

# GRAPHICS AND BRANDING

Welcome to the Graphics and Branding Course! Are you ready to embark on a creative journey that will transform your design skills and elevate your branding expertise? This comprehensive course is designed for individuals seeking to unleash their artistic talents and make a mark in the dynamic world of graphics and branding.

In this immersive course, you'll delve into the core principles of graphic design and branding, equipping yourself with the knowledge and skills to create compelling visual identities. From conceptualization to execution, we cover it all. By the end of the program, you'll be able to craft stunning designs that leave a lasting impression.



**Discover**  
*What Our School  
Has to Offer!*

# Why Choose Our Course?

- **Expert Instructors:** Learn from seasoned professionals with years of experience in the graphics and branding industry. Benefit from their insights and practical knowledge.
- **Hands-On Projects:** Apply your learning through real-world projects that simulate professional scenarios. Build a portfolio that showcases your newfound skills.
- **Networking Opportunities:** Connect with like-minded individuals, industry experts, and potential clients. Expand your professional network and open doors to exciting opportunities.

## What You'll Learn

- **Fundamentals of Graphic Design:** Explore the basics of design theory, color psychology, and typography. Learn how to create visually appealing compositions that communicate effectively.
- **Advanced Design Software:** Master industry-standard tools like Adobe Photoshop, Illustrator, and InDesign. Gain hands-on experience to bring your creative visions to life.
- **Branding Strategy:** Understand the importance of branding in today's competitive landscape. Develop strategic thinking to create memorable and impactful brands.



# Course Objectives?

- Understand the fundamentals of graphic design, including composition, color theory, typography, and layout.
- Explore the role of graphic design in building and maintaining a brand identity.
- Develop practical skills using industry-standard graphic design software.
- Analyze and critique existing branding materials to understand effective design principles.
- Create original graphic design projects that align with a brand's identity and messaging.



# DURATION

5 Months

# Prerequisite

## Laptop:

4GB RAM at least with Core 2 Duo/Core i3 and above is good for the program

# LEARNING MODEL



TUTOR-LED  
PHYSICAL CLASSES



COLLABORATIVE & INTERACTIVE  
LEARNING



INDIVIDUAL & GROUP  
BASED PROJECTS



VIRTUAL CLASS



# About Syllabus

This course explores the principles and practices of graphic design as they relate to the development and maintenance of a brand identity. Students will gain hands-on experience in creating visual elements that communicate a brand's message effectively. The course covers design fundamentals, branding strategies, and practical skills using industry-standard software.

## Prerequisite

- Basic knowledge of graphic design principles and proficiency in relevant design software (Adobe Creative Suite, specifically Adobe After Effects and Adobe Illustrator).

## Course Duration

- 5 months



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# SYLLABUS

## **Week 1-2: Introduction to Graphic Design Basics**

- Overview of graphic design principles
- Understanding composition and layout
- Introduction to color theory and its application
- Typography fundamentals

## **Week 3-4: Branding Fundamentals**

- Definition and importance of branding
- Elements of a brand (logo, colors, typography, imagery)
- Case studies on successful branding campaigns
- Building brand consistency

## **Week 5-6: Introduction to Graphic Design Software**

- Overview of industry-standard software (Adobe Creative Suite: Photoshop, Illustrator, InDesign)
- Hands-on exercises and tutorials for basic skills in each software
- Applying software skills to create simple design projects

## **Week 7-8: Creating Effective Visual Communication**

- Importance of visual communication in branding
- Designing for target audiences
- Incorporating storytelling into design
- Interactive workshop on creating visual narratives

## **Week 9-10: Advanced Design Techniques**

- Advanced Photoshop techniques for image manipulation
- Illustrator for vector graphics and logo design
- InDesign for layout and print design
- Hands-on projects to apply advanced techniques



# SYLLABUS

## **Week 11-12: Branding Strategy and Analysis**

- Developing a brand strategy
- Analyzing and critiquing existing branding materials
- Workshop on creating a brand style guide
- Group project: Creating a mock brand with a comprehensive style guide

## **Week 13-14: Real-world Application and Industry Trends**

- Guest lectures from industry professionals
- Discussing current trends in graphic design and branding
- Portfolio development and presentation skills
- Final project: Creating a comprehensive branding package for a real or fictional client



**NOTE:** *This syllabus is subject to change at the discretion of the instructor. Any modifications will be communicated in advance to the students.*

# ABOUT US

We are a school for individuals looking to gain technical skills and kickstart a career in Tech. Tech Zone Academy Offers Training, Consultancy, Advisory And All Related Services In All Areas Of Information Technology Including Computer Hardware And Software, Data Communication, Telecommunications. We deliver world-class software training, and tech infrastructure, to software engineers in rural and urban Africa, while deploying their skills to global technology needs. Take your skills from beginner to industry ready in 6 - 12 months. Neither a degree nor prior tech experience is required.







# Apply Now

Limited spots available, apply now  
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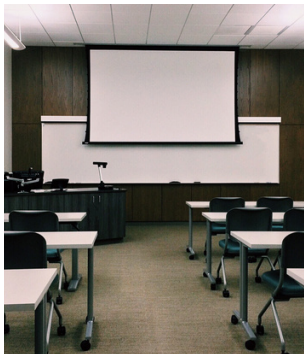
## Why choose us?

Small Class  
Sizes

Experienced  
Teachers

Safe  
Environment

Supportive  
Peers



## Open Enrollment

for students of all backgrounds and  
abilities. Come visit us to learn more!