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Content Specialist – Yoza Mnyanda

#Intro to _ Film producer

Data Friendly Version



Lesson One

Intro to a Film director

Meet the talent

Yoza Mnyanda is a director and editor in the film industry, working mostly within the music video and commercial space. Yoza has directed works with local artists such as Shekhinah, Nasty C, Sho Madjozi and so many more.

The initial exposure to the entertainment scene saw Yoza work with the talents of Black Coffee in 2017. Then, founding a musical partnership to create "Darkie fiction" and released numerous singles thereafter. The filmmaking journey was then set alight with the selection as the best TRACE Short film created in 2018, labelled Little America.

Targeting my market

The main target market my content is aimed at would be young, black kids, like I grew up as: Dreamers and Doers! I'm interested in creating works that put women as the leads. I want to see what I never got to see onscreen and that is the work I will create.

My goal is to craft a unique style of my own. One where when people see any of my works, they know immediately "That's Yoza's work".

Differentiation

I always show up as myself! Everything I make is based upon life experiences that have shaped me. The unique creativity is perfectly showcased in the previous projects such as "Darkie Fiction's" Afro-funk style, along with current local artist exploits. A keen eye for visual storytelling is a strong foundation for the results shown in artist videos, such as Tides by Shekhinah.



Lesson Two

Benefits and Struggles of the job

The enjoyables

What I enjoy most about my profession is that every new job I do is completely different. I never feel like I am doing the same thing twice. Each artist has their own demands and style, it is part of the job to best reflect their vision through your own direction.

Truthful struggles

It is not an easy industry to break into, this means it takes a good while to make money within this role. I spent a lot of years eating noodles for lunch and dinner!

Experience is key, try to get involved in a set or production as soon as possible!

Expectations of life

Sometimes people expect you to have it all figured out. Most of the time, I learn on the go, so I learnt not to be afraid in what I don't know and asking questions at every opportunity.



Lesson Three

Steps in the right direction

Informal - Breaking into the field?

Start where you are with what you have! Don't wait to have fancy things you think are necessary, they will come with time. Just put the work in, take the smallest jobs, even if it's making coffee and being an assistant. In the beginning, it's about surrounding yourself with the environment you want to see yourself in your future.

Formal - Breaking into the field?

I think school is great, but also within the industry, the practical on-set experience will take you further as you learn on the job. After school, I completed a degree in Film and Media production.

If you are able to study towards a formal qualification within this industry, it is highly recommended you start engaging in the work scene and diving into your creative passions on the side.

Final suggestions for individuals wanting to make it a career?

Find a way to get on a set ASAP! You'll then find out what you want to do, and it will all fall into place from there.

