KEVAJOPA TECHNOLOGIES LIMITED

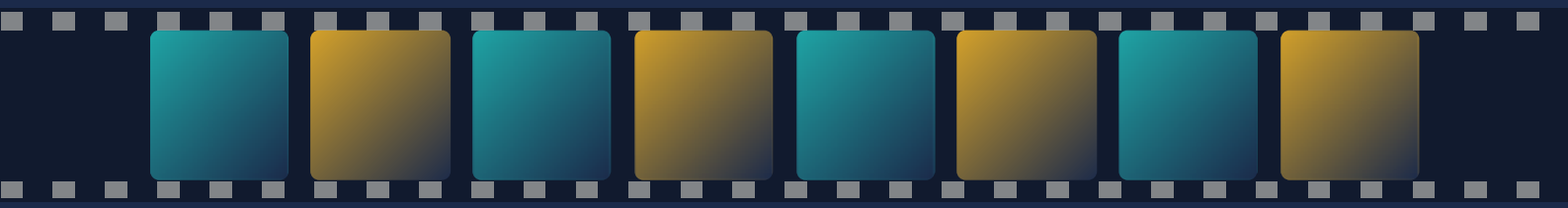
TRAINING · IN PARTNERSHIP WITH AJ PRODUCTIONS STUDIO

MMP-2026-021 · PROFESSIONAL CERTIFICATE

Video & Multimedia Production

Three weeks in a working studio: camera, lighting, sound, editing, photography, graphics, podcasting and live streaming — finishing with a real client production for your portfolio.

3 WEEKS FULL-TIME | 90 CONTACT HOURS | BEGINNER TO INTERMEDIATE | STUDIO-BASED



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Prospectus 2026
kevajopa.co.tz/training

About the programme

Video is now how most organisations talk to people, and everyone wants someone who can shoot it, edit it and post it properly. This programme teaches the whole chain in three weeks, hands-on, in a working production studio.

You learn on the same cameras, lights, microphones and podcast set that AJ Productions uses for paid client work. Each day has a short demonstration in the morning and a practical in the afternoon. Every practical produces something you keep, so by the last day you have a finished portfolio: an interview piece, a photo set, graphics, a podcast episode, a live-stream recording and a capstone production made for a client brief.

The programme is built for beginners, but people who already shoot or edit will leave with a professional workflow and a stronger portfolio.

Programme at a glance

Programme code	MMP-2026-021
Award	Kevajopa Certificate of Completion — Video & Multimedia Production
Duration	Option A: 3 weeks full-time · Option B: 10 weeks part-time
Contact hours	90 hours (both options)
Level	Beginner to intermediate. No previous production experience needed
Format	Face-to-face, studio-based. About 70% hands-on practice
Class size	Maximum 10 participants per intake, so everyone gets time on the equipment
Venue	Kevajopa Technologies and AJ Productions studio, Mbezi Mshikamano, Dar es Salaam
Fee	TZS 600,000 tuition + TZS 30,000 registration = **TZS 630,000**

Delivery options

Option A — Full-time intensive

3 weeks · 15 days · 90 hours

- Monday to Friday, 09:00–16:00
- 09:00–12:00 demonstration and guided practice
- 13:00–16:00 practical production work

Best for job-seekers, graduates and anyone free during the day.

Option B — Part-time

10 weeks · 30 sessions · 90 hours

- Three 3-hour sessions a week
- Tuesday and Thursday, plus Saturday
- Same syllabus, assessment and certificate

Best for people in employment. Exact session times are confirmed for each intake.

Who this programme is for

- School leavers and graduates who want to work in video, photography or content creation
- Mass communication, journalism and multimedia graduates who need hands-on studio practice
- Communications and marketing officers in companies, NGOs and government
- Church, school and university media teams, and audio-visual technicians
- Content creators, small business owners and event videographers who want to work professionally
- Photographers moving into video, and video operators moving into editing

What you will be able to do

By the end of the programme you will be able to:

1. Plan a production from a client brief: treatment, script, shot list, schedule and budget
2. Operate a professional camera in full manual and shoot steady, well-composed, correctly exposed video
3. Light an interview or product shot using three-point and natural light
4. Record clean, synchronised sound with lavalier, shotgun and handheld microphones
5. Edit, colour-correct and mix a finished piece in DaVinci Resolve, and deliver it correctly for each platform
6. Shoot and edit photographs for events, portraits and products
7. Design thumbnails, posters and simple animated titles that fit a brand
8. Record a video podcast and run a multi-camera live stream
9. Quote for, deliver and archive a client job, respecting copyright and consent

