

HYBRID LEARNING

Higher Certificate & MBM Course

A New Learning Experience for Active SAMPRA Members



Thank you for your interest in our Hybrid Learning Programme.

We have a wide range of modules available and the aim of this handbook is to provide prospective students with all the relevant information. This includes details related to the cost of each module, the time frame, the necessary prerequisites, as well as information regarding the registration procedure.

We are also pleased to announce that the credits earned upon completion of each module can be used to count towards one of our registered full-time qualifications. For more information about this, please contact us by calling us on 011 482 9200 or 021 461 0640, or send an email to info@ase.co.za.

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Overview

Recent events have shown how effective the online learning platform can be. It provides great flexibility and better time management, improved concentration and self-motivation, and leaves learners with a broader, global perspective.

All this can be summed up with the term “Digital Advantage”.

ONE YEAR HIGHER CERTIFICATE

Higher Certificate Modules 2021

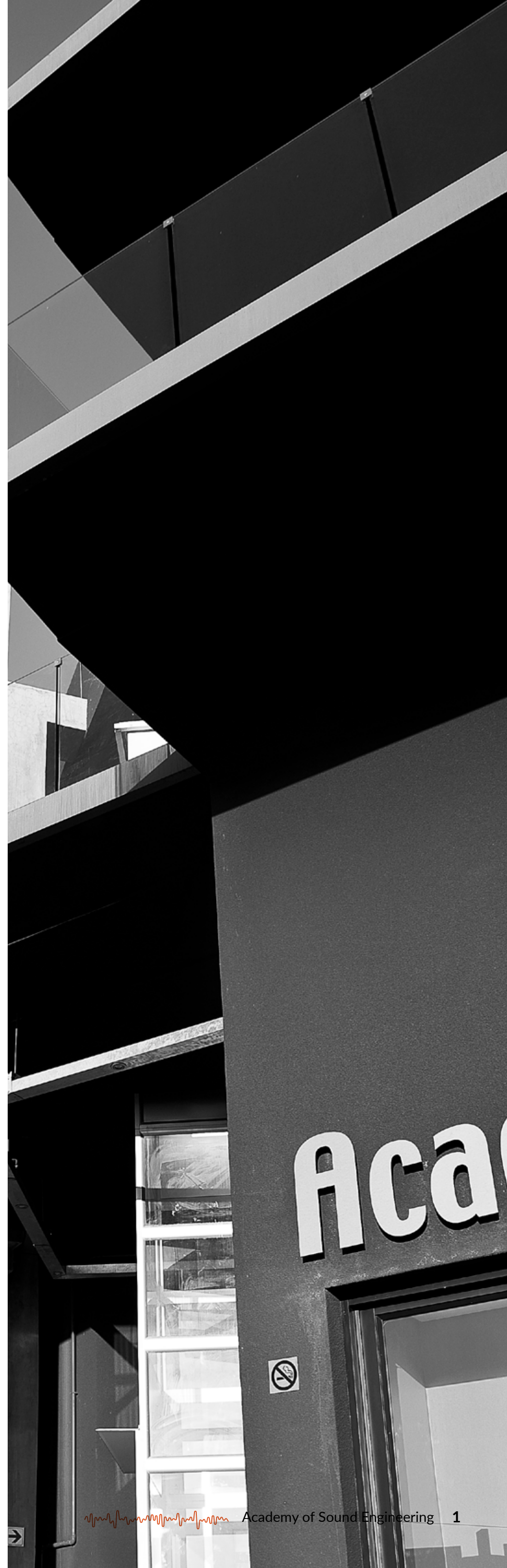
Module 1 Audio Fundamentals/Song Creation
Module 2 Audio Production 101
Module 3 Recording Techniques
Module 4 Audio Technician 101

30 weeks of online learning
9 weeks on campus

MUSIC BUSINESS MASTERCLASS

MBM Masterclasses 2021

Music Business Masterclass 1
Music Business Masterclass 2
Music Business Masterclass 3



Hybrid Learning Module Path

Module 1

Audio Fundamentals/Song Creation
8 weeks online

Module 2

Audio Production 101
8 weeks online 2 weeks on campus

Module 3

Recording Techniques
6 weeks online 4 weeks on campus

Module 4

Audio Technician 101
8 weeks online 3 weeks on campus

Higher Certificate Complete



All required modules for Higher Certificate in Audio Technology completed. Qualification can be awarded upon assessment completion.



