



SHSM

ELECTIVE CERTIFICATION FOR ARTS & CULTURE

WHO WE ARE

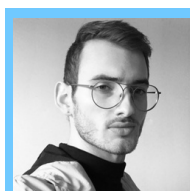
Richmond Hill Art School is one of the largest art education establishments in the GTA, proudly teaching students the foundations of fine arts. Our specialty is to deliver art education in a fun and engaging format, allowing students to explore their creativity. We collaborate with the TDSB and YRDSB schools on a variety of projects.



PACKAGE RE-BRANDING HANDS-ON WORKSHOP

Participants of this workshop will gain industry level insight of graphic design by rebranding existing products. In the process of this workshop, participants will learn the role Graphic Designers play in marketing and product design.

- Introduction to industry level design software & terminology
- Professional logo making
- Marketing designs towards key demographics
- Rebranding an existing product
- Using type to persuade consumers
- Understanding why companies choose to rebrand



Led by:
Andrew Presutto

Andrew Presutto is a freelance illustrator and graphic designer.

He graduated from Sheridan college with honours where he studied illustration. He has since merged his artistic ambition with his passion for education by hosting workshops in secondary schools, and is a certified teacher as he completes his Bachelor of Education at York University.



SINGLE CERTIFICATION + EXPERIENTIAL LEARNING

FULL Day Re-Branding & Experiential
9:00am - 3:00pm

- Morning: Package Re-Branding, 3hrs
- Lunch Break: 45 mins
- Afternoon: Personal Branding, 3hrs

*Up to 25 students per session

PERSONAL BRANDING INCLUDES EXPERIENTIAL LEARNING COMPONENT

Participants of this workshop will learn the skills needed for creating professional assets that can be used to represent their personal businesses or future careers. Participants will gain understanding of how Graphic Designers manipulate fonts to create logos that are unique, recognizable, and communicate a brand's identity. Participants will gain hands-on experience by creating business cards, letterheads, website banners, to represent themselves and their brand.



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