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

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