VAN WEST COLLEGE

LEARN ENGLISH, CREATE IMPACT!

ENGLISH FOR MULTIMEDIA

BUILD ENGLISH SKILLS THROUGH STORYTELLING, MEDIA, AND DIGITAL COMMUNICATION

LEARN ENGLISH

Speak, present, interview, and communicate with confidence.

TELL STORIES

Use English to create engaging stories through photography, video, social media, and journalism.

MAKE AN IMPACT

Learn to adapt your message for different audiences, platforms, and purposes.

CREATE & COLLABORATE

Put your English into action through hands-on projects and your own VanWest news video.



CANADA VANCOUVER | KELOWNA
www.vanwest.com

#VANWEST @VANWESTCOLLEGE

VAN WEST COLLEGE

ENGLISH FOR MULTIMEDIA





COURSE INFORMATION

AVAILABLE LOCATION
Vancouver

CLASS & DURATION
25 lessons per week | 8 weeks
* THIS ELECTIVE CLASS MUST BE COMBINED WITH ONE OF THE MORNING COURSES.

COURSE STARTING DATES
Every Monday * IF MONDAY IS A HOLIDAY, TUESDAY IS THE START DATE.
RECOMMENDED STARTING DATES:
2027: Jan 4, Mar 1, Apr 26, Jun 21, Aug 16, Oct 11, Dec 6

ENGLISH REQUIREMENT
VanWest Level 5+

TIMETABLE	
TIME	**MONDAY - FRIDAY**
8:30 - 10:10	**English Class** General English • English for Academic Purposes (EAP) Business English (Level 7+) • Speak Up (Level 5+) Marketing English Bootcamp (Level 5+)
10:20 - 12:00	
12:00 - 13:00	Lunch
13:00 - 13:50	**ENGLISH FOR MULTIMEDIA**
13:55 - 14:45	**Afternoon Elective Suggestions (30 LESSONS ONLY)** IELTS Preparation • Canadian English and Culture Communication • Speaking • Listening Writing • Grammar • Pronunciation and *and more!*

COURSE OUTCOME & OVERVIEW

DIGITAL STORYTELLING: Create stories for any platform.

VISUAL STORYTELLING: Tell stories through photos and video.

INTERVIEWING: Ask questions and find the story.

MEDIA PRODUCTION: Plan, film, and edit.

MEDIA ETHICS: Navigate AI, scams, and misinformation.

ADVERTISING & PERSUASION: Create content that connects.

JOURNALISM & REPORTING: Report stories with impact.

VANWEST NEWSROOM: Create your own news video.

WEEKS	TOPICS	WEEKS	TOPICS
1: DIGITAL STORYTELLING	Welcome to Media • Online Language & Audience Designing Posts • My VanWest Story	**5: MEDIA ETHICS & DIGITAL INFLUENCE**	AI & Media • Online Scams • Misinformation Social Media • Digital Ethics
2: VISUAL STORYTELLING	Visual Storytelling • Photography Challenge • Video Storytelling • Short-Form Video • Editing Basics	**6: ADVERTISING, BRANDING & PERSUASION**	What Makes Ads Work? • Persuasive Advertising Brands & Audiences • Reviews & Influencers Social Media Campaign
3: INTERVIEWING & HUMAN STORIES	Interview Skills • Better Questions • Follow-Ups Active Listening • Find the Story	**7: JOURNALISM - WRITING, AUDIO & REPORTING**	News Angles & Bias • Opinions & Sources • Reporting Ideas • Voice & Podcasting • Newsroom Boot Camp
4: VANWEST VOICES	Story Development • Interview Filming • Visual Storytelling • Editing • VanWest Voices	**8: VANWEST NEWSROOM**	Newsroom, Pitch & Planning • Scripts & Interviews • Filming • Editing • VanWest News Premiere

- Course offerings and schedules are subject to change without prior notice. Please confirm availability prior to registration.