What you leave with

Your portfolio

- A 2-minute interview piece
- An edited set of 10 photographs
- A thumbnail, poster and animated title
- A video podcast episode
- A recorded live stream
- Your capstone client production with social media cut-downs

And

- A Kevajopa Certificate of Completion
- A professional production workflow you can repeat for any client
- Templates: brief, shot list, release form, quotation and delivery note
- Skills on free software you can keep using after the programme

Syllabus

The syllabus below follows Option A, one day at a time. Option B covers the same content over 30 sessions, two sessions for each day shown.

Week	Theme	Key skills
Week 1	Camera, light and sound	Planning a shoot, manual camera, composition, lighting, recording sound
Week 2	Post-production, photography and graphics	Editing, audio mixing, colour, delivery, photography, thumbnails and titles
Week 3	Studio, live and the business of content	Podcasting, multi-camera live streaming, social content, clients and the law, capstone

WEEK 1 Camera, light and sound — capturing it right

Day 1	**The production workflow**	How a job moves from client brief to delivery: pre-production, production, post-production, distribution. Roles on a shoot. Reading a brief, writing a treatment, script and shot list. Equipment orientation and set safety. *Output: A one-page treatment and shot list for your Week 1 piece*
Day 2	**Camera operation**	Manual exposure: aperture, shutter, ISO, ND. Frame rate and the 180° rule (25 fps, 1/50 for Tanzania's 50 Hz lighting). White balance, focus, picture profiles, codecs, cards and battery management. Shooting well on a smartphone. *Output: Exposure and white-balance exercise set*
Day 3	**Composition and camera movement**	Shot sizes and angles, rule of thirds, headroom and lead room, the 180° line, continuity and coverage. Tripod, handheld, gimbal and slider moves. Planning B-roll. *Output: A 30-shot coverage sequence of one scene*
Day 4	**Lighting**	Hard and soft light, colour temperature, three-point lighting, working with window light, lighting skin tones well, lighting on location versus in the studio. Reflectors and flags on a budget. *Output: Lit interview set-up, photographed and logged*
Day 5	**Sound for video**	Lavalier, shotgun and handheld microphones; recorders and camera inputs; gain staging and monitoring; room tone; recording separate audio and syncing it. Practical: shoot your Week 1 interview piece. *Output: Raw footage and clean audio for a 2-minute interview piece*

WEEK 2 Post-production, photography and graphics

Day 6	**Editing I — structure**	Editing in DaVinci Resolve (free) with Premiere Pro equivalents shown. Project and media management, ingest and backup, proxies, assembly cut, building a story from an interview, J- and L-cuts. *Output: Assembly edit of the Week 1 piece*
Day 7	**Editing II — pace and sound**	Pacing, cutaways and B-roll, music choice and ducking, dialogue clean-up and noise reduction, mixing to target loudness (about −14 LUFS for online, −23 LUFS for broadcast). *Output: Finished 2-minute interview piece*
Day 8	**Colour, titles and delivery**	Reading scopes, correction versus grading, matching shots, LUTs, protecting skin tones. Titles, lower thirds and captions. Export settings for YouTube, Facebook, Instagram, TikTok and broadcast; 16:9, 9:16 and 1:1. *Output: Graded master plus three platform exports*
Day 9	**Photography for multimedia**	Stills on DSLR and mirrorless cameras: events, portraits, products. Shooting in RAW, culling and editing in Lightroom or a free alternative, export for web and print. *Output: An edited set of 10 photographs*
Day 10	**Graphics and motion basics**	Design principles for video: thumbnails, posters and social cards in Canva or Photoshop; simple animated titles and logo reveals; keeping a brand consistent across a project. *Output: Thumbnail, poster and animated title for your piece*

A typical day (Option A)

Time	Activity
09:00–09:30	Review of yesterday's work: a short screening and feedback
09:30–12:00	Demonstration and guided practice on the day's topic
12:00–13:00	Lunch break
13:00–15:30	Practical production work in pairs or small teams
15:30–16:00	Save, back up and log the day's footage; set tomorrow's task

