Copywriting - Advanced

Course Outline:
This is a professional workshop program for those serious about perfecting their communication skills in all media. Participants will work on realistic briefs and apply the creative and technical skills acquired in the introductory level and further developed in the intermediate level copywriting courses.

Designed For:
Graduates of Introduction/Intermediate copywriting course, writers and designers looking to improve and hone their communication skills; non-creative professionals wishing to learn and adopt copywriting skills in their own field. Anybody wishing to put a folio together for a job in the communication industry.

Course Content:
• Problem solving techniques in textual and visual communication
• Anatomy of body copy – structure and substance
• The art and science of powerfully effective art direction
• Lateral thinking as the basis of concept development, writing styles and visual design
• Writing and presenting rationales to back-up your work

Course Outcome:
Participants will be given realistic assignments and encouraged, inspired and driven into producing professional standard communication pieces.

Award:
Participants will be awarded an RMIT Statement of Participation.

Course Leader: Nick Di Tempora
Copywriter/Art Director and Tutor.

Enrolment Details
If course cancelled fees refunded in full; no refunds once the course has commenced. Cancellations less than 5 working days of course commencement incur a fee equal to 50% of course fee. Dates are correct at time of publication but may be changed at short notice.

Title: Copywriting - Advanced
Code: S852086
Fee: $450.00
Dates: 14 July to 1 September, 2005
Time: 6.00 pm to 9.00pm (Thursdays)
Duration: 8 sessions x 3 hours
Venue: RMIT – Brunswick Campus
Phone: 9925 8111
Fax: 9925 8134
URL: www.rmit.edu.au/shortcourses