post-Production Sound for media.

A Sound Operator is responsible for setting up and operating audio equipment to record, edit, mix, enhance, and amplify sound for live, recorded, and broadcast productions. This course ensures that students become proficient in these technical skills while also developing the ability to efficiently prepare and maintain sound equipment to optimize performance.

Beyond technical expertise, students will gain essential business management skills, enabling them to manage projects, resources, and logistics effectively. By the end of the course, graduates will have the expertise to work professionally in sound, mastering both live and studio environments, and be fully equipped for success in the sound industry.

- Qualification: NQF Level
- Duration: 1 year
- Course Fee: R85,500.00
- Various payment options available

**BONUS
DJ OR MUSIC
PRODUCTION COURSE
VALUED AT R24,600,
INCLUDED FOR FREE!**

LIVE SOUND

This course is for you if you are passionate about music, sound, and live events! One of the most important things a Sound Engineer needs before getting hired to work at big events is lots of experience. That's why this course covers both practical lessons and real-world event and production experience – so that we ensure your CV shines in this super competitive industry! Our students get to work on the set-up and sound for incredible events. In the past, they have worked on events with headlining artists as big as Black Coffee and Nasty C. We are partnered with The Live Group, which owns multiple event companies. Such a partnership ensures our students a range of event experiences. The Live Group has 22 years of experience, a perfect event safety record, and one of the best reputations for professionalism in the business. If you want to work on the sound at some of the most exciting events in the country, we've got you covered!

PRO

Section 1: The Foundation of Live Sound

In this first section, we'll delve into the foundational elements of live sound engineering. We'll start by exploring the concept of "What is a Sound System," setting the stage for understanding the intricate components and their roles in delivering live audio experiences. Next, we'll journey into the world of "Frequency Response," unraveling how different frequencies shape the sonic landscape. We'll also decode the language of "Decibels and Sound Levels," learning to measure and manage volume effectively. Then, we'll investigate the unique challenges presented by "Indoor vs Outdoor Sound," understanding how the environment influences sound production.

Section 2: Fine-Tuning the Craft

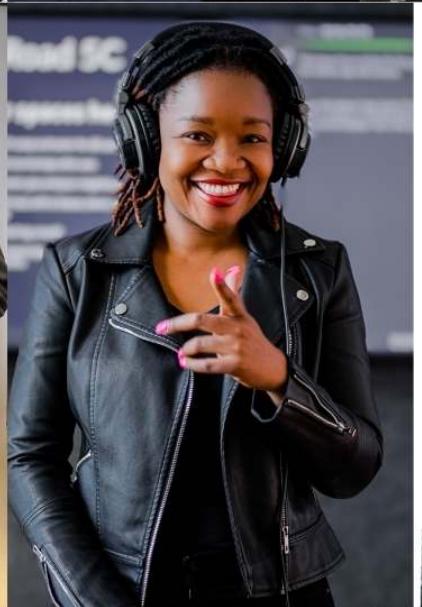
In Section 2 we'll continue our exploration of live sound with a focus on advanced topics. We'll delve into the art of using "Microphones" effectively, covering various types and applications. "Preamps, Small Mixers, and Mixing Consoles" will provide insight into the technical aspects of audio control. "Power Amplifiers" and "Loud Speakers" will be our next stops, exploring the crucial components that shape sound quality. We'll then venture into the

world of "Signal Processing and EFX," discovering how to enhance audio quality and creativity. We'll also emphasize the significance of "Cabling" for smooth and efficient sound transmission. Lastly, we'll apply all this knowledge to real-world scenarios in "Event Scenarios," learning to adapt and excel in various live sound contexts.

Section 3: the setup

At the core of this course lies the understanding that experience is paramount for a Sound Engineer's success. To equip you with the edge you need, we blend practical lessons with actual event and production involvement. Our students aren't just learning theories; they're setting up soundscapes for breathtaking events. Imagine contributing to events headlined by giants like Black Coffee – because, at our institution, you will.

- **Number of classes: 26**
- **Course fee: R 28,500.00 (Various payment options available)**
- **Schedule: part-time**



ULTIMATE DJ

The Ultimate DJ program is your gateway to turning your DJing aspirations into reality. Whether your goal is to headline festivals like Ultra or dominate the stages of Ibiza, mastering the fundamentals is crucial—and we'll be with you every step of the way.

ADVANCED DJ

Designed for DJs who are already confident on stage, this course takes your skills to the next level. You'll learn advanced DJ techniques, intricate mixing skills, and powerful effects that will set you apart and ensure you leave a lasting impression.

DJ PRODUCTION

Combining elements from both DJing and Music Production, this course empowers you to excel in both fields. It's the perfect starting point for anyone looking to master the essentials of DJing and production together.

DJ COURSE COLLECTION

Our programs are designed to cater to both beginners and seasoned professionals, nurturing not just DJs but also artists and entrepreneurs.

The DJ Course Collection features three specialized courses tailored for everyone: Ultimate DJ, Advanced DJ, and DJ Production.