WEEK 3 Studio, live and the business of content

Day 11	**Podcast and studio production**	Multi-microphone recording through an audio interface or mixer, the AJ Productions podcast set, recording and editing a video podcast, show format and publishing. *Output: A 5-minute two-person video podcast episode*
Day 12	**Multi-camera and live streaming**	Multi-camera event coverage, video switching, OBS Studio, streaming settings and bandwidth, going live on YouTube and Facebook, backups and what to do when something fails live. *Output: A live-streamed mock event, recorded*
Day 13	**Content, clients and the law**	Short-form content for Reels, TikTok and Shorts; captions and subtitles; publishing and reading analytics. Copyright and music licensing, consent and release forms, Tanzania's online content rules. Briefing, quoting and invoicing a client job. *Output: A costed quotation and production plan for the capstone*
Day 14	**Capstone — production day**	Teams of two or three shoot a real or simulated client brief from start to finish, with a trainer acting as the client. *Output: All footage, audio and stills for the capstone*
Day 15	**Capstone — edit, delivery and screening**	Edit, grade, mix and deliver to the client brief. Screening and feedback from the panel. Portfolio review, assessment results and certificates. *Output: Delivered capstone package and your portfolio*

The capstone production

In the last two days you work in a small team as a production company. A trainer plays the client and gives you a brief, for example a promotional video for a local business, a school or an NGO. You plan, shoot, edit and deliver it to a deadline.

You deliver	Details
Main video	A 2–3 minute promotional or documentary piece, graded and mixed
Social cut-downs	Three 30–60 second vertical (9:16) versions with captions
Photographs	10 edited stills from the shoot
Graphics	A thumbnail and a poster or social card
Production file	Brief, shot list, signed release forms, quotation and delivery note

Work is screened to a panel on the final day. With the client's agreement, strong pieces may be featured by AJ Productions.

Assessment and certification

Component	Weight	What is assessed
Continuous practical	30%	Daily exercises: camera, lighting, sound, editing and live set-ups
Portfolio	20%	Interview piece, photo set, graphics and podcast episode
Capstone production	40%	Planning, shooting, editing, delivery to the brief, teamwork
Knowledge check	10%	Short written and oral questions on technique and professional practice

To receive the certificate you need at least 50% overall, at least 50% in the capstone and 80% attendance.

Software and equipment

Software you will use

- **DaVinci Resolve** — editing, colour and sound (free)
- **OBS Studio** — live streaming and recording (free)
- **Audacity** — podcast and audio editing (free)
- **Canva** and **CapCut** — graphics and mobile editing (free versions)
- Adobe Premiere Pro, Photoshop and Lightroom are shown for those who have access to them

Studio equipment

You work hands-on with the studio's cameras and lenses, LED lighting, wireless lavalier, shotgun and handheld microphones, audio recorder, tripods and gimbal, video switcher and the AJ Productions podcast set.

What to bring

- A laptop if you have one, ideally 16 GB RAM (8 GB minimum), Core i5 / Ryzen 5 or better, with an SSD. Studio machines are shared for those without one
- A smartphone, a notebook, and a memory card (64 GB or more) to keep your own footage
- Headphones

Not covered in this programme

Drone filming (it needs TCAA authorisation), 3D animation and visual effects, and broadcast engineering. Colour grading is covered at foundation level; for in-depth grading, see the Professional Colour Grading Certificate.

Fees and payment

Item	Amount (TZS)
Tuition — Option A or Option B	600,000
Registration (non-refundable)	30,000
Total per participant	**630,000**
Corporate group, up to 8 staff (closed group, dates agreed with you)	4,400,000

- A deposit of 50% secures your place. The balance is due before the start of Week 2 (Option A) or Week 4 (Option B)
- Fees include equipment use, studio time, course materials, templates and the certificate
- Fees do not include transport, meals or your own memory card
- Kevajopa is not VAT-registered; no VAT is charged. Where an employer or government body pays, 2% withholding tax may be deducted at source
- Payment by bank transfer, mobile money or cash with an EFD receipt

How to apply

1. Complete the registration form (download it from kevajopa.co.tz/training or collect it at our office)
2. Send it with a copy of your ID and your highest certificate to info@kevajopa.co.tz, or bring them in person
3. Pay the deposit to confirm your place. Places are allocated in order of payment, up to 10 per intake
4. You receive a joining letter with your start date, timetable and portal login for course materials

Intake dates are published on **kevajopa.co.tz/training**. Organisations can book a closed group on dates that suit them.

Contact us

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