



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

Basic Compositional Techniques for Visual Media

Culture and Arts / Music

Unit Standard 253340 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the foundational skills to apply basic compositional techniques in visual media, including photography, video, and graphic design. Participants will understand how to use elements such as line, shape, colour, texture, and space to create visually appealing and effective compositions. The course aligns with the SAQA unit standard 253340, ensuring nationally recognised competency in visual media composition.

Category	Culture and Arts
Subfield	Music
Unit Standard	253340
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of composition, including rule of thirds, balance, and focal points, to create effective visual media.
- Analyse visual media to identify compositional techniques and their impact on viewer perception.
- Evaluate the use of colour, contrast, and lighting to enhance visual storytelling.
- Design basic layouts for print and digital media using compositional grids and alignment.
- Demonstrate the ability to adjust composition through cropping, framing, and perspective.
- Implement feedback to refine and improve compositional choices in visual projects.

WHO SHOULD ATTEND

- This course is designed for beginners in visual media, including marketing assistants, content creators, social media managers, and anyone seeking to improve their visual communication skills.
- It is ideal for individuals who need to produce or evaluate visual content in a professional context.

COURSE OUTLINE

Day 1: Introduction to Composition and Visual Language

- What is composition? Overview and significance
- Elements of visual language
- Principles of design: balance, contrast, emphasis, movement
- Introduction to the frame: aspect ratios and formats
- Visual perception and Gestalt principles
- Activity: Image analysis exercise

Day 2: The Rule of Thirds and Basic Framing

- Rule of thirds: theory and examples
- Horizon lines and placement
- Headroom and lead room in portraits and action shots
- Using natural frames within the image
- Positive vs negative space
- Practical exercise: Cropping and reframing

Day 3: Lines, Shapes, and Patterns

- Leading lines: horizontal, vertical, diagonal, curved
- S-curves and Z-lines in composition
- Geometric vs organic shapes
- Patterns: repetition and rhythm
- Using texture to add dimension
- Activity: Photo walk to find lines and patterns

Day 4: Colour Theory and Mood

- Colour wheel: primary, secondary, tertiary colours
- Colour harmony: complementary, analogous, monochromatic
- Warm vs cool colours and mood
- Colour contrast and emphasis
- Saturation, value, and luminance
- Practical: Colour palette analysis of images

Day 5: Balance, Symmetry, and Asymmetry

- Symmetrical balance: formal and reflective symmetry
- Asymmetrical balance: visual weight distribution
- Radial balance and its applications
- Tension and movement through imbalance
- Case studies in photography and graphic design
- Exercise: Creating balanced and unbalanced compositions

Day 6: Depth, Perspective, and Layering

- Foreground, midground, background composition
- Linear perspective: one-point, two-point, three-point
- Aerial perspective: atmospheric effects
- Scale and proportion to imply depth
- Overlap and layering techniques

- Activity: Depth analysis of landscape images

Day 7: Emphasis, Focal Points, and Storytelling

- Creating a focal point: contrast, colour, sharpness
- Isolation and negative space around subject
- Golden ratio and Fibonacci spiral
- Rule of odds and grouping
- Composition for narrative: leading the eye through the frame
- Practical: Storyboarding a simple sequence

Day 8: Composition in Motion and Time-Based Media

- Static vs dynamic composition in motion
- Screen direction and the 180-degree rule
- Shot types: wide, medium, close-up, and their composition
- Composition for pans, tilts, and tracking shots
- Composition for multi-platform delivery (social, cinema)
- Exercise: Analysing film stills for composition

Day 9: Integration, Critique, and Professional Practice

- Final project: Create a series of 5 images or a short video
- Peer critique session: giving and receiving feedback
- Composition in different media: print, web, video
- Ethical considerations in image manipulation
- Portfolio presentation tips
- Course review and next steps

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	13 Aug 2026	On-Campus	Lagos, Nigeria
04 Aug 2026	14 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	17 Aug 2026	On-Campus	Mauritius
06 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	21 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 253340) 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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