

# UK Shared Prosperity Fund: Level 4 Design & Branding



Course Level: Level 4

Campus: Stafford

Subject Type: Creative Arts, Film & Media

## Course Overview:

An introduction to design principles, branding and user experience (UX), this course will help you to create more consistent, striking and effective and communicative products to engage your customer base on social media and the web.

## What's Covered:

This Level 4 short course will develop the principles of the following subject areas:

- Graphic Design
- Logo design
- Enhance brand identity
- Branding via social media applications

This 10 week evening course is aimed at adult creatives already working in this sector, who are looking to increase their knowledge in skill in building content for social media channels. This course would also suit people who work in this field already and want to upskill.

## Entry Requirements:

There are no formal entry requirements.

## Assessment Information:

There are no formal assessments however you will be given specialist 1- feedback and guidance throughout the programme.

## Fees and Financial Support:

This course is FREE to adult learners aged 19+ already working in this sector.

## Progression:

You may wish to apply to our HNC in Digital Content Creation at Stafford, a course designed to help creatives develop the skill sets needed to develop exciting digital content and take up roles or work freelance in the UK's evolving creative industries.

## What else do I need to know?

This course is funded by the UK Government through the UK Shared Prosperity Fund.

## How do I find out more?

Contact Robb Agostinelli: [robb.agostinelli@nscg.ac.uk](mailto:robb.agostinelli@nscg.ac.uk)

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