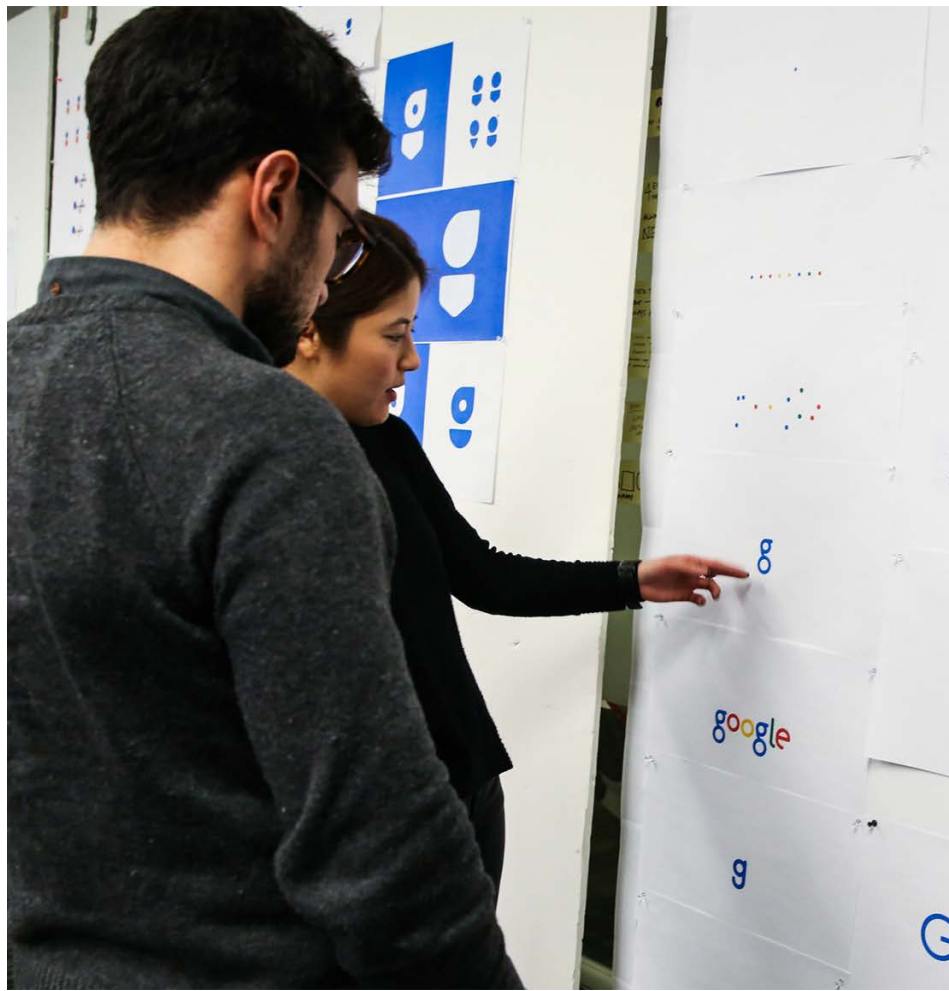


**BRAND IDENTITY  
DESIGN SPECIALIST  
LEVEL 4**



Their brand is the essence of a company. It's the emotionally compelling story that sets you apart from the competition. Branding is not just a logo.

## IS THIS COURSE FOR YOU?

This course is a multi-faceted ecosystem of experiences that communicates a promise to your customer. It takes time, patience and vision to build. Building brands and corporate IDs for clients is a skill in itself. This diploma course is a valuable asset on its own as it covers every area involved in planning, researching, designing and developing brand logos and corporate identities. Partnering with the Visual Communication Diploma Course would provide skills to set you apart from other designers in the creative industries.

### Suitable for:

- Employers who wish to increase the skills of their staff,
- Anyone who wants to increase their graphic design skills to the highest levels,
- Design Agency employees,
- Anyone wanting to create a unique and creative portfolio,
- Graphic Designers who are thinking of becoming freelance,
- Graphic Designers who are thinking about starting their agency,

## What you will learn

EFFECTIVE BRAND IDENTITY DESIGN IS ESSENTIAL FOR THE SUCCESS OF A BUSINESS OR ORGANISATION.

BECOME A BRAND ID DESIGN SPECIALIST

- You will learn all about the importance of effective brand identity design,
- Understand all about design for brand identity,
- The depth of meaning for brand identity design,
- How to develop an effective creative process,
- Research brand identity and how to create this correctly,
- Applying and managing brand identity,
- Creating brand identities that stand out.

All of these are done by carrying out projects which you will work on with your course tutor/professional design coach. This is over and above your course module studies.



## COURSE STRUCTURE

There are 7 modules in this course to be completed. Each module has been designed as a progressive step so that you are learning by doing. You will be presented with Projects and Assignments in each module in which you will be assessed, plus a final exam, which is carried out online through our online campus.

### MODULE ONE: What is a Brand Identity

This is an introduction module on the history, role, progression and importance of branding.

### MODULE TWO: Research into Brands and Global Branding

This is a research module, looking into brand case studies. Students will be given several assignments and projects to complete throughout this module.