ULTIMATE DJ

The Ultimate DJ Course is RISE Academy's flagship DJ training program – designed to take aspiring DJs from beginners to full-fledged professionals ready to perform on any stage. The course is divided into four progressive levels – Intro, Basic, Pro, and Global Masterclass – each building upon the last to develop technical mastery, creative artistry, and business readiness.

INTRO LEVEL

The Intro Level is where every DJ journey begins. Students are introduced to the core principles of DJing – learning how to set up their gear, cue tracks, and understand the essential functions of digital DJ software. This stage focuses on beatmatching, EQ balancing, and developing musical timing and flow between songs. By the end of this level, students will have a solid grasp of the basics and the confidence to create smooth, seamless mixes while understanding the structure of a DJ set.

- **Number of classes:** 5
- **Course fee:** R5,750
- **Schedule:** part-time or full-time

BASIC LEVEL

At the Basic Level, students take their foundational skills to the next stage by refining their mixing ability and learning to perform more creatively. They begin to explore effects and sampling, experiment with different mixing techniques, and start discovering their unique sound and style. This level also introduces the fundamentals of branding, marketing, and professionalism – equipping students with the skills to begin presenting themselves as artists both on stage and online. By the end of this level, students are comfortable performing short live sets with creative transitions and an emerging artistic identity.

- **Number of classes:** 17
- **Course fee:** R16,350 (Various payment options available)
- **Schedule:** part-time or full-time

PRO LEVEL

The Pro Level transforms students from DJs into confident live performers. At this stage, students learn how to connect with audiences, adapt to different environments, and use performance elements such as live vocals, mashups, and genre switching to craft dynamic sets. They also focus on professionalism, building industry connections, and understanding the business aspects of being a DJ, including working with agents, creating riders, and pitching themselves for gigs. By the end of this level, students are fully performance-ready, with the ability to manage both the technical and professional demands of the industry.

- **Number of classes:** 31
- **Course fee:** R28,850 (Various payment options available)
- **Schedule:** part-time or full-time

GLOBAL MASTERCLASS

The Global Masterclass represents the pinnacle of DJ training at RISE Academy. This level is designed for students ready to take their craft to the global stage – mastering advanced techniques and performance technologies used by top international DJs. Students learn to integrate live beatmaking, visual elements, and even AI-enhanced performance tools into their sets, preparing them for festival stages and hybrid DJ/live performances. Alongside the creative training, they also explore the professional landscape in depth, including record labels, publishing, music distribution, touring, and building long-term revenue streams. By the end of the Masterclass, students emerge as well-rounded professionals with the creative, technical, and business skills needed to thrive in the global music industry.

- **Number of classes:** 53
- **Course fee:** R41,500 (Various payment options available)
- **Schedule:** part-time or full-time

ADVANCED DJ

The Advanced DJ Course is designed for students who already have a strong foundation in DJing and want to push their creativity, performance ability, and technical expertise to a professional level. This course focuses on precision, artistry, and stagecraft – preparing DJs to perform confidently across genres, events, and audiences. It's divided into three progressive levels: Practical, Pro, and Global Masterclass, each deepening both the musical and professional dimensions of a student's journey.

PRACTICAL

The Practical Level takes DJs beyond the basics and into the realm of true technical artistry. Students learn to optimize their digital DJ software, adapt to various hardware setups, and master techniques like looping, effects processing, and harmonic mixing. They begin exploring creative tools such as hot cues, live sampling, and stems DJing to deconstruct and rebuild songs in real time. Lessons on tempo mapping, BPM transitions, and sound spectrum awareness teach students how to create dynamic, genre-blending sets that flow naturally across styles. By the end of this level, students can perform confidently using multiple decks and professional-grade gear, bringing precision and creativity together in every mix.

- **Number of classes: 15**
- **Course Fee: R16,450 (Various payment options available)**
- **Schedule: part-time or full-time**

PRO

At the Pro Level, DJs evolve from skilled technicians into captivating performers. Students develop their stage presence and learn to control energy, mood, and audience engagement throughout their sets. They experiment with scratching, cue-point performance, and live looping, while learning to integrate external instruments and hybrid setups to elevate their sound. This level also focuses on the professional aspects of the craft – branding, marketing, networking, and managing relationships with agents, venues, and collaborators. By combining advanced performance skills with real-world business insight, students at the Pro Level emerge ready to take on competitive events, residencies, and festivals.

- **Number of classes: 31**
- **Course Fee: R28,850 (Various payment options available)**
- **Schedule: part-time or full-time**

GLOBAL MASTERCLASS

The Global Masterclass represents the peak of DJ development – where technical mastery meets artistic identity and professional independence. Students learn to deliver world-class performances that fuse live beatmaking, visuals, and AI-enhanced remixing with seamless genre transitions and crowd control.

The program covers the broader music ecosystem, from working with record labels and publishers to understanding distribution, copyright, and touring logistics. Students also explore fan engagement, alternative income streams, and long-term career sustainability. By graduation, they have the confidence, artistry, and industry knowledge to perform anywhere in the world as complete, self-sufficient DJ artists.

