

**INSTITUTE FOR THE  
ADVANCEMENT OF  
JOURNALISM**

# **AudioVisual Writing for Online & Mobile**

## **Course Outline**

[www.iaj.org.za](http://www.iaj.org.za)

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# INTRODUCTION

With the increasing consumption of media on digital devices, understanding how to produce content optimized for online and mobile consumption is essential for modern media professionals. It has become necessary to create engaging and effective content tailored specifically for digital platforms, including websites, mobile apps, social media, and other online channels. Given the unique characteristics of online and mobile audiences and platforms, this course typically covers various aspects of digital writing, content strategy, user experience (UX), and search engine optimization (SEO).

## How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

## Course Duration

Four to Five days full time. Face-to Face or Online

## Certification

All successful delegates will receive a certificate of completion.

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## COURSE OUTCOMES

- Understand the principles of audiovisual content creation for online and mobile platforms
- Learn techniques for scriptwriting, storyboarding, and visual storytelling tailored for digital media
- Gain proficiency in producing engaging and compelling audiovisual content optimized for online and mobile consumption
- Explore the use of multimedia elements such as graphics, animation, and sound effects to enhance storytelling
- Learn about the technical aspects of recording, editing, and optimizing audio and video content for online distribution
- Understand the importance of audience engagement and user experience in online and mobile content creation
- Develop skills in content optimization for search engines and social media platforms to maximize reach and visibility
- Explore strategies for monetizing audiovisual content and leveraging online platforms for distribution and revenue generation
- Gain insight into emerging trends and best practices in the field of digital media production for online and mobile audiences.

## Who should participate

- Content creators
- Journalists
- Social media managers
- Digital marketers
- Video producers/editors
- Copywriters
- Multimedia journalists
- Communication professionals

Group Training: Courses may be designed to clients brief and set objectives

*\*Kindly note the course briefs are IAJ's intellectual property.*