

CANON'S EDUCATION PROGRAMMES 2024

CANON CENTRAL AND
NORTH AFRICA

Canon

CONTENTS PAGE

- 1 Canon's World of Education
- 2 Canon Miraisha Programme
- 3 Canon Academy Juniors
- 4 Canon Academy Photo
- 5 Canon Academy Video
- 6 Canon Print Hub
- 7 Canon Student Development Programme
- 8 Canon Train the Trainer Programme



CANON'S WORLD OF EDUCATION

Why is Education important to Canon?

Education, in its vast forms is vital for us as individuals in order to excel in our daily lives. With education, more doors and opportunities open and lead us towards a pathway of success. Education gives us confidence, goals, a purpose and drive.

Canon has chosen to invest in education because, aligning with Canons corporate philosophy, Kyosei, which is a Japanese concept meaning, living and working together for the common good. It brings to life our commitment to sustainability, how we work together, and our desire to create an environment for everyone to thrive and grow.

共生

Kyosei

Living and working together for the common good

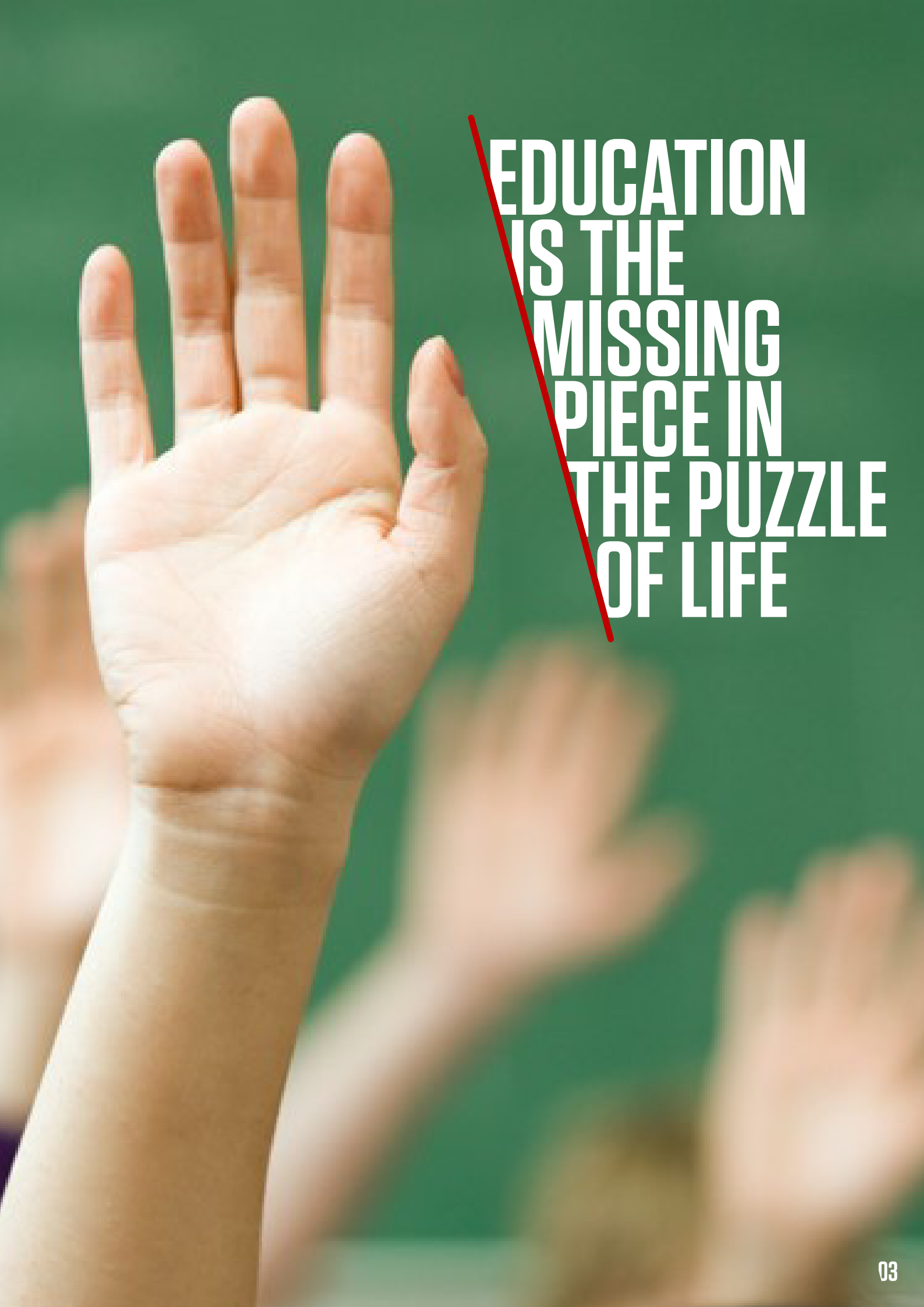
“ In the words of Nelson Mandela, Education is the most powerful weapon we can use to change the world. ”

