



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

History Of Art Design And Advertising Fundamentals Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117627 · NQF Level 5 · 3 Credits · 1 Day

COURSE OVERVIEW

This course provides a comprehensive overview of the history of art, design, and advertising, equipping learners with foundational knowledge to understand and apply key movements, styles, and principles in a professional context. It explores the evolution of visual communication and its impact on contemporary advertising and design practices.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117627
Accreditation	SAQA Accredited · NQF Level 5 · 3 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and describe major art and design movements from prehistory to the present.
- Analyze the influence of historical art and design on contemporary advertising strategies.
- Apply principles of design and visual communication to create advertising concepts rooted in historical context.
- Evaluate the role of cultural, social, and technological changes in the evolution of art and advertising.
- Demonstrate an understanding of key figures, works, and innovations in art, design, and advertising history.

WHO SHOULD ATTEND

- This course is ideal for aspiring graphic designers, advertising professionals, marketing coordinators, and anyone seeking to deepen their understanding of the historical and cultural contexts that shape modern visual communication.

COURSE OUTLINE

Day 1: Foundations of Art, Design, and Advertising

- Introduction to art history: from cave paintings to Renaissance.
- Evolution of graphic design: printing press to digital era.
- Advertising milestones: early print ads to modern campaigns.
- Key art movements (e.g., Impressionism, Bauhaus, Pop Art) and their influence on design.
- South African art and design history: San rock art, Ndebele patterns, contemporary artists.
- Fundamental design principles: balance, contrast, hierarchy, colour theory.
- Case study analysis: iconic South African advertisements.
- Ethical considerations in advertising and design.

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 **3 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
10 Aug 2026	10 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	18 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 117627) 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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