

COURSE FLOW

THINK.
SHOOT.
DESIGN.
2.0

45 days

REAL-WORLD COURSE

2 mentors

FOR CREATIVITY & STRATEGY

AI. & real world

TRAINING & EXPERIMENT

Jaipur

MINDSCLUB LAB



MISSION BEHIND THIS COURSE

**ONE
PERSON.**



**BRANDING
POWERHOUSE.**



Powered by AI.

We shape you into a Branding One-Man Army skilled in Design, Direction, AI, and Ad Films in just 45 days.



YOUR PART IS SIMPLE - BRING TWO THINGS:

01 **BASIC TOOL
KNOWLEDGE.**

02 **PHYSICAL
FITNESS.**

Because this is an on-field course.
Real-world work is necessary to command
AI in the right direction.



**HOPE THE CONCEPT
IS CLEAR,**

**AND THERE
IS NO CONFUSION.**



THE BRANDING RITUAL.

THE
BRANDING
RITUAL
IS OUR INITIATION
CEREMONY.

EACH
PARTICIPANT
ADOPTS TWO (NEW)
REAL-WORLD BRANDS:

ONE SERVICE BASED.
ONE PRODUCT BASED.

MEET THE MENTORS



PRASHANT KULSHRESTHA

RAJEEV MEHTA

A man in a light-colored t-shirt is crouching in a tea field, holding a camera up to his eye as if taking a photo. In the background, a woman wearing a white shirt and a colorful headscarf is also crouching, working in the tea plants. She has a large, woven basket on her back. The background is a soft-focus view of a tea plantation with rolling hills.

OVER THE
NEXT 45 DAYS,
YOU WILL
WORK
ON THESE
BRANDS
AS YOUR OWN

SHAPING STRATEGY,

CONTENT CREATION

BRANDING AND

EXECUTION FROM

SCRATCH.

AND THIS IS HOW THE JOURNEY UNFOLDS – DAY BY DAY

DAY 01

11:00 AM - 3:00 PM

AGENDA

BRAND STRATEGY & CONTENT MARKETING BLUEPRINT
FOR BOTH BRANDS – INCLUDING DESIGN, VIDEOS, AI, AND UI/UX.

ONE-ON-ONE BRAINSTORMING
WITH EVERY PARTICIPANT.

SKILLS YOU WILL LEARN

- BRANDING STRATEGY • CONTENT STRATEGY
 - IMPACT OF MODERN TECHNOLOGY ON BRANDING.
-

DAY 02

11:00 AM - 3:00 PM

AGENDA

LOGO DESIGN IDEATION FOR TARGETED AUDIENCE AND
SOCIAL MEDIA ACCOUNT CREATION FOR BOTH BRANDS.

ONE-ON-ONE Q&A
WITH EVERY PARTICIPANT.

SKILLS YOU WILL LEARN

- LOGO DESIGN CONCEPT
VISUALIZATION • TIME RELEVANCE • TARGET AUDIENCE
-

DAY 03

11:00 AM - 3:00 PM

AGENDA

FINAL LOGO DESIGN

ONE-ON-ONE Q&A
LIVE FEEDBACK ON DESIGN.

SKILLS YOU WILL LEARN

- LOGO DESIGN • DESIGN CONCEPT • BRAND EMOTION
-

DAY 04

11:00 AM - 3:00 PM

AGENDA

CREATING BRAND GUIDELINES, BRAND TONE, AND
BRAND PERSONALITY FOR EACH PRODUCT.

ONE-ON-ONE Q&A,
LIVE FEEDBACK AND CORRECTION.

SKILLS YOU WILL LEARN

- MODERN BRANDING • MARKET RESEARCH • BRAND
TONE & PERSONALITY

DAY 05

11:00 AM - 3:00 PM

AGENDA

MAKING BRAND GUIDELINES KIT

ONE-ON-ONE BRAINSTORMING WITH EVERY PARTICIPANT.
AND LIVE FEEDBACK ON DESIGN.

