



Corporate Identity and Brand Development

Overview:

This course introduces the student to the process of corporate identity development and branding, by exploring the elements and principles of good design and how these can be employed in order to design a successful logo. We furthermore aim to give the student the necessary knowledge in order to understand the world of brands.

Course outline:

- Understanding the process of corporate identity development
- Exploring the elements and principles of good design
- Understanding the value of colour
- Using and understanding typography
- Understanding the integration of typography and image
- Developing design and layout skills and techniques
- Introduction to branding and brand development theory

Who should attend:

- Individuals in the business sector interested in gaining more knowledge about corporate identity development.
- Individuals who are not in the graphic design industry, but could benefit from gaining knowledge in basic corporate identity design principles and ground rules.

Level: Beginner

Admission requirements:

- A keen interest in visual communication
- Experience in art-making is beneficial, but not a prerequisite
- Proficiency in English

Materials:

- Good quality pencils (HB, 2B, 4B)
- Eraser
- Ruler
- A3 Drawing pad
- Thick black Koki marker, preferably with angled tip
- Fine point felt tip pen (Fineliner)
- Pritt glue stick
- Scissors
- Tracing paper (A3 sheets)
- Old magazines
- Other media that the pupil may wish to use will be allowed

Duration: 2 Saturdays, 4 hours each.

Lecturers: Janét de Jager. [Francois Jonker: HOD]

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