Which is why we find that education is key to achieving our goals and principles, across Africa with its growing population, in cultivating, fostering and reimagining the talents of the community.

We also commit to working with local, in country, African industry professionals in the Canon train the trainer programme. This ensures quality learning from people who share the same passion for photography, videography and teaching, just like we do. They also aspire to support the growth of their local community through innovative educational opportunities.

Education is a vital part to fulfilling Canon's values in creating a strong, knowledgeable and inspired community where there is a shared passion for photography, videography and printing.

Click [here](#) to watch the video.



**EDUCATION
IS THE
MISSING
PIECE IN
THE PUZZLE
OF LIFE**



CANON MIRAISHA PROGRAMME

The Miraisha programme is a Canon initiative dedicated to building the capacity and developing the skillsets of African youth in visual imagining. It supports people to develop livelihoods in professional photography, filmmaking, videography and print as well as facilitating local sustainability.

Canon uses its core imaging skills, tradition and heritage to deliver the programme and in the process, generate a community, brand awareness and business links with key stakeholders in the region.

It embodies Canon's corporate philosophy of, *Kyosei* which means living and working together for the common good. Even the name, Miraisha is a combination of Japanese and Swahili, where *Mirai* in Japanese means "future" and *Maisha* in Swahili means "livelihood." Together "Future Livelihood".

Mirai + Maisha
未来 Future (Japanese) 生活 Livelihood (Swahili)

= Future Livelihood

The Miraisha programme is unique in terms of its operation, through the programme we look to identify and understand the landscape from our participants point of view, to better understand how we can support their needs and skills development within their industry and our market.

We do this through various activities, from running Canon lead training workshops where we gather feedback and insights on what participants are looking for support on, to collaborating and working closely with many different organizations, associations, festivals, events and non-governmental organizations, where we have delivered workshops, symposiums and various training activities to help improve locals' imaging skills.

As part of Canon's commitment to build local capacity, we have created a train the trainer programme which invests in training local trainers in country to be able to teach, share knowledge and skillsets with fellow photographers/ filmmakers and the next generation.

Creating sustainable Future Livelihoods is at the heart of the Miraisha Programme.

Click [here](#) to watch the video.



MIRAISHA PROGRAMME STATISTICS (2017-2023)



7000+

Participants
trained to date



650+

Participants receiving
paid commissions



450+

Participants work
screened, exhibited,
or published



350+

Participants receiving
awards & industry
recognition

CANON ACADEMY JUNIORS



The Canon Academy Juniors Programme is catered towards children between 8 to 16 years of age. It offers the participants fun and short photography courses with our friendly Canon certified trainers.

The programme consists of 4 sessions which completes one cycle. The young participants will engage in practical training sessions and learn important skills such as: how the camera works, basic camera modes, and providing them with confidence to take photos. They will also learn about framing, landscape, portraits, visual storytelling and much more.

This is a good opportunity for the participants to explore a new creative hobby and gain valuable skills which could help them in the future. In teaching those core imaging skills to our youth, Canon is ensuring to create an empowered community that can express themselves visually and potentially foster the next generation of photographers.

