

KLICK FILM & DESIGN SCHOOL · ADDIS ABABA

Content Creation Course

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Learn to plan, shoot, edit and publish content that grows, on TikTok, Instagram and YouTube, with just your phone. Built for the Ethiopian creator economy, ending with a published content series and a brand pitch.

ETB 10,000

Full course fee

2 Months

3 classes a week, 2 h

Every 2 weeks

A new class starts

Certificate

Verifiable online

Create content *that* grows

The course covers the whole creator workflow: strategy and niche, mobile shooting, lighting and audio, CapCut editing, YouTube and long-form, analytics, and how creators in Ethiopia earn from brand partnerships.

No professional camera needed: the course is mobile-first, and getting the best from your phone camera is a core module. It suits new creators, business owners and anyone who wants to work in social media.

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2,000+ students trained **~48 h** hands-on training **2** branches in Addis

By the end you can

- ◆ Produce high-quality short-form video for TikTok, Instagram and YouTube
- ◆ Grow an engaged audience across platforms
- ◆ Read analytics and improve what you post
- ◆ Work with brands as a creator, UGC specialist or social media manager
- ◆ Earn through brand deals, platform programs and sponsored content
- ◆ Use content to market your own business

Tools you will use

CapCut Editing	TikTok TikTok Studio	YouTube YouTube Studio	Canva Thumbnails	Rush Premiere Rush	Mic Mobile audio
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Your 8-week plan

3 classes a week, 2 hours each. Each stage ends with work you have made yourself.

WEEK 1	Creator Fundamentals Platform strategy, content pillars, audience building, niche selection, the Ethiopian creator market. You finish with: your content plan and niche	WEEK 2	Mobile Production Phone camera settings, mobile lighting, audio quality, location scouting. You finish with: well-shot, well-lit phone footage
WEEK 3	Short-Form Editing CapCut, trending formats, transitions, text animations, sound design for reels. You finish with: your first edited reels	WEEK 4	Advanced Editing & Style A consistent visual style, color grading on mobile, pacing and retention editing. You finish with: a signature style
WEEK 5	YouTube & Long-Form YouTube strategy, scripting, thumbnail design, SEO for video, channel optimization. You finish with: a scripted video and thumbnail	WEEK 6	Growth & Analytics Platform analytics, the algorithm, posting cadence, iterating on what works. You finish with: a growth plan from your own data
WEEK 7	Brand & Monetisation Brand partnerships, UGC, creator rate cards, negotiation, content business models. You finish with: your rate card	WEEK 8	Final Creator Package A content series, a portfolio of published work, a brand pitch deck, a launch plan. You finish with: a published series and certificate

Class times

Choose a time and days that fit your life. ሰዓቱ በኢትዮጵያ አቆጣጠር ነው።

ETHIOPIAN TIME	INTERNATIONAL	DAYS
3:00 – 5:00	9 – 11 AM	MWF or TTS
5:00 – 7:00	11 AM – 1 PM	MWF or TTS
7:00 – 9:00	1 – 3 PM	MWF or TTS
9:00 – 11:00	3 – 5 PM	MWF or TTS
11:30 – 1:30	5:30 – 7:30 PM	MWF or TTS
Weekend	Sat / Sun	Full-day sessions

MWF = Mon · Wed · Fri · TTS = Tue · Thu · Sat. Seats per class are limited; ask on WhatsApp which times have space.

What's included

One fee. No hidden costs.

- ◆ **Mobile-first training**, so your phone is all the camera you need
- ◆ **Hands-on classes** with teacher feedback on your own posts
- ◆ **A brand pitch deck** and rate card to start earning
- ◆ **Klick certificate** with a unique number employers can check at klickschools.com/verify
- ◆ **Klick Konnect**: after you graduate, join the network where graduates meet employers and clients
- ◆ **Pay in full or in instalments**. Ask us about a payment plan before you enrol

Fees & next steps

THIS COURSE

ETB 10,000

Content Creation · 2 months

PAIRS WELL WITH

ETB 5,000

Digital Marketing · 1 month

PAIRS WELL WITH

ETB 5,000

Video Editing · 1 month

How to enrol · እንዴት እመዘገባለሁ?

1

Register online

Takes 2 minutes: scan the QR code or open klickschools.com/register.

2

Pay by Telebirr or CBE

Pay on the register page or on our Telegram bot @KlickSchoolBot and send your proof.

3

Start your class

We confirm your seat and your student ID. A new class starts every two weeks.

Your first post starts in two weeks.

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+251 920 594 530 · 011 668 7941

Telegram t.me/Klickstudios

Mexico: Sengatera Bldg, 19th floor

WhatsApp +251 920 594 530

klickschools.com

CMC Michael, Addis Ababa



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REGISTER