PHOTOGRAPHY TRAINING FOR THE COMMUNICATIONS TEAM

1. INTRODUCTION

1.1. The Independent Communications Authority of South Africa (ICASA) is the regulator of the broadcasting, telecommunications, and postal services sectors in the public interest. ICASA utilises media to, among others; educate, inform, communicate its objectives, create awareness about its services to the licensees as well as the general South African public.

1.2. The communications department is responsible for the overall reputation management of ICASA. The Communications department aims to lead ICASA's communications in a way that empowers stakeholders to develop more meaningful and effective conversation on ICASA programmes and projects.

1.3. For the department to effectively communicate, it needs to ensure employees always learn new communications techniques and tools to complete their duties independently and efficiently.

1.4. Photography is one of the critical elements in communications, and the Communications department have identified the need for employees to learn photography skills. Possessing these competencies will assist employees to advance the communication delivery of ICASA.

2. OBJECTIVES OF THE PHOTOGRAPHY TRAINING

- To continuously improve employees' skills in technology paradigm shifts;
- To empower employees with much needed photography skills and will improve the communications deliverable of ICASA; and
- Improvement in brand representation through quality images

3. SCOPE OF WORK

3.1. The Communications department requires the services of a suitable experienced photography training service provider to train seven (7) communications employees on the fundamentals of photography.

3.2. The service provider must:
- Provide trainees with training material (manuals or printed handouts);
- Provide photography material such as cameras and laptops for editing;
- Audio-visual material to illustrate different topics in the programme; and
- Provide certificates of attendance to all trainees
- Produce training report and recommendations.

3.3. The photography training should take place in physical form over a period of two days covering both practical and theory programmes in March 2023. The training should take place at the learning facility provided by the service provider.

3.4. **Course content to be covered**

The following topics should be extensively covered

Day 1: Theory

- An overview of the foundation of photography: How to use a digital camera, camera angles and in frame photography;
- Exposure modes current media environment;
- File format for different usage (e.g Raw, Jpeg etc);
- Camera lens and the different usage;
- Fundamentals on event or campaign shoots;
- Fundamentals of focus in photography;
- Overview on lighting and white balance; and
- Photography Editing

Day 2: Practical Programme scope

- Conduct practical photoshoots for corporate and/or set event;and
- Conduct practical photo editing (lightroom) and allow all participants to analyse each other's work.

4. TRAINING DELIVERY FORMAT

The mode of training delivery should be asynchronous learning. This should be in the form of a workshop or classroom learning (where participants can interact with the instructor and conduct practical programmes.

5. MANDATORY REQUIREMENTS

5.1. The service provider must be an accredited individual / company by an accredited SETA or body within the industry- (photography/media) or have qualifications in photography.

5.2. Have over 3 years' experience in photography training (copy of CV) or Company profile .

5.2.1. Sample of similar projects undertaken indicating the past training plans. and/ or programme for media training.

5.2.2. Letters of reference from previous clients where a similar project was undertaken.

5.3. The service provider must provide a detailed photography training plan for all theory and practical programmes.