- **Number of classes: 53**
- **Course Fee: R41,500 (Various payment options available)**
- **Schedule: part-time or full-time**

DJ PRODUCTION

The DJ Production Course is designed for students who want to become more than just DJs – it's for those who want to produce, perform, and shape their own sound. This course combines the art of DJing with the technical craft of music production, giving students the ability to create original tracks, remixes, and live performances that stand out in the industry. It is divided into two key levels – Pro and Global Masterclass – guiding learners from solid production foundations to advanced creative mastery and industry professionalism.

PRO

At the Pro Level, students dive into both the DJ and production sides of the craft. The program begins by reinforcing essential DJ skills such as beatmatching, mixing, and digital software operation before transitioning into full-scale music production. Using software like FL Studio, students learn to compose, sequence, and arrange their own songs, exploring core principles such as sampling, music theory, EQ, compression, and sound design.

Throughout this stage, the course emphasizes creative freedom and practical application – from crafting beats and layering melodies to processing, mixing, and mastering finished tracks. Students also gain experience in vocal recording, remixing, and live performance production, bridging the gap between studio work and stage performance. By the end of this level, students can confidently produce their own tracks, prepare polished DJ sets, and perform original material live.

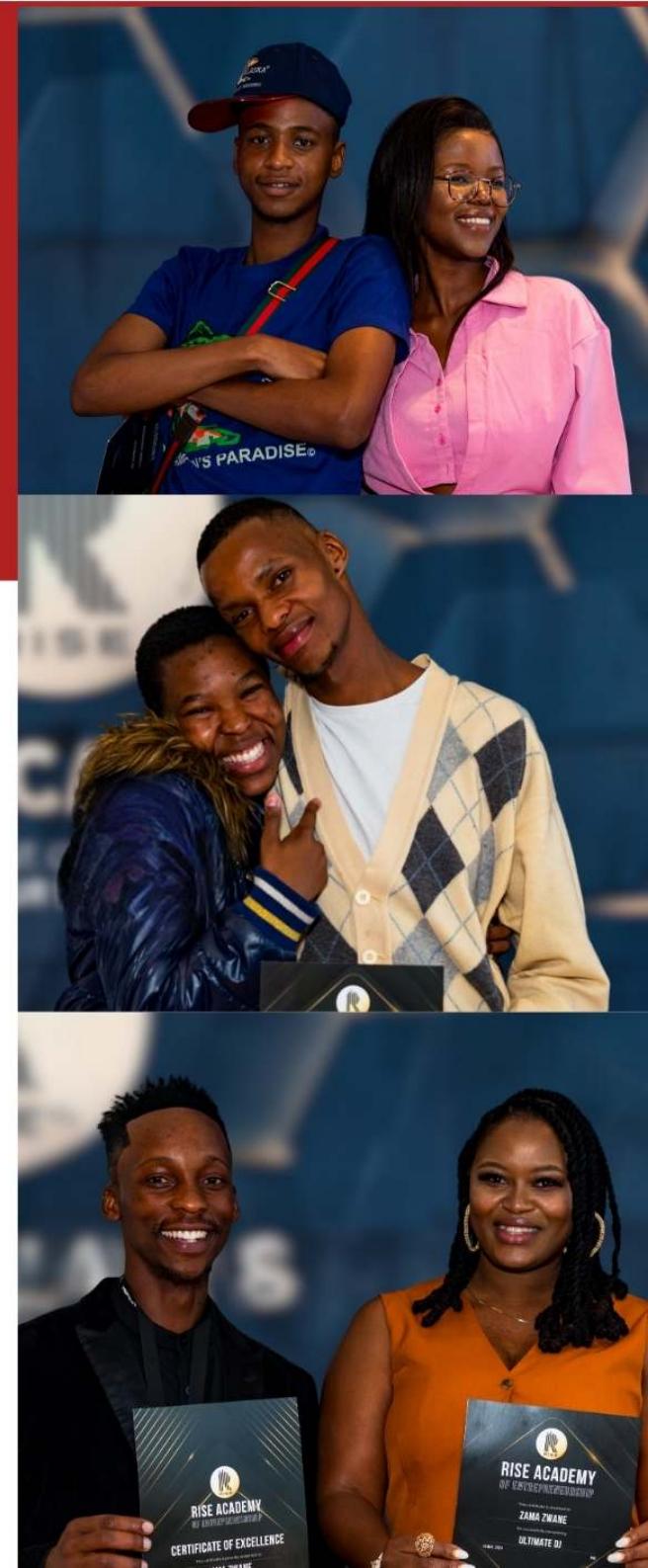
- **Number of classes: 65**
- **Course Fee: R49,050 (Various payment options available)**
- **Schedule: part-time or full-time**

GLOBAL MASTERCLASS

The Global Masterclass takes students into professional territory – where music production meets artistry and performance meets innovation. This level focuses on refining creative workflows and expanding technical skill sets for real-world application. Students explore advanced topics such as field recording, sound design for film and games, soundtrack composition, and AI-assisted music generation. They also develop the skills needed to manage full live performance productions, record podcasts, and handle post-production for media projects.