SKILLS YOU WILL LEARN

- BRANDING KIT • IDEA PRESENTATION
 - COPY WRITING
-

DAY 06

11:00 AM - 3:00 PM

AGENDA

BRAND MARKETING STRATEGY PLAN WITH
40% GRAPHICS (PHOTOSHOOT + DESIGN)
40% VIDEO (SHORT + MODERN ADS) AND
20% AI. (IMAGE GEN + VIDEO GEN).

ONE-ON-ONE Q&A
WITH EVERY PARTICIPANT.

SKILLS YOU WILL LEARN

- AI ERA BRANDING AND MARKETING TECHNIQUES
 - HUMAN PSYCHOLOGY • CONTENT PLAN
-

DAY 07

11:00 AM - 3:00 PM

AGENDA

CONTENT STRATEGY FOR PHOTOSHOOT + DESIGN

ONE-ON-ONE Q&A
AND LIVE FEEDBACK

SKILLS YOU WILL LEARN

- BRAND SHOOT • VISUAL CONCEPT • VISUAL TONE
-

DAY 08

11:00 AM - 3:00 PM

AGENDA

SAME AS DAY 07

ONE-ON-ONE Q&A,
LIVE FEEDBACK AND CORRECTION.

SKILLS YOU WILL LEARN

- BRAND SHOOT • VISUAL CONCEPT • VISUAL TONE

DAY 09

11:00 AM - 3:00 PM

AGENDA

MARKETING PLAN
PRESENTATION TO THE REAL CLIENT (ROLE PLAY)

LOGIC AND FEEDBACK FROM THE CLIENT.

SKILLS YOU WILL LEARN

- PUBLIC SPEAKING • IDEA PRESENTATION
 - CRITICISM HANDLING.
-

DAY 10

11:00 AM - 3:00 PM

AGENDA

WORKSHOP ON COMMERCIAL CONTENT MARKETING
HOW TO PLAY SAFE WHILE MAKING BRAND CONTENT .

ONE-ON-ONE Q&A
WITH EVERY PARTICIPANT.

SKILLS YOU WILL LEARN

- COMMERCIAL STORYTELLING
 - MIND HACK • HUMAN PHYSIOLOGY
-

DAY 11

11:00 AM - 3:00 PM

AGENDA

HANDS ON PHOTOGRAPHY & AD FILMMAKING
WORKSHOP WITH EXPERT.

ONE-ON-ONE Q&A
AND LIVE FEEDBACK

SKILLS YOU WILL LEARN

- STORYTELLING • GEAR CONTROL • LIGHTING & FRAMING
-

DAY 12

11:00 AM - 3:00 PM

AGENDA

SAME AS DAY 11

ONE-ON-ONE Q&A
AND LIVE FEEDBACK

SKILLS YOU WILL LEARN

- STORYTELLING • GEAR CONTROL • LIGHTING & FRAMING

YOUR TURN: PICK UP THE CAMERA AND SHOOT EDITORIAL

DAY 13

11:00 AM - 5:00 PM

AGENDA

PRODUCT EDITORIAL SHOOT
WITH MODELS FOR DESIGN (MALE + FEMALE)

MENTOR'S SUPPORT WHILE SHOOTING

SKILLS YOU WILL LEARN

- BRAND SHOOT • WORKING ON GROUND
- SITUATION HANDLING



BRAND VISION INTO CONTENT (SCRIPTING)

DAY 14

11:00 AM - 5:00 PM

AGENDA

**NARRATIVE DEVELOPMENT &
SCRIPTING FOR A 1-MINUTE BRAND DOCUMENTARY**

MENTOR'S SUPPORT WHILE PLANING

SKILLS YOU WILL LEARN

- NARRATIVE DEVELOPMENT • SHORT BRAND FILMS
- SCRIPT WRITING



NOW IT'S TIME FOR THE 1 MIN. DOCUMENTARY SHOOT



DAY 15

11:00 AM - 5:00 PM

AGENDA

SHOOT WITH THE CEO (ROLE PLAY) TO CONVERT
YOUR SCRIPT INTO A 1-MINUTE VIDEO.

