FEDERATION TRAINING
Professional Writing and Editing 2017

COURSE DESCRIPTION

Certificate IV in Professional Writing and Editing
22203VIC

Diploma of Professional Writing and Editing
22091VIC
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Introduction and contact details

The Federation Training Professional Writing and Editing program provides training in creative and professional writing and industry-standard copyediting and proofreading. The program offers two accredited qualifications: the Certificate IV in Professional Writing and Editing (22203VIC) and the Diploma of Professional Writing and Editing (22091VIC), both delivered online through the Moodle learning management system. Aspiring writers and editors will find a disciplined and supportive learning environment and the chance to interact with like-minded people.

The program provides a pathway to employment and further study in publishing, writing, public relations, journalism and editing.

Please read the following course information and then contact the Recruitment Team on 1300 133 717 or email enquiries@federationtraining.edu.au if you want to proceed with enrolment.

Study mode and dates

In 2017 our formal online classes will run from Monday 6 March to Friday 24 November, although some self-paced and Diploma units will be available earlier and will finish later. We will conduct online orientation activities before classes begin. Please participate in these to become acquainted with the online tools, such as the discussion forums, assignment upload and download, and Moodle messaging.

As part of your orientation, we may hold an on-campus workshop early in first term, depending on numbers. Putting faces to some of the names you encounter online will help you to feel at ease in the virtual classroom.

The 2017 term periods for this course are:

**Term 1**: Monday 6 March to Friday 31 March (4 weeks)

**Term 2**: Monday 17 April to Friday 30 June (11 weeks)

**Term 3**: Monday 30 July to Friday 29 September (8 weeks)

**Term 4**: Monday 9 October to Friday 24 November (7 weeks)
Applications and enrolment

Entry requirements

There are language, literacy and numeracy requirements for most Certificate and Diploma level courses. These will be established during the pre-training review. Beyond this, the Certificate IV in Professional Writing and Editing has no formal entry requirements, although participants should be sufficiently computer literate to undertake online study.

We also ask that applicants for the Certificate IV submit a short piece of original writing (approximately 300 words – not poetry and not script) to satisfy us that your literacy skills will allow for meaningful engagement with the course.

Entrants to the Diploma of Professional Writing and Editing may require presentation of a folio of written work that demonstrates:

- the ability to write short works suitable for publication in any medium
- the ability to correct another’s written work for grammar, punctuation and appropriate use of language
- broad reading experience
- the ability to provide an objective critique of another’s written work in a positive manner to assist rewriting
- basic computer skills.

Recognition of prior learning (RPL)

RPL involves the assessment and recognition of skills and knowledge gained outside the formal education and training system, through work or other endeavours. The RPL process allows you to accelerate your training.

If you want to discuss gaining RPL credit, discuss this with the Recruitment Team.

How to apply

Apply directly to Federation Training. For more information about enrolment, speak to the Recruitment Team on 1300 133 717 or email enquiries@federationtraining.edu.au

Fees and course withdrawal

To find out more about the costs of studying at Federation Training and our Refund Policy, go to:
http://www.federationtraining.edu.au/study_with_us/fees_and_fee_assistance

For an indicative cost of your study, contact the Recruitment Team on 1300 133 717 or email enquiries@federationtraining.edu.au

For information about withdrawals and refunds, go to:
http://www.federationtraining.edu.au/study_with_us/fees_and_fee_assistance/withdrawal_and_refunds
Your study commitment

Studying online

Online courses provide educational opportunities for people who would otherwise find the traditional on-campus mode of study inconvenient or even impossible. Studying online is flexible and accessible, but to get the most out of it you do need to be focused, disciplined and well organised.

Of all online students, those in Professional Writing and Editing are probably most prepared for the task of spending hours in front of a computer screen – after all, that is what writers and editors do for a living.

Even so, without the momentum and interaction of face-to-face classes some participants can feel a little isolated and start to lose motivation. We strive to develop ways to help students overcome these difficulties and improve their online study habits and skills.

