



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

Develop and Adapt Arts and Culture Products

Culture and Arts / Cultural Studies

Unit Standard 261238 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to develop, adapt, and adjust existing arts and culture products to meet changing market demands and audience needs. Participants will learn to apply creative and technical processes to enhance cultural offerings while preserving their integrity. The course supports the growth of South Africa's creative economy by fostering innovation in arts and culture product development.

Category	Culture and Arts
Subfield	Cultural Studies
Unit Standard	261238
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze existing arts and culture products to identify opportunities for adaptation or adjustment.
- Apply creative techniques to develop new concepts or variations of arts and culture products.
- Implement adjustments to arts and culture products based on audience feedback and market trends.
- Evaluate the impact of adaptations on the cultural integrity and commercial viability of products.
- Design a plan for adapting an arts and culture product, including resource allocation and timelines.
- Demonstrate the ability to collaborate with stakeholders during the product development process.

WHO SHOULD ATTEND

- This course is designed for artists, cultural practitioners, arts administrators, and entrepreneurs who create or manage arts and culture products.
- It is also suitable for individuals seeking to refresh or expand their product development skills within the cultural sector.

COURSE OUTLINE

Day 1: Introduction to Arts and Culture Products

- Defining arts and culture products.
- Overview of the creative industries in South Africa.
- The arts and culture value chain: creation, production, distribution, consumption.
- Stakeholders: artists, producers, funders, audiences.
- Trends: digitalisation, cultural tourism, social impact.
- Ethical considerations and cultural sensitivity.
- Case studies of successful arts products.
- Introduction to SAQA unit standard requirements.

Day 2: Conceptualisation and Research

- Research methods: qualitative, quantitative, participatory.
- Audience analysis and segmentation.
- Market research: demand, competition, trends.
- Ideation techniques: brainstorming, mind mapping.
- Concept development: theme, medium, message.
- Feasibility assessment: resources, skills, budget.
- Cultural and contextual relevance.
- Documentation of concepts.

Day 3: Planning and Resource Management

- Project planning frameworks for arts.
- Resource identification and allocation.
- Budgeting: costs, revenue, break-even analysis.
- Timeline development: milestones, dependencies.
- Risk assessment and mitigation strategies.
- Sourcing materials and collaborators.
- Legal considerations: copyright, contracts.
- Sustainability and environmental impact.

Day 4: Production and Adaptation Techniques

- Production processes: visual arts, performance, digital media.
- Adaptation: scaling, translation, format changes.
- Cultural adaptation: localisation, inclusivity.
- Quality assurance: standards, testing, iteration.
- Incorporating feedback from stakeholders.
- Documentation of adaptations.
- Case studies of adapted products.
- Ethical adaptation: respecting original work.

Day 5: Marketing and Audience Development

- Marketing mix for arts products.
- Branding: identity, message, visual elements.
- Digital marketing: social media, websites, email.
- Traditional marketing: press, radio, events.
- Audience engagement strategies.

- Storytelling as a marketing tool.
- Measuring impact: analytics, surveys.
- Budgeting for marketing.

Day 6: Distribution, Sales, and Monetisation

- Distribution channels: galleries, theatres, online platforms.
- Pricing strategies: cost-based, value-based, dynamic.
- Sales techniques and customer relationship management.
- Licensing: types, negotiation, royalties.
- Intellectual property protection.
- Monetisation models: ticket sales, subscriptions, crowdfunding.
- Partnerships and sponsorships.
- Exporting arts products.

Day 7: Evaluation, Presentation, and Career Pathways

- Evaluation criteria: artistic, financial, social impact.
- Reporting and documentation.
- Presentation skills: pitching, portfolio creation.
- Feedback integration.
- Continuous improvement cycle.
- Career options: freelancer, entrepreneur, employee.
- Networking and professional development.
- Final assessment and reflection.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Mauritius
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Mauritius
14 Aug 2026	24 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	24 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 261238) 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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