point Academy

COURSE

INFO

PACK

WHAT *IS* THE POINT?

Finding your 'path' is a journey. And every journey is different, marked by uncertain navigation, pivots and speed bumps. What remains the same is the movement from one point to another.

We are the beginning of your journey. We are **point a.**

Our story is a cosmic collision of brand, educational institute and trailblazing movement. It's our very own Big Bang, sparking from a tiny seed: the point.
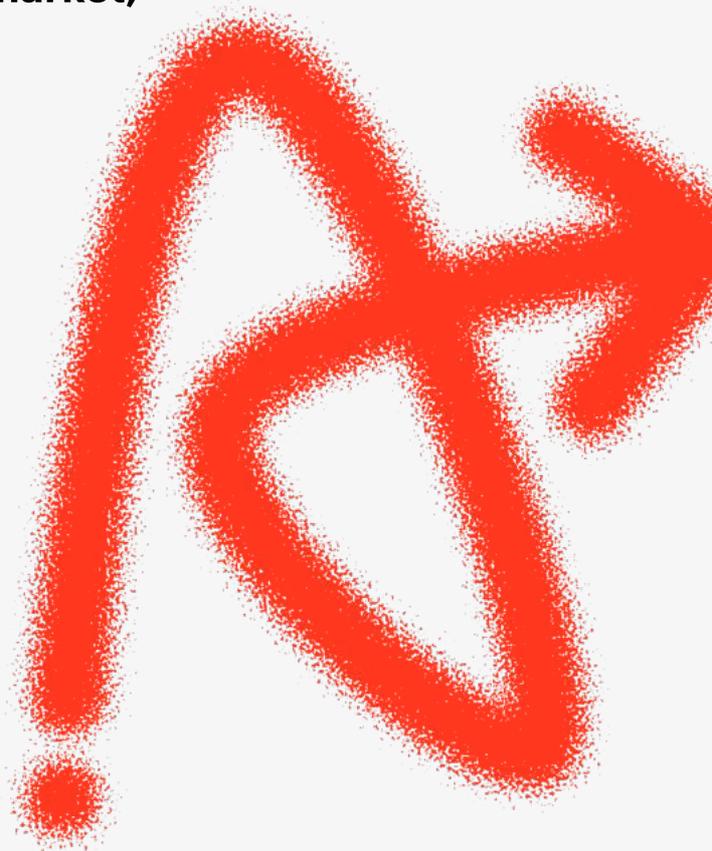
We're here to make change tangible, to drive bold educational approaches and let our impact do the talking. Naturally, we don't believe in settling with the conventional path.

point a. is a hybrid academy-studio-community, adapting what learning looks like as the industry transforms in real-time.

With us, you learn at the pace of the market, moving at your own rhythm.

point Academy

YOU START HERE.

CONTENT CREATION

CONTENT CREATION 04

PODCASTING 06

CONTENT CREATION

Want to level up from "posting for fun" to creating content that actually lands? This three day sprint gets you thinking, shooting and editing like a creator who knows exactly what they're doing, with pro gear and clever workflows that keep you ahead of the algorithm.

WHAT YOU'LL LEARN

- Storytelling, scripting and drafting a tight 1 minute video
- AI assisted pre production including scripts, VO, storyboards, pre-production breakdowns and more.
- Camera & framing basics that make anything look intentional
- Lighting and microphone essentials for clean visuals & sound
- Platform specific video formats and production techniques
- Editing in DaVinci Resolve plus AI tools like auto subs and voice isolation
- How algorithms work, what they measure and how to use them smartly
- A final project that ties everything together

WHY IT'S SPECIAL

- Train with industry grade equipment worth over AED 2M
- Learn workflows used by real content teams & creative studios

Complete the course with a polished project, a sharper creative instinct and a toolkit fit for social media roles, brand content, production support or freelance creation. Bring your own laptop with DaVinci Resolve installed and you're all set.

