STUDIO HELPER Concept note

A clearer path through *iLearn's* programmes.

Three mockups and a one-page proposal — an evolution of iLearn's existing identity toward a confident, editorial standard, with a Programme Finder as the product that organises everything.

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01 Homepage concept

Type-led, no stock photography, no gradients. The existing blue and gold, matured. The headline is iLearn's own promise; the proof is the accreditation and the client list.

iLearn® | Accredited Learning | Digital Learning | Short Courses | AI Certifications | About | For companies | For learners

ACCREDITED, ONLINE & DIGITAL LEARNING FOR SOUTH AFRICA'S WORKFORCE

Make the complex *simple.*

Learnerships, skills programmes and digital learning that move your people forward — and your B-BBEE scorecard with them. We handle recruitment, facilitation, assessment and SETA administration; you approve and we deliver.

Build your 2026 skills plan | Explore programmes

ACCREDITED BY

QCTO | Services SETA | MICT SETA | W&RSETA | ETDP SETA | merSETA

01

Learnerships

Traditional, blended and hosted programmes on nationally recognised qualifications, NQF 2–5 — recruited, placed and administered end to end.

See qualifications

02

Digital learning

A learning experience platform, a digital library and custom course development — one place for continuous, purposeful learning at work.

See the platform

03

Short courses

Instructor-led and online modules — leadership, project management, communication, IT — that lift capability in days, not years.

See the calendar

TRUSTED BY SOUTH AFRICAN EMPLOYERS

Procter & Gamble | Bidfreight Port Operations | Robertson & Caine | Donaldson Filtration | Bombela Operating Company

For companies

Bring a transformation or skills-development goal. Leave with a costed plan mapped to your scorecard and a single team running it.

Book a skills audit

For learners

Earn a nationally recognised qualification and workplace experience on a funded learnership. One short form to join the database.

Find a learnership

02 Programme Finder

The signature screen. iLearn's whole catalogue — learnerships, skills programmes, short courses, digital — filtered by who you are and what you are trying to achieve.

iLearn® **Programme Finder** Every iLearn programme, filtered to your goal.

I AM A...

- (•) A company
- ( ) A learner

GOAL

- [x] B-BBEE skills-development points
- [x] Employment-equity targets
- [ ] Upskill current staff
- [ ] Youth employment (18.2)

NQF LEVEL

- [ ] Level 2
- [x] Level 3
- [x] Level 4
- [x] Level 5

DELIVERY

- [x] Traditional
- [x] Blended
- [ ] Hosted
- [ ] Virtual instructor-led
- [ ] Online self-paced

REGION

- [x] KwaZulu-Natal
- [ ] Gauteng
- [ ] Western Cape
- [ ] National (online)

14 programmes match Sorted by scorecard impact

National Certificate: Business Administration Services

NQF 3 · Services SETA · 12 months · Traditional or Blended · 120 credits

Broad administrative competence for staff without a formal qualification.

SKILLS DEV | ESD | 18.1 & 18.2

SCORECARD FIT — ILLUSTRATIVE

Skills Development ■■■■

Enterprise & Supplier Dev ■■□□

View outline →

Generic Management: General Management

NQF 5 · Services SETA · 12 months · Blended

Management competencies that apply in any occupation — for supervisors stepping up.

SKILLS DEV | BURSARY-ELIGIBLE

SCORECARD FIT — ILLUSTRATIVE

Skills Development ■■■□

Enterprise & Supplier Dev ■□□□

View outline →

New Venture Creation

NQF 4 · 15 months · Blended

Start, operate and grow a small business — the strongest fit for supplier-development beneficiaries.

ESD | SKILLS DEV | YOUTH (18.2)

SCORECARD FIT — ILLUSTRATIVE

Skills Development ■■■□

Enterprise & Supplier Dev ■■■■

View outline →

FETC: Business Administration Services

NQF 4 · Services SETA · 12 months · Blended

For experienced administrators formalising years of practice through RPL.

