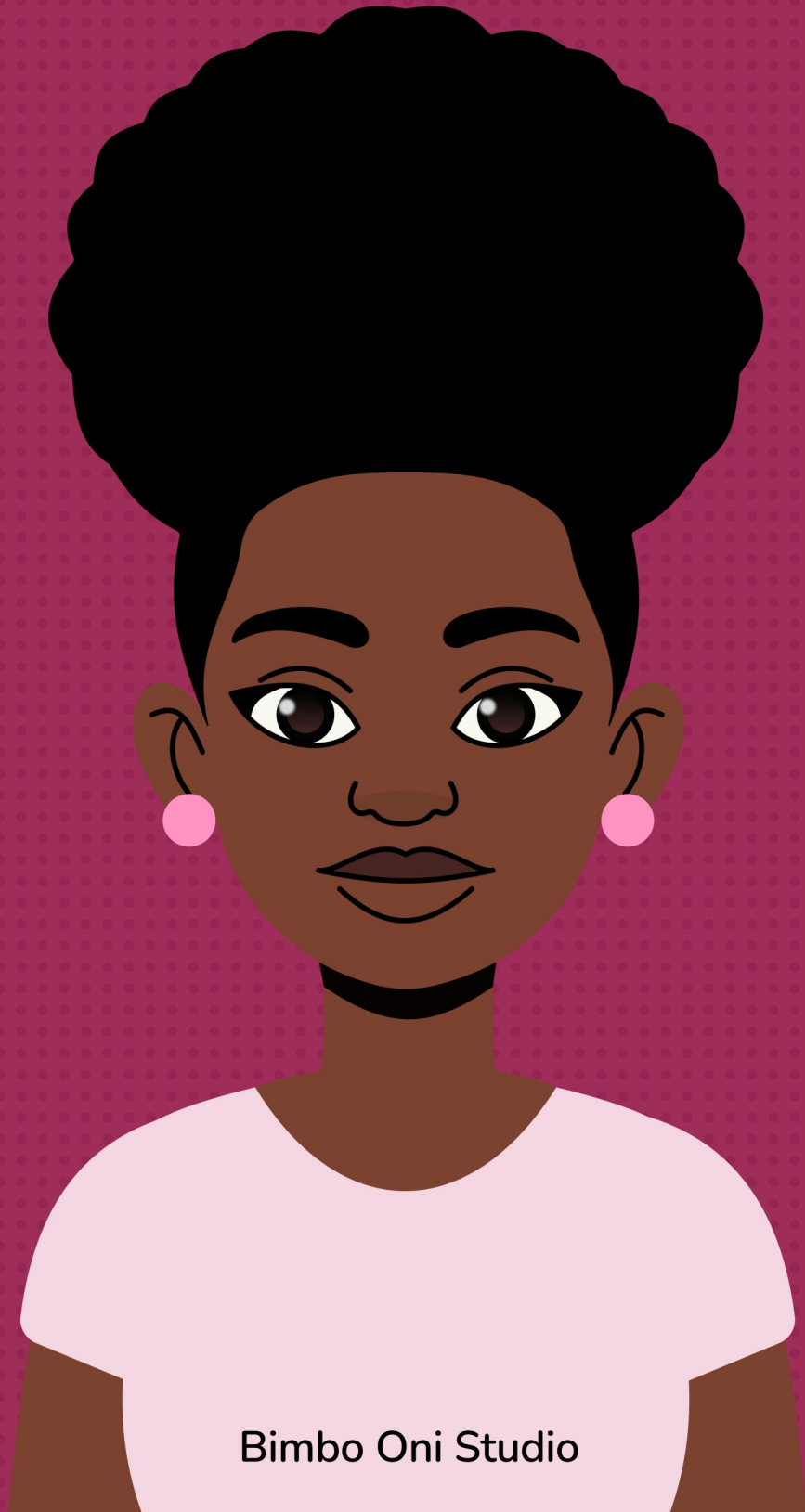


# Vector Illustration & Brand Identity Design Curriculum



Bimbo Oni Studio



# CURRICULUM OUTLINE

This 7-week intensive class is designed for beginners and early intermediates who want to bridge the gap between digital illustration and strategic brand identity, mastering both Figma and Adobe Illustrator.

