

# Marketing Design Certificate

The Marketing Design Online Certificate Program focuses on helping you develop technical skill and creative artistry using applied marketing principles. You'll complete a variety of projects, including marketing concept development, retouching, compositing, illustration, advertising design, logo design and corporate branding.

## Who Should Attend

Those interested in building skills and a portfolio for a design career.

## Skill Sets

- Entry-level professional Photoshop skills
- Develop distinctive color palettes
- Entry-level professional skills in creating vector art illustrations in Illustrator
- Research and select appropriate typefaces and design typography
- Analyze basic marketing principles and strategies
- Create simple, graphically appealing logo/identity designs
- Develop the ability to create effective advertising design for campaigns in different print media
- Research and develop an effective concept for visual identity



## Requirements

Must have access to a computer and Internet. This program requires Adobe Photoshop CS5 or CS6 and Adobe Illustrator CS5 or CS6.

## Certificate Completion

Upon successful completion of the program you will earn a certificate of completion from California State University, San Bernardino – College of Extended Learning.

## Training Time

360 hours, 36 weeks

## Delivery Format

- The entire program is offered online
- Start anytime during the quarter
- Complete it from the convenience of your home and on your schedule
- Progress at the pace that matches your learning style

For more information, contact the  
**PACE Program staff at (909) 537-5976,  
or email [pace@csusb.edu](mailto:pace@csusb.edu).**

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