



## PROGRAM OUTCOMES

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### VISUAL COMMUNICATIONS & DESIGN (INTERACTIVE MEDIA)

1. Working with Others & How to Be. Apply good interpersonal skills including collaboration, flexibility, adaptability, cultural diversity, stress management, coping with frustration, work ethic, willingness to learn new skills to work as an effective team member to meet the client's needs.
2. Communication. Use good listening, written, and verbal communication skills to present yourself professionally, follow directions, and interact with clients, stakeholders, and project team members.
3. Time Management/Organization/Technology. Use good time management, organizational, flowcharting, business, and technical skills to manage multiple responsibilities and meet project deadlines.
4. Legal/Ethics. Apply knowledge of copyright law and ethics to ensure the integrity of project for the client.
5. Story. Tell a story using appropriate digital media, principles of design, color, typography, motion, sound and timing to create an emotional response that supports the client's message.
6. Story. Research and acquire necessary source content.
7. Planning. Evaluate situations, challenges, and processes for business and create a plan for appropriate solutions.
8. Executing/Production. Develop a fundamental knowledge of mainstream tools and practices for visual and analytical media development.
9. Post-Execution Analysis. Measure and analyze outcomes of projects and campaigns.