

# NOTES ON CREATIVES / MEDIA MARKETING AND GRAPHIC DESIGN

## ■ Module 1: Introduction to Media Marketing

### 1. What is Media Marketing?

Media marketing is the use of various media platforms (digital and traditional) to promote products, services, or brands to a targeted audience.

#### Key Components:

- **Media:** Channels used to communicate (TV, radio, social media, etc.)
- **Marketing:** Activities aimed at promoting and selling products/services

#### Definition:

"Media marketing involves planning, creating, distributing, and analyzing content and advertisements through different media channels to attract and retain customers."

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### 2. Importance of Media Marketing

- Increases brand awareness (Improves Brand's Visibility)
  - Drives sales and revenue (Increases sales/Revenue)
  - Builds customer loyalty (customers trust in the brand)
  - Enables real-time customer engagement (commenting on ads/posts)
  - Allows for targeted marketing (easily sell to group of people)
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### 3. Types of Media in Marketing

#### A. Paid Media

- Ads on social media, search engines, TV, Print Media
- Sponsored content, influencer partnerships

#### B. Owned Media

- Company website
- Blogs, email newsletters

- Social media pages

### C. Earned Media

- Press coverage
  - Word-of-mouth
  - Reviews, shares, mentions
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## 4. Evolution of Media Marketing

- **Traditional Media Era:** Print, radio, television
  - **Digital Era:** Websites, emails, SEO
  - **Social Media Era:** Facebook, Instagram, TikTok, YouTube
  - **Data-Driven Era:** Targeted ads, analytics, AI-driven personalization
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## 5. Media Marketing Channels

Channel	Description	Example
Social media	Engages users through content sharing	Instagram campaigns
Search Engines	Uses SEO and PPC to drive traffic	Google Ads
Email	Sends targeted messages to subscribers	Newsletters
Content Marketing	Blogs, videos, infographics	Product tutorials
Traditional Media	TV, radio, newspapers	TV commercials

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## 6. Target Audience and Segmentation

- Understanding **who** your customers are
- **Demographics:** age, gender, income
- **Psychographics:** values, interests, lifestyle
- **Behavioural:** usage, brand loyalty

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## 7. The 4Ps of Media Marketing (Marketing Mix)

- **Product** – What is being offered?
- **Price** – What is the value exchange?
- **Place** – Where is it distributed?
- **Promotion** – How is it communicated?

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## 8. Media Marketing Strategies

- Integrated Marketing Communication (IMC)
- Omnichannel strategies
- Storytelling and emotional branding
- Content creation and influencer partnerships

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## 9. Key Metrics in Media Marketing

- **Impressions** - (Mode and style of product presentation)
- **Click-through rate (CTR)** (How many clicks made on your ads)
- **Conversion rate** (How many sales made)
- **Engagement rate** (eg: How many really visited and engaged with the product advertised)
- **Return on investment (ROI)** (How much returns made)

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## 10. Challenges in Media Marketing

- Information overload
- Ad fatigue
- Privacy concerns and data regulations
- Keeping up with changing platforms

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## 11. Case Study Examples (Optional for Discussion)

- Coca-Cola’s “Share a Coke” Campaign
  - Nike’s Social Media Storytelling
  - Spotify Wrapped
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### Summary

Media marketing is a crucial part of modern business strategy, combining creative messaging with data-driven decision-making across multiple platforms.

Understanding the fundamentals helps build **effective campaigns** that connect with the right audience, at the right time, through the right channel.

## ■ Module 2: Branding for Creatives

### Module Objective:

To equip creatives with the knowledge and tools to build a compelling personal or business brand that communicates their identity, values, and unique creative voice to the right audience.

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### Lesson 1: Introduction to Branding for Creatives

- **Topics Covered:**
  - What is branding (beyond just a logo)?
  - The difference between personal branding and business branding.
  - Why branding matters for creatives.
  - Case studies of successful creative brands.
- **Activities:**
  - **Self-assessment:** “What do I want to be known for?”
  - **Group discussion:** Examples of favourite creative brands.

