

**WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION**

COURSE TITLE: Digital Content and Visual Data

COURSE NUMBER: COM 6250

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Demonstrate the use of visual communication

Learning Outcomes: The student will:

- A-1. Write a self-evaluation
- A-2. Design visual communication messaging
- A-3. Develop visual campaigns

GOAL B: Understand the different visual media platforms

Learning Outcomes: The student will:

- B-1. Compare different types of visual media
- B-2. Identify best practices when using a visual medium
- B-3. Examine professional samples of visual communication

GOAL C: Evaluate the results of different types of multimedia communication

Learning Outcomes: The student will:

- C-1. Review multimedia communication data
- C-2. Analyze multimedia analytics from various sources
- C-3. Compare various multimedia communication effectiveness

II. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.