ARTC 2313 : Digital Publishing II

Includes layout procedures from thumbnails and roughs to final comprehensive and print output. Emphasis on design principles for the creation of advertising and publishing materials, and techniques for efficient planning and documenting projects. Coursework focuses on preparing students to take the Adobe Certified Associate exams in Photoshop and Illustrator for Print and Digital Media Publication and Visual Design. Two hours lecture and four hours lab per week.

Credits 3
Lecture Hours 2
Lab Hours 4
Clinical Hours 0
CIP
50.0409
Prerequisites
None