



CalvinAcademy

Prospectus 2024



Digital Design and Entrepreneurship is our focus!

We focus on teaching our students entrepreneurship and specialist computer software skills like all Adobe products, Corel products, Social Media and WordPress.

We teach our students how to become Digital Graphic Designers to get them paid design internships/jobs after only 10 months when they graduate with their Diploma.

We are associated with small/med business owners in our community

Our students get practical internship experience at companies

Our students become highly skilled and job-ready in just 10 months

Get technical skills in specialist computer design software!

Digital design is a general term that is more relevant now than ever before. Put simply, any kind of design that appears in a digital format (on an app or website), rather than in print (on a physical page), is considered digital design.

We teach our students both aspects of Graphic Design as well as Digital design so that they are well equipped for current online job requirements as well.

Study design briefs and determine client requirements.

Develop illustration artwork, logos and graphic layout designs using computer design software

Become competent in website design and creating ecommerce sites and online promotions

Our weekly Newsletter will keep you updated!

Stay informed weekly about our Academy events, happenings and student achievements by subscribing to our newsletter.

About Us

Calvin Dorman is the owner of **CalvinBusiness** since 1995 and **CalvinAcademy** founded in 2016.

Calvin Academy offers specialist computer software training by presenting small classes where college students will learn all the Graphic Design and Digital Programmes at the Tygerberg Art School located in the northern suburbs of Cape Town, South Africa.

Full time students enrol for a one year diploma course covering these specialist computer software programme but it also includes an Entrepreneurship module and Internships during the 2nd semester

I WANT YOU TO SUCCEED IN YOUR CAREER!

At Calvin-Academy we focus on computer software skills and entrepreneurship development. Then once students graduate, Calvin-Academy immediately becomes their doorway to becoming employed at companies where their newly learned digital graphic design skills are in demand.

So after graduation, some of my students want to study further. Others want to become entrepreneurs **while most students want immediate employment.**

I personally assist them in this regard by checking that their CV's are updated and in the correct format with their internship reference letters and Diploma attached.

I also reach out to company owners I am associated with to match my students to the correct company and monitor their progress once employed, usually every 6 months to see that they are still on track with their career.

I personally give guidance to my students regarding their career decisions with input and feedback from their parents.

Therefore, after completing their Calvin-Academy Diploma, I assist students with paid internships in the Engineering, Architectural or Graphic Design industries.

This usually leads to short-term contracts which lead to well-paying, full-time employment.

I keep in contact with my students after graduation to monitor their career growth and to help them stay focused and motivated on the path they have chosen.

If you are a young person struggling to get meaningful employment and you are interested in Computer Graphics, Architecture, Engineering or any related field, then you should seriously consider becoming part of the process that I offer that will help you achieve your goals.

It is extremely difficult to struggle on your own and you need all the support and professional guidance you will get at Calvin-Academy which is at a reasonable price most parents can afford. (Half the price of any registered college in Cape Town).

Below I have listed Calvin Academy past students who have gained employment soon after graduation as a direct result of the skills learned and applied at their internships.

I have also helped most of them update their CVs with the correct format and reference letters from myself and the companies where they have completed their internships.

- Learn from Calvin in class
- Work online from home

Course Content

We teach our students how to become **Digital Graphic Designers**.

We teach them both aspects of Graphic Design as well as Digital design so that they are well equipped for current online job requirements as well.

Contact us via email and Calvin will send you the Prospectus and Quote as well as give you a call to chat about the course.

1. COMPUTER GRAPHIC DESIGN MODULE:

CorelDraw Level 1 and 2

Adobe Photoshop CC Level 1 and 2

Adobe Illustrator CC Level 1 and 2

2. WEB DESIGN & ECOMMERCE MODULE:

Word Press and Woo Commerce

3. ENTREPRENEURSHIP MODULE:

Entrepreneurship & Leadership

4. DIGITAL MARKETING MODULE:

Social Media and Email Marketing

5. INTERNSHIP PROGRAMME MODULE:



We teach our students how to become Digital Graphic Designers as well as laying the foundation to be entrepreneurs as well

Course Duration

1 Feb 2023 – 30 Nov 2023
(10 months)

1st Semester: 1 Feb – 15 July
2nd Semester: 1 Aug – 30 Nov

Classes from 10am – 4pm

Mondays -Thursdays

Course Price

Total Course fee: R 19 000

Breakdown:

R1000 Admin and course material/software fee plus R1 800 p. month
(over 10x months)

The right stuff Calvin assists & guides you towards formulating the right plan for your career
Step by step you work your plan to make your Vision a reality.

