

# VISUAL MARKETING (450)

## CATALOG DESCRIPTION

In Visual Marketing, students will develop marketing communications through image creation tools such as Adobe Photoshop, Prezi and Aobe Premiere.

Prerequisites: MKTG 351, 353

## COURSE OBJECTIVES AND OUTCOMES

By the end of the term, students will be able to integrate marketing communications (print, video and presentations) into the technological cloud.

- High concept advertisements using Photoshop
- Data visualization
- Dynamic presentations using Prezi and infographics
- Video editing using Adobe Premiere

## HELPFUL ONLINE RESOURCES

Lynda.com: You can access this from the Fullerton portal ([www.fullerton.edu](http://www.fullerton.edu)). Lynda.com offers comprehensive tutorials for Photoshop and Premiere.

visual.ly: You can access this at <http://visual.ly>, a comprehensive log of cool infographics.

Prezi: You can access this at <http://www.prezi.com>. Prezi is a zooming, cloud-based presentation tool.

## CONTACTS

For more information, contact Steven Chen (657.278.3233; [stchen@fullerton.edu](mailto:stchen@fullerton.edu)).



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