



PROGRAMME CURRICULUM AND DELIVERY FRAMEWORK 02 MARCH - 1 JUNE 2026

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POWERED BY:
CINEMA NI KAZI CONNECT

PROGRAMME CURRICULUM AND DELIVERY FRAMEWORK

PROGRAMME POSITIONING

The Connect MasterLab Programme is an intensive creative economy development pipeline designed to transition filmmakers, photographers, and content creators from informal practice into structured, sustainable, and income generating careers. The programme operates as a guided professional transformation process anchored in accountability, production, ethical responsibility, and market alignment.

The curriculum intentionally integrates economic empowerment, responsible storytelling including environmental and climate awareness, and future ready practices such as AI assisted creative workflows, ensuring graduates are competitive, adaptable, and industry ready.

Programme Overview

Target Group

Filmmakers, Photographers, and Content Creators

Programme Duration

12 Weeks (3 Months)

Learning Model

Hybrid delivery model

- Two structured online sessions per week
- One compulsory in person practical session per week

Learning Rhythm

Learn → Apply → Practice → Review → Refine

Each week is built around;

- Defined market aligned competencies
- Mandatory economic and creative outputs
- Mentorship led review
- Measurable professional progression

Economic Focus Thread

Every participant exits the programme with a viable income pathway, pricing framework, market ready portfolio, and a signature body of work designed to generate earnings within 6–12 months post programme.

MONTH 1: FOUNDATION, PROFESSIONAL IDENTITY, AND ECONOMIC ORIENTATION

WEEK 1: CREATIVE DISCIPLINE AND PROFESSIONAL IDENTITY FORMATION

Strategic Intent

Establish discipline, seriousness, and long term professional direction while aligning creative identity with economic sustainability.

Competency Outcomes

By the end of the week, participants must;

- Demonstrate professional commitment and discipline
- Articulate a clear creative and professional identity
- Define personal purpose linked to long term career sustainability

Core Knowledge Areas

- Creative professionalism and industry standards
- Identity versus popularity
- Vision, purpose, and long term economic thinking

Applied Focus

- Translating personal story into professional creative direction
- Aligning values, ethics, and income goals

Mandatory Deliverables

- Personal creative manifesto
- Five year professional and income vision statement

Evaluation Method

- Mentor review for clarity, seriousness, and alignment

WEEK 2: CREATIVITY AS AN ECONOMIC ASSET

Strategic Intent

Shift perception of creativity from passion to structured value generating economic activity.

Competency Outcomes

Participants must be able to;

- Explain how their creativity generates economic value
- Identify viable income and employment pathways
- Apply basic business and productivity thinking including AI assisted workflows

Core Knowledge Areas

- Creative economy fundamentals
- Business models for filmmakers, photographers, and content creators
- AI as a productivity and planning accelerator

Applied Focus

- Mapping personal income opportunities
- Using AI tools for ideation, research, and planning efficiency

Mandatory Deliverables

- Personal creative business and income map
- One year income and client projection

Evaluation Method

- Career and income mapping clinic assessment

WEEK 3: BRAND ARCHITECTURE AND MARKET POSITIONING

Strategic Intent

Create clarity, differentiation, and market relevance across film, photography, and digital content.

Competency Outcomes

Participants must;

- Clearly define who they serve and why
- Position themselves within a viable niche
- Align portfolio direction with market demand

Core Knowledge Areas

- Brand fundamentals for creative professionals
- Audience identification and niche clarity
- Platform and client positioning

Applied Focus

- Brand narrative and visual language development

Mandatory Deliverables

- Personal brand and value proposition statement
- Market facing portfolio direction framework

Evaluation Method

- Brand audit and peer critique

WEEK 4: MEDIA LAW, ETHICS, AND RESPONSIBLE STORYTELLING

Strategic Intent

Protect creatives legally while enforcing ethical, socially responsible, and environmentally conscious storytelling standards.

Competency Outcomes

Participants must;

- Understand ownership, usage rights, and consent
- Interpret basic creative contracts
- Apply ethical decision making in social, community, and environmental storytelling

Core Knowledge Areas

- Copyright and intellectual property
- Contracts and agreements
- Ethical representation of people, communities, and environments

Applied Focus

- Contract interpretation
- Ethical and climate related case analysis

Mandatory Deliverables

- Contract breakdown exercise
- Ethical response and responsible storytelling case study

Evaluation Method

- Legal and ethics scenario review

MONTH 2: PRODUCTION SYSTEMS, EXECUTION, AND INCOME STRUCTURES

WEEK 5: PRODUCTION PLANNING AND OPERATIONAL SYSTEMS

Strategic Intent

Introduce structure, efficiency, and repeatable systems for professional and commercial production.

