



ACADEMY

# TRAINING

B R O C H U R E



# About us

Oxygen Academy is a hands-on **BRANDS & MARKETING COMMUNICATIONS CREATIVE SCHOOL** that is fully accredited by Advertising Practitioners Council of Nigeria (APCON) and Association of Advertising Agencies of Nigeria (AAAN).

Upon completion of the oxygen program, you shall be awarded an O2 Academy Diploma in Advertising certificate.

All our courses are grouped under three (3) different Schools;

## **SCHOOL OF ADVERTISING:**

- a. Art Direction.
- b. Copy-writing. /Content writing
- c. Strategic Planning.
- d. Concept Origination.

## **SCHOOL OF MARKETING:**

- a. Sales training.
- b. Marketing Strategy.
- c. Digital Marketing.

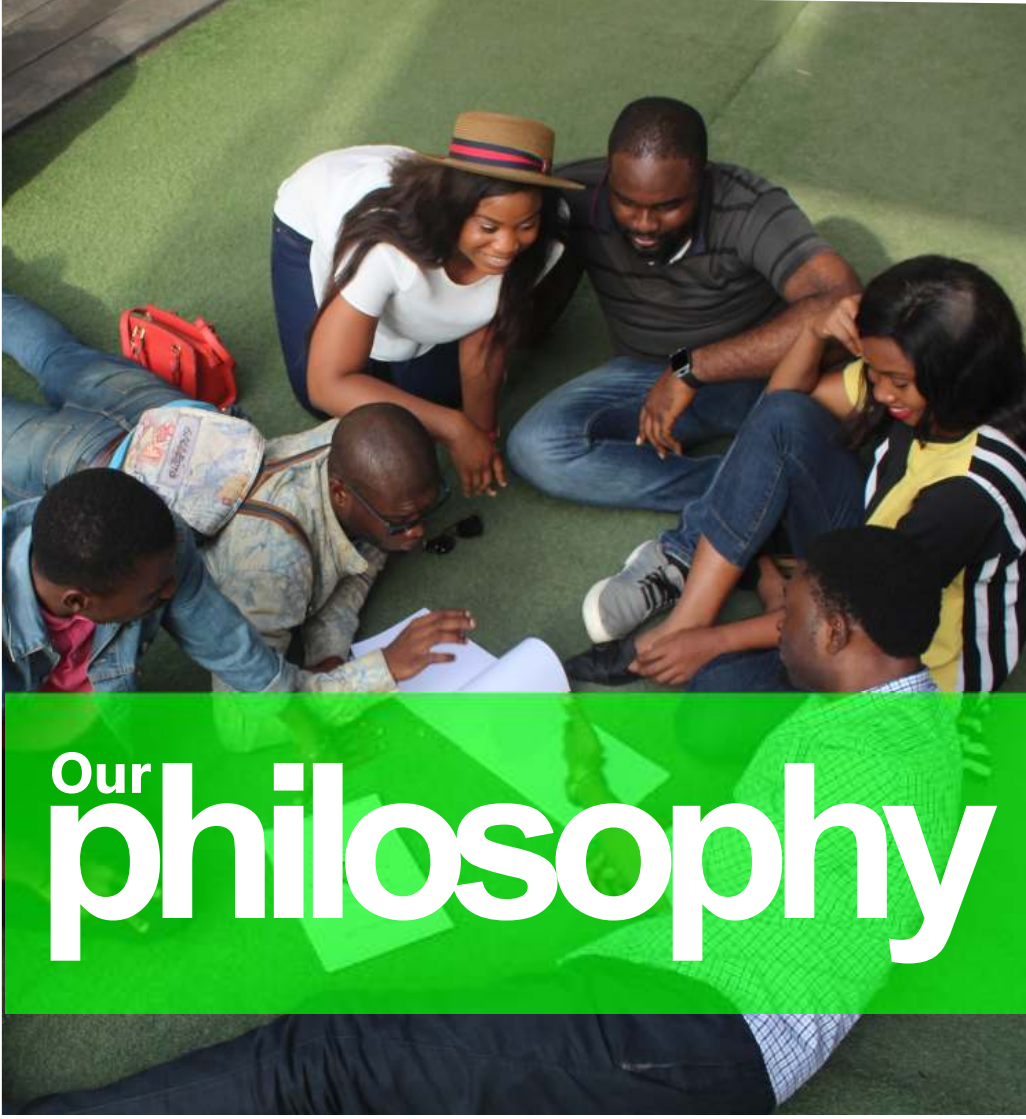
## **SCHOOL OF MEDIA:**

- a. Cinematography.
- b. Photography.
- c. Video production.
- d. screen writing
- e. Sound engineering



# Our • mission

To be a hallmark of effective 21st century ideas that will move the marketing world forward, reshape the human thinking and perceptions and carve a niche for Nigerian youths in the industry with relevance to our identity, bringing about a revolution in the marketing and brand communications world by imparting the Nigerian Youth populace with creative skills to be employable, self-employed and employers of labor.



# Our philosophy

Funducation (Mixing fun and Education) It is at the heart of everything we do. From creative thinking to creative execution and presentation. We integrate fun activities to inspire the brain.

'Where people are not having fun, they seldom produce good works'  
David Ogilvy





# Our style

Our style to teaching marketing communications is completely integrated and integrates the challenges of the new media and new technology. Our students are given real projects to work on within simulated agency teams. They put theory into practice right from the start. The courses run through an intense period of 110 hours within 2 months which would involve portfolio creation on the 3rd month

Upon registration you will be allowed to attend classes for all the courses in your first one month at the academy. This one month general studies (GS) is to enable you have a 360 <sup>3</sup> degrees knowledge of brand and marketing communication and to also help you make a choice on the particular course of specialization.

