**NEW CLASS FOR FALL 2018 with Prof. David Smith**

**STCM 493B: Visual Brand Storytelling**

Industry trends suggest that the **visual storytelling across multiple platforms is vital** for public relations and advertising professionals. Gain a **competitive edge** before entering the job market by taking STCM 493B: Visual Brand Storytelling with real-world outcomes.

Go beyond simply providing information — **connect audiences to your brand** in an authentic, personal way through creative visual storytelling. Businesses, products, places and organizations need visual storytellers who can find the right balance between production and authenticity, unlock empathy and drive action. They need promotional pieces to **convey strategic brand messaging across multiple visual platforms.**

In **STCM 493B: Visual Brand Storytelling**, students will tell character, culture and place-driven stories that connect emotionally with a target audience. Students will collaborate with a separate Strategic Communications class (a capstone) as part of a grant-funded community branding initiative, @BrandJRNY, to produced real-world outcomes that are based on creative strategy and messaging. Through the use of traditional visual mediums (photography, short and long-form video for web and social media) and emerging technology (augmented reality, virtual reality, 360 video), students will plan, produce and publish content for print and digital platforms that conveys strategic brand stories and messaging for a TBD West Virginia community.

***Some travel to TBD community (likely in southern West Virginia) is required***

**Course Information**

**Course Name:** STCM 493B: Visual Brand Storytelling **CRN:** 87781

**Pre-requisite:** JRL 225

**Time/Dates:** Tuesdays/Thursdays 2 – 3:15 p.m. You also will be required to travel periodically to a TBD community (likely in southern West Virginia). Reasonable, approved travel expenses will be reimbursed.

**Location:** Media Innovation Center (Evansdale) in the Stratcomm Hub.

**Spots available:** up to 14

**How will this class count toward my coursework?:**

* **STCM Majors:** This course will count as a PR or ADV AOE class.
* **JRL Majors (if any):** JRL Creating class or JRL elective class
* **This class is for STCM Majors ONLY (he *may* let in 1 or 2 JRL students, but push this to STCM students)**
* **This class does NOT count as the senior STCM capstone requirement.**
* The information provided here must be verified/confirmed by your adviser.

**How to register:** This class has a Departmental Approval restriction. Registration for this class is by instructor approval only, as he needs to have a brief conversation with you to ensure that you understand the requirements and are committed to the class.

**Send an email to Prof. David Smith** at [clifton.smith@mail.wvu.edu](mailto:clifton.smith@mail.wvu.edu) with **“Interest in STCM 493B Fall 2019”** in the Subject Line.