

IMC 376: Commercial Photography

Meek School of Journalism & New Media

This class focuses on using the storytelling elements of photojournalism to create images that connect with specific audiences. Students will practice what it takes to create strong storytelling images that are both candid and contrived and create campaigns with those images. Students will use photo-editing software to produce images and campaign materials.

Cannot receive credit for both this course and Jour 375.

3 Credits

Prerequisites

- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours
- Prerequisite IMC 205 OR Jour 102

Instruction Type(s)

- Lecture: Lecture for IMC 376

Subject Areas

- [Communication, General](#)

Related Areas

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

