



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

Creative Graphic Design Solutions For Television Production Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117647 · NQF Level 6 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the creative and technical skills to design and produce professional graphic solutions for television production. Participants will learn to conceptualise, create, and integrate motion graphics, titles, and visual elements that enhance broadcast quality and audience engagement.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117647
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 design principles and colour theory to create television-ready graphics.
- Design motion graphics and animated titles using industry-standard software.
- Evaluate graphic solutions for technical compliance with broadcast standards.
- Implement graphic elements into video editing workflows seamlessly.
- Demonstrate creativity in solving visual communication challenges for TV production.
- Analyse audience needs to tailor graphic designs for different television genres.

WHO SHOULD ATTEND

- Television producers, graphic designers, video editors, and multimedia artists seeking to specialise in broadcast graphics.
- Also suitable for content creators transitioning into television production.

COURSE OUTLINE

Day 1: Foundations of Television Graphic Design

- Introduction to television production workflows and the graphic designer's role
- Broadcast standards: aspect ratios, safe zones, colour spaces (PAL, NTSC, Rec. 709)
- Overview of graphic formats: lower thirds, full-screen graphics, bugs, transitions, motion graphics
- Core design principles (contrast, alignment, hierarchy) applied to television
- Introduction to industry-standard software (Adobe Creative Suite, broadcast-specific tools)
- Legal and compliance considerations: copyright, SABC/ICASA regulations

Day 2: Design for Visual Storytelling and Branding

- The psychology of visual storytelling in television
- Creating and maintaining brand identity packages (logos, colour palettes, typography)
- Typography for television: legibility, font selection, and kinetic typography basics
- Colour theory for broadcast: emotional impact, accessibility, and technical limitations
- Designing lower thirds, title sequences, and end credits
- Case studies: analysing effective branding in South African television

Day 3: Motion Graphics and Animation Principles

- Introduction to the 12 principles of animation (squash & stretch, anticipation, etc.)
- Keyframing and animation techniques in software (After Effects/ similar)
- Creating animated transitions, intros, and outros
- Integrating graphics with green screen/chroma key and live footage
- Sound design and synchronisation with motion graphics
- Practical workshop: animating a lower third and simple logo sting

Day 4: Advanced Technical Integration and Workflow

- Graphics playout systems and live broadcast integration (e.g., Vizrt, CasparCG)
- File formats, codecs, and delivery specifications for television
- Collaborative workflows: working with editors, vision mixers, and studio crews
- Real-time graphics for news, sports, and live events
- Quality control and pre-flight checks for broadcast
- Simulated scenario: preparing a graphics package for a live news bulletin

Day 5: Creative Solutions and Portfolio Development

- Creative problem-solving: addressing challenging briefs (tight deadlines, technical constraints)
- Peer and facilitator critique sessions on practical work
- Portfolio development: selecting, presenting, and documenting work for clients/employers
- The business of television graphics: freelancing, tenders, and industry networking in SA
- Emerging trends: virtual production, augmented reality graphics, and AI tools
- Final integrated project: designing a complete graphics package for a sample television programme

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 117647) 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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