

# **THE POWER OF DESIGN AND BRANDING**



**DARRELL FUNK**  
BRANDING ART DIRECTOR, LEIDOS

**NOVEMBER 4, 2024**  
**12 - 1PM**  
**UNIVERSITY CENTER**  
**310**

## **ABOUT THE WORKSHOP:**

This workshop explores the inspiration and origins of a visual identity that stands out in a crowded marketplace. We will discuss key branding touchpoints to include photography, environmental design, product design, advertising and sport sponsorships. Lastly, we'll look at the source of inspiration. Design is more than an occupation. It's a way of life.

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## ABOUT THE WORKSHOP:

This workshop explores the inspiration and origins of a visual identity that stands out in a crowded marketplace.

The focus will be on:

- Exploring the inspiration and origins of a visual identity that stand out in a crowded marketplace
- Branding touchpoints, to include photography, environmental design, product design, advertising, and sport sponsorships
- Inspiration - Being a designer is more than an occupation, It's a way of life.

# FEAR OF CAREER FOMO

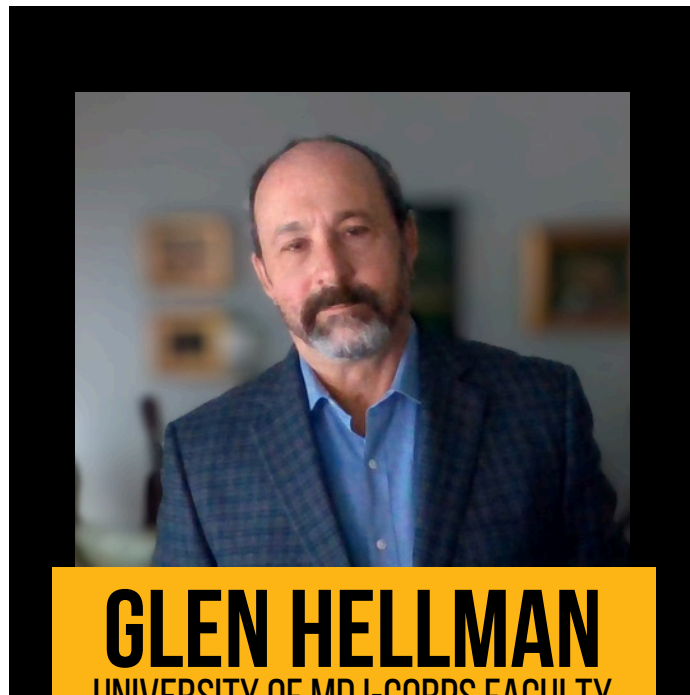


**OCTOBER 4, 2023**  
**12 - 1PM**  
**COMMONS 331**

## **ABOUT THE WORKSHOP:**

Your mission is what you will base everything on moving forward for your business, from the products you decide to launch, your pricing strategy, brand messaging, and team. In this workshop, we will explore why a clear company mission matters, how to set one, and how to use it as you scale.

# **CUSTOMER DISCOVERY: KEY TO BUSINESS SUCCESS**



**GLEN HELLMAN**  
UNIVERSITY OF MD I-CORPS FACULTY

**MARCH 6, 2024**  
**12 - 1PM**  
**COMMONS 331**

## **ABOUT THE WORKSHOP:**

One of the most important aspects of launching a successful business is to understand what your customer wants. In this workshop you will learn the following:

- Why Customer Discovery Is Important
- What Is Customer Discovery
- The Customer Discovery Process
- Next Steps

# GETTING STARTED WITH E-COMMERCE



**BOB ZHANG**  
FOUNDER, USABAL SOLUTIONS

**FEBRUARY 12, 2024**  
**12 - 1PM**  
**COMMONS 331**

## **ABOUT THE WORKSHOP:**

This compact workshop will provide concise information, essential tools, and necessary hands-on exercises to help you quickly set up and run a simple e-commerce operation. During the hands-on portion, you will follow step-by-step instructions to set up your own e-commerce store and learn how to effectively manage it using a popular e-commerce platform. This entry-level workshop is designed for those who are new to e-commerce and are aiming to build their online store.

# MYTHS AROUND NON-PROFITS



**SALLY SCOTT**  
GRADUATE PROGRAM DIRECTOR,  
COMMUNITY LEADERSHIP AT UMBC

**MARCH 27, 2024**  
**12 - 1PM**  
**COMMONS 331**

## **ABOUT THE WORKSHOP:**

There are many misconceptions about non-profits. This interactive workshop will address the following:

- What do YOU think non-profits do?
- Common myths about non-profits
- Why do non-profits exist?
- What can non-profits do?
- How do non-profits operate?
- Is there a non-profit in your future?

# AVOID CAREER FOMO: OWN YOUR PERSONAL MEDICINE



**SUZI HUNN**  
LEARNING STRATEGIST & AUTHOR

**NOVEMBER  
13, 2024**

12 - 1PM

UNIVERSITY CENTER 310

## ABOUT THE WORKSHOP:

"You have medicine that you must own." Whether you plan to work for yourself or someone else, you'll be better served if you're clear on what uniquely drives you. To find stability as an entrepreneur or intrapreneur, you must identify your own purpose, then let it take the lead throughout your career.

In this workshop you'll discover:

- The people you're uniquely suited to serve
- A problem that breaks your heart
- Tasks that light you up
- Outcomes people will pay for