Vision Morning

For most college students, it seems obvious that surely their Vision would be to achieve their Diploma, but I don't agree fully and here's why....

...consider this. Attaining your Diploma should not be your ultimate goal but rather one of the many strategies you use in your CAREER PLAN to achieve the real goal of getting a meaningful job related to your career choice for which you studied at Calvin Academy.

Yes, the real goal is getting a job soon after you graduate to kick-start your career and not just to get your Diploma.

If your energy is focused on a job-oriented goal then you will apply all the strategies that make up a good plan to achieve it.

An average plan is not good enough to achieve great results.

If planning for a Diploma is all you planned for then that is all you will get. That in its own is an average achievement and not enough.

But leveraging off your Diploma, your CV, your letter of recommendation from your internship company as well as getting the help of your lecturer and college coach/owner to open doors and opportunities to connections in the career you have studied for will widen the scope of your plan and make it a better one.

Together with your career coach you can make sure you formulate the right plan. Once you work that right plan with all its different strategies and time-lines to monitor and achieve, then you will get the right result...namely, your dream job.

Your career goal should occupy your mind and your energies and not the distractions of Covid-19, politics and the current recession we are going through.

On Vision Morning, I highlight the importance of having a clear Vision for your career as a digital graphic designer and the daily goals to work towards in achieving your Diploma which is vital for your dream career to come true

- Calvin

Your Vision

Having a Vision for your business-what does it really mean?

Watch my You Tube Video and join the conversation.

Subscribe to my YouTube Channel for more Videos like this.

Internships allow students to apply their learned skills practically on real client design projects

Calvin Academy is there to equip young people first through computer software skills development, then internships, then employment by becoming highly skilled digital graphic designers and ultimately self-employment. Every parent and business owner's support towards these goals is vital as it secures the success of our young peoples' future careers.

Gain access to proper internships which is a partnership between local small business and Calvin Academy

Internship Programme

We are closely associated and connected to small/med business owners in our community (Bellville, Parow and Goodwood) to ensure our students get Internships.

An Internship programme is important for every student to enable them to apply practically what they have learned in class. They get exposure to real clients and real projects which helps them get accustomed to the working environment before they apply for a job.

This is hands-on experience and a student must not struggle to get an internship when he/she is a registered student.

Other Colleges leave it up to students to find their own internships but this should definitely NOT be happening because students struggle to find quality, study-related internships on their own.

I have had many students from other colleges asking me to get them internships because word-of-mouth gets around of the success of my internship programme which I have in partnership with small/medium companies in my community (northern suburbs).

I put a lot of emphasis on internships as it is the best method for students to evaluate their digital graphic design skills and knowledge.

Students gain confidence in their design abilities when they do our Internship Programme.

Open letter to all Parents

Further financial hardship due to Covid-19 means that many matriculants won't be able to go to college as many parents will no longer be able to afford it, especially divorced, single parents.



Hi Calvin here, I think we can agree that most parents today know that a matric certificate will not get their child a job and that college attendance have become compulsory to secure a good job in the future.

After spending around R2000 a month per child on high school education, the financial burden is not going to stop after matriculation but instead it is going to increase as college fees become too much for parents to bear as the cost of living goes up -food and petrol inflation is at an all-time high and is going to get worse as SA has now been down-graded to junk status and the rand has reached the norm of R14 to the dollar

This financial hardship means that many matriculates won't be able to go to college as many parents will no longer be able to afford it, especially divorced, single parents.

This is a pretty grim picture but we have to face up to the truth and do something concrete about it. We cannot be forced to allow our children to take a gap year simply because we cannot afford the college fees.

We have to hunt down legitimate colleges who are willing to offer lower prices yet offer quality training.

