

JOUR 531 FALL 2021

VISUAL
COMMUNICATIONS
FINAL CAMPAIGN BOOK

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Uof
SCTM

EXECUTIVE SUMMARY

This campaign is centered around the visual communications program in the School of Journalism and Mass Communications at the University of South Carolina. The mission of the School of Journalism and Mass Communication is to prepare the next generation of mass communication practitioners and scholars to communicate clearly, concisely, creatively, and with integrity through practice and research. Specifically with our client being the visual communications program, the executive leadership aims to serve students within the program with all of the knowledge and tools that the University of South Carolina has to offer.

We conducted two surveys that were distributed online to current college students and high school students to gain insight into their knowledge on visual communications as a major and the best way to target these audiences. The biggest finding in our college survey was that although 70% of students had heard of visual communication, they were not able to fully explain what it is. Also, 80% of college students do not know the types of jobs you can obtain with this degree. The responses we gained drove us to center the majority of our campaign on educating current college students, potential college students, and parents of these students on visual communications, occupations that can be obtained with this degree, and the program as a whole at the University of South Carolina. We unfortunately did not receive responses to the high school student survey, so we propose a survey be sent out to high school students in a different way in the future. We also conducted advisor interviews and a focus group with current visual communications students to learn about what they love about the program and why they chose to study it at the University of South Carolina. We used their responses when molding our tactics to target our audiences.

The overall goal of our campaign is to establish the University of South Carolina School of Journalism and Mass Communications as a premiere college to study visual communications. Objectively, we would like to increase the enrollment in the visual communications program by University of South Carolina Students and high school students each by 10%. Additionally, we would like to increase views of the University of South Carolina visual communications website page by high school students and their parents by 10%. To achieve these objectives, we created tactics that will appear physically on campus, on social media, and on news outlets to educate people about the major itself and the career paths graduates have taken with this degree. We anticipate that this campaign will help the School of Journalism and Mass Communications increase the enrollment in the visual communications program.

SITUATIONAL ANALYSIS

BACKGROUND

The School of Journalism and Mass Communications at the University of South Carolina revolves around their mission of “bridging practice and research, preparing the next generation of mass communication practitioners and scholars to communicate clearly, concisely, creatively and with integrity — ultimately advancing the communications professions in a democratic society.” This college offers programs from the bachelor’s level all the way to the Ph.D. level, and a range of majors, minors, and concentrations offered to prospective students. As of 2021, the School of Journalism and Mass Communications has 1,582 undergraduate students enrolled in one of their programs through a range of classifications. The undergraduate programs within the School of Journalism and Mass Communications include major options of advertising, broadcast journalism, journalism, public relations, and visual communications. The college offers concentration programs for students enrolled within the school and minor options for students enrolled in other programs at the University of South Carolina.

Our team is focusing on the visual communications program within the School of Journalism and Mass Communications. According to Assistant Dean Rushondra James, statistically, the visual communications program is a female heavy major, with almost 80% of students identifying as female as of 2021. Other current statistics state that out of the 1,582 students enrolled in the School of Journalism and Mass Communication, 252 of those students are visual communication majors. About 56% of those students have in-state residency, meaning that the other 44% of these students have out-of-state residency. These statistics give insight as to the types of students that are currently participating in the visual communications program, as well as the size of the program as of now. This program gives students the opportunity to understand visual problem solving through learning skills such as graphic design, film, web design, and photography. These skills are taught by faculty members with a wide range of expertise in this specific field of study. The goal that the program focuses on is giving students the fundamental tools needed to explore and pursue a career in visual storytelling. With most faculty located in the up-to-date School of Journalism and Mass Communications building, they have the opportunity to introduce visual communications majors to the new and ever changing technology that enhances their experience throughout the program.

Our campaign aims to educate prospective students, prospective students’ parents, students currently enrolled at University of South Carolina within the SJMC, students currently enrolled at University of South Carolina within other majors, advisors, and students at other universities on what the visual communications major involves. We want to gain and give understanding as to potential career paths that visual communications could lead to, as well as increase the density of the major at the University of South Carolina as a whole when it comes to the number of students enrolled within the major. As a team, we want to truly gain understanding of this program so that we can create physical deliverables to educate specific groups and expand the size of the major as a whole. In order to do this, we plan on speaking with faculty and advisors who are directly involved with the visual communications program to gain insight, as well as speaking and working with visual communications students to get a first-hand experience to provide tools with the ultimate goal of expansion.

SITUATIONAL ANALYSIS

SWOT ANALYSIS

Strengths

- Visual communications offers a plethora of opportunities, as it is a broad major that allows students to go in a number of different directions.
- Visual communications graduates have high rates in getting good jobs during and after graduation.
- The School of Journalism and Mass Communications faculty is extremely helpful and cares about their students and their success. The faculty has a lot of experience in many different areas.
- The School of Journalism and Mass Communications building is up to date with its technology, studios, equipment, etc. and is an environment that offers many opportunities for success.
- Most careers have some aspect of visual communications as a job opportunity.
- The visual communications program has brought back a number of awards.
- Visual communications is the most popular page on the Journalism School website.
- There are fun and entertaining classes that are offered for visual communications majors, such as Phoneography.

Weaknesses

- There tends to be a lack of understanding for visual communications as a major.
- People do not always understand what you can do career wise with a visual communications degree.
- Visual communications is not tailored to a specific occupation.
- New advisors may not fully understand the major and how to explain or differentiate it from other majors to students, allowing it to be less appealing to students.

Opportunities

- Visual communications has the opportunity to grow in videography, special effects, and web design within the Journalism School.
- Educating current and new advisors about visual communications and the purpose and benefits that this major serves.
- Informing students about the opportunities that are offered from this job, especially in the era of social media prevalence and the importance of visual appeals for companies, organizations, individuals, etc.
- Create more social and physical campaigns to draw students in and inform them of the major.

Threats

- The UofSC Media Arts program can draw people away from the Visual Communications major, as they can be confused as being similar.
- There is a common market and we are losing Georgia and Kentucky residents who will no longer receive in-state tuition at UofSC.
- The competition of similar programs at other schools in the southeast can draw students away from Visual Communications at UofSC.
- The title "Visual Communications" can draw parents away from supporting their children down this path because it is not as well-known as other majors.
- Coming across as not a secure major.

SITUATIONAL ANALYSIS

Currently in Fall 2021, visual communications at the University of South Carolina has 252 undergraduate students. Graduates with a visual communications degree have the opportunity to work in a variety of different jobs. Visual communications is modern day communication and the industry is growing at a fast rate. The biggest challenge the major faces is the lack of understanding for what exactly it is and what kind of jobs you can get with a visual communications degree. This challenge prevents students from choosing the major and makes parents concerned that their kids will not find a job once they graduate. Another big challenge visual communications at UofSC faces is that its biggest competitor is media arts at the same university. Oftentimes, incoming students are choosing between the two programs and potential students are lost in this process. Another challenge is that as more and more states are not offering an academic common market for visual communications anymore, students are choosing other colleges in their states to study since they will not get in-state tuition at UofSC anymore.

One major opportunity that stands out for the program is the expansion of videography, special effects, and web design within the Journalism School as the needs for these skills are growing at a fast rate. The Journalism School is planning to grow in both professors and classes for these specialties in the coming years. Another opportunity for the major is further educating current and new advisors about the program and jobs that students can obtain when studying visual communications. One of the points Dr. Tara Mortensen, visual communications sequence head, emphasized is that we have amazing advisors here at UofSC but sometimes they do not fully understand all the details of the major.

A few potential difficulties that could impede the success of the campaign are time, budget, and reach constraints. The main difficulty is if the campaign does not reach the correct people such as high school students and current University of South Carolina students, the campaign will not be effective in increasing the number of visual communications majors and education about the major.

RESEARCH

RESEARCH GOALS

There were a few different overarching questions we needed to answer through our research. One of our most important research topics was to figure out what has typically drawn students to the visual communications program at UofSC in the past. Is it the program itself, the SJMC facility, the careers formed, class options, etc. Knowing more information on this helped us clarify which parts of the campaign we needed to focus on to be successful, as well as helped us find out what we needed to better promote.

Another topic that was important to have insight on was if students, advisors, and other school faculty actually understood what the visual communication major is, as well as what kind of jobs and careers people could obtain with the degree. We noticed that some people were unsure what the term visual communications entailed, as similar majors have been called by various names at different universities. The major also may have been confused with other visual or arts degrees, so we felt that it was important for members of our community to be educated on what the major is in order to have a successful campaign.

Another area of research needed to help our campaign's success was to know what students and alumni love about the visual communications program, as well as to have some insight on their experiences with the school and finding jobs. If we are able to show this program as one that will lead to a promising career, this will likely bring more people in.

Lastly, we wanted to speak with the SJMC advisors to see their knowledge on the visual communications major, as we believed they may have some valuable insight. For example, how do they explain the major, do they educate the students on that option, etc. We knew it would be helpful to know advisors' insights on what students say and think about the major, and if they felt there was any sort of hesitation to declare that major and why.

METHODOLOGY

We conducted two online surveys that were distributed to general college students and high school students in the area, a focus group with visual communications students, and conducted in-person interviews with advisors.

RESEARCH

SAMPLE

Since we had 4 different types of research, we asked people for participation and collected data in a few different ways. For the general college student survey, we sent the surveys out in large GroupMes where we explained what the study was for and encouraged people to take it. For the focus group interview with visual communications students, we asked some people that we personally know in the major to participate. We met with the group over Zoom and asked questions to get a deeper insight into their attitudes and motivations regarding the major. For the advisor interviews, we emailed our own advisors to request their participation and see if they had any other advisors they recommended we ask to provide more insight. For these interviews, we met with the advisors in person to ask the questions we had created to gain insight into the advising process. For the high school survey, our connections with local high school students unfortunately did not send the surveys out before the campaign was completed, so we were not able to collect data.

DESIGN

See Appendix A, B, C, and D for the full questionnaire, focus groups, and interviews.

KEY FINDINGS

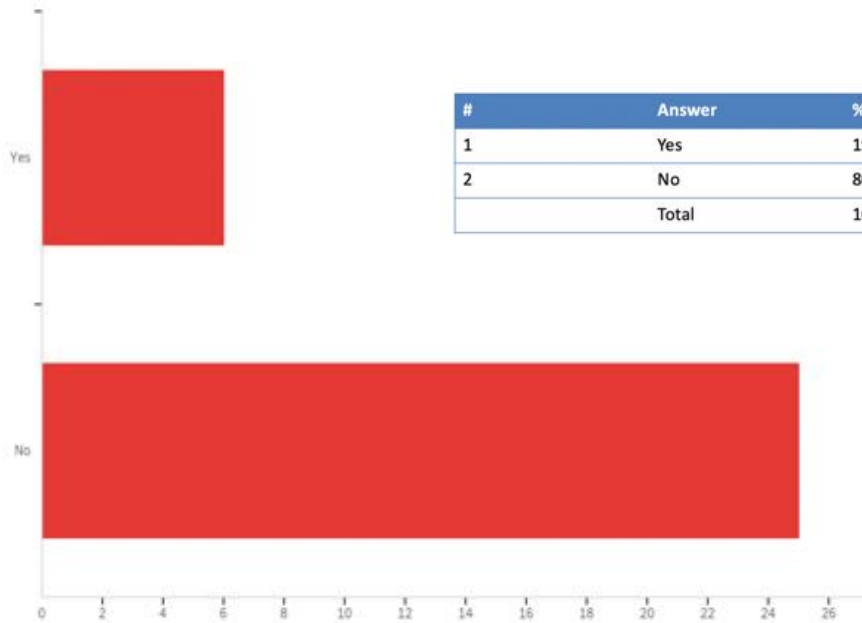
From our survey of college students, we found that 70% of students have heard of visual communications but when asked to explain it, many could not fully explain what it is. Over 80% of college students did not know what kind of jobs you can obtain with a visual communications degree. Because of this, we decided to focus many of our tactics on sharing what career paths visual communications graduates have taken through alumni spotlights and newsletters. When asked what social media people use most, over 40% of college students reported Instagram. We chose to place our social media posts and sponsored ads on Instagram to reach the biggest audience.

