RISE ACADEMY
OF ENTREPRENEURSHIP

Your Passion. Our Guidance. Your Stage.

RISE

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.

MASTERING THE INDUSTRY

01 THE PRACTICAL

02 THE EXPERIENCE

03 THE BUSINESS

04 THE INDUSTRY

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

WWW.RISEACADEMY.CO.ZA

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**

**MUSIC PRODUCTION
COURSE COLLECTION**

**PERFORMANCE
COURSE COLLECTION**

**BUSINESS
COURSE COLLECTION**

LIVE SOUND

Ultimate DJ
Advanced DJ
DJ Production

Music Production
Advanced Production
Artist Production
DJ Production

Performance
Artist Production

Music Industry Business
Entrepreneurship
Artist Management

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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 AKA.

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!

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 and AKA – because at our institution, you will.

THE ADD-ON WORKSHOPS

The Live Sound Course offers six Sound Engineering Workshops as optional add-ons for students at a nominal additional fee. These workshops cover a range of essential topics, including understanding acoustics, setting up monitor systems, mastering soundboard routing, managing feedback issues, ensuring safety in equipment rigging, and getting hands-on experience with digital audio consoles. These add-ons provide students with comprehensive knowledge and practical skills to excel in live sound engineering.

Throughout this course, you'll not only gain a deep understanding of live sound engineering but also have the opportunity to apply your knowledge in practical settings. Whether you're new to the world of audio or looking to refine your skills, this course will equip you with the expertise to create unforgettable sonic experiences.

WELCOME TO THE WORLD OF LIVE SOUND!

COURSE FEES

LIVE SOUND

NUMBER OF CLASSES: 24
SCHEDULE: PART-TIME
COURSE FEE: FROM R 14 917
COURSE DURATION: 36 WKS (23 MAR '24 - 30 NOV '24)

ADD ONS

NUMBER OF CLASSES: 6
SCHEDULE: PART-TIME
COURSE FEE: R 3 950

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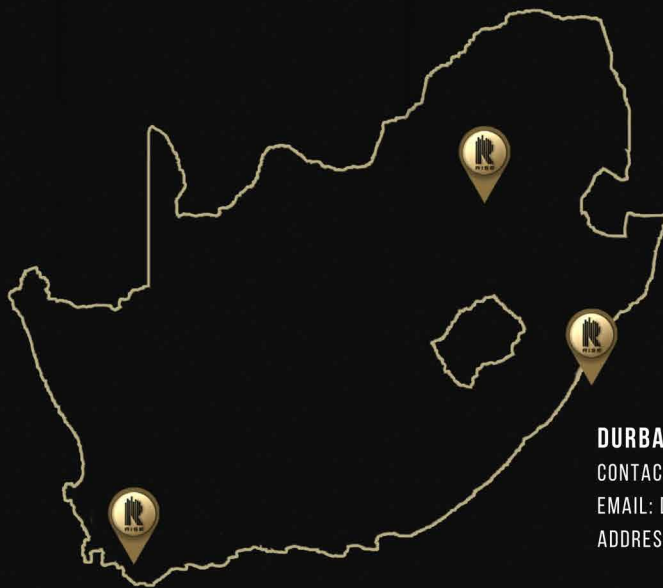
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THERE'S SOMETHING MAGICAL ABOUT BEING PART OF A COMMUNITY WHERE EVERYONE SHARES THE SAME BURNING PASSION

"

ANDISWA SHABALALA
CLASS OF 2023
DJ PRODUCTION & LIVE SOUND

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