

Creating content from print to interactive

Introduction

With the innovation of the digital tablet technology, delivery of information takes on a new a new frontier. This new platform offers content that are more interactive with the use of both statics and motion in its content delivery. The increasing number of usage of such devices in the market forces the traditional media such as print to be extended to the new distribution channel - digital interactive platform.

This course provides participants with **the knowledge and hands-on experience in creating print media and subsequently converting it to the online interactive platform – digital tablets (e.g ipad) for mass distribution.**

Course Objective

Upon completion, participants will acquire the skills/techniques to :

1. Design a print layout using design tools and converting it to interactive online digital media.
2. Incorporate video to enhance content
3. Create interactive components within page content
4. Apply the design principles to create print and interactive content with a aesthetic values that help engage audience

Who Should Attend

Corporate communication executive, marketing Communication executive, personnel dealing with marketing/publicity materials, anyone who is interested in gaining additional skills set in creating print and online media.

Course Outline

- ⇒ Understanding the fundamentals of page layout in print and digital format
- ⇒ Building page layout for both print and interactive content
- ⇒ Working with colours, images, text, graphics and video
- ⇒ Applying styles and effects
- ⇒ Creating navigation and page transition
- ⇒ Delivery content in different file formats

Duration

3 days