In the visual communication student focus group, we found that students were pulled to study visual communications at UofSC due to the building, academic common market, professors, and the projects they would get the chance to work on. We took all of these ideas into consideration when creating tactics targeted towards high school students specifically.

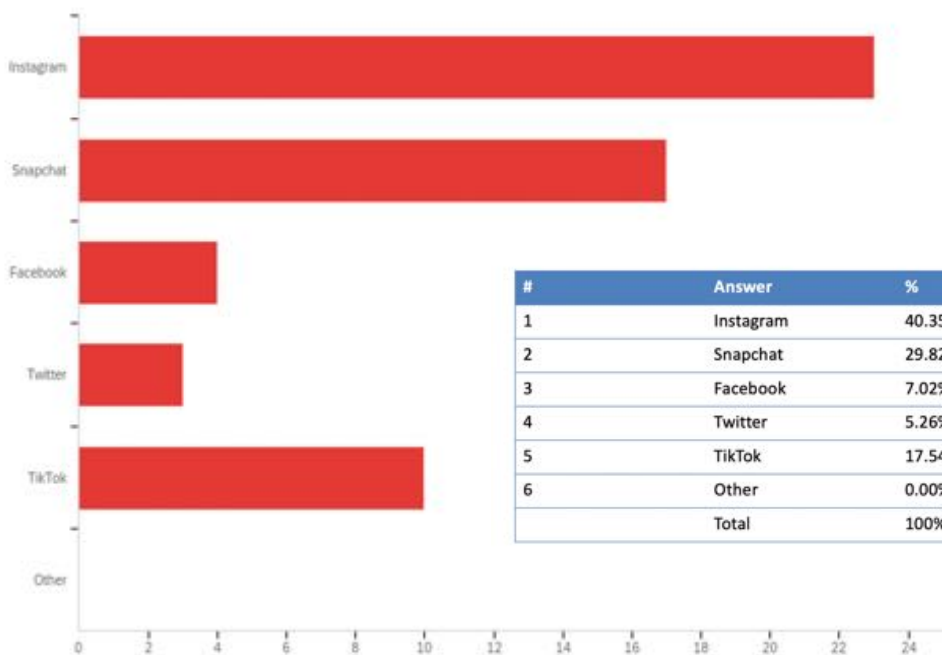
Unfortunately, our survey sent out high school students did not receive any responses. We recommend that to move forward with the campaign, that the School of Mass Communications and Journalism sends out our survey to receive data on high schoolers' knowledge of the visual communications program and the best way to target them in the campaign.

RESEARCH

"Do you know what kind of job you can get with a visual communications degree?"



"What social media do you use the most?"



STRATEGIC PLAN

GOAL

Establish University of South Carolina School of Journalism and Mass Communications as a premiere college to study visual communications.

OBJECTIVE #1

To increase enrollment in the visual communications major by current University of South Carolina students by 10% by August 1, 2022.

Audience: All current University of South Carolina Students in the School of Journalism and Mass Communications, majoring outside of the School of Journalism and Mass Communications and majoring in media arts.

Strategy: Inform University of South Carolina students about the visual communications program.

Tactics:

- **Tactic 1** (Earned): Shannon pitched to student newspapers on the visual communications program and accomplishments within the program.
- **Tactic 2** (Earned): Molly pitched to SGTV to do a feature on visual communications and student projects.
- **Tactic 3** (Shared): Alyssa created pre-made posts for SJMC platforms including photos and text of features on students, alumni, and projects.
- **Tactic 4** (Shared): Alyssa created a social media video outline explaining the visual communications major.
- **Tactic 5** (Shared): Molly created memes for the SJMC Instagram account.
- **Tactic 6** (Owned): Francis created visual communications educational flyers to post around campus.
- **Tactic 7** (Owned): Alyssa created visual communications t-shirt design for students and faculty.
- **Tactic 8** (Owned): Audrey created visual communications news articles for SJMC websites featuring student and alumni success.
- **Tactic 9** (Owned): Shannon created monthly newsletter with updates within the visual communications program and its students sent to SJMC students by email.

STRATEGIC PLAN

OBJECTIVE #2

To increase enrollment in the visual communications major by incoming high school students by 10% by August 1, 2022.

Audience: All high school students that are pursuing a higher education
Sub-Audience: High School Parents

Strategy: Educate parents on the possible career path of this major.

Tactics:

- **Tactic 1** (Earned): Shannon pitched to local newspapers stories about visual communications success stories and awards the visual communications program has received.
- **Tactic 2** (Earned): Shannon pitched to online news websites stories about visual communications success stories and awards the visual communications program has received.
- **Tactic 3** (Shared): Alyssa created pre-made posts for SJMC platforms including photos and text of features on students, alumni, and projects.
- **Tactic 4** (Shared): Alyssa created a social media video outline explaining the visual communications major.
- **Tactic 5** (Owned): Audrey created visual communications news article for SJMC website featuring student and alumni success.

Strategy: Educate high school students about the visual communications program.

Tactics:

- **Tactic 1** (Paid): Francis created sponsored social media posts about alumni success stories, student projects, updates within the Visual Communications major on Instagram and Facebook.
- **Tactic 2** (Shared): Alyssa created pre-made posts for SJMC platforms including photos and text of features on students, alumni, and projects.
- **Tactic 3** (Shared): Alyssa created a social media video outline explaining the visual communications major.
- **Tactic 4** (Shared): Molly created memes for the SJMC Instagram account.

STRATEGIC PLAN

OBJECTIVE #3

To increase views of the University of South Carolina visual communications website page by high school students and their parents by 10% by August 1, 2022.

Audience: All current University of South Carolina Students in the School of Journalism and Mass Communications and majoring outside of the School of Journalism and Mass Communications. All high school students that are pursuing a higher education.

Sub-Audience: High School Parents

Strategy: Inform prospective students and parents about the visual communications major by driving traffic to the website.

Tactics:

- **Tactic 1** (Paid): Francis directed people to the University of South Carolina visual communications website in paid social media posts about alumni success stories, student projects, updates within the Visual Communications major, etc. on Instagram and Facebook.
- **Tactic 2** (Shared): Alyssa directed people to the University of South Carolina visual communications website on social media posts for SJMC platforms including photos and text of features on students, alumni, and projects on Instagram and Facebook.
- **Tactic 3** (Shared): Alyssa directed people to the University of South Carolina visual communications website on social media videos featuring visual communications students and projects.
- **Tactic 4** (Owned): Francis directed people to the University of South Carolina visual communications website on flyers.
- **Tactic 5** (Owned): Audrey directed people to the University of South Carolina visual communications website on SJMC news section on website.
- **Tactic 6** (Owned): Shannon directed people to the University of South Carolina visual communications website on new visual communications newsletters sent to SJMC students through email.
- **Tactic 7** (Earned): Shannon directed people to the University of South Carolina visual communications website in pitched media to student newspapers featuring the visual communications program and accomplishments within the program.
- **Tactic 8** (Earned): Molly directed people to the University of South Carolina visual communications website in pitched media to SGTV in a feature on visual communications and student projects.
- **Tactic 9** (Earned): Shannon directed people to the University of South Carolina visual communications website in local newspapers stories about visual communications success stories and awards the visual communications program has received.
- **Tactic 10** (Earned): Audrey directed people to the University of South Carolina visual communications website in online news websites stories about visual communications success stories and awards the visual communications program has received.

STRATEGIC PLAN

TIMELINE

Date Completed By	Task and/or Tactics	Who
10/3/21	Research the cost of sponsored posts for Instagram and Facebook	Molly & Francis
10/5/21	Send out Surveys	All
10/11/21	Create pitches for media	Shannon
10/11/21	Create media list	Audrey
10/25/21	Pitch stories to local newspapers	Shannon
10/25/21	Pitch to online news websites	Shannon
10/25/21	Pitch to student newspapers	Shannon
10/25/21	Pitch to SGTV	Molly
10/25/21	Reach out to alumni about spotlights	Audrey & Aly
10/25/21	Collect details for designing t-shirt/find designer	Aly
11/10/21	Reach out to visual communications professors about projects/students to feature	Audrey & Aly
11/10/21	Conduct advisor interviews	Audrey & Shannon
11/15/21	Conduct focus group	Aly & Molly
11/18/21	Talk to Van Koenegay about the program and things to spotlight. Get his insight on what he thinks would be good to push the VisCom program.	Francis & Molly
11/23/21	Write SJMC news article for website about media arts and visual communications	Audrey
11/23/21	Create & write monthly newsletter example	Audrey
11/23/21	Create visual communications t-shirt design	Aly
11/23/21	Create educational flyers for campus	Francis
11/23/21	Create memes	Molly
11/23/21	Create sponsored social media posts	Francis
11/23/21	Write SJMC news article for website posts	Audrey
11/23/21	Create social media video outline	Aly
11/23/21	Create monthly presentation template for sequence head	Molly
11/23/21	Create educational flyers for advisors	Francis
11/23/21	Create SJMC Social Media Posts	Aly
11/30/21	Create design & layout for campaign book	Aly

STRATEGIC PLAN

BUDGET

We recommend the client allocates a budget between \$25-\$100 for sponsored social media posts on Instagram and Facebook. The total cost of the sponsored posts will be determined on how far geographically the client wants the post to reach. Upon request, we can obtain access to the SJMC social media accounts and create drafts of sponsored posts to see how much money would have to be spent for a specific reach.

We recommend the client allocates a budget of \$21.70 for 100 flyers from VistaPrint or the SJMC printer can be used at no charge. The client will want to consider how they wish to sell the t-shirts in the future, but we will be creating a design that could be printed on t-shirts and other apparel however the client may wish.

Depending on how many sponsored posts the client chooses to pay for, the total budget for the campaign will range from \$46.70 to \$121.70.

IMPLEMENTATION & EVALUATION

OWNED

Francis created visual communications educational flyers to post around campus.

Implementation: The purpose of this tactic is to use the educational flyer below to encourage students in the journalism school to join the visual communications major. The flyer includes information of what jobs that visual communications major offers after college and leaves contact information for students that are interested. We plan for 100 flyers to be printed and 25 of them to be distributed across the journalism school. We plan to give the remaining 75 flyers to Journalism 101 professors to hand out to students that show an interest in visual communications. There are around 200 students in Journalism 101 classes, so we believe that 75 flyers would be a good number to start with and we can print more upon request from the Journalism 101 professors. We believe that the Journalism 101 students are a good audience to hand the flyers directly to, because there are most likely students that are still unsure of exactly what they want to study. We hope to have the flyers hung up and distributed to the Journalism 101 professors by the beginning of next semester.

