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Communications
Engaging The User**

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Modern Technology **The Engaging**

Communication Process

Explained Digital Media

Basics *Creating a logo,
choosing fonts, and*

designing a brand identity

IIMC Entrance Test / Exam

Preparation \u0026 Interview

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Essential Knowledge 1. A
Historical Perspective 2.

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Digital Media Consumer Types

3. Ethical and Legal

Considerations 4. Visual

Aesthetics II. User-

Generated Content 5. Social

Networks 6. Virtual

Communities 7. Virtual

Reality III. Database-

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Generated Content 8. Engaging
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