

Program Overview

The IMENA Film Academy intake is a hands-on multimedia and film training program designed to equip young creatives with practical skills for today's creative industry. The program focuses on real-world production experience, allowing trainees to learn through active participation in filmmaking, photography, editing, and graphic design projects. Rather than relying only on theory, students work directly with professional equipment, production workflows, and creative assignments that reflect actual industry practices.

The training is structured to help students build both technical and creative confidence. Throughout the program, trainees develop skills in visual storytelling, camera operation, editing techniques, sound recording, design principles, and teamwork. The academy aims to create a learning environment where creativity, discipline, collaboration, and professional practice come together to prepare students for opportunities in film, media, and digital content production.

Students will learn:

Videography & Video Editing

Photography & Photo Editing

Graphic Design

Storytelling & Production Workflow

Team Collaboration & Creative Practice

The training combines classroom learning, practical assignments, production exercises, and final creative projects.

Training Areas

1. Videography & Video Editing

Students will learn: camera operation, framing and composition, storytelling for film

Lighting techniques, sound recording, editing workflows, color correction, exporting professional content

Software & Tools

Adobe Premiere Pro, DaVinci Resolve, Professional Cameras, Audio Equipment, and Lighting Equipment, Editing Equipment

2. Photography & Photo Editing

Students will learn: photography basics, composition and visual storytelling,

portrait and event photography, lighting for photography, photo retouching and editing

Software & Tools

Adobe Lightroom, Adobe Photoshop and their plugins

3. Graphic Design

Students will learn: design principles, branding basics, poster and social media design, typography, visual communication, creative layout design

Software & Tools

Adobe Photoshop, Adobe Illustrator and Canva (optional beginner workflow)

Training Structure

The program runs for a total duration of four months (3 months of training session + 1 month of practice), combining intensive classroom-based training with practical production experience.

Each module is designed to progressively build the trainee's technical ability while strengthening creative thinking and problem-solving skills.

The final month focuses on practical industry experience and project-based learning. During this period, trainees apply the knowledge gained throughout the course by working on collaborative productions, practical exercises, and final multimedia projects. The training structure is designed to simulate a real production environment where students experience the complete creative workflow from planning and production to editing, presentation, and final delivery.

Month 1 : Foundation Skills

Introduction to:

1. filmmaking
2. photography
3. design principles
4. camera basics
5. editing workflow

Month 2 : Technical Production

Practical training in:

1. lighting
2. sound recording
3. shooting techniques
4. advanced editing
5. photography exercises

Month 3 : Creative Production

Students work on:

1. team projects
2. production exercises
3. creative storytelling
4. portfolio development

Month 4 : Professional Practice & Final Project

Students participate in:

1. real production practice
2. collaborative projects
3. editing sessions
4. final project production
5. screening & presentation

At the end of the program, trainees will present their final creative projects.

Practical Learning Approach

IMENA Film Academy follows a competency-based learning approach that prioritizes practical performance and continuous creative development. The academy believes that strong filmmaking and multimedia skills are developed through consistent practice, experimentation, and real production experience. For this reason, trainees spend significant time working with cameras, lighting equipment, editing software, photography setups, and collaborative production exercises throughout the program.

The weekly learning system is designed to encourage active participation and hands-on application of skills. Training sessions are conducted from Monday to Thursday, while Fridays are dedicated to practical assignments, creative exercises, and production-based assessment activities. Trainees receive projects related to the topics covered during the week and work independently or in teams to complete them. Continuous trainer feedback helps students improve their technical abilities, creative decision-making, teamwork, and overall professional readiness within the film and multimedia industry.

Weekly Practical System:

Monday - Wednesday: Training Sessions.

Thursday - Friday: Practical Assignments & Production Exercises.

Students receive practical exercises based on the week's lessons and apply their skills independently or in teams.

Trainer feedback and assessment are provided continuously throughout the program.

Practical Activities:

Students will participate in:

camera operation practice, lighting setup exercises, audio recording sessions, editing exercises, photography shoots, design assignments, group production projects

Assessment Methods:

Assessment is based mainly on practical performance and project work.

Evaluation Includes:

1. Weekly practical assignments
2. Group production exercises
3. Continuous practical assessment
4. Trainer feedback sessions
5. Final creative production project
6. Final Project & Certification

During the final weeks of training, students will complete a practical multimedia production project demonstrating the skills acquired throughout the program.

The final project process includes:

Pre-Production, Production, Post-Production, Final Presentation & Screening



Only a Students who successfully complete

And present their final project will receive a: certificate

Of Completion Issued by: IMENA Film Academy and partners

Admission Requirements

Applicants must:

Have completed or attended O' Level (9 Years Basic Education).

Be passionate about creative media and storytelling.

Be willing to participate in practical production activities.

Be committed to teamwork and learning.

Prior experience is not required.