

Beyond the Logo



CreativeMercenary

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Introduction

PRODUCTIFY IS A SERIES OF introductory/intermediate level design courses aimed at bringing young passionate creative individuals up to speed with the core skills and competencies they need to succeed and shine as designers within Nigeria's unique creative market.

The courses look specifically at the creative landscape in Nigeria and try to address its unique problems while preparing the young designer both technically and emotionally for the freelance industry and creative/advertising agency work.

"Beyond the Logo" as the first course in the series focuses on the logo as a staple of the graphic design industry. It addresses the theoretical and technical issues that are lacking in the work of many Nigerian designers, while also preparing you for the wild wild west that is called freelancing by giving you practical tips for dealing with clients and getting adequate payment for all your efforts.

At the end of this course, you would be leaving with several products that would assist in getting you started in the real world.

About the Classes

If you have ever delivered a logo to a client, only to discover after several months, that there's another logo in a similar product category that looked unpleasantly similar, then you would appreciate the value of preparation. Preparation ensures that we get the best out of the logo design process, saving us time expenses and disappointment in the long run. Overlook it at your own peril.

Class Summary

In these classes you would learn what a moodboard is, the how and why to creating moodboards, including nifty tips, tricks and tools of trade to get you started-off on the right foot.

These classes cover the three key aspects of preparation: Research, Rumination and Reflection.

The Product

At the end of this class the student would have produced a series of well classified moodboards that he can build upon and refer to for inspiration in future design projects.

About the Classes

You need to know how and where to begin, when designing a logo to guarantee efficiency. You must also know how to keep your clients abreast of your progress as you work, so that you don't have to go back to the drawing board everytime they review your work. These classes take you through the ins and outs of the actual logo production process.

Class Summary

In these classes you would learn the ins and outs of actually designing a logo. You would learn about the elements and principle of design and how to apply them to any kind of logo or mascot design. You would learn basic color theory and how to combine colors on the color wheel to communicate clear ideas. You would learn the technicalities of using color libraries and how they affect printing and reproduction of your logos on various media (paper, pastic, apparel etc).

The Product

At the end of these classes, you would have created a number of professional looking logos and mascots for fictitious brands that you can use to beef up your portfolio and get better clients.

About the Classes

Presentation can be the difference between wowing your clients and having them cluck about you to all their friends (Meaning more clients) and having them barely accept your work. But presentation goes beyond your current clientele, the internet opens us up to an international market and how we present our work would determine whether we have access to that market or not.

Class Summary

In these classes you would learn how and why you must present your work professionally. You would also see how taking the right steps in production can boost the effectiveness of your presentation. The class takes you through the key places where your work must be and teaches you how to be discovered by more clients. It also shows you how to go beyond the soft copy logo file and create an array of finished products to deliver to your clients. Delivering finished physical products increases the value of your work and consequently enables you charge more for it. The course also includes a

production field trip that introduces you to the world of printing.

The Product

At the end of these classes, you would have created various online profiles and updated them with your professionally presented work. You would also have a physical sample of the end product that you would be delivering to clients henceforth. You can use this sample in future as a bargaining chip when discussing pricing with your clients.

About the Classes

No matter how much you love designing, in the long run you can only continue doing it and improving at it if you get paid well for it. This is a practical class that addresses the challenges designers face when setting prices for their work.

Class Summary

In these classes you would learn how to create a pricing structure for your work, and how to relate this pricing to your clients when the need arises. The class teaches you the power of negotiating and how to get the upper hand even when you do not have the natural skill for it. Finally you would learn to create a professional looking Branded invoice to send to your clients. As part of this class we would also tackle two important yet often overlooked aspect of the logo design process: The brief and the contract sheet. These two documents do more than anything else the differentiate you from the crowd and to protect you from getting burned.

The Product

At the end of these classes, you would have created an Invoicing template to use for billing your clients. You would also have a basic branded contract sheet and a Brief generation template.

Application

Benefits of the Course

At the end of the Beyond the logo course, You should have the necessary tools you needs to start a successful freelance career or at least the foundational skillset you need to build a killer portfolio to get full time agency work.

The Productify Series

Beyond the Logo is a part of a series of Productify courses. The productify Series is made up of three core courses:

1. Beyond the Logo
2. Power of Print
3. Wild Wild Web

Fees & Dates

| Course | Date | Fees |
|-----------------|------------------------|---------|
| Beyond the Logo | Oct 3rd - Nov 21st | N25,000 |
| Power of Print | Oct 31st - Nov 21st | N45,000 |
| Wild Wild Web | Oct 4th - Nov 22nd | N45,000 |

To enable effective one on one communication, classes are limited to 10 students per course. Although Laptops are available for a limited number of students on a first come first serve basis, students are advised to come along with their personal laptops. If you would be needing a laptop to work with during the courses, please indicate in the appropriate field on your application form.

You can apply for Beyond the Logo or any of the three courses at www.buchanora.com/productify. Or apply for all three and get a 20% discount.

[APPLY NOW](#)

Hope to See You There!!

Schedule

| Topics | Dates | Time |
|---|---|--------------------------------------|
| <ul style="list-style-type: none"> • Planning the Path • Muses & Moodboards | Saturday Oct 3rd | 9AM - 2PM |
| <ul style="list-style-type: none"> • Conceptualization • Sketching, Scamping & Scaffolding • Principles of Curves & Constructs | Saturday Oct 10th Sunday Oct 11th Saturday Oct 17th | 9AM - 11AM 2PM - 5PM 9AM - 2PM |
| <ul style="list-style-type: none"> • Concepts in Color • Color Communication • Cataloging Colors | Sunday Oct 18th | 2PM - 5PM |

| Topics | Dates | Time |
|--|--|-------------------------------------|
| <ul style="list-style-type: none"> • Logo Practice • Abstract Marks • Word Marks • Pictorial Marks • Characters & Mascots | Saturday Oct 24th Saturday Oct 31st | 9AM - 2PM 9AM - 2PM |
| <ul style="list-style-type: none"> • Presentation Preps • Promoting Portfolios • Productying Logos | Sunday Nov 8th Sunday Nov 14th Saturday Nov 21st | 2PM - 5PM 2PM - 5PM 9AM - 5PM |
| <ul style="list-style-type: none"> • Instant Invoices • Badass Briefs • Going Legal | Sunday Nov 8th Saturday Nov | |



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