



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Exhibition Design Development And Implementation Training

Culture and Arts / Visual Arts

Unit Standard 117522 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to design, develop, and implement exhibition displays that effectively communicate organisational messages. It covers the entire exhibition lifecycle, from conceptualisation and planning to execution and evaluation, ensuring compliance with industry standards and client requirements.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117522
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of exhibition design to create engaging and functional display layouts.
- Analyse client briefs and audience needs to develop exhibition concepts that meet objectives.
- Evaluate materials, technologies, and resources for cost-effective and sustainable exhibition implementation.
- Design detailed exhibition plans, including floor plans, timelines, and budget estimates.
- Implement exhibition setups, ensuring safety, accessibility, and brand consistency.
- Demonstrate post-event evaluation skills to assess exhibition success and identify improvements.

WHO SHOULD ATTEND

- This course is ideal for event coordinators, marketing professionals, exhibition designers, and anyone involved in planning or managing exhibitions within corporate or public sectors.

COURSE OUTLINE

Day 1: Foundations of Exhibition Design

- Introduction to exhibition design: purpose, types, and stakeholders.
- Design principles: balance, contrast, rhythm, and emphasis.
- Space planning: layout options, traffic flow, and accessibility.
- Branding and messaging: integrating client identity.
- Materials and finishes: selection criteria, durability, and aesthetics.
- Sustainability in exhibition design: eco-friendly practices.
- Case studies of successful exhibitions.
- Group discussion: identifying design challenges.

Day 2: Conceptualisation and Design Development

- Analysing the design brief: objectives, budget, and constraints.
- Brainstorming and concept generation techniques.
- Creating mood boards and visual references.
- Sketching: hand-drawn and digital methods.
- Introduction to CAD and 3D modelling software.
- Developing floor plans, elevations, and perspective views.
- Peer review: presenting and critiquing concepts.
- Refining designs based on feedback.

Day 3: Technical Detailing and Production Planning

- Technical drawings: dimensions, annotations, and assembly instructions.
- Structural considerations: load-bearing, safety, and modular systems.
- Lighting design: types, placement, and effects.
- Audio-visual integration: screens, speakers, and interactive kiosks.
- Graphics production: signage, banners, and digital displays.
- Project planning: scheduling, milestones, and resource allocation.
- Budgeting: materials, labour, and contingency.
- Health and safety regulations in exhibition construction.

Day 4: Implementation and On-Site Management

- Pre-installation checks: logistics, permits, and site survey.
- Installation workflow: sequencing, rigging, and assembly.
- Contractor management: communication, schedules, and deliverables.
- Quality control: inspecting finishes, lighting, and AV functionality.
- Troubleshooting common on-site issues.
- Venue compliance: fire safety, load limits, and access.
- Client walkthroughs and final approvals.
- Documentation: as-built drawings and handover reports.

Day 5: Evaluation, Dismantling, and Professional Practice

- Post-event evaluation: visitor feedback, data collection, and KPIs.
- Dismantling procedures: safe removal, waste management, and storage.
- Client debrief: reporting and recommendations.
- Professional practice: portfolios, networking, and certifications.
- Emerging trends: virtual exhibitions, immersive technology, and hybrid events.

- SAQA alignment: unit standard 117522 assessment criteria.
- Final assessment: presentation of a complete exhibition design project.
- Course wrap-up and certification.

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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 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 117522) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za