



## 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 Packaging Design Solutions Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117694 · NQF Level 6 · 10 Credits · 7 Days

## COURSE OVERVIEW

This course equips learners with the skills to develop creative packaging design solutions that meet market demands and regulatory requirements. It focuses on integrating design principles, sustainability, and brand strategy to create innovative packaging that enhances product appeal and functionality.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117694
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 creative thinking to develop innovative packaging concepts.
- Analyze market trends, consumer behavior, and sustainability requirements to inform packaging design decisions.
- Evaluate packaging materials and production processes for suitability, cost-effectiveness, and environmental impact.
- Design packaging solutions that align with brand identity, regulatory standards, and logistical considerations.
- Implement prototyping and testing methods to refine packaging designs for functionality and appeal.
- Demonstrate the ability to present and justify packaging design proposals to stakeholders.

## WHO SHOULD ATTEND

- This course is ideal for packaging designers, product developers, brand managers, and marketing professionals seeking to enhance their expertise in creative packaging design solutions.

## COURSE OUTLINE

### Day 1: Introduction to Creative Packaging Design and the Design Process

- Overview of packaging design: functions and impact.
- The design brief: interpreting client needs.
- Elements of design: colour, typography, imagery, structure.
- Introduction to packaging materials and sustainability.
- Regulatory requirements: labelling, safety, and standards.
- The creative process: research, ideation, prototyping.

### Day 2: Consumer Psychology and Market Research for Packaging

- Consumer psychology: perception, emotion, and purchase decisions.
- Market research methods: surveys, focus groups, trend analysis.
- Shelf impact: visual hierarchy and attention grabbers.
- Brand personality and packaging consistency.
- Case studies: successful packaging and consumer response.
- Practical exercise: research a product category and identify design opportunities.

### Day 3: Structural Design and Material Selection

- Types of packaging structures: boxes, bottles, pouches, etc.
- Material properties: paperboard, plastic, glass, metal, biodegradable options.
- Structural design principles: ergonomics, protection, and efficiency.
- Prototyping techniques: sketching, mock-ups, and 3D models.
- Sustainability: life cycle analysis and eco-friendly alternatives.
- Practical workshop: design a structural net for a given product.

### Day 4: Graphic Design and Visual Communication for Packaging

- Layout composition: balance, contrast, and unity.
- Typography: legibility, hierarchy, and brand voice.
- Colour theory: psychology and brand recognition.
- Imagery: photography, illustration, and iconography.
- Information design: integrating mandatory text and symbols.
- Hands-on: design a front and back panel for a product package.

### Day 5: Digital Tools and Software for Packaging Design

- Overview of software: Adobe Illustrator, Photoshop, 3D rendering tools.
- Creating dielines and templates.
- Digital mock-up techniques for client presentations.
- Colour spaces: CMYK, Pantone, and spot colours.
- Pre-press checklist: bleeds, margins, resolution, and file formats.
- Practical lab: create a digital packaging design from concept to print-ready file.

### Day 6: Prototyping, Testing, and Iteration

- Prototyping materials and methods: paper, foam, 3D printing.
- Testing criteria: durability, usability, and shelf appeal.
- User testing: setting up sessions and recording feedback.
- Iterative design: refining based on insights.
- Quality assurance: checking for errors and consistency.

- Group project: prototype and test a packaging design for a given product.

#### Day 7: Final Project Presentation and Industry Integration

- Final project: complete a packaging design from brief to prototype.
- Presentation skills: pitching to stakeholders.
- Supply chain considerations: logistics, storage, and retail.
- Industry trends: smart packaging, AR, and personalisation.
- Certification and portfolio development.
- Course wrap-up and feedback session.

## 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
18 Jun 2026	26 Jun 2026	In-House	–
19 Jun 2026	29 Jun 2026	On-Campus	Maseru, Lesotho
19 Jun 2026	29 Jun 2026	On-Campus	Online
22 Jun 2026	30 Jun 2026	On-Campus	Mbabane, Eswatini
23 Jun 2026	01 Jul 2026	On-Campus	Mombasa, Kenya
23 Jun 2026	01 Jul 2026	On-Campus	Windhoek, Namibia
24 Jun 2026	02 Jul 2026	In-House	–
25 Jun 2026	03 Jul 2026	On-Campus	Maseru, Lesotho

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

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