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## Lesson 2: Defining Your Brand Identity

- **Topics Covered:**
  - Core values and mission.
  - Defining your “why”
  - Identifying your niche and target audience.
  - Brand personality and tone of voice.
- **Activities:**
  - Create a Brand Identity Worksheet (vision, values, audience, tone).
  - Persona mapping for ideal audience.

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## Lesson 3: Visual Branding Essentials

- **Topics Covered:**
  - Key visual elements: logo, color palette, typography, imagery
  - Mood boards and inspiration sourcing
  - Consistency in visual storytelling
- **Activities:**
  - Create a mood board (physical or digital)
  - Choose a visual direction aligned with your brand identity

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## Lesson 4: Crafting Your Brand Story

- **Topics Covered:**
  - Elements of a compelling brand story
  - How to write your origin story
  - Using storytelling across platforms
- **Activities:**
  - Write your brand story in 200–300 words

- Share in small groups for feedback
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## **Lesson 5: Communicating Your Brand Online**

- **Topics Covered:**

- Social media branding (bios, visuals, content tone)
- Website essentials for creatives
- Portfolios and digital presence

- **Activities:**

- Social media audit + brand alignment checklist
  - Plan your website/portfolio structure
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## **Lesson 6: Maintaining and Evolving Your Brand**

- **Topics Covered:**

- Staying consistent vs. evolving
- Managing public perception
- Rebranding: When and how?
- Collaborations and brand partnerships

- **Activities:**

- Create a 3-month brand action plan
  - Identify 1 collaboration idea aligned with your brand
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## **Bonus Resources:**

- Branding toolkit (templates, worksheets, checklist)
  - Recommended tools (Canva, Adobe Express, Notion, etc.)
  - Branding inspiration list (creators, brands, books)
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## Final Project:

### Build Your Brand Kit

- Includes:
  - Brand mission & values
  - Audience profile
  - Visual mood board
  - Brand story
  - Digital branding plan (socials + web)

## ■ Module 3: Audience & Market Research:

### Module Objective:

Equip learners with the skills to identify, analyse, and understand their target audience and market to inform strategic decisions in marketing, content creation, and product development.

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### Week 1: Introduction to Audience & Market Research

- **Topics:**
    - What is market research?
    - Importance of audience analysis
    - Difference between audience vs. market
    - Quantitative vs. qualitative research methods
  - **Activities:**
    - Case study: How audience insights shaped a campaign
    - Quiz: Market Research Basics
-

## **Week 2: Identifying Target Audiences**

- **Topics:**
    - Demographics, psychographics, geographics, and behaviour
    - Buyer personas: What, why, and how
    - Niche vs. mass markets
  - **Activities:**
    - Workshop: Build a sample buyer persona
    - Discussion: Who is your ideal customer?
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## **Week 3: Research Methods & Tools**

- **Topics:**
    - Surveys, interviews, focus groups
    - Social listening & sentiment analysis
    - Analytics tools (e.g., Google Analytics, Meta Audience Insights)
  - **Activities:**
    - Tool tutorial: Using Google Forms to conduct a survey
    - Assignment: Design a short market research survey
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## **Week 4: Competitor & Industry Analysis**

- **Topics:**
    - Identifying and analysing competitors
    - SWOT analysis
    - Industry trends and benchmarking
  - **Activities:**
    - Group project: Mini competitor analysis
    - Quiz: Competitor vs. Market Research
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## Week 5: Interpreting & Applying Research

- **Topics:**
    - Turning data into insights
    - Visualizing data for presentations
    - Applying insights to content, marketing, and product decisions
  - **Activities:**
    - Assignment: Create a simple audience insights report
    - Peer review session
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## Week 6: Capstone Project

- **Objective:** Conduct and present a complete audience & market research report.
  - **Tasks:**
    - Choose a business, brand, or project
    - Define audience segments
    - Use at least 2 research tools/methods
    - Present findings with actionable recommendations
  - **Presentation:** 5–7-minute presentation + Q&A
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## Assessment Methods:

- Quizzes (20%)
- Assignments & Workshops (30%)
- Final Capstone Project (50%)

## ■ Module 4: Content Creation & Strategy

### Goal:

How to plan, create, and manage content that aligns with business goals and resonates with target audiences.