## Students will learn:

- Figma for illustration and Adobe Illustrator for brand design
- Strategic brand thinking and discovery frameworks
- Pen tool mastery and advanced vector execution
- Logo construction, typography pairing, and color psychology
- AI-assisted ideation, asset generation, and professional mockups
- How to develop a consistent illustration style that matches a brand identity
- Professional file organization and client handoff (Raster vs. Vector, CMYK vs. RGB)
- The business of design: Pricing strategies and career longevity

## By week 7, students will:

- Have a comprehensive, portfolio-ready brand identity and illustration system
- Confidently manage a dual-software creative workflow
- Present a massive, real-world Capstone project during demo day
- Receive a certificate of completion





# WEEK 1

## FOUNDATIONS OF ILLUSTRATION & WORKFLOW SETUP

Instructor: Bimbo Oni • 3 Live Classes • Assignments

### Introduction to Illustration Using Figma

How illustrators use Figma, understanding vector vs. raster, setting up the right workspace, and mastering frames, grids, layers, and pages.

### Essential Illustration Tools

Shapes, Pen tool, anchor points, Bézier curves, using shapes and curves together, and understanding "shape building" in illustration.

### Pen Tool Made Extremely Simple

The straight-line method, the smooth curve method, how to break handles, how to avoid "wobbly" lines, and practical demos to remove the fear of the pen tool.

### Professional Workspace Structure

Naming layers properly, grouping & frame hierarchy, and creating separate pages for mood boards, rough sketches, and final illustrations to maintain a clean workflow.

### Core Illustration Principles & Spot Illustrations

Mastering contrast, balance, color harmony, shadows, and depth . Using patterns and shapes as colors, and creating small spot illustrations to build confidence early.

### Assignments

Daily mini illustrations using the pen tool, a structured workspace page, a moodboard page, and beginner-friendly illustration set.





# WEEK 2

## BRAND THINKING & DISCOVERY

Instructor: Guest Designer • 3 Live Classes • Assignments

### What is a Brand?

Exploring types of brands (Corporate: Paystack, Product: Maggi, Personal: Bimbo Studio, Cultural: Nike). Understanding brand characteristics: Clarity, Consistency, Adaptability, and Memorability.

### The 3 Layers of Branding

Brand Strategy (purpose, values, audience), Brand Identity (logo, typography, color), and Brand Experience (product, packaging, physical/marketing interactions).

### Brand Discovery (Layer 1 & 2)

Defining Mission, Vision, Purpose, Values, Personality, and Voice . Answering critical business questions: Audience, Pricing Strategy, Competitors, and Market Positioning.

### Research & Synthesis

Competitor and non-competitor analysis (The Niche vs. the Cliché trope). Using the DTO framework (Discovery, Translate, Output).

### AI & Strategic Briefs

Querying recorded call transcripts with AI, extracting themes, generating mind maps, and creating a strategic brief that serves as a source of truth.

### Assignments

Classify brand layers of admired companies. Group work: conduct a brand interview, record the call, and use AI to synthesize the data into a mind map and strategic brief.





# WEEK 3

## AI, CREATIVITY & INTERMEDIATE TECHNIQUES

Instructor: Bimbo Oni • 3 Live Classes • Assignments

### AI Tools & Prompt Writing

Using AI for reference-building, copyright-safe usage, and giving clear prompts. Structuring prompts to describe style, lighting, and mood, controlling motion/color/form, and getting consistent character outputs.

### Creativity Unlock (Idea Development)

Turning random thoughts into visual concepts, using AI to spark direction (not redraw), thumbnailing ideas in Figma, and choosing a final concept.

### Character Illustration Techniques

Drawing simple but expressive faces, stylized eyes, hair structure and flow, clothing shapes, and simplifying anatomy for beginners.

### Brush Tool Deep Dive

How strokes work, weight and pressure simulation, adding subtle texture, and line thickness control. Using directional strokes for depth and realism in hair, clothing, and shadows.

### Figma Effects & 2D+ Volume

Drop shadow, inner shadow, noise, layer blur, and glass effects . Turning flat art into 2D+ using soft lighting, strategic contrast, and volume through minimal shading.

