



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@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Interactive Media Solutions Proposal Development Training

Communication Studies and Language / Communication Studies

Unit Standard 117554 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to research, design, and propose interactive media solutions that address specific business or organisational needs. Participants will learn to analyse requirements, evaluate technologies, and compile comprehensive proposal documents that align with industry standards and client expectations.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117554
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

- Analyse a given brief to identify interactive media requirements and constraints.
- Research and evaluate suitable interactive media technologies and platforms.
- Design a conceptual solution that meets the specified objectives and user needs.
- Develop a detailed proposal document including scope, timeline, budget, and technical specifications.
- Present and justify the proposed solution to stakeholders using appropriate communication techniques.
- Apply relevant legal, ethical, and professional standards in the proposal development process.

WHO SHOULD ATTEND

- This training is designed for multimedia designers, IT professionals, project managers, and business analysts who are involved in developing or evaluating interactive media proposals for clients or internal stakeholders.

COURSE OUTLINE

Day 1: Introduction to Interactive Media Solutions and SAQA Context

- Overview of interactive media solutions (web, mobile, AR/VR, digital signage).
- SAQA unit standard 117554: purpose, outcomes, and assessment criteria.
- The proposal lifecycle: from opportunity identification to submission.
- Roles and responsibilities: project manager, creative lead, technical lead, business analyst.
- Regulatory and ethical considerations in interactive media proposals.
- Introduction to proposal structure: executive summary, scope, deliverables.

Day 2: Needs Analysis and Problem Definition

- Techniques for needs analysis: interviews, questionnaires, observation.
- Defining SMART problem statements.
- User personas and journey mapping.
- Scope management: what to include and exclude.
- Documenting assumptions, constraints, and risks.
- Case study: analysing a real-world interactive media brief.

Day 3: Solution Design and Technical Specifications

- Creative concept development: brainstorming and ideation.
- Technical architecture: frontend, backend, database, APIs.
- Platform selection: web, mobile, AR/VR, or multi-channel.
- Prototyping tools: wireframes, mockups, interactive prototypes.
- Accessibility and responsiveness considerations.
- Integration with existing systems and data sources.

Day 4: Budgeting, Pricing, and Resource Planning

- Cost estimation techniques: bottom-up, analogous, parametric.
- Pricing models and when to use them.
- Resource planning: skill sets, team size, outsourcing.
- Project scheduling: Gantt charts, critical path method.
- Contingency planning and risk budget.
- Tools for budget and resource management.

Day 5: Writing the Proposal Document

- Structure of a professional proposal: executive summary, company credentials, approach, timeline, budget.
- Writing for different audiences: technical vs. non-technical.
- Visual elements: diagrams, charts, screenshots.
- Including terms and conditions, assumptions, and exclusions.
- Proofreading and editing for clarity and consistency.
- Proposal templates and formatting standards.

Day 6: Review, Quality Assurance, and Submission

- Review checklist: alignment with RFP, compliance, accuracy.
- Internal review process: peer review, management sign-off.
- Quality assurance: grammar, consistency, branding.
- Submission logistics: electronic portals, hard copies, deadlines.
- Pitch preparation: presentation slides, demos, Q&A.

- Handling addenda and clarifications after submission.

Day 7: Practical Integration, Assessment, and Certification

- Capstone exercise: develop a full proposal from a given brief.
- Peer review and facilitator feedback session.
- Addressing common pitfalls and lessons learned.
- Portfolio of evidence requirements for SAQA certification.
- Final assessment: oral presentation and Q&A;
- Action planning: applying skills in the workplace.

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	Dubai, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Mauritius
14 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	26 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 117554) 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