



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Multimedia Learning Design For Corporate Facilitators Training

Education, Training and Development / Adult Learning

Unit Standard 114476 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips corporate facilitators with the skills to design and implement multimedia learning experiences that enhance engagement and knowledge retention. Participants will learn to integrate text, graphics, audio, video, and interactive elements into training materials, fostering effective learning in diverse corporate environments.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	114476
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of multimedia learning to design engaging training materials.
- Analyze learner needs and context to select appropriate multimedia elements.
- Evaluate existing multimedia resources for relevance and effectiveness.
- Design a multimedia learning module using a blend of text, audio, video, and interactive components.
- Implement multimedia-enhanced training sessions that facilitate active learning.
- Demonstrate the ability to assess the impact of multimedia learning on participant outcomes.

WHO SHOULD ATTEND

- Corporate trainers, facilitators, instructional designers, and learning and development professionals who are responsible for creating or delivering training content in a corporate setting.

COURSE OUTLINE

Day 1: Foundations of Multimedia Learning

- Introduction to multimedia learning theory.
- Cognitive load theory and its implications for design.
- Types of multimedia elements and their functions.
- Overview of corporate training needs and multimedia solutions.
- Principles of learner engagement and motivation.
- Ethical considerations in multimedia use.

Day 2: Learning Theories and Design Models

- Overview of learning theories relevant to multimedia.
- Behaviourist approaches: drill-and-practice, feedback.
- Cognitivist approaches: chunking, dual coding.
- Constructivist approaches: problem-based learning, simulations.
- Instructional design models: ADDIE, SAM, rapid prototyping.
- Case study analysis: successful corporate multimedia training.

Day 3: Visual Design Principles for Learning

- Principles of visual hierarchy and Gestalt theory.
- Colour theory: psychological impact and accessibility.
- Typography: readability and font selection.
- Creating effective infographics and diagrams.
- Visual design for slide decks and e-learning modules.
- Accessibility standards (WCAG) in visual design.

Day 4: Audio and Video Production Basics

- Scriptwriting for instructional audio and video.
- Audio recording techniques: microphone selection, environment.
- Basic audio editing using free tools (e.g., Audacity).
- Video recording: lighting, framing, and composition.
- Video editing fundamentals (e.g., using OpenShot).
- Synchronising audio and video for clarity.

Day 5: Interactive Multimedia and Simulations

- Types of interactivity: quizzes, scenarios, games.
- Branching scenarios for decision-making skills.
- Introduction to authoring tools (e.g., H5P, Articulate Rise).
- Building a simple simulation or serious game.
- Feedback mechanisms and scoring.
- Evaluating learner performance through interactivity.

Day 6: Mobile Learning and Responsive Design

- Characteristics of mobile learning: context, ubiquity.
- Responsive design: adapting content for screens.
- Microlearning: bite-sized modules for mobile.
- Authoring tools for mobile-friendly content.
- Testing usability on smartphones and tablets.

- Bandwidth considerations and offline access.

Day 7: Assessment and Evaluation in Multimedia Learning

- Types of assessments: quizzes, performance tasks, portfolios.
- Embedding assessments in multimedia modules.
- Learning analytics: tracking completion, scores, engagement.
- Kirkpatrick's four levels of evaluation.
- ROI calculation for multimedia training.
- Continuous improvement through feedback loops.

Day 8: Facilitation and Blended Learning Integration

- Blended learning models: rotation, flex, enriched virtual.
- Role of the facilitator in multimedia-rich environments.
- Virtual facilitation tools (Zoom, Teams, breakout rooms).
- Managing discussion forums and collaborative activities.
- Learner support strategies: FAQs, help desks, peer support.
- Time management for blended delivery.

Day 9: Capstone Project and Practical Application

- Project brief: corporate training scenario.
- Storyboarding and asset planning.
- Development of multimedia module (using chosen tools).
- Peer review and constructive feedback.
- Final presentation and demonstration.
- Reflection on learning journey and action plan.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
05 Aug 2026	17 Aug 2026	On-Campus	Johannesburg, South Africa
06 Aug 2026	18 Aug 2026	On-Campus	Mauritius
07 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Mauritius
13 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 114476) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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