



Nelson Makamo/Black³ educational supplement

Core principles

- Maximum accessibility and usability
- Clear links to other pertinent content
- Provide soundbites & social-ready content for helping featured artists and individuals improve their online presence and network
- Provide branding and marketing content that can be used for other projects in the umbrella
- Provide a model for further, similar courses/activities

Possible modules [will be finalised in Month 1]

Assume first year level for content, so can be accessible to high schools and varsities. There should be one central theme, designed so it goes from casual to expert interest. Each unit/module can then be tied into specific attendees, articles, etc.

- Guide to professional practice: Nelson's guide as a self-made artist, how to monetise and professionalise
- Black³: Black faces, blackface and blackwashing. Exploring the evolving black identity in art and culture. Main reference: Ashraf Jamal's body of work
- South Africa's place in the art world [Africa, Anglo-American axis, African art as tourist items, other markets]
- Learning to grow: practical advice for getting on with creating work when you have little to no resources

Structure

Overall

- Assessment and certification by trained teachers, creating a physical portfolio alongside the online course
- 4x modules under one banner course, following the thematic of the book and colloquium

Per module

- Four sections, 3-4 multiple choice questions per section. Questions will have answer spaces that address each of the possible answers, and for opinion-based ideas can be comprehension based (from text/video).
- can be given fractional scores (e.g. so that semi-right answers get half the marks) and also made
- Each section headed by a video from Nelson/Ashraf
- Each question with an external link to relevant material (can be PDF)
- Each module ending with a video from the colloquium and a call-to-action (buy the book, roll out the course in your own school/institution)

Integrations

- CAPS or matric-level
- Teacher training materials
- Certificates for trainers, completion [on presentation of associated portfolio]





Resource breakdown

The following assumes a 7-month timeframe as per the attached schedule. All items are to be finalised as part of the initial development phase (month 1).

Item	Per unit/ month (R)	Total Cost (R)	Detail
Core content		R 20 600	Written educational content
Reference content	2000	2000	Collated from Ashraf/Graeme archives
Initial drafting and development	5000	5000	Covers detailed course breakdown, review cycles; defining outcomes, possible integrations, thematic, alternatives
4x module content	2000	8000	Module outline, 16 questions with multiple choice answers, references and call-to-actions
Teacher training material	3000	3000	Walkthrough document and video to assist with training teachers who can roll the course out
Translations	1200	3600	Core language: English. Additional languages: Afrikaans, Xhosa, Zulu.
Content Editing	4000	4000	Final review of all content in all languages by first-language speakers
Videos		R22 100	editing & postproduction for the course/social media
6x Colloquium videos	500	3000	2-5 minutes ea. 1 per module, 2 for the course. These will be edited soundbites around the topic of the module.
Associated artwork	2000	2500	Can source locally. Series of 2-5 second animations to use for titles, video & course branding, etc.
8x module course intro/outro vid	500	4000	Video to introduce the context of the course or wrap up what's been learned. 3-5m each.
2x course intro/outro	800	1600	3-4 minutes overall introduction to the course, or what to do after. Should be Nelson
16x topic intro videos	500	8000	90-120 seconds each. Includes editing, production costs
Video scripting/direction	3000	3000	Overall shaping and guidance for each video
Other required costs		R16 000	Management and branding costs
Project management	1000	7000	By Lamplight Design. Schedule, provider, stakeholder and deliverable management.
Course provider [TBD]	\$399	6000	[e.g. Coursera] Campus pricing available on request, other providers exist.
Associated artwork & music	3000	3000	Logo, header, banner, icon, social media outline/poster content, web-ready ads, 2-5 sec jingle, certificates
TOTAL COST		R58 700	
Non-financial resources			
Nelson time, video			For the core videos, as well as to properly flesh out the intent and content of the modules
Colloquium video content			Sent by Sven or those producing additional content
Overall review & core contact			Central point of contact for final decision making and queries
Featured artists/academics			For presenting specific modules or topics
Details and profiles for people to feature			Presenting a topic could be something that speakers or specific guests can do, it'll be to a simple script they can elaborate on

Core Team

- Chirag Patel – Overall management and design.
- Sven Christian - copy editing, publication finalising, proofing, academic/professional clients
- Max O'Keeffe - design application, social, marketing media, social/small business clients
- Ashraf Jamal – additional content, review, integrations
- Nelson Makamo – video intros
- Graeme Germond – core educational content





Provisional schedule by month

