KLICK SCHOOLS

COURSE OUTLINE · 2026



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	2 Months	Every 2 weeks	Certificate
Full course fee	3 classes a week, 2 h	A new class starts	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	TikTok	YouTube	Canva	Rush	Mic
Editing	TikTok Studio	YouTube Studio	Thumbnails	Premiere Rush	Mobile audio

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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SCAN TO REGISTER