



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

Creative Writing Process Skills And Techniques Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117600 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the foundational and advanced techniques of creative writing, enabling them to plan, draft, revise, and finalize original written works. Participants will develop the skills to generate ideas, structure narratives, and refine their writing to meet professional and personal goals.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117600
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply creative writing techniques to generate and develop original ideas for various formats.
- Analyze different narrative structures and styles to select appropriate approaches for specific writing projects.
- Evaluate and revise drafts to improve clarity, coherence, and impact.
- Design a complete piece of creative writing following a structured process from conception to final draft.
- Demonstrate effective use of language, imagery, and literary devices to engage the target audience.
- Implement feedback and self-editing strategies to polish written work.

WHO SHOULD ATTEND

- This course is designed for aspiring writers, content creators, editors, and professionals who wish to enhance their creative writing abilities for business, academic, or personal purposes.

COURSE OUTLINE

Day 1: Foundations of Creative Writing

- Overview of the creative writing process: prewriting, drafting, revising, editing, publishing.
- Narrative structure: plot, character, setting, dialogue, and point of view.
- Idea generation: brainstorming, freewriting, clustering, and prompts.
- Voice and style: finding your unique writer's voice, tone, and diction.
- Genre exploration: fiction, non-fiction, poetry, and drama.
- Practical exercises: writing a short scene based on a prompt.

Day 2: Advanced Techniques and Practical Integration

- Showing vs. telling: using sensory details, action, and dialogue to convey emotion.
- Advanced narrative devices: metaphor, simile, symbolism, and foreshadowing.
- Revision techniques: structural editing, line editing, and proofreading.
- Overcoming writer's block: routines, prompts, and mindfulness.
- Giving and receiving constructive feedback in a workshop setting.
- Final project: revise Day 1 scene incorporating feedback and techniques learned.
- Self-assessment and reflection: evaluating progress and setting future goals.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	04 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	04 Aug 2026	On-Campus	Mauritius
03 Aug 2026	04 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	06 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Mauritius
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, 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 117600) 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