



BRAINNEST

Graphic Design Industry Training

We believe that theoretical education and industry training should be together more responsive to real market needs. Yet we are still noticing a growing demand for undergraduates and fresh graduates to get appropriate business training and an excellent opportunity to be part of the business world, work on industry tasks and projects, and practically learn how

things work in the labor market. Because of that, Brainnest has decided to allow undergraduates and fresh graduates to have this valuable opportunity through this program. The program aims at enabling the participants to work on business projects, get proper guidance, and learn practical concepts rather than just theoretical concepts.

What benefits will you gain?

Participants will receive the best possible practical training with the prospects of a job. This is the purpose of the whole program. Some of the benefits you will gain from this practicum program are listed below:

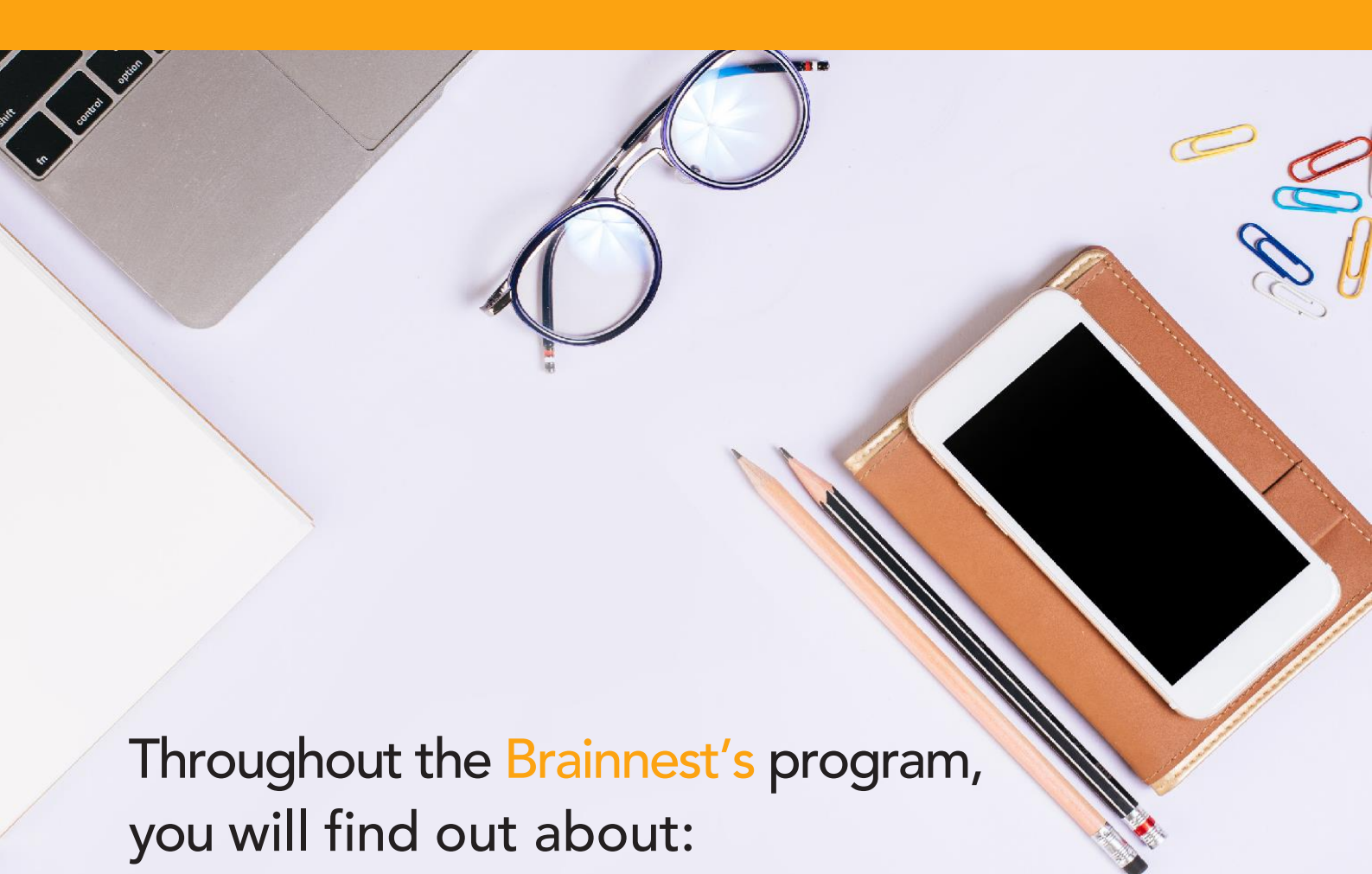
- Priority to be selected for a full-time, part-time, or contractor position at Brainnest or the companies we work with (90% of our recruitments are internal)
- Business certificate from Brainnest – German consulting company
- Reference/recommendation letter from your training tutor
- Working on business cases based on current or past Brainnest projects
- Lectures given by experienced industry professionals
- Close supervision and orientation from your mentor
- Working an average of one to two hours per day with a flexible schedule
- Fully remote positions with access to online tools and platforms
- Unlocking your potentials and getting prepared to be hired right away
- Professional business training, guidance, and experience
- Having your work criticized, assessed, and corrected
- Professional projects experience to put on your CV

About Brainnest

The business management and training company headquartered in Bremen, Germany. We are a success-driven firm that provides management advisory and contracting services customized to help companies from different industries with business management problems. Brainnest runs, leads, and manages complex projects and initiatives. We have begun from scratch when a network of professionals, Ph.D. holders, and highly skilled personnel bring to a business table their practical and academic years of experience to form up a concrete blueprint on which the company has been designed.

