



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

Audio and Visual Content Production

Communication Studies and Language / Media Studies

Unit Standard 243968 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the practical skills and theoretical knowledge to create professional audio and visual content outputs for diverse media platforms. Participants will learn to plan, produce, and edit audio and video materials, ensuring alignment with industry standards and audience requirements.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	243968
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Plan audio and visual content production projects, including scripting, storyboarding, and resource allocation.
- Apply appropriate recording techniques and equipment to capture high-quality audio and video footage.
- Edit audio and visual content using industry-standard software to achieve desired outputs.
- Evaluate the final content outputs against predefined quality criteria and audience needs.
- Demonstrate compliance with legal, ethical, and copyright requirements in content production.
- Implement basic post-production workflows, including sound mixing, colour correction, and file export.

WHO SHOULD ATTEND

- This course is designed for aspiring content creators, marketing professionals, media practitioners, and anyone responsible for producing audio and/or visual content in a corporate or creative environment.

COURSE OUTLINE

Day 1: Foundations of Audio and Visual Production

- Overview of audio and visual content production.
- Production roles and responsibilities.
- Equipment overview: cameras, microphones, lighting.
- Software tools for editing and production.
- Pre-production planning: scripting and storyboarding.
- Basic audio recording techniques.
- Basic video recording techniques.
- Introduction to lighting for video.

Day 2: Advanced Production and Post-Production

- Advanced camera techniques: composition, focus, movement.
- Advanced audio: multi-track recording, mixing.
- Lighting setups for different scenarios.
- Video editing: cutting, transitions, effects.
- Audio editing: noise reduction, equalization, compression.
- Synchronizing audio and video.
- Exporting and formatting for distribution.
- Quality control and feedback.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	04 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	04 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	04 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	06 Aug 2026	On-Campus	Mauritius
05 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	12 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 243968) 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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