Workshops and webinars: In 2017 we may offer on-campus workshops, depending on numbers. These sessions allow students to engage with teachers and fellow students. We will offer Moodle webinars in some subjects, which allow you to ask questions of your teacher and chat to other students in real-time.

As well as workshops and webinars, we run an informal face-to-face ‘class’ one day a week at the Traralgon campus to give students the opportunity to work in a collegial atmosphere with teacher help at hand. Students are welcome to attend as it suits them.

Teacher contact: Teachers may be contacted any time through Moodle messaging and email.

Weekly hours

The nominal hours of the Certificate IV in Professional Writing and Editing offered by Federation Training total 800 hours. We deliver the course over a 30-week academic year (two 15-week semesters). This means that if you wish to complete the course in one year, you must allow for about 25–30 hours’ work each week for 30 weeks. Of course, time taken will vary from student to student and from week to week, but as a general guide this is what you should be prepared for if you wish to study full-time.

Note that we intend to open three core subjects online from 20 February 2017: Design and Produce Text Documents, Implement Copyright Arrangements and Work Effectively in the Creative Arts Industry. Completing these three units before the end of first term will help you to manage your workload more easily over the rest of the year.

The nominal hours of the Diploma of Professional Writing and Editing total 750.

The Diploma is substantially delivered over a 30-week academic year (two 15-week semesters), although some units begin in Term 4 and run over summer and you may begin some flexible units earlier. If you wish to complete the course in one year, be prepared for about 30 hours’ work each week for 30 weeks.

If you wish to study part-time, please discuss this with the Recruitment Team. You will need to take on an approximately half-time load, and we may prescribe the study sequence of your subjects.

Your time commitment for part-time study obviously depends on the number of subjects you take. As a guide, most subjects require about three hours’ work each week for the duration of the study period. For example, if you take a first semester subject, then allow three to four hours a week for 15 weeks.

Technical requirements

The course is delivered through Moodle. You will need a computer with reliable high-speed internet access and sufficient download capacity. You will also need a headset with speakers and a microphone so you can participate in webinars. You can purchase an adequate set quite cheaply.

Note: Federation Training does not provide support for your home computer.
UNIT DESCRIPTIONS

Federation Training plans to offer the following range of core and elective units in the Certificate IV and the Diploma in 2017. Note that final course availabilities are subject to satisfactory enrolment numbers and further course development.

Note also that units marked with an asterisk are available in both the Certificate IV and the Diploma. This means that if you have successfully completed them in one course, you will gain credit for them in the other.

CERTIFICATE IV IN PROFESSIONAL WRITING AND EDITING

To gain the Certificate IV in Professional Writing and Editing 22203VIC, students must complete all six core units and six electives.

Core

- BSBITU303A Design and Produce Text Documents 8
- CUAIND301A Work Effectively in the Creative Arts Industry 9
- CUFCMP301A Implement Copyright Arrangements* 10
- VU20880 Develop Writing and Editing Skills 11
- VU20881 Write Fiction Material 12
- VU20882 Write Non-Fiction Material 13

Elective

- BSBPUB403A Develop Public Relations Documents* 14
- CUVPRP405A Develop and Discuss Ideas for Own Creative Work* 15
- CUVRES401A Research History and Theory to Inform Own Arts Practice* 16
- VU20886 Write for Young Children 17
- VU20888 Write Journalism 18
- VU20889 Write Creative Non-Fiction Material 19
### DIPLOMA OF PROFESSIONAL WRITING AND EDITING

To gain the Diploma of Professional Writing and Editing 22091VIC, students must complete all seven core units and six electives.

