

## VITALIS Internship Web & Graphic Design

For students of:

- IT & Computer
- Informatics
- Telecommunication
- Administration
- Graphics



### Learning Outcomes

- About the manufacturing processes of media products, capture, analyse and edit images
- How objects can be represented graphically
- Planning of media products
- Design, realise and present 2D and 3D media products and digital media
- Design and create web pages with the help of HTML programming with new media products
- Prepare graphics and images and text for print and non-print production
- Develop marketing strategies

### Focal Points and Tasks

- Designing brochures, catalogues, screen pages and websites
- Developing and implementing image ideas and concepts for advertising and photo reportages for fashion, factual or scientific photography, according to customer requirements
- Image editing, layout and formatting with graphics software
- Online marketing (strategies, concepts, forms, controlling), search engine marketing (SEM), keyword advertising, search engine optimisation (SEO)
- Design principles in screen and web design, optimising websites for smartphones, creating designs, e.g. for advertisements, posters, brochures and other printed matter, for trade fair stands and exhibitions, for websites, intranet presences, applications and other medial products

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