



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 Design For Digital Content Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117628 · NQF Level 6 · 11 Credits · 8 Days

COURSE OVERVIEW

This course equips learners with the skills to design and develop interactive digital content for various media platforms. It focuses on applying design principles, authoring tools, and user experience considerations to create engaging digital media products that meet industry standards.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117628
Accreditation	SAQA Accredited · NQF Level 6 · 11 Credits
Duration	8 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply design principles and colour theory to create visually appealing interactive digital content.
- Analyse user requirements and context to inform the design of interactive media solutions.
- Evaluate and select appropriate authoring tools and technologies for digital content development.
- Design interactive elements such as navigation, animations, and user interfaces for digital platforms.
- Implement interactive media projects using industry-standard software and techniques.
- Demonstrate the ability to test and refine digital content based on user feedback and technical constraints.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, multimedia artists, content creators, and digital media professionals seeking to enhance their interactive design skills.
- It also suits individuals transitioning into digital content production roles.

COURSE OUTLINE

Day 1: Introduction to Interactive Media Design

- Overview of interactive media design.
- Principles of digital content creation.
- Introduction to user experience (UX) and user interface (UI).
- The design thinking process.
- Current trends in interactive media.

Day 2: Design Tools and Software Fundamentals

- Introduction to Adobe Creative Suite (Photoshop, Illustrator, XD).
- Basic design principles: colour theory, typography, layout.
- Creating and optimising graphics for digital use.
- Wireframing and prototyping tools.
- Version control and file management.

Day 3: User Experience (UX) Design and Research

- User research methods: surveys, interviews, analytics.
- Developing user personas and scenarios.
- Customer journey mapping.
- Information architecture and sitemaps.
- Usability testing basics.

Day 4: User Interface (UI) Design and Prototyping

- UI design principles: consistency, hierarchy, feedback.
- Responsive design and mobile-first approach.
- Creating design systems (components, patterns).
- Interactive prototyping with Adobe XD or Figma.
- Accessibility considerations in UI design.

Day 5: Web Design and Development Basics

- HTML5 structure and semantic elements.
- CSS3 styling: layout, flexbox, grid.
- Introduction to JavaScript for interactivity.
- Responsive design with media queries.
- Testing and debugging tools.

Day 6: Multimedia Content Creation (Video, Audio, Animation)

- Video editing basics (Adobe Premiere Pro or similar).
- Audio recording and editing (Audacity).
- Motion graphics and animation (After Effects).
- Embedding multimedia in web pages.
- Optimising media for performance.

Day 7: Advanced Interactive Features and Testing

- JavaScript libraries (jQuery, GSAP) for animations.
- Form validation and interactive elements.
- Cross-browser and device testing.
- Performance optimisation.

- Introduction to A/B testing and analytics.

Day 8: Project Integration and Portfolio Development

- Capstone project: design and develop an interactive digital product.
- Peer review and feedback sessions.
- Portfolio presentation techniques.
- Career pathways in interactive media design.
- Course wrap-up and certification.

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 **11 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 33,800.00	R 33,800.00
1	In-House	R 43,900.00	R 43,900.00
1	On-Campus (Pretoria)	R 50,600.00	R 50,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	17 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	18 Aug 2026	On-Campus	Mauritius
10 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	20 Aug 2026	On-Campus	Pretoria, 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 117628) 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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