

Postgraduate Diploma Branding





Postgraduate Diploma Branding

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/in/design/postgraduate-diploma/postgraduate-diploma-branding

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01

Introduction

Branding or brand development is one of the most in-demand field of work in graphic design. In this program, created specifically for professionals in this sector, you will acquire the necessary skills to work safely and competently. To this end, we offer the opportunity to acquire the skills of a specialized professional through a program that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion.



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A high-intensity educational qualification that will enable you to develop in Branding with the solvency of the best professionals in the sector”

This Postgraduate Diploma in Branding has been structured to offer an interesting, interactive and, above all, very effective process of specialization in everything related to this sector. To achieve this, a clear and continuous qualification is offered, which is also 100% compatible with other occupations.

Through an exclusive methodology, this Postgraduate Diploma will lead you to know all the ways of working in Branding that the professional needs to stay at the forefront and know the changing phenomena of this form of communication.

Therefore, this program will address the aspects that a designer needs to know in order to plan, develop and finalize a complete Branding. An educational path that will scale the student's skills to help them achieve the challenges of a top professional.

The Postgraduate Diploma in Branding is presented as a viable option for a professional who decides to work independently, but also to be part of any organization or company. An interesting avenue of professional development that will benefit from the specific knowledge that we now make available to you in this program.

This **Postgraduate Diploma in Branding** contains the most complete and up-to-date program on the market. The most important features of the program include:

- ◆ Development of a large number of case studies presented by experts
- ◆ Graphic, schematic, and highly practical contents.
- ◆ The latest developments and cutting-edge advances in this area
- ◆ Practical exercises where the self-evaluation process can be carried out to improve learning.
- ◆ Innovative and highly efficient methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments.
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



This program will allow you to enhance your skills and update your knowledge in Branding"

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All the necessary knowledge for the graphic designer in this field, compiled in a highly efficient Postgraduate Diploma which will optimize your effort with the best results”

The development of this program is focused on practicing the proposed theoretical learning Through the most effective teaching systems, proven methods imported from the most prestigious universities in the world, you will be able to acquire new knowledge in a practical way. In this way, we strive to convert your efforts into real and immediate skills.

The online system is another of the strengths of the educational program. With an interactive platform that has the advantages of the latest technological developments, we put the most interactive digital tools at your service. In this way, we offer a form of learning that is totally adaptable to your needs, so that you can perfectly combine this program with your personal or professional life.

A practical and intensive program that will give you all the tools you need to work in this field, in a specific and concrete Postgraduate Diploma.

A training program created to allow you to implement your acquired knowledge into your daily practice in an almost immediate way.



02

Objectives

The objective of this Postgraduate Diploma in Branding is to offer professionals a complete way to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best in a practice-based format that will allow you to complete the program with the necessary knowledge to perform the work with total confidence and competence.

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Our goal is simple: to help you get the most complete update in a Postgraduate Diploma fully compatible with your work and personal obligations”



General Objective

- ◆ Learn all aspects of the creation of Branding in any of the formats in which it can be developed

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An opportunity created for professionals who are looking for an intensive and effective program to take a significant step forward in the practice of their profession"





Specific Objectives

Module 1. Introduction to Color

- ◆ Understand the importance of color in the visual environment
- ◆ Acquire the ability to observe, organize, discriminate, and manage color
- ◆ Apply the psychological and semiotic foundations of color in design
- ◆ Capture, manipulate and prepare color for use in physical and virtual media
- ◆ Acquire the ability to formulate independent judgments, by means of arguments
- ◆ Know how to document, analyze and interpret documentary and literary sources with their own criteria

Module 2. Corporate Image

- ◆ Understand the basic concepts that are part of the communication policy of an organization: Its identity, its culture, how it communicates, its image, its brand, its reputation and social responsibility
- ◆ Understand which are the strategic areas that a graphic manager must manage in the communicative process of the graphic and visual identity of brands
- ◆ Knowledge of the theoretical and practical tools and strategies that facilitate the management of corporate and institutional communication in all types of organizations
- ◆ Know how to correctly select an information and communication organization method for the proper use of a brand
- ◆ Research and identify the most significant elements of the company-client, as well as their needs for the creation of communication strategies and messages
- ◆ Develop a regulated system of basic graphic standards based on visual identity/ brand elements

