### Academic Requirements

A college diploma or university degree in any discipline. We will also consider those who have completed partial post-secondary education (minimum two years) and have relevant work experience.

Additional Requirements

Attend a program admission session and submit a portfolio consisting of three writing samples completed in the last two years or complete a one-page user guide assignment. Complete a test comprised of two parts: Editing of a passage for a particular audience and completing a questionnaire.
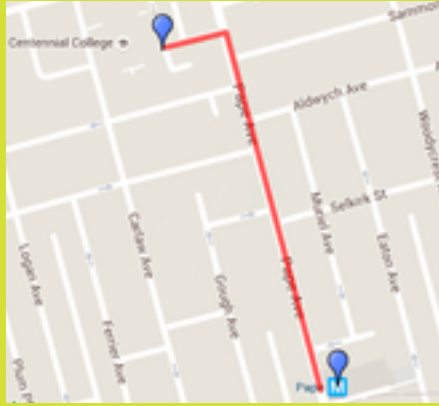
The $36-million cutting-edge campus for the arts is the perfect place to tap into your creativity.

Housing the School of Communications, Media and Design, it has everything you need to let your inner genius out.

CENTENNIAL COLLEGE

School of Communications, Media and Design

951 Carlaw Ave, Toronto, ON M4K 3M2, Canada

416-289-5000

www.centennialcollege.ca

CENTENNIAL COLLEGE

Communications – Professional Writing Program

PROGRAM INFO

Program Code: 6440

School: School of Communications, Media and Design

Credential: Graduate Certificate

Program Length: 1 year/ 2 semesters

Intake Date: Fall

Location: Story Arts Centre

Email:kmcconvey@centennialcollege.ca

Telephone: 416-289-5000 ext. 2847

COMMUNICATIONS - PROFESSIONAL WRITING

A PROFESSIONAL WRITER IS AN AMATEUR THAT DIDN'T QUIT
- RICHARD BACH

The Communications - Professional Writing program will prepare you to work as a versatile communications professional. With a focus on assessing audience needs and delivering thoughtful and relevant content, combined with effective project management techniques, you will develop the skills you need to produce content for a variety of professional settings and styles.

This innovative **School of Communications, Media and Design program** will encompass a wide range of communications disciplines and vocational skills, including:

- **Web copywriting**
- **Technical writing**
- **Proposal writing**
- **Presentations and speech writing**
- **Business writing**
- **Content management**
- **Information design and data visualization**

During the second semester, you will participate in a specialized two-week **Digital Storytelling module** where you will explore the effect technology and emerging media (including social media and game design) have had on storytelling.

You will have the advantage of creating a diverse and **professional portfolio** that will include training modules, complex visual aids (such as infographics), and compelling layouts for many different print and virtual platforms. Thanks to your **well-rounded training**, you will be able to launch a career that can go the distance in a variety of roles, in both the profit and non-profit sectors.