MENTOR'S SUPPORT WHILE SHOTTING

SKILLS YOU WILL LEARN

- INTERVIEW DIRECTION • SCRIPT-TO-SCREEN EXECUTION
- SHOT COMPOSITION



DAY 16

11:00 AM - 3:00 PM

AGENDA

NOW SAVE ALL FILES, CREATE FOLDERS, AND ARRANGE
YOUR CONTENT -WE BEGIN BRANDING TOMORROW.

SKILLS YOU WILL LEARN

- INTERVIEW DIRECTION • SCRIPT-TO-SCREEN EXECUTION
- SHOT COMPOSITION

WE BEGIN BRANDING TOMORROW.

k.
ot.
ign.

Think.
Shoot.
Design.

with
Rajeev Mehta



DAY 17

11:00 AM - 3:00 PM

AGENDA

CREATE 7 DAYS OF GRAPHIC POSTS FOR
BOTH BRANDS USING ONLY THE IMAGES YOU SHOT

LIVE FEEDBACK ON DESIGN BY MENTOR

SKILLS YOU WILL LEARN

- 7-DAY STRATEGY • BRAND CONSISTENCY
- REAL SHOOT ASSETS USE

A photograph of three men in a workshop or classroom setting. They are gathered around a laptop, looking intently at the screen. The man in the center is pointing at the screen with his right hand. The man on the left is wearing glasses and looking towards the laptop. The man on the right is also wearing glasses and looking towards the laptop. The background is a plain wall with some faint, light-colored patterns.

DAY 18 -21

11:00 AM - 3:00 PM

AGENDA

**DESIGN FEEDBACK AND
CORRECTIONS BY BOTH MENTORS**

SKILLS YOU WILL LEARN

- **CRITICAL THINKING** • **DESIGN REFINEMENT**
- **CREATIVE IMPROVEMENT**

VIDEO STORYTELLING

A group of four men are gathered around a round wooden table, focused on their laptops. One man is standing and leaning over, pointing at a laptop screen. The other three are seated, looking intently at their screens. The setting appears to be an indoor workspace or a casual office environment with a window in the background.

DAY 22-28

11:00 AM - 3:00 PM

AGENDA

**VIDEO EDITING - BRAND NARRATIVE INTO
FINAL 1-MINUTE DOCUMENTARY**

SKILLS YOU WILL LEARN

- VIDEO EDITING STORYTELLING
- NARRATIVE STRUCTURING
- VISUAL FINISHING

AI STORYTELLING

DAY 29-30

11:00 AM - 3:00 PM

AGENDA

AI-DRIVEN BRAND STORYTELLING & AD CREATION

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- AI AD CONCEPT DEVELOPMENT
- AI CREATIVE DIRECTION
- HYBRID CONTENT CREATION -AI + REAL.

VIDEO DESIGN & MICRO GRAPHICS.



DAY 31-32

11:00 AM - 3:00 PM

AGENDA

**PRO-LEVEL VIDEO FINISHING WITH
MICRO GRAPHIC ELEMENTS.**

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- MICRO GRAPHIC DESIGN
- FRAME-LEVEL ENHANCEMENT
- VISUAL DETAILING

FINAL PROJECT CASE STUDY.

DAY 33

11:00 AM - 3:00 PM

AGENDA

USE YOUR BTS, FINAL WORK, AI WORKFLOW, AND
IDEAS TO PRESENT A PROFESSIONAL PORTFOLIO CASE STUDY.

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- CASE STUDY STRUCTURING • PORTFOLIO PRESENTATION
- SHOWCASING PROCESS.



STAGE PRESENTATION.



DAY 34-35

11:00 AM - 3:00 PM

AGENDA

**PRESENT YOUR CASE STUDY ON SCREEN AND COMMUNICATE
YOUR IDEAS AND BRAND-BUILDING JOURNEY WITH CONFIDENCE.**

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- **PUBLIC SPEAKING** • **STAGE CONFIDENCE**
- **CLEAR COMMUNICATION.**

NOW YOU'RE MARKET-READY.

