**De Haven Academy**

# BRANDING & DESIGN COURSE OUTLINE

**TOOL USED:**

Corel Draw    Photoshop

## WHAT YOU WILL LEARN

1. Fundamentals of Branding
2. Business Branding Design
3. Blending Subject to Background
4. Mockup Design
5. Photo Retouching
6. Flyer & Poster Design

| WEEK | LESSON |
|------|--------|
| WEEK 1 | - Fundamentals of Graphic Design<br>- Design Principle<br>- Corel Draw Environment<br>- Photoshop Environment<br>- Typography |

| WEEK | LESSON |
| --- | --- |
| WEEK 2 | - Visual Elements of Design |
| | - Business Branding Design |
| | - Design Grid |
| | - Colors & Best Practice |
| | - Image Retouching |

| WEEK | LESSON |
|------|--------|
| WEEK 3 | - Poster Design<br>- Social Media Design |

| WEEK | LESSON |
|------|--------|
| WEEK 4 | - Brand Design Style Guide<br>- Mockup & Presentation<br>- Design Portfolio |

| WEEK | LESSON |
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| WEEK 5/6 | - Mentorship |

**Length of Program:** Six(6) weeks

**Frequency of Class:** 3 days per week

**Class Schedule:** 12pm - 2pm