## COMM 100: Brother John Thompson

### Sept 16, 2010 : I-Comm

* The program (I-COMM) is yes, a one credit class. BUT! It’s an experience class. It will give you tools  
  -to build your portfolio  
  -to build your resumè  
  and it is a project-driven class (gives you practicum credits-and I need 3 to graduate)
* BYU-Idaho has a growing reputation for great work

-brochures, fliers, ad campaigns, logos, stationary, posters, press releases, etc.

-In April 2008: Mormon Scientist package (shown between General Conference sessions) was made by students at BYU-Idaho.

* Clients come because we’re inexpensive and keep coming because we do great work.
  + Also refer people to us because of it
* You make a ton of projects
  + MYTH: “free”-not as high a quality (that’s what we prove)
  + By paying us, they stay involved; we “return phone calls”
  + No grade; the client gives you the grade

UNITED WAY  
The students set up the interviews, they shot and cropped the photos, etc.

Don’t need to know the programs they use because they will teach you in I-COMM!