Evaluation: This tactic should be evaluated by seeing how many students use the QR code and visit the U of SC visual communications page. We also would get feedback from Journalism 101 professors that gave the flyers to interested students and see if this tactic was useful and how many students showed interest in the major. This tactic will be successful based on the number of students that visit the website from the QR code and if there is positive feedback from the Journalism 101 professors and they request more flyers.

IMPLEMENTATION & EVALUATION

OWNED



Uof SC UNIVERSITY OF SOUTH CAROLINA
COLLEGE OF INFORMATION AND COMMUNICATIONS

VISUAL COMMUNICATIONS

With a major in visual communications, you can learn to tell stories through photography, video, illustration, print publications or electronic design. You will use the latest technology in a series of courses that emphasize multimedia production and writing.



NOW ACCEPTING APPLICANTS

A major in visual communications can prepare you for careers in:

- photojournalism, commercial photography, print media, electronic and online media, audiovisual communications, graphic communication (logos, animation, software interfaces, statistical charts, diagrams, timelines and maps)

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taram@sc.edu

IMPLEMENTATION & EVALUATION

OWNED

Alyssa created visual communications t-shirt design for students and faculty.

Implementation: As discussed with the sequence head, this is not a tactic that we specifically felt would help the objectives of our campaign, but we were happy to include it to be used however may be desired. Elise Heydet, a senior visual communications student helped us with the design and her contact information will be included in the final campaign book if the client would like to adjust the design in any way. The client may choose to print the shirt using a company such as Custom Ink, Underground shirts, or use a company that the SJMC uses for other apparel. The shirts can be sold according to how many students wish to buy them or may be distributed for free to visual communications students to increase visibility of the major on campus. We also recommend looking into a hoodie design with the logo on the back and a small icon on the front as it may appeal more to the younger generation.

Evaluation: This tactic will be successful if the shirt causes people to start a conversation about visual communications because of someone wearing the shirt, thus increasing people's knowledge and encouraging people to join, but unfortunately this is almost impossible to measure.

IMPLEMENTATION & EVALUATION

OWNED



IMPLEMENTATION & EVALUATION

OWNED

Audrey created a visual communications news article for SJMC websites featuring student and alumni success.

Implementation: This tactic began as a way to show current and prospective students and parents success stories that have been created by the visual communications program, but it is also a great way to promote the program if we continue to use these spotlights to highlight the best parts of the program. The interviewee for the sample article written, Jackie Heydet, had some really great things to say about the program, its faculty, and the skills she gained through her time in the program. This tactic was written to be posted as an article on the SJMC website.

Evaluation: The success of highlight articles can be evaluated by the number of page visits on the article. Alumni articles that highlight another student's positive personal experience are a good way to reach other potential visual communications students and make them see themselves in the alumna's spot. If many people visit this page and read the article, it would be likely that Jackie Heydet's story would reach someone who may have similar interests.

IMPLEMENTATION & EVALUATION

OWNED

Alumni Spotlight - Jackie Heydet

Jackie Heydet always found a way to keep herself involved and constantly learning throughout her time here at UofSC in the visual communications program.

Heydet, a 2020 graduate, says that she is very proud of her accomplishments while pursuing her undergraduate degree. As an out-of-state student coming from the suburbs of Atlanta, she could not wait to get busy and partake in any opportunity to get involved around campus or within the SJMC. Throughout her time at UofSC, Heydet completed an impressive four different internship experiences and landed a job starting right after graduation.

Heydet's internship opportunities included positions as a Marketing Intern at Exovations of Atlanta, a Graphic Design Intern at SUPPLY.com, a Seater at the The Walt Disney Company's College Program, and a Visual Communications Intern at The Home Depot, where she later accepted a full-time job offer as a Visual Communications Specialist. On top of her various internships, Heydet participated in CreateAthon as a Graphic Designer during her junior year, and became the Creative Director of the advertising team her senior year. She was also able to attend a home football game on the sidelines to photograph the game; she credits the visual communications program for giving her the opportunity.

Heydet's greatest piece of advice for current CIC students is to get to know your professors. "The SJMC has hired some amazing industry professionals who have their own careers outside of the classroom. The creative field is constantly changing and developing. Having access to people who have and are continuing to grow with it is such an asset to your own career," says Heydet.

One professor that she feels helped prepare her the most for her career is Jason Porter, describing him as the most challenging professor she had in the visual communications program. "His portfolio speaks for itself," she says about the professor and award-winning animator. "Although his classes were always more difficult, his support and industry knowledge made for some of my best portfolio pieces." Heydet says she feels that Professor Porter really cares about the success of his students and that his influence made her a better problem solver, presenter, and overall designer.

IMPLEMENTATION & EVALUATION

OWNED

Another Professor that had a large influence on Heydet during her time as an undergraduate was Gordon Humphries. "I have never had a professor who cares about his students quite like Professor Humphries does," she says. "He knows more about a camera than anyone I've ever met and took someone who had never held a DSLR before college and trained me to be able to take photos on the sideline of a football game." Heydet explains that her gratitude for Humphries goes beyond just industry experience; he also taught her many life lessons.

Heydet can confidently say that the courses she took and projects she completed in the Visual Communications Program were valuable and gave her a great basic understanding of most Adobe Creative Cloud programs, to which all students in the SJMC have free access. This knowledge helped her to feel well-prepared for each of her internship positions and allowed her to build on these skills while completing these internships.

"My most relevant example of this is how I got started in animating," says Heydet. She explains how in her advanced graphics class, she was introduced to Adobe Animate for a project in which she had to create a simple 5-10 second animation that only required "elementary understanding" of the program. She said this experience made her fall in love with animation and led her to utilize the program to make another longer video for an advertising class she was taking. She took those skills with her as she went on to intern at The Home Depot where she agreed without hesitation to take on her first animated video project for the corporate website.

"I now consider myself a seasoned animator and have created similar videos, gifs, live lower thirds, transitions and even play around in my free time," says Heydet, "Without that SJMC animation project opening the door to my potential, I would have never been able to accomplish everything I have in my current career."

Heydet now works as a Visual Communications Specialist at The Home Depot and has completed many projects for the company's corporate website since she began working there in June of 2020.

IMPLEMENTATION & EVALUATION

OWNED

Shannon created a monthly newsletter with updates within the visual communications program and its students sent to SJMC students by email.

Implementation: The purpose of creating a newsletter for students within the visual communications major is to highlight alumni success stories and make them aware of resources and possible career options for them in the visual communications field. Adding a monthly alumni highlight and learning about what alumni are pursuing in their careers will make them aware of different paths available to them. Listing internship and extracurricular opportunities will help them build their own resumes and in turn strengthen the students of the program. Adding a section with student and faculty standout work and awards will make current students aware of the accolades their peers are achieving, establishing UofSC's visual communications program as a premier university in the field.

Evaluation: By measuring open rates of the email newsletter, we will be able to track if students are reading and consuming the content in the newsletter. Ultimately the goal is to have open rates increase with each month the newsletter is sent out.

IMPLEMENTATION & EVALUATION

OWNED



ALUMNI SPOTLIGHT

FIRST LAST



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EVENTS & OPPORTUNITES

- Event - 12/10
 - description
- Event - 12/11
 - description
- Event - 12/12
 - description

AWARDS & ACHIEVEMENTS

- Award
 - Name
- Award
 - Name
- Award
 - Name

IMPLEMENTATION & EVALUATION

OWNED

Francis created visual communications educational flyers for advisors with information and opportunities that also explain the difference between media arts and visual communications.

Implementation: The purpose of this tactic is to inform U of SC SJMC advisors about the visual communications major. This flyer will be distributed for them to use when students come to these advisors and ask about the visual communications major and what exactly it entails. Also, on the flyers specifically we wanted to include the difference between visual communications and media arts, as many students and individuals tend to get these two confused. We hope that advisors will reference these in meetings with students who are interested in visual communications and that they will have a better understanding of what visual communications majors can do with their major post grad. We will distribute 5 flyers to each advisor to begin with, and then among requests we can make more for the advisors that need them.

Evaluation: We will evaluate this tactic by collecting feedback from advisors once a month on whether or not these flyers are helpful and if students are collecting the flyers. We also suggest that Dr. Mortensen meets regularly with advisors to see if the flyers have helped them gain a better understanding as to what exactly the visual communications major is, what opportunities it offers and what the difference between media arts and visual communications is.

IMPLEMENTATION & EVALUATION

OWNED

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**Uof
SC**

COLLEGE OF INFORMATION
AND COMMUNICATIONS

Visual Communications



Visual Communications offers great opportunities for success for students who want to use their creative ideas to better the communications field. It is important for students to learn of the major and what exactly one can do with this major and just how special it really is.

Many people tend to compare Visual Communications and Media arts, however the two are quite different. Essentially, Visual Communications is using visuals to convey information and/or messages to publics. Media Arts focuses more strictly on the creation of content and how to create sophisticated works of arts and relate this artwork to global media practices and culture. This is a brief comparison, but more information can be found on the U of SC website about each major.

The Columbia Metropolitan Winning Shot Photograph by Visual Communications major Abigail Green.

Visual Communications offers many jobs in many areas including photojournalism, commercial photography, print media, electronic and online media, audiovisual communications and graphic communication (logo, animations, software interfaces, statistical charts, diagrams, timelines and maps.)

FOR MORE INFORMATION AND UPDATES FOLLOW @UOFSC_SCIM OR VISIT OUR WEBSITE AT SC.EDU

IMPLEMENTATION & EVALUATION

OWNED

Audrey wrote a visual communications SJMC article for the website explaining the differences of the two programs.

Implementation: As discussed with the sequence head and other faculty in the SJMC, it seemed that most students had heard of the visual communications program here at UofSC, but may not know exactly what the major entailed. Majors with similar names, like media arts, may confuse current and prospective students and parents when trying to figure out the best fit for them in terms of a major. This tactic was created to be implemented on the SJMC website for a few reasons. First, the website is a popular place for most people to seek information on the program options at the university. If this article is implemented on the website, anyone would be able to locate it by searching visual communications or media arts and will have an explanation between the two programs. Within the article, the goals of each program are explained. The article goes more in depth about the opportunities within the visual communications program, as the article is made for the SJMC specifically and not the School of Visual Arts and Design; however, both programs are described to make it easier to feel out which route a student should go with their studies.

Evaluation: This tactic will be successful if more prospective and current students and parents, as well as faculty and advisors, are able to clearly explain the differences between what visual communications and media arts are. While this may be a bit difficult to measure, we can evaluate this tactic by speaking with students and faculty and discussing their understanding of the different programs before and after reading the article. We can also track the website analytics and traffic to the article and monitor the number of students who declare visual communications as their major.

IMPLEMENTATION & EVALUATION

OWNED

Visual Communications Vs. Media Arts

What is Visual Communications and how does this program differ from other similar programs?

The visual communications program at UofSC is undoubtedly a program well known for its students' success, awards and honors received by both students and faculty, and the facility's cutting-edge technology; however, can most students, parents and faculty differentiate what really makes visual communications different from other similar fields of study?

