

Advanced Diploma in Copywriting

1 Year | Advanced Diploma

SAQA ID: 109295 | NQF Level 7

Requirement: A NQF level 6 Diploma or NQF 7 Bachelor's Degree

**Red &
Yellow**

CREATIVE SCHOOL OF BUSINESS

HONORIS UNITED UNIVERSITIES

Skill Assessment

Please note:

- All submissions should be typewritten please.
- We cannot undertake to return work to unsuccessful applicants, so you should submit photocopies.
- Admission to the programme is subject to a selection procedure.
- 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!

Personal submission

1. In a video of no longer than 2 minutes, please tell us who your favourite writer or movie director is and why. Your video can include pictures, 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. Make sure to give the video a creative title.

Four tasks to show off your skills



1. Conceptualise a print ad OR a 30-second radio script for the 'Veldskoen' shoe brand. In your answer, make sure to consider the target audience and unique selling proposition (the main feature that differentiates the brand within the marketplace). For the print ad, write a strong headline and draw or describe the key visual element that would accompany the headline. If you choose the radio script, describe how audio elements (music, sound effects, and tone of voice) will make the brand come to life.
2. 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.



Penmanship 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 o f 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.



3. Now, 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 usually someone in the cartoon speaking and is depicted in quotation marks).

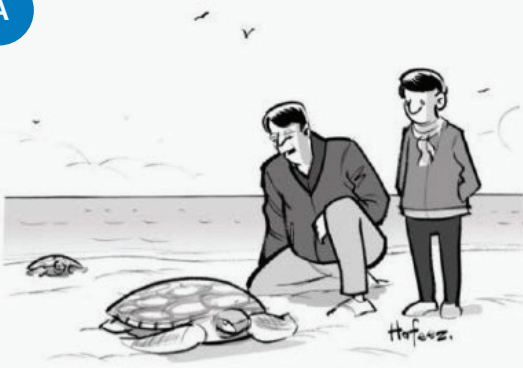


Here are a few examples



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

A



B



4. Finally, please supply a piece of creative writing that you have done in the past, such as a short story, poem, or essay.

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