Modules (Higher Certificate)

Module 1 | Audio Fundamentals/Song Creation

5Audio1		Core Audio 1 - Introduction to Sound/Audio Equipment & Setup
5Audio2		Core Audio 2 - Microphones/Signal Path/EQ & Filters
5Dig101		Introduction to DAW (Pro Tools 101/Ableton/Logic X/FL Studio)
5DigAud1		Digital Audio Theory Part 1
5Music1 A		Music Theory and Practice 1A
5ITSkill1		Computer Skills for Audio Part 1
6Bus1		Introduction to the Music Business

8 weeks online

Module 2 | Audio Production 101

5Audio3		Core Audio 3 - Mixers/Dynamic Range/Dynamics Processors
5Audio4		Core Audio 4 - Routing/Time-Based Processors
5Music1 B		Music Theory and Practice 1B
5MusAp1		Music Appreciation
6PrcMx1		Session Management and Mixing
6Bus2		Introduction to Music Copyrights and Royalty Streams
ON CAMPUS 2		In-Situ Training and Activities x 2 Weeks

8 weeks online | 2 weeks on campus

Module 3 | Recording Techniques

5Audio5		Core Audio 5 - Advanced Microphones & Recording Methods
5DigAud2		Digital Audio Theory Part 2 (Includes Intro to Mastering)
5ITSkill 2		Computer Skills for Audio Part 2
5Music1 C		Music Theory and Practice 1C
6Bus3		Collection Societies and Other Music Industry Players
ON CAMPUS 4		In-Situ Training and Activities x 4 Weeks

6 weeks online | 4 weeks on campus

Module 4 | Audio Technician 101

5LSRFnd		Live Sound Fundamentals 5
5LSRAVL		Audio Visual & Lighting Fundamentals
5ElcCom		Electronic Content Creation and Distribution Platforms
5ElcPr1		Cables and Connectors
6Bus4		Music Industry Trends and Business Models
ON CAMPUS 3		In-Situ Training and Activities x 3 Weeks

8 weeks online | 3 weeks on campus

MUSIC BUSINESS MASTERCLASS

All three MBM modules are included free of charge for SAMPRA applicants.

Music Business Masterclass I

Duration: 10 weeks (2 nights a week, from 18:00 – 21:00)

- Cost: R7 995 (R2 000 registration fee included)
- Textbook cost: South African Music Law, Contracts and Business (enquire on latest price)
- Debit order (after registration fee): R2 995
- R500 discount when paid in full
- 20% discount when enrolled into Music Business Masterclass 1-3

Overview:

Overview of the Music Industry and Royalty Streams. This course provides a detailed understanding of the workings of the music industry and the roles and capacities of the various industry players, including Collecting Societies. A crucial part of the course is the understanding of the different royalty and earning streams in the industry, and how they are derived. The course also includes an analysis of the current state of the industry, and the most modern music industry business models.

Music Business Masterclass II

Duration: 10 weeks (2 nights a week, from 18:00 – 21:00)

- Cost: R7 995 (R2 000 registration fee included)
- Textbook cost: South African Music Law, Contracts and Business (enquire on latest price)
- Debit order (after registration fee): R2 995
- R500 discount when paid in full
- 20% discount when enrolled into Music Business Masterclass 1-3
- Prerequisites: Music Business Masterclass 1

Overview:

Copyright. A small word but a pivotally important one for any person seeking to make a career in the music business, whether as artist, composer, publisher, label or manager. All relevant aspects of South African Copyright Law and processes are analysed and understood on the most practical level possible. This course is crucial for those seeking to protect and earn from their musical creations, as well as those seeking not to be in infringement. Many case studies are analysed, and music and video content is shared and studied, to ensure that students acquire a highly practical platform on which to build their theoretical knowledge of Copyright. It is highly recommended that students attend this course after completing MBM1.

Music Business Masterclass III

Duration: 10 weeks (2 nights a week, from 18:00 – 21:00)

- Cost: R7 995 (R2 000 registration fee included)
- Textbook cost: South African Music Law, Contracts and Business (enquire on latest price)
- Debit order (after registration fee): R2 995
- R500 discount when paid in full
- 20% discount when enrolled into Music Business Masterclass 1-3
- Prerequisites: Music Business Masterclass 1 & 2

Overview:

Contracts. The course starts with an understanding of the General Principles of Contract, but delivered in a unique manner because all case studies, assignments and examples are from the music and entertainment industries. From there, students are guided through Recording Agreements, Publishing Agreements and Artist Management Agreements, and all variants thereof. A clause-by-clause analysis is given, to ensure that students leave with sufficient knowledge to negotiate even the most perilous of contractual terrains. No contractual stone is left unturned in this course, which will equip parties on either side of the negotiating table, to achieve the best contractual arrangements possible. A vital course for anyone navigating the sometimes dangerous waters of the music industry. It is highly recommended that students attend this course after completing MBM1 and MBM2.

