



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

Animation Design Conventions Interpretation

Communication Studies and Language / Media Studies

Unit Standard 242642 · NQF Level 5 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips learners with the skills to interpret and apply design conventions in animation, ensuring adherence to industry standards and creative principles. Participants will gain the ability to analyse various animation styles and conventions, enabling them to produce consistent and professional animated content.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	242642
Accreditation	SAQA Accredited · NQF Level 5 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of animation design conventions to interpret given animation briefs.
- Analyse different animation styles and conventions to determine appropriate application in various contexts.
- Evaluate the effectiveness of design conventions in conveying narrative and visual intent.
- Interpret design conventions for character, background, and object animation.
- Demonstrate the ability to adapt conventions to suit specific animation genres and platforms.
- Implement design conventions consistently across an animation project.

WHO SHOULD ATTEND

- This course is ideal for aspiring animators, multimedia designers, and creative professionals seeking to deepen their understanding of animation design conventions.
- It is also suitable for individuals involved in the production of animated content for film, television, or digital media.

COURSE OUTLINE

Day 1: Foundations of Animation Design Conventions

- Introduction to animation design conventions and their purpose.
- Historical milestones: from traditional cel animation to digital.
- Core principles of animation (12 principles).
- Character design conventions: silhouette, expression, and consistency.
- Background and layout conventions: perspective, depth, and composition.
- Motion conventions: timing, spacing, and arcs.
- Overview of 2D, 3D, and stop-motion stylistic conventions.
- Case studies: Disney, Anime, and Pixar conventions.

Day 2: Interpreting Character and Background Conventions

- Character design: anatomy, proportion, and exaggeration.
- Facial expressions and body language conventions.
- Costume and prop conventions for character identity.
- Background design: colour palettes, textures, and atmosphere.
- Lighting conventions: mood, focus, and time of day.
- Colour theory: emotional and symbolic use of colour.
- Genre-specific conventions: anime vs. Western animation.
- Group activity: interpreting a short animation clip for conventions.

Day 3: Motion and Timing Conventions

- Principles of motion: timing, spacing, and rhythm.
- Easing and slow in/slow out conventions.
- Follow-through and overlapping action.
- Secondary action and its convention.
- Camera movement conventions: dynamic vs. static shots.
- Action staging and choreography conventions.
- Analysis of fight scenes, walks, and emotional gestures.
- Practical exercise: storyboard a simple action sequence highlighting conventions.

Day 4: Advanced Interpretation and Integration

- Cross-cultural conventions: Western, Eastern, and African animation.
- Platform-specific conventions: film, TV, web, and gaming.
- Ethical considerations: stereotyping and cultural appropriation.
- Developing a critical analysis framework.
- Peer review of convention interpretation reports.
- Final project: present analysis of a 2-minute clip.
- Q&A; and course wrap-up.

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 **7 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 21,500.00	R 21,500.00
1	In-House	R 27,900.00	R 27,900.00
1	On-Campus (Pretoria)	R 32,300.00	R 32,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	06 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Mauritius
03 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	14 Aug 2026	On-Campus	Mauritius
11 Aug 2026	14 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 242642) 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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