



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 Web Art Direction Solutions Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117688 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the creative and technical skills to direct web art solutions that align with brand strategy and user experience goals. Participants will learn to conceptualize, design, and oversee the production of visually compelling web interfaces that are both aesthetically engaging and functionally effective.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117688
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 and colour theory to create cohesive web art direction solutions.
- Analyze brand guidelines and user requirements to inform creative direction for web projects.
- Evaluate visual design concepts against usability standards and accessibility criteria.
- Design comprehensive style guides and visual assets for multi-platform web delivery.
- Implement responsive design strategies to ensure consistent visual experiences across devices.
- Demonstrate leadership in directing cross-functional teams during web art production.

WHO SHOULD ATTEND

- This course is designed for graphic designers, web designers, art directors, and digital creatives who wish to advance their skills in leading web-based visual projects within a corporate or agency environment.

COURSE OUTLINE

Day 1: Foundations of Web Art Direction

- Introduction to web art direction and its strategic importance
- Core visual design principles: hierarchy, balance, contrast, alignment
- User-centered design (UCD) methodology and user personas
- The art director's role within a web development team
- Overview of the creative web design process
- Introduction to SAQA Unit Standard 117688 and course outcomes
- Tools and resources for web art direction

Day 2: Conceptual Development and Creative Strategy

- Analysing client briefs and project requirements
- Creative brainstorming techniques (e.g., mind mapping, SCAMPER)
- Developing a creative concept and unique selling proposition (USP)
- Creating mood boards, style tiles, and visual concept presentations
- Defining project tone, voice, and visual language
- Building a creative strategy document
- Pitching concepts and receiving constructive feedback

Day 3: Visual Design Systems and UI Fundamentals

- Building a visual design system: colour palettes, typography scales
- Principles of responsive and adaptive design
- Grid systems, spacing, and layout composition
- Designing UI components: buttons, forms, navigation, cards
- Iconography and imagery selection and treatment
- Introduction to Web Content Accessibility Guidelines (WCAG)
- Tools for UI design and prototyping (e.g., Figma, Adobe XD)

Day 4: Interactive Design and User Experience (UX) Integration

- Principles of interaction design and user engagement
- Creating user flows, journey maps, and site maps
- Low-fidelity and high-fidelity wireframing
- Prototyping interactions and animations
- Designing for different user states (hover, active, loading, error)
- Integrating UX research (usability testing, analytics) into design
- Collaboration between art directors and UX designers

Day 5: Content Strategy and Visual Storytelling

- Aligning content strategy with visual design
- Visual storytelling principles and narrative structures
- Designing for long-form content, blogs, and articles
- Data visualisation and infographic design
- Integrating video, animation, and motion graphics
- Content management system (CMS) considerations for design
- Performance optimisation for rich media content

Day 6: Technical Implementation and Collaboration

- Front-end development fundamentals for art directors
- Creating design specifications: redlines, style guides, asset libraries
- Handoff processes and tools (e.g., Zeplin, Figma Dev Mode)
- Cross-browser and cross-device testing methodologies
- Performance considerations: image optimisation, loading strategies
- Version control and collaboration tools (e.g., GitHub, Abstract)
- Managing feedback and iteration cycles with development teams

Day 7: Advanced Solutions and Portfolio Development

- Capstone project: developing a complete web art direction solution
- Portfolio presentation techniques and case study development
- Client presentation skills and stakeholder management
- Critique and feedback sessions on final projects
- Developing a continuous professional development (CPD) plan
- SAQA assessment preparation and submission requirements
- Industry trends and future directions in web art direction

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
31 Jul 2026	10 Aug 2026	On-Campus	Dar es Salaam, Tanzania
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	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 117688) 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