UNIVERSITY OF SPLIT
UNIVERSITAS STUDIORUM SPALATENSIS

SPLIT SUMMER SCHOOL STSS2017

COURSE: Content Marketing and Digital Publishing with Adobe InDesign

Contact person: Darko Kokić mail: dkokic74@gmail.com
Phone: +385 91 / 225 7098 skype:
Web page: http://www.unist.hr/split-summer-school-2017

Main topics:

- **Introduction to content marketing;**
- **Introduction to various digital publishing channels and formats;**
- **Acquiring skills for creating and publishing digital publications: from the basic layout creation, through adding and manipulating interactive and multimedia content, to exporting and publishing various digital formats.**

Programme structure:

- A 5-day course based on a content marketing/digital publishing project;
- The result of the project will be an actual digital publication for one of the Split's cultural locations;
- Students will receive 2 ECTS credits for successfully completing the course.

Important dates:

Course dates: 18/09/2017 – 22/09/2017
Deadline for application: 30/08/2017
Payment due by: 01/09/2017
Confirmation of the course: 01/09/2017

Price of the course: 300 € (tax included)
Price of the course (high school students): 200 € (tax included)
Bed & breakfast: 191.36 € (tax included) – contact person: Marina Kero marina.kero@scst.hr

Programme plan:

Day 1
- Introduction and lecture (2h)
- Individual work/exercise (5h)

Day 2
- Lecture (3h)
- Individual work/exercise (4h)

Day 3
- Lecture (2h)
- Individual work/exercise (5h)

Day 4
- Lecture (2h)
- Individual work/exercise (5h)

Day 5
- Individual work/exercise (6h)
- Final presentations (1h)

Programme lecturers:

Darko Kokić,
Lecturer at The Arts Academy at the University of Split, Split, Croatia.

Senior lecturer at The Arts Academy at the University of Split, Split, Croatia.