



SOCIAL MEDIA BRANDING AND DESIGN (6 SESSIONS X 3 HOURS)

This course teaches creative skills required for the purpose of designing brands that stand out and connect with the right audience on popular social media platforms. Learners will be introduced to the elements of branding, design principles and techniques, colour theory, and basic copywriting and marketing tips for social media. This course is recommended for entrepreneurs, business owners, freelancers and self-employed individuals who want to have an online presence in promoting their product, business, cause or message.

Course Content

- Elements of branding
- Branding strategies
- Design principles
- Visual design, colour theory and typography
- Photo-taking with mobile phone
- Correcting and enhancing digital photographs and images
- Design techniques using open source online software and free apps
- Compositing
- Copywriting

Certification:

Learners will be presented with a Certificate of Participation upon attaining a minimal 70% attendance rate.

Registration:

Register in person at the CLE office or via email.

(For registration via email, fill in the Application form and email it to us at lifelongeducation@nafa.edu.sg)

Courses are strictly on a first-come, first-served basis, as seats are limited.

Office:

Centre for Lifelong Education

Nanyang Academy of Fine Arts
NAFA Campus 1, Tower Block, Level 9
(above Bencoolen MRT)
80 Bencoolen Street
Singapore 189655

Enquires:

Tel: 6512 1388

Operating Hours:

Monday – Friday (9.30am – 5.00pm)
Closed on Public Holidays