



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 for a variety of platforms 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.

Written and Visual Communication can be taken as a stand-alone course or as a prerequisite for the [Executive Certificate in Business Communication](#).

Program Agenda

DAY ONE BUSINESS WRITING ESSENTIALS	9 - 9:30 a.m. Live Discussion: Welcome and Overview
	9:30 - 9:40 a.m. Live Discussion: Business Writing Faux Pas
	9:40 - 10:15 a.m. Live Discussion: Brevity and the 6 Word Story: Intro to Memo Writing
	10:15 - 10:30 a.m. Exercise: Breakout in pairs to share 6 Word Stories
	10:30 - 10:45 a.m. Break
	10:45 - 11:15 a.m. Live Discussion: Transforming an Ineffective Memo
	11:15 - 11:50 a.m. Live Discussion: Brainstorm Topics and Objectives
	11:50 a.m. - Noon Afternoon Preparation
	Noon - 1 p.m. Lunch
	1 - 4 p.m. Independent Time: Essential Elements of Business Writing Topic Identification Outlining with Purpose

<p style="text-align: center;">DAY TWO PEER EVALUATING MEMOS</p>	<p>9 - 9:15 a.m. Live Discussion: Essential Elements Recap</p>
	<p>9:15 - 10:15 a.m. Live Discussion: Editing Workshop</p>
	<p>10:15 - 10:45 a.m. Live Discussion: Business Writing for Modern Channels</p>
	<p>10:45 - 11 a.m. Break</p>
	<p>11 - 11:45 a.m. Live Discussion: Incorporating Data Persuasively</p>
	<p>11:45 a.m. - Noon Afternoon Preparation</p>
<p style="text-align: center;">DAY TWO PRINCIPLES OF VISUAL COMMUNICATION</p>	<p>Noon - 1 p.m. Lunch</p>
	<p>1 - 1:30 p.m. Live Discussion and Exercise: Introductory Exercise, Overview, and Importance of Visual Communication in Today's Business Environment</p>
	<p>1:30 - 2:15 p.m. Live Discussion, Break-Outs and Sharing: Visual Communication in Branding and Branding Exercise</p>
	<p>2:15 - 2:30 p.m. Break</p>
	<p>2:30 - 3:15 p.m. Live Discussion: Thinking like a Designer and Design Principles (C.R.A.P.)</p>
	<p>3:15 - 4 p.m. Independent Time and Break-Outs: Design Principles Exercise</p>
<p style="text-align: center;">DAY THREE DESIGN PRINCIPLES IN BUSINESS COMMUNICATIONS</p>	<p>9 - 10 a.m. Live Discussion, Break-Outs and Sharing: Warm-up, Regroup from Previous Session, Sharing and Discussion of Exercise Results</p>
	<p>10 - 11 a.m. Live Discussion: Applying Design Principles to Business Presentations</p>
	<p>11 - 11:15 a.m. Break</p>
	<p>11:15 a.m. - Noon Independent Time: PowerPoint Analysis Exercise</p>
	<p>Noon - 1 p.m. Lunch</p>
	<p>1 - 1:30 p.m. Independent Time: PowerPoint Analysis Exercise (continued)</p>
	<p>1:30 - 2:15 p.m. Live Discussion: PowerPoint Analysis Sharing and Debrief</p>
	<p>2:15 - 2:30 p.m. Break</p>
	<p>2:30 - 3 p.m. Live Discussion: Other Business Comms</p>
	<p>3 - 3:15 p.m. Live Discussion: Tools, Template, and Resources</p>
	<p>3:15 - 4 p.m. Live Discussion: Wrap-Up</p>