### MODULE THREE: The Creative Process

Now you will look at ways to find inspiration and how to develop your ideas for this project. You will also be shown the basics of what you will need to consider when coming up with your ideas. Again, you will work with your design & training coach on how to do this.

### MODULE FOUR: Applying a Brand

Following on from module three, we are now going to use the project you have designed and developed and apply it correctly to the main areas it should be. Working with your course tutor/design coach, you will establish where a brand should be used and how.

### MODULE FIVE: Branding Opportunities

Identifying effective opportunities for a brand identity is another area that should never be ignored when designing identities. The importance of positioning correctly will also be looked at in this module.

### MODULE SIX: Making a Brand stand out

This is what Brand identity is all about. Being seen and being remembered. Here we will look at how your design needs to stand out and where it can benefit your client.

### MODULE SEVEN: Alternative Brands

It's time to put into practice what you have learned so far. Again, you will be given several projects from your Design & Training Coach to demonstrate your progress and to build on any of your weak areas.



On successful completion of this specialist course, you will be awarded our Specialist Level 4 Diploma Certificate.

You will also be given a one-year free registration as a Professional Graphic Designer with the PGDA (*The Professional Graphic Designers Association*).

## COURSE PROGRESSION OPTIONS

Once you have completed this course level, you might be eligible to progress onto one of our **Professional Level 5 courses**

*Please read through the entry requirements for this course on the next page before applying.*

**COURSE FEE: £750**

**AVAILABLE NOW - ENROL AT ANY TIME OF THE YEAR**



## ENTRY REQUIREMENTS

Once you have enrolled on this Specialist level 4 Diploma Course and your campus student account has been activated, you will then be able to arrange with your training coach a day and time for your first one-to-one lesson. It is a good idea to set the same day and time for each week for the duration of this course. You will then work through a module each week. The aim is to complete this course over 6 -12 Months.

### SOFTWARE:

For this course, students should have access to one or all of the following: **Adobe Creative Suite** or individual programs such as **Adobe Illustrator, InDesign, Photoshop, and Adobe Acrobat Pro.**

### TIME:

This course has been designed to be completed in 6-12 months with some flexibility depending on the time available to each student. The maximum time for completing this course is 12 months. Many students complete this course within 6-8 months, but it depends on how much time you have available each week. If you are working full-time we can easily help organise your study time with you. Most of our students are in full-time employment, so don't worry if your time is restricted. On average, you would need a minimum of between 5-10 hours each week to commit to this course, but we do allow for flexibility. Your course tutor/professional design coach will help you with your study plan once you have started this course

### STUDY MATERIAL:

Study material will be supplied to you digitally when you start through our campus plus or our other facilities. If you would like recommendations or additional learning material, we can suggest these for you, but you will find the material we provide will be more than enough for this course.

### COMMUNICATION:

It is important that you have access to the Internet and Microsoft Teams with a webcam, as you will need these for your one-to-one Teams sessions. Using Teams means you can record the session, plus the ability to share screens and send files during these live sessions. You will also be required to use our online campus mobile app once you have enrolled. This is used to keep in contact with your course tutor/professional design coach.

### KNOWLEDGE & SKILLS:

You should have good knowledge of the design software, but you will be given lessons on how to use the relevant software throughout this course. Make sure you have access to the software mentioned in this section.

### YOUR ATTRIBUTES:

An ability to be self-motivated, open to new ideas, along with a good eye for design. You should also be committed to this course and eager to learn. Preferably, you will have studied graphic design at an intermediate level before or have had training in graphic design at an intermediate level.

### ENTRY QUALIFICATIONS:

You must have intermediate to advanced knowledge of graphic design. If you have a portfolio of any work you have done previously, please send a link to this with your course application form. You will be given a Pre-Course Assessment once you have enrolled on this course to establish the knowledge and skills you have before you get started on the main course. You must also be able to write, understand and communicate fully in English.

# HOW TO ENROL

1. Complete our Course Application Form, which you can download from our 'ENROL' page on our website.
  2. Print off the application form and complete it in handwriting, making sure you complete all of the sections. Make sure you read through the terms and conditions before signing in all areas of the application form, and don't forget to include a photo of yourself for our online campus profile identity.
  3. Scan or take a photo of the completed application form and email it back to us at **admin@creativedesignschool.com**, and we will inform you if your application has been accepted. Do not make any payments until your application has been accepted. You will receive an email from us telling you if you have been accepted or not.
  4. Once your course application has been accepted, we will contact you to let you know and then give you instructions on how to make your full course payment, which you will need to pay before enrolment can be completed. Payments are made using PayPal or by Bank transfer (*depending on whether you are located in the UK or internationally*). If your company or organisation is paying for your course, you must inform them that payment must be received before your student account is set up.
  5. Once we have received all of the above, we will then set up your student account on our online campus, which can take up to 5 working days, but we aim to try and complete this sooner when possible. You will then receive your username and password, which will allow you to start your course.
  6. You will also be contacted by your one-to-one tutor, who will arrange a Teams lesson with you to discuss your course in detail.
- Don't forget to answer all of the questions on the course application form. Anything missing will result in your course application being rejected.**



**[www.creativedesignschool.com](http://www.creativedesignschool.com)**

# FAQ'S

## **Do I have to complete the course on a fixed timescale?**

All of our courses are flexible, even though we state a completion time, this is only to give you an idea of how long you could spend on your course. But, is it totally up to you how much you study and when you complete your assignments and course?