ALL FOR JUST **AED 1,999**

CONTENT CREATION

PRO - 5 DAYS

Ready to go from "making content" to directing it? This professional five day course is for creators who want deeper craft, sharper strategy and the kind of production skills that set you apart in a crowded market. Think bigger stories, smarter tech and workflows built for professional-level output.

WHAT YOU'LL LEARN

- Content strategies for every platform
- Story structure, storyboarding and shotlisting
- On camera performance for confident delivery
- Multi-angle coverage and purposeful B roll
- Camera setup for different shooting environments
- Dynamic movement using gimbals and sliders
- Lighting setups and audio configurations
- Editing, sound design and mixing on DaVinci Resolve
- Colour grading and subtitling
- Brand identity for content
- Copyright, fair use and ethical guidelines
- Advanced SEO and analytics
- Final project including pre production, production, post production and delivery of a 5–10 minute video plus a 30 second cutdown

WHY IT'S SPECIAL

- Train with industry grade equipment worth over AED 2M
- Training that mirrors real studio and agency level workflows

Walk away with a portfolio-ready project and the skills to take on roles in branded content, production houses, social strategy teams or freelance full-scale content creation. Bring your own laptop with DaVinci Resolve installed and you're ready to dive in.

PODCASTING

Ready to sound like you actually know what you're doing behind a mic? This punchy intro session gets you creating fast, with professional tools on DaVinci Resolve, smart tips and gear that'll make any beginner feel like a broadcaster.

WHAT YOU'LL LEARN

- Dynamic vs condenser microphones and when to use each
- USB vs XLR connections and how they shape your workflow
- Beginner vs pro podcast setups for every budget
- Hands-on recording with RØDECaster Pro II & Rode PodMic
- Editing and polishing audio in DaVinci Resolve
- Exporting clean, levelled files ready to publish

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Train with industry-standard equipment, software and hardware used in real studios

Walk away with a recorded and edited mini-episode plus the confidence to start your own show or assist in studio production. Just bring your own laptop with DaVinci Resolve installed, and you're good to go.

PODCASTING

Level up from hobbyist to a studio-ready podcaster. Over five days you'll go beyond recording to mastering the full production, branding, distribution, and monetisation process. Everything professional podcasters live by.

WHAT YOU'LL LEARN

- Different podcast formats and defining your audience
- Structuring episodes and multi-episode arcs
- Interview prep and managing guests
- Full Rodecaster Pro II operation for solo and multi-guest setups
- Mic techniques, gain staging, compression, noise control, and live session management
- Multitrack recording, monitoring, headphone mixes, and troubleshooting
- Editing, EQ, compression, mixing and mastering
- Adding music, stings and ambience, creating a consistent sonic identity
- Branding, SEO, hosting RSS feeds, syndication and analytics
- A/B testing titles, artwork and episode packaging
- Repurposing content across platforms, pitching sponsors and for monetisation
- Final project delivering a polished, fully produced episode

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Learn workflows used by real content teams & creative studios

Complete the course with a polished project, a sharper creative instinct and a toolkit fit for social media roles, brand content, production support or freelance creation. Bring your own laptop with DaVinci Resolve installed and you're all set.

07

ALL FOR JUST **AED 2,999**

FILM

FILMMAKING

Want to see your ideas come to life on screen? Filmmaking 101 is a hands-on introduction to telling stories visually, shooting professional-quality footage, and editing it into a finished film. Over three days, you'll experience every stage of production, from script to screen.

