

WHAT YOU WILL LEARN

In this course you will learn to use tools common in prose writing to help speed up your writing and make your text communicate your ideas better.

Along with these tools you will also learn to use construction tools that allow you to design your text prior to writing it. Using story tools you will learn how to add excitement and clarity to your text. The last topic in the course is how to organise your writing in such a way that you can experience success in every part of the writing process.

The result is that you will increase the impact of your writing, overcome obstructions on the way and get the writing done in less time. The result is that you will be able to write clear and concise articles in a shorter period of time and that you will feel more in charge of the writing process.

All in all you will learn to:

1. write sentences that resonate with the inner ear of the reader
2. become aware of the pitfalls you have with writing
3. prevent stepping into these pitfalls and repair your text after writing a draft
4. create a through line in your text that provides clarity and excitement
5. develop an approach to organise the writing process in a way that works for you
6. get into the writing flow at any given moment in time
7. apply all the skills in a longer piece of writing during the course

PRACTICALITIES

The Art of Writing consists of three days with two weeks in between or six half days every week. You will be provided with a booklet detailing the course content. When you complete at least 80% of the course you will receive a certificate at the end. The maximum number of participants per trainer is 8, If more participants want to take the course. If there are more participants, the course can be taken with two trainers and 16 participants.

You can take this course as an individual in our open course offer. If enough of your colleagues are interested, the course can also be taken together at your place of work. As set-up, we would need a classroom tables in a U-form and a flipchart.

WHO FOR?

The Art of Writing is designed for every writer who wants to improve the writing process on all levels, ranging from writing great sentences to composing an entire short story or blog.

ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law. At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

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THE ART OF WRITING

This course combines best of both worlds – the technical writing part that allows you to reach your reader, optimize the writing process and learn to use story design tools to create excitement. In this course we will focus on three topics.

Writers tools that will help you write great sentences and perfect paragraphs, play with the rhythm in your text and make important parts stand out. By becoming aware of your writing pitfalls you will learn to avoid writing habits that go against the inner voice of the reader.

Story tools will help you to generate more excitement in your text. You will also learn to compose a bigger structure that allows you to create lines of thought through your texts.

Last but not least, you will optimise your writing process. With this last step you will speed up your writing and learn to organise it in an inspiring way.

The Art of Writing: A great toolbox from prose writers to help you write better, faster with more pleasure.

TO HELP YOU GIVE WINGS
TO YOUR WRITING