



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

Digital Photo Editing And Creative Design Techniques Training

Communication Studies and Language / Communication Studies

Unit Standard 117548 · NQF Level 5 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to edit digital photos and apply creative design techniques using industry-standard software. Participants will gain proficiency in image manipulation, colour correction, and composition to produce professional-quality visuals for corporate and marketing use. The training ensures competence in applying design principles to enhance visual communication within a business context.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117548
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 digital photo editing techniques to enhance, retouch, and manipulate images effectively.
- Analyse design principles such as balance, contrast, and hierarchy to improve visual compositions.
- Evaluate colour correction and adjustment tools to achieve consistent and accurate colour representation.
- Design creative layouts and graphics using layers, masks, and blending modes.
- Implement file management and output settings for various digital and print formats.
- Demonstrate proficiency in using industry-standard software (e.g., Adobe Photoshop) to complete editing tasks.

WHO SHOULD ATTEND

- This course is ideal for marketing professionals, graphic designers, content creators, and administrative staff who need to produce or edit digital images for corporate communications, social media, or print materials.

COURSE OUTLINE

Day 1: Fundamentals of Digital Photo Editing

- Introduction to digital image file formats (JPEG, PNG, TIFF, RAW).
- Navigating the editing software interface (toolbars, panels, shortcuts).
- Image resolution, canvas size, and resizing for different outputs.
- Basic colour correction: levels, curves, and white balance.
- Selection tools: marquee, lasso, magic wand, and quick selection.
- Layer fundamentals: creating, naming, blending modes, and opacity.
- Cropping, straightening, and rotating images.
- Removing blemishes and red-eye using healing and clone tools.

Day 2: Creative Design Techniques and Compositing

- Advanced selection: colour range, refine edge, and channels.
- Layer masks and clipping masks for non-destructive editing.
- Working with adjustment layers (gradient map, photo filter, hue/saturation).
- Introduction to typography: font selection, kerning, leading, and text on a path.
- Layer styles: drop shadow, bevel, gradient overlay, and stroke.
- Creative use of filters (blur, distort, artistic) and smart filters.
- Colour theory basics: complementary, analogous, and triadic schemes.
- Compositing techniques: aligning, blending, and matching lighting.

Day 3: Advanced Workflows and Professional Application

- Creating and editing custom brushes and patterns.
- Using vector tools: pen tool, shape layers, and paths.
- Actions and batch processing for repetitive tasks.
- Colour management: sRGB, Adobe RGB, CMYK, and proofing.
- Output settings for print (resolution, bleed, PDF) and web (optimisation, file size).
- Designing social media graphics, banners, and simple logos.
- Copyright, licensing, and ethical use of images.
- Final project: create a composite image incorporating text and effects, applying all techniques learned.

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	Pretoria, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Mauritius
11 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	19 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, 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 117548) 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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