#### Core

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<tr>
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<th>Unit Description</th>
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<tbody>
<tr>
<td>BSBPMG510A</td>
<td>Manage Projects</td>
<td>20</td>
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<tr>
<td>CUFIND201A</td>
<td>Develop and Apply Creative Arts Industry Knowledge</td>
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<td>CUFIND401A</td>
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<td>CUFWRT402A</td>
<td>Write Extended Stories</td>
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<td>VU20277</td>
<td>Refine Writing Skills</td>
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<td>VU20278</td>
<td>Refine Editing Skills</td>
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#### Elective

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>BSBPUB403A</td>
<td>Develop Public Relations Documents*</td>
<td>27</td>
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<tr>
<td>BSBWRT401A</td>
<td>Write Complex Documents</td>
<td>28–29</td>
</tr>
<tr>
<td>CUFCMP301A</td>
<td>Implement Copyright Arrangements*</td>
<td>30</td>
</tr>
<tr>
<td>CUFWRT401A</td>
<td>Edit Texts</td>
<td>31</td>
</tr>
<tr>
<td>CUVPRP405A</td>
<td>Develop and Discuss Ideas for Own Creative Work*</td>
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<tr>
<td>CUVRES401A</td>
<td>Research History and Theory to Inform Own Arts Practice*</td>
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CERTIFICATE IV Core Units

Design and Produce Text Documents

BSBITU303A (90 nominal hours)

Delivery period Flexible: available from 20/2/17

Content

Although many writers use Microsoft Word to produce text documents, it is doubtful that they all use this program optimally. While Design and Develop Text Documents does not guarantee to make you a ‘power user’, the unit will help you ensure ease of layout and consistency of design by teaching you how to use style sheets, automatic functions, templates, footnotes, captions and contents tools.

We also analyse documents from a text design perspective, and consider how to structure and format text to suit your content, purpose and audience.

NOTE: You are encouraged to attend at least one on-campus workshop. This will give you the opportunity to work on your skills and complete your assessment work under the guidance of your teacher.

If distance prohibits a visit to our Yallourn campus, you may be asked to participate in a phone session with your teacher, who will partially assess your competence by asking a series of questions related to the course material.

Assessment

- Range of text files to demonstrate Word’s advanced functions, including review tools and style sheets
- Responses to short tasks
- Analysis of text design and reader useability
Work Effectively in the Creative Arts Industry

CUAIND301A (50 nominal hours)

Delivery period Flexible: available from 20/2/17

Content

*Work Effectively in the Creative Arts Industry* provides a general introduction to the publishing industry in its many forms. We examine some important aspects of the laws, regulations and ethical codes that apply to the industry. These include laws and industry practices relating to contracts; issues concerning plagiarism and copyright infringement; and laws relating to libel, slander and defamation.

We consider practices and information relating to professional employment conditions and explore some useful professional networks. You will begin to acquire the skills and knowledge needed to operate as a freelancer in the rapidly changing publishing industry. Areas covered may include contractual arrangements; negotiating work arrangements (determining fee structures and providing quotations and invoices); compliance with tax and insurance obligations; competitions; awards; professional development; liaising with clients; and self-promotion, including personal websites and other professional collateral.

Assessment

- Publishing contract analysis and advice
- Professional network research
- Résumé preparation
- Multiple choice quiz
Implement Copyright Arrangements*
CUFCMP301A (20 nominal hours)

Delivery period Flexible: available from 20/2/17

Content
Implement Copyright Arrangements is essential study for the budding writer and editor. You will learn to identify copyright and moral rights; to distinguish between assigning and licensing rights; and to protect your own copyright and moral rights, and respect the rights of others.

Assessment

- Short answer focus responses
- Preparation of a sample permissions sheet

* CUFCMP301A is offered as a core unit in the Certificate IV and an elective in the Diploma.
Develop Writing and Editing Skills
VU20880 (120 nominal hours)

Delivery period  Full year: 6/3/17 – 24/11/17

Content

Develop Writing and Editing Skills lays the groundwork for success in all other writing and editing work in the Certificate IV. You will learn the skills and knowledge that are fundamental to writing clearly, concisely and consistently in a range of forms for different purposes and audiences. This involves exploring the principles of good writing common to all genres and examining how language and structure create tone and mood.

