



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

Lay Out Pages For Publication Training

Communication Studies and Language / Information Studies

Unit Standard 120214 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to plan, design, and produce page layouts for publication in both print and digital media. It covers the application of design principles, use of industry-standard software, and adherence to publication specifications. Learners will be able to create professional layouts that communicate effectively and meet organizational standards.

Category	Communication Studies and Language
Subfield	Information Studies
Unit Standard	120214
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Plan and prepare page layouts according to design briefs and publication specifications.
- Apply design principles, including balance, contrast, alignment, and proximity, to enhance readability and visual appeal.
- Use industry-standard layout software to create and edit page elements such as text, images, and graphics.
- Evaluate and refine layouts to ensure they meet quality standards and client requirements.
- Demonstrate knowledge of typography, colour theory, and grid systems in layout design.
- Implement file management and output procedures for print or digital publication.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, desktop publishers, marketing assistants, and anyone responsible for creating or overseeing page layouts for publications in a corporate or agency environment.

COURSE OUTLINE

Day 1: Introduction to Page Layout and Design Principles

- Overview of the publishing industry in South Africa
- The design process: brief, research, concept, execution
- Core design principles: balance, contrast, alignment, proximity, repetition
- Introduction to layout terminology: margins, columns, grids, bleeds
- Understanding target audience and publication purpose
- SAQA unit standard 120214 requirements and portfolio expectations

Day 2: Grid Systems and Page Structure

- Anatomy of a grid: margins, columns, gutters, modules, spatial zones
- Types of grids: manuscript, column, modular, hierarchical
- Choosing the right grid for the publication type (magazine, brochure, newsletter)
- Practical exercise: setting up a grid in Adobe InDesign
- Working with baseline grids and snap-to guides
- Common grid mistakes and how to avoid them

Day 3: Typography and Text Management

- Classification of typefaces: serif, sans serif, script, display
- Font pairing principles and examples
- Establishing typographic hierarchy: size, weight, colour, style
- Practical: formatting text in InDesign – character and paragraph styles
- Text flow: linking text frames, threading, and overflow handling
- Text wrap options and their impact on layout
- Hyphenation and justification settings

Day 4: Working with Images and Graphics

- Image resolution, DPI, and file formats (TIFF, JPEG, PNG, EPS)
- Colour modes: CMYK for print, RGB for digital
- Sourcing images: stock photography, copyright, and attribution
- Practical: placing and adjusting images in InDesign
- Using layers, clipping masks, and effects
- Creating and placing vector graphics from Illustrator
- Infographics: planning and basic creation

Day 5: Colour Theory and Brand Consistency

- Colour theory basics: hue, saturation, value, colour wheel
- Psychological effects of colour and cultural considerations in SA
- Building a colour palette from brand guidelines
- Practical: creating and saving swatches in InDesign
- Applying colour to text, shapes, and backgrounds
- Colour management for print: proofing and spot colours
- Accessibility: contrast ratios and colour blindness considerations

Day 6: Advanced Layout Techniques and Multi-Page Documents

- Master pages: setting up recurring elements (headers, footers, page numbers)
- Using layers to organise content

- Object styles and libraries for consistency
- Interactive features: hyperlinks, bookmarks, buttons for PDF
- Preflight and packaging for print
- Exporting for print (PDF/X) and digital (interactive PDF, EPUB)
- Troubleshooting common layout issues

Day 7: Portfolio Project and Final Assessment

- Review of unit standard 120214 outcomes and evidence requirements
- Portfolio project: design a 4-page newsletter or brochure based on a brief
- Independent work time with facilitator guidance
- Peer review and feedback session
- Final presentation and self-assessment
- Next steps: further learning and industry application

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	11 Aug 2026	On-Campus	Lagos, Nigeria
04 Aug 2026	12 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	13 Aug 2026	On-Campus	Mauritius
06 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	19 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 120214) 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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