

Visual Design & Branding Program

Duration: 3 Months (12 Weeks)

Mode: Physical & Virtual



Summary

Learn how to design logos, brand identities, and social media visuals that stand out — using Photoshop, Illustrator, and real-world creative briefs.

Course Overview

The **Cirvee Visual Design & Branding Program** is built for creatives who want to transform their passion for visuals into professional design careers. In just 12 weeks, you'll learn how to design everything a brand needs — from logos and posters to packaging and brand manuals.

You'll master **Adobe Photoshop and Illustrator**, learn key design principles, and practice through projects inspired by real Nigerian brands. Each week builds your confidence through hands-on work — creating campaigns, rebrands, and mockups that mirror agency standards.

You'll also learn how to present your work professionally, build a solid portfolio, and price your services confidently. By the end of the course, you'll have a complete brand identity package and Behance-ready projects that show the world your creative power.

Modules Overview

01. Introduction to Visual Design

Explore what design really means, set up your tools, and create your first creative poster.

02. Design Principles & Elements

Learn color theory, typography, contrast, and layout fundamentals.

03. Photoshop Fundamentals

Understand layers, masks, and photo editing for professional visuals.

04. Creative Composition & Manipulation

Design attention-grabbing campaign posters using creative blending techniques.

05. Illustrator Fundamentals

Create and refine logos, icons, and vector illustrations

06. Branding Foundations

Discover brand identity, moodboards, and how color shapes perception.

07. Logo Design & Identity System

Design and refine a professional logo and complete identity system.

08. Business Branding Assets & Packaging

Create print-ready business cards, stationery, and packaging mockups.

09. Social Media & Campaign Design

Design engaging social media ads and carousels for brand storytelling.

10. Brand Guidelines & Presentation

Develop a full brand guideline PDF for professional client delivery.

11. Portfolio & Client Readiness

Build a Behance portfolio, craft mock projects, and learn pricing strategies.

12. Final Project & Showcase

Present your complete brand package to a panel and receive peer feedback.

Career Opportunities

After this program, you can work as a:

Visual Designer

Brand Identity Designer

Graphic Designer

Creative Director
(Junior Level)

Packaging Designer

Freelance
Branding Specialist



Stay Cirvee Tip

"Your designs aren't just pictures — they're stories brands tell the world."

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