

GRAPHIC DESIGN STUDIO

*BRANDING EMPHASIS

DAY & TIME

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

LANGUAGESENGLISH^{FOCUS} & ARMENIAN**REQUIREMENTS**

PERSONAL LAPTOP, KNOWLEDGE IN ADOBE ILLUSTRATOR & 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

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

End of the course, participants will receive a [Certificate of Completion](#)