



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 Art Direction Solutions For Special Applications Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117697 · NQF Level 6 · 9 Credits · 6 Days

COURSE OVERVIEW

This course equips learners with advanced creative art direction techniques to solve unique visual communication challenges in specialised contexts such as exhibitions, brand activations, digital media, and immersive environments. Participants will develop the ability to conceptualise, plan, and execute art direction solutions that align with strategic objectives and audience needs.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117697
Accreditation	SAQA Accredited · NQF Level 6 · 9 Credits
Duration	6 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse complex briefs to identify specialised creative art direction requirements.
- Design innovative visual concepts that address unique spatial, digital, or experiential contexts.
- Evaluate the effectiveness of art direction solutions against strategic and aesthetic criteria.
- Apply principles of visual hierarchy, colour theory, and composition to specialised applications.
- Demonstrate the ability to collaborate with cross-functional teams to execute art direction projects.
- Implement quality control measures to ensure consistency and impact across all deliverables.

WHO SHOULD ATTEND

- This training is designed for graphic designers, art directors, creative leads, and marketing professionals who seek to enhance their skills in delivering tailored visual solutions for non-standard applications.

COURSE OUTLINE

Day 1: Foundations of Creative Art Direction

- Introduction to creative art direction and its specialised applications.
- Visual communication principles: colour, typography, composition.
- Design thinking process: empathy, definition, ideation, prototyping, testing.
- Brand identity fundamentals and their role in art direction.
- Audience analysis and contextual considerations.
- Overview of special applications: digital, print, environmental, experiential.

Day 2: Conceptual Development and Storytelling

- Brainstorming methods: mind mapping, SCAMPER, random stimulus.
- Narrative structures and their application in visual campaigns.
- Creating effective mood boards and style frames.
- Concept evaluation criteria: originality, relevance, feasibility.
- Case studies of successful art direction in special applications.
- Practical exercise: concept development for a given brief.

Day 3: Visual Strategy and Design Execution

- Visual strategy: consistency, hierarchy, and emphasis.
- Media selection: print, digital, environmental, experiential.
- Design execution: software tools (Adobe Creative Suite overview).
- Photography and illustration in art direction.
- Introduction to motion graphics and interactive design.
- Practical exercise: developing a visual strategy for a campaign.

Day 4: Collaboration and Production Management

- Team roles and collaboration best practices.
- Project management: timelines, budgets, and resources.
- Client presentations: pitching concepts and managing feedback.
- Production workflow: from concept to final asset.
- Quality assurance and revision processes.
- Practical exercise: mock production meeting and timeline creation.

Day 5: Special Applications and Emerging Trends

- Art direction for AR/VR and immersive environments.
- Ethical design: representation, accessibility, and cultural sensitivity.
- Sustainable design: materials, processes, and messaging.
- Emerging trends: AI in design, data visualisation, interactive installations.
- Case studies of innovative special applications.
- Guest speaker or panel discussion (optional).

Day 6: Integration, Portfolio Development, and Assessment

- Final project brief: create an art direction solution for a special application.
- Portfolio development: selecting and presenting work.
- Presentation skills: articulating creative rationale.
- Peer review and feedback session.
- Assessment against unit standard outcomes.

- Course wrap-up and next steps for professional development.

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 **9 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,600.00	R 36,600.00
1	On-Campus (Pretoria)	R 42,200.00	R 42,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	10 Aug 2026	On-Campus	Mauritius
04 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	13 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	14 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	18 Aug 2026	On-Campus	Dubai, 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 117697) 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.

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