



*Training Course:
Creative Thinking in Marketing Design*

*28 April - 2 May 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Creative Thinking in Marketing Design

Training Course code: SM235532 From: 28 April - 2 May 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

Introduction

The "Creative Thinking in Marketing Design" training program focuses on equipping marketing professionals with the necessary creative skills to develop innovative and effective marketing designs. The program will explore creative processes, techniques to generate new ideas, and how to integrate them into marketing strategies for impactful campaigns.

Target Audience

- Marketing professionals
- Graphic designers
- Branding managers
- Content creators
- Anyone involved in marketing design and strategy

Objectives

- To develop creative thinking skills specific to marketing design
- To explore different creative processes and techniques
- To enhance participants' ability to create innovative marketing concepts
- To integrate creativity into brand strategy and visual design
- To practice effective communication of creative ideas in a marketing context

Training Program Outlines

Day 1

Introduction to Creative Thinking in Marketing

- Session 1: The Importance of Creativity in Marketing Design
 - Understanding the role of creativity in modern marketing

- Case studies of innovative marketing designs
- Session 2: Exploring Creative Thinking Processes
 - Introduction to creative problem-solving techniques
 - The creative process in marketing design
- Session 3: Barriers to Creativity and How to Overcome Them
 - Identifying mental blocks
 - Exercises to unblock creativity

Day 2

Creative Tools and Techniques

- Session 1: Brainstorming Techniques for Marketing Design
 - Structured brainstorming methods
 - Brainstorming for campaign ideas and visuals
- Session 2: Mind Mapping and Concept Development
 - Using mind maps to organize ideas
 - Developing creative concepts for marketing campaigns
- Session 3: Storyboarding and Visualization
 - Introduction to storyboarding for marketing
 - Sketching and visualizing marketing ideas

Day 3

Applying Creativity to Branding and Campaigns

- Session 1: Creative Branding Strategies
 - How creativity shapes brand identity
 - Designing creative logos, visuals, and taglines
- Session 2: Creating Innovative Marketing Campaigns
 - Case studies of successful creative campaigns

- Group exercise: Develop a creative marketing campaign
- Session 3: Aligning Creativity with Marketing Goals
 - Balancing creativity and functionality in design
 - Ensuring creativity meets marketing objectives

Day 4

Digital and Visual Creativity

- Session 1: Creative Digital Marketing Design
 - Using creativity in digital platforms social media, websites
 - Designing interactive and visually appealing digital content
- Session 2: Visual Communication in Marketing
 - Understanding the power of visuals in marketing
 - Techniques for creative visual storytelling
- Session 3: Advanced Design Tools for Creative Marketers
 - Exploring design software Adobe Creative Suite, Canva, etc.
 - Hands-on session for creating innovative designs

Day 5

Refining Creativity and Industry Best Practices

- Session 1: Trends and Innovations in Marketing Design
 - Exploring the latest trends in creative marketing
 - How innovative brands stay ahead using creative designs
 - Adapting creative thinking to emerging technologies AI, VR, AR
- Session 2: Case Studies of Creative Marketing Success
 - In-depth analysis of successful creative marketing campaigns
 - Lessons learned and practical takeaways
 - How to replicate creative success in different industries

- Session 3: Best Practices for Implementing Creative Ideas
 - Steps for executing creative ideas in marketing strategy
 - Techniques for maintaining creativity within brand guidelines
 - Tips for staying creatively inspired in long-term marketing roles

Registration form on the Training Course: Creative Thinking in Marketing Design

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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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