



# AQUITEM

## BROADCAST **DESIGN** BROCHURE



[www.orangevfx.com/training](http://www.orangevfx.com/training)

**MARCH 2026**

A portrait of Richard Oboh, a Black man with a short beard and mustache, wearing a light-colored t-shirt with a patterned tie. He is looking slightly to the left of the camera with a neutral expression. The background is dark. The portrait is partially overlaid by a large orange and white graphic element on the left side of the page.

# WELCOME SPEECH

Dear Future Creator,

I'm Richard, and I'm honoured to welcome you to Orange Seed Academy. Our vision has always been to empower African creators to tell world-class stories through digital innovation. Today, that journey takes a massive leap forward with Seed 4.0.

We've upgraded our entire ecosystem to ensure you don't just learn tools, but lead the industry. Through our mission of providing industry-aligned training, you now have access to a streamlined student portal, 1-on-1 expert mentorship, and cutting-edge AI-assisted workflows. Whether you are pursuing a specialised short course or a professional diploma, we are here to bridge the gap between your passion and a high-earning career in the creative economy.

You are no longer just a student; you are part of a community dedicated to mastery and growth. We provide the guidance and the technology—you provide the dedication.

Let's start building your future today.

A handwritten signature in black ink that reads "Richard Oboh". The signature is written in a cursive style and is positioned above a thin horizontal line.

*Richard Oboh*

**Richard Oboh**  
CEO and Managing Director  
Orange Seed Academy

# 2026

# ABOUT ORANGE SEED



## OUR MISSION

To empower 10,000 African digital Creators yearly with world-class training, mentorship, and career opportunities, fostering innovation and excellence in digital content creation.



## OUR VISION

To become Africa's premier creative technology academy bridging talent with opportunity





# CERTIFICATION TIERS



## Tier 1: Foundation

### Certification Of Participation

Validates attendance and foundational knowledge from basic classroom training. Ideal for beginners.

- ▶ 2+ Weeks Duration
- ▶ Basic Training Required
- ▶ Proof Of Participation
- ▶ Limited Placement
- ▶ Free



## Tier 2: Intermediate

### Certification Of Completion

Confirms skills and project-readiness after completing mentorship and portfolio development.

- ▶ 2+ Months Duration
- ▶ Mentorship & Showreel Required
- ▶ Moderate Placement Potential
- ▶ Featured on Student Portal
- ▶ N10,000.00 (\$10)



## Tier 3: Professional

### Diploma

The highest level of certification, signifying full professional readiness across a complete job module.

- ▶ 4 - 6 Months Duration
- ▶ Full Job-Role Module Required
- ▶ 80%+ Placement Rate
- ▶ Direct Trainee Role Eligibility
- ▶ N20,000.00 (\$20)





# HOW IT WORKS

01

## SELECT YOUR PATH

Stop guessing what to learn. Pick one of our 6 specialized schools: Animation, Games, Design, Film & VFX, Modeling, or Arch-Vis. Start with a free consultation to align your goals with the right creative tech career.

## IMMERSIVE TRAINING

Experience world-class learning on our new integrated student portal. Access structured lessons, track your progress, and take quizzes—all in one place. Enjoy a mix of live sessions and recorded modules designed for deep mastery.

02

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## ELITE MENTORSHIP

Gain access to our exclusive Discord community. Get expert feedback, network with peers, and stay updated on the latest industry job openings. Coming soon: A Nitro-upgraded experience for high-speed collaboration and premium resources.

## REAL-WORLD ASSESSMENT

We don't just teach; we refine. Submit projects through the portal for expert review. Pass your final examination to prove you are industry-ready. Opt-in for our subsidized Pro Mentorship plans for even deeper one-on-one guidance.

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05

## GRADUATE AND INTERN

Leave with more than a certificate. Walk away with a professional portfolio that gets you hired. Top students land a 3-month internship at Orange VFX Studios to gain real-world studio experience.

# DISCOVER YOUR CREATIVE PATHWAY

Our academy is built around six specialised schools designed to take you from absolute beginner to industry professional. Whether you decide to master character animation, build immersive games, or craft stunning architectural visuals, you are entering an ecosystem perfectly structured to support your ultimate career goals.



# COURSE OUTLINE

## Broadcast Design



## Create your first broadcast graphics in our intensive 4-weeks course

Use Maya MASH, Illustrator, and AI to design TV identities, openers, and motion graphics. After the 4-weeks course, enjoy a month of 1-on-1 mentorship to polish your renders using 10 curated briefs and graduate with portfolio-ready, broadcast-safe animations.

### What you'll Learn

- Convert 2D Illustrator logos into high-quality 3D geometry
- Build complex procedural motion graphics using MASH networks
- Synchronise 3D animations dynamically to audio tracks
- Render broadcast-safe scenes with studio lighting and depth of field
- Use AI tools to generate scripts, concepts, and custom textures

### This course includes:

-  1 Month of private 1-on-1 expert mentorship
-  24/7 Seed LMS Student Portal access
-  Interactive quizzes, assignments, and practice files
-  Official Certificate of Completion



Duration: 4 Weeks



Software: Autodesk Maya +  
Adobe Illustrator



Time: 9am- 12pm, 12pm- 3pm



Mentorship: 1 month free



Level: Intermediate



# Week 1: The Foundation – Typography & Logos

## Topic A: 3D Typography

- 👉 **The Type Tool:** Generating 3D text directly in Maya.
- 👉 **Geometry Settings:** Managing tessellation (Poly count) for smooth curves without heavy rendering.
- 👉 **Deformers:** Using Non-Linear Deformers (Bend, Twist, Flare) to animate text organically.

