

IMC 602: Design and Visual Thinking

School of Journalism and 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
- Lecture: Web-based Lecture for IMC 602
- Lecture: Online Program for IMC 602

Course Fee(s)

Journalism 9

- \$85.00

Online, Internet, or Web-based

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

- \$100.00 per 3 Semester Credit Hours

Online, Internet, or Web-based (Program)

- \$75.00 per 1 Semester Credit Hours

Subject Areas

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

Related Areas

- [Communication and Media Studies, Other](#)
- [Speech Communication and Rhetoric](#)