WHAT YOU'LL LEARN

- The filmmaking process, crew roles, and industry- standard workflows for advanced productions.
- Storytelling, scriptwriting, and pre-production planning with shot lists and storyboards
- Camera fundamentals, lens use, framing, resolution, frame rates, and codecs using Blackmagic cameras
- On-set cinematography, camera movement, lighting setups, and sound capture with boom and lav mics
- Post-production in DaVinci Resolve: cutting, trimming, transitions, text, basic color grading, sound design, and mixing
- Exporting finished projects for YouTube, social media, or DCP
- Group exercises & practical shoots to apply skills immediately

WHY IT'S SPECIAL

- Hands-on experience with industry grade cameras, lighting, and sound equipment worth over AED 2M
- Practical workflows used by professional film crews

Finish the course with a fully shot, edited, and screened short film, plus the confidence and skills to take on student projects, indie shoots, or content creation. Bring your own laptop with DaVinci Resolve installed and get ready to roll.

ALL FOR JUST AED 1,999

FILMMAKING

This course takes you from student filmmaker to confident storyteller, guiding you through professional pre-production, advanced production techniques, post-production mastery, immersive sound design, and cinematic colour grading. Filmmaking Pro emphasises story-driven workflow and professional standards across all stages.

WHAT YOU'LL LEARN

- Craft strong loglines, break down scenes, plan shot lists, storyboards, budgets, and call sheets
- Advanced camera techniques: sliders, dollies, handheld setups, motivated lighting, and blocking for performance
- Editing for storytelling in DaVinci Resolve: multicam, proxy workflows, pacing, rhythm, transitions, and alternate cuts
- Immersive sound design: dialogue cleanup, foley, ambience, music integration, EQ, compression, and mixing
- Professional colour correction and grading: shot matching, white balance, exposure, contrast, node-based creative grading, and consistency across scenes
- Exporting for multiple platforms including social media, festival submissions, and screenings
- Hands-on final project combining all skills into a polished short scene

WHY IT'S SPECIAL

- Hands-on training with industry grade cameras, lighting, sound, and software worth over AED 2M
- Workflow mirrors real studio and indie production standards

Finish the course with a fully produced, edited, mixed, and graded scene in your portfolio and skills ready for professional filmmaking or content creation. Bring your own laptop with DaVinci Resolve installed and step straight into production.

ALL FOR JUST **AED 2,999**

EDITING

Ever watched a slick YouTube video and thought "I wish I could do that"? This DaVinci Resolve kickstarter course gets you there in a editing sprint. This fast, hands-on session turns beginners into confident editors, showing you how to cut, mix and export like a pro.

WHAT YOU'LL LEARN

- Explore DaVinci Resolve's interface including Media Pool, Timeline, Inspector, Effects Library, and Deliver Page
- Drag, trim, cut and rearrange clips on the timeline
- Add simple transitions like cross dissolves and fades
- Incorporate music and balance audio levels
- Export a final project for YouTube or local playback

WHY IT'S SPECIAL

- Hands-on experience with industry grade software and equipment worth over AED 2M
- A practical workflow from import to export that mirrors real editing studios

Walk away with a completed mini-project, confidence to experiment further, and a clear understanding of professional editing basics. Bring your own laptop with DaVinci Resolve installed and you're ready to jump in.

ALL FOR JUST **AED 699**

EDITING

If you think our DaVinci Resolve Editing Kickstarter taught you the ropes, this three day course takes you from basic cuts to polished, professional edits. You'll master advanced trimming, multicam workflows, motion effects, sound design, and basic colour grading, giving your projects cinematic flair and broadcast-ready polish.

WHAT YOU'LL LEARN

- Advanced trimming techniques: ripple, roll, slip, slide, plus L-cuts and J-cuts
- Multi-track editing, compound clips, nested timelines, and timeline shortcuts
- Multicam editing with real-time angle switching and syncing
- Motion effects: speed ramps, reverse, dynamic zoom, keyframing, and smooth transitions
- Stabilisation and reframing for cinematic quality
- Intro to colour grading: lift, gamma, gain, LUTs, and shot balancing
- Basic sound design in Fairlight: EQ, ambience, dialogue cleanup, mixing, compression, automation
- Exporting & optimising projects for YT, web or master delivery
- Final project to showcase your complete, polished edit

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Practical workflows used in real studios for music videos, branded content, and broadcast edits

Wrap up the course with a professional edit in your portfolio, and skills ready for content creation, freelance editing or post production roles. Bring your own laptop with DaVinci Resolve installed and jump straight in.

