



# WRITTEN AND VISUAL COMMUNICATION

## Program Overview

Whether you're writing an email or a complex business pitch, the Written and Visual Communication course will teach you how to hook your audience and present your ideas in a memorable way. Learn the fundamentals of narrative and graphic design to tell compelling stories and add a distinct visual flair to your professional communications.

Crafting a meaningful narrative and incorporating typography, the use of color, and strategic imagery can make a lasting impression on your audience and motivate them to respond to your message.

## Program Agenda

### DAY 1: FACULTY, YVETTE DECHAVEZ

- 9:00am - 10:45am : Live Session : Story Fundamentals
- 10:45am - 11:00am : Break
- 11:00am - 2:00pm : Live Session : Story + Audience Persuasion
- 12:00pm - 1:00pm : Break
- 1:00pm - 2:00pm : Asynchronous : Independent Activity
- 2:00pm - 3:00pm : Live Session : Finding the Right Words
- 3:00pm - 4:00pm : Asynchronous : Independent Activity

### DAY 2: FACULTY, CARLA DUPONT

- 9:00am - 11:00am : Live Session : Words & Emotional Connection
- 11:00am - 11:15am : Break
- 11:15am - 12:00pm : Live Session : Clarity & Word Choice

### DAY 3: FACULTY, CARLA DUPONT

- 9:00am - 11:00am : Live Session : Writing for Personal Advocacy
- 11:00am - 11:15am : Break
- 11:15am - 12:00pm : Live Session : Small Group Work

### DAY 4: FACULTY, KENNA KAY

- 9:00am - 11:00am : Live Session : Thinking Like a Designer
- 11:00am - 11:15am : Break
- 11:15am - 12:00pm : Asynchronous : Independent Activity
- 12:00am - 1:00pm : Break
- 1:00pm - 2:00pm : Live Session : Principles of Design
- 2:00pm - 2:45pm : Asynchronous : Independent Activity
- 2:45pm - 4:00pm : Live Session : Visual Design Tools & Resources