

# COURSE DETAIL

## GRAPHIC DESIGN TOOLS FOR ADVERTISING

**Country**

Spain

**Host Institution**

University of Alicante

**Program(s)**

University of Alicante

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

60

**UCEAP Course Suffix****UCEAP Official Title**

GRAPHIC DESIGN TOOLS FOR ADVERTISING

**UCEAP Transcript Title**

GRAPHIC DSGN TOOLS

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course introduces the typographic terminology and technical names needed to create designs in a professional context. Topics include the structural elements of design: graphics, images, symbols, color, and text and how these coexist on the design surface. Emphasis is placed on design projects in the professional field, their scope and characteristics, and the role of the graphic designer. Students create their own design projects using graphic design software.

## Language(s) of Instruction

Spanish

## Host Institution Course Number

22515

## Host Institution Course Title

HERRAMIENTAS PARA EL DISEÑO GRÁFICO PUBLICITARIO

## Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wcodest=&wcodasi=22515&w...>

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

Degree in Advertising and Public Relations

## Host Institution Department

Communication and Social Psychology

## Course Last Reviewed

2025-2026

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