5 day Design Workshop on
CREATING CORPORATE IDENTITY & BRANDING

Date: 10-14 August 2015
Anchor Faculty: Mr. Anil Sinha

INTRODUCTION
‘Every company, however big or small, has an identity, whether it recognizes it or not, and the real question that needs to be faced is whether the organization seeks to control that identity, or whether it allows the identity to control it’.

The term Corporate Identity frequently reduced to contents of the Corporate Design. This restriction on the appearance of an enterprise is in the form of visiting cards, writing paper and internet appearance.

Corporate Identity is the outward manifestations of an organization and its activities as perceived by its target public and the public at large. An organization needs to communicate in a variety of ways across different media and for that they need a powerful corporate identity.

This workshop intends to obtain contents, instruments and proceedings with the development of the Corporate Identity of an enterprise (Cle) and to clarify their meaning for the entrepreneurial success.

RATIONALE
First impression is important because you never get a chance to make a second impression. The logotype/ symbol are an indispensable investment in the organizations future and, like any investment it requires careful management to grow in value. It is very important for any organization to take maximum possible care in designing and managing their identity.

OBJECTIVE
• To promote strong understanding of corporate/ brand identity process
• To provide a clarity in the difference between corporate identity, organizational identity & brand identity
• To provide a platform to address design issues related in building identity
• To give the participants a hands on experience of on what goes into designing of Visual Identity and taking it further for creating Corporate Identity and Brand Identity
PROGRAMME CONTENTS

- Introduction to Corporate Identity and Branding.
- Elements of design, principles and methodology, ideation on the bases of the problem statement
- Role of form, color and typography
- Process of Identifying the need/ problem statement
- Guidelines of Corporate Identity a case study
- Importance of culture and experience design to build brand
- Case Studies, Presentation and hands on experience of working on identified/ or selected corporate identity & Branding project.
- Visual ergonomics and its role in creating corporate identity and brand
- IPR issues with identity
- Managing - Brand

FOR WHOM

This workshop would be of interest to,

- Professionals and Brand Managers responsible for developing high and quality communication design for industry
- Design Professionals and Design Managers
- Newspaper Designers and Visualizes
- Advertising Professionals
- Design Educators and students
- Media and Communication Specialists
- Public and private sector individuals responsible or interested in graphic design related work.

METHODOLOGY

Presentation lectures, experience sharing and discussions with experienced faculty members will take place throughout the workshop. Visual presentations on case studies of success stories will also be presented. The workshop will also provide suitable hands on experience to understand several intangible but crucial design elements. Studio session to create corporate identity.
Anchor Faculty: Mr. Anil Sinha

With over 30 years of experience in teaching, consultancy and design research, Anil Sinha believes that design is about ‘connecting and relating. He has chaired the Integrated Design Services (IDS), Outreach and Industry Programmes (IP) for many years and has been a member of NID’s Governing Council. Anil is presently chairing the Knowledge Management Center (KMC) and is also a member of the Policy and Planning Committee at NID. He has played many roles as Graphic Design program Co-coordinator, mentor and head of Visual communication department.

From designing coins for the Government of India Mint to mementoes for the Rajya Sabha, from trophies for the Defense and Research Development Laboratory, Hyderabad to a traffic island and a toll plaza; Anil has undertaken several design projects of varying challenges. The author of the book ‘Ideating Identity’, Anil has also designed corporate identities for institutions such as Doordarshan - Host Broadcaster for Commonwealth Games 2010; Indo-US Science and Technology Forum; Mumbai Monorail; Bus Rapid Transport System, Ahmedabad; Indian Institutes of Management at Indore, Shillong, Udaipur and Kashipur; Handloom and Handicrafts Museum, Delhi; Agriculture and Processed Food Export Development Authority, Delhi; Handloom Mark; and NHRC India, among others.

He was the visualiser for two galleries at the Discovery of India exposition at Nehru Centre, Mumbai. Anil is presently working on Tirupati Tirumala Museum project as the chief visualiser and project head.

Anil has conducted sessions at IIM-Ahmedabad and IIM-Bengaluru, MICA, and Pandit Deendayal Petroleum University. Anil was the jury member for selection of the Indian rupee symbol. He was also the chief advisor to the NCERT Syllabus Committee of Heritage Crafts and a committee member for developing its syllabus for Graphic Design. Anil is pursuing research in the area of ‘Colour and Form in Enhancing Retail Experience’. In 2011, he was honoured with the Rashtriya Gaurav Award by the India International Friendship Society. Most recently he was awarded with BIGMAS ACHIEVERS award for Innovative and Corporate Identity Creative.

DURATION:

The programme will be of five full (maybe overfull) days.
INTAKE:
Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, architects, managers, even professionals benefit from this programme. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

VENUE:
NID Campus, Ahmedabad, Paldi

FEE & REGISTRATION:
₹ 15,000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax] to be paid by Demand Draft/ Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

For further Details contact,
Project Officer
Industry Programmes & Projects (IP&P)

NATIONAL INSTITUTE OF DESIGN
Paldi, Ahmedabad 380 007
Tel: 079- 26629 Ext. 767/746
Fax: 079-26621167
Mansukh: 08153948372/ Rupali: 09328136526
E-mail: ipp@nid.edu, industryprogrammes@nid.edu
Website: www.nid.edu

CERTIFICATE:
A certificate of participation will be presented to the participants