

## **IMC 602: Design and Visual Thinking**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

This course will focus on visuals as a means to communicate ideas through the practice of integrated marketing communications. In this class students will be led through exercises that will better facilitate an encompassing view of visual communication and the way it affects a message from concept to creation. Both theory and practice are emphasized.

3 Credits

#### **Prerequisites**

- Must have completed undergraduate IMC core or have permission of instructor.

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

- Lecture: Lecture for IMC 602
- Lecture: Compressed Video for IMC 602

#### **Subject Areas**

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

#### **Related Areas**

- [Speech Communication and Rhetoric](#)

