

Occupational Certificate  
**Design Thinking  
Practitioner**

SAQA ID: 118705 | NQF 4  
Learnership no. 32Q320173161004

Online **Learnership Programme**

**Red &  
Yellow**

CREATIVE SCHOOL OF BUSINESS  
HONORIS UNITED UNIVERSITIES

Red & Yellow has been  
teaching **business  
leaders to think  
creatively** since 1994





# Programme Overview

Are you passionate about solving complex problems and driving innovation? This programme equips you with the coveted skillset of Design Thinking, a powerful framework used by leading companies to understand user needs and develop groundbreaking solutions.

As a Design Thinking Practitioner, you'll learn to immerse yourself in user experiences, building empathy and tackling problems from fresh perspectives. Collaborating with diverse teams, you'll unlock your creative potential, generating solutions that transform ideas into reality. This programme equips you with cutting-edge research methods to gather valuable user insights, ensuring your solutions are truly user-centered.

Embrace the future! Design Thinking empowers you to thrive in the age of digital transformation. With this in-demand skillset, you'll be equipped to navigate complex challenges and develop innovative solutions for a rapidly changing world. Design Thinking is your key to staying ahead of the curve. Ready to unlock your creative potential and become a future-proof professional? Enroll and embark on your journey to becoming a Design Thinking pro!

# The Programme Details



## Entry requirements

NQF 3 qualification



## Duration

12 months



## Time commitment

15 hours / week



## Qualification

R&Y Certification of Competence



## Price

R59 000 per annum

## Programme outcomes

Demonstrate an understanding of the approach, principles and methodologies of design thinking for innovation.

Apply the design thinking process and methodology to stimulate creativity and innovation when designing an innovative solution.

Conduct applied ethnographic research to augment engagement with stakeholders and problem analysis.

Communicate at different levels using appropriate methods to present ideas.

# The Learning Journey

## Innovate

The main focus of the learning in these modules is to build an understanding of human centered innovation as it applies to design thinking innovative solution creation. These modules function as your launchpad to a world of groundbreaking ideas. We'll delve into the exciting world of human-centered innovation, equipping you with the skills and knowledge to tackle challenges creatively. Master the innovation cycle, unlock your creative potential, and explore powerful brainstorming techniques to generate game-changing solutions. We'll also navigate the legal landscape of innovation, ensuring your ideas are protected by copyright and patents.

## Think Like A Designer

The main focus of the learning in these modules is to build an understanding of the fundamental principles and techniques applied in the design thinking methodology and process. These modules unlock the secrets of Design Thinking! Explore its core principles and techniques, mastering the entire process from observation to experimentation. Develop key design thinking skills – like open-mindedness and emotional intelligence – to transform any challenge into an innovative solution.

## Collaborate

The main focus of the learning in these modules is to acquire knowledge and skills on how to develop a meaningful collaboration mindset. These modules ignite the power of collaboration! Learn the secrets of teamwork, mastering different styles and fostering effective communication. We'll delve into group dynamics specifically for design thinking (for leads!), transforming you into a collaborative powerhouse. These modules go beyond design thinking – it's your personal development passport to success.



# The Learning Journey

## Apply Positive Psychology Principles

These modules equip you with the secrets of positive psychology, transforming your interactions with teams, users, and stakeholders. Master the science of happiness with the PERMA Model and harness the power of positive emotions to build stronger connections and foster a thriving collaborative environment.

## Do Research to Shape Design Thinking

These modules equip you with the power of applied ethnography, a secret weapon for design thinking success. Become a master detective, uncovering user needs and uncovering breakthrough solutions through qualitative and quantitative research methods. Learn to analyse data, synthesis findings, and translate insights into compelling reports and presentations. These modules serve as keys to unlocking the secrets behind user behaviour and crafting game-changing innovations.

## Explore Benefits of Design Thinking

These modules aren't just for designers. Discover how Design Thinking empowers **everyone** to solve problems with creativity and impact. From public entities to educators, businesses, and communities, you'll learn how design thinking adds value by boosting innovation and business development. Master process analysis and scaling strategies to transform any idea into a reality. Embrace the maker culture and become a design thinking champion in your field – the possibilities are endless.



# The Learning Journey

## Manage Projects

These modules are your design thinking toolkit for action. Learn how to translate groundbreaking ideas into real-world solutions. Master project management essentials, from life cycles and structures to planning, scheduling, and resource allocation. We'll also tackle risk and issue management for both projects and teams, ensuring your design thinking solutions are implemented smoothly and successfully. These modules empower you to bridge the gap between creativity and action, transforming innovation into reality.

## Explore Governance and Legislation, and Act Ethically

These modules equip you with the knowledge to thrive in today's dynamic workplace. Gain a solid understanding of employment laws and their impact on both employers and employees. Explore key business planning concepts, mastering the art of costing products and services. We'll also delve into the principles of performance management and the importance of ethical behaviour in the workplace. These comprehensive modules empower you to navigate any work environment with confidence!