Module 3. Portfolio Building

- ◆ Create audiovisual narratives correctly applying usability and interactivity criteria
- ◆ Identify the figure of the designer in the labor market
- ◆ Know techniques, methods, tools and networks to promote personal work
- ◆ Understand the ethical protocol to be followed in professional practice
- ◆ Be able to identify strengths and weaknesses in oneself
- ◆ Know how to economically value one's own work

Module 4. Typography

- ◆ Know the syntactic principles of graphic language and apply its rules to clearly and accurately describe objects and ideas
- ◆ Know the origin of letters and their historical importance
- ◆ Recognize, study and coherently apply typography to graphic processes
- ◆ Know and apply the aesthetic foundations of typography
- ◆ Know how to analyze the arrangement of texts in the design object

03

Structure and Content

The structure of the contents has been designed by a team of professionals, aware of the current relevance of training in order to advance in the labor market with security and competitiveness, and to practice the profession with the excellence that only the best training allows.

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This Postgraduate Diploma in Branding contains the most complete and up-to-date program on the market”

Module 1. Introduction to Color

- 1.1. Color, Principles and Properties
 - 1.1.1. Introduction to Color
 - 1.1.2. Light and Color: Chromatic Synaesthesia
 - 1.1.3. Color Attributes
 - 1.1.4. Pigments and Dyes
- 1.2. Colors in the Chromatic Circle
 - 1.2.1. Chromatic Circle
 - 1.2.2. Cool and Warm Colors
 - 1.2.3. Primary Colors and Derivatives
 - 1.2.4. Chromatic Relations: Harmony and Contrast
- 1.3. Color Psychology
 - 1.3.1. Construction of the Meaning of a Color
 - 1.3.2. The Emotional Load
 - 1.3.3. Denotative and Connotative Value
 - 1.3.4. Emotional Marketing The Color Load
- 1.4. Color Theory
 - 1.4.1. A Scientific Theory Isaac Newton
 - 1.4.2. Goethe's Color Theory
 - 1.4.3. Joining in Goethe's Color Theory
 - 1.4.4. Color Psychology According to Eva Heller
- 1.5. Insisting on Color Classification
 - 1.5.1. The Double Cone of Guillermo Ostwald
 - 1.5.2. Albert Munsell's Solid
 - 1.5.3. The Alfredo Hicethier Cube
 - 1.5.4. The CIE Triangle (Commission Internationale de l'Eclairage)
- 1.6. The Individual Study of Colors
 - 1.6.1. White and Black
 - 1.6.2. Neutral Colors The Grayscale
 - 1.6.3. Monochrome, Duochrome, Polychrome
 - 1.6.4. Symbolic and Psychological Aspects of Colors



- 1.7. Color Models
 - 1.7.1 Subtractive Model CMYK Mode
 - 1.7.2 Additive Model RGB Mode
 - 1.7.3 HSB Model
 - 1.7.4 Pantone System The Pantone Color System
- 1.8. From Bauhaus to Murakami
 - 1.8.1 The Bauhaus and Its Artists
 - 1.8.2 Gestalt Theory in the Service of Color
 - 1.8.3 Josef Albers The Color Interaction
 - 1.8.4 Murakami, the Connotations of the Absence of Color
- 1.9. Color in the Design Project
 - 1.9.1 Pop Art. Color of Cultures
 - 1.9.2 Creativity and Color
 - 1.9.3 Contemporary Artists
 - 1.9.4 Analysis from Different Viewpoints and Perspectives
- 1.10. Color Management in the Digital Environment
 - 1.10.1 Color Spaces
 - 1.10.2 Color Profiles
 - 1.10.3 Monitor Calibration
 - 1.10.4 What We Should Consider