Through sequenced exercises, you will develop your understanding of English grammar. We look at the function and structure of sentences and, from this, parts of speech and punctuation. We examine common errors, including frequently confused or misspelled words, redundancy, cliché, problems with subject–verb agreement, run-on and fragmented sentences, dangling modifiers and inconsistent tense construction.

This subject also introduces you to formal copyediting and proofreading conventions and techniques.

Assessment

- Written presentations
- Learning reflection
- Editing exercises
- Multiple choice and short answer tests
- Online forum and workshop contribution
Write Fiction Material

VU20881 (50 nominal hours)

Delivery period: Semester 1: 17/4/17 – 25/6/17

Content

Write Fiction Material prepares you for more specialised forms of fiction writing. We explore those elements common to a range of forms, such as short story, novel and screenplay.

We examine point of view, subject and theme, characterisation, dialogue, setting and atmosphere. The narrative elements of structure and plot are also considered.

This introductory unit is designed to make students think about – and try – different forms of fiction writing, including flash fiction and fan fiction. We’ll be examining different registers of writing, what makes a memorable sentence and how to shape a narrative. For each form, you will consider shape, structure, style, audience and purpose.

Set reading will be provided as PDF files on Moodle and you will be directed to online resources as required.

Assessment

- Written presentations, reflective pieces and analyses
- Flash fiction written to a specified point of view
- Presentation of original short pieces of writing
- Participation in the discussion forum and online workshop
Write Non-Fiction Material

VU20882 (50 nominal hours)

Delivery period  
Semester 1: 6/3/17 – 28/5/17

Content

Write Non-Fiction Material prepares you for other non-fiction specialisations and introduces writing techniques you’ll use in a diversity of writing forms.

You will explore some of the vast range of short writing forms that can be loosely grouped under the general term ‘non-fiction’. These may include summaries, letters, emails, web writing and blogs, reports, essays, news stories, feature articles, reviews, interviews, media releases, résumés and job applications, and sets of instructions. For each form you will consider form, structure, style, audience and purpose.

You will complete written exercises and at least one piece of non-fiction writing.

Assessment

- Written presentations, reflective pieces and analyses
- Presentation of original short pieces of writing
- Participation in the discussion forum and online workshop
CERTIFICATE IV Elective Units

Develop Public Relations Documents*

BSBPUB403A (80 nominal hours)

Delivery period  Semester 2: 31/7/17 – 26/11/17

Content

Develop Public Relations Documents is designed not only for those who want to work as corporate writers (either freelance or in-house) but also for those in business who want to improve their communication skills. Corporate communication provides more professional opportunities for writers than any other area of writing. And much of it requires the same degree of creativity and application as those forms considered more ‘creative’.

Corporate communication or public relations writing covers many different forms such as: advertising copywriting, writing for the web, speechwriting, media releases and reports. Successful corporate writing requires an understanding of several important elements, including analysing and targeting your audience and identifying key messages. In this unit you will explore the critical elements of successful corporate communication and hone the particular skills required of a corporate writer, such as writing clearly, concisely and quickly; simplifying and prioritising a large amount of highly technical language; recognising jargon and management speak for the hazards they are; and interviewing people to obtain relevant information.

Assessment

- Identify and analyse a range of corporate material
- Write a brochure to meet a corporate brief
- Conduct an interview and write up the results for a corporate newsletter
- Online forum and workshop contribution

* BSBPUB403A is offered as an elective unit in both the Certificate IV and the Diploma.
Develop and Discuss Ideas for Own Creative Work*
CUVPRP405A (60 nominal hours)

Delivery period  Semester 1: 6/3/17 – 2/7/17

Content
This unit allows students to develop ideas for a writing project in an environment that both supports their creativity and challenges their thinking.

You will learn how to set SMART goals, take yourself on an ‘artist’s date’, undertake writing exercises on setting, structure, character and point of view, and consider how to use the ‘Snowflake’ method to plan your writing project.

A workshopping component allows you to get feedback on your creative ideas from your tutor and your fellow students and, in turn, offer feedback to others.

