

The background is a dark, textured collage featuring various artistic and technological elements. At the top left, there's a sketch of a hand holding a pen. In the upper center, a camera with a strap is visible. To the right, a pair of glasses is sketched. Below the glasses, there's a small, detailed drawing of a camera. In the center, there are two large, stylized, orange-red letters 'A' and 'E' that appear to be painted or drawn. At the bottom, there's a sketch of a hand holding a pen, similar to the one at the top left. The overall aesthetic is artistic and creative, with a focus on drawing and technology.

# *AEA BRAND-U*

## **WHAT WE OFFER:**

- THIS COURSE EQUIPS YOU WITH THE SKILLS TO DEFINE YOUR PERSONAL BRAND AND UNIQUE ARTISTIC VOICE. YOU'LL LEARN HOW TO SHOWCASE YOUR WORK THROUGH DIGITAL MEDIA, BUILD A PROFESSIONAL PORTFOLIO, AND CREATE COMPELLING MARKETING MATERIALS. BY THE END OF THE COURSE, YOU'LL HAVE DEVELOPED A STRONG BRAND IDENTITY, FORMED CONNECTIONS WITH FELLOW ARTISTS, AND GAINED THE TOOLS NECESSARY TO SUCCEED IN THE ART WORLD.

## **WHY CHOOSE AEA / OUR ADVANTAGES:**

- AT AEA, OUR ARTIST-CENTRIC CURRICULUM IS SPECIFICALLY DESIGNED TO ADDRESS THE UNIQUE CHALLENGES FACED BY ARTISTS IN A TECH-DRIVEN WORLD. OUR HANDS-ON APPROACH ALLOWS STUDENTS TO APPLY BRANDING AND MARKETING CONCEPTS DIRECTLY TO THEIR ART, WHILE PERSONALIZED FEEDBACK HELPS THEM DEVELOP A DISTINCT ARTISTIC IDENTITY. THE COURSE ALSO EMPHASIZES DIGITAL LITERACY, USING INDUSTRY-STANDARD TOOLS, AND ENCOURAGES STUDENTS TO PURSUE ADOBE CERTIFICATION. NETWORKING WITH FELLOW STUDENT-ARTISTS FOSTERS COLLABORATION, CREATING A STRONG, SUPPORTIVE COMMUNITY. PORTFOLIO DEVELOPMENT IS A CORE COMPONENT, ENSURING STUDENTS GRADUATE WITH A PROFESSIONAL SHOWCASE OF THEIR WORK, WHETHER THEY ARE APPLYING FOR COLLEGE, ENTERING THE WORKFORCE, OR PREPARING FOR EXHIBITIONS.