COURSE DETAIL

DESIGN AND EDITING OF MULTIMEDIA PRODUCTS

Country
Spain

Host Institution
University of Barcelona

Program(s)
University of Barcelona

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Communication

UCEAP Course Number
111

UCEAP Course Suffix

UCEAP Official Title
DESIGN AND EDITING OF MULTIMEDIA PRODUCTS

UCEAP Transcript Title
DESGN MULTIMED PROD

UCEAP Quarter Units
5.00

UCEAP Semester Units
3.30

Course Description

This practical course offers a study of design and editing of multimedia products. Topics include: basic elements of a multimedia project; the webpage as a variety of telematic discourse; web and multimedia design; exercise-- pre-production and branding or brand construction; exercise-- web design; post-advertising-- advertising and the internet; exercise-- designing wireframes in Balsamiq; exercise-- design and layout of a newsletter with MailChimp; exercise-- design and layout of a website with WordPress.

Language(s) of Instruction

Host Institution Course Number
363950

Host Institution Course Title
DESIGN AND EDITING OF MULTIMEDIA PRODUCTS

Host Institution Campus
Campus Plaça Universitat

Host Institution Faculty
Facultad de Filologia y Comunicación

Host Institution Degree
Comunicación e Industrias Culturales

Host Institution Department
Departamento de Filología Hispánica, Teoría de la Literatura y Comunicación

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