You will have to major on the chosen course by the second and third month.

*COURSES*





# *school of* **advertising**

**COPY  
WRITING**

**ART  
DIRECTION**

**STRATEGIC  
PLANNING**



# **COPY** ***WRITING***

Copywriting is the act of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.





## COPY WRITING COURSE OUTLINE

- The Brand Called you
- Strategic planning
- Consumer & Buyer Behavior
- Media strategy
- Short & Sweet
- Magic & Logic
- writing for Radio Advertising and Television Advertising
- writing for Print Advertising
- Conceptual Thinking Skills



## COPY WRITING COURSE OUTLINE

- Project and Campaign Briefs
- Copy writing: Theory and Practice
- Portfolio Development
- Creative Writing
- The Voice of Type
- Presentation Skills
- The dynamics of the ad industry and the Creative Process

An orange pencil is positioned diagonally on the left side of the image, pointing towards the text. The pencil has a sharpened lead tip and some lead shavings are visible on the surface it is pointing to.

# ART

## *DIRECTION*

In modern advertising practice, an art director typically works in tandem with a copywriter to devise an overall concept (also known as the "creative" or "big idea") for the commercial, print, brochure, or other advertisement. The art director is primarily responsible for the visual rendition and graphic design layouts of the concept.

The art director may come up with the headline or other copy, and the copywriter may suggest a visual or the aesthetic approach. Each person usually welcomes suggestions and constructive criticism from the other. The process of collaboration often improves the work.



# ART DIRECTION COURSE OUTLINE

- The Brand Called you
- Consumer & Buyer Behaviour
- Principles of Marketing
- Intermediate Photoshop
- Account Planning process and implementation
- Conceptual Thinking Skills
- Visualization
- Typography
- Strategic planning



- The dynamics of the ad industry and the Creative Process

- Principles of design

- Magic & Logic

- Portfolio Development

- Branding

- Project and Campaign Briefs

- Presentation Skills

# ART DIRECTION COURSE OUTLINE







# *STRATEGIC* **PLANNING**

Their primary function is to find consumer truth and insight that helps the creative teams create work that is not only entertaining and highly memorable but also relevant to the consumer and effective in the marketplace.



