



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 Delivery And Production Training

Communication Studies and Language / Communication Studies

Unit Standard 117551 · NQF Level 5 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to produce and deliver interactive media content across multiple platforms. Participants will gain hands-on experience in planning, creating, and deploying interactive media solutions that meet industry standards. The training prepares individuals for roles in digital content creation and delivery within corporate and creative environments.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117551
Accreditation	SAQA Accredited · NQF Level 5 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply interactive media design principles to plan and develop content for various delivery platforms.
- Analyze user requirements and technical specifications to determine appropriate interactive media solutions.
- Evaluate the effectiveness of interactive media content using quality assurance and user feedback mechanisms.
- Design interactive media components that integrate text, graphics, audio, video, and animation.
- Implement interactive media projects using industry-standard authoring tools and technologies.
- Demonstrate the ability to deliver interactive media content across web, mobile, and offline channels.

WHO SHOULD ATTEND

- This course is designed for multimedia professionals, content creators, and IT practitioners who need to produce and manage interactive media content.
- It is also suitable for marketing and communications staff seeking to enhance their digital storytelling capabilities.

COURSE OUTLINE

Day 1: Foundations of Interactive Media Content Delivery and Production

- Introduction to interactive media: definitions, characteristics, and applications.
- Overview of content delivery systems: web, mobile, broadcast, and social media.
- Production workflow: pre-production, production, and post-production stages.
- Tools and software for interactive media creation (e.g., authoring tools, video editing).
- Principles of user experience (UX) and user interface (UI) design.
- Techniques for integrating interactivity: clickable elements, branching, and feedback loops.
- Quality assurance: testing interactive content for functionality and accessibility.
- Case studies of successful interactive media campaigns.

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 **4 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 13,400.00	R 13,400.00
1	In-House	R 17,400.00	R 17,400.00
1	On-Campus (Pretoria)	R 20,200.00	R 20,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	10 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Durban, 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 117551) 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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