GLOBAL STRATEGIC COMMUNICATION
Web Design Track

Corporate & Brand Identity on the Web   VIC5315   3 Credits
16-week live

This course synthesizes two different but complementary tools of communication: graphic design and assembly (both print and electronic). Students will learn the fundamental design principles and techniques for effective visual communication. These principles and techniques are applied, through projects, to achieve a communication objective across different platforms. Students can expect a practical, hands-on experience. A key tool for creating your digital work in this course is Adobe Illustrator. Illustrator is an effective tool for creating original artwork, and for designing logos, banners, icons and navigational elements for online and print. The artwork can then easily be exported to the Web or imported into other programs.

Digital Imagery in Web Design   VIC5325   4 Credits
16-week live

This course is designed to provide students a new skillset in digital storytelling ideas, production, and analysis. In this course students will develop skills to produce creative online stories that will reverberate with the widest audience possible. Creating impactful stories will require a new understanding and thought process of how digital stories differ from those in print, radio and television. To do this, we will look at the changing roles of storytellers in news, promotion, and public relations and marketing while discussing and analyzing media consumption habits that encourage a seamless transition from active audience member to creator. Students will learn video storytelling techniques with Adobe Audition and Adobe Premier Pro.

Digital Media Layout & Design   VIC5326   3 Credits
16-week live

This course introduces students to the skills and concepts that will help create documents for both print and interactivity. Using Adobe InDesign, students will apply their understanding of color, type, layout, and design to create a portfolio project. While InDesign permits several possible workflows, this course will focus on those that most readily translate into digital design.

Web Design Principles   MMC5277   4 Credits
16-week live

Students will learn how the web works and associated terminology such as frontend vs. backend languages, hosting and domains, web developer tools, and more. Students will learn HTML5, CSS and basic JavaScript concepts that will allow students to create and host their own websites. Students will also be introduced to version control concepts.