



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

Interactive Media Content Editing Skills Training

Communication Studies and Language / Communication Studies

Unit Standard 117549 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to edit interactive media content effectively, ensuring high-quality digital outputs for corporate and creative environments. Participants will master techniques for editing audio, video, and multimedia assets using industry-standard tools.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117549
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply editing techniques to enhance interactive media content for clarity and engagement.
- Analyze multimedia assets to identify required edits and improvements.
- Evaluate final outputs against quality standards and project specifications.
- Design a structured editing workflow for interactive media projects.
- Implement corrections and enhancements using industry-standard editing software.
- Demonstrate proficiency in synchronizing audio, video, and interactive elements.

WHO SHOULD ATTEND

- This course is designed for content creators, digital marketers, multimedia specialists, and administrative professionals who need to produce or refine interactive media content for business communication, training, or marketing purposes.

COURSE OUTLINE

Day 1: Introduction to Interactive Media and Content Editing

- Overview of interactive media: web, mobile, social, games.
- Types of content: text, images, audio, video, animations.
- The content editing lifecycle: planning, creation, editing, publishing.
- Key roles in media production: editor, designer, developer.
- Legal issues: copyright, fair use, licensing.
- Ethical considerations: accuracy, bias, accessibility.

Day 2: Text and Image Editing Fundamentals

- Text editing: grammar, style guides, tone of voice.
- Image editing tools: cropping, resizing, colour correction.
- File formats: JPEG, PNG, GIF, SVG.
- Optimising images for web and mobile.
- Typography principles: font selection, hierarchy, readability.

Day 3: Audio and Video Editing Essentials

- Audio editing: noise reduction, volume levelling, effects.
- Video editing software: timeline, cuts, transitions.
- Adding text overlays and captions.
- Audio-video synchronisation.
- Export settings: resolution, bitrate, codec.
- Accessibility: subtitles and transcripts.

Day 4: Interactive Elements and Animation

- Animation types: GIFs, CSS animations, JavaScript libraries.
- Interactive elements: rollovers, click actions, forms.
- Timeline animation: keyframes, easing, loops.
- Motion design principles: anticipation, follow-through.
- Tools: Adobe Animate, After Effects basics.

Day 5: Editing for User Experience and Accessibility

- UX fundamentals: usability, navigation, consistency.
- Web Content Accessibility Guidelines (WCAG).
- Alt text, captions, and screen reader compatibility.
- Responsive design: flexible images, breakpoints.
- Cross-platform testing: mobile, tablet, desktop.

Day 6: Advanced Editing Techniques and Workflow Integration

- Version control: Git for media assets.
- Collaboration tools: shared libraries, review systems.
- Advanced editing: masks, blending modes, colour grading.
- Automation: actions, batch processing, templates.
- CMS integration: uploading, metadata, scheduling.

Day 7: Final Project and Professional Portfolio

- Project brief: target audience, platform, objectives.
- Editing workflow: planning, execution, review.

- Peer review and constructive feedback.
- Portfolio development: selecting best work, presentation.
- Career pathways: freelancing, agency roles, further study.

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China

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 117549) 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