Assessment

• Written discussion of your ideas for a writing project
• Contribution to online workshopping
• A detailed outline of your final project, accompanied by SMART goals, a synopsis and a reflection on the development of your idea for the final project

* CUVPRP405A is offered as an elective unit in both the Certificate IV and the Diploma.
Research History and Theory to Inform Own Arts Practice*
CUVRES401A (70 nominal hours)

Delivery period
Semester 2: 31/7/17 – 26/11/17

Content
In this unit we look at literature not just as readers but also as writers, and consider what we can learn about writing from great authors who have come before.

This exhilarating dash through two hundred years of Western literature begins with the nineteenth century novel and winds up in the world of Blade Runner and dystopian sci fi. Along the way you have the opportunity to look at the shift of poetry and fiction into modernism and beyond. This course provides essential background knowledge to the contemporary writing world and much enjoyable reading, or, in some cases, re-reading.

A reading list will be available from before the course begins. Many of the texts will be available online or at your local library, but some you may have to purchase.

Assessment
- Ongoing written analyses and research and creative responses
- Online forum and workshop contribution

* CUVRES401A is offered as an elective unit in both the Certificate IV and the Diploma.
Write for Young Children

VU20886 (70 nominal hours)

Delivery period Semester 2: 31/7/17 – 26/11/17

Content

This popular subject explores the difficult art of keeping it simple. By listening to children and revisiting your own childhood reading experiences you will begin to discover the secret to a successful picture book. Through exercises and workshops you will examine how words and illustrations complement each other, learn to use words sparingly, develop a strong main character, and refine one main idea and simple storyline to appeal to the younger reader.

We will also consider how to write for the emerging reader market, which caters for children between the ages of 6 and 10, who have moved beyond picture books but are not quite ready for a full novel.

Being largely unillustrated prose, books for emerging readers are less expensive for publishers to produce. Combine this factor with the generally high demand for product and you find that this category offers a greater opportunity to get into print than do some other genres.

This does not mean, however, that these books are easy to write. You must learn to gauge carefully your reader’s interests, language ability and attention span, and calibrate your prose and structure accordingly.

Children’s writing is an interesting and satisfying area to work in – and one that can offer good publishing opportunities.

Assessment

- Written exercises, including memories of childhood reading
- Picture book text
- Text for emerging readers
- Online forum and workshop contribution
Write Journalism
VU20888 (70 nominal hours)

Delivery period Semester 2: 31/7/17 – 26/11/17

Content

Write Journalism complements Write Non-Fiction and introduces you to the non-fiction publishing industry. We examine a selection of feature writing from the perspective of style, form and suitability for various readerships. Features may include travel, science and food writing, personal essays, reviews and political opinion pieces.

You will consider how to select interesting subjects and write about them in an authentic voice that appeals to a defined market and suits your targeted publication.

We look at research and record-keeping skills and techniques and refer to relevant material covered in more detail elsewhere in the course – in particular, defamation, copyright and contractual arrangements.

You will undertake written exercises and complete a number of polished pieces for different markets.

Assessment

- Written analyses and exercises
- Finished feature articles
- Online forum and workshop contribution
Write Creative Non-Fiction Material
VU20889 (70 nominal hours)

Delivery period: Semester 2: 31/7/17 – 26/11/17

Content

Write Creative Non-Fiction will introduce students to techniques being used by contemporary life writers: memoirists, biographers, writers of family history, diarists and bloggers. Many of these will incorporate and consolidate techniques you will explore in fiction or non-fiction writing. Extracts from contemporary memoirs, biographies and life writing will be analysed and discussed.

This is a subject for those who are interested in pursuing any kind of life writing, including family history, community history, personal essays and biography.