## Develop 4IR and Future Skills

The future of work is here! These module equip you with the knowledge and skills to thrive in the age of Industry 4.0 (4IR). Explore emerging trends and how they'll impact individuals, businesses, and communities. Master the future-ready skillset – from interpersonal and interpersonal skills to communication mastery. Craft compelling written business communications and navigate committees, meetings, and stakeholder interactions with confidence. Learn to decode job descriptions and hone your customer service expertise.



# The Learning Journey

## Master Computer Technology

These modules unlock your potential in today's tech-driven world! Sharpen your skills in applying information, computer technology, and software like a pro. Master electronic communication and software packages, transforming data into impactful presentations and visualizations. We'll even explore specialised computerised management information systems, empowering you to navigate the digital landscape with confidence.



# High-Impact Learning Tools

Why Red & Yellow has a reputation for producing graduates that can “hit the ground running”

## Applicable and practical assignments

- Designed to test your ability to translate the theory into practical implementation for successful outcomes.
- Geared so that you can apply what you're learning to your everyday work life, and your specific business challenges.
- Providing an incredible opportunity to prove your value, improve your performance, and impress your colleagues

### Engaging content in digestible modules

Enriched with infographics, videos, useful links to valuable resources, case studies and fun activities to deepen and entrench your learning

### Personalised Feedback

Recommendations and suggestions from subject-matter experts, tailored to your individual strengths and opportunities for personal improvement

### A dedicated team

Available on email, phone and the online forum to support, encourage and assist you. Think of them as your “virtual” support crew whose only focus is to help get you over the finish-line



# Our Human Touch

Learning you won't get anywhere else!



The reality is that AI and robots will replace many of the jobs we know today. The likes of NASA and Google are already ahead of the game in their early recognition of the importance of “soft” skills.

Our courses and programmes are designed to prepare humans for this unknown world, by combining topic-specific knowledge and know-how, as well as a selection of the 10 uniquely human skills we've identified that will set us apart from “robots”

**Conflict  
Resolution**

**Creative  
Thinking**

**Adaptability**

**Leadership**

**Empathy**

**Social  
Intelligence**

**Critical  
Thinking**

**Persuasion**

**Mindfulness**

**Negotiation**



# The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

## Real-world insights from experts

You’ll get “insider” access to exclusive videos from industry leaders and subject-matter experts - giving you tips, techniques and learnings invaluable to bringing your online learning to the real world. Our connection to industry is something we’re incredibly proud of, and it’s what sets us apart from the other institutions.

## A team of humans dedicated to your success

A team of real, live people (not bots) is allocated to every course. The Course Coordinators’ mandate is to cheer you over the finish line, keep you motivated, and ensure you have the best, most value-adding learning experience. And our knowledgeable team of Instructional Designers and subject matter experts are on standby for topic-specific questions.



Courses and programmes designed to prepare humans for this unknown world, by combining topic-specific knowledge and skills, with the most critical 10 uniquely human skills.

While online learning offers time-flexibility and the ability to study anywhere in the world; it can also feel a little lonely at times.

Red & Yellow is obsessive about offering a 'virtual classroom' learning experience you won't get anywhere else – combining human interactions, input from our academic team and industry gurus, with all the convenience you need.

# The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

## A trusted signal on your CV

We take our role – in equipping you with everything needed to grow your career – seriously. Our online courses are intended to put you through your paces, stretch your mind, and equip you with fundamental skills. It’s the reason business leaders regard a qualification from Red & Yellow as the mark of a competent, capable individual, able to add value from day one – with the theoretical knowledge, the practical know-how and the human skills essential for future success.

## Original, carefully curated and relevant content

Rather than opting for the easier option of reselling content (created by others), we develop our courses internally – often roping in industry experts who run successful organisations – to ensure what you learn is both current and relevant to the South-African context. Courses are designed in response to market demand or skills gaps as they arise in this rapidly changing world.

# Sign-up now and secure your spot

1. Visit [Red & Yellow](#) to sign up now
2. Select "Register/Buy now" to pay the full price upfront
3. Fill out the quick registration form and pay via credit card, EFT or Snapscan

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## Need a payment plan?

We have a variety of options available for you, discover and explore your options [here](#)

## Have questions?

Give one of our amazing career advisors a call at [087 227 3283](tel:0872273283) or pop us an email [registrations@redandyellow.co.za](mailto:registrations@redandyellow.co.za)

**Diarise this life-changing date.** Pop the start date into your calendar and get ready for the most important life-changing weeks. We can't wait to see what you achieve!

**Have a group of individuals you'd like to put on this course?** We're always keen to play a bigger role in educating more people. so if you have a few people you believe could benefit, we'll find a way to make it work for all parties.

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## Get in touch

087 227 3283

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