### Assignments

Brainstorm and develop 1-3 original visual concepts, then fully illustrate them.





# WEEK 4

## IDENTITY DESIGN & LOGO SYSTEMS

Instructor: Guest Designer • 3 Live Classes • Assignments

### The Great Misconception

Understanding that a logo is just a visual sign, not the entire brand. Classifying logo forms: Wordmark, Monogram/Lettermark, Abstract mark, Combination mark, Pictorial mark, Emblem, and Mascot.

### Visual Direction & Naming

Naming frameworks (Descriptive, Evocative, Abstract, Compound, Founder-based). Gathering inspiration from Pinterest/Behance and auditing mood boards in Figma/Illustrator.

### Concept Ideation

Brainstorming, sketching, and using AI as a starting point for ideation via the brand metaphor approach.

### Adobe Illustrator Basics

Shape layers, Pen tool (basic and curves), Shape builder tool, Direct selection tool, Text tool (text on a path), and layer organization.

### Logo Construction & Systems

Creating logos with mathematical grids vs. freeform . Building logo variations (horizontal, stacked, icon-only, reversed), establishing minimum size, and knowing when to use specific marks.

### Assignments

Create a brand name, sketch 3 logo concepts, and construct the voted option in Adobe Illustrator.





# WEEK 5

## STYLE DEVELOPMENT & ADVANCED CHARACTER WORK

Instructor: Bimbo Oni • 3 Live Classes • Assignments

### Understanding Style

What "style" actually is, elements that define it, and finding your early direction . Balancing "my style" vs. "project style" and knowing when consistency matters.

### Breaking Down Style Rules

Color language, line rules, proportions, detail level, and character shapes.

### Coloring Techniques

Soft pastel palettes, saturated palettes, studying color moods, and creating your own color systems.

### Building Consistent Rules

Standardizing how you draw eyes, noses, hair shapes, and clothing folds. Establishing strict shading rules.

### Advanced Consistency with AI

Using character identity prompts to keep multiple AI outputs in one style . Combining everything from Weeks 1-2 to build a cohesive scene and matching proportions/color direction.

### Assignments

Style discovery workshop (mini style experiments), exploration sketches, and a final set of 2-3+ highly consistent illustrations.





# WEEK 6

## BRAND SYSTEMS, TYPOGRAPHY & APPLICATION

Instructor: Guest Designer • 3 Live Classes • Assignments

### Typography

Choosing type based on brand image and values. Pairing type using a mathematical grid . Micro-typography (kerning, tracking, line height) and font licensing.

### Color Systems

The psychology of colors, AI-assisted color synthesis, pairing colors using the color wheel, and understanding color modes (RGB, CMYK, HEX) for digital vs. print.

### Imagery & Brand Patterns

Directing photography, spot illustrations, and icons. Creating custom brand pattern systems in Illustrator.

### Brand Application

Applying the identity to stationery (business cards, bags, t-shirts), social media kits (headers, profile photos), and campaign materials (posters, billboards).

### Mockups & Guidelines

Creating mockups with AI and Photoshop. Developing a brand presentation to sell the work. Creating strict brand guidelines (logo usage, do's/don'ts).

### File Handoff

Professional file organization, Raster vs. Vector (AI, EPS, SVG, PNG), export settings, and naming conventions for handoff folders.

### Assignments

Define full type and color systems, design brand assets, generate AI mockups, create a brand guide, and package files for client handoff.





# WEEK 7

## THE FINAL CAPSTONE PROJECT

Instructor: Bimbo Oni • 3 Live Classes • Assignments

### Capstone Introduction

What makes a strong final project, choosing a concept with emotional weight, concept development, and storyboarding.

### Decoding the Dual-Brief

Understanding the requirements of building both a strategic brand identity and a cohesive illustration system for a single client.

### AI-Enhanced Pre-production

Using AI to refine characters, lighting, props, and background ideas before final execution.

### Style & Technique Integration

Using the rules and frameworks established in Weeks 1-6 to polish the piece, adding final depth, mood, and detail.

### Final Review & Demo Day

Students present their comprehensive systems. Live improvement notes and triage from both instructors.

### Certificates

The execution and presentation of the Capstone Project to earn Certificates of Participation and Excellence (t&c apply).

