



brands of desire

BRAND MANAGEMENT COURSE FOR DESIGNERS

Course Prospectus

“BRANDING IS EASY TO UNDERSTAND
BUT DIFFICULT TO EXPLAIN”

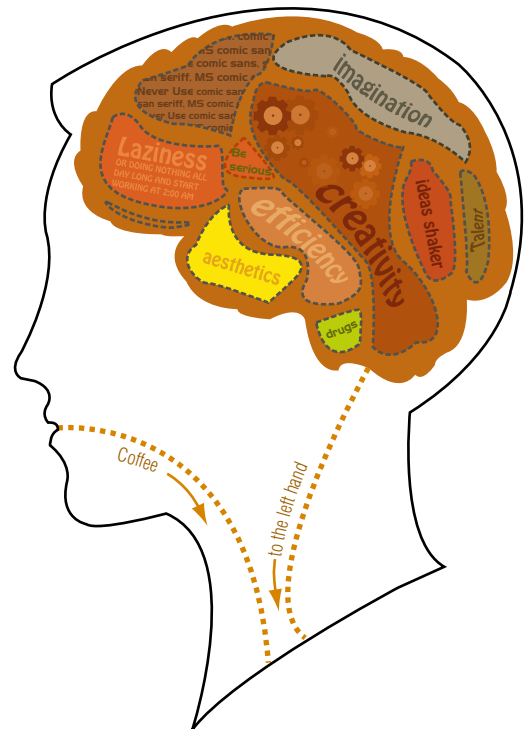
CAN YOUR DESIGN
EXPLAIN A
BRAND?

Brands of Desire announces India's first
Brand Management Course for Designers.

Who should be interested in this?

Design students & professionals seeking careers in -

1. Advertising & Media Industry
2. Brand Consulting & Design Companies
3. Fashion Industry
4. Marketing Communication Function in Corporates
5. Freelancing



Brand Training Series:

BRAND MANAGEMENT FOR DESIGNERS

Duration: 3 Calendar Months

Timings: 6 pm to 8 pm (2 days a week)

Venue: Hotel "The Lalit - Intercontinental", Cannaught Place New Delhi

Selection Criteria: Personal interview and Design Portfolio (if available)

Batch Strength: 10 students

1st Batch Launch Date: 23rd October'09

2nd Batch Launch Date: 4th November'09

Fee: Rs. 30,000 per student

To register: Call +91 98735 70277 or email info@brandsofdesire.com

www.brandsofdesire.com www.twitter.com/brandsofdesire



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About Brands of Desire

Brands of Desire (BOD) is a strategic brand consulting and design company based in New Delhi, India. Apart from New Delhi, Brands of Desire has offices in USA, Germany and UAE.

Our team comprises of graphic designers, market research professionals and branding consultants who carry out seamless execution and implementation of end to end branding solutions. The BOD team comprises of alumni from premier educational institutes in India - IIM, IIT, NSIT, NIFT, NIT & TIT&S Bhiwani. They have cumulative experience working in design firms, brands, market research, brand activation & promotion, strategy and sales functions for reputed multinational like SAP, Wal-Mart, ITC, Tata Motors, Arvind Mills, Future group and Citibank.

Apart from serving the branding needs of the industry, Brands of Desire also focuses on building a thought leadership pool for the branding industry. In this endeavor, BOD undertakes several application oriented and industry relevant training programmes in Brand Creation & Brand Management for Corporates, students and professionals.

As a step forward in that direction, Brands of Desire announces India's first "Brand Management Course for Designers (BMCD)".

Program Objectives

1. Introduction to the branding industry - To introduce designers to brand management from an industrial perspective and prepare them to understand the several aspects of branding covering brand creation, brand management and brand promotion
2. Learning - To equip the designers with the right set of skills, knowledge and aptitude to handle brand related activities in a structured and methodological way
3. Trends & Best Practices – To introduce participants to the latest trends & best practices in brand management helping them align their skills sets with the industry requirements
4. Career Assessment - To help designers assess the several career opportunities in the branding industry across the different aspects of branding. An important part of the program will be an ongoing assessment of the designer's skills and abilities to help her/him form a structured approach to her/his design career
5. Get Started – To assist designers get started in the application of their newly learned skill sets by facilitating internship and employment opportunities at Brands of Desire (subject to satisfactory performance during the program)

Program Contents

1. Brand Strategy
 - a. Brand Assessment
 - b. Brand Research
 - c. Brand Naming
 - d. Brand Architecture
 - e. Brand Positioning

2. Brand Identity
 - a. Logo Design
 - b. Typography
 - c. Imagery
 - d. Color Palettes
 - e. Brand Identity Manual

3. Brand Collateral
 - a. Business Stationary
 - b. Signages
 - c. Websites
 - d. Banners
 - e. Brochures
 - f. Multimedia
 - g. Presentations
 - h. Case Studies
 - i. Whitepapers
 - j. Press Releases
 - k. Proposals
 - l. Product Demos
 - m. Manuals
 - n. Merchandise
 - o. Packaging

Participants Profile

Design students and professionals seeking careers in

1. Advertising & Media Industry
2. Brand Consulting & Design Companies
3. Design Agencies
4. Fashion Industry
5. Marketing Communication Function in Corporates
6. Freelancing

Training Methodology

The training will be a mixture of theory and application based assignments which will cover live projects as well

1. BOD authored courseware - written in user friendly language
2. Rich mix of activities
3. Strong application orientation
4. Lots of case studies and real life examples
5. References to media ads and how to interpret them
6. Many sessions will be conducted in workshop mode ("How can I apply this to work")
7. Strong conceptual foundation
8. Professional and experienced faculty working on real time and live client projects

Course Duration

The Brand Management Course for Designers (BMCD) is for a duration of 48 hours, conveniently spaced over 3 months. The program is offered in convenient weekend schedules, with 2 sessions per week.

The program is scheduled to start on 23rd Oct'09.

Faculty Profile

The faculty for the program is full time employees of Brands of Desire in senior roles in brand strategy and design, with formal education from leading Indian educational institutes (IIM, NSIT, NIT and NIFT) and rich experience working with prestigious companies like Citigroup, Wal-Mart, ITC, Future Group, Bata.

Enrollment Process

- Step 1 : Contact BOD.
- Step 2 : Get to Know the Program details
- Step 3 : Pay the Program Fees for Registration
- Step 4 : Get to know the Batch & Course Schedule

Contact BOD at:

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Certification & Benefits

1. Brands of Desire shall be awarding the designers with a Certificate of Participation (on successful completion of the program)
2. In addition, letters of recommendation will be issued to designers who display exemplary performance during the course
3. Course participants will be offered a life time membership to the BMCD online community portal, which will not only allow members to communicate, network and share resources and opportunities in the design industry but will also allow them access to copyrighted resources and course materials. The members of the portal will be eligible for all course updates by email on a continual basis.
4. BOD will assist designers to get started in the application of their newly learned skill sets by facilitating internship and employment opportunities at Brands of Desire (subject to satisfactory performance during the program)

Course Fee

The course fee is inclusive of all course material, venue expenses, stationary, faculty support during and after the course, membership of the BMCD online community portal, future course updates.

The total fees for the course inclusive of all expenses as mentioned above (excluding service tax) is INR 30,000 for the whole duration of the course. This is a one time payment payable by 12th Oct'09 by cash or cheque/draft payable to "Conoron Creations Private Limited".

Contact Information

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