Beyond technical expertise, this level prepares students for the realities of the music industry. Lessons cover branding, marketing, publishing, distribution, touring, and fan engagement, giving students a complete understanding of how to operate as independent artists. By graduation, students emerge as well-rounded creators capable of producing, performing, and monetizing their work across multiple platforms – from clubs and streaming to film, television, and online media.

- **Number of classes: 86**
- **Course Fee: R62,920 (Various payment options available)**
- **Schedule: part-time or full-time**





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.

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.

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.

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

The Music Production Course is designed for creators who want to bring their musical ideas to life from concept to completion. This program teaches students to compose, record, and produce professional-quality tracks using industry-standard tools and workflows. Whether you're an aspiring producer, artist, or sound designer, the course develops your technical expertise, creative confidence, and understanding of the modern music industry.

It is structured into three levels – Practical, Pro, and Global Masterclass – each expanding your ability to produce, perform, and thrive as a music professional.

PRACTICAL

The Practical Level builds the essential skills every producer needs to create and finish their own music. Students learn how to navigate music production software, sequence beats, create melodies, and understand song arrangement and structure. The course introduces key production techniques such as EQ, compression, sampling, and automation, while also exploring sound design and the creative use of effects.

Practical sessions focus on applying these techniques in real projects – from crafting original beats to mixing and mastering complete tracks. By the end of this level, students are capable of producing professional-grade songs and understand the full production workflow from start to finish.

- **Number of classes:** 22
- **Course Fee:** R 24,500.00 (Various payment options available)
- **Schedule:** part-time or full-time

PRO

At the Pro Level, students move from technical learning to creative execution. This stage focuses on developing a signature sound, refining production techniques, and integrating music theory into compositional choices. Students engage in advanced lessons on vocal recording, remixing, and soundtrack production, while experimenting across multiple genres to build versatility.

They also explore new territories such as AI-assisted music creation, podcast and media production, and post-production for film and television. Practical projects and workshops encourage collaboration, live recording, and real-world application. By the end of this level, students not only produce confidently but can also tailor their work for various audiences and media platforms.

- **Number of classes:** 49
- **Course Fee:** R 36,900.00 (Various payment options available)
- **Schedule:** part-time or full-time

GLOBAL MASTERCLASS

The Global Masterclass prepares students to operate as full-scale music professionals in an evolving global industry. This level focuses on professional development – refining both artistic and business skills. Students learn how to release music independently, manage their brand, work with record labels and publishers, and understand the economics of distribution and royalties.

They also gain insight into live performance integration, fan engagement, and alternative income streams in music. The curriculum bridges production mastery with entrepreneurship, equipping students to navigate the industry as self-sufficient artists and producers. By graduation, students emerge as confident creators capable of producing, performing, and sustaining a professional career in music.

- **Number of classes:** 60
- **Course Fee:** R 49,550.00 (Various payment options available)
- **Schedule:** part-time or full-time

ADVANCED MUSIC PRODUCTION

The Advanced Music Production Course is designed for experienced producers and sound engineers who want to push their creative, technical, and professional abilities to a world-class level. This course explores every dimension of modern music production – from advanced mixing and mastering, to spatial sound, hybrid workflows, collaboration, and production for media, gaming, and live performance. Students refine their sound design, workflow, and critical listening skills while developing the business, branding, and industry knowledge needed to sustain a professional career.

The course is structured across three levels – Practical, Pro, and Global Masterclass – with each level expanding on the last to deliver deeper expertise and broader industry application.

PRACTICAL

The Practical Level focuses on mastering the advanced technical and creative foundations of music production.

Students dive into high-level topics such as advanced mixing and mastering, dynamic processing, hybrid analog/digital workflows, and creative sound design. They explore experimental mixing, arrangement for different genres, and spatial imaging while learning how to produce cohesive, industry-standard projects.

By the end of this level, students can confidently mix and master across multiple genres, design unique sounds, and deliver fully polished projects for commercial release or collaboration.

- **Number of classes: 27**
- **Course Fee: R 30,250.00 (Various payment options available)**
- **Schedule: part-time or full-time**

PRO

The Pro Level builds on the practical foundation and introduces the business and industry components essential for professional producers.

In addition to all practical topics, students cover branding, marketing, networking, professionalism, and music business strategy, ensuring they can operate as independent artists, freelancers, or studio professionals.

The course also explores the structure of the modern music industry – including record labels, publishing, distribution, copyright, and live performance logistics – giving producers the knowledge to position themselves for long-term success.

By the end of the Pro Level, students are ready to manage their own projects, build client relationships, and navigate the professional landscape of music and media production.

- **Number of classes: 54**
- **Course Fee: R 42,650.00 (Various payment options available)**
- **Schedule: part-time or full-time**

GLOBAL MASTERCLASS

The Global Masterclass includes everything taught in both the Practical and Pro Levels, while expanding into the most advanced areas of music creation and industry integration. Students gain hands-on experience with professional workshops such as vocal recording and processing, sound design for film and games, field recording, AI-generated music, live performance production, podcasting, and post-production for media.