The visual communications program resides in the University's School of Journalism and Mass Communications, where students learn alongside others studying advertising, public relations, journalism and mass communications. The common goal among these four fields of study within the SJMC is to, "Prepare the next generation of mass communication practitioners and scholars to communicate clearly, concisely, creatively and with integrity," according to the SJMC's mission statement. What does this mean specifically for visual communication majors? Visual Communications Sequence Head Tara Mortensen likes to emphasize that this major is, "not art," and "not drawing." Visual communications students focus on learning how to tell stories and communicate through various media they may be passionate about, including but not limited to graphic design, web design, film, photography.

One program that visual communications is often compared to and confused with is media arts. This may be due to the similar names, but also the lack of understanding what the two programs have to offer and how different they are. The media arts option sees more students looking to focus on areas of art such as filmmaking, screenwriting, video game design, and animation, and is located within the School of Visual Art and Design. They will be studying alongside students majoring in art education, art history, and studio art. Media arts students learn how to, "Create aesthetically and conceptually sophisticated works," according to the UofSC website, which differs from the goal of visual communications seeking to communicate and stories through their visual creations.

IMPLEMENTATION & EVALUATION

OWNED

Why become a Visual Communications major at UofSC?

The visual communications major at UofSC offers many opportunities beyond just a great education. Students will learn various skills to help them be successful at communicating and storytelling through areas such as graphic design, web design, film, photography, and more. During their senior semester, students will have created a portfolio to showcase their work, giving them a step up upon graduation. This process is guided by numerous great professors in the program, most of whom have received awards for their work or outstanding teaching. Students and faculty in this program have access to many technologies in the SJMC that others may not have access to. In the visual communications major, students have recently gained free access to Adobe Creative Cloud through the SJMC, as well as the ability to use the facility's drones, 360 video, and augmented reality. In terms of success and careers, visual communications students have continued to dominate and obtain impressive opportunities in different industries. Some popular industries that students enter with a visual communications degree include photojournalism, graphic communications, commercial photography, and print, electronic, and online media; however, this is just a small number of the places that a visual communications degree at UofSC can take you!

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IMPLEMENTATION & EVALUATION

OWNED

Molly created a presentation template for the sequence head to use when conducting meetings with SJMC advisors.

Implementation: This tactic is specifically aimed at the education of advisors. The sequence head can use this template in giving program updates to current advisors and to educate new advisors on the program in general. This could be used however often the sequence head feels necessary, but the template was made for a presentation per semester. The template is made so that the sequence head can simply fill in the information that she wants to present to the advisors based on that semester.

Evaluation: In order to measure the evaluation of this tactic, surveys taken by students regarding their advisors will have to be evaluated. Also, looking at numbers regarding how many students changed their major to visual communications during an advising appointment would be telling as to how successful this method of advisor education really is.

IMPLEMENTATION & EVALUATION

OWNED

Visual Communications Program Updates

Sequence Head Name • Current Date

Visual Communications Overview (Use this slide with new advisors)

This program gives students the tools they need to gain an understanding of how not only create visual content, but how to strategically use that content as a tool of strategic communication in different occupations and lifestyles they may find themselves in post-grad. Students have the opportunity to embrace their creativity, while learning how to unlock new creative sides as well. The growth and strategy that this program is centered around is what builds quality communicators who are ready for post-grad occupations.

What types of students should I direct to the Visual Communications program? (Use this slide with new advisors)

Students who...

- Have interests in graphic design, digital art, communicating messages, problem solving, educating through visuals, videography, photography, etc.
- Students within SJMC that are a different major but realize that they are a visual learner or communicator
- Students outside of SJMC that enjoy photography, videography, media art, digital design etc.

Program Enrollment Update

Current Number of Students:

Males:

Females:

Number of Students Transferred in WITHIN SJMC:

Number of Students Transferred in OUTSIDE SJMC:

Number of Students Transferred OUT of Program:

Number of Students Graduated from Program this Semester:

Employment Percentage of Graduated Visual Communication Majors:

Introduction of New Professors

Professor Name

- Information
- Information
- Information

Professor Name

- Information
- Information
- Information

Introduction of New Classes for Next Semester

1. Class Name

- a. Class Description
- b. Professor
- c. Number of Students Allowed
- d. Minors Associated with Class

2. Class Name

- a. Class Description
- b. Professor
- c. Number of Student Allowed
- d. Minors Associated with Class

Next steps/Goals for Upcoming Semester

Goal 1

-Description

Goals 2

-Description

Goal 3

-Description

IMPLEMENTATION & EVALUATION

OWNED

Audrey created digital flyer to share in campus buildings.

Implementation: A digital flyer shared in campus buildings will help attract interest in the visual communications program. It advertises some different aspects of what the program entails and includes a QR code for current or prospective students to easily access more information on the program. This will be implemented on digital display boards around campus, both in the SJMC and other colleges.

Evaluation: We can evaluate if this tactic was successful by looking at the number of visits to the visual communications page through the QR code on the digital flyer. If page visits are increased through this medium, the tactic would be successful in directing traffic to the website.

IMPLEMENTATION & EVALUATION

OWNED

Visual Communications

Are you passionate about visual storytelling?

Do you enjoy problem solving through graphic design, film, web design, or photography?

Are you hoping to land a career in the in-demand modern visual media landscape?

CHECK OUT THE VISUAL COMMUNICATIONS MAJOR

For more information, scan the QR code or visit
https://sc.edu/study/colleges_schools/cic/academic_programs/bachelors/visual_communications.php



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IMPLEMENTATION & EVALUATION

EARNED

Shannon created a pitch to student newspapers on the visual communications program and accomplishments within the program.

Implementation: The purpose of pitching a story about the visual communications program to The Daily Gamecock is to create a better understanding of what the visual communications program is among the UofSC student population. By increasing students' understanding of the program and the work their classmates do, they are more likely to recommend it to a sibling or friend looking at colleges and potentially increase enrollment.

Evaluation: If this tactic is successful, The Daily Gamecock will have followed up with our pitch and publish the story in their upcoming issue. The exposure from the article will be able to spread information to the students of UofSC and they will have more information regarding the visual communications major to recommend it to friends. Providing this information in a published news article contributes to our overall goal of establishing the University of South Carolina as a premier institution to study visual communications.

IMPLEMENTATION & EVALUATION

EARNED

Dear Makayla Hansen,

My name is Shannon O'Toole, and I am a student in Kelly Davis' JOUR 531 PR Campaigns class this semester. I am part of a group working on a campaign to increase the enrollment for the Visual Communications major and to establish the University of South Carolina School of Journalism and Mass Communications as a premiere college to study visual communication.

A strategy we are using throughout this campaign is to inform University of South Carolina students about the visual communications program and what jobs can be acquired after graduating with this degree. I wanted to send you a pitch for a feature story for The Daily Gamecock as a tactic for our campaign. A few basic ideas we have are:

- A current visual communications student spotlight (we have a list of current students I can send you if you want to go with this angle)
- A visual communication alumni spotlight from the University of South Carolina to feature the different types of jobs that can be acquired with a visual communications degree (we have a list of alumni that would be willing to participate if you choose this angle)
- A feature on the Adobe Showroom and other tools within the Journalism School that other schools do not have so that students can understand why the School of Journalism and Mass Communication at the University of South Carolina stands out over the rest, specifically the visual communications program.

I appreciate your consideration and hope to hear back from you soon. My email is sdotoole@email.sc.edu and my phone number is (617) 921-2772. Send me an email or give me a call and let me know what you think. Thank you!

Thank you,
Shannon O'Toole
sdotoole@email.sc.edu

IMPLEMENTATION & EVALUATION

EARNED

Molly pitched to SGTV to do a feature on visual communications and student projects.

Implementation: The purpose of this media pitch is to ultimately give the Visual Communications program as well as the School of Journalism and Mass Communication media attention targeted toward current undergraduates at the University of South Carolina. This will be implemented based on how the students working for SGTV respond to the pitch, or if they respond to the pitch. A follow-up email will be necessary but based on which angle SGTV chooses to create a story, we will give them any additional information needed in order to create a story that will catch the attention of current University of South Carolina students.

Evaluation: In looking at the evaluation of what this pitch could provide, there are several ways to gain understanding of the success of this tactic. First, it depends on where SGTV decides to broadcast this story. If it is posted on social media, we can see how many views and how much traffic the story gets. We can also focus on comments that are made directly on social media regarding positive or negative feedback. Another measurable aspect of this tactic is to keep track of any students that reach out to SGTV, advisors, or any professors/other students in the School of Journalism and Mass Communication regarding wanting more information or to change their major. Based on this feedback, we can gauge the success of this tactic. Also, within the story I hope to have them include the sequence head's information. Another evaluation method could be to see how many people reach out to her after watching the story. Based on the amount of people that consistently watch SGTV, I would say if at least 50 people reach comments and/or reach out about the visual communications program, that would be considered successful.

IMPLEMENTATION & EVALUATION

EARNED

Dear Finn Carlin,

My name is Molly Burns, and I am a student in Kelly Davis' JOUR 531 PR Campaigns class this semester. I am part of a group working on a campaign to increase the enrollment for the Visual Communications major and to establish the University of South Carolina School of Journalism and Mass Communications as a premiere college to study visual communication.

One of our strategies throughout this campaign is to inform University of South Carolina students about the visual communications program and what jobs can be acquired after graduating with this degree.

I wanted to send you a pitch for a feature story for SGTV as a tactic for our campaign.

A few basic ideas we have are:

- A current visual communications student spotlight (we have a list of current students I can send you if you want to go with this angle)
- A visual communication alumni spotlight from the University of South Carolina to feature the different types of jobs that can be acquired with a visual communications degree (we have a list of alumni that would be willing to participate if you choose this angle)
- A feature on the Adobe Showroom and other tools within the Journalism School that other schools do not have so that students can understand why the School of Journalism and Mass Communication at the University of South Carolina stands out over the rest, specifically the visual communications program.

I appreciate your consideration and hope to hear back from you soon. My email is mollyeb@email.sc.edu and my phone number is (803)-403-3127. Send me an email or give me a call and let me know what you think. Thank you!

Molly Burns

IMPLEMENTATION & EVALUATION

EARNED

Shannon pitched to online news websites stories about visual communications success stories and awards the visual communications program has received.

Implementation: The purpose of pitching to online new publications about the success of the visual communications program and alumni is to gain exposure on an online platform of visual communications as well as increase understanding of what it is. By pitching to online publications, the story has the potential to reach a wider audience. By highlighting the program and alumni their awards and achievements will help spread the reputation of UofSC's visual communications program as a premier place to study. The pitch was sent to Brian Tolley at The State, Henry Clay at Columbia Metro, Jordan Lawrence at Post and Courier.

Evaluation: If this tactic is successful, online news websites will have followed up with our pitch and publish the story on their websites. The exposure from the article will be able to spread information to the students of UofSC and they will have more information regarding the visual communications major to recommend it to friends. Providing this information in a published news article contributes to our overall goal of establishing the University of South Carolina as a premier institution to study visual communications.

IMPLEMENTATION & EVALUATION

EARNED

Dear Brian Tolley,

My name is Shannon O'Toole, and I am a student in Kelly Davis' JOUR 531 PR Campaigns class this semester. I am part of a group working on a campaign to increase the enrollment for the Visual Communications major and to establish the University of South Carolina School of Journalism and Mass Communications as a premiere college to study visual communication.