# STRATEGIC PLANNING COURSE OUTLINE

- The Strategic Planning Framework
- Establishing a link between Business
- Brand, Marketing and Advertising Strategies
- Developing the Media Plan
- Building Knowledge
- Integrated branding
- Advertising Strategy
- The Media Foundations
- Discovering customer and market insights
- Value proposition & targeting
- Innovation in Media and Measuring Success
- Assessing Creative and Media
- Online Media and Promotional Options
- Case Study Presentations
- Final Exam

A group of diverse people, including two women and two men, are sitting around a table in a meeting. They are looking at laptops and talking. There are coffee mugs and a red bag on the table. The background is a plain wall.

# *school of* **marketing**

**MARKETING  
STRATEGY**

**DIGITAL  
MARKETING**

**SALES**

Marketing strategy is a section of your business plan that outlines your overall game plan for how you'll find and attract clients or customers to your business... Your marketing strategy focuses on what you want to achieve for your business and marketing efforts.



# MARKETING STRATEGY

## COURSE OUTLINE

- Blue Ocean Strategy
- Blue Ocean Strategy Simulation
- Blue Ocean Strategy Study Group
- Industry and Competitive Analysis (ICA)
- Strategy Lab
- Strategy, Structure and Incentives
- The Art of Communication
- Strategy & Management
- Consumer psychology
- Market segmentation



# ***DIGITAL***

## ***MARKETING***



Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

DIGITAL MARKETING

# COURSE OUTLINE

- The Digital Marketing Landscape
- Understanding the Digital Customer
- Data and Database Applications
- Planning and Integrating Digital Campaigns
- Principles of Website Design- Customer Experience and Usability
- Planning and Managing Website Development
- Search Engine Marketing
- Email Marketing
- Display Advertising
- Online PR and Social Media
- Affiliate Marketing
- Producing Great Digital Creative



# ***SALES***

Sales is activity related to selling or the amount of goods or services sold in a given time period. The seller or the provider of the goods or services completes a sale in response to an acquisition, appropriation, requisition or a direct interaction with the buyer at the point of sale.





# **SALES** **COURSE OUTLINE**

- Active Listening
- Setting Goals
- Delivering Presentations that SELL
- Managing your Data
- Managing the Sale
- Manage your pipeline



The background image shows a group of people in a classroom or meeting environment. On the left, two men are seated at a table; one is wearing glasses and gesturing while speaking. On the right, two women are seated, looking towards the center. In the foreground, a large brown patterned bag sits on a white table. Several laptops and mugs are also visible on the table. A black diagonal banner with white text is overlaid in the center, listing the course outline. The word 'SALES' is in a smaller font above 'COURSE OUTLINE'.

# SALES COURSE OUTLINE

- Defining the Sales Process:
- Handling Objections:
- Getting Prepared to make the Call:
- Closing the Sale:
- Creative Openings:
- Following Up:





# school of **media**

CINEMATOGRAPHY

PHOTOGRAPHY

VIDEO PRODUCTION

SCREEN WRITING

SOUND ENGINEERING

# *CINEMATOGRAPHY*



Cinematography is an essential part of filmmaking. It's about creative visuals that reinforce a narrative and give the audience an emotional experience.

It's less about the equipment you use and more about how you use it

Cinematographers are as much storytellers as directors the difference is that they direct visuals instead of actors.

# CINEMATOGRAPHY COURSE OUTLINE

- The camera and you
- lens and lighting
- camera angles
- camera placement and
- movement
- Directing
- Directors treatment
- script development
- pre-production



# PHOTOGRAPHY



Our professional photography training offer instruction in lighting and shooting techniques, as well as specialized equipment, digital cameras, and computer programs.

This professional training for hobbyists or for photographers seeking to expand their skills and gain experience with new technologies or techniques.



