



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

Write Sign For A Variety Of Different Purposes Training

Communication Studies and Language / Language

Unit Standard 119636 · NQF Level 1 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the practical skills to write sign effectively for diverse purposes, including informational, directional, safety, and promotional signs. Participants will learn to apply principles of clarity, visibility, and audience awareness to create signs that communicate messages accurately and professionally.

Category	Communication Studies and Language
Subfield	Language
Unit Standard	119636
Accreditation	SAQA Accredited · NQF Level 1 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify the purpose and target audience for a variety of signs.
- Apply design principles to create clear and legible signs.
- Evaluate the effectiveness of existing signs and propose improvements.
- Demonstrate the ability to write sign content that is concise and accurate.
- Implement appropriate materials and formats for different sign contexts.

WHO SHOULD ATTEND

- This course is ideal for administrative staff, event coordinators, retail managers, and anyone responsible for creating or commissioning signs in a workplace or public setting.

COURSE OUTLINE

Day 1: Foundations of Sign Writing

- Introduction to sign writing and its importance.
- Types of signs: informational, directional, warning, promotional.
- Understanding audience and purpose.
- Basic design principles: visibility, legibility, contrast.
- Legal considerations: SANS standards, local by-laws.
- Materials and tools for sign creation.
- Practical exercise: analyse existing signs.

Day 2: Design and Content Development

- Writing effective sign copy: brevity, clarity, tone.
- Typography: font selection, size, spacing.
- Colour theory and contrast for accessibility.
- Layout techniques: hierarchy, alignment, white space.
- Using symbols, icons, and pictograms.
- Drafting signs for various contexts: safety, wayfinding, advertising.
- Practical exercise: design a sign for a given scenario.

Day 3: Production, Review, and Application

- Sign production techniques: digital vs manual.
- Reviewing signs for legal compliance and accuracy.
- Testing readability and visibility under different conditions.
- Feedback and revision processes.
- Integration with branding and communication strategies.
- Practical project: create a complete sign set for a business.
- Presentation and peer critique.
- Course summary and certification guidance.

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 **6 NQF credits** at **NQF Level 1**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	05 Aug 2026	On-Campus	Mauritius
04 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa

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 119636) 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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