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### 1: Foundations of Content Strategy

- What is content strategy?
  - Aligning content with business and audience goals
  - Types of content: blogs, videos, social media, etc.
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### 2: Content Planning

- Content calendars and scheduling
  - Choosing the right platforms
  - Content pillars and themes
- 

### 3: Creating Effective Content

- Writing for the web: clarity, tone, structure
  - Visual content basics (images, video, design)
  - Tools for content creation (e.g., Adobe Suit, Canva, Figma, Grammarly)
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### 4: Content Optimization

- SEO basics for content
  - Calls to action (CTAs) and engagement
  - Repurposing content across platforms
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## 5: Measuring Success

- Key metrics (reach, engagement, conversions)
  - Using analytics tools (Google Analytics, social insights)
  - Adjusting strategy based on data
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## 6: Mini Project

- Develop a basic content strategy for a brand/project
- Include: audience, goals, content plan, 2–3 sample pieces
- Presenting to the class / submitting for feedback

## Module 5: Social Media Marketing

### Goal:

Introduce learners to the fundamentals of marketing on major social media platforms and how to build an effective social media presence.

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### 1: Introduction to Social Media Marketing

- What is social media marketing?
  - Benefits and key trends
  - Overview of major platforms (Facebook, Instagram, X, LinkedIn, TikTok)
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### 2: Platform-Specific Strategies

- Choosing the right platforms for your audience
  - Platform strengths and content formats
  - Voice, tone, and posting guidelines per platform
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### **3: Content for Social Media**

- What to post: content types that perform well
  - Writing captions & creating visuals
  - Tools for scheduling & design (e.g., Buffer, Canva)
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### **4: Engagement & Community Building**

- How to grow and manage your audience
  - Responding to comments, DMs, and feedback
  - Building brand loyalty and trust
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### **5: Paid Social & Analytics**

- Introduction to social media ads
  - Setting campaign goals (awareness, traffic, conversions)
  - Basic analytics: reach, engagement, CTR, ROI
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### **6: Mini Campaign Project**

- Plan and mock up a 1-week social media campaign
- Include platform choice, content plan, objectives, and sample posts
- Submit or present for feedback

## ■ Module 6: Digital Advertising & SEO

### Goal:

Help learners understand how to drive traffic through paid digital ads and organic search engine optimization (SEO).

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### 1: Introduction to Digital Advertising & SEO

- What is digital advertising?
  - What is SEO and why it matters
  - Paid vs. organic traffic
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### 2: Basics of SEO (Search Engine Optimization)

- How search engines work
  - Keywords: research and usage
  - On-page SEO: titles, headers, meta descriptions
  - SEO tools (e.g., Google Search Console, Uber suggest)
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### 3: Off-Page & Technical SEO

- Link building and backlinks
  - Mobile optimization and site speed
  - SEO best practices and common mistakes
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### 4: Digital Advertising Basics

- Types of digital ads: search, display, social, video
  - Introduction to Google Ads and Meta Ads
  - Targeting: demographics, interests, and behaviours
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## 5: Creating & Managing Ad Campaigns

- Writing effective ad copy
  - Setting goals and budgets
  - Understanding ad metrics (CTR, CPC, conversions)
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## 6: Strategy Project

- Choose a product or service
- Outline an SEO strategy and a basic ad campaign
- Include keyword list, ad copy, and targeting plan
- Submit or present for feedback.

## Module 7: PR & Media Relations

### Goal:

Introduce learners to the principles of public relations and how to build strong relationships with media to enhance brand reputation and visibility.

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### 1: Introduction to PR & Media Relations

- What is public relations?
  - PR vs. advertising vs. marketing
  - Role of media in shaping public perception
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### 2: Crafting a PR Message

- Understanding your brand voice and key messages
  - Writing effective press releases
  - The anatomy of a good media pitch
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### **3: Building Media Relationships**

- Identifying the right journalists and outlets
  - Do's and don'ts of media outreach
  - Following up professionally
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### **4: PR Tools & Channels**

- Owned, earned, and shared media
  - Press kits and media lists
  - Using digital tools (e.g., HARO, Muck Rack)
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### **5: Managing Public Perception**

- Crisis communication basics
  - Reputation management
  - Real-world examples of PR wins and fails
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### **6: PR Campaign Project**

- Plan a basic PR campaign for a brand or event
- Include press release, media list, and outreach plan
- Submit or present for feedback.