Assessment

- Short written presentations
- Submission of a finished piece, based on forum work – may be a complete short piece or an extract from a longer piece of life writing (to be negotiated with the instructor)
- Online forum and workshop contribution
DIPLOMA Core Units

Manage Projects

BSBPMG510A (60 nominal hours)

Delivery period Term 4: 1/10/17 – 28/2/18

Content

This unit gives students the opportunity to gain some experience in project management by working as a team. In 2015 we created a writing website – Motif – to showcase the work of Federation Training writing students. In 2016 we will continue this website work, updating it with new material, or take on a new project if the group chooses to.

Students will take carriage of a particular role in the development of the project. Roles may cover such work as coordination, editing, proofreading, design liaison, production management, publicity and event organisation.

Assessment

- Regular webinar meeting attendance and project input
- Project documents, including stakeholder needs analysis, project governance form, project plan, Gantt chart, variance request and status report, and a final evaluation
Develop and Apply Creative Arts Industry Knowledge

CUFIND201A (20 nominal hours)


Content

This unit aims to acquaint you with different sectors of the publishing industry and familiarise you with some important aspects of relevant laws, regulations and ethical codes.

We explore some useful professional networks and keep you up to date with developments in the writing and publishing industry and the impacts of changing technology.

Assessment

- Publishing industry research
- Short answer questions to establish familiarity with publishing industry ethics, regulations and laws
Provide Services on a Freelance Basis
CUFIND401A (30 nominal hours)

**Delivery period** Flexible: available from 20/2/17

**Content**

*Provide Services on a Freelance Basis* considers the skills and knowledge needed to operate successfully as a freelance writer or editor. We look at ways of promoting yourself to potential employers; what is involved in negotiating clear and satisfactory work and contractual arrangements (specifications, timelines, fees and expenses); budgeting, quoting and invoicing; and some aspects of business planning (including liability, insurance and taxation obligations) and professional development.

You will have the opportunity to refine your résumé and prepare other promotional material.

**Assessment**

- Preparation of a ‘Business Readiness Checklist’, including a professional résumé, quote and invoice template, a business network table, and a LinkedIn profile, website or ABN
- Mock interview and discussion
Write Extended Stories
CUFWRT402A (40 nominal hours)

Delivery period  
Semester 1: 17/4/17 – 18/6/17

Content
This subject will complement and consolidate skills writing techniques learnt in Refine Writing Skills over ten sessions. Through access to online resources, such as YouTube and podcasts, students will learn tips from published writers on craft commitment, storytelling and self-directed revision.

Assessment

- Researched writing exercises
- Completion of two pieces of written work
- Online forum and workshop contribution
Write Non-Fiction

VU20276 (50 nominal hours)

Delivery period: Semester 2: 31/7/17 – 24/9/17

Content

*Write Non-Fiction* complements your work in *Refine Writing Skills*. It prepares you for other non-fiction specialisations and introduces writing techniques you will use in a diversity of writing forms.

We consider the broad form of the essay and discuss the importance of developing a clear thesis statement – whether implied or explicit – in order to focus the purpose and point of your writing.

You will have the opportunity to develop an idea, assess and research the needs of a particular market or audience, refine a draft and build to three polished pieces of non-fiction writing.

Assessment

- Three pieces of non-fiction, two between 600 and 1000 words and one longer piece between 800 and 1500 words
- Presentation of an early draft and a final version of these submitted works
- Research submission
Refine Writing Skills
VU20277 (120 nominal hours)

Delivery period: Semester 1: 6/3/17 – 2/7/17

Content

This subject expands writing skills in both fiction and non-fiction, focusing on point of view, types of writing, structure, plot and theme and using dialogue for subtext. Students will have an opportunity to explore exercises in creative non-fiction, as well as fiction, in order to consolidate these skills. We will also examine a number of writing techniques and devices designed to assist new and emerging writers in self-motivation and self-editing.

Set reading will be delivered as PDF files via Moodle and you will be directed to a variety of online resources.

