Print Marketing

SCHOOL
IAE School of Management

CAMPUS
Saint-Serge

LEVEL
2nd year Master's degree

OPEN TO EXCHANGE STUDENTS
Yes

SEMESTER
Fall (S1)

> **Degree course:** International Management and Marketing
> **Teaching unit:** UE 1-2 Digital Marketing Competencies
> **Course language:** English
> **Duration (hours):** 16
> **ECTS:** 2
> **Teacher(s):** Jean-Marc Courtiade

> **Assessment:**
> [X] Continuous assessment
> [ ] Final exam

> **Teaching methods:**
> [X] Lecture course   8   hours
> [X] Tutorial course 8   hours
> [ ] Practical work   hours

> [ ] Case study
> [ ] Project

COURSE DESCRIPTION

Day 1: images (characteristics, rights), the discovery of Gimp and work on the individual project
Day 2: discovery of Inkscape and Scribus
Day 3: work on the deliverable

Teaching methods: Lectures and tutorials.

Assessment: Attendance at classes + production of a deliverable.

OBJECTIVES

Learn to use three Open Source computer graphics programs (Gimp, Inkscape and Scribus) by designing a printable design in connection with a personalized project.

PREREQUISITES

Software installed on the student's computer

SELECTIVE BIBLIOGRAPHY

Gimp : https://www.gimp.org/
Inkscape : https://inkscape.org/
Scribus : https://www.scribus.net/