## Topic B: Vector Import (Illustrator to Maya)

- 👉 **Preparing the AI File:** Cleaning up paths and saving as Illustrator 8 (Legacy).
- 👉 **SVG Import:** The modern workflow for bringing logos into Maya.
- 👉 **Bevel Plus:** Extruding flat shapes and adding custom bevel profiles to catch the light.

## Topic C: Basic Logo Animation

- 👉 **Centre Pivot:** The importance of pivoting for rotation.
- 👉 **Keyframing:** Creating a smooth 360-degree loop.
- 👉 **The Graph Editor:** Using "Cycle" curves for infinite rotation.



# Week 2: MASH – Procedural Motion Graphics

## Topic A: MASH Basics

- 👉 **The Network:** Creating a MASH network from a mesh.
- 👉 **Distribute Node:** Arranging objects in Grids, Radial circles, and Spheres.
- 👉 **Repro Mesh vs. Instancer:** Understanding performance differences.

## Topic B: Animation Nodes

- 👉 **Signal Node:** Adding noise and procedural movement without keyframes (The "Wiggle" of MASH).
- 👉 **Audio Node:** Making objects react to music beats (Essential for music channel bumpers).
- 👉 **Falloff Objects:** Using a 3D shape to trigger animation as it passes through the MASH network.

## Topic C: ID & Colour

- 👉 **ID Node:** Randomising objects (e.g., scattering 5 different types of flowers).
- 👉 **Colour Node:** Randomising hue and saturation across the network.



# Week 3: Lookdev, Lighting & Rendering

## Topic A: Broadcast Shaders

- **AiStandardSurface:** Creating "Slick" materials: Glossy Plastic, Chrome, and LED Screens (Emission).

**Toon Shader (AiToon):** Creating 2D-style "Anime" looks for kids' channel branding.

## Topic B: The Camera

- **Camera Sequencer:** Cutting between multiple camera angles in Maya.
- **Motion Blur:** The key to realism in fast-moving graphics.
- **Depth of Field:** Focusing attention on specific text elements.

## Topic C: Rendering for TV

- **Resolution:** 1080p vs 4K.
- **Alpha Channels:** Rendering logos with transparent backgrounds for the editor.
- **Playblasts:** Quick previews for client approval.



# Week 4: AI Workflow, Python & Final Sprint

## Topic A: Innovative AI Workflow (Using Gemini)

- 👉 **The Python Scripter:** MASH becomes powerful with Python. Use Gemini to write scripts.
  - *Prompt Example: "Write a Python script for Maya MASH to offset the rotation of every object by 15 degrees incrementally."*
- 👉 **Concept Generator:** Using Gemini to describe abstract backgrounds.
  - *Prompt Example: "Describe a 3D abstract background for a Tech News intro. Focus on keywords like 'Data', 'Flow', and 'Connectivity'."*
- 👉 **Texture Prompting:** Using Gemini to generate prompts for AI image generators to create unique textures for your 3D models.

## Topic B: Polishing

- 👉 **Compositing:** A brief look at taking the render into After Effects for a final "Glow" pass.
- 👉 **Audio Sync:** Ensuring the animation hits the final beat.

## The Project Sprint

- 👉 **Dedicated Studio Time:** Students edit their selected projects.
- 👉 **[Live Event] The "Air Check":** Instructor reviews the motion graphics to ensure they are "Broadcast Safe" (Title safe areas, readable speeds).



## Mentorship & Portfolio Polish

Following the two weeks of core instruction, students enter a dedicated 1-month free mentorship program delivered online via Discord. This phase shifts the focus from learning new tools to applying them at an industry standard.

- **Project Polish & Portfolio Building:** Finish or redo your 2 required projects. High-quality submissions ensure better scores and a stronger portfolio.
- **Weekly 1-on-1 Sessions:** Each student is assigned a dedicated mentor for a personalised 30 to 60-minute guidance session every week.
- **Screen Sharing & Open File Reviews:** Present open project files via live screen sharing for direct mentor critiques and feedback.
- **Live Debugging:** Join a dedicated livestream where instructors actively troubleshoot settings and resolve your project errors in real-time.
- **Final Premiere:** Submit your fully rendered images or video for the Virtual Viewing Party to watch and critique final reels with the class.
- **Certification & Next Steps:** Complete the course evaluation and submit all final polished projects to finalise grading and unlock your Certificate of Completion.





## HOW TO GET STARTED

1. Visit our website: [orangevfx.com/training](http://orangevfx.com/training)
2. Book your free consultation
3. Register with your active email
4. Receive welcome package and orientation details
5. Begin your creative journey

## Get In Touch



[www.orangevfx.com/training](http://www.orangevfx.com/training)



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