IMC 602: Design and Visual Thinking

MEEK 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

- Communication and Media Studies, Other
- Speech Communication and Rhetoric

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