



Youth Capacity Building Through Animation, Digital Media & Creative Technology Education

1. Partnership Opportunity

The Studio Production Plc proposes a strategic partnership with NGOs, international funding partners, and private benefactors to expand access to high-quality, practical education in animation, digital imaging, media production, and 3D modeling for young Ethiopians.

We believe that meaningful youth development extends beyond preparing young people for a particular job. It is about developing the confidence, discipline, creativity, digital literacy, communication skills, and problem-solving abilities that allow young people to participate productively in a rapidly changing economy.

Animation is particularly powerful in this regard. It brings together art, storytelling, technology, planning, collaboration, and critical thinking in one learning environment. Students learn not only to use software, but to develop ideas, solve problems, accept feedback, work within deadlines, communicate visually, and take ownership of a finished piece of work.

We therefore invite interested NGOs and international funding partners to join us in developing a model of quality, inclusive and measurable youth capacity building that can begin at a manageable scale and grow over time.

2. Proposed Training Program

The Studio's complete animation program (totaling a study time of 1 year and 9 months) is made up of three progressively advanced courses, the culmination of which is international market readiness for the students who complete the entire program. At The Studio, we believe our students deserve the opportunity to compete on the global stage, but we would like to stress that each level the student's progress through equips them with the skills they need to meet the demands of ever expanding markets.

It is worth noting, however, that The Studio's previous students have secured work in digital spheres within Ethiopia after completion of our first course: Introduction to 2D Animation, Imaging & Media Production. Further investment in the student's continued education will expand their market readiness, further their capabilities, and propel them to the global stage.

Program: Introduction to 2D Animation, Imaging & Media Production

Duration: 3 months / 60 hours

Tuition: 5 hrs/week

Cohort Capacity: Up to 20

Program: Advanced 2D Animation & Introduction to Stop-Motion Animation

Duration: 6 months / 120 hours

Tuition: 5 hrs/week

Cohort Capacity: Up to 20

Program: Introduction to 3D Modeling & Animation

Duration: 1 year / 272 hours

Tuition: 8 hrs/week

Cohort Capacity: Up to 20

Students will provide their own laptops, allowing program resources to be directed toward instruction, mentorship, curriculum delivery, studio facilities, equipment, administration, and measurable learning outcomes.

3. Why Animation Is a Powerful Youth Development Tool

The value of animation education extends well beyond employment in the creative industries.

Through the process of developing an animated project, students learn to observe carefully, imagine possibilities, organize ideas, communicate clearly, solve problems, revise their work, collaborate with others, and persist through difficulty.

The benefits of animation education include:

- Future-ready digital skills: digital literacy, creative technology, project planning, portfolio development and responsible technology use.
- Character development: patience, focus, resilience, accountability, confidence and a growth mindset.
- Communication: storytelling, scriptwriting, visual communication, presentation and the ability to organize complex ideas.
- Creativity and problem solving: original thinking, experimentation, innovation and the confidence to take constructive creative risks.
- Cognitive development: attention to detail, observation, visual and spatial thinking, planning, time management and self-evaluation.
- Social development: teamwork, constructive feedback, empathy, professional etiquette and respect for different perspectives.

This makes animation an unusually effective multidisciplinary educational tool. Students are not simply learning how to animate; they are learning how to think, create, communicate and work.

The Studio reinforces these skills through a professional studio environment. Rather than focusing solely on software instruction, students experience the discipline of a creative workplace: developing projects, receiving critique, revising their work and building professional portfolios.

4. A Phased Collaboration Model

To support scalability, inclusion and measurable outcomes, we propose that the partnership develop in three phases.

Phase I — Foundation & Pilot

Duration: 3 Months (60 hours tuition)

Lessons: 1 day a week (5 hours a day)

Launch the Introduction to 2D Animation, Imaging & Media Production program for up to 20 students.

The pilot establishes the partnership, tests recruitment and inclusion mechanisms, and provides a measurable baseline for student learning and engagement.

