



## 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

# Graphic Design For Print Advertising Solutions Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117629 · NQF Level 6 · 10 Credits · 7 Days

## COURSE OVERVIEW

This course equips learners with the practical skills and theoretical knowledge required to design effective print advertising solutions. Participants will learn to apply graphic design principles, typography, colour theory, and layout techniques to create compelling print advertisements that meet industry standards and client briefs.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Marketing                                  |
| Unit Standard   | 117629                                     |
| Accreditation   | SAQA Accredited · NQF Level 6 · 10 Credits |
| Duration        | 7 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Apply graphic design principles and elements to create print advertising layouts that communicate effectively.
- Analyse client briefs and target audiences to determine appropriate design strategies for print advertisements.
- Evaluate and select suitable typography, colour schemes, and imagery to enhance message delivery in print media.
- Design print-ready advertising materials using industry-standard software, adhering to production specifications.
- Implement quality assurance checks to ensure print advertisements meet professional standards and client requirements.
- Demonstrate understanding of copyright, intellectual property, and ethical considerations in print advertising design.

## WHO SHOULD ATTEND

- This course is ideal for aspiring graphic designers, marketing professionals, and advertising practitioners who need to produce print-ready advertising materials.
- It is also suitable for individuals seeking to formalise their skills or transition into print design roles.

## COURSE OUTLINE

### Day 1: Introduction to Graphic Design for Print Advertising

- Overview of graphic design in advertising.
- Design principles: balance, contrast, hierarchy, alignment, repetition.
- Understanding target audiences and market segmentation.
- Analysing print advertising examples.
- Introduction to design briefs and specifications.

### Day 2: Typography and Colour Theory in Print Advertising

- Typography fundamentals: typefaces, fonts, spacing.
- Readability and legibility in print.
- Colour theory: RGB vs CMYK, colour wheel, harmony.
- Psychological effects of colour in advertising.
- Creating colour palettes for brand consistency.

### Day 3: Layout and Composition Techniques

- Grid systems and layout structures.
- Composition techniques: rule of thirds, Z-pattern, F-pattern.
- Working with images and visual hierarchy.
- Using white space effectively.
- Creating low-fidelity mockups.

### Day 4: Software Tools and Digital Workflow

- Introduction to Adobe Photoshop, Illustrator, InDesign.
- Vector vs raster graphics.
- Resolution, DPI, and colour settings for print.
- Working with layers, masks, and blending modes.
- Exporting files: PDF, EPS, TIFF.

### Day 5: Branding and Corporate Identity in Print Ads

- Understanding brand identity and guidelines.
- Logo placement and usage in ads.
- Consistency in typography, colour, and imagery.
- Designing for different print formats: flyers, posters, brochures.
- Creating a brand style guide.

### Day 6: Advanced Techniques and Special Effects

- Advanced image manipulation and compositing.
- Using gradients, shadows, and textures.
- Special finishes: spot UV, embossing, foil stamping.
- Print production: offset, digital, large format.
- Preparing files with bleeds, crops, and safe zones.

### Day 7: Final Project and Portfolio Review

- Final project brief: design a multi-piece print campaign.
- Project development and instructor guidance.
- Peer review and constructive feedback.
- Portfolio compilation and presentation.

- Course wrap-up and certification guidance.

## 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 6**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 31,000.00        | R 31,000.00 |
| 1         | In-House             | R 40,400.00        | R 40,400.00 |
| 1         | On-Campus (Pretoria) | R 46,500.00        | R 46,500.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 18 Aug 2026 | On-Campus | Cape Town, South Africa |
| 11 Aug 2026 | 19 Aug 2026 | On-Campus | Dubai, UAE              |
| 12 Aug 2026 | 20 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 13 Aug 2026 | 21 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 14 Aug 2026 | 24 Aug 2026 | On-Campus | Durban, South Africa    |
| 14 Aug 2026 | 24 Aug 2026 | On-Campus | Mauritius               |
| 17 Aug 2026 | 25 Aug 2026 | On-Campus | Harare, Zimbabwe        |
| 17 Aug 2026 | 25 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](http://www.aaticd.co.za), open the page for this course (Unit Standard 117629) 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](mailto: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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