A strategy we are using throughout this campaign is to inform University of South Carolina students about the visual communications program and what jobs can be acquired after graduating with this degree. I wanted to send you a pitch for a feature story for The State as a tactic for our campaign. A few basic ideas we have are:

- A current visual communications student spotlight (we have a list of current students I can send you if you want to go with this angle)
- A visual communication alumni spotlight from the University of South Carolina to feature the different types of jobs that can be acquired with a visual communications degree (we have a list of alumni that would be willing to participate if you choose this angle)
- A feature on the Adobe Showroom and other tools within the Journalism School that other schools do not have so that students can understand why the School of Journalism and Mass Communication at the University of South Carolina stands out over the rest, specifically the visual communications program.

I appreciate your consideration and hope to hear back from you soon. My email is sdotoole@email.sc.edu and my phone number is (617) 921-2772. Send me an email or give me a call and let me know what you think. Thank you!

Thank you,
Shannon O'Toole
sdotoole@email.sc.edu

IMPLEMENTATION & EVALUATION

SHARED

Alyssa created pre-made posts for SJMC platforms including photos and text of features on students, alumni, and projects.

Implementation: The purpose of this tactic is to inform U of SC students, high school students, and parents about the visual communications program, show what jobs you can obtain with this degree, and share what the students are learning. The posts should be posted on either the SJMC or CIC Instagram and Facebook and should be spaced out throughout a timeline of the next 3 months so they are not repetitive. They can be split up on each account depending on where the client would like to place them. The link to the visual communications website should be included in each post to drive traffic to the website. We encourage the social media coordinator to reach out to the U of SC official Instagram (@UofSC) to see if they would repost any of these posts on their story as this would place the content in front of 111K followers.

Evaluation: This tactic should be evaluated by post engagement, follower count, and clicks on the link to the website. The social media coordinator may choose to continue doing student and alumni spotlights after these posts are used if the engagements and follower counts are increasing. The SJMC Instagram (@uofsc_sjmc) currently has 1,465 followers and its Facebook has 2,878 followers. The CIC Instagram (@uofsc_cic) currently has 1,187 and its Facebook has 1,710 followers. If these numbers increase in the coming months after posts and there is an increase in students joining the visual communications program both as freshmen and switching majors, this tactic can be deemed successful.

IMPLEMENTATION & EVALUATION

SHARED



SJMC Student Spotlight: Ella Mays, Senior Visual Communications

"As someone who came into college knowing only that I loved to create, Vis Comm has been the perfect experience. The broadness of this major has allowed me to dabble in design, photography, videography, coding, and more. I know that as I begin to apply for jobs the career options are truly endless because of how much I have learned from the Journalism School in just 4 years."



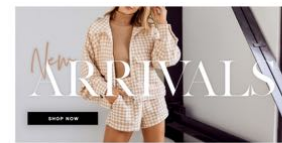
SJMC Student Spotlight: Morgan Wagner, December 2021 Graduate Visual Communications

(Change to alumni if posted after December 14th, 2021)

"The visual communications program at @UofSC has enhanced my passion for all things creative. Through this program, I was able to land multiple internships that have eventually led me to my favorite part of viscom: brand development. I am able to use my graphic design skills, brainstorming, and marketing techniques I have learned at the Journalism school to build successful brand identities from scratch."

IMPLEMENTATION & EVALUATION

SHARED



SJMC Student Spotlight: Elise Heydet, Senior Visual Communications

Elise has held 3 internship positions and was a PINK campus representative for 2 years during her college experience that has allowed her to utilize and build on her visual communication skills she has been learning in class.

"My second internship was with RaceTrac in Atlanta where I acted as the Instructional Design Intern. This was a neat role because I was able to use my skills in a completely new way. My daily tasks consisted of using the Adobe Suite to create training modules for store associates, creating learning aids for SSC associates, as well as creating videos for additional training modules. This fall I'm currently interning remotely with Fab'rik as their Graphic Design Intern. This is my first remote experience, and it has taught me so much about the importance of communication and time management. Overall I have loved every internship experience I've had. UofSC's visual communication program has fully prepared me for any role I have had and I am so excited for whichever full time position is in store for me after I graduate in May!"



SJMC Alumni Spotlight: Adam Collins, Global Senior Digital Designer at MAC Cosmetics

Adam graduated from @UofSC in 2016 with a degree in visual communications. He has been working for MAC Cosmetics since 2017 and now works as the Senior Digital Designer, where he leads a team to execute all email, landing pages, and marketing assets.

"The immensely high standard that the visual communications professors held every one of us at ended up being incredibly invaluable. Whether you end up working in fashion, journalism, beauty, you name it... you have to be willing to mold, adapt, learn and optimize your work every day in order to sculpt your craft and become the best at what you do. For me, the mentorship I received from all of my professors at the Journalism school is what taught me the value of raising the bar for yourself every day, and letting that be your compass toward success."

IMPLEMENTATION & EVALUATION

SHARED



SJMC Alumni Spotlight: Kendra Little, Art Director at Iris

"The most recent project that I've worked on at Iris was for @Adidas. Our team was asked to come up with a way for the brand to celebrate its athletes that were competing in the 2021 Olympic games. After a few rounds of presentations, the client team was really excited about our idea to create trading cards for their Olympic athletes. I helped to create over 400 assets for printed and digital trading cards for the top 250 adidas athletes competing in the games. It was such a cool project to work on and see the athletes post about their trading cards after competing in their sport!"

Tag @tomdaley in second photo

Did you know that all CIC students have complimentary access to @adobecreativecloud? This is a huge asset to all students, especially visual communications majors who use programs like photoshop and premiere pro every day!

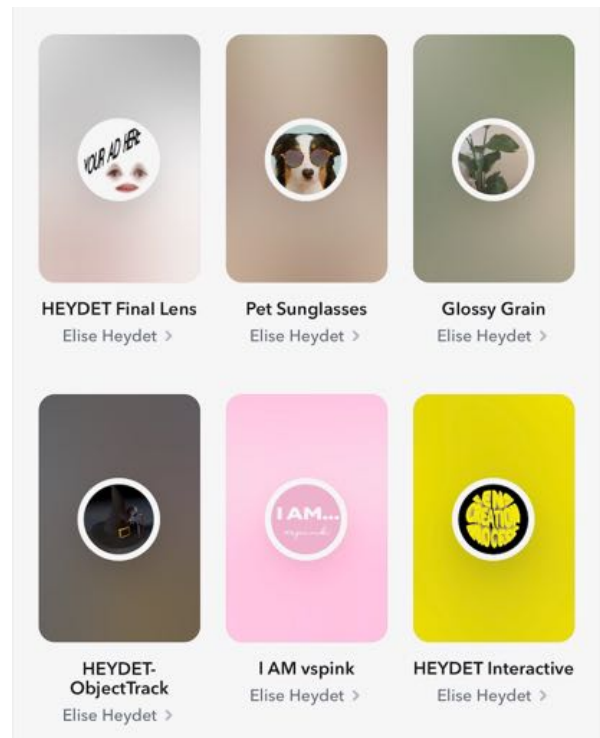


CIC Student Download Instructions:

1. Go to <https://www.adobe.com> and use your UofSC email address as the login.
2. After you select "continue," you can then click on the "reset/forgot password" link and follow the instructions.
3. Once the password has been set, you can log in and use/download the Adobe CC apps.

IMPLEMENTATION & EVALUATION

SHARED



Augmented Reality is an interactive experience that blends the real and virtual worlds. This is the technology that lets @Snapchat users transform into puppies, tacos and more. Visual Communications have created @Snapchat lenses of their own in Experiential Interactives in Mobile Augmented Reality which could translate into big opportunities after graduation. Visual communications student Elise Heydet has created many snapchat augmented reality filters after her class and one of her creations, "Glossy Train," has over 500K views!



Visual Communications students at @UofSC have the opportunity to learn the skills to operate and fly a drone all while finding the right moment to capture stunning content.

PC: @morganwagner

IMPLEMENTATION & EVALUATION

SHARED

Alyssa created a social media video outline explaining the visual communications major.

Implementation: The purpose of this tactic is to explain what the visual communications major is and what kind of jobs you can get with it. The target audience is current U of SC students, high school students, and parents. This video should be placed on the visual communications website page and should be shared on the SJMC and CIC Instagram and Facebook. The link to the visual communications website should be included in the posts to drive traffic to the website. The video should include B-roll of visual communications students working on hands-on projects, photos of staff and successful alumni, and the website on the last slide. The client can choose to do strictly a voiceover for the script or film someone speaking it and cut back and forth to them and footage.

Evaluation: This tactic should be evaluated by post engagement, follower count, and clicks on the link to the website. The SJMC Instagram (@uofsc_sjmc) currently has 1,465 followers and its Facebook has 2,878 followers. The CIC Instagram (@uofsc_cic) currently has 1,187 and its Facebook has 1,710 followers. If these numbers increase in the coming months after posts, this tactic can be deemed successful.

IMPLEMENTATION & EVALUATION

SHARED

Video Script:

“What is visual communication?”

“The University of South Carolina visual communications major helps students learn visual problem-solving through fundamental skills such as graphic design, film, web design and photography.”

“A degree in visual communications can lead you to a career as a photojournalist, videographer, illustrator, graphic designer, art director, social media marketer, user-interface / user-experience web designer, filmmaker or marketing specialist, and much much more.”

“The program allows you to tailor your major to your specific interests and new classes are created every semester to teach innovative skills such as learning how to design augmented reality, fly drones, and create 360 video.”

“Students gain hands-on experience learning from the industry’s best professors who share their personal knowledge and help build student’s portfolios to prepare for graduation.”

“Visual communications is an award winning program at UofSC. Students have won top-level awards for their work from Hearst, the American Advertising Federation, and other national organizations.”

“Alumni have gone on to work for news organizations, advertising agencies, public relations firms, fashion houses, magazines, social media groups and themselves.”

“If you love storytelling through creation, visual communications is the major for you”

“For more information, visit

https://sc.edu/study/colleges_schools/cic/academic_programs/bachelors/visual_communications.php”

IMPLEMENTATION & EVALUATION

SHARED

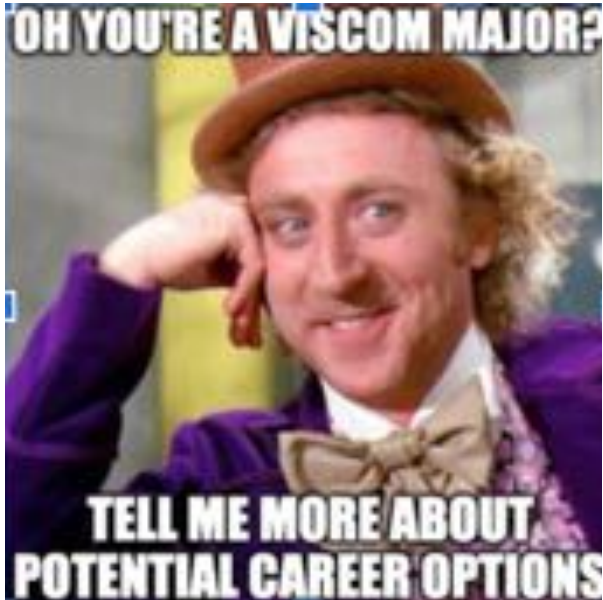
Molly created memes for the SJMC Instagram account.

Implementation: Each of these memes could be used for a social media post on the SJMC Instagram account. We would stick to strictly Instagram because memes are more casual, and most high school and college students are more likely to be looking through Instagram than Facebook. Each meme would come with a written-out post with real information and links that can be reached for students that are interested in more information regarding the visual communications program. I would recommend that each of these be posted a month apart throughout the year. I would do this so that each post can be evaluated with enough time to make changes to the next ones based on those evaluations.

Evaluation: To measure the success of this tactic, we would need to access the SJMC Instagram account so that we can see how often and how densely each meme post is interacted with and how deeply they are interacted with. It is important to note likes, comments, shares, and direct messages regarding these posts. It is also important to note if any links provided in this post are interacted with. All of this can be done on the analytics of the SJMC Instagram account. I would say at least 100 interactions of some kind would be considered successful.

IMPLEMENTATION & EVALUATION

SHARED



IMPLEMENTATION & EVALUATION

PAID

Francis created sponsored social media posts about alumni success stories and updates within the Visual Communications major on Instagram and Facebook.

Implementation: The purpose of this tactic is to engage with different target audiences through promoted Instagram posts and see the insights that we get from users that see each post. Each of these posts will be uploaded on the University of South Carolina School of Journalism Instagram page (@uofsc_sjmc) and we will pay a certain amount set by Instagram for the post to reach certain areas in neighboring states to South Carolina and within South Carolina. The posts will include information about alumni success and updates within the visual communications major in order to increase awareness of the Visual Communications major itself, and hopefully encourage viewers to do their own research on the major.

How to create a sponsored Instagram post:

1. On account home page, click on the "Insights" button.
2. Once on Insights, scroll to the bottom and click on "Create Promotion."
3. Click on the "Create" button and select a photo to promote.
4. There are several goals to choose from: more profile visits, more website visits, and more messages. Choose your goal(s). If one of your goals is more website visits, add the URL in the space provided.
5. Choose an audience and click on create your own audience - here you can plug in specific demographics such as location, interests, age, and gender.
6. Next you choose the budget and duration of the promoted post. We suggest that the budget be \$30 over a duration of 6 days (if you would like to make changes to it you can.)
7. Lastly, you can review your promotion post before you choose to boost it. Click "Boost Post" to complete.

Evaluation: We will determine the success of this tactic by checking the promotion insights for each post. We can review how many interactions it reached, how many people visited the @uofsc_sjmc profile from the post, how many website taps, and what our audience (gender, age range, location) looked like from the promotion. If the promotions are successful, we are given a chance to promote the posts further and again and to different areas. We also will pay attention to the number of people following the @uofsc_sjmc profile to see if these numbers increase.

IMPLEMENTATION & EVALUATION

PAID



Liked by uofsc and 564 others

uofsc_sjmc

Graduate from the University of South Carolina: Visual Communica

...more

View all 16 comments

Add a comment...

15 November



Liked by uofsc and 564 others

uofsc_sjmc

Visual communications instructor Jason Porter acknowledges stud

...more

View all 16 comments

Add a comment...

15 November

IMPLEMENTATION & EVALUATION

PAID



The image shows a Facebook post from the page 'uofsc_sjmc'. At the top left, there is a 'Sponsored' badge. The main content of the post is a dark red banner with the text 'SJMC CLASS DIVES INTO AUGMENTED REALITY' in white. Below this banner is a photograph of a young man with his face painted to look like a hockey goalie's mask. To the right of the photo is a yellow Snapchat-style AR filter icon with a circular portrait of a person's face. Below the photo is another dark red banner with the text 'ONLY OFFERED TO VISUAL COMMUNICATIONS MAJORS!' in white. Underneath the banner are icons for liking, commenting, and sharing. The post has 564 likes and is dated 15 November.

uofsc_sjmc
Sponsored

SJMC CLASS DIVES INTO AUGMENTED REALITY

ONLY OFFERED TO VISUAL COMMUNICATIONS MAJORS!

Liked by **uofsc** and **564** others

uofsc_sjmc
Launched this fall, Experiential Interactives in Mobile Augmented I
...more
View all 15 comments

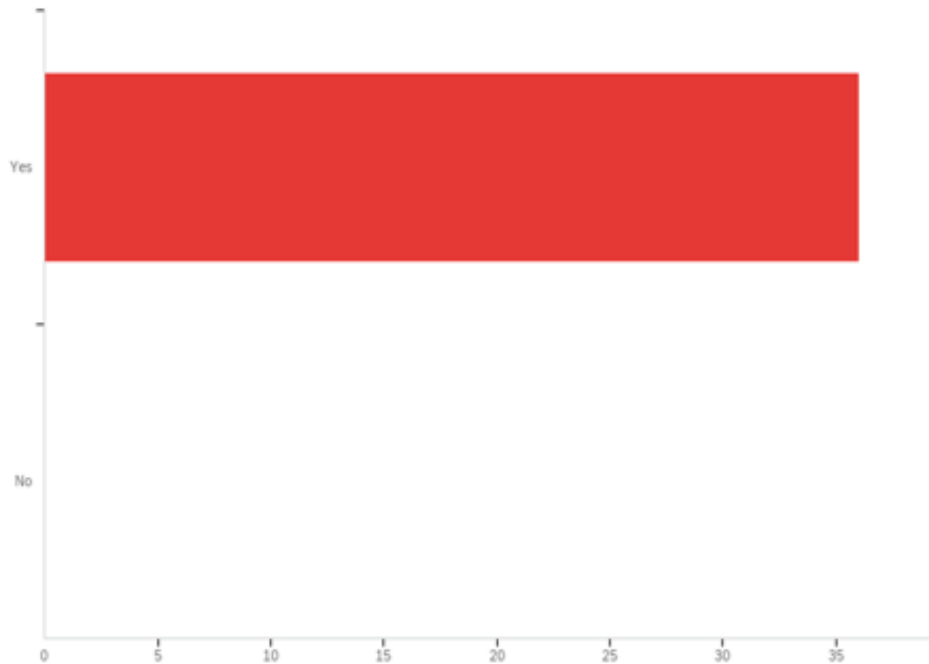
Add a comment...

15 November

APPENDIX A

College Survey

1. The purpose of this survey is to collect research regarding students at the University of South Carolina's knowledge pertaining certain majors within the Journalism School. The survey should take around five minutes. We will be using your responses to determine strategies to conduct a campaign for the Journalism School targeted towards current and incoming students. We appreciate your responses and time! Are you ready to take the survey?



#	Answer	%	Count
1	Yes	100.00%	36
2	No	0.00%	0
	Total	100%	36

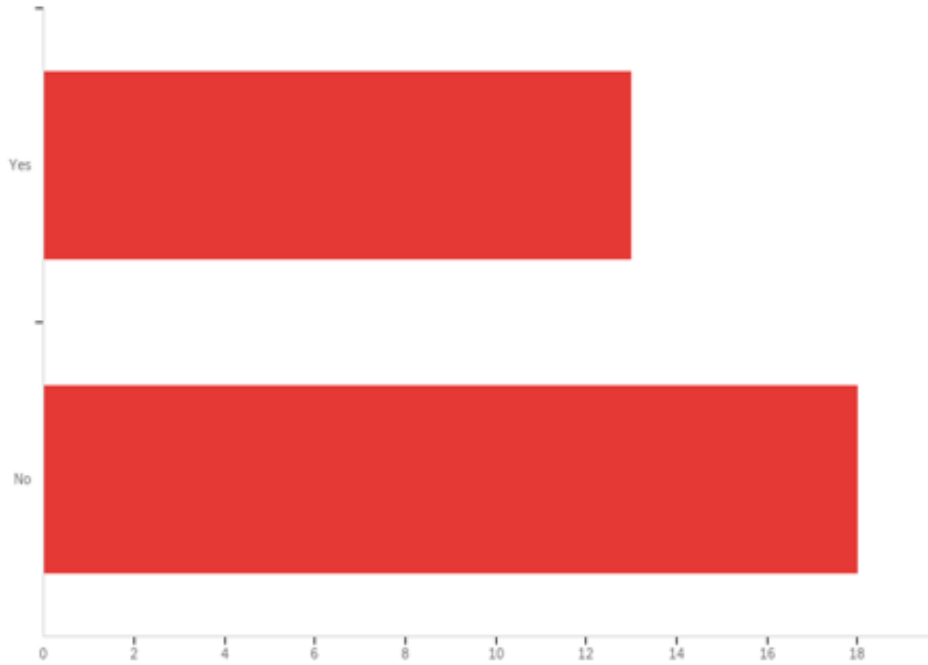
2. What college are you in at the University of South Carolina?

Arts and science	College of engineering and computing
Darla Moore	Darla Moore
Arts and Sciences	Darla Moore
Arnold school of pubh	HRSM
Columbia	School of public health
Arts and Sciences	Arnold School of Public Heath
HRSM	Darla Moore School of Business
Arts and sciences	College of Social Work
Arts and Sciences	Darla Moore School of Busines
College of Pharmacy	
Darla Moore	
SJMC	
Public Health	
Darla Moore	
Public Health	
Arts and Sciences	
Arts and Sciences	
Public Health	
College of Nursing	
Nursing	
Arts & Sciences	
Darla Moore School of Business	

3. What college are you in at the University of South Carolina?

Political science	Chemical engineering
Human Resources and Marketing	International Business and Economics
English	Management
Pubh b.s	Sports and Entertainment Management
Public health	Public Health
Experimental Psychology	Exerdse Science
Sport and Entertainment management	International Business & Finance
Philosophy	Social Work
Political Science	International Business & Finance
Pharmacy	
Operations and Supply Chain Management	
Public Relations	
Public Health BS	
Accounting	
Public Health	
Biological Sciences	
Interdisciplinary Studies	
Public Health	
Nursing	
Nursing	
Criminology	
Pre-business	