**YOU KNOW HOW TO
BUILD A BRAND FROM ZERO.**

**YOU HAVE REAL
ON-GROUND EXPERIENCE.**

**YOU THINK LIKE A
CREATIVE DIRECTOR.**

**YOU UNDERSTAND AI WORKFLOWS
FOR MODERN BRANDING.**

**YOU CAN CREATE SOCIAL
MEDIA ASSETS WITH CONSISTENCY.**

**YOU CAN DIRECT INTERVIEWS
AND DOCUMENTARY-STYLE CONTENT.**

**YOU CAN PRESENT AND DEFEND
YOUR IDEAS CONFIDENTLY.**

**YOU CAN STRUCTURE PROFESSIONAL CASE STUDIES
FOR YOUR PORTFOLIO.**



A man with a beard and dark hair, wearing a white short-sleeved shirt with a black floral pattern and dark pants, is seated and speaking to a group of people. He is gesturing with his right hand, pointing upwards. The room is dimly lit, with light coming from behind him, creating a silhouette effect. The background features light-colored curtains and a white pillar. The foreground shows the blurred heads of several people listening to him.

**NOW
LET'S
SHARPEN
THE
FINAL SKILLS
THAT SET
YOU
APART.**

LOGICAL THINKING & REASONING WITH UI/UX DESIGN.

DAY 36-37

11:00 AM - 3:00 PM

AGENDA

**NOW DESIGN AN APP FOR A COMPLETELY NEW PRODUCT
CONCEPT THAT DOES NOT YET EXIST IN THE MARKET.**

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- LOGICAL UI/UX DESIGN • NEW MARKET SOLUTIONS
- INNOVATIVE PRODUCT THINKING.

PHYSICAL REAL-LIFE PRODUCT DESIGN WITH AI



DAY 38-40

11:00 AM - 3:00 PM

AGENDA

PRACTICAL DESIGN THINKING FOR REAL-WORLD MANUFACTURING.

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- PHYSICAL PRODUCT DESIGN • PRACTICAL DESIGN THINKING
- CONCEPT DEVELOPMENT.

PRICING STRATEGY

DAY 41

11:00 AM - 3:00 PM

AGENDA

LEARN HOW TO PRICE YOUR CREATIVE SERVICES
BASED ON VALUE, EXPERTISE, AND MARKET POSITIONING.

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- CLIENT BUDGET NEGOTIATION • VALUE-BASED SERVICE PRICING
- PRICE JUSTIFICATION.

LOOK & BODY LANGUAGE



DAY 42

11:00 AM - 3:00 PM

AGENDA

PERSONAL BRANDING THROUGH APPEARANCE
& BODY LANGUAGE

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- PROFESSIONAL GROOMING • PERSONAL BRANDING
- CONFIDENT BODY LANGUAGE.

GUEST APPEARANCE TRAINING

DAY 42-43

11:00 AM - 3:00 PM

AGENDA

**LEARN HOW TO SPEAK CONFIDENTLY AS
A GUEST ON A PODCAST OR SHOW**

LIVE FEEDBACK AND GUIDE BY MENTOR

SKILLS YOU WILL LEARN

- CLEAR & STRUCTURED SPEAKING
- HANDLING QUESTIONS
- CONFIDENT MEDIA COMMUNICATION.

CREATIVE PICNIC. (BYOF)

