Betaminds
AFRICA
...community for creative professionals

CHOOSE A CAREER PATH IN
CREATIVITY
WITH BETAMINDS AFRICA

SOCIAL MEDIA MANAGEMENT || ART AND DESIGN || CONTENT WRITING AND STORYTELLING || PHOTOGRAPHY || FILM AND VIDEO

LEARN AND EARN WITH US!

Unlocking Creative Potential:

A Free Sensitization Class for Young Aspiring Creatives

Objective:
To provide young aspiring creatives with a comprehensive understanding of various creative career paths, empowering them to make informed decisions about their future.

Sustainability:
- Offer follow-up workshops or mentorship programs to continue supporting participants' creative journeys
- Establish an online community or social media group to connect participants and provide ongoing resources and guidance

Mission Statement

Our mission is to empower young aspiring creatives in Nigeria with the knowledge, skills, and inspiration needed to pursue a career in the creative industry, fostering a community of innovative thinkers and doers.

Vision Statement

Our vision is to create a vibrant ecosystem that nurtures creativity, innovation, and self-expression among young Nigerians, providing them with the basic information and confidence to turn their passions into successful careers, and contributing to the growth and development of the creative industry in Nigeria.

Target Audience:

Young individuals (ages 15-30) interested in exploring creative careers, including students, recent graduates, and early-career professionals.

There are numerous career paths in the field of creativity, spanning various industries and disciplines. Here are some examples:

1. Art and Design

Graphics Designer:
Creates visual content using computer software.

UI/UX Designer:
Designs user interfaces and user experiences for digital products.

Animator:
Creates motion graphics, 3D models, or traditional animations.

2. Writing and Storytelling

Copywriter:
Creates written content for advertisements and marketing campaigns.

Content Writer:
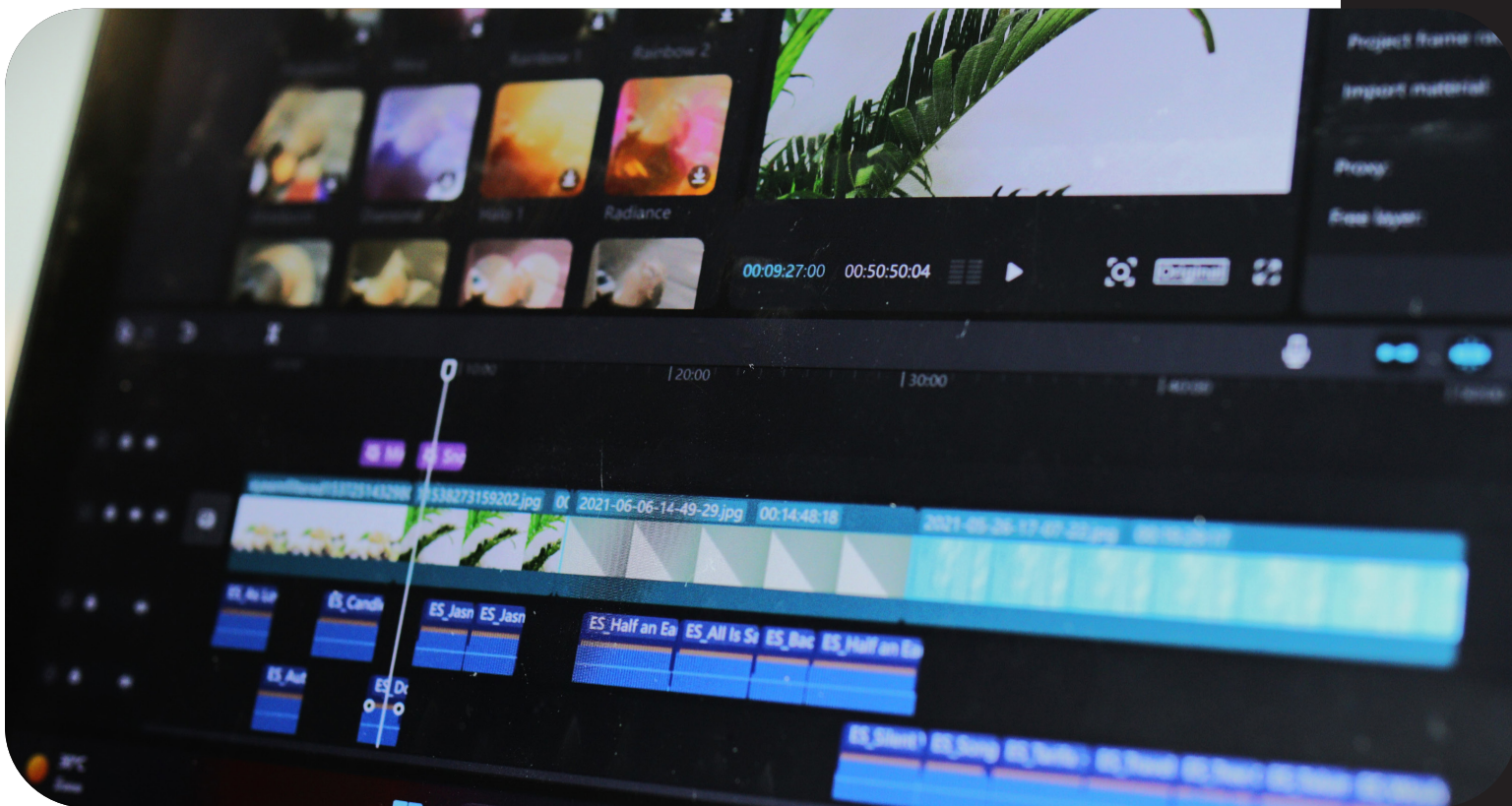Develops engaging content for websites, blogs, or social media.

3. Film and Video

Cinematographer:
Responsible for camera and lighting techniques in film productions.

Video Editor:
Edits footage to create cohesive visual stories.

Other Creative Fields

Product Designer:

Develops concepts and designs for manufactured products.

Photographer:

Captures images for artistic, commercial, or journalistic purposes.

Social Media Management:

The process of creating, scheduling, and analyzing content on social media platforms to achieve business objectives.

Class Overview

DURATION

3-4 hrs
(depending on the format)

FORMAT

- Interactive presentations
- Panel discussions
- Workshops
- Q&A sessions

TOPICS

1. **Exploring Creative Career Paths:** Overview of various creative industries, including art, design, music, writing, film, and more

2. **Identifying Strengths and Passions:** Guided exercises to help participants discover their creative strengths and interests.

3. **Building a Creative Career:** Insights into education, training, and professional development opportunities.

4. **Overcoming Challenges and Staying Motivated:** Tips and strategies for navigating the creative industry.

KEYNOTE SPEAKERS AND PANELISTS

- Established creative professionals from various industries

- Educators and career advisors

- Successful entrepreneurs and innovators