Module 2. Corporate Image

- 2.1. Identity
 - 2.1.1 Idea of Identity
 - 2.1.2 Why Is Identity Sought?
 - 2.1.3 Types of Identity
 - 2.1.4 Digital Identity
- 2.2. Corporate Identity
 - 2.2.1 Definition. Why Have a Corporate Identity?
 - 2.2.2 Factors Influencing Corporate Identity
 - 2.2.3 Corporate Identity Components
 - 2.2.4 Identity Communication
 - 2.2.5 Corporate Identity, Branding, Corporate Image
- 2.3. Corporate Image
 - 2.3.1 Characteristic of the Corporate Image
 - 2.3.2 What Is the Purpose of Corporate Image?
 - 2.3.3 Types of Corporate Image
 - 2.3.4 Examples:
- 2.4. Basic Identifying Signs
 - 2.4.1 The Name or Naming
 - 2.4.2 Logos
 - 2.4.3 Monograms
- 2.5. Identity Memorization Factors
 - 2.5.1 Originality
 - 2.5.2 The Symbolic Value
 - 2.5.3 Impressiveness
 - 2.5.4 Repetition

- 2.6. Methodology for the Branding Process
 - 2.6.1 Study of the Sector and Competition
 - 2.6.2 Briefing, Template
 - 2.6.3 Define Brand Strategy and Personality Values
 - 2.6.4 Target Audience
- 2.7. The Customer
 - 2.7.1 Intuit What the Customer Is Like
 - 2.7.2 Types of Customers
 - 2.7.3 The Meeting Process
 - 2.7.4 The Importance of Knowing the Customer
 - 2.7.5 Establishing the Budget
- 2.8. Corporate Identity Manual
 - 2.8.1 Construction Standards and Application of the Brand
 - 2.8.2 Corporate Typography
 - 2.8.3 Corporate Colors
 - 2.8.4 Other Graphic Elements
 - 2.8.5 Examples of Corporate Manuals
- 2.9. Identity Redesign
 - 2.9.1 Reasons to Choose an Identity Redesign
 - 2.9.2 Managing a Change in Corporate Identity
 - 2.9.3 Good Practice Visual References
 - 2.9.4 Malpractice Visual References
- 2.10. Brand Identity Project
 - 2.10.1 Presentation and Explanation of the Project. Referents
 - 2.10.2 Brainstorming Market Analysis
 - 2.10.3 Target Audience, Brand Value
 - 2.10.4 First Ideas and Sketches. Creative Techniques
 - 2.10.3 Establishment of the Project. Fonts and Colors
 - 2.10.4 Delivery and Correction of Projects

Module 3. Portfolio Building

- 3.1. The Portfolio
 - 3.1.1 The Portfolio as Your Cover Letter
 - 3.1.2 The Importance of a Good portfolio
 - 3.1.3 Orientation and Motivation
 - 3.1.4 Practical Advice
- 3.2. Characteristics and Elements
 - 3.2.1 The Physical Format
 - 3.2.2 The Digital Format
 - 3.2.3 The Use of Mockups
 - 3.2.4 Common Errors
- 3.3. Digital Platforms
 - 3.3.1 Continuous Learning Communities
 - 3.3.2 Social Networks: Twitter, Facebook, Instagram
 - 3.3.3 Professional Networks: LinkedIn, Infojobs
 - 3.3.4 Cloud Portfolios Behance
- 3.4. The Designer in the Labor Market
 - 3.4.1 Career Opportunities for a Designer
 - 3.4.2 Design Agencies
 - 3.4.3 Corporate Graphic Design
 - 3.4.4 Success Stories
- 3.5. How Do I Show Myself Professionally?
 - 3.5.1 Keeping Up to Date, in Constant Recycling
 - 3.5.2 The Curriculum Vitae and Its Importance
 - 3.5.3 Common Mistakes in a Curriculum Vitae
 - 3.5.4 How to Create a Good Curriculum Vitae?

