

# GDES 420 : Visual Persuasion

Introduction to multimedia as a component of presentation and communication. Focus on writing, typography, image, and motion as a means of conveying a point of view and persuading an audience. Areas of concentration include: researching; writing; planning and designing presentations; basics of persuasive argument and public speaking.

**Credits** 3

**Studio Hours** 6

**Lecture Hours** 0

**Prerequisites**

GDES 240; GDES 246.