



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 Product Design Selection And Production Line Implementation Training

Culture and Arts / Visual Arts

Unit Standard 117526 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to select and design craft products that align with market demands and production capabilities. Participants will learn to implement production lines effectively, ensuring quality, cost-efficiency, and scalability in a craft manufacturing environment.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117526
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 craft product design to create functional and marketable products.
- Analyze market trends and customer preferences to guide product selection decisions.
- Evaluate production line requirements, including materials, equipment, and workflow.
- Design a production line layout that optimizes efficiency and minimizes waste.
- Implement quality control measures to ensure product consistency and compliance.
- Demonstrate the ability to troubleshoot and adjust production processes for continuous improvement.

WHO SHOULD ATTEND

- This course is designed for craft production supervisors, product designers, and small business owners in the craft sector who are responsible for product selection, design, and production line implementation.

COURSE OUTLINE

Day 1: Foundational Principles of Craft Product Design

- Introduction to craft product design and its economic significance
- Elements of design: line, shape, colour, texture, space
- Principles of design: balance, proportion, emphasis, rhythm, unity
- Market research and trend analysis in the craft sector
- Design thinking process: empathise, define, ideate, prototype, test
- Material selection criteria: durability, aesthetics, cost, sustainability

Day 2: Product Selection and Specification Development

- Criteria for product selection: functionality, marketability, manufacturability
- Writing comprehensive product specifications
- Cost estimation: materials, labour, overheads, profit margins
- Feasibility assessment: technical, financial, operational
- Production techniques: handcrafting, moulding, assembly, finishing
- Prototyping methods and iterative design improvements

Day 3: Production Line Planning and Workflow Design

- Production line layout: linear, cellular, fixed-position
- Equipment selection: manual tools, machinery, automation options
- Developing SOPs for each production stage
- Workflow analysis: process mapping, bottlenecks, cycle time
- Production scheduling: batch size, lead time, capacity planning
- Quality control: inspection points, testing methods, defect prevention

Day 4: Implementation, Training, and Health & Safety

- Implementation plan: milestones, resources, timeline
- Staff training: hands-on sessions, competency assessment
- Occupational health and safety: risk assessment, PPE, emergency procedures
- Change management: communication, resistance, support
- Pilot production: monitoring, data collection, adjustments
- Documentation: training records, safety files, production logs

Day 5: Quality Assurance, Continuous Improvement, and Final Assessment

- Quality assurance: ISO standards, audit procedures, corrective actions
- Continuous improvement: Kaizen, 5S, root cause analysis
- Performance metrics: OEE, yield, defect rates, throughput
- Final product inspection: criteria, sampling, certification
- Assessment: theory test, practical demonstration, portfolio submission
- Course review and feedback session

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 117526) 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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