

MDM555 : Effective Copywriting

Successful media designers are visual and verbal communicators. The Effective Copywriting Course prepares students for the profession by teaching the nuances of writing for advertising, corporate communications, and presentations. Students complete a series of projects that help to develop their skills in writing persuasively while explaining and defending the rationale behind their decisions based on research. Throughout the course, students are required to polish their writing skills in order to extend the power of their design and to craft effective communications.

Credits 5