

# Diploma

Copywriting

Diploma

Duration: 2 years (or one year post-graduate)

Copywriter

The term 'copy' refers to the text used in an advertisement. However, as a copywriter your work will involve much more than simply writing. Ideas are what it's about. With your art director as a close partner, your aim is to find the most creative and effective ways of creating advertisements using words, pictures, music, sound effects or whatever is appropriate for the specific medium. Once these advertisements have been conceptualised, you'll then apply your writing skills. To be a first-class copywriter you'll need all the qualities we've listed under 'Entrance Requirements'. (You'll also need to have a thorough knowledge of radio and TV production as well as the marketing process. The school teaches you the basics, the rest you'll gain through experience.) Copywriting is not an easy option. It's extremely hard work, but it's great fun and incredibly satisfying. And the rewards are immense.

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