SKILLS DEV | RPL ROUTE

SCORECARD FIT — ILLUSTRATIVE

Skills Development ■■■□

Enterprise & Supplier Dev ■□□□

View outline →

Not sure where to start? A 20-minute skills audit maps your team to the right levels before you commit. Book a skills audit →

03 Employer leave-behind — one slide

The slide an iLearn consultant leaves with an HR or transformation lead. Same design system as the site, so proposals and web speak with one voice.

ILEARN — SKILLS PLAN → SCORECARD

ILLUSTRATIVE STRUCTURE · FIGURES SET WITH YOUR B-BBEE CONSULTANT

One learnership plan. *Three* things it moves.

People

A cohort onto NQF 3–5

Learners recruited, screened and work-readied by iLearn, matched to the right level through a pre-assessment.

Scorecard

Skills Development + ESD

Training spend and stipends counted under Skills Development, with 18.1 and 18.2 headcount; supplier-development where New Venture Creation applies.

Operations

Run entirely by iLearn

Recruitment, host placement, facilitation, assessment, moderation and SETA administration. You approve; we deliver and report.

MONTH 0 — Skills audit & plan

MONTH 1 — Recruitment & work-readiness

MONTH 2 — Host placement

MONTH 2–11 — Facilitation & workplace learning

MONTH 12 — Assessment & certification

iLearn — making the complex simple.

QCTO & SETA accredited · national delivery

The authority is already there. *The presentation isn't yet.*

iLearn has run learnerships for blue-chip employers since 2001, across the country, with QCTO and multi-SETA accreditation. The current site doesn't carry that weight. This is a low-risk way to see what a sharper version looks like.

WHAT WE SAW

Depth that the design hides.

Twenty-five years, a national footprint and named clients — Procter & Gamble, Bidfreight, Robertson & Caine — but thin typography and decorative section shapes make it read as a smaller operation than it is.

A large catalogue with no clear way in.

Learnerships, skills programmes, short courses and digital sit across NQF levels, delivery modes, SETAs and regions. A visitor with a specific goal — B-BBEE points, an EE target — has to already know the vocabulary to navigate it.

Two audiences on one path.

Companies and learners want completely different things. The homepage funnels both through the same undifferentiated journey.

A live-site content issue.

The homepage source currently contains injected third-party promotional text (in several languages), between the hero and the real content. It is invisible at a glance but harms search ranking and trust, and points to a plugin or template that needs attention.

THE OPPORTUNITY

Keep the identity. The blue and gold are recognisable and worth building on — this is an evolution, not a rebrand. What changes is discipline: solid colour instead of gradients, a confident editorial type system, a strict grid, and nothing decorative that isn't doing a job.

Then give the catalogue a spine. A Programme Finder that organises everything by who you are and what you're trying to achieve becomes the product people remember iLearn for.

WHAT WE PROPOSE

01 **Homepage concept** — a type-led hero on iLearn's own promise, an accreditation strip and a real client band as proof, and a proper split between the company and learner journeys.

02 **Programme Finder** — a single filterable view of every programme, with an illustrative "scorecard fit" on each so a transformation lead can see relevance immediately.

03 **Employer leave-behind** — a one-slide framework drawn from the same system, so sales material and the website finally match.

WHAT IT IMPROVES

- A faster route from "I have a skills-development goal" to "here is the programme that fits it."
- A homepage that matches the calibre of the client list.
- One design system behind the site, proposals and learner materials — less rework, one voice.
- A cleaner, safer site once the injected content and its source are removed.

WHAT COULD FOLLOW

- A full design system and component library.
- Programme Finder built and connected to the existing programme pages.
- Templated employer proposal and learner welcome pack.
- A light content and technical clean-up of the current site.

This concept is ours to share freely — there's no cost and no obligation to it. If the direction resonates, we'd sit down and scope a first phase around your priorities and budget.

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