**CSK 2210: COMMUNICATION DESIGN AND DEVELOPMENT (Core)**

This course enables students to get a firm grip on the theory and practice of communication design. It also gets them to look beyond aesthetic concerns and develop an integrated, multidimensional understanding of this ever-changing field. Students learn how to approach design problems in a methodical, professional manner; how the human mind interprets visual and verbal messages; how technology choices impact the design process; how design is used in the service of information and persuasion; and what it means to design for non-commercial advertising and political propaganda. Complete with practical examples, case studies, and cutting-edge research, this course creates an understanding of integrated, contemporary communication design.

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