



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Design Development from a Brief

Culture and Arts / Visual Arts

Unit Standard 255534 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to interpret design briefs accurately and develop creative, practical design solutions that meet client requirements. Participants will learn to translate conceptual ideas into tangible designs while adhering to project constraints and industry standards.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	255534
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

- Analyze a design brief to identify client needs, target audience, and project constraints.
- Apply design principles and elements to develop creative concepts that align with the brief.
- Evaluate design options against the brief's objectives and make informed decisions.
- Implement feedback and revisions to refine designs to final approval.
- Demonstrate proficiency in using design software and tools to produce final design outputs.
- Present and justify design solutions to stakeholders effectively.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, visual artists, marketing professionals, and anyone involved in the design process who needs to produce professional outputs from a given brief.

COURSE OUTLINE

Day 1: Understanding the Brief and Design Principles

- Introduction to design briefs: purpose and components.
- Analysing client requirements and target audience.
- Identifying constraints: budget, timeline, materials.
- Design principles: balance, contrast, unity, hierarchy.
- Brainstorming techniques for concept generation.
- Documenting initial ideas and rationales.

Day 2: Research and Concept Development

- Research methods: market trends, competitor analysis, user needs.
- Creating mood boards and visual references.
- Sketching and prototyping techniques.
- Concept evaluation using SWOT analysis.
- Iterative design: feedback and refinement.
- Selecting the strongest concept for development.

Day 3: Design Execution and Technical Skills

- Introduction to design software (e.g., Adobe Creative Suite).
- Typography, colour theory, and composition.
- Creating digital mockups and wireframes.
- Preparing files for different media (print vs digital).
- File management and version control.
- Reviewing designs for technical accuracy.

Day 4: Presentation and Communication of Design Solutions

- Structuring a design presentation.
- Verbal and visual communication techniques.
- Mock client feedback session.
- Revisions and change management.
- Finalising design documentation.
- Ethical considerations in design.

Day 5: Integration, Portfolio, and Assessment

- Portfolio development: selecting and presenting work.
- Final project: complete a design from brief to presentation.
- Peer review and constructive criticism.
- Self-assessment against unit standard outcomes.
- Career pathways and continuing professional development.
- Course wrap-up and Q&A.

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
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 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 255534) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za