



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

Editorial Graphic Design Creative Solutions Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117636 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips editorial graphic design professionals with advanced creative problem-solving techniques to develop innovative visual solutions for print and digital media. Learners will integrate design principles, typography, and layout strategies to produce compelling editorial content that meets industry standards.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117636
Accreditation	SAQA Accredited · NQF Level 6 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply advanced typographic and layout principles to create cohesive editorial designs.
- Analyze target audience requirements to inform creative design decisions.
- Evaluate existing editorial designs for effectiveness and propose improvements.
- Design original visual solutions that balance aesthetic appeal with functional communication.
- Implement industry-standard software techniques to produce professional editorial graphics.
- Demonstrate proficiency in managing design projects from concept to final output.

WHO SHOULD ATTEND

- Graphic designers, art directors, and editorial professionals seeking to enhance their creative design skills for magazines, newspapers, and digital publications.

COURSE OUTLINE

Day 1: Foundations of Editorial Graphic Design and Creative Problem-Solving

- Overview of editorial graphic design: history, trends, and contemporary practice.
- Elements of design: colour, shape, line, texture, and space.
- Typography fundamentals: typefaces, legibility, and expressive typography.
- Layout principles: grids, alignment, balance, and white space.
- Creative brief analysis: interpreting client requirements and constraints.
- Ideation methods: brainstorming, mind mapping, and sketching.
- Developing mood boards and visual research.
- Ethical considerations and copyright in design.

Day 2: Advanced Creative Solutions and Practical Integration

- Advanced layout techniques: modular grids, asymmetrical balance, and dynamic composition.
- Editorial storytelling through design: sequencing, pacing, and narrative flow.
- Image selection and manipulation: photography, illustration, and stock resources.
- Infographics and data visualisation for editorial content.
- Prototyping and iteration: digital mock-ups and feedback loops.
- Presentation skills: articulating design rationale and defending creative choices.
- Preparing files for print and digital output: resolution, colour modes, and file formats.
- Self-assessment and peer review using SAQA-aligned criteria.

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 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,900.00	R 16,900.00
1	In-House	R 22,000.00	R 22,000.00
1	On-Campus (Pretoria)	R 25,400.00	R 25,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
17 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 117636) 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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