



The best words in the best order

— Samuel Taylor Coleridge

COPYWRITING

CONTENT WRITERS WITH TRADITION AND DIGITAL SKILLS.

Copy may be writing, but copywriting isn't just about words. It's about playing with ideas. Whether it's the instructions for a sex toy or the inauguration speech for a president, copywriters create meaning, deliver a message, and call an audience to action.

Writing seems like a solitary pursuit. It isn't here. At Umuzi, you'll learn to work in a team, often with a designer, sometimes a strategist, and always with your target audience top of mind. You'll use empathy to understand the audience you're trying to reach, define their problems, come up with ideas, prototype, and test them, using our *Design Thinking* process.

Where to next? Many of our alumni turn to advertising, working for top agencies and brands, en route to becoming Creative Directors. Copywriters are employed by agencies both permanently and on a freelance basis to develop advertising concepts. Agency copywriters usually work in close partnership with art directors and have lots of input to the visual elements. Another option is to move into the world of content creation, writing for online publications. Increasingly copywriters are also essential to Tech Product Teams, in the software and game development space, to script user journeys and user interfaces. They deliver the words and verbal content that accompanies the visual elements. Imagine where this career could take you. Now write your story.

TECHNICAL

Content Writing

Digital Writing

UX writing

Story writing for SCRUM/sprint planning

Blog

Website

SEO

Podcast production

Commercial Writing

Radio

TV

Billboards

Journalism

CONCEPTUAL

Lateral thinking

Big idea thinking

Critical thinking

Media-neutral approach

Effective brainstorming techniques

User-centric focus

PROFESSIONAL

Design Thinking

User Experience

Agile Methodology

Presentation + Pitch Skills

Trello

Communication Skills

Time Management

Professional Conduct

Critical Thinking

CAREER OPTIONS

User Experience Writer / Researcher

Content Writer

Digital Copywriter

Advertising Copywriter

Creative Director

WRITE ON: APPLY
NOW

UMUZI CREATIVE
CURRICULUM