4. Have you ever switched your major?



#	Answer	%	Count
3	Yes	41.94%	13
4	No	58.06%	18
	Total	100%	31

5. If answer is yes to the previous question, what did you change from and to?

Accounting to Human Resources and Marketing

Psychology to English

Biological sciences

Chemistry to pharmacy to public health

Nursing

undecided to Pr

From Biomedical Engineering to Public Health BS

Biochemistry to current major

changed from biomedical engineering

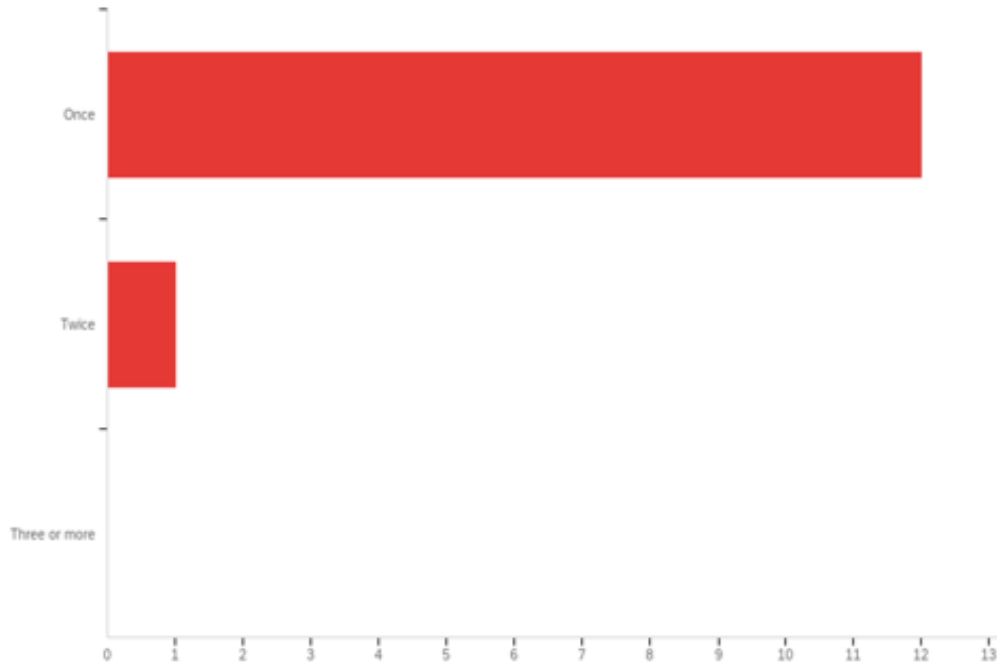
Nursing

International business to management

From biology to public health

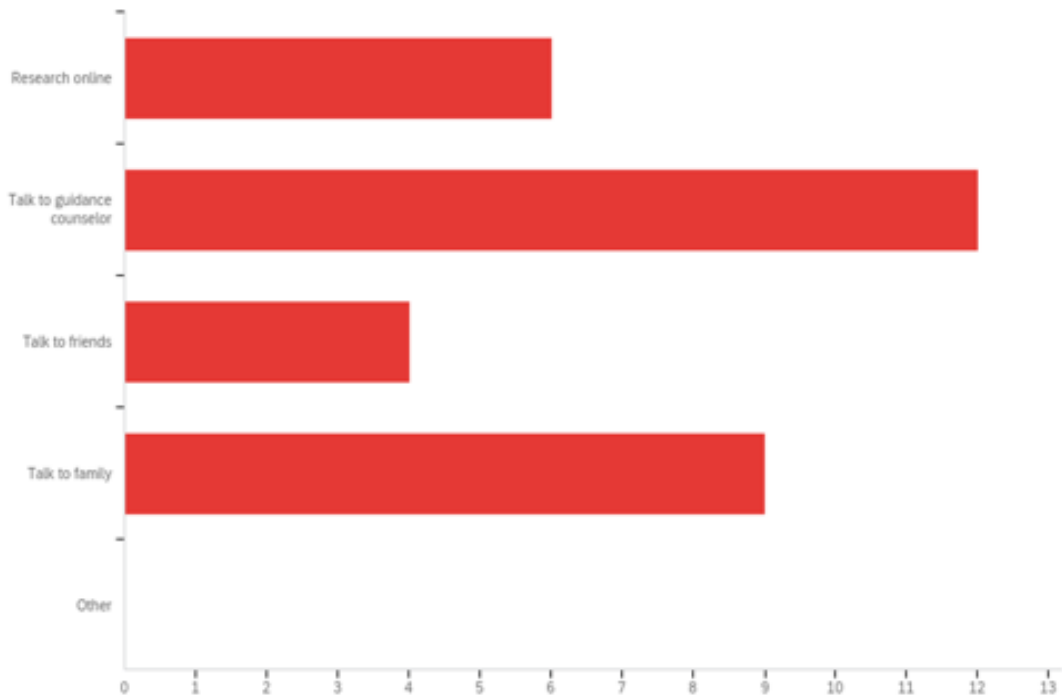
Undeclared to social work

6. If answer is yes to previous question, how many times have you switched your major?



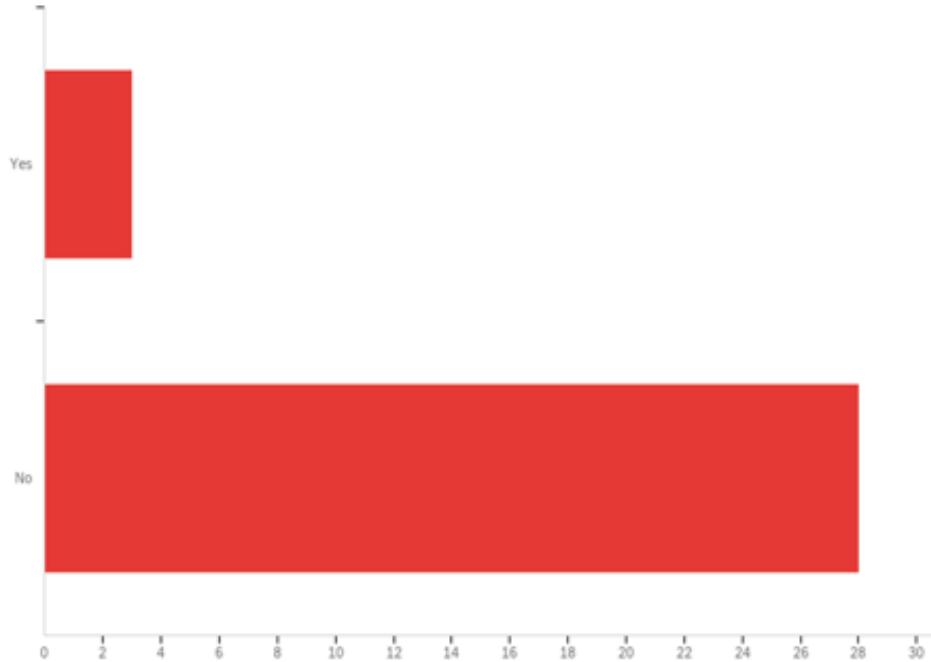
#	Answer	%	Count
1	Once	92.31%	12
2	Twice	7.69%	1
3	Three or more	0.00%	0
	Total	100%	13

7. If you were to switch your major, what would be your first step?



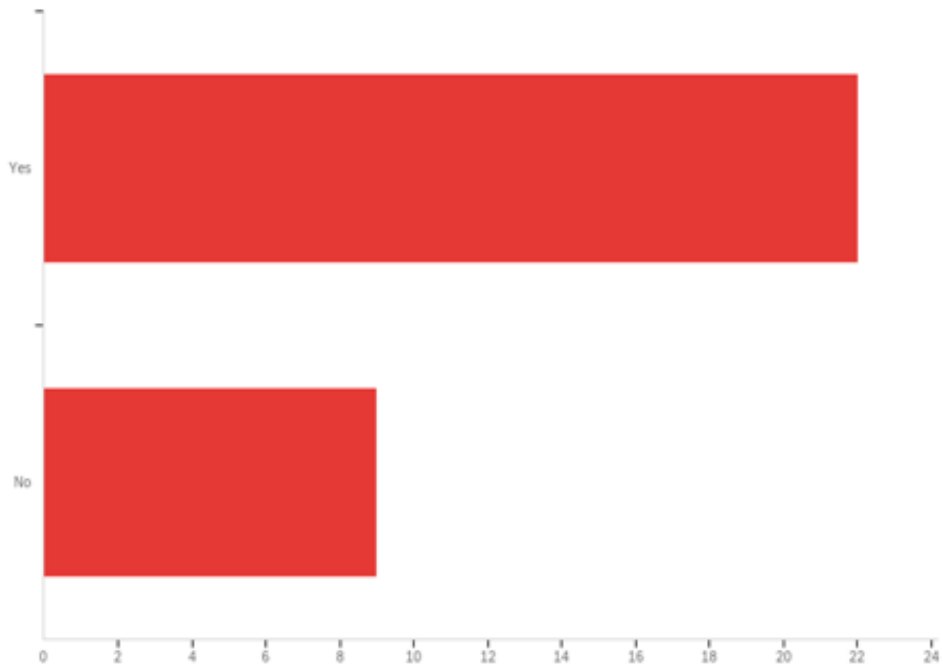
#	Answer	%	Count
1	Research online	19.35%	6
2	Talk to guidance counselor	38.71%	12
3	Talk to friends	12.90%	4
4	Talk to family	29.03%	9
5	Other	0.00%	0
	Total	100%	31

8. Have you ever taken a Journalism class?



#	Answer	%	Count
1	Yes	9.68%	3
2	No	90.32%	28
	Total	100%	31

9. Have you ever heard of visual communications?



#	Answer	%	Count
1	Yes	70.97%	22
2	No	29.03%	9
	Total	100%	31

10. How would you describe visual communication?

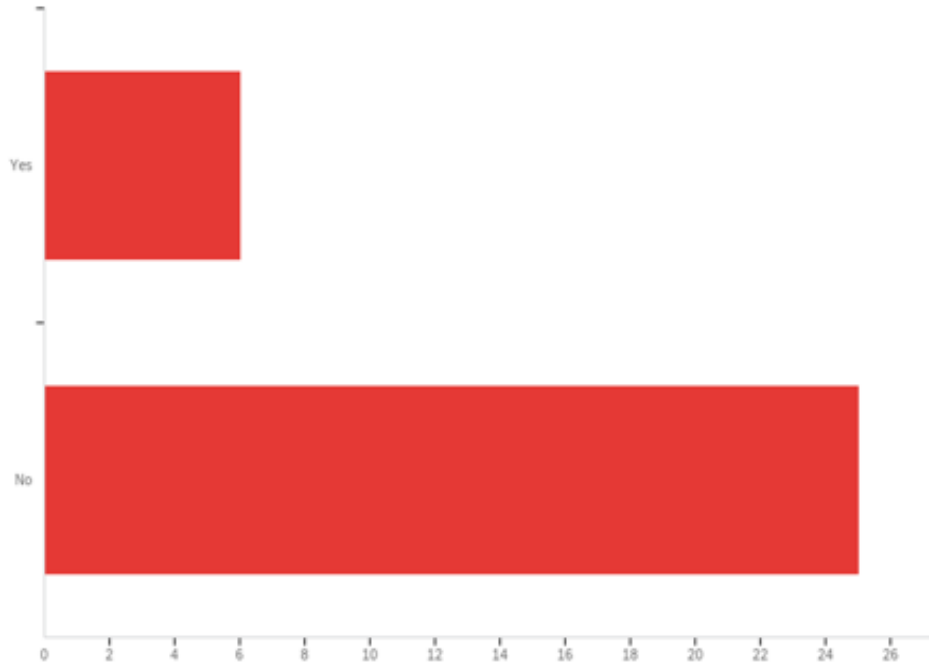
Graphics, digital art...	Ways to communicate through the sense of sight , ex a commercial, poster, etc
Art, graphic design	A way to communicate with images, graphics, visuals
Graphic design?	Idk
Idk	a way to communicate with images and visuals
Public relations and advertising through photos	
Graphic design mixed with journalism	
Communicating using visual aspects like facial expressions and hand motions.	
portraying messages with things like pictures or symbols instead of words	
Digital art/commercials	
graphic design tech	
using tools like graphic design, photography and videography to communicate visually	
Graphic Design	
Images to communicate a message	
Visual communication is similar to advertising and presents information to people	
Communication through visual media such as art and video	
using visual media like photography and graphics to accomplish goals	
Communication through pictures or videos	
graphics, advertisements	
I think of graphic design when I think of visual communications.	
Idk	
Graphics	
Making communications more understandable through images	

