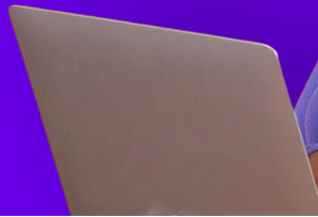




Visual Design & Branding Program



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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