



## 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

# Developing Arts and Culture Products Support

Culture and Arts / Cultural Studies

Unit Standard 261285 · NQF Level 4 · 8 Credits · 5 Days

## COURSE OVERVIEW

This course equips participants with the skills to support and enhance existing arts and culture products within the South African creative sector. Learners will develop strategies to identify market opportunities, improve product quality, and ensure cultural relevance, thereby contributing to the sustainability and growth of arts and culture initiatives.

|                 |                                           |
|-----------------|-------------------------------------------|
| Category        | Culture and Arts                          |
| Subfield        | Cultural Studies                          |
| Unit Standard   | 261285                                    |
| Accreditation   | SAQA Accredited · NQF Level 4 · 8 Credits |
| Duration        | 5 days                                    |
| Training Method | Online, On-Campus, In-House               |
| Certificate     | Issued via AATICD LMS – verifiable online |

## LEARNING OUTCOMES

- Apply techniques to assess the current status and market potential of existing arts and culture products.
- Analyze cultural and economic factors influencing the development of arts and culture products.
- Evaluate feedback from stakeholders to recommend improvements to arts and culture products.
- Design support plans that enhance the quality, accessibility, and sustainability of arts and culture products.
- Implement strategies to promote and market arts and culture products to target audiences.
- Demonstrate the ability to collaborate with artists, communities, and other stakeholders in product development.

## WHO SHOULD ATTEND

- This course is designed for arts and culture practitioners, project coordinators, and community development workers who are involved in the production or management of arts and culture products and seek to strengthen their support and development skills.

## COURSE OUTLINE

### Day 1: Introduction to Arts and Culture Product Development

- Overview of arts and culture sector in South Africa.
- Defining arts and culture products: tangible and intangible.
- Stakeholder mapping: artists, communities, funders, government.
- Relevant policies and legislation (e.g., White Paper on Arts, Culture and Heritage).
- Market analysis for cultural products.
- Ethical considerations and cultural sensitivity.
- Introduction to product lifecycle.

### Day 2: Product Concept Development and Research

- Research methods for arts and culture: surveys, interviews, trend analysis.
- Identifying gaps and opportunities in the market.
- Brainstorming and ideation techniques.
- Concept development: from idea to proposition.
- Feasibility analysis: resources, skills, budget.
- Intellectual property basics for cultural products.
- Documenting the concept proposal.

### Day 3: Planning and Resource Mobilisation

- Project planning: timelines, milestones, deliverables.
- Resource mapping: skills, materials, equipment.
- Budgeting for arts and culture products.
- Funding sources: grants, sponsorships, crowdfunding.
- Partnership development: roles and agreements.
- Risk assessment and mitigation.
- Monitoring and evaluation framework.

### Day 4: Production and Quality Assurance

- Production workflow: from prototype to final product.
- Quality criteria for arts and culture products.
- Quality assurance processes and checkpoints.
- Team management and communication.
- Health and safety considerations in production.
- Documentation and record-keeping.
- Troubleshooting common production issues.

### Day 5: Marketing, Distribution, and Evaluation

- Marketing strategies for arts and culture products.
- Branding and storytelling.
- Distribution channels: physical and digital.
- Pricing strategies.
- Launch events and promotional campaigns.
- Evaluation methods: feedback, sales data, impact assessment.
- Lessons learned and recommendations.
- Sustainability planning.

## 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 4**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 23,000.00        | R 23,000.00 |
| 1         | In-House             | R 29,900.00        | R 29,900.00 |
| 1         | On-Campus (Pretoria) | R 34,500.00        | R 34,500.00 |

## UPCOMING SESSIONS

No sessions are currently scheduled. Please contact us to arrange a session at a time and location that suits your team.

## HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit [www.aaticd.co.za](http://www.aaticd.co.za), open the page for this course (Unit Standard 261285) 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](mailto: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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