



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

Visual Communication Techniques For Concept Representation Training

Culture and Arts / Visual Arts

Unit Standard 117511 · NQF Level 4 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips participants with the ability to visually communicate complex concepts and ideas effectively. Learners will develop skills in selecting and applying appropriate visual techniques to represent concepts in various professional contexts, enhancing clarity and impact in presentations, reports, and training materials.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117511
Accreditation	SAQA Accredited · NQF Level 4 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply a range of visual communication techniques to represent concepts clearly and accurately.
- Analyze the requirements of a given context to select the most appropriate visual representation method.
- Design visual aids that effectively communicate intended messages to diverse audiences.
- Evaluate the effectiveness of visual communication in conveying concepts and propose improvements.
- Demonstrate the use of visual communication tools and software to create professional representations.
- Implement visual communication strategies to enhance understanding and engagement in presentations and reports.

WHO SHOULD ATTEND

- This course is designed for professionals, trainers, and managers who need to convey ideas visually in their work, including those in marketing, training, design, and project management roles.

COURSE OUTLINE

Day 1: Foundations of Visual Communication

- Introduction to visual communication theory
- Core design principles: balance, contrast, alignment, repetition, proximity
- Overview of visual media: sketches, diagrams, infographics, digital renderings
- Audience analysis and contextual considerations
- Ethical considerations in visual representation

Day 2: Sketching and Ideation Techniques

- Basic sketching tools and materials
- Perspective drawing: one-point, two-point, and isometric views
- Proportion and scale in concept sketches
- Rapid ideation and thumbnail sketches
- Annotating sketches for clarity

Day 3: Diagramming and Information Visualisation

- Types of diagrams: flowcharts, mind maps, tree diagrams, Venn diagrams
- Best practices for diagram layout and readability
- Using symbols and icons as visual shorthand
- Case studies: diagramming complex concepts
- Hands-on exercise: create a process diagram

Day 4: Typography and Colour Theory

- Typography basics: type classifications, hierarchy, spacing
- Colour theory: colour wheel, harmonies, psychological effects
- Accessibility considerations: contrast, colour blindness
- Combining type and colour in layouts
- Practical exercise: design a concept poster

Day 5: Digital Tools for Visual Communication

- Introduction to design software: Adobe Illustrator, Photoshop, or alternatives
- Vector vs raster graphics: when to use each
- Working with layers, masks, and blending modes
- Digital sketching and diagramming workflows
- File formats and export settings for print and screen

Day 6: Advanced Visual Storytelling and Presentation

- Elements of visual storytelling: sequence, pacing, emphasis
- Storyboarding techniques for concepts and processes
- Designing presentation slides: layout, data visualisation, consistency
- Using visual metaphors and analogies
- Peer critique and iterative improvement

Day 7: Integration, Portfolio, and Assessment

- Project brief: create a visual communication package for a given concept
- Developing a cohesive visual identity across deliverables
- Presentation skills and defending design decisions
- Assessment criteria and feedback session

- Portfolio compilation and future learning pathways

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 **10 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	12 Aug 2026	On-Campus	Mauritius
05 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius
11 Aug 2026	19 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 117511) 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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