# Module 8: Introduction to Graphic Design

## Goal:

Introduce learners to the principles, tools, and techniques of graphic design for digital and print media.

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## 1: What is Graphic Design?

- Definition & purpose of graphic design.
  - Types of design (branding, web, print, social media).
  - Overview of the design process.
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## 2: Design Principles

- Key principles: contrast, alignment, repetition, proximity
  - Balance, hierarchy, and white space.
  - Examples of good vs. bad design.
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## 3: Color, Typography & Layout

- Understanding color theory and psychology
  - Choosing fonts and pairing typography
  - Basic layout composition and grids
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## 4: Tools of the Trade

- Introduction to design software (e.g., Canva, Adobe Suit, Figma, Photoshop)
  - Using templates vs. designing from scratch
  - File types and formats (PNG, JPG, PDF, SVG)
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## 5: Designing for Digital Platforms

- Social media graphics (Instagram, Facebook, X banners)
  - Thumbnails, ads, and email visuals
  - Mobile-friendly design tips
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## 6: Design Mini Project

- Create a small visual campaign (e.g., logo, social media post, flyer)
- Apply design principles and tools learned
- Submit for peer or instructor feedback

## Module 9: Design Principles & Elements

### Goal:

Help learners understand and apply the core elements and principles of design to create visually balanced and effective compositions.

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### 1: Introduction to Design Elements

- What are design elements?
  - Line, shape, form
  - Texture, space, color, and value
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### 2: Color Theory & Application

- Color wheel and relationships (complementary, analogous, etc.)
  - Warm vs. cool colors
  - Emotional impact of color and brand use
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### **3: Typography Basics**

- Anatomy of type (serif vs. sans-serif, leading, kerning)
  - Font pairing and hierarchy
  - Readability and accessibility
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### **4: Core Design Principles**

- Balance: symmetrical vs. asymmetrical
  - Contrast and emphasis
  - Repetition and alignment
  - Proximity and unity
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### **5: Composition & Layout**

- Visual hierarchy
  - The rule of thirds and grids
  - Focal points and flow
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### **6: Practice & Mini Project**

- Analyse existing designs using principles & elements
- Create a basic layout (e.g., poster, social media post, or webpage mock-up)
- Submit or present for feedback.

## ■ Module 10: Colour Theory & Typography

### Goal:

Equip learners with a solid understanding of how color and typography influence design, branding, and user experience.

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### 1: Introduction to Colour Theory

- What is colour theory?
  - The colour wheel: primary, secondary, tertiary colours
  - Warm vs. cool colours
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### 2: Colour Harmony & Psychology

- Colour schemes (complementary, analogous, triadic, etc.)
  - Emotional impact of colours
  - Choosing colours for branding and marketing
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### 3: Practical Colour Use in Design

- Contrast and accessibility (e.g., for readability)
  - Backgrounds, overlays, and gradients
  - Tools for colour selection (Adobe Color, Colours)
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### 4: Typography Fundamentals

- Anatomy of type: baseline, x-height, ascenders/descenders
  - Font categories: serif, sans-serif, script, display
  - Choosing the right font for your message
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## 5: Typographic Hierarchy & Layout

- Font size, weight, and spacing (kerning, leading, tracking)
  - Creating hierarchy with headings, subheadings, and body text
  - Combining fonts effectively
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## 6: Colour + Typography Project

- Design a brand style guide or poster using strong colour and typography choices
- Apply colour harmony and typographic hierarchy
- Submit for review or present to class

## Module 11: Tools & Software Skills

### Goal:

Introduce learners to key design, marketing, and productivity tools — and build confidence in using them for real-world projects.

