Course Title	**PHOTO & VIDEO EDITING**
Course Code	**MKT 230**
Course Purpose and Objectives	This course aims to introduce Students into the fundamentals of digital imaging, understand pixels, copyright, and the differences between raster and vector images. Color models, palettes, and terminology will be explored to facilitate effective image creation. Through a range of tools, participants will learn efficient image capture and creation techniques, optimizing productivity and mastering workflow management.
Learning Outcomes	1. Demonstrate knowledge on Digital Imaging fundamentals and explain pixels, copyright regulations, and the distinctions between raster and vector images. 2. Apply principles of Color Theory and Image Creation to produce visually appealing and effective digital images using color models, palettes, and terminology. 3. Apply Image Capture and Creation Techniques to optimize productivity and workflow management across various tools. 4. Use Selection Techniques and Image Manipulation strategies effectively to modify and enhance digital images with precision. 5. Apply video editing fundamentals through importing, editing, enhancing, and exporting multimedia content seamlessly, thereby enhancing digital content creation capabilities.
Course Content	• Imaging concepts & graphic formats • Colour concepts • Capturing, creating images and layout settings • Enhancing productivity • Selection techniques • Image manipulation • Layers • Working with text • Drawing and painting tools • Video editing