I. Catalog Description and Credit Hours of Course:

Creative composition of effective writing and design for print and electronic public relations communications. 3.0 credit hours.

II. Prerequisite(s):

MC 201 Writing for Mass Media
MC 330 Public Relations Principles
45 hours of college-level credit

III. Purposes or Objective of the Course:

Students should develop an operational mastery of the following skills:

A. appropriate use of various units of graphic measurement;
B. appropriate use of typography;
C. appropriate use of makeup and layout formats;
D. appropriate use of graphic special effects;
E. appropriate use of art;
F. appropriate use of color;
G. appropriate structure and style for various types of writing;
H. design of effective print and broadcast advertising;
I. composition of effective print and broadcast publicity;
J. composition of effective brochures;
K. composition of effective newsletters;
L. composition of effective direct-mail literature; and
M. composition of effective PowerPoint presentations.

IV. Expectations of Students:

A. Attend all class meetings and participate in discussions.
B. Complete all assignments on time.
C. Complete all reading assignments as scheduled.

V. Course Content or Outline (Indicate number of class hours per unit or section):

A. Design Techniques (6 units)
   1. units of measurement (Week 1)
   2. typography (Week 2)
   3. makeup and layout (Week 5)
4. special effects (Week 7)
5. art (Week 9)
6. color (Week 11)

B. Writing Techniques (9 units)
1. structure and style (Weeks 3-4)
2. print and broadcast advertising (Week 6)
3. print and broadcast publicity (Week 8)
4. brochures (Week 10)
5. newsletters (Weeks 12-13)
6. direct-mail literature (Week 14)
7. PowerPoint presentations (Week 15)

VI. Textbook(s)


VII. Basis for Student Evaluation:

A. Design of communications projects

B. Writing of communications projects