DIPLOMA IN
CREATIVE WRITING AND CONTENT DEVELOPMENT
SEMESTER-2
CWCD-204
Writing Project - II

MAX. MARKS: 100
PROJECT: 70
VIVA: 30
PASS: 40%
CREDITS: 5

COURSE OBJECTIVES	
CO1	Create SEO-compliant digital content that adheres to modern content strategy principles.
CO2	Develop a comprehensive Brand Voice Guide for a fictional or real-world business entity.
CO3	Write functional scripts for new media platforms (Web/Audio/Video) with clear pacing and tone.
CO4	Apply basic knowledge of copyright and publishing ethics to a personal body of work.

Digital Strategy, Scriptwriting, and the Industry: Create a Multi-Platform Content Campaign for a fictional brand, person, or social cause, including Digital Hub (three 500 words each SEO-optimized blog posts for a website, including a Keyword Strategy sheet), Script (5-minute script for a YouTube video, Podcast episode, or Advertisement relating to the campaign), and Professional Blueprint (brief Publishing Plan that identifies 2-3 target platforms for this content and a note on how they would protect their Intellectual Property (IPR) for this work).