



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

Illustration Techniques And Application Fundamentals Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117682 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with foundational and advanced illustration techniques, enabling them to create effective visual communications for various media. Participants will gain practical skills in applying illustration principles to convey messages clearly and creatively in a professional context.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117682
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

- Demonstrate a range of illustration techniques using traditional and digital tools.
- Apply design principles such as composition, colour theory, and perspective to illustrations.
- Analyze visual communication needs and select appropriate illustration styles.
- Create original illustrations that effectively communicate intended messages.
- Evaluate illustrations for effectiveness and suitability in different media contexts.

WHO SHOULD ATTEND

- This course is designed for graphic designers, marketing professionals, content creators, and anyone seeking to enhance their visual communication skills through illustration.

COURSE OUTLINE

Day 1: Introduction to Illustration Techniques and Materials

- Overview of illustration and its applications
- Traditional media: pencils, charcoal, ink, markers
- Digital media: tablets, software basics (e.g., Adobe Illustrator, Procreate)
- Elements of design: line, shape, colour, texture
- Principles of composition: balance, contrast, unity
- Setting up a workspace and preparing materials

Day 2: Drawing Fundamentals and Observational Skills

- Contour drawing and gesture drawing
- Shading techniques: hatching, cross-hatching, stippling, blending
- One-point and two-point perspective
- Proportion and measurement techniques
- Drawing from life: still life and figure basics
- Practice exercises with varied subjects

Day 3: Colour Theory and Application in Illustration

- The colour wheel: primary, secondary, tertiary colours
- Colour harmonies: complementary, analogous, triadic
- Colour temperature and value
- Mixing paints and creating palettes
- Digital colour selection and adjustment
- Colour in storytelling: emotional and symbolic use

Day 4: Advanced Drawing Techniques and Concept Development

- Brainstorming and thumbnailing
- Character design: anatomy, expression, costume
- Environment design: perspective, atmosphere, props
- Advanced rendering: texture (fur, metal, fabric)
- Using photo references and mood boards
- Iterative sketching and critique process

Day 5: Digital Illustration Tools and Workflow

- Software overview: Adobe Photoshop, Illustrator, Procreate
- Layers and layer management
- Custom brushes and brush settings
- Selection tools and masking
- Blending modes and adjustments
- Digital sketching, inking, and colouring workflow
- File formats and export settings

Day 6: Illustration for Specific Applications

- Editorial illustration: concept and execution
- Children's book illustration: narrative and character consistency
- Branding and advertising illustration: style guides
- Technical specifications: DPI, CMYK vs RGB, file formats

- Preparing artwork for print and screen
- Portfolio presentation and self-promotion basics

Day 7: Final Project and Professional Practice

- Final project brief and planning
- Independent work with instructor guidance
- Peer review and group critique
- Portfolio assembly and presentation tips
- Industry pathways: freelance, studio, in-house
- Continuing education and building a brand
- 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 **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 117682) 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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