



Issued by [University of Basilicata](#)

SINCE

TAGS: [Personal branding](#), [Career](#), [Communication](#)



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Have you ever googled yourself? Personal brand and visual communication

The holder of this badge has attended the course "Have you ever googled yourself? Personal brand and visual communication" organized by the University Basilicata as part of the "Competenze trasversali in Unibas" Project.

When looking for information about a person or company, what is the first thing a student does? Googling or Facebooking. Has the student ever thought that recruiters and people looking for the best candidates to hire in their company, do the same thing?

This course introduces and teaches how to build effective personal branding through the use of a strategy that includes social media. For this reason, the rules of marketing and visual communication are the pillars for an effective personal branding. Having a degree is not enough to stand out among the millions of other degrees. Soft and ethical skills, and good communication, often make the difference.

During this non-formal training, the student will learn that building a branding strategy is a fun game. Through non-formal educational steps, you will learn that creating a branding strategy is a funny game. Creativity, relationship, adaptation and the use of effective visuals, will help the student to win the challenge: "Communicate yourself in a winning way".

The course lasts 16 hours and it is divided in:

- From brand to personal brand. (2 hours)
- Graphic design. Lettering, colors, templates: details that make the difference. What do you want to communicate? (2 hours)
- Case History. Winning visual identity (2 hours)
- OMG (Oh My God) Things you must not absolutely do for any reason in the world! (2 hours)
- Practical exercise - Build on your logo and visual (2 hours)
- Content Marketing Basics (2 hours)
- Public speaking and techniques to improve it (4 hours)



Skills

The owner of this Badge has proved to have the following competences:

- competences in artistic disciplines and humanities;
- competences in information and communication technologies (tic).

The owner of this Badge has displayed the following soft skills:

- attitudes and values including adapting to change, managing frustration, managing quality, fulfilling commitments, insisting, demonstrating empathy, demonstrating good manners, following an ethical code of conduct;
- skills in communication, collaboration and creativity;
- skills in information topics.

The owner of this Badge has displayed an overall knowledge in:

- Basic principles of visual communication
- Logo, visual identity and consistent communication
- Principles of integrated communication
- Writing for digital media
- Theories and basic principles of media marketing

Criteria

The Badge is awarded upon attendance of at least 70% of the course and passing a final test.



Issued by University of Basilicata

The University of Basilicata is the leading University of the Basilicata region, in the Southern part of Italy. Since 2012, according to the new University statute and rules of procedure, ex D.R. n. 88/2012, the University of Basilicata is organized through six primary structures (precisely four departments and two schools) in which the functions and the personnel of the pre-existing twelve departments and eight faculties have been re-addressed. Degree programs range from the Humanities, to architecture, archeology, education, economics and management, as well as to the STEM disciplines (hard sciences, agriculture, engineering, computer sciences). Such degree programs are effectively connected to the research, training and third mission activities developed by the primary structures. University of Basilicata counts about 7.000 students, and is based in the cities of Potenza and Matera.



Badge Numbers



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