

HIGHER CERTIFICATE IN CREATING DIGITAL CONTENT

1 YEAR | HIGHER CERTIFICATE



SAQA ID 111555 | NQF Level 5 | REQ: A valid National Senior Certificate

SKILLS ASSESSMENT

PLEASE NOTE:

- ▶ All submissions should be typewritten please.

- ▶ We cannot undertake to return work to unsuccessful applicants, so you should submit photocopies.

- ▶ Admission to the programme is subject to a selection procedure.

- ▶ Candidates may be required to attend a personal interview.

APPLICATION CHECKLIST

DO YOU HAVE THE FOLLOWING?

- Your completed skills assessment
- Signed application form
- A certified copy of your ID/passport (for international students)
- A certified copy of your high school certificate/highest qualification, or the transcripts of your current programme of study

If you're struggling with filling out this document or you are unsure of something, **please feel free to email** fulltime@redandyellow.co.za

Personal submission:

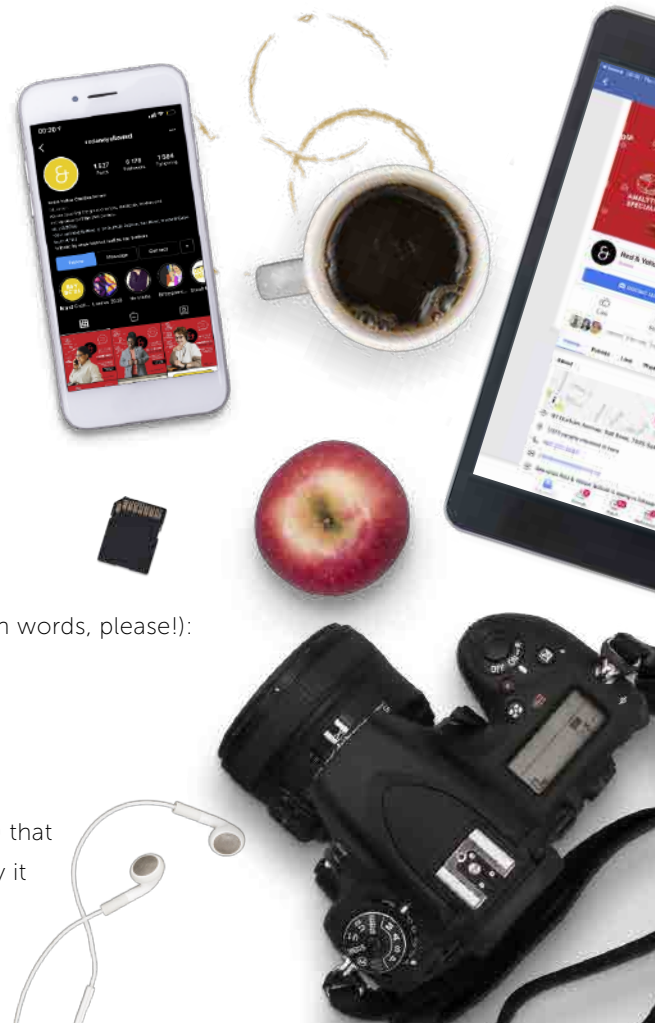
1. Your first task is to make a short video (3-5 minutes) talking to the camera, or narrated by you. Tell us about yourself, so we can learn more about you! We want to know what makes you tick, what drives you, what you're passionate about, your hopes, your plans, your dreams, and what you want to do with what you learn here.

Skills assessment:

1. Tell us in a couple of short sentences what these definitions are (your own words, please!):

- ▶ What is advertising?
- ▶ What do copywriters do?
- ▶ What is digital content?

2. Choose a post from one of your social media apps (not one of your own) that captured your attention, and screenshot and paste it below. Now tell us why it caught your eye. What interested you about it? Did you have a negative or positive reaction to it?



3. You see a lot of advertising online. Find an online ad that has appealed to you recently and either screenshot and paste it below, or paste the link, if it's a video.

- ▶ Who do you believe it is aimed at? You can include gender, age, career level, life choices, life stage, personal ambitions, choice of social media platform.
- ▶ What do you think the main message of the ad is?
- ▶ Is there a deeper meaning behind the main message? If so, what is it?
- ▶ Is it an effective ad? If yes, why? If not, why not? (maximum 100 words)

4. Social media gives us plenty of opportunities to express ourselves, communicate with millions around the world, and curate our own content. This question has two parts:

- ▶ A. Which are your most used/favourite social media platforms? Why do you use them?
- ▶ B. Take a photograph and create an Instagram post. You can edit the photo however you'd like for the best effect.
 - ▶ Write a caption for the photo that invites people to engage with your post.
 - ▶ Use up to 5 hashtags you think are appropriate and relevant to your post, to help people find it.
 - ▶ Write a short description of why you chose that photo to post, and how you decided what was best to write about it. (maximum 50 words)

5. Why are you the best choice for studying at Red & Yellow? Don't just think about it - say it in a tweet. You have just 280 characters to use, so make it sharp and effective.