This level develops mastery across creative, technical, and commercial disciplines, preparing students to work in advanced roles – from mixing engineer and sound designer to producer, composer, or audio entrepreneur.

By graduation, Global Masterclass students have the expertise, portfolio, and professional confidence to produce for any platform – from streaming and sync licensing to immersive audio, gaming, and live global performance.

- **Number of classes: 65**
- **Course Fee: R 55,300.00 (Various payment options available)**
- **Schedule: part-time or full-time**

DJ PRODUCTION

The DJ Production Course is designed for students who want to become more than just DJs – it's for those who want to produce, perform, and shape their own sound. This course combines the art of DJing with the technical craft of music production, giving students the ability to create original tracks, remixes, and live performances that stand out in the industry. It is divided into two key levels – Pro and Global Masterclass – guiding learners from solid production foundations to advanced creative mastery and industry professionalism.

PRO

At the Pro Level, students dive into both the DJ and production sides of the craft. The program begins by reinforcing essential DJ skills such as beatmatching, mixing, and digital software operation before transitioning into full-scale music production. Using software like FL Studio, students learn to compose, sequence, and arrange their own songs, exploring core principles such as sampling, music theory, EQ, compression, and sound design.

Throughout this stage, the course emphasizes creative freedom and practical application – from crafting beats and layering melodies to processing, mixing, and mastering finished tracks. Students also gain experience in vocal recording, remixing, and live performance production, bridging the gap between studio work and stage performance. By the end of this level, students can confidently produce their own tracks, prepare polished DJ sets, and perform original material live.

- **Number of classes: 65**
- **Course Fee: R49,050 (Various payment options available)**
- **Schedule: part-time or full-time**

- **Number of classes: 86**
- **Course Fee: R62,920 (Various payment options available)**
- **Schedule: part-time or full-time**

GLOBAL MASTERCLASS

The Global Masterclass takes students into professional territory – where music production meets artistry and performance meets innovation. This level focuses on refining creative workflows and expanding technical skill sets for real-world application. Students explore advanced topics such as field recording, sound design for film and games, soundtrack composition, and AI-assisted music generation. They also develop the skills needed to manage full live performance productions, record podcasts, and handle post-production for media projects.

Beyond technical expertise, this level prepares students for the realities of the music industry. Lessons cover branding, marketing, publishing, distribution, touring, and fan engagement, giving students a complete understanding of how to operate as independent artists. By graduation, students emerge as well-rounded creators capable of producing, performing, and monetizing their work across multiple platforms – from clubs and streaming to film, television, and online media.

- **Number of classes: 86**
- **Course Fee: R62,920 (Various payment options available)**
- **Schedule: part-time or full-time**



DJ Melzi

DJ Production
Class of 20219



ARTIST PRODUCTION

The Artist Production Course combines the creativity of music production, the performance skills of a live artist, and the professional development of a business-ready musician. Students learn to produce, perform, and present themselves as complete artists – capable of writing, recording, and performing original music while managing their image, brand, and career direction. The course is offered in two levels: Pro and Global Masterclass.

PRO

The Pro Level is designed to develop both the creative and technical foundation of an artist-producer.

Students are trained in full-scale music production – learning to compose, arrange, mix, and master songs using professional DAWs and studio equipment. Alongside this, performance training covers vocal control, stage presentation, choreography, and songwriting, ensuring students can both create and deliver music confidently.

The program also includes core business and industry studies such as branding, marketing, professionalism, networking, and artist management fundamentals – giving students the tools to navigate the professional music environment.

By the end of the Pro Level, students can produce complete tracks, perform live with confidence, and understand how to position themselves as emerging artists in today's industry.

- **Number of classes:** 64
- **Course Fee:** R 48,015.00 (Various payment options available)
- **Schedule:** part-time or full-time

GLOBAL MASTERCLASS

The Global Masterclass expands on everything taught in the Pro Level, including all topics covered in the Pro course, while adding advanced creative and industry modules.

Students take their music production further through workshops in vocal recording, soundtrack creation, sound design for film and games, AI-assisted music generation, and live performance production.

