Course Title: Writing about Disability and Chronic Illness

Credits: 4 units

Description

This course explores best practices around writing about a disability or a chronic illness for both fiction and nonfiction projects. Students will learn the art of weaving medical symptoms into a narrative, which can translate into work in writing for medical journals, medical marketing, and curriculum design.

Learning Outcomes

-Students understand how to select and manage editing tools

-        Students develop the skills to conduct interviews and write case studies and profiles

-Students develop skills in editing for the web

-Students produce professional level content that draws website traffic and engagement

Course Title: Digital Storytelling with Social Media

Credits: 4

Description

This course explores micro storytelling techniques for popular social media platforms. Students will learn how to develop a narrative guide and offer different versions of a single story to grow an online community. Strong social media storytelling skills can lead to careers in digital marketing, public relations, and opportunities as and independent artist or influencer.

Learning Outcomes:

-Students learn how to create short narratives that drive traffic and engagement

-Students learn how to transform a single story into different forms of media

-Students learn how to create and manage social media campaigns

-Students develop portfolios they can share with potential employers

Course Title: Digital Publishing

Credits: 4

Description

This course explores the art of digital publishing. Students will learn how to design audio and eBooks, as well as guides and magazines. Skills in digital publishing can lead to careers in curriculum design, trade publishing, corporate training, and learning experience roles at technology companies.

Learning Outcomes:

-Students learn how to select design and authoring tools

-Students acquire knowledge in working with freelance artists

-Students learn how to create a distribution strategy for a digital product

-Students learn how to license work

-Students become familiar with copyright best practices