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 clearly and successfully present your ideas in a memorable way. Learn the fundamentals of business writing and graphic design to create compelling communication messaging in a variety of settings with a distinct visual flair.

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

Program Agenda

DAY 1 MORNING: BUSINESS WRITING ESSENTIALS		
	9:00am – 9:30am	Live Discussion: Welcome and Overview
	9:30am – 9:40am	Live Discussion: Business Writing Faux Pas
	9:40am – 10:15am	Live Discussion: Brevity and the 6 Word Story: Intro to Memo Writing
	10:15am – 10:30am	Exercise: Breakout in pairs to share 6 Word Stories
	10:30am – 10:45am	Independent Time: Break (15 minutes)
	10:45am – 11:15am	Live Discussion: Transforming an Ineffective Memo
	11:15am – 11:50am	Live Discussion: Brainstorm Topics and Objectives
	11:50am – 12:00pm	Live Discussion: Prepare for afternoon
	12:00pm – 1:00pm	Independent Time: Lunch Break (60 minutes)

DAY 1 AFTERNOON: BUSINESS WRITING ESSENTIALS		
	1:00pm – 4:00pm	Independent Time: Essential Elements of Business Writing Topic Identification Outlining with Purpose

DAY 2 MORNING: PEER EVALUATING MEMOS

Time	Session
9:00am – 9:15am	Live Discussion: Essential Elements Recap
9:15am – 10:15am	Live Discussion: Editing Workshop
10:15am – 10:45am	Live Discussion: Business Writing for Modern Channels
10:45am – 11:00am	Independent Time: Break (15 minutes)
11:00am – 11:45am	Live Discussion: Incorporating Data Persuasively
11:45am – 12:00pm	Live Discussion: Prepare for afternoon
12:00pm – 1:00pm	Independent Time: Lunch Break (60 minutes)

DAY 2 AFTERNOON: PRINCIPLES OF VISUAL COMMUNICATION

Time	Session
1:00pm – 1:30pm	Live Discussion and Exercise: Intro exercise, overview, and importance of visual communication in today's business environment
1:30pm – 2:15pm	Live Discussion, Break-Outs and Sharing: Visual communication in branding and branding exercise
2:15pm – 2:30pm	Independent Time: Break (15 minutes)
2:30pm – 3:15pm	Live Discussion: Thinking like a designer and design principles (C.R.A.P.)
3:15pm – 4:00pm	Independent time and Break-Outs: Design principles exercise

DAY 3 MORNING: DESIGN PRINCIPLES IN BUSINESS COMMUNICATIONS

Time	Session
9:00am – 10:00am	Live Discussion, Break-Outs and Sharing: Warm-up, regroup from yesterday's session, sharing and discussion of exercise results
10:00am – 11:00am	Live Discussion: Applying design principles to business presentations
11:00am – 11:15am	Independent Time: Break (15 minutes)
11:15am – 12:00pm	Independent Time: PowerPoint analysis exercise
12:00pm – 1:00pm	Independent Time: Lunch Break (60 minutes)

DAY 3 AFTERNOON: DESIGN PRINCIPLES IN BUSINESS COMMUNICATIONS

Time	Session
1:00pm – 1:30pm	Independent Time: PowerPoint analysis exercise (continued)
1:30pm – 2:15pm	Live Discussion: PowerPoint analysis sharing and debrief
2:15pm – 2:30pm	Independent Time: Break (15 minutes)
2:30pm – 3:00pm	Live Discussion: Other business comms
3:00pm – 3:15pm	Live Discussion: Tools, template, and resources
3:15pm – 4:00pm	Live Discussion: Wrap-Up