VISUAL MARKETING (450)

CATALOG DESCRIPTION

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

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