

Dear { } / Dear boss,

I am reaching out with a kind request for financial support to enroll in an online **Brand Designer** course in the area of brand design. There are not many courses on the web that discuss this particular topic. Nowadays, as the market continues to evolve, the ability to create thoughtful and effective visual strategies is a key element in building a strong position in the market.

Moreover, it is precisely this course that ensures a structured approach to enhancing competencies, which are essential in our present work environment and team. It empowers us to design more effectively, understand and meet the demands of our clients and the market, and ultimately, gain a competitive edge. **The course culminates with a certification confirming these skills**, achieved through the successful completion of an independent final project.

The course curriculum caters to the needs of participants aspiring to enhance their knowledge and skills in crafting effective brand strategies and comprehensive visual identities. The knowledge is presented step by step, sparing me the time-consuming task of sifting through vast amounts of content available on the internet.

The host of this course is **Michał Mierzwa** - a respected designer and art director with many years of experience. He is also a co-leader of Uniforma Studio.

Benefits and skills I will contribute to our work:

- Profound understanding of brand design concepts,
- Crafting and managing brand communication strategies,
- Skillful project management,
- Presenting projects and ideas effectively to clients,
- Developing design systems and brand books,
- Proficiency in creating brand strategies,
- Formulating comprehensive visual identities,
- Effective and persuasive client communication,
- Efficient project budget management and cost estimation,
- Proficiency in utilizing Figma and FigJam for brand design purposes.

Costs:

- ▶ Participation in the 12-week course with 10-year access to materials: 1640 PLN gross
- ▶ Additional Premium Module (70 minutes) – on the basics of graphic design and best practices for logo design: 0 PLN
- ▶ Attendance in 6 Q&A sessions with Michał Mierzwa throughout the course duration: 0 PLN
- ▶ Access to Q&A session recordings from this edition, as well as past and future editions: 400 PLN gross
- ▶ Delegation expenses: 0 PLN
- ▶ Meals: 0 PLN

Total: **2040 PLN gross** (- 23% VAT equals 1659 PLN net)

Participating in this course is a valuable investment in training for our entire company. Please consider my letter, and for further details, kindly refer to the attached offer.

Thank you for your consideration.

Best regards,