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 Course Details
http://www.materials.manchester.ac.uk/study/undergraduate/undergraduate-courses...

Host Institution Campus
University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Materials

Course Last Reviewed
2018-2019

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