ALL FOR JUST **AED 1,999**

EDITING

This five day masterclass turns you into a professional editor capable of tackling complex, long-form projects, multicam sequences, and multi-platform delivery with precision and style. Expect deeper trimming, custom transitions, advanced motion control, and large-scale workflow mastery.

WHAT YOU'LL LEARN

- Craft strong loglines, break down scenes, plan shot lists, storyboards, budgets, and call sheets
- Advanced camera techniques: sliders, dollies, handheld setups, motivated lighting, and blocking for performance
- Editing for storytelling in DaVinci Resolve: multicam, proxy workflows, pacing, rhythm, transitions, and alternate cuts
- Immersive sound design: dialogue cleanup, foley, ambience, music integration, EQ, compression, and mixing
- Professional colour correction and grading: shot matching, white balance, exposure, contrast, node-based creative grading, and consistency across scenes
- Exporting for multiple platforms including social media, festival submissions, and screenings
- Hands-on final project combining all skills into a polished short scene

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Workflow mirrors real studio and indie production standards

Complete the course with a professional-quality edit in your portfolio and skills ready for production studios, freelance projects, or multi-platform content delivery. Bring your own laptop with DaVinci Resolve installed and dive straight in.

ALL FOR JUST **AED 2,999**

COLOUR GRADING

If you've ever wondered why some footage feels cinematic while yours feels... fine, this DaVinci Resolve course is your glow up. Over three days, you'll learn how colourists shape emotion, guide the viewer's eye and rescue even the dullest footage using professional tools inside DaVinci Resolve.

WHAT YOU'LL LEARN

- Opening Resolve archives and setting up project backups
- Grading workflows from primary wheels to curves
- Colour wheels vs log wheels
- Shot matching strategies through flags, filters, stills and manual matching
- Controlling focus through colour
- Sharpening key elements
- Fixing flat or overcast skies
- Adjusting skin tones with precision

WHY IT'S SPECIAL

- Hands-on training with industry-grade equipment worth over AED 2M
- A practical introduction to colour grading using the same software colourists use in film, advertising and post-production studios

This course is perfect for aspiring colourists, editors wanting stronger finishing skills or creators aiming for a more polished visual identity. Bring your own laptop with DaVinci Resolve installed, and you're set.

ALL FOR JUST **AED 1,999**

COLOUR GRADING

This DaVinci Resolve course teaches you how to take control of an entire post-production workflow like a professional colourist. Precision, consistency, high dynamic range and complex node structures, you name it.

WHAT YOU'LL LEARN

- Timeline conforming with XML imports and offline reference syncing
- Maximising dynamic range
- Node based grade compositing, node order and layer mixer structures for advance workflow.
- Using external mattes
- Working with versions, saving node trees, migrating grades and using ColorTrace in resolve.
- Scene cut detection, grouping and building base or clip level grades
- Object and people tracking
- Creating unifying looks, LUT workflows and timeline level adjustments
- Noise reduction, RAW controls, HDR grading
- Lightbox checks, advanced render settings, and presets.
- A final project that puts the entire workflow into practice

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Professional grading workflow used in film, TV and high end commercial post

Perfect for aspiring colourists, editors levelling up to studio grade finishing or creatives preparing for roles in post houses. Bring your own laptop with DaVinci Resolve installed and you're ready to become a colourist.

SOUND DESIGN

If you've mastered the basics of editing, this three day DaVinci Resolve course takes your audio game to the next level. Learn to craft immersive soundscapes, clean & shape dialogue, music, and effects, and mix like a professional using Fairlight's tools.

