Professional Certificate in Content Design

Who is it for? : Writing professionals UX/UI professionals

Duration :10 weeks

Commitment :3 hours per week

Training recipients

Who is this course for?

This course is a gateway for anyone who wants to work in the vibrant content design industry:

- Writers and journalists who want to enhance their skills for the digital world
- UX and UI designers who want to become more rounded professionals
- Content designers looking for a formal qualification that validates their expertise
- Digital marketers who need content design skills to succeed in their roles
- Anybody with a writing, content or design background looking for a creative tech job

Benefits

Why take this course:

- Be in demand. Certified qualifications will help you stand out in a fast-growing industry
- Build a career with impact. Design content experiences that willminfluence users worldwide
- Broaden your opportunities. Optimise your skills to get hired at leading companies
- Get qualified. Earn a university credit-rated certification approved by tech industry leaders
- Gain the confidence you need to succeed. Our mentors, career advisors and student community will support you all the way

Training program

Programme syllabus:

Core modules

Nine core modules that will teach you about the key techniques and methods of content design.

Modules include:

1. Introduction to content design

This module will provide you with a broad overview of the world of Content Design. You will begin by understanding the importance of content design in the digital era. You will also be introduced to some of its fundamental concepts. You'll learn about what content designers do and how they fit into organisations.

2. Principles of good content design

This module focuses on the six principles of good content design. You will explore these principles through the lens of real-world examples to gain a firm understanding of their application and the different challenges associated with each one.

3. Voice, tone and style

In this module, you'll learn about the importance of voice, tone and style while creating a personality for your product or service. You'll learn how to define each of these concepts and how to leverage them to create a compelling experience for your users.

4. Understanding your users

This module takes an in-depth look at user research in content design. We begin with a look at the importance of user research for content design. You will then learn about the different research methods that are available to you as a content designer.

5. Writing for interfaces

This module looks at ways to embed content into the product development process. You'll learn about design systems and how you can contribute to them effectively to scale the impact of your work as a content designer. You'll also get introduced to product design tools like Figma.

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7. Testing content

In this module, you'll learn key techniques for testing the effectiveness of your content. We start by exploring methods for testing interface content, include usability tests and A/B tests. Next, you'll learn how to assess longer pieces of content for readability and clarity.

8. AI for content design

In this module you'll learn about the practical applications of AI tools like ChatGPT for content design. You learn how to get the most out of AI with prompt engineering. This module will also teach you how to accelerate your content design workflow by integrating AI into your day-to-day methods. Finally, we'll cover the ethical implications of using AI.

9. Working in content design

In this final module, you'll learn valuable tips for becoming a content champion within your organisation, and how to build your profile as a content designer. You'll get advice from experts on the skills a content designer needs and what your portfolio should include.

This closing module will prepare you to continue exploring and growing in the dynamic field of content design.

Projects:

There are four projects that you'll need to complete as part of your studies:

- Assessing content design
- Conversation mining
- Cloze test
- Writing interface copy

Expected preparation of the participant

We do not require any prerequisites.

Language

- English

Duration

70 days / 35 hours

Examination method

How you will be assessed

In order to be awarded your Professional Certificate in Content Design, you must:

- Complete all lessons in the 9 core modules
- Submit all 4 projects.
- Receive a passing grade on your final exam.

Final exam:

• After submitting your projects, you can take the online exam using your own computer

• You can choose a date and time that works for you