



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

Packaging Design Principles And Applications Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117634 · NQF Level 6 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the principles and practical applications of packaging design, focusing on the functional, aesthetic, and regulatory aspects of packaging. It enables participants to analyze packaging requirements, design effective solutions, and evaluate packaging performance in various industries.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117634
Accreditation	SAQA Accredited · NQF Level 6 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply packaging design principles to meet product protection, preservation, and communication needs.
- Analyze packaging materials and their properties to select appropriate solutions for specific products.
- Design packaging solutions that comply with relevant regulations and sustainability standards.
- Evaluate packaging performance through testing and quality assurance methods.
- Demonstrate understanding of the supply chain and logistics implications of packaging design decisions.

WHO SHOULD ATTEND

- This course is ideal for packaging designers, product managers, marketing professionals, and quality assurance personnel involved in the development or selection of packaging for consumer or industrial goods.

COURSE OUTLINE

Day 1: Foundations of Packaging Design

- Introduction to packaging design: definitions and scope.
- Core principles: protection, containment, communication, and convenience.
- The packaging lifecycle and sustainability considerations.
- South African regulatory environment (e.g., NRCS, labelling laws).
- Understanding the target market and user needs.
- Materials overview: paper, plastic, glass, and metal.

Day 2: Structural Design and Material Science

- Material properties: strength, barrier properties, printability.
- Structural design fundamentals: shapes, closures, and ergonomics.
- Manufacturing processes: moulding, forming, and assembly.
- Design for manufacturing and assembly (DFMA).
- Sustainable materials and design for recyclability/reusability.
- Testing protocols for structural integrity and performance.

Day 3: Graphic Design and Brand Communication

- Brand identity and packaging as a touchpoint.
- Graphic design fundamentals: hierarchy, balance, and contrast.
- Colour psychology and cultural considerations in the SA context.
- Typography for legibility and brand voice.
- Label and dieline creation.
- Point-of-sale impact and shelf standout.

Day 4: Advanced Applications and Innovation

- Smart and active packaging (e.g., QR codes, freshness indicators).
- Sector-specific requirements: food safety, pharmaceutical compliance.
- User experience (UX) in packaging: accessibility and usability.
- Ethical design and reducing environmental footprint.
- Case studies of innovative South African packaging solutions.
- Costing and feasibility analysis for design concepts.

Day 5: Integration, Presentation, and Practical Application

- The end-to-end packaging design process.
- Creating a comprehensive design brief and specification.
- Prototyping techniques and presentation skills.
- Peer review and critique workshop.
- Portfolio development for SAQA alignment.
- Course recap, assessment, and action planning.

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 **8 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 25,300.00	R 25,300.00
1	In-House	R 32,900.00	R 32,900.00
1	On-Campus (Pretoria)	R 38,000.00	R 38,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, 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 117634) 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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