

VISUAL THINKING: DESIGN OPPORTUNITIES AND PRACTICAL SOLUTIONS

21 10–25 10 Klaipeda Culture Communication Center



October **21** d.

Klaipeda Culture Communication Center, Exhibition Hall, (Didžioji Vandens str. 2)

10 a.m.–12 a.m.

Personal Branding and Image. Steps to Brand Identity.

The Importance of Story-telling in Communication and Sales.

Lecture, workshop.

Lecturer: Julija Brodskė

12 a.m.– 1 p.m.

Lunch. Free time.

1 p.m.–4 p.m.

Social Media Communication Plan and Content Creation.

Lecture, workshop.

Lecturer: Julija Brodskė

4 p.m.–5 p.m.

Attending exhibitions in a special excursion.

October **22** d.

Klaipeda Culture Communication Center, Exhibition Hall, (Didžioji Vandens str. 2)

10 a.m.–12 a.m.

Open lecture: The Risks and Challenges of Integrated Communication

Lecturer: Jovita Navickaitė-Petrikiėnė

12 a.m.–1 p.m.

Lunch. Free time.

1 p.m.–5 p.m.

Creative work in groups.

Practical tasks.

Lecturer: Jovita Navickaitė - Petrikiėnė

October **23** d.

Klaipeda Culture Communication Center, Exhibition Hall, (Didžioji Vandens str. 2)

10 a.m.–12 a.m.

Open lecture: Logo as Part of a Personal Visual Identity. From Idea to Implementation.

Discussion: questions-answers.

Lecturers: Virginijus Bakas and Jovita Navickaitė-Petrikiėnė

12 a.m.–1 p.m.

Lunch. Free time.

1 p.m.– 5 p.m.

Introduction to artists' digital tools (Adobe Photoshop, Adobe InDesign, CorelDraw Graphics)

Examples from theory and practice

Lecturers: Virginijus Bakas and Lina Jaruševičiūtė

NOTE:

Participants of the workshops are required to have:

- Basic knowledge of graphic design software (Adobe Photoshop, Adobe Illustrator and / or Corel Draw).
- Minimum practical experience in graphic design is an advantage, a laptop with appropriate graphic design software (preferable).

October **24** d.

Klaipeda Culture Communication Center, Exhibition Hall, (Didžioji Vandens str. 2)

10 a.m.–12 a.m.

Practical assignments for the consolidation of theory.

Practical assignments using 3D printer.

Lecturer: Virginijus Bakas

12 a.m.–1 p.m.

Lunch. Free time.

1 p.m.–5 p.m.

Practical assignments for the consolidation of theory.

Practical assignments using 3D printer.

Lecturer: Virginijus Bakas

NOTE:

Participants of the workshops are required to have:

- Basic knowledge of graphic design software (Adobe Photoshop, Adobe Illustrator and / or Corel Draw).
- Minimum practical experience in graphic design is an advantage, a laptop with appropriate graphic design software (preferable).

October **25** d.

Klaipeda Culture Communication Center, Exhibition Hall, (Didžioji Vandens str. 2)

10 a.m.–12 a.m.

Reflection of the session: presentation of the results, review.

12 a.m.–1 p.m.

Lunch. Free time.

1 p.m.–4 p.m.

Reflection of the session: discussion of the results, comments of the participants.