

SLMC 222: Foundations of Communication Design

New - An important part of strategic communication is the use of eye-catching imagery that is developed on sound design principles. This course will introduce students to those visual languages in images and design. Students will learn to look critically at visual information and determine ethical use of images and design. Students will use the basics of graphic design to create visuals that align, support, and enhance strategic communication plans and PR campaigns.

Credits: 3

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS