

Courses

Semester I

- Content Bootcamp (two weeks)
- Technical Writing
- E-Learning Curriculum Development & Design
- Web Copywriting
- Webtools
- Emerging Media & Applications
- Visual Design & Layout
- Structure & Strategy
- Editing

Semester II

- Digital Storytelling (two weeks)
- Proposal Writing
- Presentation & Speech Writing
- Multiplatform Content Creation
- Information Design
- Project Management
- Content Management
- Report Writing
- Field Placement (six weeks)

Program Code: 6440

School: School of Communications,
Media and Design

Credential: Graduate Certificate

Program Type: Graduate Certificate
program

Program Length: 1 year/2 semesters

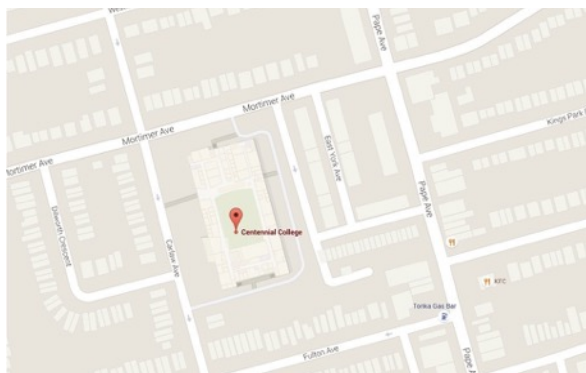
Start Date: Fall

Program Coordinator: Kelly McConvey

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Location: Story Arts Centre, 951 Carlaw
Avenue, Toronto, ON



CENTENNIAL
COLLEGE

Communications - Professional Writing

School of Communications,
Media and Design



An Innovative Program

The first of its kind, the Communications - Professional Writing Program prepares students to take on the multifaceted communications industry.

Highlights of the program include the two week introductory Content Bootcamp, which acclimatizes students to a variety of writing styles, the second term Digital Storytelling module, which explores the effect of technology and digital media on storytelling, and the culminating six-week industry Field Placement.

The program, led by inspiring professors in a small group setting, prepares graduates to deliver relevant content to their desired audience across multimedia platforms.



Career Possibilities

The Communications - Professional Writing program opens up an array of exciting career paths, including:

- Technical Writer
- Communications Coordinator
- Editor
- Web Copywriter
- Proposal Writer
- Instructional Designer
- Report Writer/Business Analyst
- Social Media Marketer

Admission Requirements

College diploma or university degree in any discipline

OR

Partial post-secondary education (minimum two years) with relevant work experience

Attend a mandatory program session where applicants will:

1. Submit a portfolio consisting of three writing samples completed in the last two years; applicants who do not meet this requirement can complete a one-page user guide assignment instead
2. Complete a two-part, in-person test
 - A. Editing of a passage for a specific audience
 - B. Completion of a questionnaire

