

The Writing Badge

Overview

Earn a Harper Digital Badge to authenticate the work you have done to hone your writing skills and prepare for writing and publishing in today's market. Your digital badge in Writing will allow you to demonstrate your qualifications to potential publishers, clients and employers via an electronic résumé. You can also include your Writing Digital Badge icon on your printed résumé; add it to your LinkedIn, Facebook, Twitter, or other social media profile; and add it to your email signature.

Successful writers know that they can benefit from quality writing instruction. One of the best parts of the classroom experience is interaction with other writers to get feedback and perspective on your work. All of CMAC's writing program instructors are published authors who can help you get your words on paper (or a screen) and published. Now you can earn a credential that will make you a better writer, help you understand how to assemble and sell your work, and prepare you to present your qualifications to others.

We have designed the program to help you work on your writing skills and to obtain the skills necessary to succeed in today's market, whether you are signing with a mainstream publisher or self-publishing.

The Classes

The program begins with one of three core classes: **Fiction Writers Workshop**, **Non-Fiction Writers Workshop** and **Technical Writing Workshop**. By choosing your particular area of interest, you will begin to understand the specialized skills that apply to each type of writing. You will learn about that style of writing, interact with peers who are working in the same area, and receive feedback on your writing from your instructor. In each class you are welcome to work on your own projects in addition to the assignments that the instructor creates.

You will then move onto our **Software for Writers: Word**, the **Publish It Yourself Workshop** and the **Marketing and Promotion Workshop**.

There is a particular set of skills you should master in Microsoft Word if you are working on a book or other long document, whether your goal is submitting your work to a publisher or self-publishing. The **Software for Writers: Word** course does not cover Word comprehensively, but rather, it focuses on the features most important for book authors including using styles, font selection, automatic generation of tables of contents and indexes, headers and footers, page numbering, image management, and others.

When you finish the **Software for Writers: Word** course, you will be ready for the **Publish It Yourself Workshop**. With a focus on utilizing the tools and distribution channels provided by Amazon for publishing both print books and e-books, you will step through the self-publishing workflow from beginning to end. Previous students have ended up with published works at the end of this course, and you can, too.

Finally, once your book is published, it won't sell itself. Our **Book Marketing and Promotion Workshop** strategically addresses how to design and implement marketing campaigns to raise awareness about your book and sell it.



Earning the Badge

There are two requirements for earning the badge. First, you will complete the four-course sequence. Second, you will submit a portfolio consisting of one piece, endorsed by your instructor, from each of your classes: a writing sample from your writing workshop, a sample piece from the Software Workshop, a publishing proposal from the Publish it Yourself Workshop, and a marketing plan or sample of actual advertising from the Marketing and Promotion Workshop. These are submitted to a faculty panel that will evaluate the work and award the Harper Digital Badge in Writing. This digital badge can be shared with prospective employers or publishers and will give them a detailed look at what you have accomplished.

You don't have to stop here, though. You are, of course, welcome to enroll in any of the electives that we offer. The electives are designed to dig deeper into certain aspects of writing. You are free to choose those that speak to your own interests. We will offer a number of electives each semester that will help you work on your writing. Join with your peers and our excellent instructors to work on screenwriting, poetry, narration, voice, musical motifs, family histories, memoirs, blogging and self-publishing.

Work with us to enter the modern world of publishing so that your words can be read by many.

Choose and enroll in classes at ce.harpercollege.edu.