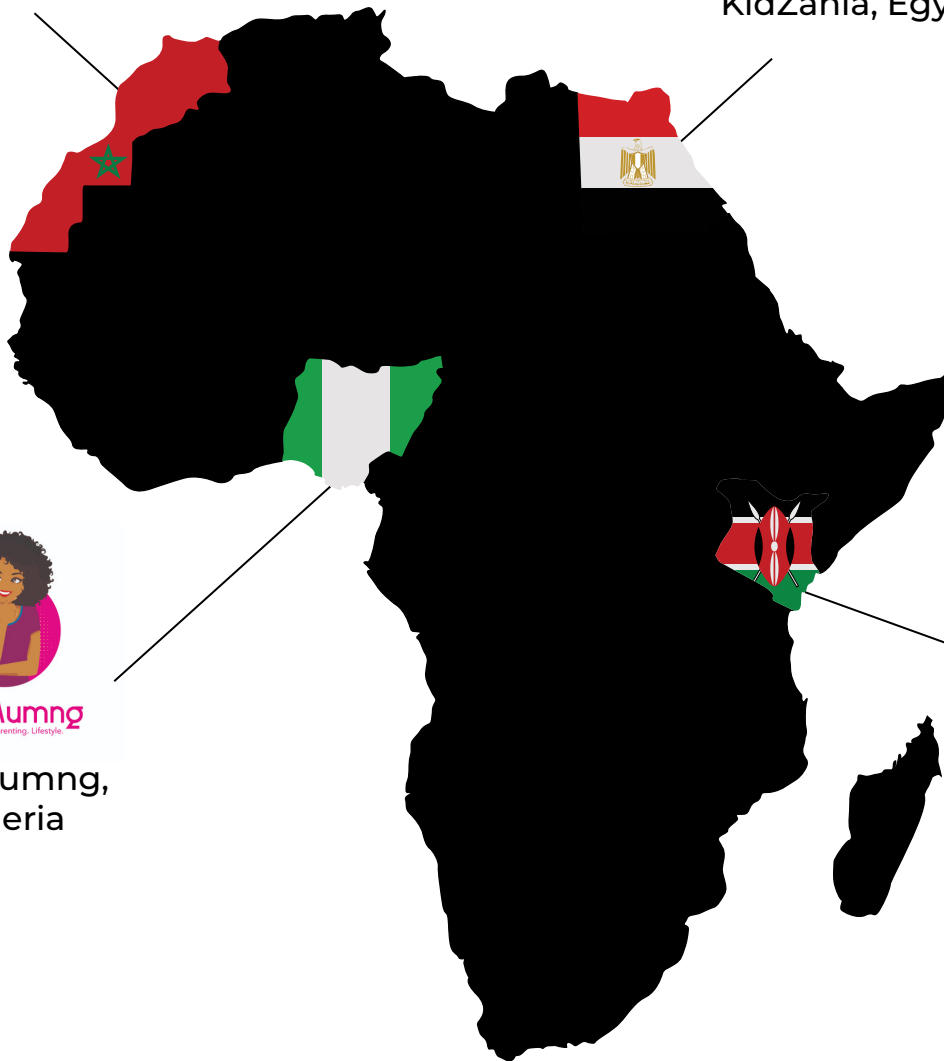
OUR PARTNERS WE ARE WORKING WITH:



French Institute,
Morocco



KidZania, Egypt

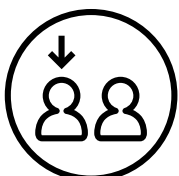


FabMumng
Motherhood. Parenting. Lifestyle.

Fabmumng,
Nigeria



Textbook Center,
Kenya



Target
audience:

8-12 Kids,
13-16 Teens



Number of kids trained
to date (since 2021):

1110

CANON ACADEMY PHOTO



The Canon Academy Photo is a programme dedicated to developing imaging skills for Canon users across Africa.

Participants will have the access and opportunity to learn a myriad of theoretical skills and techniques from Canon certified trainers. The courses are offered to photographers of all skill levels (beginner, intermediate or advanced) through e-learning and face to face, hands-on practical training experiences.

In the beginner level, participants will learn about the basics of photography and be able to move away from full auto mode to manual, in order to truly utilize all tools and settings Canon cameras have to offer. Those who choose the intermediate level will enhance and fine-tune their skills further, taking their photography to the next level.

Lastly, advanced level learners will excel technically in genre specific photography, by using their understanding of the various cameras and lenses and enhancing their shooting techniques. Overall Canon Academy Photo supports nurturing learners creative and technical skills for them to perfect and hone in on their photography.