## **Who can I contact when I have questions or problems with my course?**

You will be given the contact information of your tutor, whom you can contact at any time through your Student Account on our online campus and through the use of our mobile App.

## **What if I don't have Microsoft Teams or a webcam?**

If you don't have Teams and a webcam, you can arrange virtual support through your Student Account. This is done by using the live messaging service on the online campus and our mobile App.

## **Do you have to have qualifications to study any of these courses?**

There is a clear entry requirement for each course we deliver. You will see all of the entry requirements in this course guide on the previous page

## **Can I get additional help with my studies if I have a problem with them?**

Yes, that is the aim of the Creative Design School; we are here to help at all times. You can ask questions through your student account messaging app or arrange an online Teams consultation.

## **Is there an exam at the end of the course?**

Yes, there will be an exam. At the end of the course, you will be awarded a CDS Diploma Certificate for this level of successful completion.

## **Where do I get my assignments and study material?**

All of your study material and assignments will be made available through your student account, plus our other learning facilities.

## **When do I start my courses?**

Once you have enrolled and made your payment, you will have full access to your course within 5 working days - when you start is up to you.

## **How do I get my Username and Password for the online campus 'Student Account'?**

This is emailed to you directly once we receive your enrolment payment online and your application has been processed, which can take up to 5 working days, but we aim to do this sooner when possible.

**CDS**  
CREATIVE  
DESIGN  
SCHOOL

**ENROL NOW AND START YOUR  
JOURNEY TO BECOMING A UNIQUE  
GRAPHIC DESIGNER**



## SPECIALIST DESIGN LEVEL 4 DIPLOMA COURSES

### THE DIPLOMA COURSES WE HAVE AVAILABLE

#### VISUAL COMMUNICATION - LEVEL 4

**Visual Communication is something every serious Graphic Designer should venture into if they want to become creative and unique with their designs.** Thousands of graphic designers out there are designing in similar styles by applying the basics of graphic design. To be able to deliver design solutions that really work, you must learn to understand the elements of visual communication. In this Visual Communication Diploma Course, you will look into expanding your knowledge in graphic design to another valuable level. You will learn how to capture the imagination of your audience and also communicate information in many different ways. From day one of this course, you will hit the ground running, ignite the inspiration in your thinking and creative ideas. Don't forget, it is not all about the qualification, it is about the most important attributes, portfolio, your ability to demonstrate your skills and your ability to do the work - creatively and professionally.

#### ADVERTISING DESIGN - LEVEL 4

**Here's your opportunity to achieve that passion you have to become an Advertising Designer.** Our Advertising Design Diploma Course has been designed to give you all the tools, skills and knowledge you need to create an effective advertising campaign. Throughout this course, you will be presented with a number of Projects from your appointed one-to-one Design & Training Coach, which will not only develop your skills and creativity but will also be included in your Portfolio, which you will have produced at the end of the course. You will be given 100% support throughout the duration of this course. Here's your chance to become a unique and creative advertising designer.

#### PACKAGING DESIGN - LEVEL 4

**Learn everything you need to know about packaging design, plus all the technical areas involved in producing effective packaging.** This course gives you the essential information required to become a creative designer for Packaging, Bags, Tags, and Labels. Gain the skills to become a unique designer, offering potential clients around the world your new skills and creativity.

#### BRAND IDENTITY DESIGN - LEVEL 4

**This course has been designed to help graphic designers achieve the very best in coming up with effective, creative brand designs and logo designs.** You will be taken through this course step by step, looking at the world around you and how to capture inspiration aimed at developing your own unique approach to coming up with effective solutions for your clients or projects.

Upon successful completion of this course level, you will be given a one-year free registration as a Professional Graphic Designer with the PGDA.

We will take you through every step of the way throughout your course. Helping you to develop new skills and to become creative and unique.



## COMPLETE COURSE LIST

### SCHOOL OF GRAPHIC DESIGN

Graphic Design for  
Beginners Level 1

Graphic Design Level 2

Advanced Graphic Design  
Level 3

### SPECIALIST DESIGN COURSES

Advertising Design Specialist  
Level 4

Brand Identity Design  
Specialist Level 4

Packaging Design Specialist  
Level 4

Visual Communication  
Specialist Level 4

### PROFESSIONAL + BUSINESS COURSES

Creative Thinking & Process  
Techniques PL5

Creative Team Building PL5

### SCHOOL OF TEXTILE DESIGN

Textile Design for Beginners  
Level 1

Textile Design Level 2

### SHORT COURSES

Introduction to Graphic  
Design Short Course

Logo Design Short Course

Creative Thinking Short  
Course

Become a Freelancer Short  
Course

Digital Illustration for  
Beginners Short Course