Key outcomes:

- Up to 20 young people trained.
- Foundational animation, imaging and media skills acquired.
- Individual creative projects completed.
- Student portfolios initiated.
- Baseline and end-of-course learning assessments completed.

Phase II — Advanced Creative Capacity

Duration: 6 Months (120 hours tuition)

Lessons: 1 day a week (5 hours a day)

Building on the first cohort, support the Advanced 2D Animation & Introduction to Stop-Motion Animation program.

This phase deepens technical ability while emphasizing storytelling, collaboration, production discipline and professional portfolio development.

Key outcomes:

- Up to 20 students receiving advanced training.
- Completed animation and stop-motion projects.
- Stronger professional portfolios.
- Increased experience working in a studio environment.
- Identification of students suitable for further mentorship, apprenticeship or production opportunities.

Phase III — Long-Term Digital Capacity

Duration: 1 Year (272 hours tuition)

Lessons: 2 days a week (4 hours a day)

Support the Introduction to 3D Modeling and Animation programme as a longer-term investment in advanced digital creative capacity.

This phase introduces students to a highly transferable technical discipline with applications across animation, film, games, advertising, design, visualization and other digital industries.

Key outcomes:

- Up to 20 students undertaking extended 3D training.
- Development of foundational 3D modeling portfolios.
- Advanced digital production capabilities.
- Identification of emerging creative talent for further professional development.
- A stronger pipeline toward apprenticeships, production and entrepreneurship.

The phased structure allows funding partners to evaluate results at each stage while creating a pathway toward a larger, sustainable youth-development program.

5. Inclusion, Impact & Sustainability

The Studio will actively encourage participation by young women and other young people who may have limited access to quality creative-technology education. An inclusive learning environment will ensure that diverse voices are represented and that students have the opportunity to develop both technical and personal confidence.

Where appropriate, the program will also connect education to The Studio's wider education-to-production pipeline:

**Training → Mentorship → Apprenticeship → Paid Production →
Professional Readiness**

This creates an important distinction: the partnership is not designed simply to produce certificates. It is designed to develop capable young people with demonstrable skills, completed work and pathways toward economic participation.

Progress can be measured through enrollment and completion, skills assessments, portfolios and projects produced, participation by young women, progression into further training, apprenticeships or production opportunities, and other mutually agreed indicators.

6. About The Studio Production Plc

The Studio Production Plc is an Addis Ababa-based digital creative art trade school and production house combining practical education with real-world production.

The Studio currently provides in-person, workforce-focused training in 2D animation, stop motion, 3D animation, visual storytelling and digital imaging in Addis Ababa, with online courses being made available soon to expand our educational reach.

The Studio's distinctive model connects education with industry practice, enabling students to move from training into mentorship, production experience and, where appropriate, income-generating creative work.

Instruction in animation is led by Mr. Trevor Jarvis, a UK-trained animation specialist with more than 20 years of educational experience. The Studio's narrative and storytelling programmes are led by Dr. Mignotte Mekuria, a UK-trained PhD in Creative Writing.

Our broader objective is to help build an Ethiopian creative workforce that is skilled, digitally capable, economically productive and able to participate in both domestic and international markets.

7. The Partnership We Envision

We see NGOs and international funding partners not simply as funders of individual courses, but as strategic partners in building human capacity. Together, funding partners and The Studio can demonstrate how investment in quality education can give young people more than technical knowledge. It can give them the ability to imagine, create, communicate, collaborate and build something of their own.

The proposed phased model provides a practical starting point, clear accountability and the opportunity to scale based on demonstrated results.

We respectfully invite NGOs and international funding partners, and private benefactors to partner with The Studio Production Plc on this initiative and jointly invest in the creative, digital and human potential of Ethiopia's young people.



www.thestudioproductionplc.com

contactus@thestudioproductionplc.com

WhatsApp +251 951 184 050