



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

Present and Communicate Design Work Effectively

Culture and Arts / Visual Arts

Unit Standard 255554 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to effectively present and communicate design work to clients, stakeholders, and team members. It covers structuring presentations, articulating design rationale, handling feedback, and using visual aids to enhance clarity and impact.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	255554
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

- Apply presentation techniques to clearly communicate design concepts and decisions.
- Analyze audience needs and tailor communication strategies accordingly.
- Evaluate feedback and incorporate constructive criticism into design revisions.
- Demonstrate effective use of visual aids and presentation tools.
- Implement strategies to manage difficult questions and objections during presentations.

WHO SHOULD ATTEND

- Design professionals, including graphic designers, interior designers, and multimedia artists, who need to present their work persuasively and professionally.

COURSE OUTLINE

Day 1: Foundations of Effective Design Communication

- Overview of design communication in the workplace
- Audience analysis: clients, managers, and technical teams
- Principles of visual hierarchy and layout for presentations
- Tools for presenting design work: slides, prototypes, and mockups
- Structuring a design presentation: problem, process, solution
- Verbal and non-verbal communication skills for designers
- Handling questions and feedback effectively
- Case study: successful and unsuccessful design presentations

Day 2: Advanced Presentation Strategies and Practical Application

- Storytelling frameworks for design presentations
- Live prototyping and interactive demonstrations
- Handling difficult questions and constructive criticism
- Remote presentation tools and best practices
- Incorporating data and evidence to support design decisions
- Peer review and feedback sessions
- Iterative improvement of presentation skills
- Final presentation and evaluation

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
06 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	07 Aug 2026	On-Campus	Mauritius
06 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 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 255554) 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