

Certificate in Advertising & Graphic Design

Introduction to Advertising and Designing Principles

- Communication Mix and Consumer Behavior (Advertising)
- Design Principles
- Design thinking and Problem Solving
- Basic Building Blocks of a Multimedia Application

Typography for Print Media

- Importance of text in a multimedia
- Attributes of a font and a block of text o Typography/ Expressive typography

Color Psychology & Composition

- Colour theory

Adobe Photoshop CS

Adobe Illustrator CS

Adobe InDesign CS

Coral Draw

Coral Painter X

Basic HTML

Macromedia Dreamweaver & Flash for Web Designing