

COURSE DETAIL

PRINT COMMUNICATION AND GRAPHIC DESIGN

Country

Spain

Host Institution

University of Alicante

Program(s)

University of Alicante

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Art Studio

UCEAP Course Number

110

UCEAP Course Suffix**UCEAP Official Title**

PRINT COMMUNICATION AND GRAPHIC DESIGN

UCEAP Transcript Title

PRINT COMM&DESIGN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course reviews the world of graphic arts and printed communication—from magazines and brochures to billboards, packaging, and promotional items. It covers the complete print production workflow, including pre-press, printing, and post-press processes. Students learn how to manage a print project from initial client need to final delivery, exploring the technical and creative aspects of production across various materials and formats. Special attention is given to selecting the right printing techniques based on project requirements, cost, and intended impact. Students gain hands-on knowledge of how different substrates, formats, and finishes affect the visual and functional outcome of a print product.

Students are expected to have prior experience with Adobe Creative Suite (Photoshop, Illustrator, and InDesign). Completion of courses in Graphic Design Tools, Advertising Poster Design, and Art Direction is strongly recommended.

Language(s) of Instruction

Spanish

Host Institution Course Number

22531

Host Institution Course Title

PRODUCCIÓN Y REALIZACIÓN EN MEDIOS IMPRESOS

Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wlengua=es&wcodasi=22531...>

Host Institution Campus

San Vicente del Raspeig

Host Institution Faculty

Faculty of Economics and Business Sciences

Host Institution Degree

Degree in Advertising and Public Relations

Host Institution Department

Department of Communication and Social Psychology

Course Last Reviewed

2025-2026

[Print](#)