



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 Solutions For Corporate Events And Functions Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117642 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to design effective graphic materials for corporate events and functions. Participants will learn to apply design principles, select appropriate software, and produce visually compelling solutions that align with corporate branding and event objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117642
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 design principles to create visually appealing graphics for corporate events.
- Analyze event requirements to determine appropriate graphic design solutions.
- Design event-specific materials such as banners, programs, and signage using relevant software.
- Implement branding guidelines consistently across all event graphics.
- Evaluate the effectiveness of graphic designs in meeting event objectives.
- Demonstrate proficiency in using graphic design tools for corporate event materials.

WHO SHOULD ATTEND

- This course is ideal for event coordinators, marketing professionals, administrative staff, and anyone responsible for creating graphic materials for corporate events and functions.

COURSE OUTLINE

Day 1: Foundations of Graphic Design for Corporate Events

- Introduction to graphic design principles: balance, contrast, alignment, repetition, and proximity.
- Corporate event branding: defining visual identity and tone.
- Colour theory and typography for professional events.
- Software tools: Adobe InDesign and Canva for event materials.
- Designing invitations, programmes, and name tags.
- Signage and wayfinding: best practices for readability and impact.
- Hands-on exercise: create a branded event invitation.
- Review and critique of design outputs.

Day 2: Advanced Applications and Practical Integration

- Creating cohesive event collateral: banners, brochures, and digital screens.
- Social media graphics for event promotion: templates for Facebook, Instagram, and LinkedIn.
- Presentation templates and slide design for speakers.
- Production workflows: file preparation, print specifications, and digital export.
- Accessibility in design: colour contrast, font sizes, and alt text.
- Client pitching: presenting design concepts and receiving feedback.
- Capstone project: design a full event kit for a corporate function.
- Peer review and final presentation.

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
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, 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, open the page for this course (Unit Standard 117642) 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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