BUSINESS MARKETING DESIGN CERTIFICATE

360 Hours/9 Months/Instructor-Facilitated
Course Code: **CPD174**

OVERVIEW

The online Business Marketing Design Certificate programs help students develop essential skills in branding, advertising, and promotional design that can enhance your small business or build your corporate client base. The Professional Certificate program gets you started with skills in visual design including advertising and brand identity.

Course topics in the Professional Certificate program include training in Adobe Photoshop and Adobe Illustrator, marketing and advertising, and corporate identity design. Advanced Certificate students expand on these skills with focused work in visual design concentrations of their choice. Your portfolio at the end of the program will showcase your marketing-oriented design work to potential clients and employers.

OBJECTIVES

The Business Marketing Design Professional Certificate introduces the in-demand software that a marketing designer needs to know: Adobe Photoshop and Illustrator. You will build a skill set in digital image preparation and vector illustration while applying foundation design concepts in color, typography, and identity design. Your portfolio at the end of the program will contain a wide range of identity and marketing campaign pieces.

The goal of the Marketing Design Certificate program is to impart the fundamental technical and aesthetic skills required to design marketing, advertising, and promotional materials in a business environment. In the program, you will develop the technical, creative/visual, and business skills for entry-level professional work.

- Digital Imaging
    - Your work will demonstrate entry-level professional Photoshop skills and effective decisions in selecting and editing images. You will be able to improve images for professional publication by retouching and correction, and create realistic or imaginative images by compositing or collage.
- Color
    - You will develop distinctive color palettes based on the principles of color harmony. Your work will exhibit a sophisticated use of color and contrast, the ability to research colors and make choices that are appropriate for each client and project.
- Vector Art
    - You will develop entry-level professional skills in creating vector art illustrations in Illustrator, using shape drawing and freehand drawing tools, Pen tool, type tools, and

basic effects. You will be able to create simple, stylized logos, icons, and illustrations for effective visual communication.

- Typography
    - You will be able to research and select appropriate typefaces and design typography to support the branding or communication goal of a particular client or project. You will demonstrate the ability to organize text into a clear, readable information hierarchy in page layouts while using display type for impact and expression.
- Marketing
    - You will be able to analyze basic marketing principles and strategies, and identify the three major eras of marketing, the primary categories of marketing activities, and the types of marketing pieces most commonly designed. You can analyze a target market, interpret mission and vision statements, and interpret a marketing plan.
- Logo Design
    - You will be able to use a professional, iterative design process to develop a logo design that meets client goals. You are able to apply an understanding of branding and typography to create simple, graphically appealing logo/identity designs.
- Identity Design
    - You will develop skill in researching and developing an effective concept for the visual identity of a company or organization. Your work will show a basic proficiency in creating and applying an identity in various design contexts, including business card, letterhead, ads, and storefront.
- Marketing Design
    - You will develop the ability to create effective marketing design for campaigns in different print media and interactive formats. Your work shows the ability to convey a simple, engaging visual message that helps a business client fulfill a specific marketing goal, and you are able to write about and present your work to clients professionally.

OUTLINE

Level 1
    Photoshop Basics
    Color Theory
    Illustrator Basics
    Fundamentals of Typography
Level 2
    Intro to Marketing
    Fundamentals of Logo Design
    Branding and Identity
    Marketing Design

This program consists of eight required modules. Module descriptions are as follows:

Photoshop Basics
- Adobe Photoshop is the premiere image manipulation tool for print design, Web design, and photography. It's a must-know if you're planning to work with photos or design projects at any level.
- This six-lesson course starts you off with the basics of the Photoshop interface and quickly gets you working on hands-on projects based on real-world design scenarios. You'll learn to choose and use the best techniques for common Photoshop jobs including selecting and

isolating objects, creating image composites, masking and vignetting images, setting typography, and improving images with retouching and effects.
- You can learn to tame this creative powerhouse of a program. Working with course developer Andrew Shalat's stunning images and your own photos, you'll discover how to create sophisticated graphics with surprisingly simple techniques and an efficient imaging workflow. Master the technical fundamentals to unleash your creativity as an artist or designer.

Color Theory
- Color is probably the most relative medium in art. Each color has a specific property, whether it's the particular wavelength in optical perception, the molecular construction of pigments or an RGB value for a monitor. Though each of those properties may be fixed, the expression and perception of a color may change within different contexts.
- Understanding color requires that you understand its systems, interaction—even a bit of physics and psychology! This course deals with the abstract language of color. We'll discuss basic color principles, terminology, and applications, with an emphasis on manipulating color. This course also deals with practical application of color, from applying color legibly to typography to using color effectively on-screen.