Competency Outcomes

Participants must;

- Plan productions or shoots professionally
- Develop realistic budgets and schedules
- Apply AI assisted planning and workflow optimisation

Core Knowledge Areas

- Pre production and shoot planning
- Budgeting, scheduling, and cost control
- Workflow systems and team coordination

Applied Focus

- Translating ideas into executable and fundable plans

Mandatory Deliverables

- Production or shooting plan for signature body of work
- Budget and schedule document

Evaluation Method

- Feasibility and readiness review

WEEK 6: DIGITAL MARKETING, AUDIENCE GROWTH, AND MARKET ACCESS

Strategic Intent

Ensure creative work reaches, grows, and converts the right audiences and clients.

Competency Outcomes

Participants must;

- Design strategic content and marketing plans
- Use platforms intentionally for growth and income
- Interpret analytics for business decisions

Core Knowledge Areas

- Digital marketing fundamentals
- Platform specific strategies
- Performance measurement

Applied Focus

- Marketing strategy and audience growth planning

Mandatory Deliverables

- Project marketing and client acquisition plan
- Content calendar

Evaluation Method

- Strategy critique and refinement

WEEK 7: MONETIZATION, PRICING, AND CLIENT MANAGEMENT

Strategic Intent

Build income confidence, pricing intelligence, and professional client relationships.

Competency Outcomes

Participants must;

- Price work based on value and sustainability
- Communicate professionally with clients and partners
- Negotiate basic agreements

Core Knowledge Areas

- Pricing models and income diversification
- Client acquisition and retention
- Communication and negotiation

Applied Focus

- Client and pricing scenario simulations

Mandatory Deliverables

- Personal pricing and monetization framework
- Client communication templates

Evaluation Method

- Simulation based assessment

WEEK 8: STORY EXECUTION AND PRODUCTION UNDER REAL CONDITIONS

Strategic Intent

Execute storytelling projects under real world constraints while encouraging socially and environmentally relevant narratives.

Competency Outcomes

Participants must;

- Produce quality work with limited resources
- Apply visual and narrative storytelling principles
- Solve creative and operational challenges

Core Knowledge Areas

- Efficient production techniques
- Storytelling for impact across film, photography, and content
- Creative problem solving

Mandatory Deliverables

- Principal production of signature body of work

Evaluation Method

- On site mentorship and critique

MONTH 3: REFINEMENT, MARKET READINESS, AND TRANSITION

WEEK 9: POST PRODUCTION, QUALITY ASSURANCE, AND WORKFLOW EFFICIENCY

Strategic Intent

Polish work to professional delivery standards using efficient and AI supported workflows.

Competency Outcomes

Participants must;

- Apply professional post production workflows
- Implement structured feedback
- Maintain quality control

Core Knowledge Areas

- Editing and post production workflows
- Sound and visual standards
- AI assisted quality and efficiency tools

Mandatory Deliverables

- First cut or edit of signature body of work

Evaluation Method

- Technical and creative review

CONNECT
MasterLab
PROGRAMME

Learn . Build . Create



WEEK 10: PORTFOLIO DEVELOPMENT AND PITCH MASTERY

Strategic Intent

Prepare participants to present work confidently for commercial, funding, and employment opportunities.

Competency Outcomes

Participants must;

- Build a competitive, market facing portfolio
- Pitch ideas and services clearly
- Present work with confidence

Core Knowledge Areas

- Portfolio curation
- Pitch structure
- Presentation skills

Mandatory Deliverables

- Updated market ready portfolio
- Commercial and funding pitch presentation

Evaluation Method

- Mock pitch assessment

WEEK 11: DISTRIBUTION, INDUSTRY INTEGRATION, AND ECONOMIC PATHWAYS

Strategic Intent

Transition participants into real world industry, employment, and income generating pathways.

Competency Outcomes

Participants must;

- Understand distribution and exhibition options
- Identify viable career and income pathways
- Prepare for industry engagement

Core Knowledge Areas

- Distribution platforms and exhibitions
- Freelance, employment, NGO, and advocacy pathways
- Industry standards

Mandatory Deliverables

- Distribution and market entry strategy
- Career and income readiness checklist

Evaluation Method

- Career review session

WEEK 12: PUBLIC SHOWCASE, GRADUATION, AND ECONOMIC TRANSITION

Strategic Intent

Close the programme with public accountability, visibility, and forward economic planning.

Competency Outcomes

Participants must;

- Present completed work publicly
- Demonstrate professional and economic readiness
- Define post programme income action steps

Core Knowledge Areas

- Public presentation and exhibition
- Reflection and evaluation
- Transition planning

Mandatory Deliverables

- Completed signature body of work
- Film, photo series, or content campaign
- Public showcase presentation material
- Personal post programme income and action plan

Evaluation Method

- Public showcase
- Certification and graduation

PROGRAMME OUTCOMES

Graduates exit the programme with;

- A completed and publicly showcased signature body of work
- A refined, market ready professional portfolio
- Clear positioning and income pathways

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- Practical industry and economic readiness
 - Ethical, responsible, and future ready creative practice backed by mentorship certification



WHY CHOOSE CMP?

OUR PILLARS

01 Structured, Cohort-Based Learning

02 Industry-Led Mentorship & Guidance

03 Hands- On Production & Real Projects

04 Career & Income-Focused Training

PROGRAMME
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