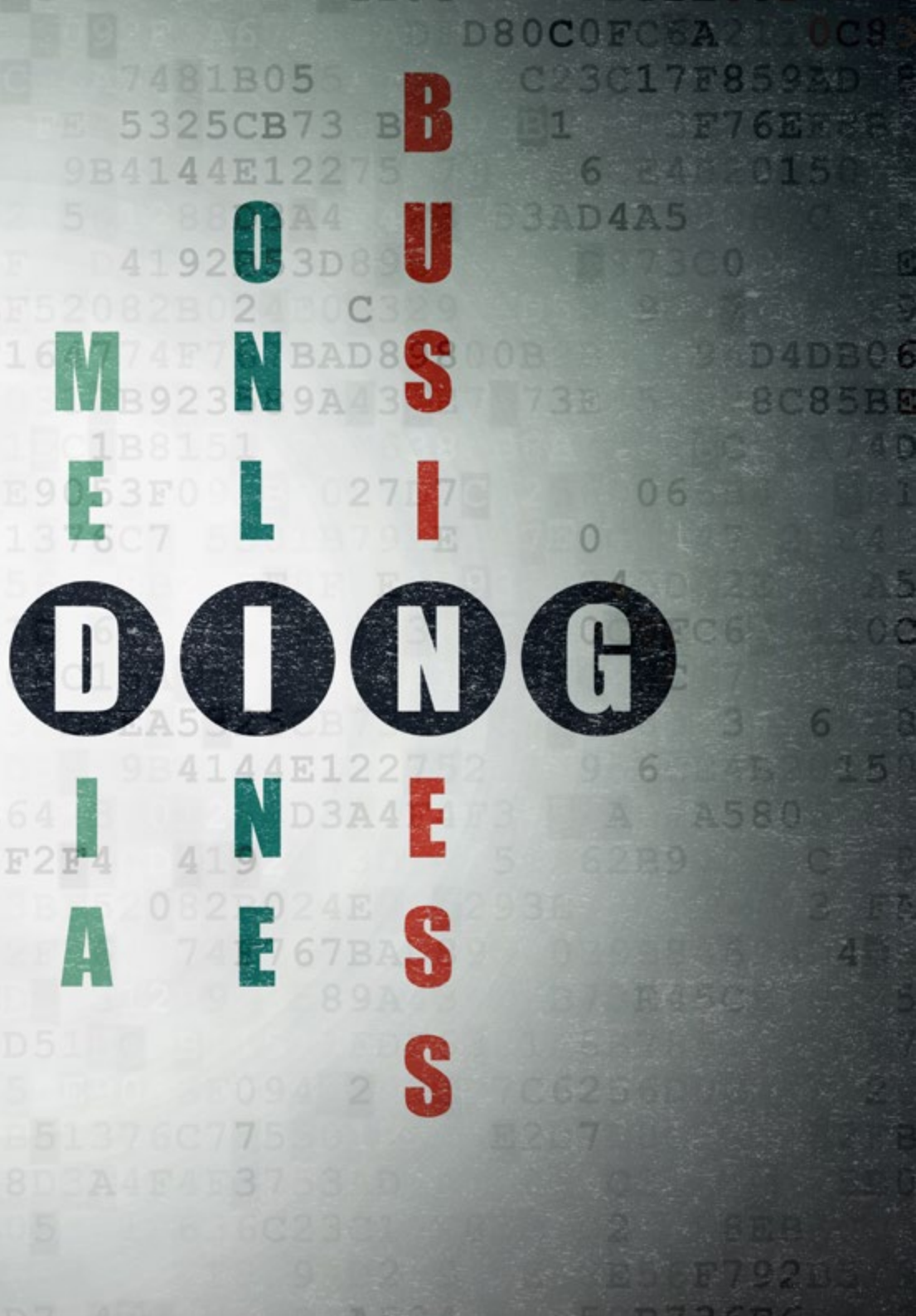
- 3.6. The New Consumers
 - 3.6.1 Perception of Value
 - 3.6.2 Defining the Target Audience
 - 3.6.3 Empathy Map
 - 3.6.4 Personal Relationships
- 3.7. My Personal Brand
 - 3.7.1 Entrepreneurship The Search for a Purpose
 - 3.7.2 Turn Your Passion into a Job
 - 3.7.3 The Ecosystem Around Your Activity
 - 3.7.4 The Canvas Model
- 3.8. Visual Identity
 - 3.8.1 Naming
 - 3.8.2 Values of a Brand
 - 3.8.3 The Major Topics
 - 3.8.4 Moodboard Use of Pinterest
 - 3.8.5 Analysis of Visual Factors
 - 3.8.6 Analysis of Temporal Factors
- 3.9. Ethics and Responsibility
 - 3.9.1 Ethical Decalogue for the Practice of Design
 - 3.9.2 Copyrights
 - 3.9.3 Design and Conscientious Objection
 - 3.9.4 The “Good” Design
- 3.10. The Price of My Work
 - 3.10.1 Do You Need Money to Live?
 - 3.10.2 Basic Accounting for Entrepreneurs
 - 3.10.3 Types of Expenses
 - 3.10.4 Your Hourly Rate Retail Price

Module 4. Typography

- 4.1. Introduction to Typography
 - 4.1.1 What Is Typography?
 - 4.1.2 The Role of Typography in Graphic Design
 - 4.1.3 Sequence, Contrast, Shape and Counter-Shape
 - 4.1.4 Relationship and Differences between Typography, Calligraphy and Lettering
- 4.2. The Multiple Origin of Writing
 - 4.2.1 Ideographic Writing
 - 4.2.2 The Phoenician Alphabet
 - 4.2.3 The Roman Alphabet
 - 4.2.4 The Carolingian Reform
 - 4.2.5 The Modern Latin Alphabet
- 4.3. The Beginnings of Typography
 - 4.3.1 The Printing Press, a New Era First Typographers
 - 4.3.2 The Industrial Revolution: Lithography
 - 4.3.3 Modernism: The Beginnings of Commercial Typography
 - 4.3.4 The Avant-Gardes
 - 4.3.5 Interwar Period
- 4.4. The Role of Design Schools in Typography
 - 4.4.1 Bauhaus
 - 4.4.2 Herbert Bayer
 - 4.4.3 Gestalt Psychology
 - 4.4.4 The Swiss School
- 4.5. Current Typography
 - 4.5.1 1960-1970, Precursors of the Uprising
 - 4.5.2 Postmodernity, Deconstructivism and Technology
 - 4.5.3 Where Is Typography Heading?
 - 4.5.4 Trend-Setting Typefaces

- 4.6. The Typographic Form I
 - 4.6.1 Letter Anatomy
 - 4.6.2 Measurements and Attributes of the Type
 - 4.6.3 Typographic Families
 - 4.6.4 High Box, Low Box and Small Caps
 - 4.6.5 Difference between Typography, Font and Typeface Family
 - 4.6.6 Fillets, Lines and Geometric Elements
- 4.7. The Typographic Form II
 - 4.7.1 The Typographic Combination
 - 4.7.2 Typographic Font Formats (PostScript-TrueType-OpenType)
 - 4.7.3 Typographic Licenses
 - 4.7.4 Who Should Buy the License, Client or Designer?
- 4.8. Typographic Correction Text Composition
 - 4.8.1 Space between Letters Tracking and Kerning
 - 4.8.2 Space between Words The Quad
 - 4.8.3 Line Spacing
 - 4.8.4 The Body of the Letter
 - 4.8.5 Text Attributes
- 4.9. Drawing the Letters
 - 4.9.1 The Creative Process
 - 4.9.2 Traditional and Digital Materials
 - 4.9.3 The Use of the Graphics Tablet and the iPad
 - 4.9.4 Digital Typography: Outlines and Bitmaps
- 4.10. Typographic Posters
 - 4.10.1 Calligraphy as a Basis for Letter Drawing
 - 4.10.2 How to Create an Impactful Typesetting?
 - 4.10.3 Visual References
 - 4.10.4 Sketching Phase
 - 4.10.5 Project





A unique, key, and decisive program to boost your professional development"

