Training Course:
Creative Brand Design

16 - 20 September 2024
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur

Training Course:
Creative Brand Design

Training Course code: SC234858 From: 16 - 20 September 2024 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 5445 Euro

Introduction

The creative Brand Design training course is designed to help you go from robust strategy to a unique visual identity as efficiently as possible, this training course covers both strategy and design including coaching and support to help you implement what you learn.

 By the end of the program, you'll be able to:

- Offer a creative full-stack solution

- Work faster

- Advise clients on strategy

- Sell with confidence

Target Audience of Creative Brand Design

Anyone wishing to develop conceptual branding and visual communication skills in an experimental, practical, collaborative environment.

Training Objective of Creative Brand Design

- Create an authentic personal or commercial brand
- Receive expert advice and guidance to encourage experimentation and development of your practice
- Develop your branding and identity skills for portfolio or professional development
- Explore the creative process while working collaboratively with others
- Know the strategy behind branding and fully comprehend it.

Training Course Outlines

Closing a Brand design project

- The Value Of a Strategic Brand Design Process
- The Discovery Call
- Pricing & Scope
- Proposals & Negotiation

Strategy

- Understanding & Developing Brand Strategy
- Defining Business Purpose: Vision & Mission

- Defining Customer Persona
- Defining Market Position
- Finding The Big Idea
- How To Run a Successful Strategy Session
- Developing The Strategy & Gaining Insight
- Presenting The Strategy
- Strategy Case Studies

Creative Direction in Branding

- What is Creative Direction?
- Finding Inspiration & Doing Research
- Designing Moodboards
- Presenting Moodboards To Clients
- Creative Direction Case Studies

Designing Logos

- What Makes a Good Logo
- Logo Types & Terms
- Sketching Ideas
- Vector Techniques For Logos
- Refining The Logo And Composition
- Logo Case Studies

Designing a Visual Identity

- Developing a Design Concept
- Working With Type
- Working With Color
- Broadening Your Identity Design
- Applying The Brand Online & Offline: Doing Mockups
- Putting It All Together: The Presentation
- Handling Feedback
- Visual Identity Case Studies

Delivering the new brand

- Wrapping Up The Project
- Creating Brand Guidelines
- Delivering Files And Assets

Advanced Branding Topics

- Brand Architecture
- Naming
- Rebranding

Registration form on the Training Course: Creative Brand Design

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |