



# Content Design & UX Writing

Remote - Part-Time





# \_Overview

Curious about the field of Content Design & UX Writing? Want to know about buzzwords like Design Thinking (spoiler, it's not just for designers!), SEO and Microcopy? Our students come to this course from journalism to software development to learn a writing mindset and process for the creation of crisp, on-brand, user-friendly content that converts in our increasingly digital world.

- ❑ 10 weeks part-time, 3 times a week, 100 hours.
- ❑ 100% hands-on.
- ❑ Women-only-environment.
- ❑ Careers and mentorship.
- ❑ Network of kick-ass women ready to support and celebrate each other.



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# Flexible Learning Environment

Remote learning makes more sense than ever as tech companies are global and very often teams are delocalized in order to have access to the best talent. Learning remotely is a very valuable experience and good practice for the new remote status quo.

**Join us on campus if you want to, whenever you want to! Enjoy our Flexible Learning Environment, online or with us in sunny Barcelona.**

## Remote Methodologies

- Day Zero: to introduce you to the complete remote methodology, meet your instructor, and your peers.
- Stand up: to share your current status, blocks, and next steps.
- Group Q&A: to solve any doubts from the last session.
- Individual Mentorship: with your instructor via hangouts and/or slack.
- Daily masterclass by your instructor.
- Recorded Classes.
- Weekly retrospective.

## Remote Tools

- Collaboration & Workspace – Slack, Notion, Miro
- Writing – Grammarly
- Basic prototyping – Figma
- User Testing – Lookback
- Analytics – Google Analytics, SimilarWeb
- Optimization – Google Optimize
- SEO Audit – eg Screaming frog, Search Console, SEMrush, SeoQuake
- Keyword research – eg Adwords, Google Trends, Ubersuggest



# Who is this for

**Career changers:** For women who are driven and passionate about the tech industry and want to expand their skills with writing for digital interactions.

**Career Boosters:** Women who are established in their professional career and want to jump to the next level by expanding their skills with writing for digital interactions.

**Entrepreneurs:** Women who run their own venture or have an entrepreneurial mindset and want to improve the user experience of a product and increase conversion.

**PHD profiles:** Women who work or have worked in academia and wish to jump to the corporate sector as well as acquiring the most updated technical skills.

**Recent designer graduates:** Women who have studied design disciplines and want to be able to add values to their design.

**Requirements:** Ideally, they already have some knowledge about marketing, design or writing and want to learn how to optimise content for digital solutions. We will provide you with pre-work before starting the course so that you are prepared. You can always talk to our [admissions lead](#), and she will assess you for this course.



# Learning Objectives

This course introduces you to the work field of job titles such as:  
[Content Strategist, UX Writer, Content Designer, UX Content designer](#)

- Define content strategy that enhances the user experience
- Optimise content for conversion, retention and user engagement
- Define stakeholders and navigate various research methodologies
- Learn about different content formats and their applicability
- Write verbal guidelines and microcopy
- Create inclusive and accessible content
- Perform content audits, card sorting, and testing to optimise content
- Learn about SEO, metadata, tags and keyword search
- Explore different tools for content analytics
- Get insights into user psychology and behavioral content design
- Familiarize with software for content design, structure, SEO and content management
- Learn about intelligent content and machine learning
- Apply content prototyping and learn how writers use design tools
- Curate and edit content for design systems and UI patterns



# Professional Objectives

Overcome the fear of writing and prove to yourself that **you can do anything if you put in the time and effort:**

- ❑ Train your logical thinking skills and prove to yourself you can do anything if you put the time and effort;
- ❑ Better understand this Industry and the opportunities it offers;
- ❑ Build a project that matches Industry expectations;
- ❑ Work as an individual to accomplish your personal goals, and share your knowledge by working in a team with other motivated and ambitious women like you.





# Skills Building

Technical and Soft Skills of a Content designer/UX Writer that you will develop in this course:

## Technical Skills:

- Content Strategy
- Content Design
- UX Writing
- Content Structure
- Research & Testing
- SEO & Analytics
- Content Management
- Project Planning

## Soft Skills:

- Empathy
- Collaboration
- Communication
- Presentation
- Journaling





# Knowledge Blocks & Course Structure

# Knowledge Blocks

## Block 1 – Content Strategy, Research & Design (3 weeks)

Familiarize yourself with content strategy, branding and research to lay the foundation for content design and UX writing. Learn to optimise both visual and verbal content to create unique, impactful and consistent user experiences.

*Content Strategy (week 1), Research (week 2), Visual Content Design (week 6)*

## Block 2 – UX Writing (3 weeks)

Explore different writing methods and evolve your writing process. Acquire the ability to create copy and microcopy that is both useful, delightful and inclusive. Create content that converts, engages and retains users throughout the customer journey.

*Verbal guidelines & Writing methods (week 3), Copy & Microcopy (week 5), Writing for 360 (week 8)*

## Block 3 – Content Engineering (3 weeks)

Get familiar with the components of information architecture. Learn to structure and label content to drive intended behaviour. Acquire basic knowledge in analytics, intelligent content, SEO and content management.

*Content structure (week 4), SEO & Intelligent content (week 7), Analytics & Content Management (week 9)*

## Block 4 – Final presentation (1 week)

Prepare for the final presentation of the project you have been working on from the start. Develop your presentation skills and define a case study to enhance your portfolio.



# Course Structure

## Pre-work - 10 hours of work preparation

This pre-work is designed to get you prepared for the class. It involves defining the project you will be working on during the course of Content design & UX writing. You can either work with an existing solution on the market or an innovation of your own.

Keep in mind that you are expected to work alone - but don't worry, we will give you all resources that you need to prepare a project brief.

## Outcomes from your pre-work:

- ❑ Project brief



# Course Structure

## Week 1. Content strategy

- ❑ Introduction to content strategy
- ❑ Branding & storytelling
- ❑ Omni-channel strategy
- ❑ Content compass
- ❑ Project planning

## Week 2. Research

- ❑ Research methodologies
- ❑ Content inventory & audit
- ❑ Benchmarking & competitor analysis
- ❑ Stakeholder mapping & personas

## Week 3. Verbal guidelines & Writing methods

- ❑ Writing for different industries, audiences and interfaces
- ❑ Verbal guidelines & content style guides
- ❑ Inclusive and accessible content
- ❑ Writing methods & resources



# Course Structure

## Week 4. Content structure

- ❑ Behavioural content design
- ❑ User journeys & interaction design
- ❑ Information architecture & labelling
- ❑ Design systems & patterns

## Week 5. Copy & Microcopy

- ❑ Workflows for writing
- ❑ Writing for different formats & pages
- ❑ Microcopy for UI elements & interaction design
- ❑ Translation & localization

## Week 6. Visual content design

- ❑ Design principles
- ❑ Typography & scales
- ❑ Images & colors
- ❑ Basic prototyping for writers



# Course Structure

## Week 7. SEO & Intelligent content

- ❑ SEO basics
- ❑ Metadata & tags
- ❑ Keyword research
- ❑ Intelligent content

## Week 8. Writing for 360

- ❑ Content marketing
- ❑ Writing for social media, email & app screens
- ❑ Writing for voice interfaces
- ❑ User testing & iteration of content

## Week 9. Analytics & Content Management

- ❑ Data analytics
- ❑ KPIs, metrics & optimisation
- ❑ Content management systems
- ❑ Workflows & handover to designers and developers

