



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Creative Art Direction For Outdoor Advertising Campaigns Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117684 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to conceptualize, design, and direct creative art for outdoor advertising campaigns. It covers the strategic use of visual elements, messaging, and media placement to capture audience attention in the out-of-home environment. Learners will develop the ability to lead creative teams and produce impactful outdoor advertising that aligns with brand objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117684
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 the principles of visual design and composition to create compelling outdoor advertising concepts.
- Analyze target audiences and environmental contexts to tailor creative direction for maximum impact.
- Evaluate the effectiveness of outdoor advertising campaigns using metrics and feedback.
- Design comprehensive creative briefs that guide the production of outdoor advertising materials.
- Implement production processes for various outdoor formats, including billboards, street furniture, and transit ads.
- Demonstrate leadership in directing creative teams to execute campaign strategies.

WHO SHOULD ATTEND

- This course is designed for aspiring art directors, graphic designers, advertising creatives, and marketing professionals who wish to specialize in outdoor advertising campaign development.

COURSE OUTLINE

Day 1: Foundations of Creative Art Direction in Outdoor Advertising

- Introduction to art direction for outdoor advertising: scope and importance.
- Overview of outdoor media types: billboards, street furniture, transit, and digital out-of-home.
- Visual hierarchy and composition for large-format displays.
- Colour theory and typography in outdoor contexts.
- Understanding audience and environmental context.
- Creative brief analysis and interpretation.
- Case studies of successful South African outdoor campaigns.

Day 2: Advanced Application and Campaign Integration

- Concept development: from brief to big idea.
- Storytelling across outdoor media: sequential and ambient approaches.
- Digital integration: QR codes, augmented reality, and dynamic content.
- Production considerations: materials, scale, and installation.
- Campaign presentation skills: mood boards, storyboards, and mockups.
- Ethics and ASA regulations for outdoor advertising in South Africa.
- Group project: create and present a mini outdoor campaign.
- Peer feedback and refinement of concepts.

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
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, 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 117684) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za