



## CreativeLive – Symbol Design for Branding

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**CreativeLive – Symbol Design for Branding:** Create Symbols For Brand Identities That Allow People To Understand Your Brand Right Away

### AFTER THIS CLASS, YOU'LL BE ABLE TO:

- Know the ins and outs of the significance of symbols in branding identity systems.
- Ace the beginning phase of a project by defining the purpose and working from the client's brief.
- Learn the critical techniques of creativity required to design brand logos.
- Put your thoughts into an online space, pair them with type, and finish the job like a professional.
- Make your symbol reach the next level with the refining methods.
- Create mockups of your symbol that show real-world use.

### ABOUT MITCHEL'S CLASS:

They have a significant cultural significance and have meaning in a variety of contexts, and are instantly recognizable to many people. Therefore, logos for brands utilize the power of symbols to create memorable, engaging brands that people will become familiar with and enjoy as time passes.

This class will provide students with techniques that will allow them to design beautiful, functional, and well-known branding symbols. The class is split into four major parts that cover the fundamentals of the significance of symbolism as a design process and cultural concept, as well as defining the requirements of the branding project, making sure you have a well-organized method of working, as well as introducing ideas to illustrate and type and then transferring your ideas into the digital world.

You'll design your branding symbols during the class, and at the end of the class, you'll be able to present a comprehensive presentation showcasing your best creative thinking.

### WHAT YOU WILL LEARN:

- What is the best symbol, minimalism vs. abstraction, and what are the various brands?
- How do you generate the essential ideas from a short and develop mood boards to show concepts?
- How to draw a sketch for free, draw shapes, illustrate them with pencils or customize fonts, and create letters from scratch.
- How to evaluate and refine the look of your symbol in digital space.
- How do you present various options to meet your client's brief?
- How do you create guidelines and guidelines to ensure that your logo is part of an overall brand identity system?
- How do you insert your logos into a brand deck? Make sure that they're correctly presented.

### WHO THIS CLASS IS FOR:

- Designers and illustrators who wish to create work using symbols.
- Designers of logos and brand identities who want to develop their current capabilities.
- Freelancers are looking to expand their skills by adding Symbol Design.
- Brand managers and digital marketers who want to expand their branding design.
- Experts in branding who want to know about the importance of symbols in branding identity.
- Anyone looking to establish a career as a professional in the field of branding.
- Digital nomads seeking work they can complete anywhere in the world.
- All levels of knowledge and experience.
- Basic knowledge of Adobe Creative Suite.



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Tutorial

平面设计

SOFTWARE USED:

Adobe Creative Suite



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