



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

Art Direction For Television Creative Solutions Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117658 · NQF Level 6 · 11 Credits · 8 Days

COURSE OVERVIEW

This course equips learners with the advanced skills required to conceptualise, plan, and direct creative solutions for television art direction. It focuses on developing innovative visual strategies that align with production briefs, budgets, and timelines, ensuring compelling and coherent on-screen storytelling.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117658
Accreditation	SAQA Accredited · NQF Level 6 · 11 Credits
Duration	8 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse television production briefs to identify creative requirements and constraints.
- Design comprehensive art direction solutions that integrate visual elements, set design, and props.
- Evaluate the feasibility of creative concepts against budget, time, and resource limitations.
- Implement art direction plans through effective collaboration with production teams.
- Demonstrate leadership in guiding the visual direction from pre-production through to final output.
- Apply industry standards and safety regulations in all art direction activities.

WHO SHOULD ATTEND

- Aspiring and practicing art directors, production designers, and creative leads working in television production who seek to enhance their conceptual and directional abilities for creative problem-solving.

COURSE OUTLINE

Day 1: Understanding Art Direction in Television

- Introduction to art direction for television
- The creative brief: purpose and components
- Roles of art director, production designer, and set decorator
- Art direction as a narrative tool
- Overview of the TV production process

Day 2: Visual Research and Concept Development

- Sources of visual inspiration
- Creating mood boards and style frames
- Script analysis for visual cues
- Concept sketching and ideation
- Pitching creative concepts

Day 3: Colour Theory and Lighting for Television

- Colour psychology in television
- Colour harmony and contrast
- Lighting basics: key, fill, backlight
- Genre-specific lighting (drama, comedy, reality)
- Colour scripts and lighting plans

Day 4: Set Design and Spatial Planning

- Set design principles
- Reading and creating floor plans
- Material selection and budgeting
- Props and dressing: telling stories through objects
- Safety and accessibility considerations

Day 5: Costume Design and Makeup Integration

- Costume design for television
- Character analysis through wardrobe
- Makeup and hair for screen
- Budgeting and sourcing costumes
- Collaboration with wardrobe and makeup departments

Day 6: Graphics, Titles, and Visual Effects

- Title sequence design
- Lower thirds and on-screen graphics
- VFX planning and pre-visualisation
- Green screen and chroma key techniques
- Brand guidelines and consistency

Day 7: Budgeting, Scheduling, and Resource Management

- Art department budgeting
- Scheduling and timeline management
- Vendor relations and procurement
- Sustainable and cost-effective practices

- Contingency planning

Day 8: Practical Integration and Final Presentation

- Group project: art direction pitch
- Compiling a presentation deck
- Peer review and critique
- Career opportunities in TV art direction
- Course wrap-up and certification

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 33,800.00	R 33,800.00
1	In-House	R 43,900.00	R 43,900.00
1	On-Campus (Pretoria)	R 50,600.00	R 50,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
06 Aug 2026	17 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	18 Aug 2026	On-Campus	Mauritius
10 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	24 Aug 2026	On-Campus	Mauritius
14 Aug 2026	25 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 117658) 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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