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### 1: Overview of Creative & Marketing Tools

- Why tools matter: efficiency, quality, collaboration
  - Categories: design, content creation, project management, analytics
  - Free vs. paid tools overview
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### 2: Graphic Design Tools

- Intro to **Canva** (or Adobe Express): interface, templates, exporting
  - Basics of **Adobe Photoshop/Illustrator** or **Figma** (optional, based on level)
  - Hands-on task: Create a simple social media post
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### 3: Content & Writing Tools

- **Tools for writing & editing:** Grammarly, Hemingway, Google Docs
  - **AI assistance:** basics of using ChatGPT or similar.
  - **Task:** Draft and format a blog or caption using tools.
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### 4: Video & Multimedia Tools

- Intro to CapCut, iMovie, or Adobe Premiere Rush
  - **Simple editing:** cutting, text overlay, transitions
  - **Task:** Edit a short promotional video or reel
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### 5: Project Management & Collaboration Tools

- Using Trello, Notion, or Asana to plan and track projects
  - Real-time collaboration with Google Workspace (Docs, Slides, Sheets)
  - **Task:** Build a simple content calendar or team workflow
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### 6: Tool Application Mini Project

- Create a mini campaign or design using 2–3 tools learned
- Include visual, written, and/or video elements
- Submit or present project + short tool reflection.

## Module 12: Branding & Identity Design

### **Goal:**

Teach learners how to create a strong brand identity that communicates values, connects with audiences, and stands out visually and emotionally.

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### **1: Introduction to Branding**

- What is a brand vs. a logo?
  - The role of branding in business and marketing
  - Examples of strong brand identities
- 

### **2: Core Brand Elements**

- Brand mission, vision, and values
  - Target audience and brand personality
  - Brand voice and messaging
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### **3: Visual Identity Basics**

- Logos: types and characteristics
  - Color palettes and their meanings
  - Typography and font choices
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### **4: Building a Visual Style**

- Creating a cohesive look across platforms
  - Imagery, icons, and graphic elements
  - Mood boards and inspiration gathering
-

## 5: Brand Guidelines & Application

- What's in a brand style guide
  - Applying branding to real-world materials (business cards, social posts, packaging, etc.)
  - Consistency across digital and print
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## 6: Branding Project

- Create a mini brand identity for a fictional or real business
- Include logo, colors, fonts, mood board, and basic brand guide
- Present or submit for feedback.

## Module 13: Layout & Composition

### Goal:

Teach learners how to arrange text, images, and other elements in a way that is visually appealing, easy to navigate, and communicates a clear message.

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### 1: Introduction to Layout & Composition

- What is layout and why it matters
  - Composition in graphic and web design
  - Key terms: alignment, spacing, grids
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### 2: Principles of Good Layout

- Balance: symmetrical vs. asymmetrical
  - Visual hierarchy: guiding the viewer's eye
  - White space and its power
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### **3: Grids & Alignment**

- Understanding grid systems (columns, margins, gutters)
  - Using alignment for structure and clarity
  - Tools that use grids (e.g., Canva, Adobe, Figma)
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### **4: Composition Techniques**

- Rule of thirds and focal points
  - Grouping elements using proximity and repetition
  - Combining text and visuals effectively
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### **5: Layouts Across Media**

- Print vs. digital layouts
  - Layout for posters, flyers, web pages, and social media
  - Responsive design basics (mobile vs. desktop)
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### **6: Layout Practice Project**

- Design a poster, flyer, or landing page mockup
- Apply grid, hierarchy, and spacing techniques
- Submit or present for feedback.

## **Module 14: Software Skills**

### ***Focused Training on Industry-Standard Tools***

#### **Goal:**

Provide learners with practical, working knowledge of key professional tools used in graphic design, content creation, and digital marketing.

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#### **1: Adobe Photoshop – Image Editing Basics**

- Interface overview & key tools
  - Cropping, layers, masking, and retouching
  - Simple image edits and social media graphics.
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#### **2: Adobe Illustrator – Vector Design**

- Understanding vector vs. raster
  - Creating icons, logos, and scalable graphics
  - Pen tool basics and shape-building.
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#### **3: Adobe InDesign – Layout & Print Design**

- Page layout basics (margins, guides, grids)
  - Working with text and images in multi-page documents
  - Designing posters, brochures, or PDFs.
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#### **4: Figma – UI & Web Design Essentials**

- Interface and real-time collaboration.
  - Wireframes, prototypes, and design systems
  - Designing for web and mobile layouts.
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## 5: Canva & Online Tools – Fast, Accessible Design

- Using templates for social media and branding
  - Customizing colors, fonts, and images
  - Exporting for print and digital.
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## 6: Software Skills Project

- Create a mini design portfolio or campaign
- Use at least 2 of the tools covered
- Include visual assets (e.g., logo, social post, flyer, or mockup)
- Present or submit for feedback.