Illustrator Basics
- Adobe Illustrator is a powerful and versatile tool for creating illustrations, logos, and graphics for print and the Web. By tapping the power of vector software, you can produce detailed and scalable art for almost any application.
- In this 6-lesson course, you'll build a solid foundation in Adobe Illustrator, learning from a master teacher. You'll start with a tour of important menus, tools, and panels, then explore selection tools, drawing tools, layers, the Pen tool (a lesson unto itself) as well as transformations/distortions, type tools, and modifying paths and shapes.
- Hands-on class projects will include a robot, a CD cover, photo tracing, a postcard, a bus ad, and a visual identity. You'll be surprised how quickly you begin to master this challenging but rewarding software application.

Fundamentals of Typography
- Typography is what sets designers apart from other artists. In visual communication, typography must be integrated (every last loop, bowl, and descender) into a total design.
- In this 3-lesson course, you'll explore the anatomy of the letterform. Through interactive lectures and hands-on exercises, you'll learn how to classify typefaces and use them creatively.
- Understanding the fundamentals of typography will give your work power, eloquence, and beauty.

Intro to Marketing
- Tired of walking the walk, without talking the talk?
- Understanding marketing can add a whole new dimension to your design services. Sure, talent is important. But today's business clients are looking for designers who can apply their creative talents in ways that enhance strategic business goals.
- This is a three-lesson introductory course for designers who want to understand basic marketing principles and strategies. In each lesson, you'll learn tried-and-true marketing concepts and explore how they affect the design process. You'll gain a solid grasp of the marketing process, understand key terms and concepts that every marketer uses, and pick up smart questions to ask in client meetings.

- Roll up your sleeves-you'll gain principles and approaches for solving your customers' problems profitably.

Fundamentals of Logo Design
- Logos are the front line—the identity of a company. They are ubiquitous, and they are vital. But how many of us understand the philosophy and process behind designing a logo?
- In this logo design online course, learn the importance of corporate identity, and how to design logos that will strengthen the visual image of your own or your client's company.
- This course explores the development of logos through a series of case studies and real-life design tips. Each exercise combines a written, conceptual component with hands-on opportunities for creating an effective logo. This course is for anyone interested in pursuing a career in visual identity, from a design or a marketing perspective.

Branding and Identity
- Did you ever wonder how giant corporations such as CBS, BMW, and Sony establish their corporate images? And how important these company images are in promoting their respective franchises? You'll discover the answers in this course.
- Explore through case studies the essential skills required to design logos, marketing materials, and advertising programs to establish and promote a corporate identity.
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Marketing Design
- Marketing-focused designers have a daunting job to do: communicate with visuals and text in a way that entices consumers. Large corporations, small businesses, and non-profits alike require effective marketing design to promote their products and services.
- Over six lessons, you'll make design decisions through research, writing, and planning techniques that set marketing designers (and their clients) apart from the competition. Each course lecture features real-life case studies from course author Paul Halupka's professional experience as well as the industry's best practices for concept development, branding extensions, image-building, presentation, and even non-traditional marketing.
- Projects include developing visual design solutions for large and small businesses, designing high-quality print materials, creating design plans and collateral for non-profits, and presenting a complete campaign to a client. You'll combine concept, research, planning, presentation, and visual design to build your marketing portfolio.

COMPUTER REQUIREMENTS

- A Windows-based or Macintosh computer that meets manufacturers' requirements for required software in the program.
- Access to the Internet
- Adobe Photoshop CS6 or CC
- Adobe Illustrator CS6 or CC

Outlines are subject to change.
For more information, visit our Web site at: **www.excelsior.edu/CPD**,
email **CPD@excelsior.edu**, or call: **888-647-2388 ext 11-8211**

- Program Concentrations may involve additional requirements.

* SOFTWARE IS NOT INCLUDED IN THE COST OF THE PROGRAM. *

INSTRUCTOR BIOS

Students will receive critique and feedback from a faculty of art and design professionals. Instructors for this program include:

Kristen Becker is both an educator and a graphic & business designer specializing in e-commerce. She has developed and marketed a niche e-commerce boutique featured in Real Simple, Better Homes & Gardens, and In Style magazines. With over 12 years of experience as an award winning educator, she has developed curriculum and taught courses in graphic design, multimedia, and e-commerce/marketing. Kristen has a Master's degree in Digital Arts From Maryland Institute College of Art.

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For more information, visit our Web site at: **www.excelsior.edu/CPD**,
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