

Domestika – Brand Design and Packaging

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Domestika – Brand Design and Packaging: Discover the art of crafting a robust visual identity for your brand and its products through this comprehensive online course.

How can we learn about branding and product packaging?

You can use the course "Domestika – Brand Design and Packaging."

Where can I download the product?

After subscription, You can download it for free from here.

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Led by the Peruvian studio FIBRA, renowned for its expertise in branding for entrepreneurs and startups, this course delves into the essential steps for initiating a brand identity and visual identity project, particularly for product packaging. Andrea Gálvez and Martín Bedoya guide you through their systematic approach, offering confidence-building insights for tackling entrepreneurial projects.

Key Course Highlights:

- Learn the importance of creating a brief and identifying the core problem to be addressed.
- Explore techniques for analyzing competition and defining your brand's unique territory.
- Benefit from FIBRA's specialized methodology to develop and apply a brand identity to product packaging.
- Acquire tools and a structured framework to unleash your creativity in establishing a brand's visual identity.

What's Included:

- Nineteen lessons and six downloadable resources.

Who Should Take This Course:

- Graphic designers are seeking to enhance their skills.
- Creative directors and art directors looking to deepen their understanding of branding.
- Enthusiasts are passionate about the intricacies of brand identity.
- Entrepreneurs aim to establish a compelling visual presence for their brand.

Requirements:

- Basic knowledge of graphic design.
- Familiarity with Adobe Photoshop and Illustrator.
- A computer with the mentioned programs installed.

Embark on this transformative journey to refine your branding skills and bring your brand's visual identity to life. Enroll now to gain invaluable insights from FIBRA's expertise!

What is Domestika – Brand Design and Packaging?



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The course is led by the Peruvian studio FIBRA, known for its expertise in branding for entrepreneurs and startups. The course includes nineteen lessons covering various aspects of brand design and packaging. This course aims to provide participants with the skills and knowledge needed to create a strong visual identity for brands, particularly focusing on product packaging.

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