

## **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: Creative Visual Thinking](#) (Minimum grade: C)
- Course may be repeated only once.

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

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

### **Course Fee(s)**

#### **Journalism 2**

- \$50.00

### **Subject Areas**

- [Journalism](#)

### **Related Areas**

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

