Domestika – Branding with Personality

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Domestika – Branding with Personality: Embark on an engaging journey to master the art of branding projects, guided by Bruno and Marcelo, half of the creative consultancy Pupila. Discover the pivotal role of defining a brand's personality before diving into its design in this comprehensive course that takes you from the initial brief to the final client presentation.

What You'll Learn in This Online Course:

- Seventeen lessons and 31 downloads.

Course Project: Investigate, conceptualize, and design a powerful, unforgettable, and unexpected brand—from crafting the brief to presenting the final product to the client.

Who Is This Online Course For:

- Ideal for students and design professionals seeking a unique approach to brand design.
- Entrepreneurs interested in delving into branding and developing brands for their projects.

Requirements and Materials:

- It is essential to have a solid understanding of basic graphic design principles.
- Proficiency in design tools like Adobe Photoshop and Illustrator.
- Particular interest in branding.

Materials Needed:

- Paper, a pencil, and a computer with the specified software.

No matter the business, product, or service you're working on, this course provides a solid foundation to tackle any branding project with creativity and expertise. Enroll now to learn a distinctive approach to designing brands and elevate your skills from start to finish!

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