



BCONSULT

Further Education Training Certificate
GRAPHIC WEB DESIGN AND MULTIMEDIA

NQF Level 4 | SAQA ID 73390 | 136 Points | 12 Months

Further Education Training Certificate:

Graphic Web Design and Multimedia – NQF Level 4

SAQA ID: 73390 | Credits: 136 | Duration: 12-month | QCTO Learnership

1. Course Overview

The Further Education and Training Certificate in Graphic Web Design and Multimedia (SAQA ID 73390) equips learners with essential skills in visual communication, web design, and multimedia production. This qualification focuses on combining creativity with technical proficiency to produce innovative digital content for marketing, advertising, and online media environments. Learners develop a solid foundation in design principles, digital imaging, web technologies, and interactive media tools such as Adobe Photoshop, CorelDraw, Dreamweaver, and Flash.

This programme is ideal for individuals seeking to enter or upskill within the digital design, web development, and multimedia industries. It also provides an opportunity for professionals without formal qualifications to obtain nationally recognised certification while continuing to work.

2. Learning Outcomes

On completion of this programme, learners will be able to:

- Communicate effectively in both written and verbal forms using two languages.
- Apply mathematical literacy skills within personal, business, and design contexts.
- Demonstrate an understanding of computer hardware, software, and internet applications.
- Apply the fundamental principles of design to various creative projects.
- Develop, interpret, and execute design briefs using industry-standard tools.
- Create, edit, and publish graphic, web, and multimedia content across multiple platforms.
- Use design software such as Photoshop, CorelDraw, Dreamweaver, and Flash effectively for creative production.
- Integrate multimedia components to enhance digital user experiences.

3. A Qualified Learner Will Be Able To:

- Communicate professionally and effectively in a business environment.
- Plan and manage design projects from concept to completion.
- Develop web pages and digital interfaces using appropriate software tools.
- Design visual content for both print and online platforms.
- Apply creative problem-solving and conceptual thinking in design projects.
- Produce multimedia content incorporating text, graphics, sound, and animation.
- Demonstrate technical competence in using Adobe Creative Suite and other multimedia applications.
- Perform effectively in roles requiring design, production, and digital presentation skills.

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Entry Requirements

To access this qualification, learners should have:

- Communication skills at **NQF Level 3 / Grade 11** or equivalent.
- Mathematical Literacy at **NQF Level 3 / Grade 11** or equivalent.
- Basic computer literacy and an interest in graphic or web design are advantageous.

Recognition of Prior Learning (RPL):

Learners may receive credit towards this qualification through the submission of portfolios of evidence demonstrating prior formal, informal, or non-formal learning relevant to this field. Up to 50% of the qualification may be achieved through RPL.

4. International Comparability

This qualification has been benchmarked against the Web Design and Web Database Certificate offered by Bickenhall College of Computing (UK). Modules such as HTML, Photoshop, Dreamweaver, Flash, and Cascading Style Sheets are comparable to the content covered in this South African qualification. However, the local qualification provides a broader foundational component suited to the South African context, emphasizing both theoretical understanding and practical design skills for learners with limited prior experience.

5. Occupational Trainer – NQF Level 4 Certification

This qualification aligns with the Occupational Certificate: Graphic Media Designer (SAQA ID 122663) at NQF Level 4, which replaces the original qualification.

Graduates may articulate into higher-level design or multimedia programmes at NQF Level 5, or pursue related Occupational Certificates under the QCTO framework in the field of Media, Information, and Communication Technologies.

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6. Potential Career Opportunities

Graduates of this qualification can pursue roles such as:

- Graphic Designer
- Web Designer
- Multimedia Designer
- Digital Content Creator
- Layout Artist
- Junior Web Developer
- Advertising or Marketing Assistant
- Visual Communications Assistant

These roles exist within advertising agencies, marketing departments, design studios, publishing houses, and digital media companies.

7. Learning Options

This qualification is available through distance learning, blended learning, or contact-based training, depending on institutional delivery.

Learning comprises theoretical study, practical application, and an internship component after completion of final assessments to ensure workplace readiness.

Contact Details

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