Design and Visual Identity Training Course

22 – 26 February 2027
Paris (France)



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Introduction

In today's era of intense competition and constant innovation, visual identity has become a fundamental factor in the success of brands and companies. This course aims to provide participants with a comprehensive understanding of the design elements and visual identity, as well as their pivotal role in building a strong and cohesive brand image. Throughout the course, participants will learn how to design professional visual identities that positively reflect a company's reputation and enhance its market position.

Course Objectives

By the end of this course, participants will acquire the following skills:

- Understanding the concept of visual identity and its importance for companies and brands.
- Differentiating between visual identity, branding, and logos.
- Designing logos and marketing materials based on scientific and technical principles.
- Selecting colors, fonts, and patterns that align with the brand's objectives.
- Developing a comprehensive Brand Guidelines manual and applying it practically.
- Using design software and tools professionally to execute real-world projects.

Course Outlines

Day 1: Introduction to Design and Visual Identity

- The concept of visual identity and its role in brand building.
- The difference between visual identity, branding, and logos.
- Case studies of successful visual identities and their market impact.

Day 2: Elements of Visual Identity

- Logo design and its fundamentals.
- Color selection and its psychological impact on the target audience.
- Choosing appropriate fonts and patterns for the brand.

Day 3: Building a Comprehensive Visual Identity

- Preparing a Brand Guidelines manual.
- Using images and graphics to strengthen visual identity.
- Applying visual identity across various media print, websites, social med



Day 4: Design Software and Tools

- Overview of essential design software Adobe Illustrator, Photoshop, Canva.
- Designing logos and marketing materials using professional tools.
- Practical workshop: Designing a logo and business card.

Day 5: Applications and Strategies of Visual Identity

- How to apply visual identity in marketing and advertising campaigns.
- Maintaining consistency across all channels and platforms.
- Reviewing participants' projects and providing practical feedback for improvement.

Why Attend this Course: Wins & Losses!

By participating in this course, you will:

- Gain a deep understanding of visual identity concepts and their impact on brands.
- Apply what you've learned through hands-on workshops and case studies.
- Enhance your skills in using various design software professionally.
- Develop a cohesive visual identity that aligns with brand objectives.
- Stand out in the job market by acquiring advanced visual identity skills that are in high demand.

Conclusion

This course is a significant step in developing your skills in design and visual identity. By the end of the program, you will be able to create innovative and professional visual identities that enhance the competitive positioning of companies and brands in the market.

If you wish to be part of designing and developing a visual identity for companies with a strong reputation, this course is your opportunity to learn the tools and strategies that will make you a professional visual identity designer, capable of executing successful visual identity projects.