Since 2020, we offer a combination of expertise, proficiency, and commitment leveraging our deep industry experience, along with using analytical rigor to drive outstanding results for businesses. We proudly provide top-class consulting and training services for a wide range of industries around the world. A well-equipped team, advanced tools, and modern methodologies are some of what we correctly utilize to offer our clients what makes them the best in their fields.





Throughout the **Brainnest's** program, you will find out about:

- ✓ Types of graphic design
 - ✓ Graphic design software & hardware and how to use them
 - ✓ The psychology of shape and color
 - ✓ Composition, fonts, scale and shape factor
 - ✓ Consumer psychology
 - ✓ Working on different projects such as posters, logos, menus, packaging or clothing
 - ✓ Combining graphic and marketing skills
 - ✓ Analyzing and interpreting trends
 - ✓ Brand identity guidelines
 - ✓ Selling your work & ideas to clients
 - ✓ The deep insights of Adobe Photoshop and Illustrator tools
 - ✓ Working with clients - practical experience
 - ✓ Collaborating in groups and working in design teams
 - ✓ Practical insights into working as a graphic designer
 - ✓ Portfolio development by creating innovative ideas in graphic design
 - ✓ General principles and practices used in the creative industry
 - ✓ Logo & social media graphic design and web elements
- ... and much more!

About the Brainnest Tutor



Caleb

Caleb is a graphic designer living in South Africa. He started learning graphic design at the age of 16 and started working professionally at the age of 18. He has worked in many areas of graphic design ranging from magazine design, book covers, logos, photo editing and more. Over the years he has worked with over 200 clients, from large to small. He started with traditional oil painting and then took up digital compositing, where he discovered his love for digital and graphic design. His passion is people and he is studying psychology at the University of the Witwatersrand in South Africa. His goal is to progress into counselling and therapy.

He worked as a chair designer at Belladonna's Jewellery for several years, where he focused on logo and website design. He always promises to bring exciting, new and fun ideas and leave work with a fully satisfied client. His biggest message that he wants to bring to you is that it takes time to become expert and perfect, "Rome wasn't built overnight" as they say. He is a positive and inspiring person who enjoys long conversations, telling jokes and making people smile. He is extremely creative, and during his school career, he has taken many art subjects in which he has performed at the top of his class.

Beyond humor, he is a deep and sensitive person who wants everyone to reach their highest potential. He lives by the principle "we should only worry about what we have control over. If you can't control it, don't let it control you. " He is a native English speaker who has developed great public speaking skills through years of performing on stage and natural charisma. He can't wait to teach you and see you develop your amazing potential!



BRAINNEST

Program Calendar

start on **October 2** > finish on **October 29**

The training program consists of four weeks, with four parts of a project. Each part will be introduced on Sunday and reviewed on Saturday. The program will start on October 2 and finish on October 29.

You can choose whether you want to be in

- **Group A (starts at 12:30 p.m.)** or
- **Group B (starts at 4 p.m.)**

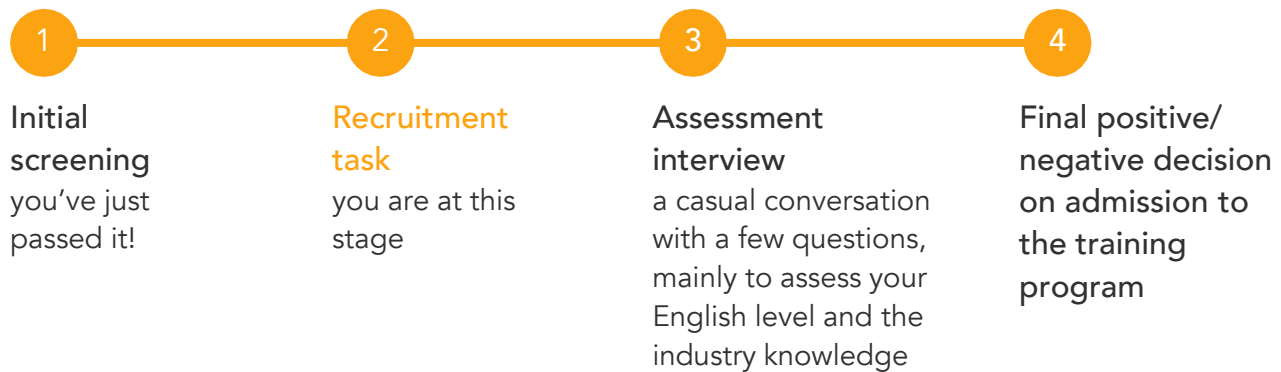
Below you can find the program schedule.