# PHOTOGRAPHY COURSE OUTLINE

- Cameras & lenses, Shutters, aperture, ISO and their relationships,
- Exposure & metering,
- The film & digital process.
- light & color, Photographic filters, Lighting, Lighting men & women
- How to take better photos
- Equipment & software
- Retouching, resolution & printing The studio,
- How to construct a professional portfolio,
- Photo agents, picture agencies,
- How to get work...and keep it.





# *VIDEO PRODUCTION*

This course gives students the background they need in video equipment operation and filming styles to start a video production program. Students are introduced to essential production elements, such as videography, lighting, audio track and editing concepts.

# VIDEO PRODUCTION COURSE OUTLINE

- picture editing
- sound editing
- sound mixing
- sight and sound
- colour correction
- visual effects
- independent film production
- zero-budget short film



# SCREEN WRITING



The screen hands-on writing training will help you learn the process of getting your screenplay idea out of your head and onto the printed page.

You will learn how to define your story's characters, obstacles, and scope; understand the importance of each of the three acts in a traditional narrative structure; and discover how to build tension and reveal key plot points. Learn how to format your screenplay to make it readable and well paced, and navigate the legalities of adapting an existing property, collaborating with a cowriter, or engaging in a work-for-hire contract.



# SCREEN WRITING COURSE OUTLINE

- Understand the classic three-act structure in screenwriting
- Learn how to develop the right structural approach for your script
- Creating original and engaging characters
- Explore the principles of dramatic structure
- The function of scenes, characters and action to further your narrative
- Learn how to format synopses and treatments
- Understand the role of screenwriters within the screen industry
- Writing for feature length vs writing for TV





# *SOUND* *ENGINEERING*

Audio engineering classes are available through our certificate programs in music production or audio engineering.

Students learn about techniques in recording and music development for movies, records and radio.

They also learn to mix music and edit digital music pieces.

These programs stress hands-on experience with the software and equipment used in the recording industry.





# SOUND ENGINEERING COURSE OUTLINE

- Introduction to Music Programming & Theory
- Overview of music production hardware
- Drum Programming
- Creating Melody/Synth
- Bassline Creation
- VST effects [Reverb Delay Eq Compressors etc]



# SOUND ENGINEERING COURSE OUTLINE

- Time Stretching
- Loops Integration
- Midi Recording Song Arrangement & Finalizing Techniques
- Voice Recording (Rapper/ Singer/Voice Tag)
- Basics of Music editing & programming with other software
- Basics of Mastering

# *COURSE*

## *PACKAGES*





*The Academy offers two packages*

**ADVANCED  
FAST TRACK**

**FULL TIME  
PACKAGE**



# ADVANCED FAST TRACK PACKAGE

The ADVANCED FAST TRACK PROGRAM runs through a very intense period of 120 hours within a month which would involve portfolio creation at the end of the program.

The enrolment fee into the FAST TRACK PACKAGE is TWO HUNDRED THOUSAND NAIRA (N200, 000) only.

Upon registration you will attend specialized classes for your chosen course. In the event that you have difficulty deciding what course to study, a test would be given to you by the academy to determine your best fit course.

Our training sessions are well tailored to accommodate busy and working class people.

FAST TRACK sessions run on Saturdays and Sundays  
Saturdays: 11am-5pm  
Sundays: 3pm - 6pm

NOTE: 1PM – 2PM on SATURDAYS are dedicated to Masterclass Sessions with Top Industry Experts who bring valuable and up-to-date field experience and trends to the training.