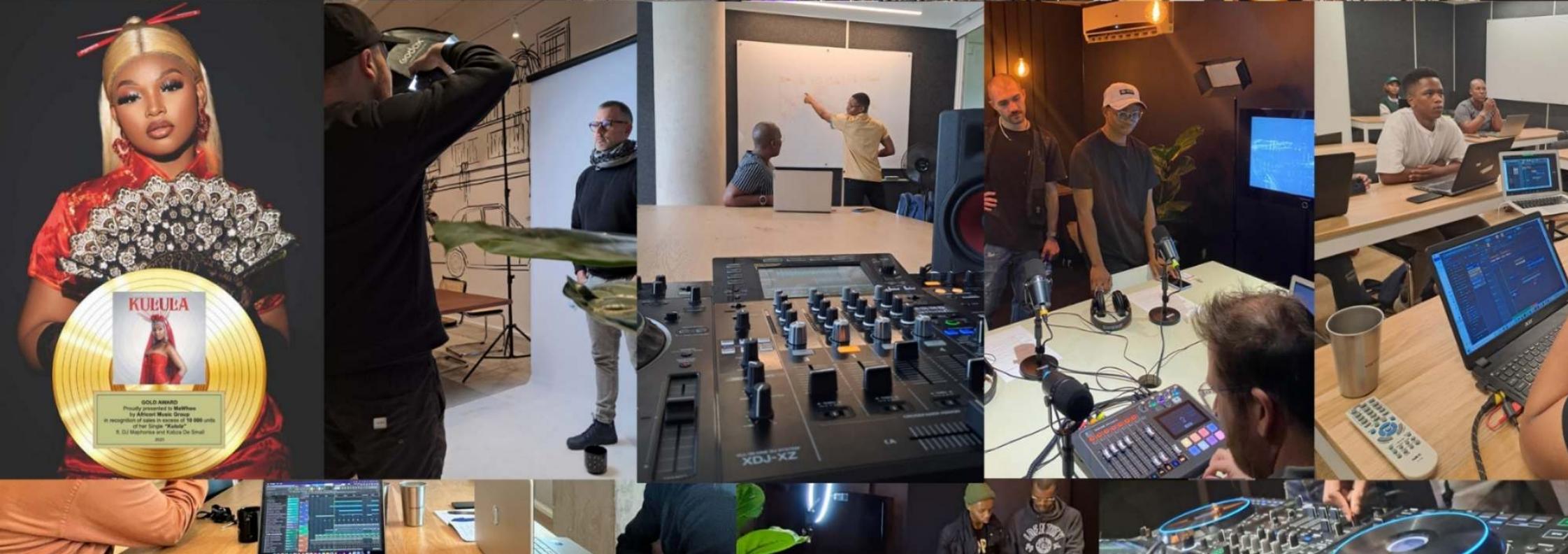
Performance training deepens into professional artistry – exploring on-camera presence, audience engagement, stage design, and live streaming for digital audiences.

The business and industry sections advance to international level, covering contract negotiation, publishing, global distribution, copyright, touring logistics, fan engagement, and revenue diversification.

By graduation, Global Masterclass students are not only producers and performers but also fully-formed professional artists, ready to release and manage their careers on both local and international stages.

- **Number of classes:** 85
- **Course Fee:** R 62,000.00 (Various payment options available)
- **Schedule:** part-time or full-time

LILNOSEBLEED
SIBUSISO DHLAMINI
ARTIST PRODUCTION
CLASS OF 2021



PERFORMANCE

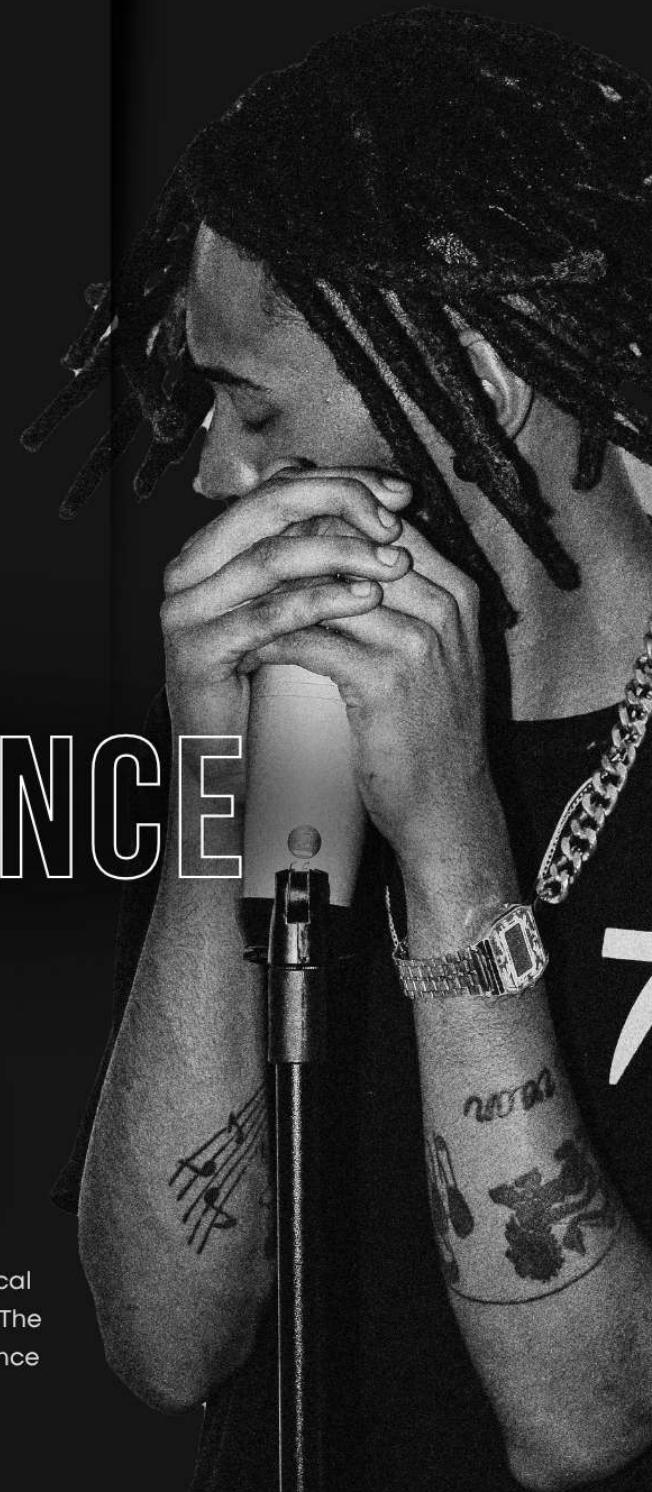
Dive into the world of entertainment armed with a comprehensive curriculum that covers everything from vocal coaching to choreography, and every aspect in between.

