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  

Course Fee(s)  
Journalism 9  
- $85.00  

Subject Areas  
- Journalism  

Related Areas  
- Broadcast Journalism  
- Journalism, Other  
- Photojournalism