Garnet
Garnet Global Training Center

GGT-UX-110

Design, UX & Creative Skills

Brand Identity Design

تصميم الهوية البصرية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Brand Identity Design turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. User experience, visual design and creative tools for digital products and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Brand Identity Design to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Designers, product teams, marketers and anyone who briefs or reviews design work. Practitioners with one to five years of experience benefit most.

Key topics

- Design principles
- User research
- Prototyping
- Visual identity
- Accessibility
- Design tools

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Brand Identity Design: principles and standards
- Visual identity
- Regional and international case studies

Day 2 Methods and tools in practice
- Accessibility
- Design tools

Day 3 Diagnosis and problem solving
- Design principles
- Checklists and templates to take away

Day 4 Quality, safety and documentation
- User research
- Group discussion and peer review

Day 5 Workshop, assessment and action plan
- Prototyping
- Measurement and reporting

10-day outline

Day 1 Brand Identity Design: principles and standards
- Visual identity
- Regional and international case studies

Day 2 Methods and tools in practice
- Accessibility
- Design tools

Day 3 Diagnosis and problem solving
- Design principles
- Checklists and templates to take away

Day 4 Quality, safety and documentation
- User research
- Group discussion and peer review

Day 5 Workshop, assessment and action plan
- Prototyping
- Measurement and reporting

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
1–5 Feb 2027	5-day online	Live online	Arabic	2,950
1–5 Mar 2027	5-day classroom	Dubai	English	4,750
9–20 May 2027	10-day classroom	Jeddah	English	8,950
4–8 Oct 2027	5-day classroom	London	English	4,750
5–16 Mar 2028	10-day classroom	Muscat	Arabic	8,950
10–14 Jul 2028	5-day classroom	Paris	English	4,750
4–8 Sep 2028	5-day classroom	London	English	4,750
13–24 Nov 2028	10-day online	Live online	English	5,450
16–20 Apr 2029	5-day online	Live online	English	2,950
20–24 Aug 2029	5-day classroom	Singapore	English	4,750

Dates	Format	City	Language	Fee (USD)
2–13 Sep 2029	10-day classroom	Riyadh	English	8,950
16–20 Dec 2029	5-day classroom	Muscat	Arabic	4,750
4–8 Mar 2030	5-day classroom	Dubai	Arabic	4,750
17–21 Jun 2030	5-day classroom	London	English	4,750
12–23 Aug 2030	10-day online	Live online	English	5,450
2–13 Dec 2030	10-day classroom	Vienna	English	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/