

## **COURSE OUTLINE**

### **Digital Branding and Promotion**

#### **Course Description**

ID 114. Digital Branding and Promotion. 3 credit hours. Prerequisite: ID 101 with a C or better. This course will enable the student to apply techniques and best practices related to digital delivery of content to social media platforms, branding, and promotion of services and products. The student will use Adobe Express and various tools to create targeted branding themes and demonstrate the use of assets generated from those tools.

#### **Required Materials**

For complete material(s) information, refer to <https://bookstore.butlercc.edu>

Subscription to Adobe Creative Cloud. Butler Community College is an Adobe Creative Campus and registered students can download the Adobe Creative Cloud for free and use it while enrolled at Butler. Please see the External Software Page in the introductory module in Canvas.

Mobile Device capable of running Adobe Express and Adobe Premier Rush. (Apps loaded prior to class starting)

A working Facebook account. (No personal data will be shared and can remain a private account if desired)

Portable storage device (portable hard drive recommended)

Earbuds/headphones for lab use

#### **Butler-Assessed Outcomes**

The intention is for the student to be able to do the following:

1. Communicate principles of branding and promotion as it pertains to social media platforms.
2. Demonstrate competent use of branding and promotion principles pertaining to social media platforms.
3. Plan and publish professional-quality social media experiences using Adobe Express and other tools.

#### **Learning PACT Skills that will be developed and documented in this course**

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

## **Technology Skills**

- Discipline-specific technology-Through the selection and application of software and hardware to projects, the student will develop digital branding and promotion skills.

## **Major Summative Assessment Task(s)**

These Butler-assessed Outcome(s) and Learning PACT skill(s) will be demonstrated by the following:

1. Creating a portfolio of social media targeted promotions demonstrating knowledge of effective digital social promotion as well as software specific knowledge.

## **Skills or Competencies**

These actions are essential to achieve the course outcomes:

1. Describe the concepts of effective social media promotions and branding.
2. Implement digital branding and promotion design in many social media platforms.
3. Demonstrate effective, efficient use of Adobe Express and other tools.

## **Learning Units**

- I. Social media overview
  - A. Platform dependencies
  - B. Platform differences
  - C. Effective use
- II. Effective digital branding
  - A. Logo creation and consideration
  - B. Asset usage
  - C. Targets and demographics
- III. Asset creation
  - A. Photoshop creation
  - B. Video creation
  - C. Formats
  - D. Themes
- IV. Typography and imagery
- V. Adobe Express
  - A. Post
  - B. Page
  - C. Video
- VI. Project organization
- VII. Project implementation

**Learning Activities**

Learning activities will be assigned to assist the student in achieving the intended learning outcomes through lectures, class discussions, team research, individual research, readings, viewing tutorials and study material, quizzes, tests, and other activities at the discretion of the instructor. These activities may be either face-to-face or online.

**Grade Determination**

The student will be graded on the learning activities and assessment tasks. Grade determinations may include any of the following: class participation, projects, team and individual participation, research assignments, quizzes, tests, and other methods of evaluation at the discretion of the instructor.