

Digital Creative Media (DCM) Up–skilling and Enterprise development African Knowledge Exchange (AKE): A Creative Media Venture

INVITATION: We are inviting talented young people to apply for a limited number of places on our creative digital media venture which includes Mobile games and Apps development, Sound and Music creation, Animation, cultural exploration and storytelling

GESCI's African Knowledge Exchange (AKE) 2016, leverages GESCI's expertise and knowledge to support the Up-skilling of creative and artistic youth to work and participate in the development of the digitally enabled cultural enterprise arena. The project will run for 10 months and cover four core areas of Digital Creative Media production;

AKE 2016 - A creative Media venture will provide the participants, young entrepreneurs the opportunity to focus on four central objectives of the project:

1. *Access to the full range of digital media equipment, software and tools in GESCI's digital media production studio to allow participants to improve their creative media skills in an inter-related and collaborative environment involving animation, games design and apps and sound & music production.*
2. *Identification, selection and development of multi-media projects which have promising commercial potential in themselves and also have blueprinting or replicable potential in the marketplace.*
3. *Provide consultancy, advice and external mentoring on start-up formation.*
4. *Living Lab designed active research throughout the project with the objective of developing a new and unique training and enterprise model which integrates creative digital media skills development, product identification and its development as potentially commercial and start-up(s) established.*

Working in creative pre-production teams, participants will Up-skill, as appropriate, on practical skills in either animation, digital media, creative sound or mobile games and apps development. Through co-creation, project based work and consultant support the pre-production teams will enhance and refine skills and explore products and services that may be commercialised or provide a stepping stone to enterprise development.

Students will leave the training programme with:

- ***a portfolio*** which demonstrates their skills and talents in visual and digital media;
- ***experience of working in a creative team environment*** which explore innovative ideas and applications of visual and digital media at a pre-production level;
- ***linkages*** with creative entrepreneurial actors and networks;
- ***knowledge*** of how small enterprises in creative media are created / set-up;
- ***An understanding of the digital media and culture interface*** and the possibilities this offers for new applications, processes and products.

The training programme runs from **29th February – 16 December 2016** and will require dedicated commitment on a weekly basis as fully agreed
No tuition fee is charged.

Who should apply?

The programme is targeted towards creative digital media practitioners ages 22 and above who are artistically talented; have had prior education & training in their art form and, preferable with some relevant work experience. Applicants must be passionate about developing a career in the cultural industries area.

You can apply if you:

- are **22+ years old**,
- have **completed your secondary education**,
- have **creative abilities** and are involved in creative arts such as /Mobile games and Apps/ sound creation / animation / low level programming or writing and storytelling
- have taken some **post secondary creativity related course on arts/ graphics** based subjects
- can **demonstrate your creative and artistic talent** for such as /Mobile games and Apps/ sound creation / animation / low level programming or writing and storytelling or similar **through a portfolio and / or work samples.**
- Have **basic ICT skills** and a **passion for digital creative media**,
- **Can dedicate 10 months of full-time commitment** and work to the Upskilling and enterprise development training programme.
- **Want to join a creative team** and advance your skills as a creative through exploring the opportunities of digital creative media together with likeminded individuals.

At a minimum, GESCI will ensure an equal-opportunity application process and strongly encourages female applications.

Training days will consist of consultants in their field working with and facilitating students to enhance their artistic skills interfaced with digital technologies. Students receive materials needed to complete tasks, resources towards employability and or/becoming an entrepreneur, and gain valuable experience speaking to creative professionals within the GESCI network.

How to apply?

If you would like to be one of the students in the training programme, please apply by sending in the **Student Application Form (see below) and your Portfolio**. Contact **Victor Omondi** at email victor.omondi@gesci.org and write **“Student application”** in the subject line.

Applications are reviewed continuously and we encourage you to send in your application by Monday 22nd February 19, 2016. The selection process will be based upon submitted applications, portfolios and interviews.

STUDENT APPLICATION FORM: TRAINING IN UPSKILLING DCM AND ENTERPRISE SKILLS DEVELOPMENT

Please complete the application form through filling in the requested details in the white spaces.
Send your application to victor.omondi@gesci.org with "Student application" written in the subject line

Personal details	
Full name:	
Age:	
Gender: <i>Male / Female</i>	
Street address or P.O. Box	
City:	
Postal code:	
Telephone number:	
E-mail:	
Education	
Secondary education (mandatory)	
Year of completed secondary education:	
Name of secondary school:	
Post-secondary education (if applicable)	
Name of college / institution:	
Course followed: <i>e.g. Diploma degree in...</i>	
Time frame studies: <i>e.g. January-June 2011</i>	
Title of qualification: <i>if applicable</i>	
Creative interest and artistic talent	
Key area of interest and talent: <i>Please indicate your key area of interest by putting an X in the relevant column</i>	
<ul style="list-style-type: none"> • Animation 	
<ul style="list-style-type: none"> • Games design, new Imagery & mobile apps 	
<ul style="list-style-type: none"> • Creative sound & music production 	
Can you show samples of your work in your chosen area of interest and talent? <i>(Yes / No)</i>	
How can we access your work samples / portfolio? <i>Indicate web site address or delivery to GESCI's offices *</i>	
Relevant creative / art experience: <i>Please provide a brief description of relevant experience if applicable</i>	
Do you have basic ICT skills? <i>(Yes / No)</i>	
Do you have basic digital creative media skills? <i>(Yes / No)</i>	
Are you available for full-time training 29 February 2016 - 16 Dec. 2016? <i>(Yes / No)</i>	

* **PORTFOLIO / WORK SAMPLES:** *If you have your portfolio / work samples available on the web, please share your web site. If you only have a physical portfolio you can deliver this to GESCI's offices: 9th floor Unga house, Muthithi Road, Westlands (don't forget to mark your portfolio with name and phone number).*

Application letter

Please motivate why we should select you as one of the students in our training programme (max 1 page)

Full name:

List three careers in the Creative Digital Media Industries that appeal to you.

Blank space for listing three careers in the Creative Digital Media Industries.

How did you hear about the African Knowledge Exchange (AKE) Programme at GESCI?

Blank space for describing how the student heard about the African Knowledge Exchange (AKE) Programme.

You must be able to commit to the 2016 AKE programme and attend each session. Completion of the programme will result in a certificate of completion. Please sign your name if you can commit to the programme below.

Programme Dates: February 29 – December 9, 2016
Time: Full-time Monday – Friday
Location: 7th Floor, Unga House
 Muthithi Road, Westlands, Nairobi

Signature of Student

Date