

# MCM3855 : Graphic Design and Communications

In the Graphic Design and Communications course, students will examine principles, concepts, and applications that will strengthen communication efforts within graphic-design projects. The course guides students through the process of creating, producing, and distributing compelling still and animated visual communication. Students will review how words and images are coupled to convey data, concepts, and emotions. In addition, students will explore the developmental phases of the graphic communications process from the origination of the idea to the reproduction, finishing, and distribution of multimedia products.

**Credits** 4