

SPLIT SUMMER SCHOOL STSS2018

COURSE: Content Marketing and Digital Publishing with Adobe InDesign

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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:

- 5-day course based on 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:	03/09/2018 - 07/09/2018
Deadline for application:	30/08/2018
Payment due by:	01/09/2018
Confirmation of the course:	01/09/2018

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@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