

## **Jour 305: Visual Communication** **SCHOOL OF JOURNALISM & NEW MEDIA**

Emphasizes creation, utilization and critique of visual components of IMC at professional levels. Students will learn basics of design software for IMC purposes and applications in print, online, and video, as well as packaging and retail environments.

3 Credits

### **Prerequisites**

- [Jour 204: Introduction to Integrated Marketing Com](#) (Minimum grade: C)
- [Jour 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)

### **Instruction Type(s)**

- Lecture: Lecture for Jour 305

### **Subject Areas**

- [Journalism](#)

### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

