



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

Design Concept Realisation for Creative Industries

Culture and Arts / Visual Arts

Unit Standard 255555 · NQF Level 5 · 16 Credits · 13 Days

COURSE OVERVIEW

This course equips learners with the practical skills to transform creative concepts into tangible design solutions across various industries. It focuses on applying design principles, selecting appropriate materials and processes, and producing functional prototypes that meet client specifications. The course bridges the gap between abstract ideas and market-ready products.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	255555
Accreditation	SAQA Accredited · NQF Level 5 · 16 Credits
Duration	13 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply design principles and elements to develop a coherent concept for a creative product.
- Select and justify appropriate materials, tools, and processes for realising a design concept.
- Produce a prototype or sample that demonstrates the feasibility of the design concept.
- Evaluate the realised design against the original brief and quality standards.
- Document the design realisation process for future reference and improvement.
- Communicate design decisions effectively to stakeholders and clients.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, product developers, fashion designers, interior decorators, and other creative professionals seeking to formalise their ability to realise design concepts in a structured, industry-aligned manner.

COURSE OUTLINE

Day 1: Introduction to Design Concept Realisation

- Overview of design concept realisation.
- The design thinking process: empathise, define, ideate, prototype, test.
- Roles and responsibilities of designers.
- Case studies from South African creative industries.
- Introduction to project briefs and client requirements.

Day 2: Research and Inspiration Gathering

- Primary and secondary research methods.
- Trend analysis and forecasting.
- Creating mood boards and concept boards.
- Audience profiling and user-centred design.
- Digital tools for research (Pinterest, Behance, etc.).
- Ethical considerations in research.

Day 3: Ideation and Concept Development

- Brainstorming techniques (mind mapping, SCAMPER, etc.).
- Rapid sketching and visualisation.
- Concept selection criteria.
- Developing concept statements.
- Peer feedback and iteration.
- Documentation of ideation process.

Day 4: Design Principles and Elements

- Principles: balance, contrast, emphasis, movement, pattern, rhythm, unity.
- Elements: line, shape, form, colour, texture, space.
- Colour theory and colour psychology.
- Typography basics and hierarchy.
- Composition and layout techniques.
- Case study analysis.

Day 5: Technical Drawing and Specification

- Introduction to technical drawing tools (manual and digital).
- Orthographic and isometric projections.
- Dimensioning and annotation.
- Material and finish specifications.
- Creating specification sheets.
- Industry standards (SABS, ISO).

Day 6: Digital Tools for Design Realisation

- Overview of software (Adobe Creative Suite, CAD, SketchUp, etc.).
- Vector vs raster graphics.
- Creating digital mock-ups.
- 3D modelling basics.
- File formats and export settings.
- Workflow integration between tools.

Day 7: Prototyping and Model Making

- Types of prototypes: low-fidelity to high-fidelity.
- Materials selection (paper, foam, fabric, 3D prints).
- Model-making techniques (cutting, assembling, finishing).
- Digital prototyping (3D printing, laser cutting).
- Testing and iteration.
- Safety in the workshop.

Day 8: Material and Production Processes

- Production methods (printing, sewing, moulding, assembly).
- Material properties and sourcing.
- Sustainable materials and practices.
- Costing and budgeting.
- Supplier communication and briefs.
- Quality control basics.

Day 9: Presentation and Communication Skills

- Presentation structure and flow.
- Visual aids: slides, boards, samples.
- Storytelling in design presentations.
- Verbal and non-verbal communication.
- Handling questions and feedback.
- Mock presentations with peer review.

Day 10: Client and Stakeholder Management

- Understanding client needs and constraints.
- Brief interpretation and clarification.
- Revision management and change orders.
- Communication protocols.
- Conflict resolution basics.
- Project management tools (Gantt charts, Trello).

Day 11: Intellectual Property and Ethics

- Copyright, trademarks, and patents.
- Plagiarism and originality.
- Ethical design practices.
- Contracts and licensing.
- Creative Commons and open source.
- Case studies of IP disputes.

Day 12: Portfolio Development and Career Pathways

- Portfolio structure and content.
- Documenting the design process.
- Digital portfolios (websites, PDFs, social media).
- Personal branding.
- Job search strategies.
- Freelancing vs employment.

Day 13: Final Project Presentation and Course Review

- Final project presentations.
- Q&A; and feedback session.
- Course review and key takeaways.
- Action plan for continued learning.
- Certification 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 **16 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 45,700.00	R 45,700.00
1	In-House	R 59,400.00	R 59,400.00
1	On-Campus (Pretoria)	R 68,500.00	R 68,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
31 Jul 2026	18 Aug 2026	On-Campus	Mauritius
03 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
04 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
04 Aug 2026	20 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	21 Aug 2026	On-Campus	Johannesburg, South Africa
06 Aug 2026	24 Aug 2026	On-Campus	Mauritius
07 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	26 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 255555) 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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