



The University
Of
Sheffield.

International Faculty
CITY College.

30 YEARS
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Computer
Science

Professional Development Seminar Online

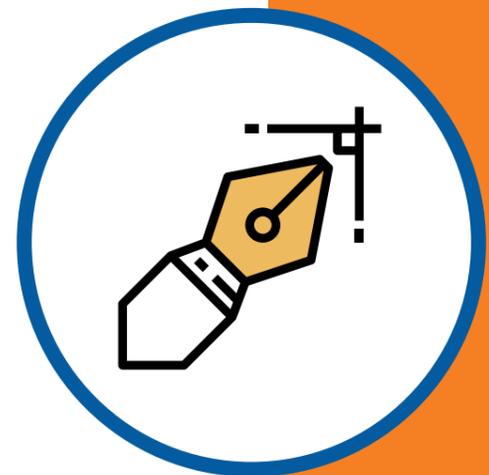
19 May 2020

18:00

Photoshop & Branding

Mr. Vasilis Evdokias
Visual Designer & Illustrator

Ms Nassia Kefala
Visual Branding Specialist



As competition creates infinite choices, modern entrepreneurs need to put themselves out there and deal with great challenges in order to establish viable, prosperous businesses. This seminar aims to provide the audience with concise information about brand and branding, help them elaborate their ideas and use them creatively, in order to stand out and reach their goals. Moreover, apart from the marketing scope, we will introduce them to visual branding, explaining how theory applies and how ideas turn into images.



- Participation is compulsory for Level 3 CS students
- Upon completion of the seminar series, certificates will be provided to attendees