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.

24 PERFORMANCE COURSE COLLECTION

Dive into the world of entertainment armed with a comprehensive curriculum that covers everything from vocal coaching to choreography, and every aspect in between. The Performance Course Collection offers 2 courses; Performance and Artist Production.



PERFORMANCE

The Performance Course is designed for aspiring live performers, vocalists, and stage artists who want to master every element of performing to an audience – from vocal control and stagecraft to image, confidence, and professionalism. Students learn to prepare and deliver dynamic live performances while developing a deep understanding of the music industry and how to thrive as independent or represented performers.

The course is structured across three levels – Practical, Pro, and Global Masterclass – each one developing stronger performance technique, creative expression, and industry readiness.

PRACTICAL

The Practical Level introduces students to the fundamentals of performance and stage confidence. Lessons include vocal coaching, song selection, and music re-arrangement for live settings. Students learn choreography, dance, and microphone control, along with songwriting and original music creation. Core music theory and instrumentation are explored to help performers understand structure and harmony, while live practice sessions and repeated performance exercises build stage presence and control.

By the end of this level, students can prepare and deliver a complete live performance with technical accuracy and artistic flair.

- **Number of classes: 14**
- **Course Fee: R 15,300.00 (Various payment options available)**
- **Schedule: part-time or full-time**

PRO

At the Pro Level, students refine their stage identity and expand into the professional side of live performance. The curriculum revisits all Practical topics with a higher degree of precision and showmanship – from advanced vocal and stage work to songwriting and live execution. In addition, students begin to develop their personal brand through business and marketing modules covering branding, target marketing, social media, PR, professionalism, and networking. They learn how to build electronic press kits, manage riders, and connect with agents and managers, while also focusing on mindset, stress management, and securing gigs.

By the end of this level, performers are ready to represent themselves professionally and perform confidently across various venues and audiences.

- **Number of classes: 30**
- **Course Fee: R 27,700.00 (Various payment options available)**
- **Schedule: part-time or full-time**

GLOBAL MASTERCLASS

The Global Masterclass takes performance to an international standard, merging artistry, business, and industry knowledge. Students perfect their live delivery through advanced lessons in on-camera presentation, stage presence, audience engagement, and live streaming performance. They also explore areas like stage design, costume, and wardrobe, recording and studio performance, and maintaining vocal health through hearing and technique testing.

Alongside their artistic growth, students deepen their understanding of the professional landscape – covering branding, marketing, publishing, copyright, touring, fan engagement, and alternative income streams.

By the end of this level, graduates are prepared to perform, record, and manage themselves as complete professional artists, equipped for both local and international opportunities.

- **Number of classes: 51**
- **Course Fee: R 39,200.00 (Various payment options available)**
- **Schedule: part-time or full-time**

ARTIST PRODUCTION

The Artist Production Course combines the creativity of music production, the performance skills of a live artist, and the professional development of a business-ready musician. Students learn to produce, perform, and present themselves as complete artists – capable of writing, recording, and performing original music while managing their image, brand, and career direction. The course is offered in two levels: Pro and Global Masterclass.

PRO

The Pro Level is designed to develop both the creative and technical foundation of an artist-producer.

Students are trained in full-scale music production – learning to compose, arrange, mix, and master songs using professional DAWs and studio equipment. Alongside this, performance training covers vocal control, stage presentation, choreography, and songwriting, ensuring students can both create and deliver music confidently.

The program also includes core business and industry studies such as branding, marketing, professionalism, networking, and artist management fundamentals – giving students the tools to navigate the professional music environment.

By the end of the Pro Level, students can produce complete tracks, perform live with confidence, and understand how to position themselves as emerging artists in today's industry.

- **Number of classes: 64**
- **Course Fee: R 48,015.00 (Various payment options available)**
- **Schedule: part-time or full-time**

GLOBAL MASTERCLASS

The Global Masterclass expands on everything taught in the Pro Level, including all topics covered in the Pro course, while adding advanced creative and industry modules.

Students take their music production further through workshops in vocal recording, soundtrack creation, sound design for film and games, AI-assisted music generation, and live performance production.

