

# BRANDING BASICS

Course code- DUDIC05B2



## • WHEN

May 31 - June 1, 2021

June 15 - June 16, 2021

## • WHO

UG/PG students, Innovators  
and Startup Promoters

## • DURATION

2 Days

## • HOW TO APPLY

Online. Visit [www.dudic.io](http://www.dudic.io)

## • LEARNING OUTCOME

Participants shall acquire an understanding of design principles by realizing what brand is and the key things you'll need to get your business started.

You'll be issued completion e-certificate with grade by Design Innovation Centre, University of Delhi.

This is a short online training in blended learning format: online interactive classes through online VC apps, assignments, case studies, project work, evaluation.

## COURSE CONTENT

### Design Principles

Cracking the code to great design with a solid foundation.

### Introduction to Branding

What is a "brand" ? | What is branding? | How to build a brand.

### Branding Elements Part: 1

Figure out your place in the market | Brand's focus and Personality | Choose a business name | Write a slogan | Design your logo

### Branding Elements Part: 2

Creating a logo mark | adding typography | presentation

### Color Theory and psychology

Using Color Wheel | Color Harmonies | Psychology of colors | Choosing Color for a brand

### Stationary Design and Mockups

Learn how to present your work.



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Design Innovation Centre  
University of Delhi