

ST. AUGUSTINE UNIVERSITY OF TANZANIA
SAUT DAR CENTRE
SCHOOL OF GRADUATE STUDIES



**Short Course in Digitalizing the Communication Units:
Coping with the Whims of Technology in Tanzania.**

1. Introduction

Recent developments in information and communication technologies have made it possible for organizations to provide their employees with new ways of working together. Digitalization and the smarter working trend spawned several tools and concepts like Unified Communications and Collaboration (UCC), which can optimize the way we work and communicate with each other, for example, between co-workers or employees and customers. On the other hand, employees can decide for themselves where and when they want to work. Currently, companies focus on what employees produce, not the time they spend working- it is about how employees meet their targets, efficiently. By applying the UCC concept, companies expect to increase efficiency in internal business communications as well as customer support in all sections.

Given this state of affair the demand for amateurs and professionals with unique Digital skills in Tanzania cannot be overemphasized. Some of the organizations, businesses, and activities that constantly require such expertise include: local, and international television outlets; news agencies like Reuters; social media networks; advertising agencies; PR agencies; government organizations and other related agencies working to document success stories and important national events. Adding to the list, there are also families needing to document life historical moments such as marriage and birthday parties; music production industry; Non-Governmental Organization for purposes like promoting social course or opposing social injustice; and educational institutions for producing digital learning materials.

Despite of the high demand for such expertise in many Tanzanian based companies and institutions, the professional practical training in this area appears to be very limited in the country. It is on the basis of this premise that the School of Graduate Studies at St. Augustine University of Tanzania, Dar es Salaam Centre, saw the imperative need for preparing this Digital training programme. The training mostly focuses on capacity strengthening by refreshing and polishing hands-on skills of in-service corporate communicators, media practitioners, self-employed video production amateurs, and anyone who is passionately interested on becoming graphic designer and digital video producer. The training will enable them to carry out their pre-production, production, editing and graphic designing functions more effectively and diligently. Consequently, they will support the sustainability of companies (and government) communications, as well as service delivery offered through ICT. This in turn will promote the industrialization agenda of the country, create more youth employment for the better social wellbeing, thus enhance the economic growth.

2. Digital Platforms and Services in Tanzania.

Drawing from the 2020 Environmental and Social Management Framework (ESMF) report of Digital Tanzania Programme, prepared by the Ministry of Works, Transport and Communications, the government of Tanzania, among other components, aims at enhancing the core infrastructure and capacity necessary to support digital public service delivery; enhance the efficiency of the government's internal operations; and to rollout priority digital productivity platforms and public services. This is the 3rd component of the programme expected to be executed in two phases of a five-year period each (2021 – 2025 and 2024 and 2029). In recent years, the government has made progress in developing digital services and elements of a shared services platform (mobile services portal, SMS gateway, e-payment gateway, etc.); and strengthening of the e-Government Agency (e-GA) and deployment of digital productivity tools for government (first phase of e-Office, initial digitalization of records, revenue management, etc.). The entire component is expected to be implemented through three sub-components: digital services and productivity platforms; data center infrastructure; and digital literacy and capacity-building.

The present training expects to support these efforts from the government that will permit most of the citizens to access quality services from companies and government entities, as the result of improved capacities in delivering commercial and public services.

3. Importance of the Course

The importance, benefits and advantages of Digital transformation is not only an obvious sensory and intellectual fact but also a must life-engulfing phenomenon with little possibility of escape. Digital transformation helps organizations (and public offices) to keep up with emerging customer/public demands and therefore survive in the face of the future. It allows companies to compete better in an economic environment that is constantly changing in response to technology evolutions. Digital transformation changes the way an organization operates. Systems, processes, workflow, and culture are all part of this process. This transformation affects each level of an organization and brings together data across areas to work together more effectively.

There are various advantages to digitalization including increased efficiency, increased productivity, lower operational costs, improved customer experience, higher agility, enhanced employee morale, improved communication, increased transparency, improved competitive advantage, and faster decision making. Video production and graphics designing is an art that apart from depending on a talent, need to be natured by frequently keeping abreast of the latest technological and other changes in the field.

Thus, this course avails in-service corporate communicators, media practitioners and self-employed video production amateurs, and other interested individuals, an opportunity to fresh up their video production knowledge by polishing their hands on skills in order to live up to the ever changing professional and market realities of the modern world. Also, the course is designed to acquaint beginners with strong skills for creating quality digital video and graphics to suit different purposes and clients. As an added value, the course will equip the participants with Print and Public Relations Hands-on.

4. Benefits of the Course

Upon the completion of the course the learner will be able to:

- i. Record quality video with necessary standards by using camera,
- ii. Edit video captured from the camera and other sources,
- iii. Design and create advertisements,
- iv. Animate logos and other features, and
- v. Attain a general knowledge of motion graphics.

5. Contents of the Course

(i) Digital Communication

- Video shots composition and their meaning, and
- Video and audio recording basic principles.
- Video selection standards
- Introduction to editing software (premiere pro, Sony Vegas pro),
- Importing raw materials to premiere pro/Sony Vegas pro
- Exporting video
- Cutting, moving and joining video clips
- Inserting text and effects on videos

(ii) Print Media in the Digital Era

- Data Journalism in the digital era
- Photo journalism in the digital era
- Investigative journalism in the digital era
- News reporting via social media
- Caption and summary writing
- Handling the source

(iii) Public Relations Hands-on

- a. Management and leadership skills
- b. Communication Skills (e.g., Public Speaking)
- c. Note taking and minutes writing
- d. Report writing and presentation (Rappoteur)
- e. Graphics Design for promotion through television and social media
- f. Research and Social Media Audit



6. Training Mode and Nature of Content

The course will be offered through blended mode, that is face to face and online depending on the topic. The nature of content will include 30% theory and 70% practices (camera, rendering and editing, and graphics in computer laboratories).

7. Targeted Applicants

- In-service media practitioners already working or aspires to work in the area,
- Self-employed video production amateurs,
- Public relations officers (in public and private sectors),
- Advertisement Agencies employees,
- NGOs media or communication personnel, and
- Anyone who is interested in the Course Content

8. Facilitators

This program will be facilitated by experienced instructors from the School of Graduate Studies St. Augustine University of Tanzania, Dar es Salaam Centre.

9. Other Important Details

Course Duration: Three (3) weeks (8th - 26th May 2023)

Course fee: TSh 350,000/=

10. Mode of Payment

Bank Name: CRDB Bank

A/C Name: SAUT Dar Centre

A/C No: 0150413058800

11. Registration

To register please contact us through:

Email Address: admission@sautdarcentre.ac.tz

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