

# ADVANCED DIPLOMA IN COPYWRITING

1 YEAR | ADVANCED DIPLOMA

red & yellow  
CREATIVE SCHOOL OF BUSINESS



SAQA ID 109295 | NQF Level 7 | REQ: A NQF Level 6 Diploma or NQF 7 Bacheor's Degree

## SKILLS ASSESSMENT

### PLEASE NOTE:

- ▶ All submissions should be typewritten please.  
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- ▶ We cannot undertake to return work to unsuccessful applicants, so you should submit photocopies.  
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- ▶ Admission to the programme is subject to a selection procedure.  
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- ▶ Candidates may be required to attend a personal interview.

## APPLICATION CHECKLIST

### DO YOU HAVE THE FOLLOWING?

- Your completed skills assessment
- Signed application form
- A certified copy of your ID/passport (for international students)
- A certified copy of your high school certificate/highest qualification, or the transcripts of your current programme of study

If you're struggling with filling out this document or you are unsure of something, **please feel free to email [fulltime@redandyellow.co.za](mailto:fulltime@redandyellow.co.za)**

## Five tasks to show off your skills:

**1.** A spirit animal is an animal you identify with and has a special meaning to you. In a video of no longer than 2 minutes, tell us about yours. Why do you identify with your particular animal? What does it say about you? Why do you think those qualities will help you be an exceptional copywriter? Be creative. Your video can include pictures or titles or music, or simply be a monologue. There is no right or wrong here! It's for us to get an idea of your personality in a fun way. The only requirement is that you at least show us your face. Entertain us.

**2.** Now that we know you a little better, it's time for some writing. Copywriting is, after all, not just about thinking creatively, but also about writing. A lot of writing.

In 300 words or less, tell us who your favourite writer or movie director is and why.

**3.** Copywriting is also about writing great headlines. An outdoor billboard is that big sign you see next to roads with an advertising message on it. Write 3 billboard headlines (no longer than 10 words each) to convince motorists not to text and drive.



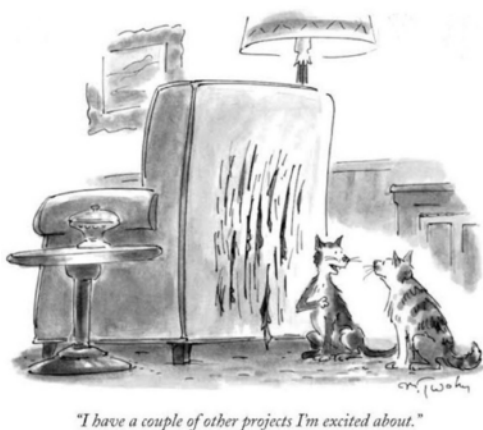
4. One of a copywriter's tasks is to rewrite other people's badly written copy. Please edit the following copy, correcting all spelling and grammatical errors and rephrasing all clumsy sections. Pay attention to punctuation too. If you're of the opinion that it needs a complete rewrite or new headline, feel free to make the changes. But retain all the facts and sentiment of the message.

**PENMENSHP OF THE MOST FINEST STANDARDS**

People say the pen, is mightier then the sword. In a age where every thing happens online, perhaps this saying might not wring as true as it once might off. Yet the art of fine penmanship is not dead. Not by the longest shot. When picking up a Lamy Studio fountain pen, one might be forgiven for drifting momentarily into a state of utter most blessing. From the eloquent German design to the effortless flow of ink from the staneless steal nip, the weighting of the egonomically shaped body in your hand - you'll appreciate the difference from the moment you take it out of the slick black box. For some a pen is a mere tool, something to chow on in a boring meeting or scratch your head with: for other's its a magic wand; an extension of your personality – a way of expressing ones unique personality. At the former, we recommend a 6 pack of disposable ballpoint pens. For the latter: your writing experience is about to be taken to the higher level.

5. Okay, lastly, a fun one. The New Yorker's cartoon caption challenge has been running for decades. The aim is to write a funny caption for a cartoon. (The caption is always someone in the cartoon speaking, and this in quotation marks).

Here are a few examples:



Now, your turn. Write a funny caption for both the following images:



*That's it. Good luck and remember to have fun.*