

Course Title	<b>DESIGN &amp; DIGITAL PUBLISHING FUNDAMENTALS</b>
Course Code	<b>MKT 123</b>
Course Purpose and Objectives	The aim of this course is to help students gain basic knowledge on the Design aspects required for Digital Marketing aspects. Design Principles and User Experience Design are closely related to HCI and Psychology, explaining how information is constructed in human minds as a mind map (colour, brightness, positioning, flow of data etc) and how users interact or receive information from a digital resource, leading to a decision / action. Specifically, learners will get the required knowledge for evaluating the aesthetic and effectiveness of a Digital Post or Advertisement having the basic knowledge to communicate with Designers who are implementing material for Marketing purposes. Furthermore, students will have the opportunity to use basic CMS tools for posting pictures videos (posts) and updating the content of website used for Marketing Purposes.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Define the basic principles of Design</li> <li>2. Define the basic elements followed in UX Design</li> <li>3. Apply Design Thinking Process</li> <li>4. Evaluate the aesthetic and the meaning of a Digital Post</li> <li>5. Perform simple content updates on a website through CMS</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Design principles</li> <li>• User experience design</li> <li>• Design thinking process</li> <li>• Digital publishing on the web</li> </ul>