

TERM 1

- Digital Advertising Concepts
- Typography Design
- Digital Artworks
- Digital Imaging
- Sound Composition
- Digital Video Techniques
- Digital Communication
- Design Portfolio

TERM 2

- Marketing Basics
- Internet Advertising with Search Network
- Search Optimization Techniques
- Creative Display Ad Solutions
- Marketing using Email - 1
- Mobile Marketing in Practice
- Introduction to Analytics
- Digital Marketing Portfolio

TOOLS

Adobe Illustrator CC | Adobe Photoshop CC | Adobe Audition CC
Adobe Premiere Pro CC / Prelude CC

