

New!

CREATIVE ENTREPRENEUR BOOTCAMP

Register for an intensive weekend bootcamp or take courses a la carte.

Are you...

a potential creative entrepreneur, a student, stay at home parent, writer, artist, designer or craft maker who dreams of turning an idea into a successful business?

- Do you want to develop or expand your skills to capitalize on the demand for online content?
- Maybe you want to increase your online visibility, or are looking to tap into the potential of social media to promote your existing business.



Description

This program will offer the essentials to jump start a creative business. The program bridges the gap between creative ideas and lucrative business no matter where the inspiration comes from: the arts, fashion, design, technology or craft media. Offered as intensive and immersive one-day or two-day weekend sessions, the courses are designed to support the development of real world skills and entrepreneurial expertise.

Skills employers are seeking and creative entrepreneurs want!

In a wide diversity of fields professionals need to be well versed in a full range of media, communication skills and business practices now more than ever before. Content creation and technical know-how to enhance or establish an online presence, including skills such as social media, blogging, marketing for the web, photography, video, and web creation using tools such as WordPress and others, are all essential to be competitive in today's world.



TWO-DAY CORE BOOTCAMPS

Start-up Your Own Creative Business!

Saturday and Sunday October 22, 23 10:00am - 4:30pm
Fee: \$360 Ref# 84214

Developing Your Brand, Marketing Message and Plan

Saturday and Sunday November 19, 20 10:00am - 4:30pm
Fee: \$360 Ref# 84215

Multimedia Production Workshop

Saturday and Sunday December 10, 11 10:00am - 4:30pm
Fee: \$360 Ref# 84216

ONE-DAY BOOTCAMPS

Unlocking Your Creative Idea

Saturday, September 24, 10:00am - 4:30pm
Fee: \$180 Ref# 84217

Build Your Website Today!

Saturday, October 8, 10:00am - 4:30pm
Fee: \$180 Ref# 84224

Tools for Online Publishing: The Art of Blogging

Saturday, November 5, 10:00am - 4:30pm
Fee: \$180 Ref# 84218

The Dynamics of Creating a Digital Presence

Saturday, December 3, 10:00am - 4:30pm
Fee: \$180 Ref# 84219

To Register Call: 914-606-7500

For more information go to:

www.sunywcc.edu/weekendstudies

or email Lisa.Santal@sunywcc.edu

WESTCHESTER
COMMUNITY
COLLEGE

CENTER FOR THE ARTS

Westchester Community College Center for the Arts

196 Central Ave., White Plains, New York, NY 10606 914-606-7500, Arts@sunywcc.edu

TWO-DAY CORE BOOTCAMPS

NEW! Start-up Your Own Creative Business!

Many creatives are naturally born entrepreneurs but lack the business savvy to make it profitable or scale it up. In this 2-day weekend course, you will learn the fundamentals of starting your own creative venture. Whether you have a product, your own artistic creation to market or a service idea, this session will take you through the steps of starting your own consulting or product design business. You will learn the entrepreneurial mindset and acquire the knowledge to get you started.

Topics include: Writing your elevator pitch, writing a business plan and proposals, creating a price structure, securing clients, etc

Saturday and Sunday October 22, 23 10:00am - 4:30pm
Fee: \$360 Ref# 84214



NEW! Developing Your Brand, Marketing Message and Plan

Building a brand is about developing your message and creating a marketing plan that will effectively communicate your ideas. Participants will gain knowledge through an overview of marketing techniques including feasibility analysis and use of contemporary media.

Topics include: Strategies for building your brand identity, contemporary marketing tools and practices, investigation of market landscapes, evaluating the use of traditional and new media platforms and contemporary consumer behaviors.

Saturday and Sunday November 19, 20 10:00am - 4:30pm
Fee: \$360 Ref# 84215

NEW! Multimedia Production Workshop

In this production intensive course, you will learn how to use photography and video to maximize your online presence. Learn to make powerful images that draw clients to your website and captivate them with your story, product or service.

Topics include: Preparing photos and video for the web, Adobe Creative Cloud, Smartphone, DSLR, Video, YouTube etc.

Saturday and Sunday December 9, 10 10:00am - 4:30pm
Fee: \$360 Ref# 84216

All courses include a half hour lunch break.
To Register, call 914-606-7500
or email Lisa.Santalís@sunywcc.edu for more info.

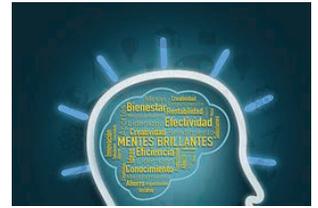
ONE-DAY BOOTCAMPS

NEW! Unlocking Your Creative Idea

This session will help you crack the creativity code and succeed at innovation. You will develop your skills in creativity, idea generation and problem solving. Through lab-based activities and a lively and friendly atmosphere, you will learn creative techniques to turn ideas into action.

Topics include: Fostering creative thought, optimizing your ability to find creative solutions, how to formulate and evaluate ideas, and design thinking applied to innovative strategy.

Saturday, September 24, 10:00am - 4:30pm
Fee: \$180 Ref# 84217



NEW! Build Your Website Today!

This course will help you build simple pages, striking display pages, a professional blog or an online store. Participants will understand how a webpage works and the importance of a mobile-ready site.

Topics include: How to make a hosting account and create a domain name, the most user-friendly and professional web-editing programs to quickly create websites, how to create links and images, and how to publish a website online.

Saturday, October 8, 10:00am - 4:30pm
Fee: \$180 Ref# 84224

NEW! Tools for Online Publishing: The Art of Blogging

During this workshop you will see how powerful a blog can be. A dynamic tool, a blog can be used to market and promote a product, service, an individual, or organization. Blogs can also be an ideal way to quickly and effectively distribute information to your network of 'friends', associates, clients, and customers. During this session you will learn to set yourself up for remarkable content and write your first post with authority.

Topics include: Discovering your blog niche, essential tools of good copy writing, thinking strategically, storytelling, using persuasive language to market and expand your reach and using photos and graphics to your advantage.

Saturday, November 5, 10:00am - 4:30pm
Fee: \$180 Ref# 84218

NEW! The Dynamics of Creating a Digital Presence

This course will explore what it takes to establish an online presence through the building of a website and use of social media. This interactive lab-based workshop will focus on clear strategies for understanding how to make the most of digital technologies. Learn how to generate traffic to your website and improve and optimize your site and content. There will also be an opportunity to create accounts on social media platforms.

Topics include: Popular platforms such as WordPress, Twitter, Pinterest, FaceBook, and LinkedIn will be reviewed, best user experiences, linking multiple social media profiles, blogging and much more. (For hands-on instruction on building a website, see the course Build your Website Today!)

Saturday, December 3, 10:00am - 4:30pm
Fee: \$180 Ref# 84219

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