11. Would you be interested in learning more about the visual communications field?



#	Answer	%	Count
1	Yes	48.39%	15
2	No	51.61%	16
	Total	100%	31

12. Do you know what jobs visual communications offer?



#	Answer	%	Count
1	Yes	19.35%	6
2	No	80.65%	25
	Total	100%	31

13. If yes to the previous question, what jobs do you think visual communications offers?

Graphic design, marketing, PR, advertising

Maybe asl translator

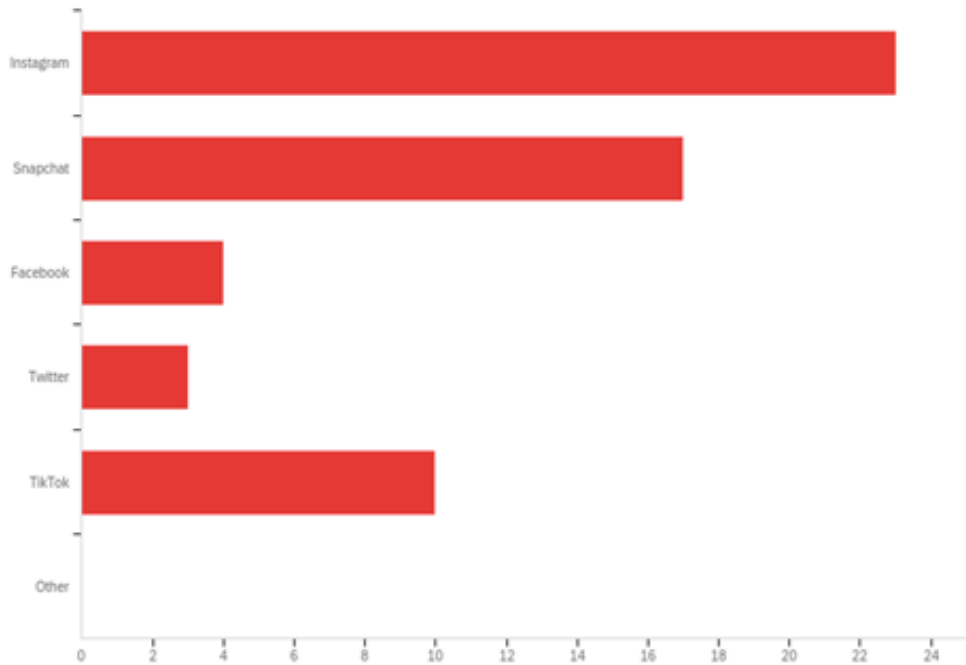
graphic designer, photographer, videographer, visual director

Graphic Designers? Or digital marketing?

N/a

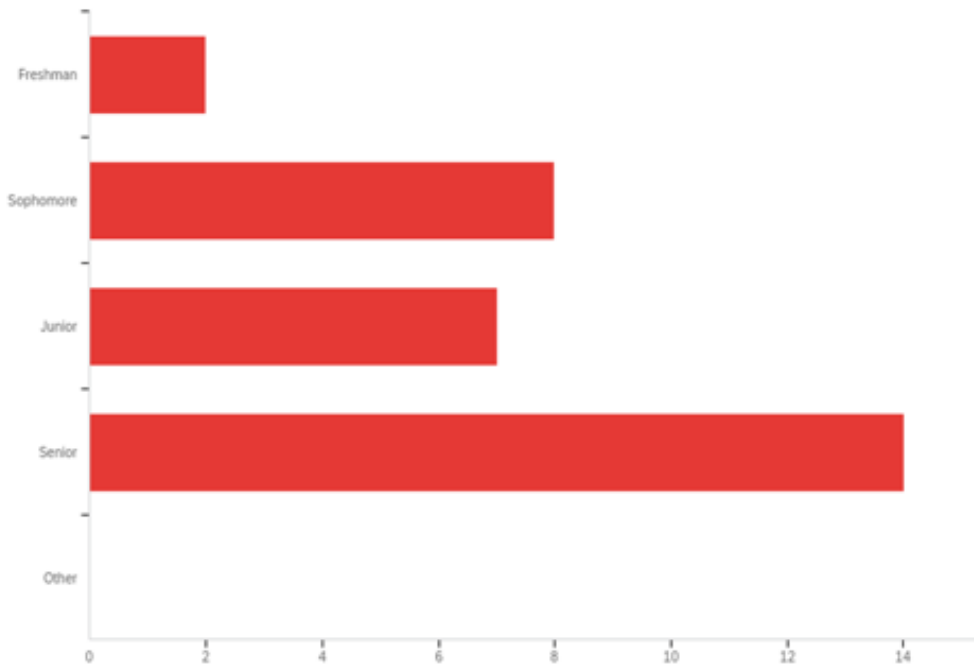
Graphic design

14. What social media do you use most?



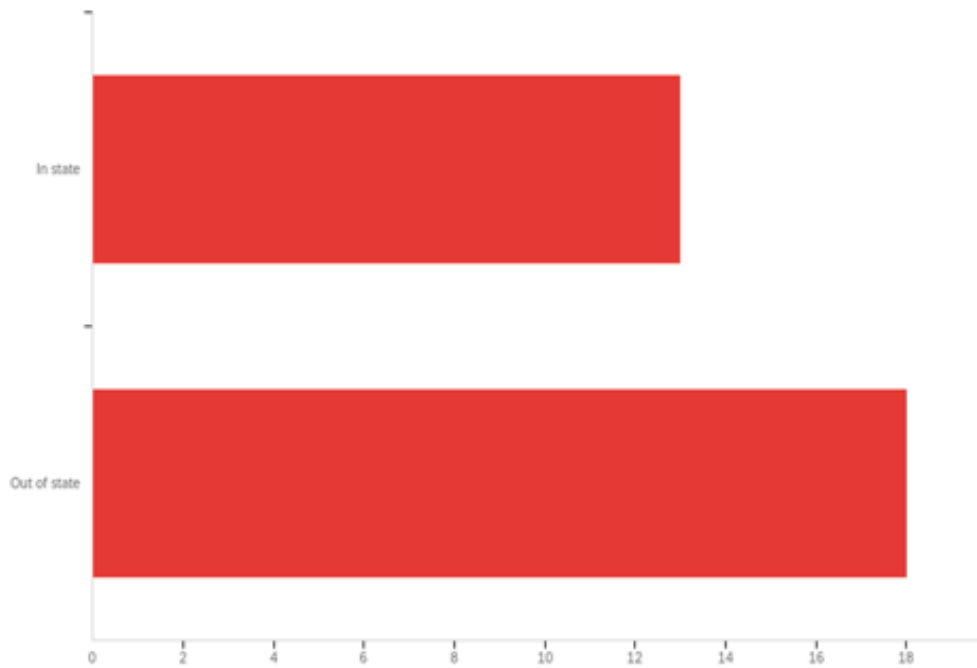
#	Answer	%	Count
1	Instagram	40.35%	23
2	Snapchat	29.82%	17
3	Facebook	7.02%	4
4	Twitter	5.26%	3
5	TikTok	17.54%	10
6	Other	0.00%	0
	Total	100%	57

15. What year of school are you currently in? (by credits)



#	Answer	%	Count
1	Freshman	6.45%	2
2	Sophomore	25.81%	8
3	Junior	22.58%	7
4	Senior	45.16%	14
5	Other	0.00%	0
	Total	100%	31

16. Are you from in state or out of state?



#	Answer	%	Count
1	In state	41.94%	13
2	Out of state	58.06%	18
	Total	100%	31

17. What gender do you identify with?

Female	Female
Female	Female
Female	Female
Female	Female
Female	Female
Female	Female
Female	Female
Female	
Female	
Female	
female	
female	
Female	
Female	
Female	
Female	
female	
Female	
Female	
Female	
Female	
Female	
Female	
Female	

1. What do you think could push the visual communications major forward?

Making the visual communications major more elite and desirable for students. Students that make creative pieces of work could show students in other majors just how cool this major is and what it offers, pushing the visual communications major forward.

2. What are you looking for in students for the visual communications major?

We are looking for quality over quantity; we want "a few good men." We want creative and driven students that strive to do well and push themselves.

3. What overall advice or insight do you have on the campaign and how we can achieve our objectives?

Reach out to alumni and see what they were able to do post grad with a visual communications major. Use your resources and think smarter, not harder.

4. Who should we target as our audience within the journalism school for visual communications majors?

Target students in Journalism 101 courses. Target students within the journalism school.

5. What things do you think we should spotlight on in the visual communications major?

Spotlight on the different fields that visual communications majors can get into after college. Spotlight on the alumni and what they have done with their education in visual communications. Look at previous and present students portfolios of their work from visual communications.

6. What should students in the visual communications major expect?

The visual communications major is always changing and there are new classes offered all the time. One of the main themes is being able to change as time goes on. Visual communications is its own thing and it offers many opportunities for students in many different fields.

1. When students come to you to declare or switch their major, do they typically know what they want to switch to or do they often ask for your insight on what to choose?

Students typically know or have an idea of what major they want to switch to.

2. Do you feel that your suggestions on what major to choose have a large impact on their decisions, or that they typically have their mind made up on their own?

The chance that the student had their mind made up about their major is probably 50/50. If their minds aren't made up it is sometimes helpful to have them talk to a faculty member of their potential majors.

3. How would you describe and differentiate the visual communications major to students compared to other similar programs at the University like media arts and studio arts?

In visual communications you are learning more about the business side, for example photography, pictures, magazines, ads, commercials, etc. It is not just art or photography.

4. Do you think that most students are aware of the visual communications option?

Yes, I believe the program is relatively well-known, but students may not know exactly what it entails.

5. What interests in a student would lead you to suggest they should become a visual communication major?

Creative interests like photography, videography, but also business.

6. Do visual communication majors ever come to you with concerns about finding employment, internships, or careers?

No, not often at all!

7. What are the biggest concerns of your visual communication students?

One concern is taking multiple upper level classes at the same time. Many of them are project-based so taking more than two at once is nearly impossible.

8. What careers are visual communications majors typically interested in?

Social media, sports sideline work photos, graphic design, freelancing.

9. If a student is requesting more information on the visual communications major, where would you typically tell them to look? Website, social media, other faculty sources, etc?

We have informational flyers and packets that can give them more information as well!

1. How did you find out about the visual communications major at UofSC?

We found out about the visual communications major through tours of the journalism school paired with an explanation of the program, our advisors helping us understand that our interests were centered around visual communications, google searches regarding creative occupations, and the in-state tuition option offering the opportunity to major in vis com.

2. What made you choose visual communications as your major?

- The intersection between art and socializing creatively serving the community and businesses is something that I'm interested in, and vis com is basically centered around those things.
- The program offered me opportunities that I would not have otherwise, so I decided I had to pursue it.

3. What are some of your favorite things about the major and the Journalism school itself?

- The personal aspect that the professors bring with us and the way I can build relationships with them and my classmates, especially in smaller classes.
- Learning about everything in the field and all that vis com has to offer.
- All of the projects that we are capable of completing and adding to our portfolios.
- We love having the opportunity to work directly with scenarios that are applicable to real life.

4. In your opinion, what do you think would work best for a campaign to promote visual communications?

- I wish there were more elective classes related to vis com.
- I feel like we have been pushed into JOUR 447 with no prior knowledge and are expected to know how to complete the work, so I think there should be a class that precedes JOUR 447 for a better learning experience.
- I think we need more guidance on career paths from advisors and professors.
- Advisors don't understand what vis com is or how to direct us within and around it, so I think some education for them on what vis com involves would be helpful.