## Module 15: Digital Design

### Goal:

Introduce learners to the principles, tools, and formats used in creating effective designs for screens—web, mobile, and digital media platforms.

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### 1: What is Digital Design?

- Overview of digital vs. print design
  - Where digital design is used (web, apps, social, ads)
  - Key formats and dimensions for screen-based content
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### 2: Design for Web & Mobile

- Understanding responsive design
  - Layouts for desktop vs. mobile
  - Designing user-friendly interfaces
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### **3: Designing for Social Media & Ads**

- Platform-specific design guidelines (Instagram, Facebook, X, etc.)
  - Creating attention-grabbing visuals
  - Static vs. animated content
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### **4: UI Design Basics**

- What is UI (User Interface) design?
  - Buttons, menus, icons, and interaction cues
  - Tools for UI design: Figma, Adobe XD (basic use)
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### **5: Digital Design Best Practices**

- Optimizing for speed and file size
  - Accessibility in digital design
  - Consistency and brand alignment
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### **6: Mini Digital Design Project**

- Choose a platform (website, app, or social campaign)
- Design a set of visuals (e.g., banner, mobile screen, post set)
- Submit or present for feedback.

## **Module 16: Monetization Strategies**

### **Goal:**

Teach learners how to turn their skills, content, or platforms into revenue through various digital monetization models.

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### **1: Introduction to Monetization**

- What is monetization?
  - Passive vs. active income
  - Overview of popular monetization methods
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### **2: Content Monetization**

- Earning through ads (YouTube, blogs)
  - Affiliate marketing basics
  - Sponsored content and brand partnerships
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### **3: Product-Based Monetization**

- Selling digital products (eBooks, templates, courses)
  - Selling physical products (print-on-demand, merch)
  - Platforms for selling (Gum Road, Etsy, Shopify)
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### **4: Service-Based Monetization**

- Freelancing or consulting
  - Memberships and subscription models (Patreon, Substack)
  - Creating value-based pricing
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## 5: Monetizing Through Platforms

- Social media platform features (TikTok Creator Fund, YouTube Partner Program, Instagram Reels bonuses)
  - Building and monetizing an email list
  - Using funnels to drive sales
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## 6: Strategy Project

- Choose a content type, product, or service
- Outline a simple monetization plan
- Include platform, audience, pricing, and promotion strategy
- Submit or present for feedback.

## Module 17: Legal & Ethical Considerations

### Goal:

Equip learners with essential knowledge of the legal and ethical guidelines in digital content creation, marketing, and design to avoid violations and build trustworthy brands.

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### 1: Introduction to Legal & Ethical Issues

- Why legal and ethical awareness matters
  - Key terms: copyright, trademark, fair use, privacy
  - Common risks in digital content
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### 2: Copyright, Trademarks & Fair Use

- Understanding copyright and how it applies to images, music, and text
  - How to legally use and credit creative assets
  - What is “fair use” and when does it apply?
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### **3: Image, Music & Font Licensing**

- Free vs. paid assets: what's safe to use
  - Creative Commons licenses explained
  - Where to find legal resources (e.g., Unsplash, Google Fonts)
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### **4: Privacy, Data, and User Rights**

- Collecting and handling user data (basic GDPR awareness)
  - Consent for email lists and cookies
  - Ethical data use in marketing
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### **5: Ethical Content Creation**

- Avoiding misinformation and plagiarism.
  - Inclusive and respectful design/content.
  - Disclosure rules for affiliate marketing and sponsorships.
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### **6: Scenario-Based Activity**

- Review real-world examples of legal/ethical breaches
- Group activity: Solve a mock case (e.g., copyright misuse or privacy issue)
- Reflection: How to protect yourself and your brand.