Assessment

- Three original pieces of work, both fiction and non-fiction
- A personal reflection
- Online forum and workshop contribution
Refine Editing Skills
VU20278 (120 nominal hours)

Delivery period Terms 2, 3 and 4: 17/4/17 – 12/11/17

Content

Refine Editing Skills introduces students to the work of the professional editor. The subject begins with a review of grammar essentials, particularly for those students who have not had the opportunity to study this in the Certificate IV in Professional Writing and Editing. We look at the function and structure of sentences and, from this, parts of speech and punctuation. We examine common errors, including frequently confused or misspelled words, problems with subject–verb agreement, run-on and fragmented sentences, and inconsistent tense construction.

We then move on to an introduction to the fundamentals of editing – including the difference between proofreading, copyediting and structural editing – and the scope of an editor’s roles and responsibilities.

You will have the opportunity to test your editing skills on a range of work, both assessed and non-assessed. This will involve judging the suitability of a text for its intended purpose and readership, and suggesting grammatical, structural and stylistic amendments to improve its consistency, coherence, completeness and clarity.

Assessment

- Multiple choice and short answer tasks
- Short online editing analyses and exercises
- Three longer pieces of editing
DIPLOMA Elective Units

Develop Public Relations Documents*
BSBPUB403A (80 nominal hours)

Delivery period Semester 2: 31/7/17 – 26/11/17

Content

Develop Public Relations Documents is designed not only for those who want to work as corporate writers (either freelance or in-house) but also for those in business who want to improve their communication skills. Corporate communication provides more professional opportunities for writers than any other area of writing. And much of it requires the same degree of creativity and application as those forms considered more ‘creative’.

Corporate communication or public relations writing covers many different forms such as: advertising copywriting, writing for the web, speechwriting, media releases and reports. Successful corporate writing requires an understanding of several important elements, including analysing and targeting your audience and identifying key messages. In this unit you will explore the critical elements of successful corporate communication and hone the particular skills required of a corporate writer, such as writing clearly, concisely and quickly; simplifying and prioritising a large amount of highly technical language; recognising jargon and management speak for the hazards they are; and interviewing people to obtain relevant information.

Assessment

- Identify and analyse a range of corporate material
- Write a brochure to meet a corporate brief
- Conduct an interview and write up the results for a corporate newsletter
- Online forum and workshop contribution

* BSBPUB403A is offered as an elective unit in both the Certificate IV and the Diploma.
Write Complex Documents
BSBWRT401A (50 nominal hours)

Delivery period Term 4: 30/10/17 – 28/2/18

Content

Write Complex Documents takes you through the process of planning, drafting, preparing and producing documents. Students may choose to complete the unit by undertaking one of two modules: Young Adult Fiction or Corporate Writing 2. You should note that the study will be largely self-directed, although comprehensive session notes will be available to you on Moodle, with stepped exercises and the opportunity to participate in forum discussions along the way.

Young Adult Fiction module

This module explores writing techniques and elements of storytelling that are particularly suitable for middle readers and young adults. We look at reader expectations for this age group, trending genres and a variety of narrative techniques. We will analyse some young adult fiction and discuss the popularity of this form of writing.

While most material will be delivered via PDF files on Moodle or a variety of online resources, you will be required to read at least one of the following texts:

The Fault in Our Stars, by John Green
The Hunger Games (Book One of the trilogy), by Suzanne Collins
Intruder, by Christine Bongers
Masquerade, by Kylie Fornasier
Tigers on the Beach, by Doug MacLeod

(All of the above are available in Kindle editions, as well as through good bookstores, and probably are in your local library system.)

Assessment

- A sheet providing name, age, strengths, weaknesses, fears etc of a proposed character
- A draft scene list with three scenes from your proposed YA work
- A revised scene list with a synopsis and a 1000–1500 word opening
Write Complex Documents cont.

BSBWRT401A (50 nominal hours)

**Corporate Writing 2 module**

*Corporate Writing 2* is a self-directed subject. The module has nine sessions and three assessment tasks. As in the workforce, students are expected to organise and plan their time in order to complete all requirements to deadline. Students will have a corporate writing specialist to ask specific questions of but mostly they are expected to be self-motivating and self-reliant.