Performance training deepens into professional artistry – exploring on-camera presence, audience engagement, stage design, and live streaming for digital audiences.

The business and industry sections advance to international level, covering contract negotiation, publishing, global distribution, copyright, touring logistics, fan engagement, and revenue diversification.

By graduation, Global Masterclass students are not only producers and performers but also fully-formed professional artists, ready to release and manage their careers on both local and international stages.

- **Number of classes: 85**
- **Course Fee: R 62,000.00 (Various payment options available)**
- **Schedule: part-time or full-time**



SIBONGILE MAJOZ
DJ PRODUCTION, CLASS OF 2023
LIVE SOUND, CLASS OF 2024

ARTIST MANAGEMENT

Artist Management focuses on the skills needed to guide and develop artists, covering talent identification, branding, marketing, touring, financial management, and legal considerations. Students will learn how to navigate the complexities of the music industry while building sustainable careers for their artists.

MUSIC INDUSTRY BUSINESS

Music Industry Business provides a deep understanding of the business side of music, covering branding, marketing, networking, industry standards, record labels, publishing, distribution, and copyright. This course equips students with the tools to operate professionally and succeed in various music industry roles.

05 BUSINESS COURSE COLLECTION

The Artist Management and Music Industry Business courses provide a comprehensive foundation for navigating the business side of the music industry. Covering essential topics such as branding, marketing, networking, legal aspects, and financial planning, these courses equip students with the knowledge and skills needed to manage artists, build successful careers, and develop sustainable businesses in the ever-evolving music landscape.



ARTIST MANAGEMENT

The Artist Management Course is designed to equip aspiring and established managers with the skills, knowledge, and industry insight needed to successfully guide artists in the modern music business. Covering key areas such as talent development, branding, marketing, legal aspects, and financial management, this course provides a comprehensive understanding of how to build and sustain a successful career for artists.

Through in-depth lessons, students will explore the role and responsibilities of an artist manager, learning how to identify and nurture talent while shaping an artist's brand and image. Marketing and promotion strategies are a key focus, covering branding techniques, social media, public relations, and the creation of electronic press kits (EPKs) to maximize an artist's visibility and fan engagement.

The course also delves into the legal and contractual aspects of artist management, including contract negotiation, copyright, licensing, and industry regulations. Students will develop skills in financial management, learning how to budget, plan revenue streams, and manage royalties to ensure long-term financial success for their artists.

Live performances and touring are essential aspects of an artist's career, and this course provides training in tour management, booking, logistics, and budgeting, ensuring managers can successfully plan and execute tours. Additionally, students will learn crisis management techniques, preparing them to handle industry challenges while leveraging technology to streamline operations.

To navigate the ever-changing music industry, students will explore music distribution, streaming platforms, and emerging technologies that impact artist promotion and career growth. Networking and industry relationships are emphasized, providing strategies to build valuable connections with labels, media, and other key players.

By the end of the Artist Management Course, students will have a strong foundation in artist representation, ethical management practices, and business development strategies, allowing them to effectively manage artists, grow their careers, and thrive in the competitive music industry.

- **Number of classes: 26**
- **Course Fee: R 22,100.00 (Various payment options available)**
- **Schedule: part-time or full-time**



MUSIC INDUSTRY BUSINESS

The Music Industry Business Course provides a comprehensive understanding of the modern music industry, equipping students with the knowledge and skills needed to navigate and succeed in the business side of music. Covering key areas such as branding, marketing, networking, and industry regulations, this course prepares students to build sustainable careers and establish themselves in the competitive music landscape.

Students will explore essential branding and marketing techniques, including target marketing, social media strategies, public relations, and creating an electronic press kit (EPK). These skills are crucial for developing a strong professional image and reaching the right audience. Lessons on professionalism, industry standards, and expectations ensure that students understand how to conduct themselves in various industry settings.

The course also delves into the business aspects of music, covering topics such as riders, networking, working with agents and managers, and business plans

and pitching. Students will gain insight into the strategies needed to secure gigs, attract new clients, and build long-term career growth while developing a mindset focused on resilience and handling industry challenges.

A thorough understanding of the music industry's structure is provided through lessons on music history, key industry players, and the role of record labels and music organizations. Students will also explore critical topics such as publishing, music distribution, copyright, and studio professionalism, ensuring they have the knowledge to protect their work and operate effectively within the industry.

By the end of the Music Industry Business Course, students will be well-equipped with the practical skills and industry insights needed to establish themselves as professionals, whether as artists, managers, producers, or entrepreneurs in the music business.

- **Number of classes: 26**
- **Course Fee: R 22,100.00 (Various payment options available)**
- **Schedule: part-time or full-time**



NJABLUO NKOSI
ULTIMATE DJ
CLASS OF 2021





FORGET
EVERYTHING
YOU THINK YOU
KNOW, AND LET
RISE ACADEMY
GUIDE YOU.
YOU WILL
BECOME THE
BEST POSSIBLE
VERSION OF
YOURSELF.

Siphesihle Moya
Advanced DJ & Advanced Music Production
(Johannesburg, Class of 2022, 2023 and 2024)

