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

Creative Graphic Design Solutions For Special Applications Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117691 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with advanced graphic design skills tailored for specialised applications such as packaging, signage, and digital displays. Participants will learn to create effective visual solutions that meet specific client and industry requirements, ensuring professional and impactful design outcomes.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117691
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

- Analyse client briefs and identify design requirements for specialised applications.
- Apply advanced design principles to create original graphic solutions for packaging, signage, and digital media.
- Evaluate design outputs against industry standards and client specifications.
- Demonstrate proficiency in industry-standard design software for specialised outputs.
- Implement colour management, typography, and layout techniques for non-standard formats.

WHO SHOULD ATTEND

- Graphic designers, multimedia artists, and creative professionals seeking to enhance their expertise in producing customised design solutions for niche applications.

COURSE OUTLINE

Day 1: Foundations of Creative Graphic Design for Special Applications

- Introduction to special applications: signage, vehicle wraps, large-format printing, packaging, and textiles.
- Design principles: balance, contrast, hierarchy, and alignment in unconventional contexts.
- Colour management for different media: RGB vs. CMYK, spot colours, and material colour absorption.
- Typography for readability on curved, textured, or backlit surfaces.
- Material considerations: paper, vinyl, fabric, metal, and plastic.
- Overview of production processes: digital printing, screen printing, and vinyl cutting.
- Case studies of effective special application designs.
- Practical exercise: conceptualising a design for a specific special application.

Day 2: Advanced Techniques and Practical Implementation

- Advanced software techniques: using Adobe Illustrator and Photoshop for mock-ups and templates.
- Designing for dimensional surfaces: accounting for curves, angles, and edge wrapping.
- File preparation: bleeds, cut paths, registration marks, and colour separations.
- Finishing techniques: laminating, embossing, die-cutting, and spot UV.
- Quality control: proofing, colour calibration, and material testing.
- Client communication: presenting design rationales and managing feedback.
- Practical project: complete a design from brief to pre-production file.
- Review and critique of final projects against unit standard outcomes.

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 12,400.00	**R 12,400.00**
1	In-House	R 16,800.00	**R 16,800.00**
1	On-Campus (Pretoria)	R 18,700.00	**R 18,700.00**

UPCOMING SESSIONS

Start	End	Method	Venue
01 Dec 2026	02 Dec 2026	On-Campus	Mauritius
02 Dec 2026	03 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
02 Dec 2026	03 Dec 2026	On-Campus	Dar es Salaam, Tanzania
03 Dec 2026	04 Dec 2026	On-Campus	Shenzhen, China
03 Dec 2026	04 Dec 2026	On-Campus	Kinshasa, DRC
09 Dec 2026	10 Dec 2026	On-Campus	Bangkok, Thailand
09 Dec 2026	10 Dec 2026	On-Campus	Blantyre, Malawi
09 Dec 2026	10 Dec 2026	On-Campus	Nairobi, Kenya

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTATION OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117691) and click **Get A Quotation**. 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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