WHAT YOU'LL LEARN

- Fundamentals of sound design and the Fairlight interface
- Track types, buses, media management, and level adjustment
- Normalisation and creating balanced multi-track layouts
- EQ and frequency control for tonal shaping
- Noise reduction, De-Hummer, keyframing, and Fairlight FX
- Bus effects, echo, reverb, and pitch adjustments
- Building a sound library and syncing effects to visuals
- Mixing, routing, and delivering a polished audio project
- Final project combining EQ, FX, mixing, and normalisation

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Practical workflows used in pro post-production studios

Complete the course with a fully designed soundscape in your portfolio and skills ready for film, video, broadcast, or content creation projects. Bring your own laptop with DaVinci Resolve installed and jump straight in.

ALL FOR JUST **AED 1,999**

SOUND DESIGN

This five day masterclass turns you into a professional sound designer. You'll tackle complex mixing, spatial audio, foley, advanced effects, bus routing, and mastering to industry standards, giving your projects cinematic depth and clarity.

WHAT YOU'LL LEARN

- Advanced mixing foundations like gain staging, surgical EQ, multiband EQ, de-essing, sidechain compression & ADR setup
- 3D panning, surround sound (up to 7.1), pan tracking, and spatial audio depth
- Layering complex SFX, foley recording, automation for evolving effects
- Professional bus and submix workflows, mastering for loudness standards, LUFS, true peak, and broadcast compliance
- Final project combining dialogue cleanup, SFX layering, creative FX, spatial mixing, bus routing, and mastering

WHY IT'S SPECIAL

- Access to industry-grade suite worth AED 75K
- Professional workflows used in film, broadcast, and high-end post production studios

Complete the course with a fully realised, professional-level sound design project in your portfolio and skills ready for film, TV, or content production roles. Bring your own laptop with DaVinci Resolve installed and dive straight in.

ALL FOR JUST **AED 2,999**

DESIGN

DESIGN FOR UX & UI 19

DESIGN FOR STORYTELLING 21

DESIGN THINKING

DESIGN FOR UX & UI

Want to design apps people actually enjoy using? Design for UX – Foundations gives you the building blocks to create user-centric, friction-free interfaces, helping you think like a user while working hands-on in Figma. Over three days, you'll go from simple sketches to high-fidelity designs ready to interact with.

WHAT YOU'LL LEARN

- Core UX principles, modular design, and understanding customer behaviour
- Sketching and reverse-engineering app screens to understand user decisions
- Figma basics: frames, shapes, text, and converting these into reusable UX components
- UX conventions for alignment, padding, grid systems, and content arrangement
- Wireframing and low-fidelity user flows
- Design sprints converting wireframes into high-fidelity screens
- Presenting and critiquing designs, applying feedback, and reiterating solutions

WHY IT'S SPECIAL

- Hands-on experience with industry-grade software and collaborative exercises simulating real design workflows
- Learn UX principles from a human-centric perspective with interdisciplinary insights (psychology, marketing, design)

Finish the course with fully designed screens and the skills to tackle real-world UX projects. Bring your own laptop with Figma installed and dive straight in.

ALL FOR JUST **AED 1,999**

DESIGN FOR UX & UI

This five-day course advances you to building cohesive UX systems that scale. Learn to create seamless flows, reusable components, and design patterns for complex applications while applying research-driven, empathy-led solutions.

WHAT YOU'LL LEARN

- UX research, consumer behaviour insights, and empathy-based design
- Systematic creation of UX patterns & reusable components
- Designing high-fidelity user flows for multi-screen applications
- Applying lateral thinking to integrate psychology, marketing, and design principles into UX solutions
- Figma mastery: components, variants, constraints, prototyping, and collaborative workflows
- Critiquing and iterating on UX systems, balancing fundamentals with innovation
- Make a full-featured UX system ready for real-world testing

WHY IT'S SPECIAL

- Hands-on experience with industry grade software and collaborative exercises simulating real design workflows
- Develop professional judgement for when to follow UX conventions and when to innovate

Complete the course with a portfolio-ready UX system and the skills to lead complex projects or step into a professional UX/UI role. Just bring your own laptop with Figma installed and you're ready to start building.