DAY 44

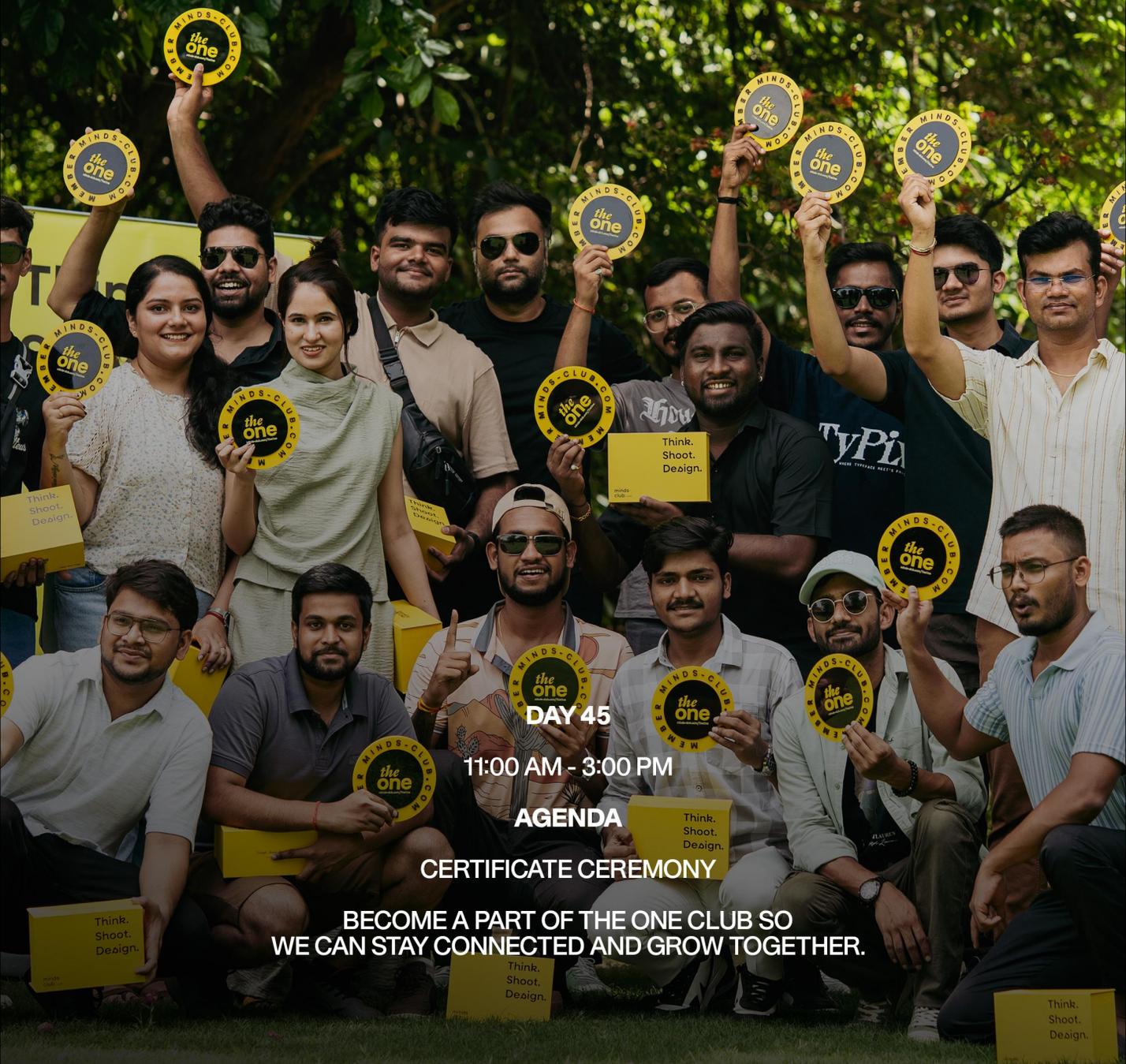
11:00 AM - 3:00 PM

AGENDA

CREATIVITY & NETWORKING DAY

BRING YOUR OWN FOOD

WELCOME TO THE ONE CLUB



DAY 45

11:00 AM - 3:00 PM

AGENDA

CERTIFICATE CEREMONY

BECOME A PART OF THE ONE CLUB SO
WE CAN STAY CONNECTED AND GROW TOGETHER.

Think.
Shoot.
Design.

Think.
Shoot.
Design.

Think.
Shoot.
Design.

Everything may feel out of
the box, but here's the
bad news:

**WE HAVE
VERY LIMITED SEATS.**

But here's the good news

The fee is very affordable, with 3 easy installment options available.



FLEXIBLE PAYMENT PLAN

₹30,000 + ₹20,000 + ₹20,000

TOTAL FEE : ₹70,000 (INCLUSIVE OF GST)

REAL LEARNING IS COMING

[@MINDSCLUB.CO](https://www.mindsclub.co)

FOLLOW THE BUILD



MINDS CLUB
AI x DESIGN LAB

QUESTIONS? LET'S TALK.
968-040-5537

IN COLLABORATION WITH



[@THENAVENTUM](https://www.thenaventum.com)