WRITING FOR PRINT AND DIGITAL MEDIA

SPS Certificate website: https://sps.northwestern.edu/post-baccalaureate/writing-print-and-digital-media/

Although communication in the digital age is most often focused on technology, delivery and platform, compelling and timely writing and storytelling is crucial to making the message heard. The Writing for Print and Digital Media certificate provides a solid foundation in journalistic writing, editing, and narrative technique for work in print and across digital media platforms. Students develop a robust skill set for communication in formats from blogs to brochures, websites to direct marketing. The program teaches clear, concise writing, foundations of persuasive communication, visual content production and design, and long- and short-form storytelling in multimedia formats. The core journalistic writing courses are taught by current and emeritus faculty from Northwestern's Medill School of Journalism; all courses are offered evenings and weekends.

The program is ideal for online content producers and editors, designers, and professionals working in communications, social media, marketing, public relations or advertising roles.

Certificate Offered

- Writing for Print and Digital Media, Certificate (https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/writing-print-digital-media/writing-print-digital-media-certificate/)

Writing for Print and Digital Media Courses

ADVT 370-DL Introduction to Public Relations (1 Unit)
Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position. Students learn the essential components of an effective PR strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages. Students select a "beat" or coverage area to investigate as part of the class homework projects.

ADVT 380-CN Visual Communication (1 Unit)
Basic concepts of visual communication; industry-standard software as tools for creation; the relationships between the practical and aesthetic concerns that go in to effective graphic design. Students must possess a working laptop computer with Adobe Photoshop, Illustrator, and InDesign to enroll in this course.

COMM_ST 205-DL Theories of Persuasion (1 Unit)
Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

JRN_WRIT 201-A Writing for Media (1 Unit)
Fundamental journalistic writing techniques -- skills that work well in any academic or vocational setting and result in clear, crisp, concise writing.

JRN_WRIT 201-B Visual Storytelling (1 Unit)
Through independent reporting, coaching and class critiques, introduction to visual story telling (photos and text together) and reaching a specific audience.