

CMNS 3420 – 02 – Advanced Professional Communication – March 23, 2026



Illustration by [Art Attack](#) on [Unsplash](#)

- 
- A scenic landscape photograph taken during sunset. The sky is filled with soft, orange and yellow clouds, with the sun setting behind a range of mountains in the distance. In the foreground, the dark silhouettes of trees and the roofs of houses are visible, framing the view of the town below. The overall mood is peaceful and serene.
- Territorial Acknowledgement

Where we're going today



Feedback on Policy
Briefs



Design features for
Infographics



Powerpoint slides with
voice

Feedback on Policy Briefs

Length

Too busy

Not in correct format

APA format

Labelling/Citing

Stranded titles/sections of text

Editing

Fuzzy images

Unreadable fonts (size, contrast, style, bold)

Infographics – Your Toolkit (Unit 3, Section 2)

- VISME “How to Make an Infographic in 5 Easy Steps” <https://visme.co/blog/how-to-make-an-infographic/#sketch-a-wireframe-of-your-infographic>
- VISME “Infographic Copy 101: How to Write an Infographic that’s easy to understand” <https://visme.co/blog/how-to-write-an-infographic/>
- VENNGAGE “What makes a good infographic?” <https://venngage.com/blog/good-infographic/>

HOW TO BEAT



BEFORE

1 PLAN FOR TIME ZONE CHANGE

A few days prior to your trip, gradually augment your schedule to help your body prepare for the new time zone.



Start with 30-60 minute increments and increase it each day. This reduces how much your body clock needs to shift on arrival.



3

PREPARE

Prepare belongings early to avoid stress and anxiety

2

FLY AT NIGHT

If possible take overnight flights: it's the best way to replicate your normal schedule.



PEACE OF MIND? *

BACK IT UP!



a Recent survey by



by HARRIS INTERACTIVE INDICATES THAT THE MAJORITY OF PEOPLE VALUE THEIR DIGITAL CONTENT BUT ARE STILL NOT BACKING IT UP REGULARLY

54%
OF ADULTS PERSONALLY HAVE AND/OR KNOW SOMEONE WHO HAS *Lost!* FILES

Most VALUED DIGITAL ASSETS

72%
PHOTOS & VIDEOS

35%
SCHOOL WORK & PROJECTS

31%
MUSIC



27%

ADULTS WHO USE AN EXTERNAL HARD DRIVE TO BACK UP

19% OF MEN *and* 30% OF WOMEN
Do not! BACK UP



18%

USE USB FLASH OR THUMB DRIVES



90% OF U.S. ADULTS FEEL THEIR DIGITAL CONTENT IS VALUABLE
Only 10% BACK UP DAILY
Your DIGITAL CONTENT SAFE & AVAILABLE

10% CONTINUOUS
30% DAILY 30% WEEKLY
30% MONTHLY 25% NEVER!

9%

USE CDs OR DVDs



8%

UPLOAD DATA TO A CLOUD SERVICE



THE REAL COST OF UNPRODUCTIVE MEETINGS



Whether you're a freelancer, a CEO or an entry-level employee, you're almost certainly familiar with the business meeting. The average employee spends hundreds of hours in meetings every year, and far too often, these meetings achieve very little. So, just how much are these unproductive meetings costing? We decided to find out, pulling together some of the most recent research into modern meetings to discover the real cost of unproductive meetings.

THE FINANCIAL IMPACT

On average, senior executives are spending more than two days per week in meetings, with a busy professional often attending more than 60 meetings per month. The cost of each of these meetings varies depending on the size of the company:



Overall, this adds up to a huge cost across the whole of the United States:



Journal 7

What are the design guidelines you're creating for your infographic?



Pull up the 3 samples listed in the journal prompt



Work through the questions alone, with a partner, or in a group



Start creating a set of design guidelines. **These are what you submit for Journal 7.**

Preparation for Wednesday's class



Review feedback on Journal 6 and
on proposal



Make appointment with me by
email (cadam@tru.ca) if you'd like
to meet



Read Unit 3