

# Brand Identity Design Outline

## Week 1 – Introduction to Brand Identity & Graphic Design

- What is Graphic Design & Brand Identity Design
  - Elements of Design
  - Roles & responsibilities of designers
  - Introduction to design briefs & creative process
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## Week 2 – Photoshop Foundations

- Photoshop environment & document setup
  - Tools: Text, Shape, Move, Layers
  - File formats & saving workflows
  - Selection tools & Pen tool basics
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## Week 3 – Basic Design Principles

- Typography fundamentals
  - Colour theory for branding
  - Layout principles
  - Applying principles to simple design tasks
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## Week 4 – Layout & Composition Projects

- Business card design
  - Social media flyer design
  - Poster design (series)
  - First brief: *3-in-1 design challenge*
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## Week 5 – Advanced Layout Projects

- Carousel design for social media

- Brochure design & multi-page layout
  - Feedback & critique sessions
  - Refining presentation skills
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## **Week 6 – Introduction to Logo Design**

- Understanding branding & identity systems
  - Logo design process & ideation
  - Sketching & logo concept development
  - Logo presentation techniques
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## **Week 7 – Illustrator Foundations**

- Introduction to Adobe Illustrator
  - Vector design basics
  - Logo development in Illustrator
  - Refining concepts digitally
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## **Week 8 – Research for Brand Identity**

- Conducting proper research for logo & brand identity
  - Market analysis & competitor research
  - Creating moodboards & inspiration boards
  - Building strong concept directions
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## **Week 9 – Logo Design Projects**

- First logo design project (real-world brief)
  - Second logo design project (different industry)
  - Iterative critique & refinements
  - Using mockups to present logos
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## **Week 10 – Understanding Brand Identity Design**

- What makes a complete identity system
  - Logo, typography, and colour palette cohesion
  - Brand tone & messaging basics
  - Building brand style guides
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## **Week 11 – Brand Identity Project (Partial Branding)**

- Apply logo to basic collaterals (cards, stationery, social banners)
  - Working with mockups for presentation
  - Creating consistent visual language
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## **Week 12 – Brand Identity Project (Full Branding)**

- Develop brand system across multiple touchpoints
  - Extended collaterals (merch, signage, digital assets)
  - Documenting the process & guidelines
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## **Week 13 – Final Project (Phase 1)**

- Begin final comprehensive brand identity project
  - Research, strategy, and logo development
  - Style guide & mockup preparation
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## **Week 14 – Final Project (Phase 2) + Portfolio Review**

- Complete brand identity package
  - Final presentations
  - Portfolio-building workshop
  - Feedback & career growth guidance
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