## Week 10. Final presentation



# Career and Learning Experience

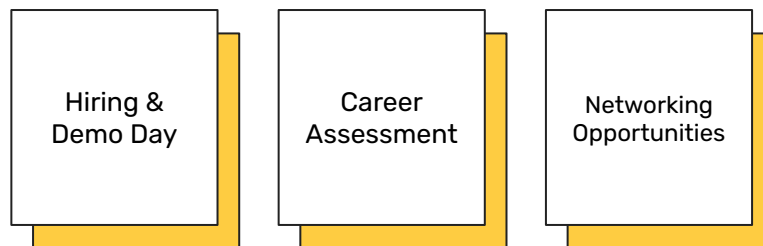


# Career development

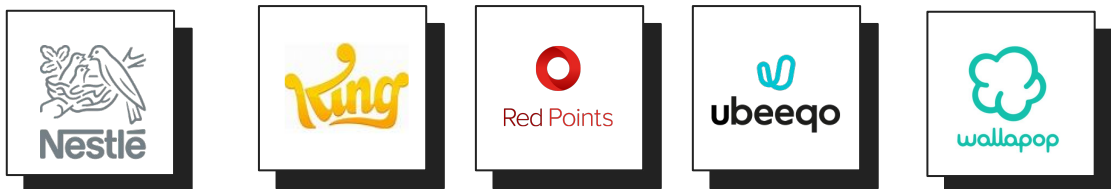
Our mission is to bring more women into the tech field, that's why we are committed to the careers of our graduates.

During the course, you will attend a workshop dedicated to career opportunities within the data field and, at the end, you will have an individual mentorship session with our data oriented career expert.

You will also present your final project at a Demo Day and have real job interviews at our Hiring Day. After this phase you will join the alumni program.



## Hiring Partners (selected few):







# How you will learn with us

70% practical. 30% theory. Each unit covers a different aspect of Content Design & UX Writing, concluding in a project presentation of the learnings at the end of the course.

**This is what a typical week looks like:**

## **Monday & Wednesday (18:30 - 21:30 CET)\***

- ❑ 18.30 - 18.45 Refresh of the concepts from the previous class
- ❑ 18.45 - 19.45 Lecture
- ❑ 19.45 - 20.00 Break
- ❑ 20.00 - 21.30 Hands-on practice! Your turn

## **Saturday (10:00 - 14:00 CET)**

- ❑ 10.00 - 10.30 Refresh of the concepts from the week
- ❑ 10.30 - 11.00 Stand-up meeting
- ❑ 11.00 - 13.30 Project Work + Individual Mentoring
- ❑ 13.30 - 14.00 Weekly Retrospective

\*If you have a different schedule preference, please let us know, since we try to accommodate different groups.



# Useful Information



# Take the next step

Here are the steps for completing our admissions process:

1. Submit the application [form](#).
2. You will receive an email from us to book a call with our admissions manager.
3. Attend a personal interview with us.
4. Pay the tuition fee and sign the contract. Financial options are available, [ask us](#) for more information.
5. Access the pre-work and prepare yourself for the course. Submit it before the starting date of class.
6. If you are still not sure, come to one of our on campus or online informative sessions. You can access the calendar [here](#).



# Dates & Tuition Fee

## Dates & Schedule

<b>10 weeks part time</b>
<ul style="list-style-type: none"><li><input type="checkbox"/> Tuesdays and Thursdays from 18.30 to 21.30pm CET</li><li><input type="checkbox"/> Saturdays from 10.00 to 14.00 CET</li><li><input type="checkbox"/> Ask us for the exact dates</li></ul>

## Tuition Fee and Financing

Full Tuition <b>2950€</b>	One-time Payment <b>2700€</b> <small>*save 250€ when paid in full</small>	Early Registration <b>2450€</b> <small>*save 500€ when paid in full</small>
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## Installment Plans & Sponsorships

Pay in 6 installments of: <b>333€/month</b> <small>+Payment of 950€ upfront</small>	Pay in 6 installments + Early Registration: <b>292€/month</b> <small>+Payment of 950€ upfront.</small>	<b>Employer Sponsorship</b>  We can help you get financial support from your company with our consultant. Ask us for more information!
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# Shaping the futures of women in technology

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Contact us: [admissions@allwomen.tech](mailto:admissions@allwomen.tech)

Visit us: [allwomen.tech](http://allwomen.tech)

Follow us: [@allwomentech](https://twitter.com/allwomentech)

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