ALL FOR JUST **AED 2,999**

DESIGN FOR STORYTELLING

Transform ideas into narratives that cut through the noise. This course blends strategy, creativity, and presentation craft, teaching you to think like a storyteller, design like a creator, and pitch like a strategist. Across three intensive days, you'll go from dissecting briefs to presenting a polished mini–case study built from your own concept.
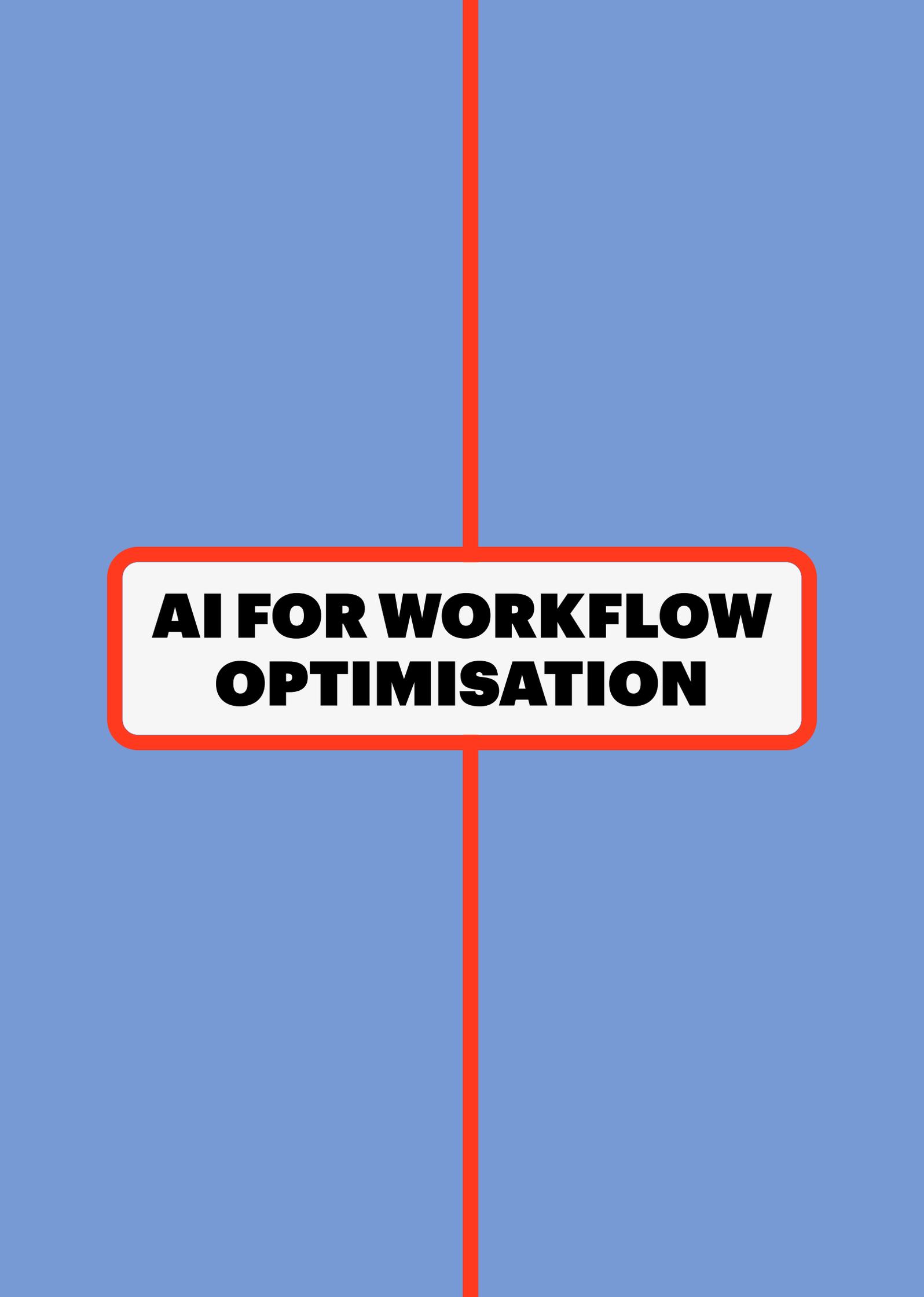
WHAT YOU'LL LEARN

