

IMC 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

- IMC 204: Introduction to Integrated Marketing Com (Minimum grade: C)
- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Jour 273: Editing by Design (Minimum grade: C)
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 305
- Lecture: Compressed Video for IMC 305

Subject Areas

Journalism

Related Areas

- <u>Broadcast Journalism</u>
- Journalism, Other
- Photojournalism

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

