COURSE: Content Marketing and Digital Publishing with Adobe InDesign

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Web page: http://unist.hr/split-summer-school/2018/about-split-summer-school

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: 02/09/2019 – 06/09/2019
Deadline for application: 26/08/2019
Payment due by: 26/08/2019
Confirmation of the course: 30/08/2019

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.