Visual Brand Design

Diploma Description:
The diploma will walk you through the whole process of creating visual brand design and identity, teach you how to design brands identities that makes them unique and separates them from others.

Duration: 12 Classes

Diploma Outcomes
Students after this course will:

- Understand the implications of colors, signs and shapes
- Create compelling logos, stationaries, etc. that describe the personality and identity of the brand
- Work on different case studies of analyzing famous brands and even rebranding
- Learn the fundamentals basics of calligraphy and packaging

Class 1  Intro to Visual Brand Design

- History and definition of Branding and Marketing
- Related careers
- Revision on design principles

Class 2  Semiotics

- The Semiotics of Brand Building
- Semiotics analysis

Class 3  Color Theory and Psychology

- Psychology of color in marketing and branding
- Analyzing colors in different brands
Class 4  Typography
• History of typography
• Typefaces and their stories
• Putting type to work

Class 5  Branding and logo design process (1)
• Creative briefing
• Research and analysis
• Brainstorming and identifying brand culture

Class 6  Branding and logo design process (2)
• Sketching
• Drawing
• Drawing on grid
• Kerning (typo)
• Apply the golden ratio if it’s capable

Class 7  Branding and logo design process (3)
• Coloring
• Presenting
• Rebranding

Class 8  Stationery and layout design (1)
• Elements of a Grid
• Basic Grid Diagrams
• Determine the Appropriate Grid
• Formatting Text
• Hierarchy of Information
• Grid and Image
• Combining Grid, Type, and Image
Class 9  Stationery and layout design (2)

  • Color
  • Space
  • Rhythm and Flow

Class 10  Calligraphy

  • Final project Start
  • Introduction to calligraphy
  • Introduction to Packaging

Class 11  Portfolio making

  • Portfolio and presentation

Class 12  Final Project

  • Final project submission and presentation

Grading Policy

  ✐ Attendance 10%
  ✐ Projects 40%
  ✐ Assignments 50%

Attendance Policy

Only one absence is permitted in the whole diploma without penalty, second absence is 10% off the final grade.

Three absences consider an automatic failing to the course and student won’t be allowed to enter the higher-level specializations diplomas.