Students must have completed *Develop Public Relations Documents BSBPUB403A* (formerly called *Corporate Writing*) to undertake this subject. *Corporate Writing* covered some of the basic requirements of corporate communication such as: recognising the audience; defining the message; the importance of a call to action; writing clearly and concisely; and interview skills.

*Corporate Writing 2* takes these principles and applies them to specific corporate publishing and communication forms, including:

- articles
- reports
- speeches
- video/DVD scripts.

**Assessment**

- **Tips for travellers**: two 250–300 word pieces for a home and travel insurance company chosen from a given list of topics
- **Australians all let us rejoice**: use the source material to write a 500-word piece encouraging specific groups to either move to Australia or visit Australia
- **Friends, Romans, countrymen, lend me your ears**: write a 500-word speech or script for a prominent executive or organisation informing the audience of a big change
Implement Copyright Arrangements*
CUFCMP301A (20 nominal hours)

Delivery period Flexible: available from 20/2/17

Content
Implement Copyright Arrangements is essential study for the budding writer and editor. You will learn to identify copyright and moral rights; to distinguish between assigning and licensing rights; and to protect your own copyright and moral rights, and respect the rights of others.

Assessment
- Short answer focus responses
- Preparation of a sample permissions sheet

* CUFCMP301A is offered as a core unit in the Certificate IV and an elective in the Diploma.
Edit Texts

CUFWRT401A (30 nominal hours)

Delivery period Term 4: 30/10/17 – 28/2/18

Content

In Edit Texts students undertake complex editing tasks and consider editorial issues such as content, style, tone, clarity and correctness.

They may also explore different areas of editing specialisation, which could include fiction, corporate, scientific and website editing.

For their main assessment, Edit Texts allows students the opportunity to work intensively on a nominated editing task. This may be a piece of work that they bring to the unit or it may be an editing task assigned by the teacher.

Assessment

- Short answer questions to determine ability to correctly apply grammatical and punctuation conventions
- A range of edited material, which involves comparing the original and the final edited copy, and with editorial amendments clearly marked using tracked changes and comments
- Reflection which considers editorial changes made to the nominated text as they relate to such elements as content, tone, structure and clarity and correctness of language
Develop and Discuss Ideas for Own Creative Work*

CUVPRP405A (60 nominal hours)

Delivery period  Semester 1: 6/3/17 – 2/7/17

Content

This unit allows students to develop ideas for a writing project in an environment that both supports their creativity and challenges their thinking.

You will learn how to set SMART goals, take yourself on an ‘artist’s date’, undertake writing exercises on setting, structure, character and point of view, and consider how to use the ‘Snowflake’ method to plan your writing project.

A workshopping component allows you to get feedback on your creative ideas from your tutor and your fellow students and, in turn, offer feedback to others.

Assessment

• Written discussion of your ideas for a writing project
• Contribution to online workshopping
• A detailed outline of your final project, accompanied by SMART goals, a synopsis and a reflection on the development of your idea for the final project

* CUVPRP405A is offered as an elective unit in both the Certificate IV and the Diploma.
Research History and Theory to Inform Own Arts Practice*

CUVRES401A (70 nominal hours)

Delivery period: Semester 2: 31/7/17 – 26/11/17

Content

In this unit we look at literature not just as readers but also as writers, and consider what we can learn about writing from great authors who have come before.

This exhilarating dash through two hundred years of Western literature begins with the nineteenth century novel and winds up in the world of Blade Runner and dystopian sci fi. Along the way you have the opportunity to look at the shift of poetry and fiction into modernism and beyond. This course provides essential background knowledge to the contemporary writing world and much enjoyable reading, or, in some cases, re-reading.

A reading list will be available from before the course begins. Many of the texts will be available online or at your local library, but some you may have to purchase.

Assessment

- Ongoing written analyses and research and creative responses
- Online forum and workshop contribution

* CUVRES401A is offered as an elective unit in both the Certificate IV and the Diploma.