



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

Information Graphics Design Solutions And Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117687 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to design, develop, and implement effective information graphics solutions. Participants will learn to transform complex data into clear, visually engaging graphics that enhance communication and decision-making in a corporate environment.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117687
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply design principles to create information graphics that effectively communicate data-driven insights.
- Analyze target audience needs and select appropriate graphic formats to convey complex information clearly.
- Evaluate the effectiveness of information graphics using usability and accessibility criteria.
- Design information graphics using industry-standard software tools and techniques.
- Implement information graphics solutions that integrate with existing organizational communication channels.
- Demonstrate the ability to present and justify design choices to stakeholders.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, data analysts, marketing professionals, and anyone responsible for creating visual representations of data or information within their organization.

COURSE OUTLINE

Day 1: Introduction to Information Graphics and Visual Communication

- Overview of information graphics: history and contemporary use.
- Visual perception theories: Gestalt principles, colour theory.
- Types of information graphics: statistical, process, hierarchical, geographic.
- Data vs. information vs. knowledge: the visualisation process.
- Ethical considerations: accuracy, bias, and context.
- Introduction to the design process: research, sketch, refine.
- Case studies of effective information graphics.

Day 2: Data Sourcing, Analysis, and Structuring

- Data sources: open data, surveys, databases, APIs.
- Data cleaning and preprocessing: handling missing values, outliers.
- Exploratory data analysis: summary statistics, patterns.
- Data types: categorical, numerical, temporal, spatial.
- Structuring data for visualisation: tables, matrices, hierarchies.
- Introduction to spreadsheet tools (Excel/Google Sheets) for analysis.
- Exercise: Clean and structure a dataset for a chart.

Day 3: Design Principles for Information Graphics

- Core design principles: proximity, alignment, repetition, contrast.
- Colour theory: palettes, accessibility (colour blindness), cultural connotations.
- Typography: font selection, readability, pairing.
- Visual hierarchy: size, weight, placement.
- Grid systems and layout: modular grids, responsive design.
- Iconography and symbols: clarity and consistency.
- Exercise: Redesign a poorly structured infographic.

Day 4: Chart Types and Visual Encoding

- Visual encoding channels: accuracy, discriminability, separability.
- Chart types: bar, column, line, area, pie, donut, scatter, bubble.
- Specialised charts: heatmaps, treemaps, network diagrams.
- Best practices for axis scaling, labelling, and legends.
- Common mistakes: 3D effects, truncated axes, cherry-picking.
- Introduction to charting tools (e.g., Excel, Google Charts, Tableau Public).
- Exercise: Create multiple chart types from the same dataset.

Day 5: Infographic Design and Storytelling

- Storytelling frameworks: linear, non-linear, interactive.
- Narrative elements: headline, subheadings, callouts, captions.
- Flow and pacing: visual pathways, transitions.
- Combining charts, icons, and illustrations.
- Wireframing and sketching infographic layouts.
- Design tools: Adobe Illustrator, Canva, Piktochart.
- Exercise: Create a one-page infographic on a given topic.

Day 6: Interactive and Digital Information Graphics

- Interactive vs. static graphics: when to use each.
- Introduction to D3.js, Chart.js, or similar libraries.
- Basic HTML/CSS for embedding graphics.
- Responsive design: mobile-first considerations.
- Animation: transitions, hover effects, data updates.
- Accessibility: keyboard navigation, screen readers.
- Exercise: Build an interactive chart or map.

Day 7: Project Integration, Critique, and Finalisation

- Capstone project: design a complete information graphic (static or interactive).
- Peer review and constructive criticism.
- Iterative design: refining based on feedback.
- File formats and export settings: PNG, SVG, PDF, web formats.
- Publishing: embedding in documents, web, social media.
- Portfolio building: showcasing work.
- Final presentation and wrap-up.

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 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
05 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	17 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	21 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 117687) 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