

VISUAL IDENTITY DESIGN COURSE CURRICULUM

WELCOME MESSAGE

PHASE 1 (INTRODUCTION TO VISUAL IDENTITY DESIGN & THE LOGO DESIGN PROCESS)

Module 0.1 - Introduction to Visual Identity.

Module 1 - Introduction to Logo Design and its Types.

Module 2 - Attributes of Logo Design (The Principles, Cultural and Geographical Influences of Logo Design).

Module 3 - The Visual Elements of Logo Design.

Module 4 - Understanding Logo/Brand Questionnaire and Client Brief.

Module 5 - The Logo Design Process.

PHASE 2 (GETTING STARTED WITH ADOBE ILLUSTRATOR)

Module 6 - Introduction to Adobe Illustrator.

Module 7 - Understanding the Adobe Illustrator Tools for Effective Logo Designing.

PHASE 3 (GETTING STARTED WITH CORELDRAW)

Module 8 - Introduction to CorelDRAW.

Module 9 - Understanding the CorelDRAW Tools for Effective Logo Designing.

PHASE 4 (LOGO DESIGNING USING CASE STUDIES)

- Module 10 - Logo Design Case Study 1 with Adobe Illustrator (**Jedi Coders**).
- Module 11 - Logo Design Case Study 2 with CorelDRAW (**Asha'B Organics**).
- Module 12 - Logo Design Case Study 3 with Adobe Illustrator (**Sprout Eatery**).
- Module 13 - Logo Design Case Study 4 with CorelDRAW (**UserX**).
- Module 14 - Logo Design Case Study 5 with CorelDRAW (**Filet**).
- Module 15 - Logo Design Case Study 6 with Adobe Illustrator (**Tirane Builders**).
- Module 16 - Logo Design Case Study 7 with CorelDRAW (**Klave**).
- Module 17 - 8 Logo Design Drill with Adobe Illustrator & CorelDRAW.
- Module 18 - Main Visual Identity Design Course Case Study.

PHASE 5 (MOCKUPS AND BRAND STYLE GUIDES)

- Module 19 - Introduction to Adobe Photoshop.
- Module 20 - Understanding Mockups.
- Module 21 - How to Use Mockups.
- Module 22 - Understanding Brand Style Guides.
- Module 23 - Steps to Creating & Using a Brand Style Guide in CorelDRAW.
- Module 24 - Steps to Using a Brand Style Guide in Figma.
- Module 25 - Understanding Brand Assets and how to Export them.

Conclusions

- Project.
- Certification.
- Graduation.



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