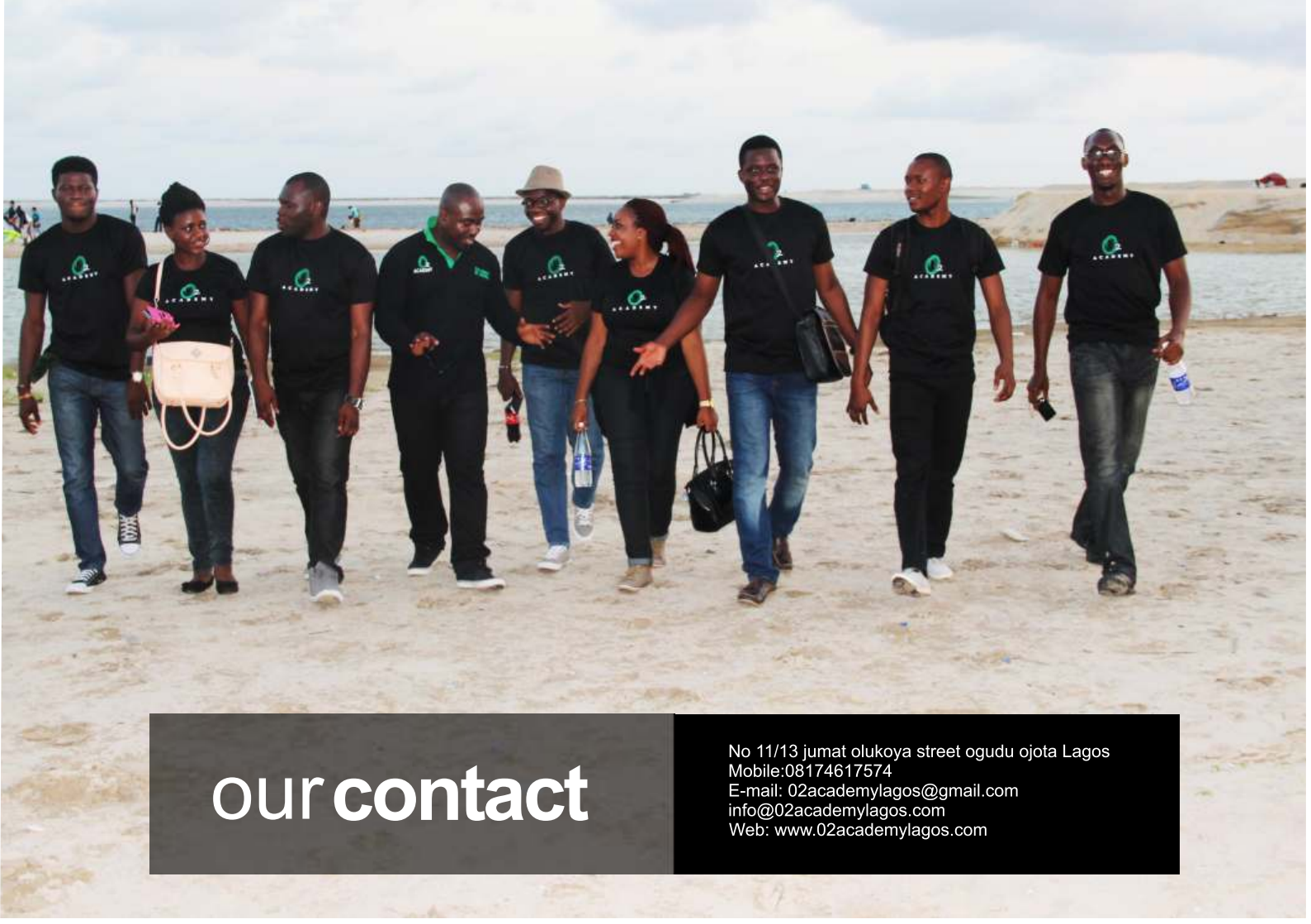
# FULL TIME PACKAGE

The enrolment fee into the full course is Three hundred thousand naira (N300, 000)

The FULL TIME package runs through a training period of 210 hours within 2 months which would involve portfolio creation on the 2nd month.

Upon registration you will attend specialized classes for your chosen course. In the event that you have difficulty deciding what course to study, a test would be given to you by the academy to determine your best fit course.

Full Time Sessions run on MONDAYS TILL WEDNESDAYS, from 2pm - 4pm or 7pm – 9pm (to accommodate working students) and a Masterclass session on SATURDAYS from 10am – 2pm with Top Industry Experts who bring valuable and up-to-date field experience and trends to the training.



# our contact

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