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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