

# COURSE DETAIL

## DIGITAL BRANDING

**Country**

United Kingdom - England

**Host Institution**

University of Manchester

**Program(s)**

University of Manchester

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

124

**UCEAP Course Suffix****UCEAP Official Title**

DIGITAL BRANDING

**UCEAP Transcript Title**

DIGITAL BRANDING

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

## Course Description

This course explores the use of digital technology and the creative process involved in the development of fashion brands and comprehensive digital marketing campaigns, fostering an associated practical skill set with industry relevant software (Adobe Photoshop, Bridge, InDesign and Illustrator). Emphasis is put on the practical use of Digital Media design software with students creating a new Fashion brand concept through the use of creative digital media software technologies.

## Language(s) of Instruction

English

## Host Institution Course Number

MATS21702

## Host Institution Course Title

DIGITAL BRANDING

## Host Institution Campus

University of Manchester

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

School of Materials

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