



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

Corporate Advertising Art Direction Creative Solutions Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117681 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips participants with the creative and strategic skills necessary to develop and direct art direction solutions for corporate advertising campaigns. Learners will explore the intersection of brand identity, visual communication, and consumer engagement to produce compelling advertising concepts.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117681
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 creative thinking techniques to generate innovative advertising concepts aligned with brand strategy.
- Analyze target audience profiles and market research to inform art direction decisions.
- Design comprehensive advertising campaigns integrating visual elements, copy, and media channels.
- Evaluate the effectiveness of creative solutions against campaign objectives and brand guidelines.
- Implement art direction strategies across print, digital, and multimedia platforms.
- Demonstrate leadership in directing creative teams and managing client feedback.

WHO SHOULD ATTEND

- Advertising professionals, art directors, graphic designers, and marketing specialists seeking to enhance their creative direction and art direction capabilities within a corporate context.

COURSE OUTLINE

Day 1: Foundations of Art Direction and Creative Strategy

- Introduction to art direction in a corporate context.
- Deconstructing the creative brief: objectives, target audience, and key messages.
- Brand identity and visual consistency across media.
- Design principles: balance, contrast, hierarchy, and colour theory.
- Brainstorming techniques for generating creative concepts.
- Mood boards and visual research methods.
- Presenting and defending creative ideas to stakeholders.

Day 2: Advanced Creative Solutions and Practical Integration

- Crafting visual narratives for print, digital, and social media.
- Collaboration with copywriters: aligning text and imagery.
- Art direction for video and motion graphics.
- Budgeting and resource allocation for creative production.
- Legal and ethical considerations in corporate advertising.
- Feedback integration and iterative refinement.
- Final presentation: pitching a complete art direction solution.
- Peer review and constructive critique sessions.

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
11 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	18 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 117681) 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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