



Brand Design

"No previous experience required"

Bootcamp Curriculum

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Curriculum Version 1.0

Bootcamp Overview

Brand Design Curriculum

Target Audience:

- This bootcamp is designed for beginners/career switchers wanting to upskill in brand design

Prerequisites:

- No previous experience required
- No coding experience required

Duration:

- 2 months (8 weeks)
- Monday - Friday (5pm-7pm WAT)/ (4pm-6pm UTC)

Format:

- Live classes and educative webinars including recorded sessions
- Hands-on assignments and real world projects
- One-on-one mentorship/career coaching
- Portfolio development (5 live portfolio projects)

Outcome:

By the end of the bootcamp, participants will master key brand design skills (unique and professional brand identities including logo creation, color schemes, typography, and visual guidelines that communicate a brand's values and connect with its target audience) through real-world projects and build a job-ready portfolio. They will confidently present their work in interviews and be equipped to pursue roles in brand design, with the tools and knowledge to advance in their design careers.

Certification:

Upon successful completion of the bootcamp, participants will present their portfolios for review by instructors and receive a certification from U-Tech Forge (UTF)

Learning Modules

Brand Design Curriculum

The following modules have been designed to take you through the essential concepts and practices of brand design. Each module focuses on a key area of brand design, progressively building your skills from fundamental principles to advanced techniques. Throughout the bootcamp, you'll engage in hands-on projects and use industry-standard tools to create a strong foundation for your career in design.

Module 1: Introduction to Brand Design and Strategy

Week 1:

- What is Branding?
- The Difference Between Brand Identity, Brand Image, and Brand Strategy
- The Importance of a Brand's Vision, Mission, and Values
- Defining Your Target Audience and Market Position
- Research and Analysis: Competitive Audits and Trends

Practice :

- Conduct a brand audit of an existing brand to analyze its strengths and weaknesses.
- Create a brand persona based on a target market segment.

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 2: Brand Discovery and Positioning

Week 2:

- Brand Discovery: Finding Your Brand's Unique Value Proposition (UVP)
- Crafting a Brand Statement and Messaging Framework
- Positioning Strategy: How to Stand Out in the Market
- Conducting Market Research: Insights into Competitors and Consumers

Practice :

- Develop a UVP for a mock brand.
- Create a brand positioning statement for a hypothetical client

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 3: Logo Design and Brand Mark Creation

Week 3:

- The Role of a Logo in Branding
- Logo Types: Wordmarks, Letter marks, Brand Marks, Combination Marks
- Logo Design Principles: Simplicity, Relevance, Versatility, and Timelessness
- Creating Logos in Figma: Basic Shapes, Tools, and Techniques

Practice :

- Design a logo for a mock brand based on its brand strategy.
- Experiment with different logo styles (monogram, abstract, emblem, etc.)

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 4: Typography and Color Theory in Branding

Week 4:

- Color Theory for Branding: Understanding the Psychology of Colors
- Creating a Color Palette: Primary, Secondary, and Accent Colors
- Typography in Branding: Choosing Fonts for Personality and Legibility
- Font Pairing and Hierarchy

Practice :

- Develop a color palette and typography system for a brand.
- Apply typography and color theory to mock brand collateral (e.g., business cards, website headers).

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 5: Visual Identity and Brand Guidelines

Week 5:

- What Makes a Strong Visual Identity?
- Brand Guidelines: Defining Logo Usage, Color Palettes, Typography, and Imagery
- Creating Consistent Branding Across All Platforms (Digital and Print)
- Imagery and Iconography in Branding

Practice :

- Develop a set of brand guidelines for a mock brand.
- Apply these guidelines to create consistent brand assets (social media banners, print ads, etc.)

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 6: Brand Touchpoints and Applications

Week 6:

- What are Brand Touchpoints?
- Designing Business Cards, Letterheads, and Stationery
- Creating Digital Assets: Social Media Graphics, Website UI, Email Templates
- Packaging Design: Translating the Brand into Physical Products

Practice :

- Create digital brand applications such as social media posts, website mockups, and email templates.
- Design a branded business card and stationery set.

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 7: Brand Presentation and Client Pitch

Week 7:

- The Art of the Brand Pitch: Selling Your Design Ideas
- Creating a Brand Presentation Deck
- How to Communicate Design Choices: From Research to Concept to Final Product
- Feedback and Revision Process with Clients

Practice :

- Create a comprehensive brand presentation for a mock brand, including research, logo, typography, and brand guidelines.
- Present the brand design to a peer or mentor and incorporate feedback.

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Brand Design Curriculum

Module 8: Final Project and Portfolio Development

Week 8:

- Final Project: Designing a Complete Brand Identity from Scratch
- How to Build a Strong Portfolio that Showcases Your Brand Design Work
- Best Practices for Freelance Branding Projects and Client Acquisition

Practice :

- Create a full brand identity for a mock or real client, including logo, brand guidelines, digital and print assets.
- Build or update a design portfolio with the final project and other relevant work from the bootcamp.

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Bootcamp Deliverables and Reference Guide

Brand Design Curriculum

Bootcamp Deliverables

Bootcamp Deliverables:

- Fully developed job-ready portfolio with brand design case studies, and personal projects
- Final collaborative capstone project showcasing end-to-end design skills
- UTF course certification
- Resume and LinkedIn optimized for brand design roles
- Job interview preparation and guidance as well as networking tips (Active Tech Community)

Reference Guide

Books:

Exclusive access to carefully curated books for bootcamp members.

Online Resources:

Premium online resources are available exclusively to bootcamp members.

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