Unfortunately the majority of “cheaper” colleges offer courses at around R35 000 a year and after achieving a Diploma 3 years later after spending around R100 000, their child still does not find employment in their chosen field of study and have to revert back to getting a low paying job even though they are “over-qualified” and their Diploma holds no real value.

In the USA the unemployment rate is only 4% and the average standard of living is not high, yet we South Africans have to face an unemployment rate of 27% which is fast climbing to 28%.

These are the facts and we cannot just shrug our shoulders in powerless disbelief but we have to stand together and do something about it. We simply can't keep on feeding the “school and college money beast” while our children has no guaranteed career future.

I believe the answer to this problem is simple yet not as unrealistic (pie in the sky) as the free education campaigns suggested by many.

The answer is two-fold: Parents should only pay HALF the current college fees as the current profits of colleges are extremely high (just look at the cars and the wealthy life-style of the owners and their directors) and secondly, students should have access to proper internships which is a partnership between enterprise and educational institutions.

A student must not struggle to get an internship when he/she is a registered student and definitely they should NOT be looking for internship opportunities on their own which is predominantly the case at most colleges even though they may deny it.

I have many students from other colleges asking me to get them internships because word-of-mouth gets around of the success of my internship programme which I have in partnership with small/medium companies in my community (northern suburbs).

It is my mission to implement these two basic solutions of financial affordability and quality training/internships to all parents and young people (19-25 years) in my community through my college, Calvin-Academy, I founded in 2016.

Internships - most colleges are getting it wrong

Internships

most colleges are getting it wrong. Here's why and how I believe it's should be done

Watch my You Tube Video and join the conversation.

Subscribe to my YouTube Channel for more Videos like this.

Graduation Day

DIGITAL GRAPHIC DESIGN COURSE:

Diploma in Digital Graphic Design & Entrepreneurship

Reaching your potential is the realization of a success based in the future. Only you can decide what you think your highest potential is that you can still reach and achieve.

If someone says to you, "I believe you have such potential to succeed", It really means nothing until you believe in your own potential yourself.

BELIEF

It is my prayer that all parents share my belief of Calvin Academy's vision and that they will also.....

- 1. Believe that their child can achieve more in life.**
- 2. Believe that their child can follow a career path and not just a job to help support the house-hold financially.**
- 3. Believe that the financial sacrifice they are going through will one day pay off when their child gets a good salary due to their studies.**
- 4. Believe that Calvin-Academy has this same aspirations as they have for their child's career.**

I want you to succeed in your career!

- Calvin Dorman

I want to encourage all parents to enrol their young adult children (aged 18-25) at Calvin Academy to do **a year course; a focused course; a specialist computer design course** to enable them to to kick-start their careers instead of just looking for an average job that will earn them an average salary but for which they show no real interest.

We have been proudly associated with the Tygerberg Art Centre since we started the academy in 2016

Why Us

Because I care about the career of the young people in my community.

After graduation, your child will then be able to enter the job-market with a good career future ahead as a Digital Graphic Designer -unlike most young people who has no choice nor opportunities but to work at a mall store, supermarket or become a waiter to help support themselves.

CalvinAcademy has 10 unique benefits for you

1. Affordable
2. Specialist Digital Graphic Design Course
3. One year Diploma course
4. Internship experience
5. Practical job-related
6. Real Client Projects
7. Experienced lecturers
8. Experienced Academy since 2016
9. Connected and associated with business owners
10. Associated with the Tygerberg Art Centre

Classes are small with approximately 8-15 students per year, giving better personal attention on a one-to-one basis with Calvin who also personally offers his mentorship advice as an experienced business coach and lecturer.

This course is focused largely on equipping students with **specialist software skills so that they able to get practical experience through internships.**

Course fees are HALF the price required by other colleges offering a similar course.

At **only R1 800** per month, Calvin Academy offers the lowest price for quality training and employment opportunities after graduation.

.It is the mission of Calvin Academy to implement the two basic solutions of **(1) financial affordability and (2) quality computer design training with internships** to empower young people (18-25 years) in my community to start a tech-career as a digital graphic designer.

Calvin-Academy was founded in 2016 by Calvin Dorman. After more than 20 years of small business experience, **Calvin has acquired the knowledge and ability to teach young people** how to apply the principles and content learned to find their own niche and “recipe” for long-term sustainable success.

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