



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

Aesthetic and Technical Elements of Productions

Communication Studies and Language / Media Studies

Unit Standard 243962 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge to identify, explain, and apply both aesthetic and technical elements in productions. It covers how these elements contribute to the overall impact and effectiveness of a production, enabling learners to critically analyze and enhance production quality.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	243962
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Explain the aesthetic elements of a production, including lighting, sound, set design, costume, and props, and their role in conveying mood and meaning.
- Explain the technical elements of a production, such as rigging, stage machinery, audio-visual equipment, and safety protocols, and their operational requirements.
- Apply knowledge of aesthetic and technical elements to analyze a production's effectiveness.
- Demonstrate the integration of aesthetic and technical elements to achieve a cohesive production.
- Evaluate the impact of aesthetic and technical choices on audience experience and production goals.
- Implement basic planning and coordination of aesthetic and technical elements in a production context.

WHO SHOULD ATTEND

- This course is ideal for individuals working in or aspiring to roles in theatre, film, television, event management, or any production environment who need to understand the interplay between artistic and technical components.

COURSE OUTLINE

Day 1: Foundations of Production Aesthetics

- Introduction to aesthetic and technical elements
- Visual design principles: balance, contrast, unity, and rhythm
- Colour theory and its application in production
- Sound design fundamentals: diegetic vs non-diegetic sound
- Overview of production genres (film, theatre, television, live events)
- Case studies: analysing aesthetic choices in notable productions

Day 2: Technical Elements – Lighting and Sound Systems

- Lighting instruments: Fresnel, PAR, LED, intelligent lights
- Lighting design: key, fill, backlight, and practicals
- Colour temperature and gels
- Sound system components: microphones, mixers, speakers, amplifiers
- Signal flow and audio routing basics
- Safety protocols for working with lighting and sound gear
- Practical demonstration: setting up a basic lighting plot

Day 3: Scenic Design and Stage Mechanics

- Scenic design process: from concept to construction
- Materials: wood, metal, fabric, and composites
- Stage types: proscenium, thrust, arena, and black box
- Rigging and fly systems: operation and safety
- Set dressing and props
- Integration of scenic, lighting, and sound elements
- Case study: analysis of a multi-set production

Day 4: Production Planning and Technical Rehearsals

- Production planning: timelines, budgets, and resources
- Cue sheets for lighting, sound, and automation
- Technical rehearsal process: dry tech, cue-to-cue, dress rehearsal
- Communication protocols: headsets, call systems, and show calls
- Problem-solving: common technical faults and quick fixes
- Team roles: stage manager, technical director, designer, crew
- Practical exercise: running a mock technical rehearsal

Day 5: Integration, Evaluation, and Career Pathways

- Integration of all elements: creating a unified production
- Evaluation criteria: audience impact, technical execution, artistic merit
- Ethical considerations: cultural sensitivity, sustainability, inclusivity
- Career pathways: roles in theatre, film, television, events
- Industry trends: virtual production, immersive experiences
- Final project presentations and peer feedback
- 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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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 243962) 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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