

Building a foundation for a sustainable Film and Television Industry in Botswana: The Experience of Awil College – AFDA Partnership

by Mothusi Phuthego



INTRODUCTION

- The school, AFDA Botswana was conceived out of the need to build a firm foundation upon which a viable Film and Television industry could be build.
- For a long time, the industry has been viewed, at best, as nascent by some, and as non-existent by others at worst.
- The development of the arts in Botswana is largely seen as a potential growth point in diversifying the economy and creating employment.




BACKGROUND

- Someone saw a need for a Film and Television School in the country.
- Approached the author. He bought the idea.
- Set about finding out the requirements for starting a Film and Television School.

WHAT IS NEEDED?

- **Registered business/legal entity e.g. Trust, Company, etc. Academy of Motion Picture Medium and Creative Expressions T/A Awil College.**
- **Market research.**
- **Application to the Regulator. Submission of an application package that assesses a number of set criteria e.g. . Governance, Finance, etc.**
- **Decision of the Regulator to award a licence or not, based on the strength of the findings of the market research. And the country's development agenda.**

STAKEHOLDER IDENTIFICATION & CONSULTATION

- Independent producers.
 - Researchers, scholars.
 - Members of Film Association of Botswana.
 - Botswana Education Hub & Botswana Innovation Hub.
 - Individuals.
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Objectives of the market survey

- **The main aim of the market survey was to assess the needs of the Film, Television and live Performance**

Results

- **There results of the survey point to evidence of a need for a school of film, television live performance to be established in the country.**
- **The results also reveal a need for professional training and development of amateurs within the industry as well as people without prior industry experience.**


Cont'd

- The general feeling is that the school must be practical-oriented in order to improve the quality of films and television programs.
 - Furthermore the survey results show an interest, from the respondents, in the undergraduate and honours degree programs to be offered by the school than the master's degree.
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Cont'd

- **The report
observes that
with respect to
Botswana, the**

THE VALUE OF THE ARTS

- The arts, expressed and delivered in their various modes such as visual, kinaesthetic, etc. have an important educational value.
 - The arts promote creativity which is engendered by a learner-centred approach in the classroom.
 - They also sharpen critical thinking, and problem-solving. Students of the arts see problems as solutions which they can solve creatively.
 - The not so academically strong learners realise their strength in the arts and are able to express themselves freely.
 - The promote social co-existence.
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CHALLENGES

- **Need for a curriculum**
- **Experts to develop the curriculum.**
- **Curriculum that is responsive to the needs of the nation. See the AFDA Goal.**

HOW AFDA CAME INTO THE PICTURE?

- Outcomes - based school e.g. Movie, Performance - Acting /Music.
- Reasons: Reputation, High Profile &Track Record.
- Franchise from AFDA.
- Various Franchise models were considered.
- Partnership – 50/50: Awil College & AFDA (SA)

learning Programmes

HC

BA MP

BA LP

BA Hons MP

BA Hons LP

Bcom

BSc

MFA



DISCIPLINES

Script Writing

Directing

Producing

Cinematography

Sound design

Editing

PD

CMS

Stage Acting & Screen Acting.

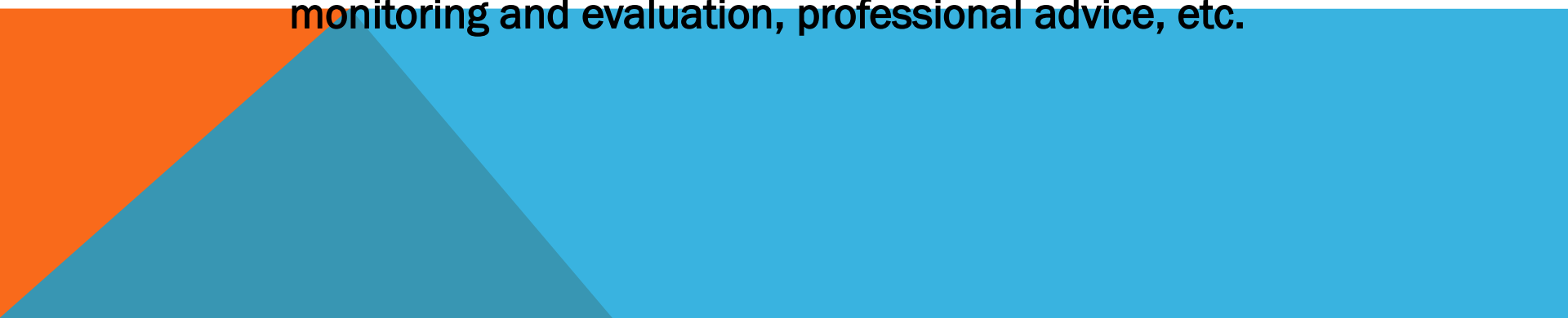
The bottom of the slide features a decorative design with three overlapping geometric shapes: a large light blue triangle on the right, a smaller dark blue triangle on the left, and an orange triangle on the far left. The text 'Stage Acting & Screen Acting.' is positioned at the top of the light blue triangle.

THE AFDA GOAL


To develop a tertiary education institution that contributes to Botswana nation building and 1rewards all stakeholders by providing a 2stimulating, rigorous and 3globally integrated learning experience that empowers students with 4creative professional skills, enabling graduates to 5grow innovative and sustainable entertainment and media communication economies.



REGISTRATION AND ACCREDITATION

- **BQA , R&A -June 2015**
 - **Classes commenced in August 2015.**
 - **Recognition by DTEF, HRDC, other Ministry of Tertiary Education, Research & Technology parastatals and departments.**
 - **Benefits: Student sponsorship, in-service training, ongoing monitoring and evaluation, professional advice, etc.**
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Achievements

- Have been winning awards since 2016 at HRD Fairs & Capitol Cinemas.
 - Graduated 50 Hons students.
 - Graduated 25 HC students.
 - Award winning productions by current students e.g. 48 Hr Film Festival.
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CONCLUSION - 5 mins movie – *scars of hope*

Comments:

- Creatively addresses Rural – Urban Migration and resultant ills e.g. human trafficking, Crime, homelessness, etc.

Further Comments:

- *The Story of Sebonta* – Ditshwanelo, BBL (Botswana), Jozi Film Festival (South Africa), Afrikamera. (Germany)
 - The way society views homosexuality and the need for society to exercise tolerance, thereby fostering social cohesion.
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