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The Lab

Welcome to The Lab!

Join photographer Nash Consing as he takes us on a photo tour of UNC's Campus, giving us great tips and techniques for getting all the best shots.

This video will go live Saturday, September 26 at 10am!

The Lab is led by marketing and design professionals at the Carolina Union's office of Communications & Creative Services. Workshops are full of inspiration, useful knowledge, and hands-on activities. Sessions are free for any UNC student, and are especially designed for members and leaders of student organizations. We want to help your student org amplify its unique story so you can have your most successful year yet!

Stay tuned for announcements and schedules for upcoming workshops!

Spring 2020 Workshops

***Content Planning and Strategy* | January 22, 2:00pm**

An exploration of how to connect your organization's mission to communications goals and objectives, as well as creating a content plan that supports your efforts. We will look at different content types and how to effectively use multiple platforms to engage audiences in fun and unexpected ways.

***Graphic Design for Social Media* | February 17, 3:00pm**

A primer on creating eye-catching and informative graphic designs for social media. We will explore the fundamentals of social media specs, design best practices, and messaging hierarchy.

***Videography Basics* | March 3, 4:00pm**

A class that covers the basics of quick shooting and editing to create videos that look and feel polished. We will cover in-phone filming as well as use of DSLR cameras to help your organization create short films that show you at your best.

Communications & Creative Services

Communications & Creative Services

Hours: M?F 9:00am?5:00pm

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