

THE POWER OF DESIGN AND BRANDING



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BRANDING ART DIRECTOR, LEIDOS

**NOVEMBER 4, 2024
12 - 1PM
UNIVERSITY CENTER
310**

ABOUT THE WORKSHOP:

This workshop explores the inspiration and origins of a visual identity that stands out in a crowded marketplace. We will discuss key branding touchpoints to include photography, environmental design, product design, advertising and sport sponsorships. Lastly, we'll look at the source of inspiration. Design is more than an occupation. It's a way of life.