



**SMC**  
PAN-AFRICAN UNIVERSITY

# Creative Design and Digital Communication

## CDDC

How well does your creative design reveal your intentions?

▶ Hands-on Software Training

▶ Group/Personal coaching sessions

Supported by  
**SO<sup>&</sup>U SAATCHI & SAATCHI**

The Certificate Course in Creative Design and Digital Communication encompasses two aspects of design - creativity and production. The main aim of this course is to enhance participants' understanding of the fundamentals of an effective visual communication project, and optimize their creative skills through the use of appropriate software for carefully crafted designs, page compositions and digital products.

#### Participation

- Corporate Affairs /Public Relations Executives
- Creative Directors
- Graphic Artists/Designers
- Corporate Development Analysts
- Brand Management Officers/Executives
- Information/ Communication Officers
- Pre-press Officers/Executives
- Publication Editors

#### Course Fee:

N150,000 per participant

#### Duration

12 days spread across two months  
2 September - 28 October, 2010

#### Course Venue

School of Media and Communication,  
Pan-African University (Victoria Island campus),  
2, Ahmed Onibudo Street,  
Victoria Island, Lagos.

#### Enquiries and Registration

Doris - 0805 812 7207 and 01-896 7462  
Juliet - 0802 748 4615

Programme Calendar

**2010 SEPTEMBER**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**OCTOBER**

S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

■ Classroom sessions