IMC 305: Visual Communication

School of Journalism and 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

- 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
- Lecture: Web-based Lecture for IMC 305

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

Subject Areas

- Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.