



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

Layout Construction For Print And Digital Formats Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117663 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to construct effective layouts for both print and digital formats. Participants will learn to apply design principles, use industry-standard software, and produce layouts that communicate clearly and meet project requirements.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117663
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply fundamental design principles to create balanced and visually appealing layouts.
- Analyse the requirements of a brief to determine appropriate layout formats for print and digital outputs.
- Use industry-standard software to construct layouts incorporating text, images, and graphic elements.
- Evaluate completed layouts against design specifications and quality standards.
- Demonstrate the ability to export layouts in appropriate file formats for print and digital distribution.
- Implement colour management and typography best practices in layout construction.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, desktop publishers, marketing professionals, and anyone involved in creating visual content for print or digital media.

COURSE OUTLINE

Day 1: Introduction to Layout Fundamentals

- Overview of layout construction principles (balance, hierarchy, alignment, contrast)
- Introduction to SAQA Unit Standard 117663 and course outcomes
- Key terminology: grids, margins, bleeds, gutters, pixels, DPI/PPI
- Fundamental differences between print and digital layout environments
- Introduction to industry-standard software overview
- The communication purpose of layout design
- Basic health and safety considerations in a design environment

Day 2: Design Principles and Grid Systems

- In-depth study of design principles: proximity, repetition, contrast, alignment
- Creating and working with multi-column grid systems
- Typography fundamentals: typeface selection, hierarchy, leading, kerning
- Basic colour theory: colour models (CMYK, RGB), meaning, and application
- Creating visual hierarchy through size, colour, and placement
- Layout sketching and thumbnailing techniques
- Introduction to layout templates and master pages

Day 3: Print Layout Construction

- Print production workflow from concept to final art
- Technical specifications: bleeds, trim marks, registration, colour bars
- Colour management for print: spot colours vs. process colours, Pantone matching
- Image resolution and file formats for print (TIFF, EPS, PDF/X)
- Paper stocks, finishes, and their impact on design
- Pre-press checklist and common print errors to avoid
- Creating print-ready PDFs with correct settings
- Binding methods and their layout implications

Day 4: Digital Layout Construction

- Digital publishing platforms and formats (web, ePub, PDF for screen)
- Responsive design principles and flexible grid systems
- Screen typography considerations: web fonts, readability, rendering
- Digital colour: RGB, HEX values, and accessibility (WCAG contrast ratios)
- Optimising images and graphics for web (file formats, compression)
- Basic interactive elements: buttons, links, navigation menus
- Introduction to user interface (UI) and user experience (UX) principles
- Testing layouts across different devices and browsers

Day 5: Advanced Software Application

- Advanced features of layout software (e.g., Adobe InDesign)
- Working with styles: paragraph, character, object, and table styles
- Creating and managing libraries, snippets, and templates
- Advanced image handling: clipping paths, transparency, effects
- Working with long documents: tables of contents, indexes, footnotes
- Automation with scripts and data merge
- File management and organisation best practices

- Troubleshooting common software problems and error messages

Day 6: Integrated Project Development

- Project briefing and requirements analysis
- Developing a creative concept and visual approach
- Creating comprehensive layout designs for print and digital versions
- Asset preparation and management for multi-format projects
- Client presentation techniques and rationale development
- Receiving and implementing constructive feedback
- Revision management and version control
- Quality assurance checks for final deliverables

Day 7: Portfolio Development and Industry Integration

- Portfolio development: selecting, organising, and presenting best work
- Writing effective project descriptions and case studies
- Industry ethics, copyright law, and intellectual property in South Africa
- Professional communication with clients, printers, and developers
- Career pathways in layout design and related fields
- Continuous professional development and industry resources
- Final practical assessment and portfolio review
- Course evaluation and feedback session

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 **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	11 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	12 Aug 2026	On-Campus	Mauritius
05 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius

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 117663) 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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