

# Yellow Goat Design

we design **cool** stuff.



CEU #1 (in conjunction with BeOriginal)

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## **Be Original: Prevent the Demise of Design**

What does it mean to be “original”? Why pay for “authentic” when copies are a fraction of the cost? Using real life examples, this course delves into the nature of innovation and creativity in the design of new products, as well as the costs and risks associated with designing and bringing new products to market. We will also delve into the nature of knockoffs, and the economic, social, legal, and personal costs of supporting counterfeit design.

CEU #2:

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## **The Message behind the Marketing**

In today's world, you have many opportunities to have one-sided and very controlled conversations with potential and existing clients, so it's important to maximize the opportunities by strategically planning your messages and getting the most out of them. Take the time to create messages that will have the same impact as your stellar work and designs. In this course we will look at tips that will create a narrative that expresses the best of your design capabilities and elevates your brand.