## **Module 18: Capstone Project**

### **Goal:**

Enable learners to demonstrate their skills by developing a complete digital brand, campaign, or product using the tools, strategies, and knowledge gained throughout the course.

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### **1: Project Brief & Planning**

- Introduction to the Capstone
  - Choose your focus (e.g., personal brand, client brand, business idea)
  - Define goals, target audience, and scope
  - Submit a short proposal for approval.
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### **2: Research & Strategy**

- Audience & market research
  - Develop a brand strategy (voice, tone, values, identity)
  - Competitive analysis and positioning
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### **3: Content & Design Development**

- Create key brand assets (logo, color palette, typography)
  - Develop example content (social media posts, landing page, mock ads, etc.)
  - Use tools/software covered in previous modules
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### **4: Execution & Presentation Prep**

- Finalize visual and written content
  - Build a project deck or mock portfolio
  - Practice presenting your strategy and work
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## **5: Project Presentation**

- Present your Capstone to peers or instructors
  - Explain your process, tools used, decisions made, and challenges faced
  - Get feedback and reflect on learning
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## **6: Final Submission & Review**

- Submit all project assets (brand guide, content samples, visuals)
  - Receive final evaluation based on creativity, execution, and alignment with goals
  - Reflective summary: what you learned and how you'll apply it.
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### **Deliverables May Include:**

- Brand identity package
- Social media campaign or content calendar
- Digital product mock-ups (e.g., eBook, website, landing page)
- Strategy summary or pitch deck.

## Module 19: Portfolio Development

### **Goal:**

Guide learners in building a polished, strategic portfolio that showcases their skills, creativity, and personal or professional brand.

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### **1: Introduction to Portfolios**

- What is a portfolio and why it matters
  - Types: design, marketing, content, branding, multimedia
  - Online vs. PDF vs. physical portfolios
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### **2: Choosing Your Best Work**

- Selecting 3–5 strong, diverse pieces
  - Telling a story with your projects
  - Quality over quantity: what to leave out
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### **3: Project Presentation**

- How to write clear case studies or project summaries
  - Highlighting your role, process, and impact
  - Including visuals, outcomes, and tools used
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### **4: Designing the Portfolio**

- Layout and structure (homepage, project pages, about/contact)
  - Tools for building portfolios (Behance, Adobe Portfolio, Wix, Notion, Canva)
  - Consistent branding and visual design
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## **5: Personal Branding & Final Touches**

- Writing a strong bio and tagline
  - Adding a professional resume or CV
  - Including testimonials, awards, or stats (if applicable)
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## **6: Final Portfolio Review**

- Peer review and feedback sessions
  - Final edits and polishing
  - Submission or live presentation of finished portfolio
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### **Deliverable:**

A complete, ready-to-share portfolio (website or digital file) showcasing the learner's best work, personal brand, and professional capabilities.

## ■ Module 20: Final Project & Career Preparation

### Goal:

Support learners in completing a final, career-ready project while preparing to enter the job market or launch their creative career.

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### 1: Final Project Planning

- Define your project (brand, campaign, product, etc.)
  - Align with your career goals or niche
  - Set goals, timeline, and deliverables
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### 2: Project Execution

- Create visuals, copy, and strategy components
  - Apply tools and skills from previous modules
  - Get ongoing feedback from peers/instructor
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### 3: Final Edits & Presentation

- Finalize design, messaging, and formatting
  - Prepare a professional presentation or pitch
  - Practice articulating your creative process
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### 4: Career Readiness

- Resume and cover letter essentials for creative roles
  - LinkedIn and personal branding tips
  - Building a freelance profile (Upwork, Fiverr, etc.)
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### 5: Job Search & Networking

- Where to find creative jobs and gigs
- Reaching out to clients and collaborators

- Interview and pitching tips for creatives
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## **6: Project Showcase & Reflection**

- Present final project to peers/instructors
  - Get feedback and celebrate progress
  - Reflect on career goals and next steps
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### **Final Deliverables:**

- A polished final project (branding, campaign, product, etc.)
- Resume, portfolio, and LinkedIn profile
- Career action plan or freelancing roadmap