Fees

Higher Certificate

Module 1	R 14 950
Module 2	R 16 950
Module 3	R 17 950
Module 4	R 13 950
Total	R 63 800

Discount (if paid in full)

Module 1	+
Module 2	less 5%
Module 3	less 7%
Module 4	less 15%
Total	R 59 604

120 credits
39 weeks

Music Business Masterclass (MBM)

MBM1	Free of charge
MBM 2	Free of charge
MBM 3	Free of charge

30 weeks

Technical Requirements for All New Students

To be able to fully engage with the online part of the programme, full-time students registering for the Higher Certificate must meet or exceed the following minimum system requirements in terms of hardware and software. Access to high-speed internet with at least 30GB of monthly data is essential.

- 30GB of high-speed data per month for online learning
- Laptop - i5 or i7 processor 7th generation or newer, 16GB RAM.
- Webcam
- Audio interface
- Large diaphragm condenser microphone
- Headphones
- MIDI Controller Keyboard - minimum 25 keys, 49 recommended
- Accessories - Microphone stand & cable, pop filter



ASE Home Study Pack

A student's **Home Study Pack** should contain a **laptop** as well as all the necessary **software** and **hardware** to ensure that you have everything you need when it comes to building your creative and academic portfolios. It will give students the feel of a fully functional **home studio** environment. It provides the bridge between student and lecturer and opens the door to creative collaboration between fellow students, and others across the musical globe.

Chat to Our Team

The Home Study Pack is a requirement for all students enrolling in the Higher Certificate programme from 2021.

The various components (laptop, software, hardware, etc.) are readily available via pro-audio and online retailers across South Africa.

Buying equipment can be a complex process, With so much on offer, making an informed decision can be challenging.

Talk to our technical team who can give you expert advice based on your budget, help you access the best educational discounts and ultimately, the best choice of hardware and software for your money.

ASE Technical Advice Team

Email: homestudypack@ase.co.za



How to Apply

Step 1

Contact & Interview

All SAMPRA Members need to have a telephonic interview before they can register for any programmes they are interested in. Please contact [Amogelang Metebe](#) or [Ian Naidoo](#) to book an interview.

Amogelang Metebe

Email: amogelang@ase.co.za

WhatsApp: 078 602 1368

Ian Naidoo

Email: ian@ase.co.za

WhatsApp: 078 602 1368

Step 2

Registration

After the interview, students must submit their enrolment contract and the required R500 application fee (tuition fees are specific to each module and are indicated by the specific module information above). Please note that the application fee is non-refundable and payment may be made in cash, via bank deposit, card machine or EFT. The student's name and surname must be used as reference.

Documents required:

- Signed enrolment contract
- ID photo of student
- Certified copy of student's ID
- Certified copy of student's passport (International students)

Step 3

Preliminary Acceptance & Funding Approval

The Academy of Sound Engineering will provide applicants with a Preliminary Acceptance Letter which is required to secure funding from SAMPRA ([click here to view criteria](#)). Once funding has been secured from SAMPRA by the applicant, the Academy of Sound Engineering will provide them with a registration number.

Note: Should funding be declined, the provisional acceptance to the Academy of Engineering will be considered null & void.

Step 4

SAMPRA Development Fund Application

Students are to submit their Preliminary Acceptance Letter to SAMPRA if they wish to apply to the SAMPRA Development Fund for a bursary.

Contact: info@samprafund.co.za

Step 5

Confirmation

Students will receive an acknowledgement letter containing their registration number and confirmation of the programme/s for which they have applied. This number will become their student ID on enrolment. International Students will need to supply us with their study visa.

Banking Details

Payments to be made to the Academy of Sound Engineering can be transferred or deposited into our Bank account at Standard Bank.

Account name:

Academy of Sound Engineering

Bank:

Standard Bank

Branch/Code:

Cresta/007254

Account number:

002951800

Please send the confirmation of bank transfer or bank deposit slip:

Fax to Email 086 552 8821 or

Email payments@ase.co.za

Please note: Use the student name and surname as reference when making Internet transfers or Bank deposits. It will take longer to process the payment to the relevant account if this is not done

International Transactions:

SWIFT code: SBZA ZA JJ (Please include the spaces)

Bank Addresses:

P.O. Box 5346, Cresta, Gauteng, South Africa, 2118.

Cresta Centre, Cnr Beyers Naude Drive and Weltevreden Street Cresta, Randburg Gauteng South Africa 2194.

The Academy of Sound Engineering's Address:

P.O. Box 291246, Melville, Johannesburg, South Africa, 2109.

82 Richmond Avenue, Auckland Park, Johannesburg, South Africa, 2092.

ASE Contact Number: (+27) 11 482 9200

ASE Email Address: info@ase.co.za