CANON ACADEMY PHOTO STATISTICS (2023)



900

Canon Academy attendees



Beginner & Intermediate level

CANON ACADEMY VIDEO

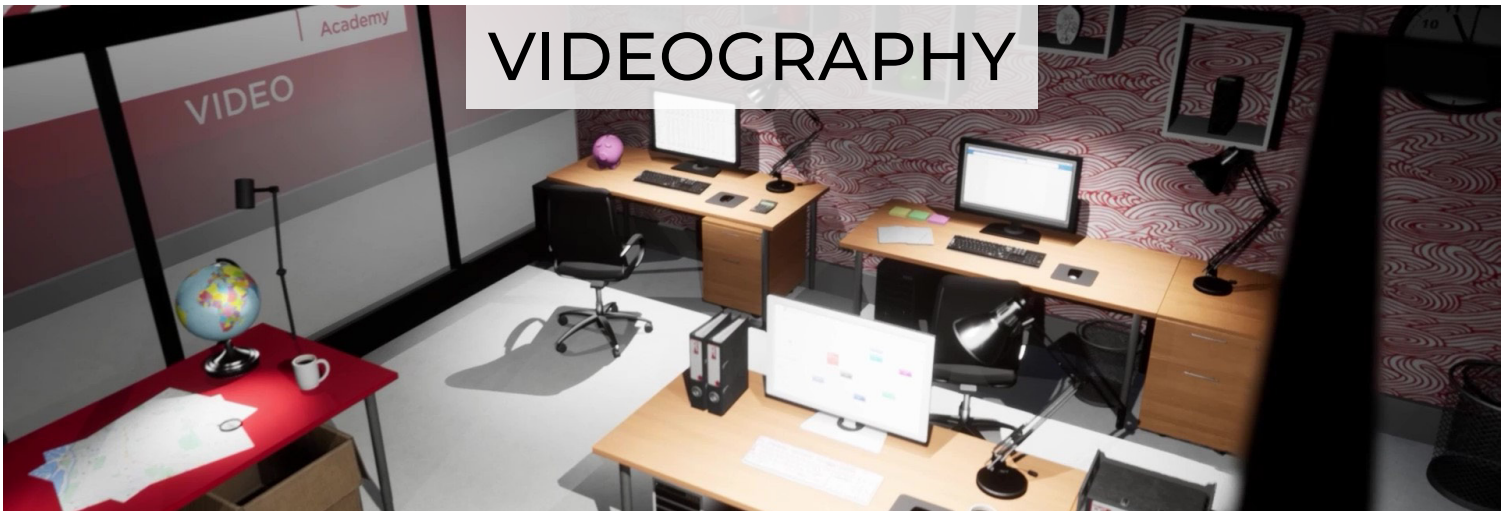


Canon Academy Video is an interactive virtual film school enabling users to achieve their vision and bring it to life by learning about the different stages of the production process. From pre-production, to production, and post-production, equipment, techniques and much more, Canon learners will have the opportunity to assess their knowledge along the way and earn a Canon certification.

In their journey, participants will be able to listen and gain valuable insights and knowledge from industry professionals and experts. Compare camera settings and film techniques, attend masterclasses from camera control to lighting, explore and select equipment options that can transform the quality of their productions, join live webinar events, as well as keeping up to date on our latest releases.

In Canon's persistent commitment to education across Africa, this innovative, dynamic and first of its kind, platform provides a well-rounded unique learning experience for all levels of filmmakers.

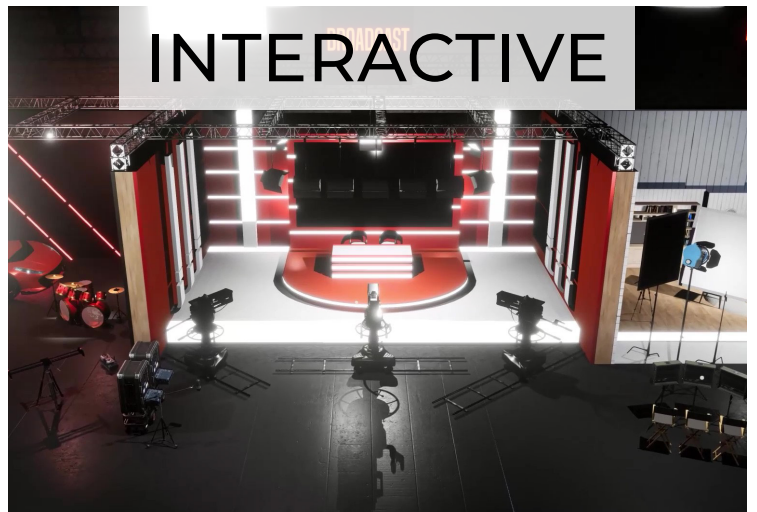
Click [here](#) to watch the video.



