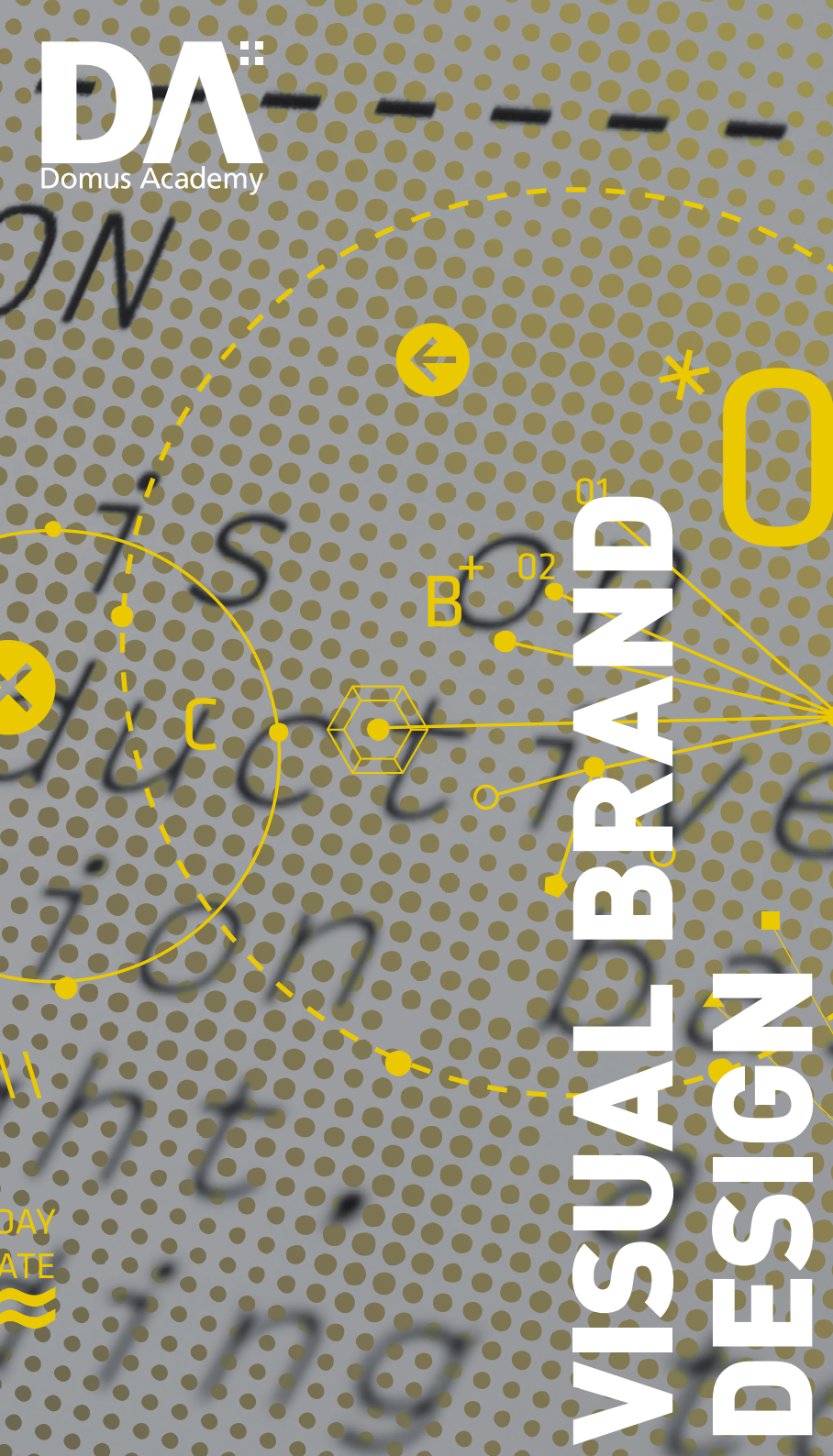



**VISUAL BRAND  
DESIGN**

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The Master in Visual Brand Design is a unique opportunity to acquire hands-on competencies and in-depth knowledge on how to design the identity of a company and/or organization, by integrating graphic design skills with strategic thinking. The concept of branding is moving away from the traditional idea of creating an “image” to represent the name and the values of a company, by exploring a broader view, that incorporates several disciplines, from visual design to sound design, from storytelling to consumers’ psychology and marketing techniques.

## → THE STRUCTURE

The program will be carried out through workshops giving insights and first-hands experiences on themes such as the Value of Brand, Multimedia Brand Design, Metaproject for Brand Development, Infodesign and Magazine Design, Urban Branding, Storytelling as a Branding Tool. Short hands-on workshops on techniques such as traditional print and calligraphy will be held to increase the technical knowledge of the participants. The workshops will be held in cooperation with companies/organizations operating within the creative industry, from design to fashion.

## → THE AUDIENCE

The program is targeted at University graduates in Visual and Graphic Design, Design, Communication, Marketing, Humanities and to professionals in the same fields willing to acquire strategic skills to refine their branding knowledge.

## → THE FUTURE

The program is aimed at giving the participants the skills to become a visual brand designer with a complex and rich approach, or a brand manager capable of orienting the company needs towards an innovative direction, working as freelancers or inside medium/big sized companies in the fields of Fashion, Design, Events and Expos Management, Digital Media and Services, or in Public Administrations.

## LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

## DURATION

12 months

## INFORMATION

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