



LESSON 02

DESIGN THEMES



02

LET'S EXPLORE DESIGN THEMES

DESIGN THEMES

What you'll accomplish:

Personal brand bio statement

Time to achieve: 1 hour

Software needed: N/A

[WATCH THE LESSON<<](#)

QUICK RE-CAP

CHOSEN THEME SHOULD COMMUNICATE THE CONCEPT FROM YOUR B(AI)B BIO (LESSON 01)

This is the “message” of the brand... which is a 3-part message, and it needs to communicate:

1. What are you selling? (industry)
2. Who are you selling it to? (target)
3. Who are you to be selling it? (brand personality)

Design themes must fit each of these 3 specifics in the concept.





DESIGN THEME PROMPT

Gear up for Lesson 2, where we unlock the true potential of AI. Remember, AI is a beast of a tool, but it's only as sharp as the prompts you feed it. Stick to the age-old wisdom:

**“Garbage in.
Garbage out.”**

PROMPT FORMULA

DESIGN THEME

task/company name

+

brand bio statement

+

target/industry

+

brand personality

+

request

+

theme elements



EXAMPLE PROMPT

Badass Your Brand—B(AI)Bs:

- TASK/COMPANY**] → I'm trying to come up with a visual brand strategy for my coaching program, Badass Your Brand with AI.
- BRAND BIO**] → My revolutionary AI assisted visual brand strategies help build stunning and highly converting brand foundations so badass boss ladies and creative female entrepreneurs can build a confident visual brand identity that rocks this world!
- BRAND PERSONALITY**] → My brand personality is edgy, confident, and rebellious. I help badass boss ladies and creative entrepreneurs build highly converting visual brand identities utilizing ai tools.
- REQUEST/INSTRUCTIONS**] → Can you come up with some different themes that this type of target market would love that is fitting for the creative female entrepreneur industry with color ideas and types of imagery and core messaging points?
- THEME ELEMENTS**] → Remember it should follow a theme. Example of a theme: strong, defiant, feminine, and confident, biker babe, hardcore rocker, but visually soft and feminine, sassy, and provocative messaging that ultimately exudes confidence, class, and strength in a rebellious approach.

DESIGN THEMES EXAMPLES



SCENE 1: URBAN REBEL

- **Imagery:** A gritty city alleyway at dusk, graffiti on the walls, neon signs flickering.
- **Set:** Abandoned warehouse or rooftop with a city skyline view.
- **Props:** Electric guitar, vintage amplifier, microphone stand, spray paint cans.
- **Wardrobe:** Leather jacket, ripped jeans, band t-shirt, combat boots, choker necklace, and gloves.



SCENE 6: SUNSET RIDER

- **Imagery:** Open road at sunset, with desert landscape stretching out into the horizon.
- **Set:** Lonely highway with a classic motorcycle parked on the side.
- **Props:** Leather saddlebags, aviator sunglasses, map, and a vintage camera.
- **Wardrobe:** Fringed suede vest, white tank top, leather pants, cowboy boots, and a wide-brimmed hat.



SCENE 8: HIGH-OCTANE PERFORMANCE

- **Imagery:** Backstage area with high energy, cables, and equipment scattered about.
- **Set:** Behind-the-scenes of a concert venue or theater.
- **Props:** Setlists, guitar picks, headphones, and stage lights.
- **Wardrobe:** Mesh top, leather mini skirt, knee-high boots, studded belt, and temporary tattoos.



**POOF...
IT'S MAGIC!**

NOW IT'S YOUR TURN...

**COPY AND PASTE THIS PROMPT
SCRIPT INTO CHATGPT**

Choose 3 of the chatGPT outputs that you want to move forward to.

Lastly, don't forget to answer:

- Would my ideal client love this?
- Does it feel like me?
- Does it fit the industry?



REMEMBER...

Task/Name

Write what you want it to do. For this lesson the task is: "I'm trying to come up with a visual brand strategy for my company, (insert company name here.)"

Brand Bio Statement

Copy and paste your brand bio statement from lesson 1. This includes your product/service, industry, target, and benefits.

Brand Personality

Explain the overall look and feel of your brand. First impressions are everything and these little personality details make a lasting impression.

Theme Elements

Describe the colors, artistic style, inspiration, overall aesthetic, and any other information you have. Be as detailed as possible.



DESIGN THEME PROMPT

FILL IN THE BLANKS | COPY AND PASTE

I'm trying to come up with a visual brand strategy for my company, **(company name)**
(brand bio statement)

My brand personality is **(describe your brand personality)**

I help **(ideal customers)** in **(specific industry)**.

Can you come up with some different themes that this type of target market would love that is fitting for **(ideal customers)** in **(specific industry)** with color ideas and types of imagery and core messaging points?

Remember it should follow a theme. Example of a theme: **(describe in detail)**



Congrats!

Finding your design theme is complete.

PICK 3 THEMES that most closely align with you. You can combine themes or keep generating more ideas until you land on 3 themes that are worth exploring.

[>>CONTINUE TO LESSON 03](#)

SEE YOU IN THE NEXT LESSON

Up Next...



03-Mood Boards

Create mood boards that start to identify common visual themes within your brand.

04-Color Palette

Understand the meaning of color and how to use it to communicate your brand message.

05-Font Pairing

Unlock the power of typography and select font pairings that work together.