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



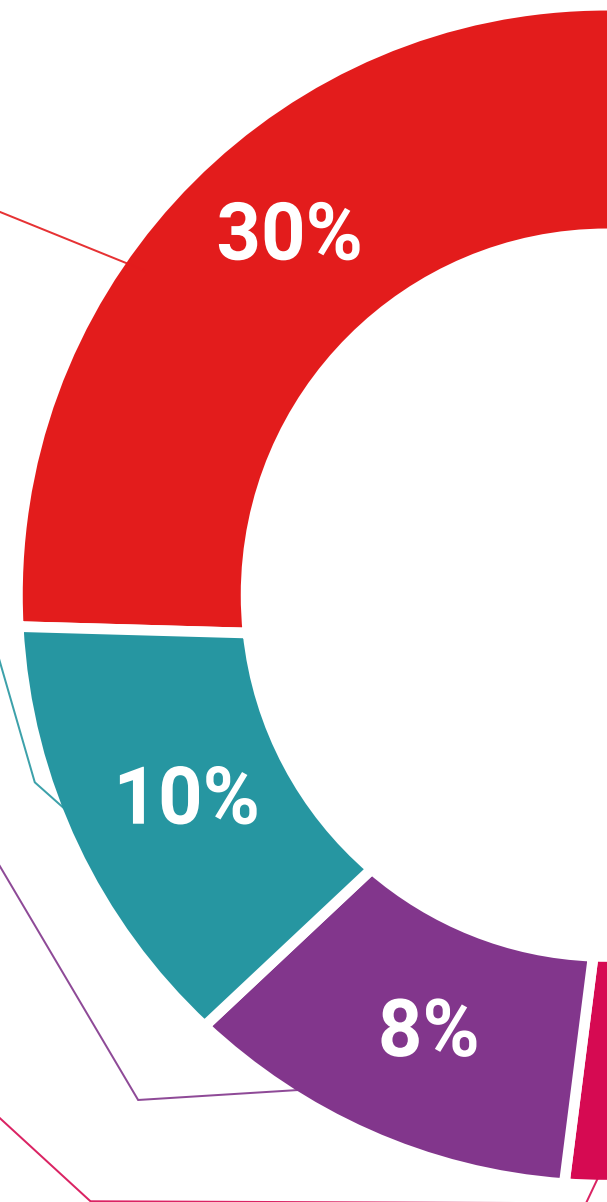
Practising Skills and Abilities

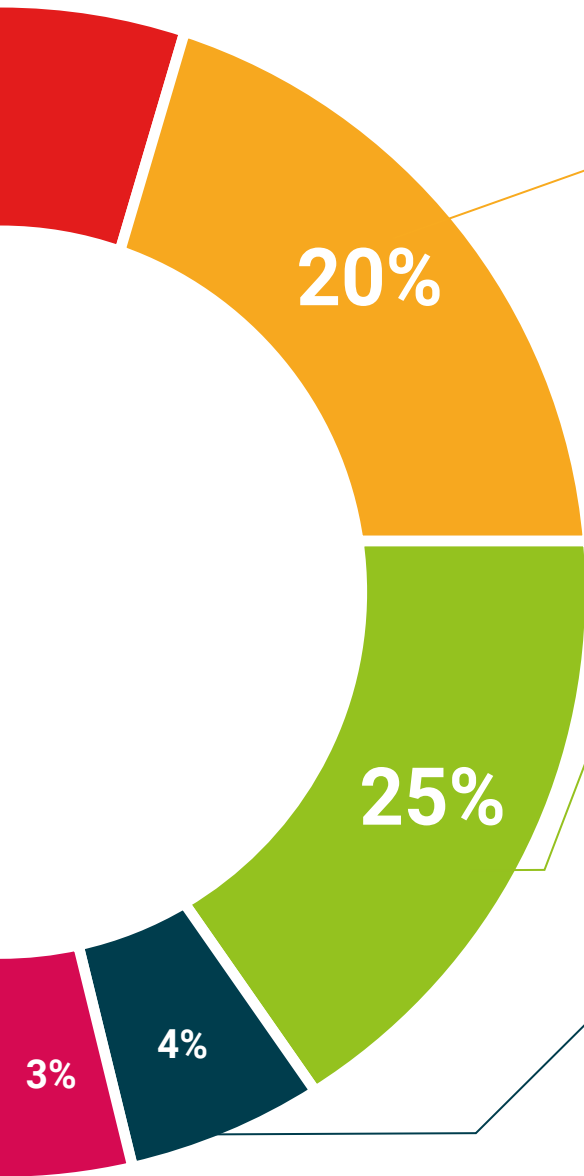
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05 Certificate

The Postgraduate Diploma in Branding guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Branding** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma**, issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Diploma**, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Branding**

Official N° of Hours: **600 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present quality

online training

development languages

virtual classroom

tech technological
university

Postgraduate Diploma Branding

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma Branding

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