- Breaking down any client brief, uncover hidden asks, and translate insights into a clear creative direction.
- Explore simple yet powerful storytelling frameworks used by top creative teams
- Turning strategy into visuals and narrative world-building using hierarchy, pacing, symbolism, and emotional cues
- Developing multiple concepts, refinement through critiques, and shaping them into story-driven visual formats
- Structuring compelling pitch decks, presenting with confidence, and defending your creative thinking like a pro
- Persuasion through clarity, narrative beats, and impact-focused reasoning

WHY IT'S SPECIAL

- Hands-on, critique-driven, agency-style learning designed around real creative workflows
- Perfect balance of storytelling strategy + visual thinking + presentation craft

Finish the course with portfolio-ready designs and the skills transferable to design, marketing, content, media, strategy and other roles. Bring your own laptop with Figma installed and dive straight into designing stories.

AI FOR WORKFLOW OPTIMISATION

AI FOR WORKFLOW OPTIMISATION

AI is not just about generating images or writing captions. It is a simple way to save hours from your day and make your work cleaner, faster, and easier. This three day Advanced course focuses on using AI in your daily workflow, not building products. You will learn how to think with AI, talk to it clearly, and create practical routines that support your creative, marketing, media, or business work.

This course is designed for complete beginners who want to stop guessing and start using AI with confidence.

WHAT YOU'LL LEARN

- How AI thinks and how to get better answers every time
- A simple prompt formula you can use for any task
- Creating simple images & quick videos to support your work
- Organising your ideas, notes, and plans using AI
- Turn your daily tasks into clean AI assisted workflows
- Speed up research, summaries, writing, and planning
- Set up basic automations that remove repetitive work
- Create simple helpers that support you in the background
- A final workflow designed around your routine that saves you real time every day

WHY IT'S SPECIAL

- No confusion, no technical language, everything kept simple
- You do real exercises, not theory
- You build workflows you can use the very next morning
- Great for creatives, marketing teams, founders, students, or anyone with a busy schedule

You finish the three days with clarity, confidence, and a ready to use AI workflow. It feels like getting back extra hours of your life.

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ALL FOR JUST **AED 1,999**

AI FOR WORKFLOW OPTIMISATION

Most people know AI can save time, but they do not know how to actually use it. This course fixes that. You will learn how to turn AI into your personal work engine. This course is for people who want to go beyond using AI and start building with it. Design systems, connect tools, and launch your own working AI micro product by the end of the course.

WHAT YOU'LL LEARN

- Talk to AI so it understands exactly what you want
- Prompt structures for writing, planning, creative work, and business tasks
- Make images and videos for projects, brands, and content
- Turn your full daily routine into organised AI workflows
- Build small agents that research, summarise & create for you
- Connect AI with Notion, Sheets, email and websites
- Use Cursor, Lovable, and Vercel to build small tools & features
- Turn your ideas into real AI powered tools
- How to launch your own AI micro product by day three

WHY IT'S SPECIAL

- No theory overload, everything is practical and achievable
- You see results on day one
- You build real systems you will use the next morning
- Designed for creatives, business people, marketers, founders, and students
- You finish with your own live AI product and your own time saving workflows

You will leave this course with confidence, clarity, and a working system that supports your work every single day. It is not just about learning AI. It is about building something that finally makes your life easier.

ALL FOR JUST **AED 2,999**