



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

Craft Exhibition Research And Idea Generation Techniques Training

Culture and Arts / Visual Arts

Unit Standard 117519 · NQF Level 5 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to research craft exhibitions effectively and generate innovative ideas for exhibition design and participation. Participants will learn to identify relevant exhibitions, analyse trends, and apply creative techniques to develop compelling exhibition concepts. The course bridges research and ideation to enhance professional practice in the craft sector.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117519
Accreditation	SAQA Accredited · NQF Level 5 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply research methods to identify and evaluate relevant craft exhibitions.
- Analyse exhibition trends and audience preferences to inform exhibition concepts.
- Design creative exhibition ideas using brainstorming and ideation techniques.
- Demonstrate the ability to curate and present research findings in a structured format.
- Evaluate the feasibility and impact of proposed exhibition ideas.
- Implement a research-driven idea generation process for craft exhibitions.

WHO SHOULD ATTEND

- This course is designed for craft practitioners, artists, designers, and exhibition coordinators who wish to improve their research and idea generation skills for craft exhibitions.
- It is also suitable for entrepreneurs and small business owners in the creative industries seeking to showcase their work effectively.

COURSE OUTLINE

Day 1: Foundations of Craft Exhibition Research

- Introduction to craft exhibitions: context and purpose.
- Types of research: primary vs. secondary sources.
- Audience analysis: demographics, interests, and engagement.
- Ethical research practices: consent, cultural sensitivity.
- Craft exhibition case studies: successful research approaches.
- Developing a research plan: scope, timeline, resources.
- Practical exercise: creating a research brief for an exhibition.

Day 2: Idea Generation Techniques for Craft Exhibitions

- Creative thinking models: divergent vs. convergent thinking.
- Brainstorming rules and facilitation techniques.
- Mind mapping for exhibition theme exploration.
- SCAMPER technique: substitute, combine, adapt, modify, put to another use, eliminate, reverse.
- Trend analysis: current craft movements and their influence.
- Historical context: drawing inspiration from past exhibitions.
- Group ideation workshop: generating ideas for a mock exhibition.
- Idea selection criteria: feasibility, originality, audience appeal.

Day 3: Integrating Research and Ideas into Exhibition Planning

- Synthesising research data with creative concepts.
- Developing an exhibition proposal: components and structure.
- Budgeting basics for craft exhibitions.
- Spatial planning: layout, flow, and visitor experience.
- Logistics: materials, installation, and timelines.
- Feedback methods: peer review and iterative refinement.
- Presentation skills for pitching exhibition ideas.
- Final assessment: present and defend a complete exhibition proposal.

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 **6 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 18,800.00	R 18,800.00
1	In-House	R 24,500.00	R 24,500.00
1	On-Campus (Pretoria)	R 28,100.00	R 28,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Mauritius
12 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
17 Aug 2026	19 Aug 2026	On-Campus	Pretoria, 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 117519) 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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