



BRANDING BASICS

This is a short online training in blended learning format: online interactive classes through online VC apps, assignments, case studies, project work, evaluation.

Design Innovation Centre, University of Delhi offers a number of online skill courses to promote design thinking, entrepreneurship and startups. This course is aimed at people who are talented in their field but feel overwhelmed by branding and how to get started with their own business. We will start to learn about how to design brand identity from scratch.

COURSE CONTENT

Design Principles

Cracking the code to great design with a solid foundation.

Introduction to Branding

What is a "brand" ? | What is branding? | How to build a brand.

Branding Elements Part: 1

Figure out your place in the market | Brand's focus and Personality | Choose a business name | Write a slogan | Design your logo

Branding Elements Part: 2

Creating a logo mark | adding typography | presentation

Color Theory and psychology

Using Color Wheel | Color Harmonies | Psychology of colors | Choosing Color for a brand

Stationary Design and Mockups

Learn how to present your work.

• WHEN

August 2 & 4, 2020
August 27-28, 2020

• WHO

UG/PG students, Innovators
and Startup Promoters

• DURATION

2 Days

• HOW TO APPLY

Online. Visit www.dudic.io

• LEARNING OUTCOME

Participants shall acquire an understanding of design principles by realizing what brand is and the key things you'll need to get your business started.

You'll be issued completion certificate with grade by Design Innovation Centre, University of Delhi.



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For more details visit www.course.dudic.io



Design Innovation Centre
University of Delhi