

COURSE DETAIL

DIGITAL MULTIMEDIA CREATION AND DESIGN

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

128

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL MULTIMEDIA CREATION AND DESIGN

UCEAP Transcript Title

MULTIMEDIA DESIGN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course explores the technology involved in digital image creation and multimedia production. It discusses the main digital creation and design tools, classic design principles for effective communication, and the creative and technical phases involved in creating a multimedia design piece. Students develop skills to visualize ideas, plan multimedia campaigns, and present projects coherently and effectively.

Language(s) of Instruction

Spanish

Host Institution Course Number

803685

Host Institution Course Title

CREACIÓN Y DISEÑO DIGITAL MULTIMEDIA

Host Institution Course Details

<https://www.ucm.es/estudios/grado-publicidadyrelacionespublicas-plan-803685>

Host Institution Campus

Moncloa

Host Institution Faculty

Facultad de Ciencias de la Información

Host Institution Degree

Grado en Publicidad y Relaciones Públicas

Host Institution Department

Departamento de Comunicación Audiovisual y Publicidad I

Course Last Reviewed

2025-2026

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