



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

Visual Elements Development for Animation

Communication Studies and Language / Media Studies

Unit Standard 242651 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to develop visual elements for animation, focusing on design principles, digital tools, and creative processes. Participants will learn to conceptualize, create, and refine visual assets such as characters, backgrounds, and props for use in 2D and 3D animation projects. The course aligns with SAQA unit standard 242651, ensuring industry-relevant competencies.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	242651
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

- Apply design principles such as colour theory, composition, and perspective to create visual elements for animation.
- Analyze animation briefs to identify required visual styles, themes, and technical specifications.
- Design original characters, environments, and props using digital tools and traditional drawing techniques.
- Demonstrate proficiency in creating storyboards and concept art to communicate visual narratives.
- Implement feedback and revise visual elements to meet production standards and deadlines.
- Evaluate the effectiveness of visual elements in conveying intended emotions and storylines.

WHO SHOULD ATTEND

- This course is designed for aspiring animators, graphic designers, multimedia artists, and creative professionals seeking to enhance their skills in visual development for animation.
- It is also suitable for individuals involved in digital content creation who wish to apply animation techniques in their work.

COURSE OUTLINE

Day 1: Introduction to Visual Elements and Design Principles

- Overview of visual elements: line, shape, form, colour, texture, space
- Design principles: balance, contrast, emphasis, movement, rhythm, unity
- Introduction to colour theory: hue, saturation, value
- Basic composition techniques
- Visual storytelling fundamentals
- Industry standards and SAQA alignment

Day 2: Colour Theory and Application

- Colour wheel: primary, secondary, tertiary colours
- Colour harmonies: complementary, analogous, triadic, monochromatic
- Colour psychology and emotional impact
- Colour scripts and palettes for animation
- Digital colour tools (e.g., Adobe Color, Kuler)
- Practical exercises in colour mixing

Day 3: Shape Language and Character Design

- Shape language: circles, squares, triangles and their meanings
- Silhouette design for recognisability
- Character archetypes and visual cues
- Proportions and stylisation
- Facial expressions and body language
- Thumbnail sketching and iteration

Day 4: Texture and Surface Detail

- Types of texture: visual, tactile, implied
- Texture creation techniques: hand-drawn, digital brushes, filters
- Texture mapping basics
- Combining texture with colour and lighting
- Practical texture exercises
- Case studies: texture in animated films

Day 5: Space, Depth, and Composition

- Linear perspective: one-point, two-point, three-point
- Atmospheric perspective and depth cues
- Composition techniques: rule of thirds, golden ratio
- Dynamic vs. static compositions
- Storyboarding basics
- Layout and background design

Day 6: Lighting and Shading for Animation

- Light sources: natural, artificial, ambient
- Shading techniques: flat, cel, gradient, soft
- Light and shadow for depth
- Mood lighting and colour temperature
- Digital lighting tools

- Practical lighting exercises

Day 7: Integration and Portfolio Development

- Integrating visual elements: colour, shape, texture, space, lighting
- Final project: create a short animated scene or character turnaround
- Peer review and constructive feedback
- Portfolio presentation tips
- Industry expectations and career pathways
- Course wrap-up and assessment

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
04 Aug 2026	12 Aug 2026	On-Campus	Mauritius
05 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius
11 Aug 2026	19 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 242651) 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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