Welcome to Graphic Design for Branding

This course is meticulously designed to align with state standards and targeted learning objectives, ensuring comprehensive coverage of essential knowledge and skills required for student success.

Course Description:
Unleash your creative potential with **Graphic Design for Branding**, a self-paced, semester-long online course that explores the dynamic world of branding. Learn how to craft visually compelling brand identities through design principles, color theory, typography, and cohesive brand element creation. From designing logos to crafting social media graphics, you'll gain the skills to develop professional branding solutions that resonate.

Experiment with styles and techniques to refine your design voice while enjoying the flexibility of self-paced learning. Build a portfolio showcasing impactful designs and prepare for future projects or a career in graphic design.

Syllabus

Unit 1: Introduction to Branding and Graphic Design
- What is branding? Purpose and importance.
- Overview of graphic design principles.
- Understanding client needs and brand voice.

Unit 2: Design Foundations
- Color theory: psychology and application in branding.
- Typography essentials: choosing fonts that convey identity.
- Composition techniques: balancing visual elements.

Unit 3: Logo Design
- Characteristics of effective logos.
- Concept development and sketching ideas.
- Digital logo creation using Adobe Illustrator.

Unit 4: Creating Brand Assets
- Business cards: translating branding into small formats.
- Social media graphics: creating consistent online presence.
- Packaging design basics and mockups.

Unit 5: Building a Cohesive Brand Identity
- Designing a style guide for brand consistency.
- Adapting branding for print and digital platforms.
- Presenting a complete brand package to clients.

Learning Outcomes
By the end of the course, students will:
1. Understand the principles of branding and graphic design.
2. Apply design theories to create visually cohesive brand elements.
3. Develop proficiency in Adobe Photoshop and Illustrator for branding projects.
4. Produce a professional portfolio showcasing branding solutions.

Conclusion
Graphic Design for Branding is the ultimate course to launch your journey into the creative world of brand design. Whether branding your own projects or preparing for a career, you'll gain the confidence, skills, and portfolio needed to make your creative mark. Enroll today and start shaping the brands of tomorrow!

Course Requirements: Access to Adobe Photoshop and Illustrator.