

CREATIVE & DIGITAL TECH

Animation | Content Creation | Esports | Wellbeing



DNA TERM 3 PROGRAMMES

"Inspiring the next generation of digital leaders."



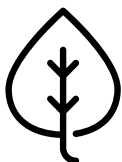
Digital Natives Academy, is NZ's first esports and content creation academy, and provides a state-of-the-art digital training centre which offers programmes focused on esports, animation, content creation and wellbeing for tamariki and rangatahi aged 10-24 years.



Creative & Digital Technology are some of the fastest growing parts of Aotearoa's economy, generating billions of dollars in exports and creating thousands of jobs each year. The global gaming industry is now worth more than the film and music industries combined.



Our programmes help illuminate career pathways into digital and creative tech. Our classes help get young people ready to take on these opportunities by getting them started early allowing them to make much more informed decisions by the time they need to.



Setting good values and foundations early also allows our children to develop the soft skills and discipline they need to excel in this space.



Esports Essentials

Learn the role of esports, explore sportsmanship, high performance mindsets and team oriented thinking while practicing ingame.

Starts 30 July, Fridays
Class 1: 4-5pm (ages 9-12)
Class 2: 5:15-6.15pm (12+)



Animation Principals

Learn to use a drawing tablet, explore pro software (Adobe Photoshop/Animate), learn to animate.

Starts 27 July, Tuesdays
Class 1: 4-5pm (10+)



Content Creation

Learn what makes great content, explore tools that will help you get started.

Starts 27 July, Tuesdays
Class 1: 5.15-6.15pm (13+)

Each session is 1 hour

\$10 per session

Paid in advance

10 week programme



Animation Principals

Learn to use a tablet, explore pro software *Adobe Photoshop/Animate learn to animate.



STARTS 27 JULY

Day: Tuesdays
Time: 4-5pm
Ages: 10+

What we will explore:

- The key principles of animation (squash and stretch) are able to apply these concepts to other objects
- Life drawing, drawing from life/observation drawing.
- Character design mood boards, references and iterations
- Creating original characters of their own and are able to go through a process of elimination with their ideas
- Animating facial features, creating a face a face and animated eyes blinking with mouth moving
- Effects animation, students will understand how to use basic effects a
- File management and Google Drive

REGISTER NOW



Content Creation

Learn what makes great content, explore tools that will help you get started.



STARTS 27 JULY

Day: Tuesdays
Time: 5.15-6.15pm
Ages: 13+

What we will explore:

- Various forms of media that content creation uses
- The power of the meme and how they are used to influence people
- Graphic design and how logos and overlays play a key role in content
- The content creation ecosystem and its many pathways
- Photography basics, understanding filters and composition
- A number of tools to help create a variety of different types of content and examine their overall effect
- The content creation pipeline
- Pipeline key steps and stages through solo projects

REGISTER NOW



Esports Essentials

Learn how to play as a team, learn to communicate and run key plays and strategies.



STARTS 30 JULY

Day: Fridays
Time: 4-5pm
5.15-6.15pm
Ages: 9-12 & 12+

What we will explore:

- Teamwork, sportsmanship and working together to develop ingame strategies
- Good communication and how cooperation helps team dynamics
- How rage/tilt influence gameplay and strategies to cope
- How pressure and frustration impact behaviour and how to deal with these emotions
- The importance of respect and empathy when playing
- How practice can help identify key areas to work on
- The importance of high performance mindsets and the role of failure and resilience
- Reviewing gameplay and how to learn from it
- Understanding the importance of strategy and focusing on key objectives

REGISTER NOW

Free Sessions for DNA Members



DNA offers free sessions for members, for \$10 a year you get access to free scrim times & special events (1st come, 1st in) starting August 1st



Please check FB for important info. DNA is open **Sat/Sun from 12pm-3pm. Weds from 3pm-7pm** are open to High School students who are practicing in teams