



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

Graphic Design Process Fundamentals For Beginners Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117643 · NQF Level 6 · 6 Credits · 3 Days

COURSE OVERVIEW

This course provides beginners with a foundational understanding of the graphic design process, from concept development to final output. Participants will learn essential principles, tools, and workflows to create effective visual communications. The course is aligned with SAQA Unit Standard 117643 and focuses on practical application in a corporate context.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117643
Accreditation	SAQA Accredited · NQF Level 6 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the core principles of graphic design, including balance, contrast, alignment, and proximity, to create visually appealing layouts.
- Demonstrate the ability to use design software (e.g., Adobe Photoshop, Illustrator, or Canva) to produce simple graphic assets.
- Analyze a design brief to identify client needs, target audience, and project constraints.
- Design a basic visual identity, including a logo and colour palette, using established design methodologies.
- Implement a design project from concept to final delivery, following a structured workflow.
- Evaluate the effectiveness of a design against given criteria and provide constructive feedback.

WHO SHOULD ATTEND

- This course is designed for individuals with little to no graphic design experience who need to develop basic design skills for their role, such as administrative staff, marketing assistants, or small business owners.
- It is also suitable for anyone seeking to understand the design process for personal or professional projects.

COURSE OUTLINE

Day 1: Introduction to Graphic Design Process

- Overview of the graphic design process: brief, research, ideation, development, delivery.
- Design elements: line, shape, colour, texture, space, typography.
- Design principles: balance, contrast, hierarchy, alignment, repetition, proximity.
- Conducting client research and audience analysis.
- Brainstorming and mind mapping techniques.
- Creating a mood board to visualise design direction.

Day 2: Developing Design Concepts and Layouts

- Concept development: sketching multiple ideas.
- Typography: selecting fonts, pairing, hierarchy.
- Colour theory: colour psychology, harmonies, and accessibility.
- Layout principles: grids, whitespace, visual flow.
- Creating thumbnail sketches and rough drafts.
- Introduction to design software: basic tools for layout and mock-ups.
- Peer review and feedback incorporation.

Day 3: Finalising Designs and Preparing for Production

- Design refinement: polishing details, consistency checks.
- Preparing print files: bleed, crop marks, CMYK vs RGB.
- Preparing digital files: resolution, file formats (JPEG, PNG, PDF).
- Creating style guides and asset libraries.
- Presentation techniques: explaining design decisions.
- Client handover: packaging files and documentation.
- Overview of design ethics and copyright basics.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 19,700.00	R 19,700.00
1	In-House	R 25,600.00	R 25,600.00
1	On-Campus (Pretoria)	R 29,500.00	R 29,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	05 Aug 2026	On-Campus	Mauritius
04 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 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 117643) 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.

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 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za