VIDEOGRAPHY



PRODUCTION



INTERACTIVE



VIRTUAL

CANON PRINT HUB



Canon Print Hub is your first point of call to find a fountain of knowledge and information to make the most from your Canon printer and be inspired to get creative.

Brimming full of insightful content, the “how to videos” explain step by step methods on, how to use your Canon printer, how to change the print head and ink cartridge, to connecting your printer to Wi-Fi, and more.

You will also find case studies from people in different industries who utilize Canon printers in their daily life, they share and demonstrate how their printers perfectly help them in achieving their personal and professional goals.

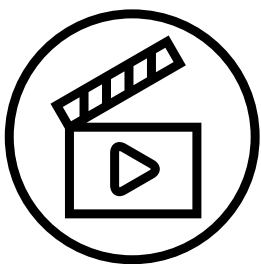
Additionally, you will be able to find out more about the Canon Creative Park, which is a hub where you can download fashionable cards and fun papercrafts for free. We challenge you to create beautiful paper crafts using your Canon printer which you can enjoy, with friends or with kids!

Canon is committed to keeping you informed and updated allowing you to keep learning about your printers and discovering the creative potential they can offer; Canon Print Hub is your platform of knowledge.

Click [here](#) to watch the video.

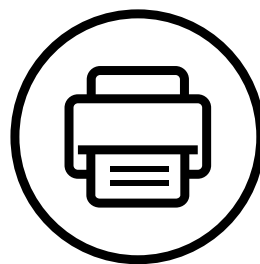


WHAT YOU WILL FIND IN THE PRINT HUB



15

How to Print Video Series



07

Printer Case Studies



CANON STUDENT DEVELOPMENT PROGRAMME



The Canon Student Development Programme has been implemented to give participants the opportunity to gain professional points of view about the photo industry to prepare them for their future career paths.

Aimed at students aged 18 and above, interns, or students who have completed an imaging course in the previous academic year.

There is also an opportunity for people to be nominated by the industry, regardless of where they are in their education journey.

It provides learners with an incredible opportunity to meet leading industry experts, attend key industry events, have their portfolio professionally assessed and learn valuable photography skills.



STATISTICS FOR STUDENT DEVELOPMENT PROGRAMME 2023



PHOTOGRAPHER'S TALK OVERVIEW

Samuel Anjolaoluwa Onifoto

"Samuel made an inspirational talk during the LagosPhoto festival 2023 programme where he spoke about transitioning from Student to Pro with a focus on the Canon Student Development Programme.

He explained how the programme played a pivotal role in his career and discussed the programme's key components and benefits, showcasing his experiences through his photos. He also highlighted how it expanded his industry network, sharing examples of valuable connections and experiences."

STUDENT
PARTICIPATION
ACROSS AFRICA



PORTFOLIOS
SUBMITTED

123

02

STUDENTS SELECTED
FOR VISA POUR L'IMAGE



TRAIN THE TRAINER PROGRAMME

As part of Canon's commitment to build local capacity, we have created a train the trainer programme which invests in preparing local trainers in country to be able to teach, share knowledge and skillsets with fellow photographers, filmmakers and the next generation.

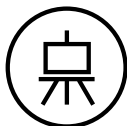
All trainers go through a Canon accredited training programme and by having local trainers, this supports the growth and improve the knowledge, skills and industry understandings in country to build capacity and grow the industry overall whilst empowering locals to take the lead and push the industry further.

The trainers share Canon's values and have a professional presence in the photography or filmmaking field.

The multi-step training programme guarantees teaching the trainers everything about the Canon product line-up and technical skills and ensures that the trainers are the best in their field and have a strong passion for photography/videography and teaching.

In all, with the train the trainer programme, Canon is investing in educating local people to develop and nurture their communities whilst being able to successfully deliver training sessions that best align with the brands principles.

Click [here](#) to watch the video.



6 Months training programme for the trainer



25 Certified trainers



13 Countries



13+ Languages

WITH EDUCATION, YOU CAN OWN THE WORLD



If you have any more questions, please drop us an email on:
canoneducation@canon-cna.com