

# GRAPHIC DESIGN STUDIO

## \*BRANDING EMPHASIS

**DAY & TIME**

SATURDAYS, 1 HOUR SESSION BETWEEN 14:00 &amp; 20:00

**LANGUAGES**ENGLISH<sup>FOCUS</sup> & ARMENIAN**REQUIREMENTS**

PERSONAL LAPTOP, KNOWLEDGE IN ADOBE ILLUSTRATOR &amp; PHOTOSHOP

— \* Sketchbooks will be provided to each student.

## TheProgram

**SESSION #1****Introduction****The stages of a branding project**

- Research (online, visual, physical)
- Market study
- Brand identity elements planning
- Name & slogan development
- Sketching
- Digital graphics
- Typography
- Color palette
- Brand in action
- Basic brand guidelines:
  - Logo elements
    - Logotype
    - Symbol
    - Slogan
  - Logo proportions
  - Logo clear space
  - Logo minimum size (print & screen)
  - Correct & incorrect usage
  - Color palette
  - Typography
  - Brand in action

**Projects' briefing****SESSION #2****Research findings #1** \*Presentation & Commentary**Market study #1** \*Presentation & Commentary**Name & slogan development VI** \*Presentation & Commentary

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| <b>SESSION #3</b> | <p><b>Research findings #2</b> *Presentation &amp; Commentary</p> <p><b>Market study #2</b> *Presentation &amp; Commentary</p> <p><b>Brand identity elements planning #1</b> *Presentation &amp; Commentary</p> <p><b>Sketches V1</b> *Presentation &amp; Commentary</p> <p><b>Color palette(s) V1</b> *Presentation &amp; Commentary</p> <p><b>Typography research #1</b> *Presentation &amp; Commentary</p> |
| <b>SESSION #4</b> | <p><b>Brand identity elements planning #2</b> *Presentation &amp; Commentary</p> <p><b>Sketches V2</b> *Presentation &amp; Commentary</p> <p><b>Color palette(s) V2</b> *Presentation &amp; Commentary</p> <p><b>Typography research #2</b> *Presentation &amp; Commentary</p>  |
| <b>SESSION #5</b> | <p><b>Digital logo design V1</b> *Presentation &amp; Commentary</p> <p><b>Color palette application V1</b> *Presentation &amp; Commentary</p> <p><b>Typography digital design V1</b> *Presentation &amp; Commentary</p>   |
| <b>SESSION #6</b> | <p><b>Digital logo design V2</b> *Presentation &amp; Commentary</p> <p><b>Color palette application V2</b> *Presentation &amp; Commentary</p> <p><b>Typography digital design V2</b> *Presentation &amp; Commentary</p> <p><b>5 branded items V1</b> *Presentation &amp; Commentary</p>   |
| <b>SESSION #7</b> | <p><b>Logo final design</b> *Presentation &amp; Commentary</p> <p><b>5 branded items V2</b> *Presentation &amp; Commentary</p> <p><b>Brand guidelines V1</b> *Presentation &amp; Commentary</p>   |
| <b>SESSION #8</b> | <p><b>Brand final guidelines</b> *Presentation</p> <p><b>SEEKIN.am personal accounts registration &amp; CV+Portfolio addition</b></p>   |

End of the course, participants will receive a **Certificate of Completion**