The hours are given in German local time

Sunday	Monday — Friday	Saturday
October 2 Program Kick Off + Concept insights + Project [1] details Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.	October 3 – October 7 Work on the project 1–2h/day – flexible hours – teamwork	October 8 Project [1] review + Assessment session Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.
October 9 Concept insights + Project [2] details Group A 12:30 – 3:30 p.m. Group B 4:00 – 7:00 p.m.	October 10 – October 14 Work on the project 1–2h/day – flexible hours – teamwork	October 15 Project [2] review + Assessment session Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.
October 16 Concept insights + Project [3] details Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.	October 17 – October 21 Work on the project 1–2h/day – flexible hours – teamwork	October 22 Project [3] review + Assessment session Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.
October 23 Concept insights + Project [4] details Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.	October 24 – October 28 Work on the project 1–2h/day – flexible hours – teamwork	October 29 Project [4] review + Assessment session + End of the program Group A 12:30 – 3:00 p.m. Group B 4:00 – 6:30 p.m.

Admission process

There are four admission stages:



Program Fee — EUR 139

The program has a fee of EUR 139 and shall be paid only after the final positive decision. You will be able to pay using a variety of payment methods via a dedicated link through the secure payment processor Stripe.

Program Conditions

90% To receive the certificate and letter of reference, you must attend at least 90% of the entire program.

10% Absences without a valid excuse should count for no more than 10% of the entire program.

Qualification Task

- 1) How does color selection affect the target audience and their choices?
- 2) Why would you like to work as a graphic designer?



Frequently Asked Questions

Is this a regular internship or just a training program?

This intensive one-month training program encompasses tasks and responsibilities that you might find in a regular internship and directions, lectures, and practicum projects that you might find in a regular training program.

Once I am enrolled in this program, can I add the position, your company name, and the direct manager's name to my LinkedIn profile?

Yes, definitely. Once you are registered, you are welcome to add your position, our company's name, and direct manager to your LinkedIn profile or any other social media profiles.

Why is there a fee that I should pay to attend the program?

This is a one-month intensive training program offered by Brainnest that leads the theoretical and practical part. Besides the experience, training, connections, and exposure, this program brings a list of benefits that you might find very interesting and beneficial. The program has a fee because Brainnest provides top-level instructors who explain the theoretical and practical concepts that you will be able to apply smoothly and professionally. Moreover, Brainnest does not use the trainees' work during the program for profit-making purposes.

What is the interview about?

The 20-minute interview is designed for level-assessment purposes. In addition, we will tell you more about our company, team, instructors, program structure, and program content. The interview is also designed to assess your interest and know more about your educational background and plans.

Do I have to be in Germany or travel to Germany to attend the program?

You do not have to be in Germany or travel to Germany to attend the program. The program can be fully attended remotely through our online platforms and systems.

Is this program fully remote?

Yes. The training program is led from Germany, but takes place and is attended by each member remotely through our online platforms and systems.

Can I know more about the instructors and managers of this program?

The managers and instructors who lead our programs are carefully selected from the top of their respective fields all around the world. These professionals all have first-hand experience in their industries, having spent years working alongside the most respected and sought-after companies in the world. Unfortunately, we can't provide their full names at this stage due to privacy reasons.

What kind of projects will I work on during the program?

You will work on business cases based on current or past Brainnest projects. You will have the opportunity to discover the most important aspects of any professional project.

Frequently Asked Questions

What are the chances that I will be selected to work for your company after completing the program?

We always try to select a couple of trainees and offer them a permanent position. It depends on several factors considered at the end of the program. These factors include the performance of the members, our needs at the company, and the prevailing circumstances.

What kind of jobs might you offer me after completing the program?

It depends on the skillset you have. It can be an analyst, managerial, or another position. It also depends on the needs of the companies that fall under our management. The job might be a remote job or an office job.

What if I have to skip a session for a specific reason?

We understand that you might need exceptionally to skip some sessions for a valid reason. In this case, we will make sure to send you the recording of the session. You may also follow up with your instructor or direct manager for questions or to have a one-to-one recap meeting.

What do you mean by flexible timing from Monday to Friday?

Monday through Friday of each week in the program, you will have to work with your focus group and/or individually on several projects that will require a couple of hours each day. It is up to you (and your focus group) to decide how and when you will spend these hours.

What are the criteria for selecting those who might be offered a job?

We assess several factors to select the members whom we will offer a job. These factors are mainly performance, skill set, and our company needs and circumstances.

If I was offered a job, what is the process after that?

It depends on the type of offer we give you. Each offer has specific processes and procedures that will be discussed thoroughly with you at that time.

Are the projects that I will be working on during the program related to one company or different companies?

They might be related to one company, several companies, or even a client.

Am I going to have direct contact with your clients while working on the projects?

No. We do not ask you to work directly with any of our clients during this training program.

Is it possible to waive the fee or get a scholarship from Brainnest?

We are very sorry, but currently, we do not offer any subsidies.



Contact Information:

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If you have any questions,
do not hesitate to contact us!