



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

Design Conceptualisation And Planning Fundamentals Training

Culture and Arts / Visual Arts

Unit Standard 117508 · NQF Level 4 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the fundamental skills to conceptualise and plan design projects effectively. It covers the design process from initial concept development through to detailed planning, ensuring alignment with client requirements and project objectives.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117508
Accreditation	SAQA Accredited · NQF Level 4 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply design principles to generate creative concepts that address specific project briefs.
- Analyze client requirements and project constraints to inform design planning decisions.
- Evaluate design concepts against criteria such as feasibility, originality, and alignment with objectives.
- Design a comprehensive project plan including timelines, resources, and milestones.
- Implement planning tools and techniques to manage design projects effectively.
- Demonstrate the ability to present and justify design concepts to stakeholders.

WHO SHOULD ATTEND

- This course is ideal for aspiring designers, design students, and professionals seeking to formalise their design planning skills.
- It is also suitable for project coordinators and creative team members involved in design-related projects.

COURSE OUTLINE

Day 1: Introduction to Design Conceptualisation

- Overview of design thinking and conceptualisation
- Elements of design: line, shape, colour, texture, space
- Principles of design: balance, contrast, emphasis, rhythm, unity
- The design process: brief, research, ideation, development, execution
- Introduction to design planning and project management

Day 2: Research and Information Gathering

- Types of research: primary, secondary, qualitative, quantitative
- Understanding the target audience: demographics, psychographics, behaviours
- Competitive analysis and trend spotting
- Mood boards and visual research techniques
- Documenting and organising research data

Day 3: Design Brief Analysis and Problem Definition

- Components of a comprehensive design brief
- Deconstructing the brief: objectives, deliverables, constraints
- Problem framing and reframing techniques
- Setting project milestones and deadlines
- Stakeholder communication and expectation management

Day 4: Ideation Techniques and Creative Thinking

- Divergent vs convergent thinking
- Brainstorming rules and variations
- Mind mapping and concept mapping
- SCAMPER and other creative techniques
- Idea selection criteria and matrices

Day 5: Concept Development and Refinement

- From idea to concept: adding detail and context
- Iterative design cycles
- Concept sketching and rough prototyping
- Writing concept statements and rationales
- Giving and receiving constructive feedback

Day 6: Visual Communication and Storytelling

- Principles of visual hierarchy and composition
- Typography basics: typefaces, hierarchy, readability
- Colour theory and psychology in design
- Storyboarding techniques for sequential design
- Brand identity and consistency

Day 7: Design Planning and Project Management

- Project planning frameworks: Gantt charts, Kanban boards
- Resource identification: tools, team, budget
- Risk assessment and contingency planning
- Time management techniques for designers

- Project documentation: briefs, schedules, status reports

Day 8: Prototyping and Testing

- Prototyping methods: paper, digital, physical
- User testing: planning, moderation, observation
- Feedback collection tools: surveys, interviews, analytics
- Iterative refinement cycles
- Testing documentation and reporting

Day 9: Industry Context and Professional Practice

- Overview of the South African design industry
- Professional ethics and intellectual property
- Building a design portfolio and CV
- Presentation skills for pitching concepts
- Networking and professional organisations

Day 10: Advanced Conceptualisation Strategies

- Cross-disciplinary design integration
- Systems thinking and design ecosystems
- Sustainable design practices
- Inclusive design and accessibility
- Peer critique of advanced concepts

Day 11: Final Project Development

- Project kick-off and brief review
- Research and ideation for final project
- Concept development and refinement
- Prototyping and testing
- Documentation and presentation preparation

Day 12: Final Presentations and Course Wrap-Up

- Final project presentations
- Q&A; and feedback sessions
- Self-assessment and reflection
- Course evaluation and certification
- Next steps: applying skills in practice

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 **15 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 41,000.00	R 41,000.00
1	In-House	R 53,300.00	R 53,300.00
1	On-Campus (Pretoria)	R 61,500.00	R 61,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
31 Jul 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
31 Jul 2026	17 Aug 2026	On-Campus	Accra, Ghana
03 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	18 Aug 2026	On-Campus	Lagos, Nigeria
04 Aug 2026	19 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	20 Aug 2026	On-Campus	Mauritius
06 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE

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 117508) 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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