

COURSE DETAIL

ADVERTISING ART & GRAPHIC DESIGN

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Art Studio

UCEAP Course Number

153

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING ART & GRAPHIC DESIGN

UCEAP Transcript Title

AD ART&GRPH DESIGN

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces the basic elements and concepts of the creation of advertising works, design basis (basic composition), design expression skills (graphics, colors, fonts), design styles, and work group proposals. Students master the basic creative divergent thinking methods, as well as the implementation of creative ideas and final production through graphic design methods, and finally use a variety of methods to complete advertising design works .

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130053

Host Institution Course Title

ADVERTISING ART & GRAPHIC DESIGN

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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